

082

Editorials

UPI Audio

Public Service

Promotions

Viet Nam Misc. Drawings

W N U S - EDITORIAL

ANNOUNCING THE DEATH OF RAYMOND W. DURST

BY

CLIFF JOHNSON - MANAGING EDITOR - W N U S

CHICAGO IS POORER TODAY WITH THE PASSING OF RAYMOND DURST. THE CITY LOSES ONE OF ITS ARDENT SUPPORTERS AND ONE OF ITS DEVOTED ENTHUSIASTS.

HIS DEATH AT THE AGE OF 62 COMES UNEXPECTEDLY AT A TIME DURST WOULD HAVE BEEN AT THE HEIGHT OF HIS CREATIVITY. TO THE MOMENT OF HIS UNTIMELY PASSING, RAY DURST WAS A MEMBER OF THE LAY ADVISORY COUNCIL OF THE UNIVERSITY OF NOTRE DAME AND WAS ACTIVE IN CIVIC BETTERMENT ORGANIZATIONS BEYOND NUMBER, FOR MANY YEARS. HAVING SPENT ALMOST HIS ENTIRE BUSINESS LIFE WITH HALLICRAFTER COMPANY, RAY DURST'S CONTRIBUTIONS TO PROGRESS IN THE BUSINESS WORLD OF ELECTRONICS WERE WIDELY RECOGNIZED. AS A PROMINENT AND ACTIVE DIRECTOR OF BOTH HENRY C. LYTTON AND THE RIVER FOREST BANK AND TRUST, HE WAS CONSTANTLY IN TOUCH WITH EVERYTHING THAT WAS CHICAGO AND KEENLY INTERESTED IN THE CITY THAT FLOWERED AROUND HIM. TO ALL OF THOSE WHO HAD THE PERSONAL PRIVILEGE OF KNOWING HIM, THE PASSING OF RAY DURST WILL COME AS A GREAT SHOCK. TO ALL CHICAGOLAND, HIS DEATH TAKES FROM CHICAGO A PIECE OF ITS HEART.

UPI Audio

Public Service

Promotions

Viet Nam Misc

W-NEWS EDITORIAL by JACK BURKE - 1/26/66 - Suspicious Persons

W-News puts before you this problem. Say, it's night. Colder'n a bathtub in an igloo. Already you're late for that dinner invitation. Just hopped off the El. You don't really know the neighborhood. You're late. You half run, half walk. You've got troubles. You're late.

Suddenly, a police car pulls up. Ahh...help, just when you need it.

But no. Suddenly two policeman pile out and back you up against a fence.

"Why are you running?" they ask. "What's your name"... "where do you live"... "what are you doing in this neighborhood"... "what's your job"... "what are you running for"... "what's your name"....

Suddenly your head swims with questions. You're bewildered. And, you're late.

Perhaps, the illustration is far fetched. Perhaps, it will never occur. But, under the current police campaign to question and classify what police observe to be "suspicious persons", it could. And W-News stresses this new campaign directly conflicts with a specific right granted by the Constitution. The right which denies search and seizure without due process of law.

Illinois legislatures have long and repeatedly refused to grant any such power. W-News doubts that they have changed. For this reason, W-News finds itself directly opposed to the campaign of Police Superintendent O.W. Wilson to corral "suspicious persons".

UPI Audio

Public Service

Promotions

Viet Nam Misc. Documents

UPI Audio

Public Service

Promotions

Viet Nam Misc Drawings

-2-

UPI Audio

You can use this right and it is simply wonderful; you can use it wrongly, and it can be devastatingly harmful.

although somewhat
familiar with
WNUS,
Smith,

I am reminded of the early hours of listening to W-NUS when it first came on the air in September, 1964. For hours the writer was tormented by the thought that although something was wrong, he could not ~~discern~~ discern the missing component. And then, it was suddenly clear. W-NUS was not giving the news! But why?

The answer was immediately clear — W-NUS was overusing a new and original asset: UPI Audio ~~and~~ feeds. Never before heard on an all-news station, the UPI Audio insertions were refreshing, prestigious and well-produced. But ~~then~~ ~~one~~ One got the impression of a big-time, worldwide organization instead of a simple, localized all-news operation. The fact that the simple, localized all-news operation would kill ~~the~~ ~~WNUS~~ that particular ~~some~~ W-NUS type of newscast did not immediately occur. ~~But~~ And then, soon, it did.

W-NUS was fascinating only to me. For the average tuner-in, it was so worthy to hear the reports from Bonn, Paris, Moscow ~~and~~, Tokyo, Brazzaville.

Public Service

Promotions

Viet Nam Miss

Promotions

Viet Nam 81:--

(2) Army UPI Audio report which is ~~of~~ not of airworthy quality.

Do use:

(c) UPI Audio Features which you find extraordinarily interesting and exceptional — discuss as you can make it hard news. UPI's "Christmas Suck" Feature — The story of a ^{Brooklyn} man who gave away \$10,000 on the streets of Manhattan.

on Christmas morning because he liked to give away his money and drat his wife - became several hours later a hard-news item as UPI's regular wire service began to cover this great story - or perhaps it was first on the wire service. But suppose it wasn't - if you'd heard it on UPI Audio, wouldn't you have demanded ~~an~~ a UPI Audio ~~not~~ wire companion piece? ~~The~~ Do use those UPI Audio Features which you find remarkable and unique.

Leave it to your Engineer to decide those UPI Audio feeds which are technically unusable. ~~The~~ Talk to him carefully! Explain to him the problem. He's a smart guy - maybe smarter than you are. After all, ~~he knows~~ could you even pass the first-timed exam?) and he'll do well. Let him filter out the technically unusable stuff. Sure, once a year he may kill the only known recording of the Abominable Snowman. But chances are not even that - our W-News ~~the~~ technicians are plenty discerning. Once he gives you the stuff he thinks is technically usable, you can decide for yourself which to use.

Believing as I do in ~~an~~ ^{bribes where the} public benefits and even the moral interests of the parties concerned benefit, how about an occasional bottle of the spirit of the season to you, Engineer, to tell you which feeds he found interesting? You'll find him a friend - and smart as hell.

UPI
Audio

From: Gordon McLendon
To: All UPI Audio Stations

Unless special overtime is required, please begin to transcribe from UPI Audio the following features:

FROM THE PEOPLE

EARLY A.M. FARM FEATURE.

EARLY AM SPORTS FEATURE--there was one at 3:30 seconds with a cutaway; is there still one?

REFLECTION

WORLD REPORT

SPACE

WASHINGTON REPORT

PERSPECTIVE

UN REVIEW

BOGUE: 3:30 with cutaway--financial editor Jesse Bogue analyzes the week's markets.

NY INTERVIEW--3:30 with cutaway, NY bureau report from the world of arts.

Get all of the 3:30 reports that come in each day. Some may be valuable as a source of hard news. If we don't transcribe them, we'll never know. We plan to use the above features in part at WNUS as material for public service forum, discussion, ~~xxx~~ agriculture, etc., programs.

Since my UPI information dates back to the summer of last year, please advise if there are any other UPI features which are new, or any other reports which I should know about.

Public Service

Promotions

Viet Nam Misc. Promo

From: Gordon McLendon
To: All UPI Audio Stations

Unless special overtime is required, please begin to transcribe from UPI Audio the following features:

FROM THE PEOPLE

EARLY A.M. FARM FEATURE.

EARLY AM SPORTS FEATURE--there was one at 3:30 seconds with a cutaway; is there still one?

REFLECTION

WORLD REPORT

SPACE

WASHINGTON REPORT

PERSPECTIVE

UN REVIEW

BOGUE: 3:30 with cutaway--financial editor Jesse Bogue analyzes the week's markets.

NY INTERVIEW--3:30 with cutaway, NY bureau report from the world of arts.

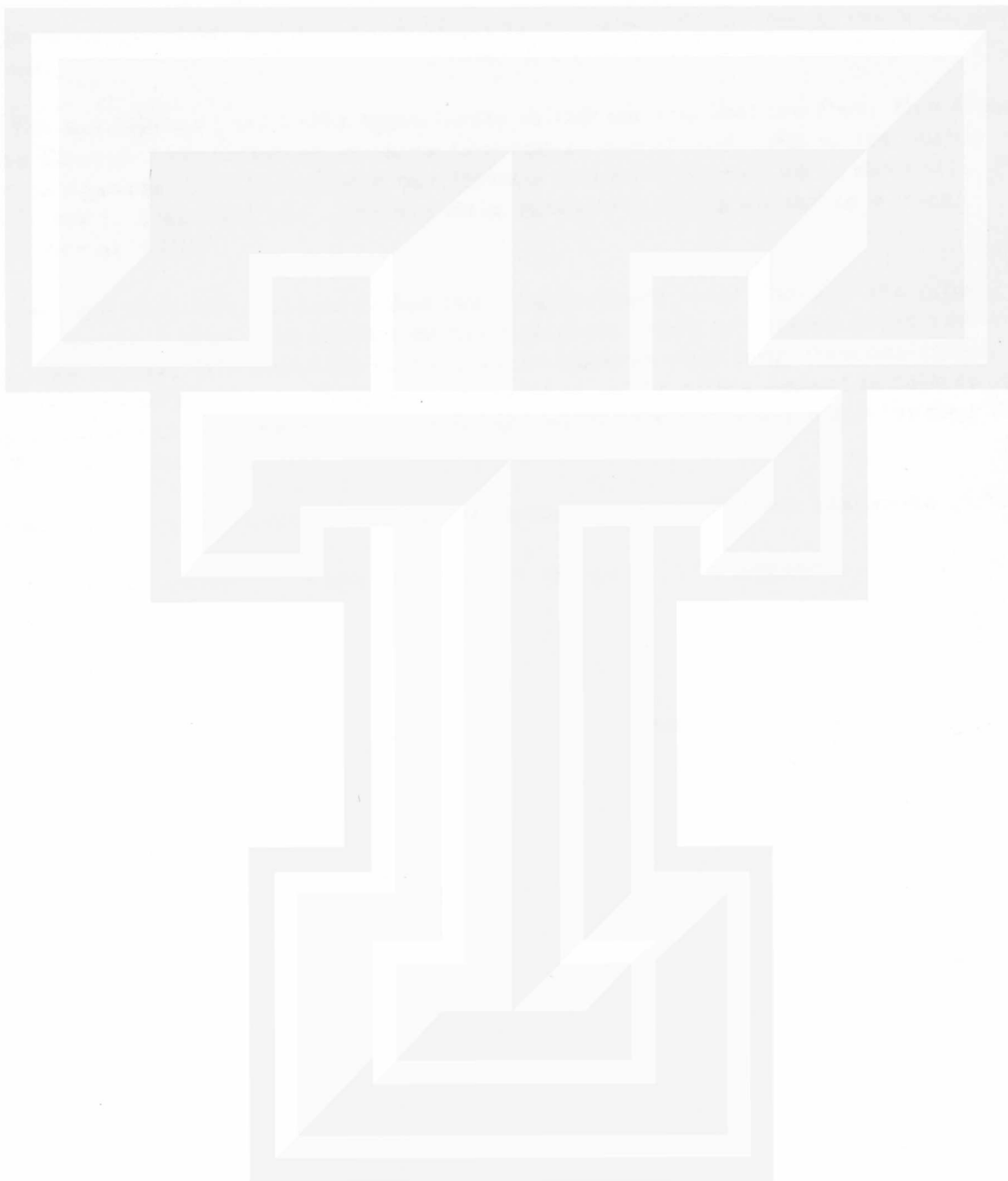
Get all of the 3:30 reports that come in each day. Some may be valuable as a source of hard news. If we don't transcribe them, we'll never know. We plan to use the above features in part at WNUS as material for public service forum, discussion, ~~xxx~~ agriculture, etc., programs.

Since my UPI information dates back to the summer of last year, please advise if there are any other UPI features which are new, or any other reports which I should know about.

Public Service

Promotions

Viet Nam Misc Prom



Public Service

Promotions

Viet Nam Misc Prom

ALL WNUSmen and Engineers

August 26, 1966

cc: Ron Ruth
Richard Thorne bcc: John Ashenhurst
Don Keyes

We have an unwritten policy in the McLendon Corporation. We do not kick our friends.

For the uninitiated I take this opportunity to inform you that the Rev. Ben Gums of the Church Federation of Greater Chicago is our friend. All of the public service agencies in Chicago are our friends and have proven so in the past. But Ben Gums is a special one. He has done many favors for us and is a vocal supporter of WNUS.

As you may have heard, Ben called me long distance from Chicago the other day to complain about the treatment his Religious News programs were receiving. Needless to say, it's most embarrassing to receive such long distance calls. However, I don't have anything else to do here in the office except to talk to people about public service programming and his problem did not interrupt my day in the least.

Dennis has covered much of this in his memo to you so I'll not elaborate further.

Don't kick our friends. When you do, two things usually happen.

1. You lose friends.
2. They kick back.

Don Keyes

DCK/rt

Promotions

Viet Nam Misc. Drawings

PAGE FOUR--Wnews PUBLIC SERVICE ANNOUNCEMENTS

Radio is the only ~~news~~ major news medium for the blind. That's why we at WNUS feel ~~even~~ that much closer to the blind. This is Mike Laughlin of Wnews reminding you that there is urgent need for friendly German Shepherds, Labrador and Golden Retrievers--such dogs are needed to enter the training program at the Leader Dog School~~x~~ in Rochester, Michigan. ~~Any~~ Wnews urges that anyone ^{in Chicago} having a potential Leader dog for the blind, a dog between the ages ~~one~~ of one and two years, please write the Leader Dog School, Rochester, Michigan, for a questionnaire form.

* * * * *

female employee

This is _____ at Wnews. There are no finer dogs than friendly German Shepherds, Labradr and Golden Retrievers. If you have a Labrador Retriever, between one and two years old, and fully grown, friendly and fairly nice-looking, your pet could become a happy Leader Dog for the blind. ~~anyone~~ ^{Wnews urges that anyone} in Chicago having a potential Leader Dog, ~~and~~ please write Leader Dogs for the Blind, Rochester, Michigan.

* * * * *

This is Jack Burke, ~~of Wnews~~ Vice-President and General Manager of Wnews. Walking down the street the other day, I looked into a store window and was pleased to see two handicapped veterans happily working ~~in~~ at redecorating the window in a big Chicago department store. You know, a great part of the strength of our Nation is derived from the talents and abilities of veterans who have overcome severe handicaps. When you think of hiring, ^{Chicago} Mr./Employer, remember that truth--and hire Chicago handicapped veterans for their abilities.

Promotions

Viet Nam Misc. Promc

PAGE FOUR--Wnews PUBLIC SERVICE ANNOUNCEMENTS

Radio is the only ~~news~~ major news medium for the blind. That's why we at WNUS feel ~~sure~~ that much closer to the blind. This is Mike Laughlin of Wnews reminding you that there is urgent need for friendly German Shepherds, Labrador and Golden Retrievers--such dogs are needed to enter the training program at the Leader Dog School~~in~~ in Rochester, Michigan. ~~any~~ Wnews urges that anyone having a potential Leader dog for the blind, a dog between the ages ~~one~~ of one and two years, please write the Leader Dog School, Rochester, Michigan, for a questionnaire form.

* * * * *

female employee

This is _____ at Wnews. There are no finer dogs than friendly German Shepherds, Labradr and Golden Retrievers. If you have a Labrador Retriever, between one and two years old, and fully grown, friendly and fairly nice-looking, your pet could become a happy Leader Dog for the blind. ~~anyone~~ Wnews urges that anyone in Chicago having a potential Leader Dog, ~~ask~~ please write Leader Dogs for the Blind, Rochester, Michigan.

* * * * *

This is Jack Burke, ~~officer~~ Vice-President and General Manager of Wnews. Walking down the street the other day, I looked into a store window and was pleased to see two handicapped veterans happily working ~~at~~ at redecorating the window in a big Chicago department store. You know, a great part of the strength of our Nation is derived from the talents and abilities of veterans who have overcome severe handicaps. When you think of hiring, ~~Mr./Employer~~ ^{Chicago}, remember that truth--and hire Chicago handicapped veterans for their abilities.

Promotions

Viet Nam Misc. Promc

S

PAGE THREE--~~NEWS~~ PUBLIS SERVICE ANNOUNCEMENTS

The hope, you know, is real. This is Don Keyes of Wnews and we here in Chicago know that the fight against leukemia has good reason for hope. There are substantive research findings and they have provided new research-produced drugs which have extended many lives from months to year, many Chicagoans among them. Through proved, medically-sound principles, real progress has been achieved. Wnews urges ~~your~~ Chicago's support of the leukemia fight in seeking the solution for a cure and prevention. /your maximum support ~~maximum~~ will mean that maximum research is available to speed along the long-sought breakthrough against leukemia. Do support the Greater Chicago chapter of the Leukemia Society.

* * * * *

Do you have a child romping around your house? I do. This is Maury Levin on Wnews. If that child frolicking in your ^{Chicago} living room right now should get leukemia, he or she would be taken from you within an average of 18 months. There's no sure--yet. But Chicago researchers working with the Leukemia Society are hard at work on a cure. W-News urges that you /Help those researchers today, ~~with~~ Chicagoans, with substantial contributions to your ~~local~~ Chicago Leukemia Society.

* * * * *

This is female employee of Wnews urging that you Chicago mothers and fathers take the children, or go alone, ^{Chicago's} to/fascinating Brookfield Zoo. Brookfield is easy to get to--on the Stevenson Expressway, exit at First Avenue and go North. On the Eisenhower Expressway, exit at First Avenue and go south to Chicago's Brookfield Zoo. Those fast expressways here in Chicago will bring you directly to the Zoo's main gate. Always plenty of parking. Wnews urges you to visit the Brookfield Zoo here in Chicago--it's open every day at ten in the morning.

Promotions

Viet Nam Misc. Promc
s

PAGE THREE--NEWS PUBLIC SERVICE ANNOUNCEMENTS

The hope, you know, is real. This is Don Keyes of Wnews and we here in Chicago know that the fight against leukemia has good reason for hope. There are substantive research findings and they have provided new research-produced drugs which have extended many lives from months to year, many Chicagoans among them. Through proved, medically-sound principles, real progress has been achieved. Wnews urges ~~xxxx~~ Chicago's support of the leukemia fight in seeking the solution for a cure and prevention. /Your maximum support ~~maximum~~ will mean that maximum research is available to speed along the long-sought breakthrough against leukemia. Do support the Greater Chicago chapter of the Leukemia Society.

* * * * *

Do you have a child romping around your house? I do. This is Maury Levin on Wnews. If that child frolicking in your ^{Chicago} living room right now should get leukemia, he or she would be taken from you within an average of 18 months. There's no sure--yet. But Chicago researchers working with the Leukemia Society are hard at work on a cure. W-News urges that you help those researchers today, ~~with~~ Chicagoans, with substantial contributions to your ~~local~~ Chicago Leukemia Society.

* * * * *

This is female employee of Wnews urging that you ^{Chicago's} mothers and fathers take the children, or go alone, to/fascinating Brookfield Zoo. Brookfield is easy to get to--on the Stevenson Expressway, exit at First Avenue and go North. On the Eisenhower Expressway, exit at First Avenue and go south to Chicago's Brookfield Zoo. Those fast expressways here in Chicago will bring you directly to the Zoo's main gate. Always plenty of parking. Wnews urges you to visit the Brookfield Zoo here in Chicago--it's open every day at ten in the morning.

Promotions

Viet Nam Misc. Promos

FURTHER Wnews PUBLIC SERVICE ANNOUNCEMENTS

This is Ron Ruth of WNUS. ~~You must make~~ We in Chicago can be sure that inflationary times to the contrary, there are still ways in which to get value for your ~~Chicago~~ dollars. In Chicago, Wnews commends to your attention the Chicago Maternity Center, now entering its 71st year here in Chicago. Your dollars, over the years, have helped the Maternity Center of ~~Chicago~~ send teams of doctors and nurses to deliver babies in the homes of needy families. Surely there is no better way for ^{we} Chicagoans to spend our money., Than to spend it with the Chicago Maternity Center. Today, the products are healthy, happy babies.

* * * * *

The cry of a newborn infant coupled with the competent, reassuring voice of a medical attendant. Somehow those two have become the standard, at least in our Chicago way of life. This is Joan Walgren of Wnews. The principle that the woman should not be alone at birth, no matter how poor she is, has become part of our tradition. There would be some Chicago women who would be utterly alone if it were not for the Chicago Maternity Center. That unique traveling maternity hospital sends teams of ~~Chicago~~ doctors and nurses to deliver babies in the homes of needy families here. ~~Wnews~~ Wnews hopes that you will ~~support~~ support the Chicago Maternity Center with your dollars.

Promotions

Viet Nam Misc. Promc
s

FURTHER Wnews PUBLIC SERVICE ANNOUNCEMENTS

This is Ron Ruth of WNUS. ~~You must know~~ We in Chicago can be sure that inflationary times to the contrary, there are still ways in which to get value for your ~~Chicago~~ dollars. In Chicago, Wnews commends to your attention the Chicago Maternity Center, now entering its 71st year here in Chicago. Your dollars, over the years, have helped the Maternity Center of ~~Chicago~~ send teams of doctors and nurses to deliver babies in the homes of needy families. Surely there is no better way for ^{we}/Chicagoans to spend our money., Than to spend it with the Chicago Maternity Center. Today, the products are healthy, happy babies.

* * * * *

The cry of a newborn infant coupled with the competent, reassuring voice of a medical attendant. Somehow those two have become the standard, at least in our Chicago way of life. This is Joan Walgren of Wnews. The principle that the woman should not be alone at birth, no matter how poor she is, has become part of our tradition. There would be some Chicago women who would be utterly alone if it were not for the Chicago Maternity Center. That unique traveling maternity hospital sends teams of ~~Chicago~~ doctors and nurses to deliver babies in the homes of needy families here. ~~Wnews~~ ^{Wnews} hopes that you will ~~support~~ support the Chicago Maternity Center with your dollars.

Promotions

Viet Nam Misc. Promc
s

PAGE FIVE--WNEWS PUBLIC SERVICE ANNOUNCEMENTS

Don Keyes
Thank you. This is ~~Don Keyes~~ of WNUS. Right now, there are
Cook County Cook County
more people in ~~Cook County~~ mental hospitals than in all other/hospitals
here in Chicago
combined. Mental illness affects little children/ too. In fact, the
most widespread of all the serious mental illnesses--schizophrenia--
strikes thousands of little children, as young as two or three years
old. And schizophrenia hits primarily at young adults and teenagers.
You can help research overcome mental illness here in Chicago. Wnews
urges that you join and support your local chapter of the National
Association for Mental Health.

* * * * *

anyone in Chicago drives with their
You know, every time ~~you drive with your~~ windows closed, ~~you know~~
they've got a "silent passenger"--the threat of carbon monoxide
poisoning. This is John Hoffman of the WNUS Engineering Staff.
When ~~you drive~~ Chicagoans drive in a closed car it could well mean
danger. Watch it if you get drowsy, light-headed or get a headache--
get some fresh air immediately. Keep your windows open until the
exhaust leak can be repaired. A public service announcement by W-News.

* * * * *

This is John Hoffman of the Wnews Engineering Department. What
do you normally check when you stop at your favorite Chicago service
station for gas. Oil...water...battery? Well, add the fan belt to
that list, too. Your fan belt runs the fan that cools your radiator,
operates the water pump and drives the generator of every Chicago car.
And the fan belt may also supply power to your steering mechanism.
Wnews urges that you take a second to check your fan belt--it may
save a towing charge all the way across Chicago.

Promotions

Viet Nam Misc. Promc

PAGE FIVE--WNEWS PUBLIC SERVICE ANNOUNCEMENTS

Don Keyes
Thank you. This is ~~Don Keyes~~ of WNUS. Right now, there are
Cook County Cook County
more people in ~~Cook County~~ mental hospitals than in all other/hospitals
here in Chicago combined. Mental illness affects little children/ too. In fact, the
most widespread of all the serious mental illnesses--schizophrenia--
strikes thousands of little children, as young as two or three years
old. And schizophrenia hits primarily at young adults and teenagers.
You can help research overcome mental illness here in Chicago. Wnews
urges that you join and support your local chapter of the National
Association for Mental Health.

* * * * *

anyone in Chicago drives with their
You know, every time ~~you drive with the~~ windows closed, ~~you~~
they've got a "silent passenger"--the threat of carbon monoxide
poisoning. This is John Hoffman of the WNUS Engineering Staff.
When ~~you drive~~ Chicagoans drive in a closed car it could well mean
danger. Watch it if you get drowsy, light-headed or get a headache--
get some fresh air immediately. Keep your windows open until the
exhaust leak can be repaired. A public service announcement by W-News.

* * * * *

This is John Hoffman of the Wnews Engineering Department. What
do you normally check when you stop at your favorite Chicago service
station for gas. Oil...water...battery? Well, add the fan belt to
that list, too. Your fan belt runs the fan that cools your radiator,
operates the water pump and drives the generator of every Chicago car.
And the fan belt may also supply power to your steering mechanism.
Wnews urges that you take a second to check your fan belt--it may
save a towing charge all the way across Chicago.

Promotions

Viet Nam Misc. Promc
s

Publ. Serv.
Spot Announcements

This is Jack Burke, General Manager of Wnews. There are many departments in Chicago plants and Chicago offices where personnel turnover is a problem. Wnews suggests to you that your answer may well be rehabilitated, handicapped veterans. You'll find these Chicago veterans punctual, steady--with excellent service records--and better than average workers. Chicagoans, for the sake of your business--see your Illinois Employment Service today. Wnews urges that you hire retrained, handicapped workers.

* * * * *

This is Mrs. Gary Fuller of WNUS. May I say a few words about Goodwill Industries² here in Chicago? You know, Chicago's handicapped workers must depend upon you to keep a steady flow of household and clothing discards coming into Chicago's Goodwill Industries Plant. ~~Now~~ The donations of Chicagoans provide training in over 110 different jobs, and a job means a paycheck. Help Goodwill's handicapped workers here in Chicago earn a paycheck. Wnews asks that you call SEELEY 8-3860 for a truck pickup.

* * * * *

Did you know that a very important battle is being fought right here in Chicago? I refer to the March of Dimes fight against birth defects--a Chicago crusade to help babies from being born handicapped. This is Dennis Frazer of Wnus, urging that you Join the March of Dimes. When that Chicago Mothers' March volunteer rings your doorbell this Tuesday, January 25th, it's an important part of this fight all of us Chicagoans are putting up. That ~~Mother~~ Chicago Mother who rings your doorbell will be collecting funds to support a vital March of Dimes scientific research. But a marching mother can only ask Chicagoans--it's up to you to give.

* * * * *

Few Chicago public service organizations are as highly-regarded as the Chicago Urban League. This is Mitchell Lewis of the WNUS staff urging that all Chicagoans remember Friday, January 28th, the date of the Chicago Urban League's annual meeting. The Chicago Urban League program will be at the Conrad Hilton Hotel at noon sharp. The theme of the Urban League's meeting will be --"The Urban League--the Revolution--And Beyond"...the meeting will not be, repeat not, a fund-raising program. Wnews asks that those of you who wish to make reservations for the Chicago Urban League's annual meeting at noon on January 28th call Atlantic 5-5800--call for your reservations now--close to 2300 others will be there.

Promotions

Viet Nam Misc. Promoc
s

This is Jack Burke, General Manager of Wnews. There are many departments in Chicago plants and Chicago offices where personnel turnover is a problem. Wnews suggests to you that your answer may well be rehabilitated, handicapped veterans. You'll find these Chicago veterans punctual, steady--with excellent service records--and better than average workers. Chicagoans, for the sake of your business--see your Illinois Employment Service today. Wnews urges that you hire retrained, handicapped workers.

* * * * *

This is Mrs. Gary Fuller of WNUS. May I say a few words about Goodwill Industries² here in Chicago? You know, Chicago's handicapped workers must depend upon you to keep a steady flow of household and clothing discards coming into Chicago's Goodwill Industries Plant. ~~Now~~ The donations of Chicagoans provide training in over 110 different jobs, and a job means a paycheck. Help Goodwill's handicapped workers here in Chicago earn a paycheck. Wnews asks that you call SEELEY 8-3860 for a truck pickup.

* * * * *

Did you know that a very important battle is being fought right here in Chicago? I refer to the March of Dimes fight against birth defects--a Chicago crusade to help babies from being born handicapped. This is Dennis Frazer of Wnus, urging that you Join the March of Dimes. When that Chicago Mothers' March volunteer rings your doorbell this Tuesday, January 25th, it's an important part of this fight all of us Chicagoans are putting up. That ~~Mother~~ Chicago Mother who rings your doorbell will be collecting funds to support a vital March of Dimes scientific research. But a marching mother can only ask Chicagoans--it's up to you to give.

* * * * *

Few Chicago public service organizations are as highly-regarded as the Chicago Urban League. This is Mitchell Lewis of the WNUS staff urging that all Chicagoans remember Friday, January 28th, the date of the Chicago Urban League's annual meeting. The Chicago Urban League program will be at the Conrad Hilton Hotel at noon sharp. The theme of the Urban League's meeting will be --"The Urban League--the Revolution--And Beyond"...the meeting will not be, repeat not, a fund-raising program. Wnews asks that those of you who wish to make reservations for the Chicago Urban League's annual meeting at noon on January 28th call Atlantic 5-5800--call for your reservations now--close to 2300 others will be there.

Promotions

Viet Nam Misc. Promoc
s

From: Gordon McLendon
To: All concerned

G'l + Publ, S&V

Henceforth and immediately, all WUS public service announcements are to be personalized to Chicago and, wherever possible, with the inclusion of WUS call letters.

It will be WUS' policy, beginning 25 January, to air local public service announcements only where our call letters are included twice in the announcements and where the speaker specifically records the announcements for us, either at 230 North Michigan or at 8601 South Kedzie. Art Holt will be charged with putting the proper recording apparatus for this purpose in the conference room at 230 North Michigan so that we can record at either place. If the person who records wishes to adhere to our rules for localization of either a national or local public service spot, also including our call letters twice, we've no objection to their cutting the spots anywhere.

Try to get well-known local people--society women, celebrities, etc. If you have a list of the Board of a number of the Chicago charities, this should give you a running start. Now, we're going to have to get out and phone for these things until we get them flowing in. We're going to have to call and ask for them. It's a cinch to get once you get the people on the telephone--the the leaders you want to talk to.

First of all, let's take what could be a typical local public service announcement and see an example of what can be done with it. Attached is the public service announcement that we are now running and would not under any circumstances run after January 25th. We should be adding one or two localized spots every day or so between now and January 25th, deleting one or two non-localized, so that by the time January 25th arrives, we have made the grade just in normal progression. Now, for heaven's sake, the following copy is just intended as an example and I don't want every one to begin, or end, or sound just like this one--all should be different, with varying twists, usage of names, call letters, etc. I don't want every one to start with "this is Mrs. John Jones...". Example:

"This is Mrs. John Jones of Lake Forest and I'd like to speak to Wnews listeners about babies: you know, the first step with a baby is an important one. And the first step is to see that every Chicago baby has a chance for a healthy, happy Chicago life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center. Wnews advises you that the Chicago Maternity Center has teams of doctors and nurses always on call to deliver babies in the homes of needy Chicago families."

Note the working in of the call letters. Note the working in of two additional mentions of Chicago. Because here's how that spot came to us and would forever continue coming to us unless we insisted otherwise:

(continued)

Promotions

Viet Nam Misc. Promos

"The first step is the important one. The first step is to see that every Chicago baby has a chance for a healthy, happy life by insuring medical attention at childbirth. This can be done by ~~insurance~~ giving to the Chicago Paternity Center whose teams of doctors and nurses are always on call to deliver babies in the homes of needy families."

Now, which is better? Which helps the charity most? Which helps us most?

Henceforth, all public service announcements will be limited to a thirty-second length--they may be shorter, but not longer.

In the localization of our p.s.a.'s, let's use the voice of Mrs. Jack Burke on some of them, letting her go anonymous. And let's use the voices of Jack Burke, Ron Roth and our salesmen on the other public service announcements, letting them use their names. A recording hour should be immediately set--on Saturday or Sunday by which time we should have a number ready to go. It can only help the image of our sales force to have their names identified with worthy civic and charitable organizations. Discontinue use of their announcements when enough others are in.

Now, let's take two national public service announcements which are given below exactly as these two little audience-murderers arrived at WUS:

(1) Mental illness is called the nation's number one health problem. Why? Because it takes a greater toll in human suffering and financial loss than any other illness. Today, right now, this very minute, there are more people in mental hospitals than in all other hospitals combined. Contrary to popular opinion, mental illness does not affect only the old or middle-aged. It affects the young as well. In fact, the most widespread of all serious mental illnesses--schizophrenia--strikes primarily at teenagers and young adults. It also strikes thousands of little children--as young as two or three. As the number one health problem, it should have number one priority in public concern and action. Help research conquer mental illness. Help relieve the suffering of those already afflicted. Join and support your local chapter of the National Association for Mental Health.

Now that one is obviously a violation of every law of mankind except decency. No, it isn't even decent--nobody should abuse a charity that way. We couldn't even think of using it but it can be rewritten as we'll show you into two worthwhile announcements, localized to WUS. And, by the way, after a while, you can insist that the charitable organization itself prepare the announcement, once you have told them the requirement and given them the prescribed WAB word-length. They'll be crying to get on and if they are not interested enough in doing so to provide us with the things we need, we aren't interested enough to run them. Salesmen: why not get localized WUS p.s.a.'s, with our call letters, done by the top 100 decision makers (not agency people) who ~~may~~ also happen to be extremely well-known locally--guys like the head of Marshall Field, etc. It should be in their voices and you can take it on a portable tape recorder in their

Promotions

Viet Nam Misc. Promos

offices. It is awfully hard to refuse someone who wants to set up a ten-minute period of your choosing to record you for a top Chicago charity--especially when you are on the board. And that's your excuse for calling them--they are on the board, and we are in the process of revising our policies so that all public service announcements are more personalized.

Now, how do you get a list of these boards? A dozen ways, but to start call the Chicago United Fund or Community Chest. The telephone number is in the telephone book. There is no move under way to suppress the list of members of the board of these organizations. Ninety-five of Chicago's one hundred business owners or toppers will be on one or, in most cases, several of these boards. Now, you'll have to write the announcements for them--try to have at least two different ones--and you'll have to record it in their offices.

Example number two:

"For twelve million arthritis sufferers, each day is an ordeal of anxiety and pain...This cruel disease is our country's greatest crippler...It spares no age...Even children are afflicted...Hope for the future...discovery of a cure...lies in medical research...You can contribute to the breakthrough by giving, and giving generously, to your nearest chapter of the Arthritis Foundation."

That ought to knock them out of a few thousand dollars from people who had planned to give before they heard the announcement. I'd say the people who heard it should tear up their checks and make out new ones marked "mental health contribution", mailing same to the station manager who was dumb enough to air the spot in the first place.

Now, let's see what can be done about these little gems. Taking that first bit of undying prose on mental illness and trying to salvage it:

listening to W-News

"I wonder if Chicagoans know that there are more people in mental hospitals here in Chicago than in all other Chicago hospitals combined. This is _____ of Marshall-Field (if he wants to use his business, so much the better; if not, okay, too), and those of us ~~active~~ here in Chicago who are active in the Chicago chapter of the National Association of Mental Health know that you want to relieve the suffering of Chicagoans. We would like to thank W-News for giving us this opportunity to urge all Chicagoans to join and support your ~~local~~ chapter of the National Association of Mental Health."

Chicago

I'm not trying to cut them down to proper wordage length--just giving you the idea. In a thirty-second spot, you should get the call letters in twice; once will do in a twenty-second or less spot.

What, now, about the second spot you could dredge up from that morass of wordage dealt you by the NAMH?

Promotions

Viet Nam Misc. Promc
s

" This is Maury Levin. Most WUS listeners might think that mental illness is only for the old or middle-aged in Chicago. But, mental illness affected the young in Chicago as well. For instance, schizophrenia strikes primarily at teen-agers and young adults in the Chicago population--and schizophrenia hits thousands of little Chicago children--as young as two or three. WUS asks that I urge you to help research conquer mental illness--join and support ~~your~~ ~~local~~ the Chicago chapter of the National Association for Mental Health."

Cliff Johnson can help sales and WUS programming by getting us into dozens of offices where top business people would love to do these. The society women who are leaders are simply a cinch.

The other day a lady from the League of Women Voters cut a specially tailored to Chicago announcement--not one mention of WUS call letters. Why not? Why didn't someone just ask her to mention us?

Let's now do some surgery on that arthritis announcement :

Chicagoans who are
"Here in Chicago, we have nearly two hundred thousand/arthritis sufferers--in anxiety and pain. ~~WUS~~ listeners know that arthritis is a cruel crippler--Chicago's greatest crippler, in fact. This is of and all of you listening to WUS can help the arthritis breakthrough by giving, ~~taxable~~ giving generously to your nearest chapter of the Arthritis Foundation."

If anybody has any questions, let me know. But, for heaven's sake, don't remain silent if you have questions or need further examples. Let's get this going and stop our deliberate effort to stamp out worthy charities.

Promotions

Viet Nam Misc. Promc
s

From: Gordon McLendon
To: All concerned

Henceforth and immediately, all WUS public service announcements are to be personalized to Chicago and, wherever possible, with the inclusion of WUS call letters.

It will be WUS' policy, beginning 25 January, to air local public service announcements only where our call letters are included twice in the announcements and where the speaker specifically records the announcements for us, either at 230 North Michigan or at 8601 South Kedzie. Art Holt will be charged with putting the proper recording apparatus for this purpose in the conference room at 230 North Michigan so that we can record at either place. If the person who records wishes to adhere to our rules for localization of either a national or local public service spot, also including our call letters twice, we've no objection to their cutting the spots anywhere.

Try to get well-known local people--society women, celebrities, etc. If you have a list of the Board of a number of the Chicago charities, this should give you a running start. Now, we're going to have to get out and phone for these things until we get them flowing in. We're going to have to call and ask for them. It's a cinch to get once you get the people on the telephone--the the leaders you want to talk to.

First of all, let's take what could be a typical local public service announcement and see an example of what can be done with it. Attached is the public service announcement that we are now running and would not under any circumstances run after January 25th. We should be adding one or two localized spots every day or so between now and January 25th, deleting one or two non-localized, so that by the time January 25th arrives, we have made the grade just in normal progression. Now, for heaven's sake, the following copy is just intended as an example and I don't want every one to begin, or end, or sound just like this one--all should be different, with varying twists, usage of names, call letters, etc. I don't want every one to start with "this is Mrs. John Jones...". Example:

"This is Mrs. John Jones of Lake Forest and I'd like to speak to Wnews listeners about babies: you know, the first step with a baby is an important one. And the first step is to see that every Chicago baby has a chance for a healthy, happy Chicago life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center. Wnews advises you that the Chicago Maternity Center has teams of doctors and nurses always on call to deliver babies in the homes of needy Chicago families."

Note the working in of the call letters. Note the working in of two additional mentions of Chicago. Because here's how that spot came to us and would forever continue coming to us unless we insisted otherwise:

(continued)

Promotions

Viet Nam Misc. Promos

"The first step is the important one. The first step is to see that every Chicago baby has a chance for a healthy, happy life by insuring medical attention at childbirth. This can be done by ~~insuring~~ giving to the Chicago Maternity Center whose teams of doctors and nurses are always on call to deliver babies in the homes of needy families."

Now, which is better? Which helps the charity most? Which helps us most?

Henceforth, all public service announcements will be limited to a thirty-second length--they may be shorter, but not longer.

In the localization of our p.s.a.'s, let's use the voice of Mrs. Jack Burke on some of them, letting her go anonymous. And let's use the voices of Jack Burke, Ron Ruth and our salesmen on the other public service announcements, letting them use their names. A recording hour should be immediately set--on Saturday or Sunday by which time we should have a number ready to go. It can only help the image of our sales force to have their names identified with worthy civic and charitable organizations. Discontinue use of their announcements when enough others are in.

Now, let's take two national public service announcements which are given below exactly as these two little audience-murderers arrived at WUS:

(1) Mental illness is called the nation's number one health problem. Why? Because it takes a greater toll in human suffering and financial loss than any other illness. Today, right now, this very minute, there are more people in mental hospitals than in all other hospitals combined. Contrary to popular opinion, mental illness does not affect only the old or middle-aged. It affects the young as well. In fact, the most widespread of all serious mental illnesses--schizophrenia--strikes primarily at teenagers and young adults. It also strikes thousands of little children--as young as two or three. As the number one health problem, it should have number one priority in public concern and action. Help research conquer mental illness. Help relieve the suffering of those already afflicted. Join and support your local chapter of the National Association for Mental Health.

Now that one is obviously a violation of every law of mankind except decency. No, it isn't even decent--nobody should abuse a charity that way. We couldn't even think of using it but it can be rewritten as we'll show you into two worthwhile announcements, localized to WUS. And, by the way, after a while, you can insist that the charitable organization itself prepare the announcement, once you have told them the requirement and given them the prescribed WAB word-length. They'll be crying to get on and if they are not interested enough in doing so to provide us with the things we need, we aren't interested enough to run them. Salesmen: why not get localized WUS p.s.a.'s, with our call letters, done by the top 100 decision makers (not agency people) who ~~are~~ also happen to be extremely well-known locally--guys like the head of Marshall Field, etc. It should be in their voices and you can take it on a portable tape recorder in their

Promotions

Viet Nam Misc. Promc s

offices. It is awfully hard to refuse someone who wants to set up a ten-minute period of your choosing to record you for a top Chicago charity--especially when you are on the board. And that's your excuse for calling them--they are on the board, and we are in the process of revising our policies so that all public service announcements are more personalized.

Now, how do you get a list of these boards? A dozen ways, but to start call the Chicago United Fund or Community Chest. The telephone number is in the telephone book. There is no move under way to suppress the list of members of the board of these organizations. Ninety-five of Chicago's one hundred business owners or toppers will be on one or, in most cases, several of these boards. Now, you'll have to write the announcements for them--try to have at least two different ones--and you'll have to record it in their offices.

Example number two:

"For twelve million arthritis sufferers, each day is an ordeal of anxiety and pain...This cruel disease is our country's greatestcrippler...It spares no age...Even children are afflicted... Hope for the future...discovery of a cure...lies in medical research...You can contribute to the breakthrough by giving, and giving generously, to your nearest chapter of the Arthritis Foundation."

That ought to knock them out of a few thousand dollars from people who had planned to give before they heard the announcement. I'd say the people who heard it should tear up their checks and make out new ones marked "mental health contribution", mailing same to the station manager who was dumb enough to air the spot in the first place.

Now, let's see what can be done about these little gems. Taking that first bit of undying prose on mental illness and trying to salvage it:

listening to W-News

"I wonder if Chicagoans/know that there are more people in mental hospitals here in Chicago than in all other Chicago hospitals combined. This is _____ of Marshall-Field (if he wants to use his business, so much the better; if not, okay, too), and those of us ~~among~~ here in Chicago who are active in the Chicago chapter of the National Association of Mental Health know that you want to relieve the suffering of Chicagoans. We would like to thank W-News for giving us this opportunity to urge all Chicagoans to join and support your ~~local~~ chapter of the National Association of Mental Health." Chicago

I'm not trying to cut them down to proper wordage length--just giving you the idea. In a thirty-second spot, you should get the call letters intwice; once will do in a twenty-second or less spot.

What, now, about the second spot you could dredge up from that morass of wordage dealt you by the NAMH?

Promotions

Viet Nam Misc. Promos

" This is Maury Levin. Most WUS listeners might think that mental illness is only for the old or middle-aged in Chicago. But, mental illness affected the young in Chicago as well. For instance, schizophrenia strikes primarily at teen-agers and young adults in the Chicago population--and schizophrenia hits thousands of little Chicago children--as young as two or three. WUS asks that I urge you to help research conquer mental illness--join and support ~~your~~ ~~the~~ the Chicago chapter of the National Association for Mental Health."

Cliff Johnson can help sales and WUS programming by getting us into dozens of offices where top business people would love to do these. The society women who are leaders are simply a cinch.

The other day a lady from the League of Women Voters cut a specially tailored to Chicago announcement--not one mention of WUS call letters. Why not? Why didn't someone just ask her to mention us?

Let's now do some surgery on that arthritis announcement :

Chicagoans who are
 "Here in Chicago, we have nearly two hundred thousand/arthritis sufferers--in anxiety and pain. WUS listeners know that arthritis is a cruel crippler--Chicago's greatest crippler, in fact. This is _____ of _____ and all of you listening to WUS can help the arthritis breakthrough by giving, ~~to~~ giving generously to your nearest chapter of the Arthritis Foundation."

If anybody has any questions, let me know. But, for heaven's sake, don't remain silent if you have questions or need further examples. Let's get this going and stop our deliberate effort to stamp out worthy charities.

Promotions

Viet Nam Misc. Promos

MEMO

TO: Jack Burke,
Joni Walgren,
Art Holt,
GBM
cc: Traffic, Continuity, Engineering

SUBJECT: Public Service Pgmng

From: Don Keyes

DATE: 26 Jan '66

Effective this coming Sunday evening, January 30, '66, WNUS will start its' new series of Public Service programming. We will utilize to a great extent, the excellent programs offered by UPI Audio and special material to be supplied us by the University of Chicago. The programs and instructions concerning them are as follows:

Title: "Wnusworld, Part One, the United Nations Review"

Schedule: 10:30 to 10:45 PM each Sunday evening.

Instructions: Engineering is to retain this program when it is fed from New York. If it has a UPI intro or close, splice them off and use our own intro which I will soon write and cart for you. There are no avails in this program whatever. Production of it will be a simple matter.

Traffic is to log it as "PA" and Network.

Title: "Wnusworld, Part Two, Perspective"

Schedule: 10:45 to 11:00 PM each Sunday evening.

Instructions: Same as for the ~~previous~~ program.

Title: "Wnusweek"

Schedule: 11:00 to 12:00 Midnite each Sunday evening.

Instructions: Engineering is to retain the following UPI Audio programs which will be incorporated into this program. We will also ad a University of Chicago program (4 min.). Retain the following;

"From the People"
"Washington Report"
"Financial Review"
"New York Interview"
"The Week Ahead"

The program will be produced in this manner.

Lead off with "From the People". You'll note that it contains 3 PSAs. Delete them and substitute 3 one minute news items from the University of Chicago. These will be supplied to us in script form each Saturday morning. They will be voiced by whatever announcer happens to be on duty at that time. Stan Major tells me we have no conflict here.

Promotions

Viet Nam Misc. Promo

Follow it with "Washington Report", a 15 minute program. It contains 2 avails. Strip in 2 University of Chicago items.

Follow it with "Financial Review", a five minute program. It contains 1 avail. Strip in 1 University of Chicago item.

Follow it with "New York Interview", a five minute program. It has one avail. Again, strip in a University of Chicago insert.

This brings us up to 11:55 PM. At this point, the announcer on duty for recording is to record 4 minutes worth of other University of Chicago items. This will be called the "University of Chicago Review". It has no avails.

Follow this with "The Week Ahead", a 1 minute capsule of what's expected in Washington the following week. That rounds out the "Wnusweek".

Traffic is to log it as "Wnusweek - Univ. Of Chicago" Live and Education.

Again, I will supply intros and closes for all programs that will serve as transitional bridges to link them all together. The problem is simply one of mechanics.

Further word on Religious programs and others will be issued shortly.


Don Keyes

Promotions

Viet Nam Misc. Promo

s

FURTHER Wnews PUBLIC SERVICE ANNOUNCEMENTS

This is Ron Ruth of WNUS. ~~You may think~~ We in Chicago can be sure that inflationary times to the contrary, there are still ways in which to get value for your ~~Chicago~~ dollars. In Chicago, Wnews commends to your attention the Chicago Maternity Center, now entering its 71st year here in Chicago. Your dollars, over the years, have helped the Maternity Center of Chicago send teams of doctors and nurses to deliver babies in the homes of needy families. Surely there is no better way for ^{we} Chicagoans to spend our money., Than to spend it with the Chicago Maternity Center. Today, the products are healthy, happy babies.

*** ** **

The cry of a newborn infant coupled with the competent, reassuring voice of a medical attendant. Somehow those two have become the standard, at least in our Chicago way of life. This is Joan Walgren of Wnews. The principle that the woman should not be alone at birth, no matter how poor she is, has become part of our tradition. There would be some Chicago women who would be utterly alone if it were not for the Chicago Maternity Center. That unique traveling maternity

hospital sends teams of Chicago doctors and nurses to deliver babies in the homes of needy families here. ~~Wnews hopes that you will support~~ Wnews hopes that you will support the Chicago Maternity Center with your dollars.

Promotions

Viet Nam Misc. Promo

S

FURTHER Wnews PUBLIC SERVICE ANNOUNCEMENTS

This is Ron Ruth of WNUS, ~~Yours truly~~ We in Chicago can be sure that inflationary times to the contrary, there are still ways in which to get value for your ~~Spokane~~ dollars. In Chicago, Wnews commends to your attention the Chicago Maternity Center, now entering its 71st year here in Chicago. Your dollars, over the years, have helped the Maternity Center of Chicago send teams of doctors and nurses to deliver babies in the homes of needy families. Surely there is no better way for ^{we} Chicagoans to spend our money., Than to spend it with the Chicago Maternity Center. Today, the products are healthy, happy babies.

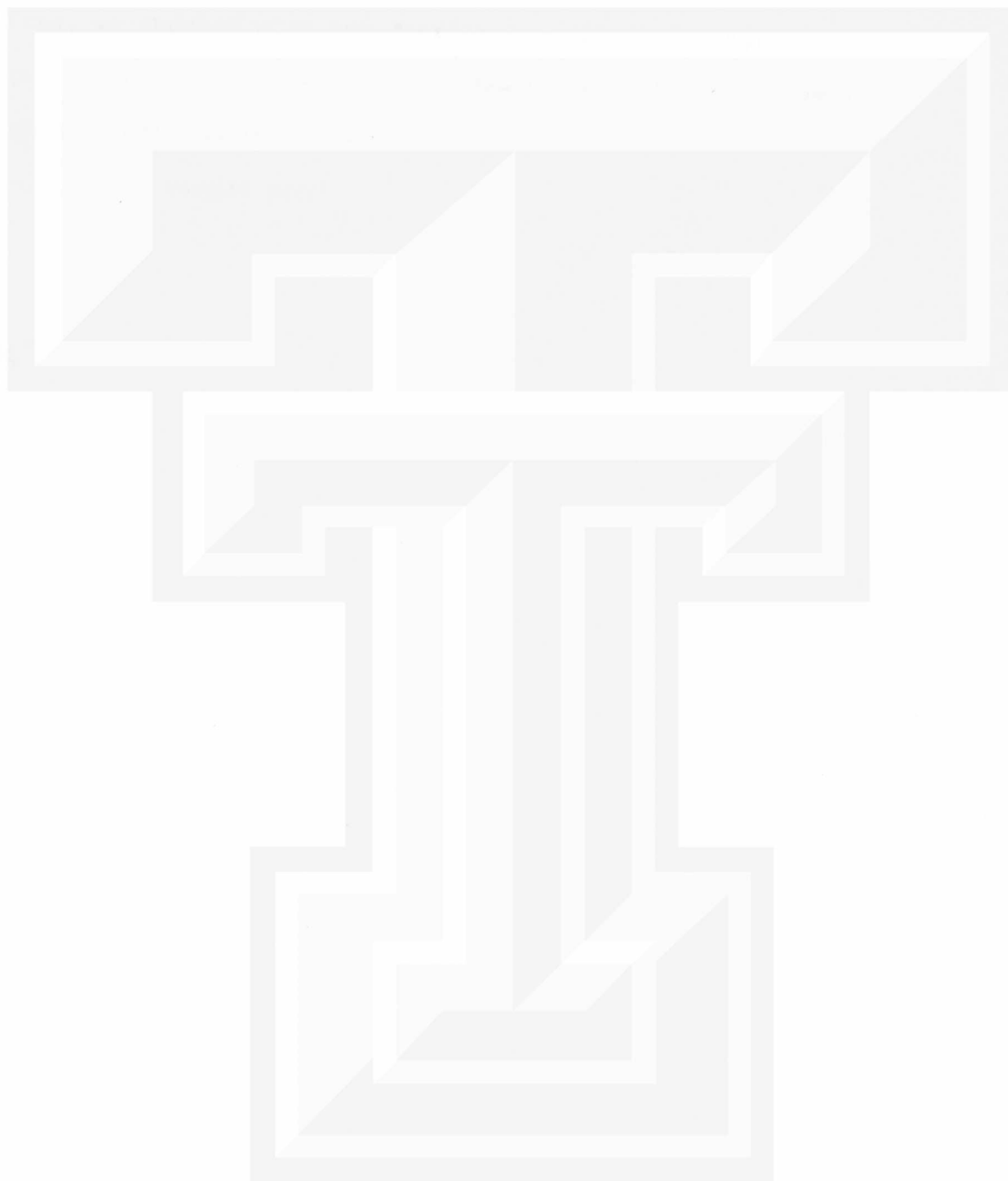
*** ** ** ** *

The cry of a newborn infant coupled with the competent, reassuring voice of a medical attendant. Somehow those two have become the standard, at least in our Chicago way of life. This is Joan Walgren of Wnews. The principle that the woman should not be alone at birth, no matter how poor she is, has become part of our tradition. There would be some Chicago women who would be utterly alone if it were not for the Chicago Maternity Center. That unique traveling maternity hospital sends teams of Chicago doctors and nurses to deliver babies in the homes of needy families here. ~~Wnews~~ ^{Wnews} hopes that you will ~~support~~ support the Chicago Maternity Center with your dollars.

Promotions

Viet Nam Misc. Promo

s



Promotions

Viet Nam Misc. Promo

s

PROGRAM DIRECTOR'S
WEEKLY REPORT

W-MUSIC has begun a new local feature "Where To Go---What To Do"...which points out the many attractions of Chicago. Prior to airing, we checked with the Tourism Council of Greater Chicago. The Council is enthusiastic about the series and expects to cooperate with us in every way. Attached is some sample copy.

*Policy
Book
WMS*

GO - 50 FEATURES FOR WEEK OF MAY 19

Wondering where to go? What to do? Why not take the family to The Garfield or Lincoln Park Conservatories. You'll be surprised at how much your family ... and you, too ... will enjoy your visit. Special Fuchsia displays are on exhibit this month at both conservatories. Open daily and Sunday from 9:00AM to 5:00PM ... no/ admission charge.

You live in Chicago, or one of its suburbs, but have you really taken advantage of the treasures your city has to offer? Wondering where to go...what to do? Have you ever witnessed the beautiful Buckingham Fountain Color Displays...daily from 9:00 PM to 10:00PM and from 9:00 PM to 10:30 PM on Grant Park Concert nights.

Wondering where to go...what to do? Get out of the house. Enjoy the treasures Chicago offers. Take the family to the Museum of Science and Industry...presently exhibiting a nifty U.S. Air Force Display...as well as hundreds of other exhibits.

Wondering where to go...what to do? Broaden your horizons by taking the family to the Adler Planetarium...where the wonders of the Universe are dramatically demonstrated. You'll be glad you did?

Wondering where to go...what to do? How about a trip to the Field Museum of Natural History. You'll enjoy the many exhibits at this... one of the world's foremost natural history museums. And so will your family!

W-MUSIC has begun a new local feature "Where To Go---What To Do"...which points out the many attractions of Chicago. Prior to airing, we checked with the Tourism Council of Greater Chicago. The Council is enthusiastic about the series and expects to cooperate with us in every way. Attached is some sample copy.

*Police
Book
/ WMS*

GO - 50 FEATURES FOR WEEK OF MAY 19

Wondering where to go? What to do? Why not take the family to The Garfield or Lincoln Park Conservatories. You'll be surprised at how much your family ... and you, too ... will enjoy your visit. Special Fuchsia displays are on exhibit this month at both conservatories. Open daily and Sunday from 9:00AM to 5:00PM ... no/ admission charge.

You live in Chicago, or one of its suburbs, but have you really taken advantage of the treasures your city has to offer? Wondering where to go...what to do? Have you ever witnessed the beautiful Buckingham Fountain Color Displays...daily from 9:00 PM to 10:00PM and from 9:00 PM to 10:30 PM on Grant Park Concert nights.

Wondering where to go...what to do? Get out of the house. Enjoy the treasures Chicago offers. Take the family to the Museum of Science and Industry...presently exhibiting a nifty U.S. Air Force Display...as well as hundreds of other exhibits.

Wondering where to go...what to do? Broaden your horizons by taking the family to the Adler Planetarium...where the wonders of the Universe are dramatically demonstrated. You'll be glad you did?

Wondering where to go...what to do? How about a trip to the Field Museum of Natural History. You'll enjoy the many exhibits at this... one of the world's foremost natural history museums. And so will your family!

SPOT #1

Attached are four of the most recent "Helicopter Traffic Reports" which W-MUSIC has been airing. Listeners reponse has been excellent.

ANNCR: (BIG, BOMBASTIC) And NOW - W-MUSIC introduces the LATEST innovation in radio broadcasting! W-NUS pioneers another first!

MUSIC: FANFARE (CHARIOTEERS MARCH FROM BEN HUR) AND MUSIC UNDER

ANNCR: In order to do this, we must find a qualified driver who can look into the sky while he's driving in heavy traffic and not lose control of his auto. He must be able to speak distinctly over the noise of automobile horns, screeching brakes and irate motorists. When W-Music finds such a man, he will be EMPLOYED BY THIS STATION AT A PHENOMONAL SALARY...to report on helicopter traffic!

MUSIC: FANFARE CLOSE

SPOT #2

ANNCR: (SOTTO VOICE...GRIEVED) LADIES AND GENTLEMEN...

MUSIC: WHIMSICAL, FADE AND HOLD IN BG.

ANNCR: W-MUSIC is sorry to report that the helicopter report usually each day at this time will not be heard at this hour. Our helicopter reporter just keeps singing , UP, UP AND AWAY... (SLIGHT SOB) and I guess he is...

MUSIC: TAILS OUT

SPOT # 3

ANNCR: (SADLY) Ladies and gentlemen...

SOUND: SNORE

ANNCR: W-MUSIC Helicopter Traffic report....usually heard at
this time will not be heard this hour, because of
circumstances beyond our control. Our traffic reporter
took one look at the expressways and then...

SOUND: CRYING

ANNCR: ...began crying. (SNIFF) We hate to hear a grown man weep!

MUSIC: STINGER

SPOT # 4

ANNCR: (BRIGHTLY) NOW, HERE IS ANOTHER W-MUSIC HELICOPTER
TRAFFIC REPORT. Our alert traffic reporter is
hovering high over Chicago,...

SOUND: WHIRLING BLADES OF HELICOPTER...ABOUT TWO SECONDS

ANNCR: (SLIGHTLY DISTURBED) Well, come in alert W-NUS
Helicopter Traffic Reporter!

REPORTER: (COMEDY VOICE) Right you are! Here we are hovering
over Chicago in the W-MUSIC Traffic Helicopter..
ready to report on traffic conditions as they prevail
at this very moment. It's a bee-yoot-tee-full clear
day in Chicago and I can see for miles and miles and
miles around on all sides...in all directions. The
fleecy white clouds...

ANNCR: I'm sorry. Your time is up!

Reporter; are billowing about, playing.....

Attached are four of the most recent "Helicopter Traffic Reports" which W-MUSIC has been airing.

Listeners reponse has been excellent.

ANNCR: (BIG, BOMBASTIC) And NOW - W-MUSIC introduces the LATEST innovation in radio broadcasting! W-NUS pioneers another first!

MUSIC: FANFARE (CHARIOTEERS MARCH FROM BEN HUR) AND MUSIC UNDER

ANNCR: In order to do this, we must find a qualified driver who can look into the sky while he's driving in heavy traffic and not lose control of his auto. He must be able to speak distinctly over the noise of automobile horns, screeching brakes and irate motorists. When W-Music finds such a man, he will be EMPLOYED BY THIS STATION AT A PHENOMONAL SALARY...to report on helicopter traffic!

MUSIC: FANFARE CLOSE

SPOT #2

ANNCR: (SOTTO VOICE...GRIEVED) LADIES AND GENTLEMEN...

MUSIC: WHIMSICAL, FADE AND HOLD IN BG.

ANNCR: W-MUSIC is sorry to report that the helicopter report usually each day at this time will not be heard at this hour. Our helicopter reporter just keeps singing , UP, UP AND AWAY... (SLIGHT SOB) and I guess he is...

MUSIC: TAILS OUT

ANNCR: (SADLY) Ladies and gentlemen...

SOUND: SNORE

ANNCR: W-MUSIC Helicopter Traffic report....usually heard at this time will not be heard this hour, because of circumstances beyond our control. Our traffic reporter took one look at the expressways and then...

SOUND: CRYING

ANNCR: ...began crying. (SNIFF) We hate to hear a grown man weep!

MUSIC: STINGER

SPOT # 4

ANNCR: (BRIGHTLY) NOW, HERE IS ANOTHER W-MUSIC HELICOPTER TRAFFIC REPORT. Our alert traffic reporter is hovering high over Chicago,...

SOUND: WHIRLING BLADES OF HELICOPTER...ABOUT TWO SECONDS

ANNCR: (SLIGHTLY DISTURBED) Well, come in alert W-NUS Helicopter Traffic Reporter!

REPORTER: (COMEDY VOICE) Right you are! Here we are hovering over Chicago in the W-MUSIC Traffic Helicopter.. ready to report on traffic conditions as they prevail at this very moment. It's a bee-yoot-tee-full clear day in Chicago and I can see for miles and miles and miles around on all sides...in all directions. The fleecy white clouds...

ANNCR: I'm sorry. Your time is up!

Reporter; are billowing about, playing.....

KFWB - Promotion designed to attract commercial interest in two-man morning team --

Since Westinghouse purchased KFWB, the station is gradually changing from "top 40" format to "MOR". Loman and Barclay, two-man team from KLAC, began doing the morning show on February 20. On the air, the very humorous team states that there is a dearth of commercials. They offer a commercial to any business or firm which calls KFWB during their show for only 98¢. They state that the advertiser really does not have to pay the 98¢ if he agrees to display KFWB's bill for 98¢ in his place of business (the "bills" are obviously very promotionally printed). The advertiser gets his name mentioned by Loman & Barclay in a form commercial which sounds something like this:

On KFWB, this is Loman and Barclay, saying that for the best _____ go to _____. Friendly service and wide aisles have made _____ the number one place to shop for over 100 years. Shop at _____ and smile. You'll be glad you did.

(KADS)

###

WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

Drop-Ins --

This is Interstate 1390, W-Nus, with you day and night behind the wheel.

This is your route to complete, accurate news, Interstate 1390, W-NUS from Chicago.

When you feel you'd be better "off" the expressway, turn "on" W-NUS! That wait on the expressway plus W-NUS will find you right on top of the news!

(W-NUS)

###

KADS was kicked off without much of a production library at all. If any Program Directors of other stations have extra copies of good production albums, they would be put to good use at KADS.

Viet Nam Misc. com s

KFWB - Promotion designed to attract commercial interest in two-man morning team --

Since Westinghouse purchased KFWB, the station is gradually changing from "top 40" format to "MOR". Loman and Barclay, two-man team from KLAC, began doing the morning spot on February 20. On the air, the very humorous team states that there is a dearth of commercials. They offer a commercial to any business or firm which calls KFWB during their show for only 98¢. They state that the advertiser really does not have to pay the 98¢ if he agrees to display KFWB's bill for 98¢ in his place of business (the "bills" are obviously very promotionally printed). The advertiser gets his name mentioned by Loman & Barclay in a form commercial which sounds something like this:

On KFWB, this is Loman and Barclay, saying that for the best _____ go to _____. Friendly service and wide aisles have made _____ the number one place to shop for over 100 years. Shop at _____ and smile. You'll be glad you did.

(KADS)

###

WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

Drop-Ins --

This is Interstate 1390, W-Nus, with you day and night behind the wheel.

This is your route to complete, accurate news, Interstate 1390, W-NUS from Chicago.

When you feel you'd be better "off" the expressway, turn "on" W-NUS! That wait on the expressway plus W-NUS will find you right on top of the news!

(W-NUS)

###

KADS was kicked off without much of a production library at all. If any Program Directors of other stations have extra copies of good production albums, they would be put to good use at KADS.



Viet Nam Misc. Promo s

In a faraway land, a land of temple bells and exotic pagodas and the summer monsoon, the flames of fate have consumed a slight little man as the flow of ~~history~~ India's sacred Jumna River becomes the flow of history.

In Chicago, thousands of Indian descent joined their tears with those of 460 million Indians as in that faraway land Lal Bahadur Shastri's ^{disappeared} slight body ~~was~~ in flames on the ~~flower~~ flower-banked sand of the sacred Jumna River. As Lal Bahadur Shastri went to the ages in those funeral flames ~~and~~ beside the quiet, still waters of the X Jumna, a crowd ~~was~~ so immense ~~that~~ that no man can say its size, rose into a deafening roar: "You are immortal". And as the ~~flames~~ ^{flames were ready to reach} ~~reached~~ for the garland of jasmine that hung limply around Shastri's neck, there could be seen there on the banks of the Jumna, Shastri's son, walking around that enormous Hindu funeral flame seven times, holding aloft a burning stick of sandalwood. It was Shastri's son himself who lit the funeral ^{Pyre} ~~Pyre~~ there on the still Jumna river with his ^{burning} sandalwood stick.

And so the body of Shastri is no more, the memory of Shastri for all Chicagoans of Indian descent is the memory of another shining Indian hero gone forever. Shastri in death achieving his greatest triumph in romantic old Tashkent, the legendary site of ~~many~~ the home of Genghis Khan, where Shastri and the leaders of Pakistan had made historic progress in ~~that~~ ^{remote,} that bitter and bloody frontier battle. And so, a slender 61-year old statesman of India disappears into the priceless memories of India on the sacred banks of the Jumna.

T. - 1st - Yoon-NAN

last promotions

NEW PROMO SCHEDULE

We now have under preparation (already voiced):

- 1 new Chinese New Year's Eve promo cut for: There'll be three of these because
a. today until midnight. of three different musical voice
b. tomorrow to start after 12 tonight. inserts.
 - 1 Chinese "New Year's Kit" promo cut for:
a. today. ~~There'll be three of these because of three different musical voice inserts.~~
b. tomorrow. ~~There'll be three of these because of three different musical voice inserts.~~
c. New Year's Day.
d. New Year's weekend to start Saturday after 12 midnight.
 1. Chinese New Year's "start all resolutions over" promo for:
a. today ~~There'll be three of these because of three different musical voice inserts.~~
b. tomorrow. ~~There'll be three of these because of three different musical voice inserts.~~
c. New Year's Day.
d. New Year's weekend to start Saturday after 12 midnight.
 1. Chinese New Year's Day promo--cut for use on New Year's Day only, ~~then~~ cut for use starting Saturday ~~and~~ morning after midnight through Sunday 11:59 p.m. There'll also be three of these for same reason.
 1. George Tan Queen of Orient promo cut for
a. today.
b. tomorrow up to 1 p.m.
 1. Result of George Tan Queen of Orient promo cut for:
a. tomorrow after results phoned in--will require one our announcers making insert.
b. ~~use~~ same copy updated for use Friday, killing at midnight.
- 2 WIND survey results promos.

Kill all other New Year's promos except the last 3 we cut with the girls voice, and substitute these four new ones plus the last 3--a total of 7 in all. Run on following basis: one George Tan an hour, one of the 7 an hour through midnight tonight. After midnight, one of the updated to "today" George Tan per hour, one of the 7 updated to "today" once an hour; after midnight tomorrow evening (Thursday evening or, if you prefer, Friday morning), 1 George Tan every other hour, 1 Chinese New Year's Day every other hour, 1 of updated 7 to "New Year's Day" every hour; after midnight on Friday, going into Saturday, kill Tan altogether, ~~adding~~ simply rotate one of the 7 twice an hour. Kill "hard news" for the moment, run one WIND survey result promo each hour. Do not for the moment run more than four of our promos in any half-hour period even if there is room.

NEW PROMO SCHEDULE

We now have under preparation (already voiced):

- 1 new Chinese New Year's Eve promo cut for: There'll be three of these because
a. today until midnight. of three different musical voice
b. tomorrow to start after 12 tonight. inserts.

- 1 Chinese "New Year's Kit" promo cut for:

- a. today.
b. tomorrow.
c. New Year's Day.
d. New Year's weekend to start Saturday after
12 midnight.

~~There will be three of these because of three different musical voice inserts.~~

1. Chinese New Year's "start all resolutions over" promo for:

- a. today
b. tomorrow.
c. New Year's Day.
d. New Year's weekend to start Saturday after
12 midnight.

~~There will be three of these because of three different musical voice inserts.~~

1. Chinese New Year's Day promo--cut for use on
New Year's Day only, then cut for use starting
Saturday ~~and~~ morning after midnight through
Sunday 11:59 p.m.

There'll also be three of these for same reason.

1. George Tan Queen of Orient promo cut for
a. today.
b. tomorrow up to 1 p.m.

1. Result of George Tan Queen of Orient promo cut
for:

- a. tomorrow after results phoned in--will require
one of our announcers making insert.
b. ~~use~~ same copy updated for use Friday, killing
at midnight.

2 WIND survey results promos.

Kill all other New Year's promos except the last 3 we cut with the girls' voice, and substitute these four new ones plus the last 3--a total of 7 in all. Run on following basis: one George Tan an hour, one of the 7 an hour through midnight tonight. After midnight, one of the updated to "today" George Tan per hour, one of the 7 updated to "today" once an hour; after midnight tomorrow evening (Thursday evening or, if you prefer, Friday morning), 1 George Tan every other hour, 1 Chinese New Year's Day every other hour, 1 of updated 7 to "New Year's Day" every hour; after midnight on Friday, going into Saturday, kill Tan altogether, ~~and~~ simply rotate one of the 7 twice an hour. Kill "hard news" for the moment, run one WIND survey result promo each hour. Do not for the moment run more than four of our promos in any half-hour period even if there is room.

Oops, Sorry

Oops, Wnews is sorry! Wnews recently said that it was the only radio station in Chicago with an all-adult audience. ~~Wnews~~ Chicago teenagers by the hundreds have called us to say that they listen, too. So, Wnews' apologies. We stand corrected. Wnews is now fully aware that it also ~~has~~ does indeed have a large and very vocal teenage audience. WNUS offers many thanks to the multitude of teenagers who called ~~us~~ Wnews and corrected us.

Oops, Wnews is sorry! Wnews recently said that it was the only radio station in Chicago with an all-adult audience. ~~Wnews~~ Chicago teenagers by the hundreds have called us to say that they listen, too. So, Wnews' apologies. We stand corrected. Wnews is now fully aware that it also ~~has~~ does indeed have a large and very vocal teenage audience. WNUS offers many thanks to the multitude of teenagers who called ~~us~~ Wnews and corrected us.

HELEN ROSE FASHION SHOW AT AMBASSADOR EAST HOTEL (1-25-66)

CHICAGO'S SOCIAL WORLD MAY NEVER AGAIN BE THE SAME AFTER HOLLYWOOD DESIGNER HELEN ROSE'S EYE-OPENING FASHION SHOW IN THE PUMP ROOM AT CHICAGO'S AMBASSADOR EAST HOTEL TODAY.

MISS ROSE, IN TOWN TO CAMPAIGN FOR THE OPENING OF METRO GOLDWYN MAYER'S NEW FILM "MADE IN PARIS," DISPLAYED A DAZZLING LINE OF MORE THAN 70 LOW CUT AND REVEALING GOWNS, WORN BY ANN MARGARET AND EDIE ADAMS IN THE MOTION PICTURE. THE VETERAN LEADER OF HOLLYWOOD'S FASHION WORLD FOR MORE THAN 25 YEARS, MISS ROSE HAS SURVIVED DOZENS OF INTRA-MURAL UPHEAVALS AT METRO GOLDWYN MAYER, AND REMAINS THE STUDIO'S LONGEST STANDING EMPLOYEE.

PRESS OBSERVERS TODAY AT THE AMBASSADOR EAST EXPRESSED ASTONISHMENT AT MISS ROSE'S COLLECTION, AND ONE NEWSPAPER WOMAN SAID, "NO WONDER IT TOOK THEM 8 MONTHS TO COMPLETE THE PICTURE. IT MUST HAVE TAKEN THEM 7 MONTHS JUST DRESSING AND UNDESSING!" MISS ROSE HERSELF, REACHED BY W-NUS FOR COMMENT, SAID "I DON'T BELIEVE PEOPLE WANT TO SEE HOLLYWOOD STARS AS HOUSEWIVES OR BAKING A CAKE. THEY WANT TO SEE HOLLYWOOD AT ITS MOST GLAMOROUS. OCCASIONALLY, A LITTLE UNVEILING, AS LONG AS IT'S IN GOOD TASTE, CAN BE MORE THAN INTERESTING. AFTER ALL, A BEAUTIFUL WOMAN IS MEANT TO BE SEEN." A PACKED HOUSE AT LUNCH TODAY AT THE AMBASSADOR EAST GAVE MISS ROSE'S NEW MOTION PICTURE FASHION LINE A STANDING OVATION AS SHE CONCLUDED.

HELEN ROSE FASHION SHOW AT AMBASSADOR EAST HOTEL (1-25-66)

CHICAGO'S SOCIAL WORLD MAY NEVER AGAIN BE THE SAME AFTER HOLLYWOOD DESIGNER HELEN ROSE'S EYE-OPENING FASHION SHOW IN THE PUMP ROOM AT CHICAGO'S AMBASSADOR EAST HOTEL TODAY.

MISS ROSE, IN TOWN TO CAMPAIGN FOR THE OPENING OF METRO GOLDWYN MAYER'S NEW FILM "MADE IN PARIS," DISPLAYED A DAZZLING LINE OF MORE THAN 70 LOW CUT AND REVEALING GOWNS, WORN BY ANN MARGARET AND EDIE ADAMS IN THE MOTION PICTURE. THE VETERAN LEADER OF HOLLYWOOD'S FASHION WORLD FOR MORE THAN 25 YEARS, MISS ROSE HAS SURVIVED DOZENS OF INTRA-MURAL UPHEAVALS AT METRO GOLDWYN MAYER, AND REMAINS THE STUDIO'S LONGEST STANDING EMPLOYEE.

PRESS OBSERVERS TODAY AT THE AMBASSADOR EAST EXPRESSED ASTONISHMENT AT MISS ROSE'S COLLECTION, AND ONE NEWSPAPER WOMAN SAID, "NO WONDER IT TOOK THEM 8 MONTHS TO COMPLETE THE PICTURE. IT MUST HAVE TAKEN THEM 7 MONTHS JUST DRESSING AND UNDESSING!" MISS ROSE HERSELF, REACHED BY W-NUS FOR COMMENT, SAID "I DON'T BELIEVE PEOPLE WANT TO SEE HOLLYWOOD STARS AS HOUSEWIVES OR BAKING A CAKE. THEY WANT TO SEE HOLLYWOOD AT ITS MOST GLAMOROUS. OCCASIONALLY, A LITTLE UNVEILING, AS LONG AS IT'S IN GOOD TASTE, CAN BE MORE THAN INTERESTING. AFTER ALL, A BEAUTIFUL WOMAN IS MEANT TO BE SEEN." A PACKED HOUSE AT LUNCH TODAY AT THE AMBASSADOR EAST GAVE MISS ROSE'S NEW MOTION PICTURE FASHION LINE A STANDING OVATION AS SHE CONCLUDED.

COLOR ID SET: WNUS

Wnews on a Thursday afternoon in Chicago...the sun giving way to the sunset...Thursday afternoon, January 12th...five years ago today Nikita Krushev charged that Russian farm administrators had lied and cheated to make Krushev's seven-year farm goal plan look like a success...and 44 years ago today, in 1932, ~~Japan~~ Japan announced that Manchuria must be free and blood began to flow like a red stain in the gutters of China... January 14th, New Year's Eve for thousands of members of Chicago's Eastern Orthodox church...another Chicago weekend with Wnews nearly at hand....this is WNUS-AM, WNUS-FM, Chicago.

Thursday, on the brink of another Wnews weekend in Chicago....Thursday, January 13th...the birthday, in 1834, of that great American hero, Horatio Alger, familiar to hundreds of thousands of Chicago youngsters....31 years ago today, the blood-soaked Saar basin voted to return to Nazi Germany and the seeds of the third Reich were beginning to bear their poisonous fruitThursday, January 13th...New Year's Eve for thousands of members of Chicago's Eastern Orthodox Church...best wishes from Wnews....this is WNUS-AM, WNUS-FM, Chicago.

Viet Nam

Radio Moscow

COLOR ID SET: WNUS

Wnews on a Thursday afternoon in Chicago...the sun giving way to the sunset...Thursday afternoon, January 12th...five years ago today Nikita Krushev charged that Russian farm administrators had lied and cheated to make Krushev's seven-year farm goal plan look like a success...and 44 years ago today, in 1932, ~~Japan~~ Japan announced that Manchuria must be free and blood began to flow like a red stain in the gutters of China... January 14th, New Year's Eve for thousands of members of Chicago's Eastern Orthodox church...another Chicago weekend with Wnews nearly at hand....this is WNUS-AM, WNUS-FM, Chicago.

Thursday, on the brink of another Wnews weekend in Chicago....Thursday, January 13th...the birthday, in 1834, of that great American hero, Horatio Alger, familiar to hundreds of thousands of Chicago youngsters....31 years ago today, the blood-soaked Saar basin voted to return to Nazi Germany and the seeds of the third Reich were beginning to bear their poisonous fruitThursday, January 13th...New Year's Eve for thousands of members of Chicago's Eastern Orthodox Church...best wishes from Wnews....this is WNUS-AM, WNUS-FM, Chicago.

Viet Nam

Radio Moscow

~~Wnews had hoped to announce the results of its listener poll~~
Officials at Radio Station W-news this afternoon were still counting mail ~~which~~ from Chicagoans voting on whether they wanted twenty or thirty minute newscasts on the radio station.

Wnews executives, ~~we~~ who had hoped to announce a decision yesterday, said that it would probably be late Wednesday before they could finish the final count of the ~~for~~ twenty-or-thirty minute newscast vote, and that ~~and~~ the results of the vote would be aired immediately. At ~~the~~ ~~presently~~ Wnewstime, the vote was 2,462 for 20-minute newscasts, 2012 for thirty-minute newscasts with ~~and~~ 853 replies either undecided or unclear. ~~now~~

Viet Nam

Radio Moscow

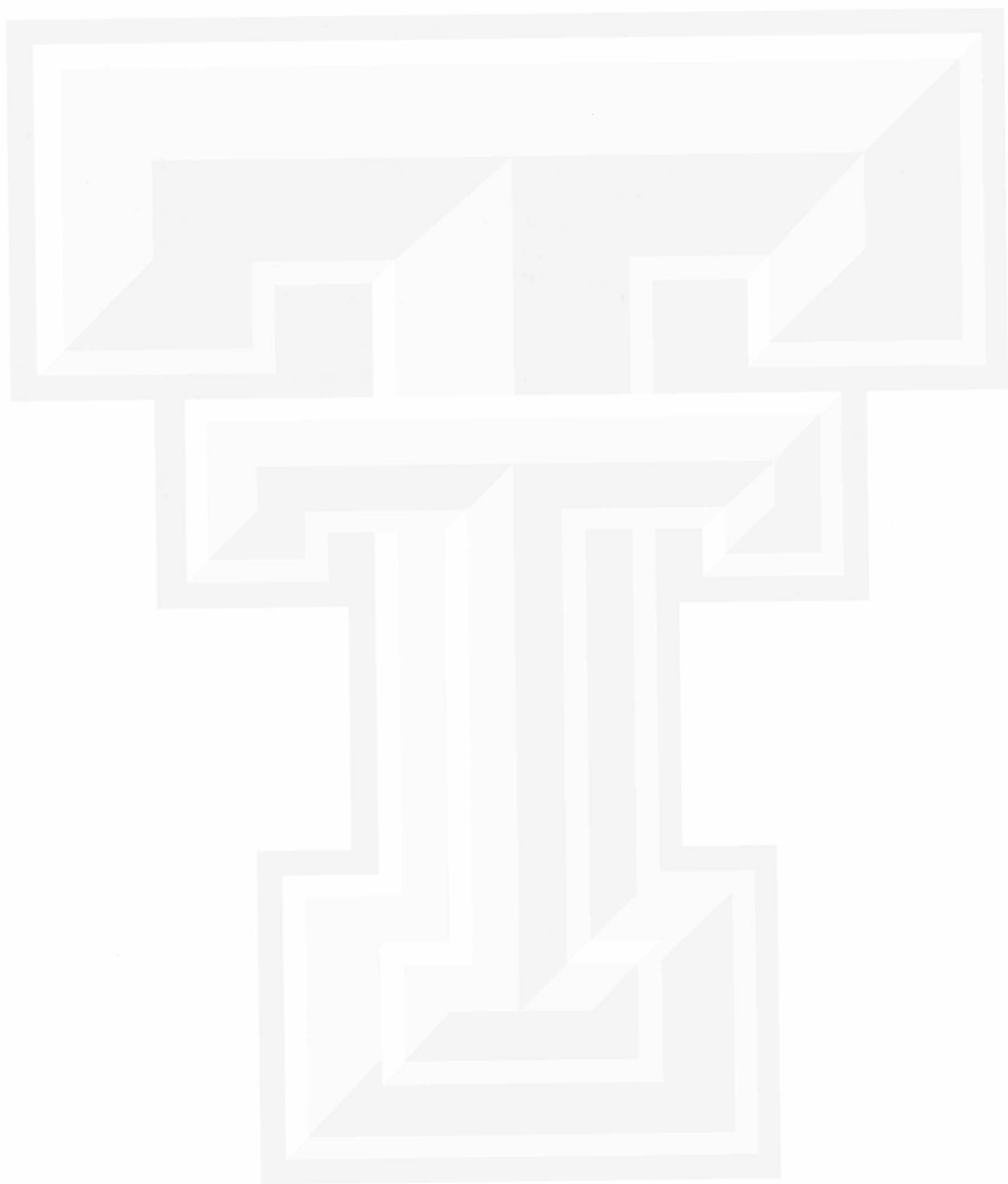
~~Wnews had hoped to announce the results of its listener poll~~

Officials at Radio Station W-news this afternoon were still counting mail ~~which~~ from Chicagoans voting on whether they wanted twenty or thirty minute newscasts on the radio station.

Wnews executives, ~~xx~~ who had hoped to announce a decision yesterday, said that it would probably be late Wednesday before they could finish the final count of the ~~xxx~~ twenty-or-thirty minute newscast vote, and that ~~announcement~~ the results of the vote would be aired immediately. At ~~the~~ ~~present time~~ Wnewstime, the vote was 2,462 for 20-minute newscasts, 2012 for thirty-minute newscasts with ~~and~~ 853 replies either undecided or unclear. ~~xxxx~~

Viet Nam

Radio Moscow



Viet Nam

Radio Moscow

The following is a proposed letter to servicemen in Viet-Nam. When this letter is mailed, it should be mailed with a self-addressed return sticker to your radio station--they'll put on the postage as suggested in the letter. Tell them to send by air.

Dear _____;

Radio Station WNUS will shortly begin regular hourly programs in which we will broadcast recorded messages from Chicago-area servicemen to friends and loved-ones back here.

WNUS will broadcast your message at least twice and perhaps more often. Please limit your message to around ^{100 or fewer} ~~100~~ words. Send ~~x~~ regards or love to whomever you wish--be as informal as you want. Don't hesitate to include your remarks on how you think things are going, a gripe, something you like, non-classified gossip, a funny story--anything at all you think will be interesting. To the best 40 messages back home, WNUS will send winners a top new and best-selling comedy album. ~~Start~~ your message with your name, rank, home address and home city.

Either one of your friends or the nearest PIO will have a tape recorder--most any speed will do. We'll return your tape if you so indicate. When you've done your recording, list your return address clearly and AIRMAIL them to WNUS, 230 North Michigan Avenue, Chicago, Illinois.

WNUS--America's first all-news radio station--is manned almost entirely by veterans of World War II. We thank you for what you are doing, and, having been in one--we understand.

Warmest Best Wishes,

Gordon McLendon
President

To All Managers:

When you finally begin airing these, give the next three upcoming names as you close each recorded bit. That way, you get telephones jingling all across town to alert Aunt Sadie and Fat little Freddy that ~~the~~ the broadcast they've been waiting for is coming on pretty soon.

The following is a proposed letter to servicemen in Viet-Nam. When this letter is mailed, it should be mailed with a self-addressed return sticker to your radio station--they'll put on the postage as suggested in the letter. Tell them to send by air.

Dear _____;

Radio Station WNUS will shortly begin regular hourly programs in which we will broadcast recorded messages from Chicago-area servicemen to friends and loved-ones back here.

~~xM~~ WNUS will broadcast your message at least twice and perhaps more often. Please limit your message to around ^{100 or fewer} ~~xxx~~ words. Send ~~x~~ regards or love to whomever you wish--be as informal as you want. Don't hesitate to include your remarks on how you think things are going, a gripe, something you like, non-classified gossip, a funny story--anything at all you think will be interesting. To the best 40 messages back home, WNUS will send winners a top new and best-selling comedy album. Start your message with your name, rank, home address and home city.

Either one of your friends or the nearest PIO will have a tape recorder--most any speed will do. We'll return your tape if you so indicate. When you've done your recording, list your return address clearly and AIRMAIL them to WNUS, 230 North Michigan Avenue, Chicago, Illinois.

WNUS--America's first all-news radio station--is manned almost entirely by veterans of World War II. We thank you for what you are doing, and, having been in one--we understand.

Warmest Best Wishes,

Gordon McLendon
President

To All Managers:

When you finally begin airing these, give the next three upcoming names as you close each recorded bit. That way, you get telephones jingling all across town to alert Aunt Sadie and Fat little Freddy that ~~WNUS~~ the broadcast they've been waiting for is coming on pretty soon.

MEMORANDUM

TO: GEM

FROM: Mitch Lewis

Taking your recorded "from Vietnam" series further, I think, once they receive the tapes, the station ought to listen and billboard them before play. Promos, such as "This is the mighty 1190, K L I F, where PFC Danny Johnson, 1111 Southern street, reports directly from Vietnam, Banghu village, at 7:40 tomorrow morning!" could be used.

Thus, instead of the message going by even one time, we would have an alerted listening group.

Further, local newspaper columnists should be fed items, such as "K L I F aired the voices of 22 different Dallas servicemen on duty in Vietnam, ranging all the way from Private Malcom Smith to Colonel Bertram Eggars, last week." It ought to draw listeners who have someone, anyone fighting in Vietnam.

The first "thanks, K L I F" letter ought to be reproduced and put in ad (or mailing) form. This can be a bigger audience grabber than we think.

M E M O R A N D U M

TO: GEM

FROM: Mitch Lewis

Taking your recorded "from Vietnam" series further, I think, once they receive the tapes, the station ought to listen and billboard them before play. Promos, such as "This is the mighty 1190, K L I F, where PFC Danny Johnson, 1111 Southern street, reports directly from Vietnam, Banghu village, at 7:40 tomorrow morning!" could be used.

Thus, instead of the message going by even one time, we would have an alerted listening group.

Further, local newspaper columnists should be fed items, such as "K L I F aired the voices of 22 different Dallas servicemen on duty in Vietnam, ranging all the way from Private Malcom Smith to Colonel Bertram Eggars, last week." It ought to draw listeners who have someone, anyone fighting in Vietnam.

The first "thanks, K L I F" letter ought to be reproduced and put in ad (or mailing) form. This can be a bigger audience grabber than we think.

FORMAT FOR USE OF RECORDED MESSAGES
FROM SERVICEMEN IN VIET-NAM

Half a world away, American fighting men are fighting for you. Directly from Viet-Nam, Wnews presents the recorded voice of another Chicagoland fighting man:

As a public service,
Thank you./ Wnews presents twice-hourly the recorded messages/
of Chicagoland servicemen in Viet-Nam. home

* * * * *

If sold, sponsor's message can be used wherever you say "Wnews". At least, sponsor identification can be so presented. Any sponsor message would have to be short and at the end of the final sentence in the format.

* * * * *

You would broadcast these messages once, without warning, and then again, approximately ~~and again at the same time~~ three days later at a different hour. You should work out some system wherein a message heard at 8:20 a.m., would be re-broadcast two or three days later at 7:40 p.m., etc. That way, you can simply look down your chart and tell any parent or loved one who calls exactly when her servicemen's message will be repeated.

* * * * *

This campaign should be bolstered by occasional one-liners, "for those who have asked Wnews (or sponsor) how they can hear messages from their loved ones in Viet-Nam on Wnews, just send his full ~~minimum~~ name and military address to WNUS, 230 North Michigan Avenue, Chicago.

* * * * *

Obviously, you should have several variations of the above (stop) format so that the listeners will not become bored with repetition of the same wordage.

FORMAT FOR USE OF RECORDED MESSAGES
FROM SERVICEMEN IN VIET-NAM

Half a world away, American fighting men are fighting for you. Directly from Viet-Nam, Wnews presents the recorded voice of another Chicagoland fighting man:

As a public service, Thank you./ Wnews presents twice-hourly the recorded messages/ of Chicagoland servicemen in Viet-Nam. home

* * * * *

If sold, sponsor's message can be used wherever you say "Wnews". At least, sponsor identification can be so presented. Any sponsor message would have to be short and at the end of the final sentence in the format.

* * * * *

You would broadcast these messages once, without warning, and then again, approximately ~~and approximately three days later~~ three days later at a different hour. You should work out some system wherein a message heard at 8:20 a.m., would be re-broadcast two or three days later at 7:40 p.m., etc. That way, you can simply look down your chart and tell any parent or loved one who calls exactly when her servicemen's message will be repeated.

* * * * *

This campaign should be bolstered by occasional one-liners, "for those who have asked Wnews (or sponsor) how they can hear messages from their loved ones in Viet-Nam on Wnews, just send his full ~~with name~~ name and military address to WNUS, 230 North Michigan Avenue, Chicago.

* * * * *

Obviously, you should have several variations of the above (stop) format so that the listeners will not become bored with repetition of the same wordage.

From: Gordon McLendon

Wnews recorded and sent free of charge thousands of messages to Chicagoland servicemen from friends and relatives here. ~~One~~ Typical of those free recorded messages was this one:

Those messages to loved ones in Viet-Nam were another public service of W-News.

* * * * *

All of you who entered Wnews' "I Predict for SixtySix contest" will have to wait until next January to find out whose prediction came true and was the most unusual. But among those most unusual, Wnews picked out several. Here was one:

(TO ENGINEER: USE THE NAME AND ADDRESS OF PREDICTING PARTY ON ALL OF THEM. PICK THE FIFTEEN MOST UNUSUAL).

That was one of the more unusual entries in the Wnews "I Predict for Sixty Six" contest which just ended on Wnews. The results after year's end--on WNUS.

From: Gordon McLendon

Wnews recorded and sent free of charge thousands of messages to Chicagoland's servicemen from friends and relatives here. ~~One~~ Typical of those free recorded messages was this one:

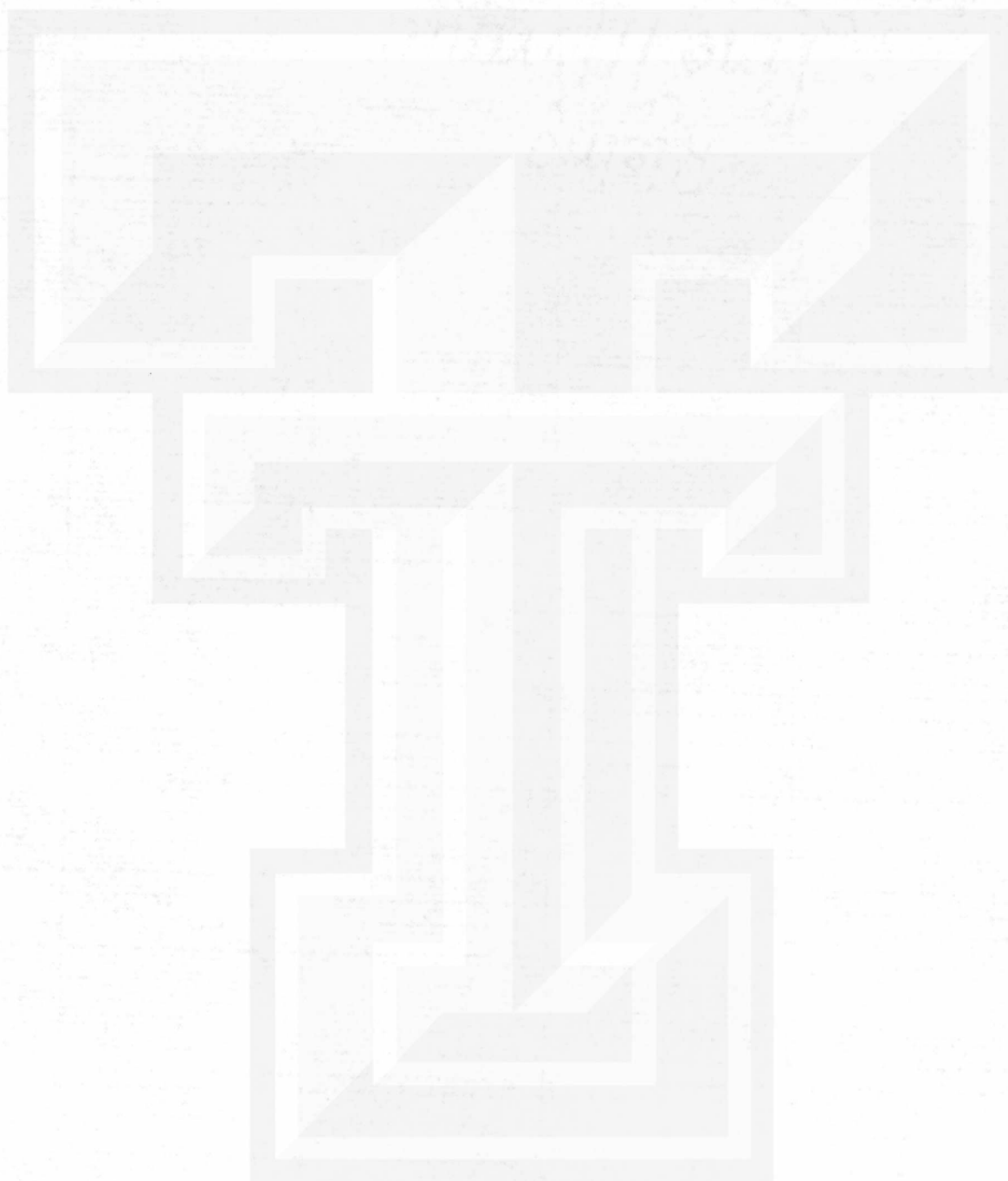
Those messages to loved ones in Viet-Nam were another public service of W-News.

* * * * *

All of you who entered Wnews' "I Predict for SixtySix contest" will have to wait until next January to find out whose prediction came true and was the most unusual. But among those most unusual, Wnews picked out several. Here was one:

(TO ENGINEER: USE THE NAME AND ADDRESS OF PREDICTING PARTY ON ALL OF THEM. PICK THE FIFTEEN MOST UNUSUAL).

That was one of the more unusual entries in the Wnews "I Predict for Sixty Six" contest which just ended on Wnews. The results after year's end--on WNUS.



*Spare copies
Promotions*

TO:

Don Keyes

Feb 9th, 1966

cc: Art Holt

/Mitch Lewis

ALL STATIONS

FROM: Gordon McLendon

Radio Moscow should end at close of business on Thursday, February 10th. The engineering department should now be notified that we wish to begin monitoring, looking to a similar campaign of English language broadcasts on Radio Peking and then, in no particular order, the English language broadcasts of other Communist countries. Since, no doubt, you will put this in memorandum form, too, a copy should be sent to KABL where reception of Radio Peking may be very much easier and, particularly so, considering the accessibility to huge RCA receivers which I personally visited.

With the end of Radio Moscow, we once again have no promotions on the air and, as far as I can hear, none planned. I think it is important that we continue to maintain the momentum we have already gained and think that we should forthwith get several new things on the air. It is all well to fight the day-by-day problems of improving the efficiency of the station and the staff, but right now we must continue to be the talk of the town. This, it seems to me, can be accomplished in 3 or 4 different ways.

1.) EDITORIALS. There is no question that the Jesse Owens editorial was the most effective thing we have done so far. By reading the papers one can generate 3 or 4 ideas. I believe that I would have an editorial of hard-hitting local significance on the air every couple of days. Jay Schatz is always a good source of advice on this point, although I would approach him with suggestions rather than leaving the germination of the idea to him.

2.) PROMOTIONS themselves. I think here of the International Pancake Race, Bachelor's Day, Valentine's Day, which is upon us, etc. I have been in contact by telephone with Mrs. Homer Hargrave, Jr., (the daughter of the still very active movie actress Colleen Moore), who is head of the Chicago Junior League. Although it was difficult to explain the Race to her over the telephone, I did the best I could and am sending her material in the mail today. She would be considerably easier to get on this project if we knew that other Junior Leagues around the country were going along. Therefore, I called Dave McKinsey at KABL, explained the project to him and am mailing the information to him today and am hoping that he will call you or Art to give us San Francisco's Junior League's go-ahead, at which time that information should be phoned to Mrs. Hargrave, so that she will have it for a scheduled Monday meeting with the Junior League. If they consent, then you can go all out and get the promotion going. If they don't consent, we should probably drop this promotion this year because only 8 days will remain from Monday, which is the 14th (Valentine's Day). Now, there will not be time enough to get another group interested or, for that matter, time to publicize it. Once you have really gotten the promotion going, Aaron Cushman should be notified forthwith. One of the big ingredients of the promotion here is the possibility of outside radio, television and newspaper coverage because so many socially important names are involved. I told Mrs. Hargrave that I would be willing to put up a \$1,000.00 prize. I believe the idea is that for the first time next year we are going to make a challenge to the International Pancake Race Cup, and that this year we are just holding trials, and the fastest pancake racer, for the sake of encouragement, wins \$1,000.00 which, through prearrangement, she would donate to a charity of the Junior League's choice. All of the information I am sending you forthwith, and the moment

Pancake
Saleable Promotions Day

that you get the go-ahead from Mrs. Hargrave (if you do, that is), I would get it on the air with one-liners every half hour: "This is W-NUS in Chicago, where Wnews and the Chicago Junior League collaborate next week to challenge for the International Pancake Race Cup, with all proceeds to go to (name of organization) charity " This will serve to get the promotion off the ground until such time as you have actually written and recorded the promos themselves. (Mrs. Homer Hargrave, Jr., 41 East Burton Place, Chicago, Ill., Tele: 337-3690).

3.)

3.) A third method of achieving promotion of the station is through the use of exotics. I think they are still around and, if they are, I would put on, for the moment, Fortnum & Mason and Emilio Pucci. You may be able to think of a few others which you can write, and I am sending you herewith various KABL exotics, promotions, etc., that will stimulate your thinking. Both Art and I have looked through these, and you will agree with us that only a limited number will fit into this particular type of promotion. So much for that.

4.) Another method of promotion is simply to keep so many small things going, such as promos for the new News Cruizers we are bringing in, new advertising vignettes, etc., so that this, in itself, keeps everyone talking. I understand that somewhere in my files there is material for several more advertising vignettes. They are easy to write, as you know, and you should keep them on the air. Under no circumstances should these exceed one minute.

I go into all of this detail mostly because actually there has not been anything new on the station for more than a week now, and it is time we freshened up.

Incidentally, Don, when you get an idea for Bachelor's Day, and I hope it will be right away, please, for heavens sakes, let me know immediately, so that I can get with Jerry Rosenzweig at the Playboys Club.

Gordon McLendon

encls.

Pancake

Saleable Promotions Day

TO:

Don Keyes

Feb 9th, 1966

cc: Art Holt

/Mitch Lewis

ALL STATIONS

FROM: Gordon McLendon

Radio Moscow should end at close of business on Thursday, February 10th. The engineering department should now be notified that we wish to begin monitoring, looking to a similar campaign of English language broadcasts on Radio Peking and then, in no particular order, the English language broadcasts of other Communist countries. Since, no doubt, you will put this in memorandum form, too, a copy should be sent to KABL where reception of Radio Peking may be very much easier and, particularly so, considering the accessibility to huge RCA receivers which I personally visited.

With the end of Radio Moscow, we once again have no promotions on the air and, as far as I can hear, none planned. I think it is important that we continue to maintain the momentum we have already gained and think that we should forthwith get several new things on the air. It is all well to fight the day-by-day problems of improving the efficiency of the station and the staff, but right now we must continue to be the talk of the town. This, it seems to me, can be accomplished in 3 or 4 different ways.

1.) EDITORIALS. There is no question that the Jesse Owens editorial was the most effective thing we have done so far. By reading the papers one can generate 3 or 4 ideas. I believe that I would have an editorial of hard-hitting local significance on the air every couple of days. Jay Schatz is always a good source of advice on this point, although I would approach him with suggestions rather than leaving the germination of the idea to him.

2.) PROMOTIONS themselves. I think here of the International Pancake Race, Bachelor's Day, Valentine's Day, which is upon us, etc. I have been in contact by telephone with Mrs. Homer Hargrave, Jr., (the daughter of the still very active movie actress Colleen Moore), who is head of the Chicago Junior League. Although it was difficult to explain the Race to her over the telephone, I did the best I could and am sending her material in the mail today. She would be considerably easier to get on this project if we knew that other Junior Leagues around the country were going along. Therefore, I called Dave McKinsey at KABL, explained the project to him and am mailing the information to him today and am hoping that he will call you or Art to give us San Francisco's Junior League's go-ahead, at which time that information should be phoned to Mrs. Hargrave, so that she will have it for a scheduled Monday meeting with the Junior League. If they consent, then you can go all out and get the promotion going. If they don't consent, we should probably drop this promotion this year because only 8 days will remain from Monday, which is the 14th (Valentine's Day.). Now, there will not be time enough to get another group interested or, for that matter, time to publicize it. Once you have really gotten the promotion going, Aaron Cushman should be notified forthwith. One of the big ingredients of the promotion here is the possibility of outside radio, television and newspaper coverage because so many socially important names are involved. I told Mrs. Hargrave that I would be willing to put up a \$1,000.00 prize. I believe the idea is that for the first time next year we are going to make a challenge to the International Pancake Race Cup, and that this year we are just holding trials, and the fastest pancake racer, for the sake of encouragement, wins \$1,000.00 which, through prearrangement, she would donate to a charity of the Junior League's choice. All of the information I am sending you forthwith, and the moment

Pancake
Saleable Promotions
Day

that you get the go-ahead from Mrs. Hargrave (if you do, that is), I would get it on the air with one-liners every half hour: "This is W-NUS in Chicago, where Wnews and the Chicago Junior League collaborate next week to challenge for the International Pancake Race Cup, with all proceeds to go to (name of organization) charity " This will serve to get the promotion off the ground until such time as you have actually written and recorded the promos themselves. (Mrs. Homer Hargrave, Jr., 41 East Burton Place, Chicago, Ill., Tele: 337-3690).

3.)

3.) A third method of achieving promotion of the station is through the use of exotics. I think they are still around and, if they are, I would put on, for the moment, Fortnum & Mason and Emilio Pucci. You may be able to think of a few others which you can write, and I am sending you herewith various KABL exotics, promotions, etc., that will stimulate your thinking. Both Art and I have looked through these, and you will agree with us that only a limited number will fit into this particular type of promotion. So much for that.

4.) Another method of promotion is simply to keep so many small things going, such as promos for the new News Cruizers we are bringing in, new advertising vignettes, etc., so that this, in itself, keeps everyone talking. I understand that somewhere in my files there is material for several more advertising vignettes. They are easy to write, as you know, and you should keep them on the air. Under no circumstances should these exceed one minute.

I go into all of this detail mostly because actually there has not been anything new on the station for more than a week now, and it is time we freshened up.

Incidentally, Don, when you get an idea for Bachelor's Day, and I hope it will be right away, please, for heavens sakes, let me know immediately, so that I can get with Jerry Rosenzweig at the Playboys Club.

Gordon McLendon

encls.

Pancake
Saleable Promotions Day

RADIO MOSCOW ADVANCE PROMOS: START JAN. 30

CUT #1

CONTROL: (ESTABLISH "LEZHINSKA" FROM "FOLK MUSIC USSR" LP...FADE UNDER)

ANNCR: "That song you are hearing is 'Lezhinska', a favorite in the Russian State of Georgia, the home state of Kosygin, Krushchev and Stalin, before. The song is one of the more pleasant sounds of Soviet Russia. The next sound you will hear is not so pleasant...

CONTROL: (VOICE: "THIS IS MOSCOW" FOLLOWED BY MUSICAL THEME, FADE UNDER)

ANNCR: That is the voice of Radio Moscow...propaganda sabre of Communist Russia. Starting this Thursday, and for the seven days that follow, all news W-News will present, during every hour, five minutes taken from Radio Moscow, ...exactly as Radio Moscow beams it every day across the limitless horizons. The actual voice of Radio Moscow, delivered in dozens of languages, to millions upon millions of people. In English, to W-News, exactly as it ~~km~~ is sent in the very shadow of the Kremlin....

CONTROL: STAB, THEN SLIDE

ANNCR: Thursday, February 3rd, ~~evening~~ ^{broadcasting's} epic hour in Chicagoland, as W-News, for the first time, brings the views of Radio Moscow across continents. Stay tuned, every hour, to the English language newscasts of Radio Moscow...

CONTROL: (VOICE: "THIS IS RADIO MOSCOW", FOLLO WITH THEME, THEN FADE)

RADIO MOSCOW ADVANCE PROMOS: START JAN. 30

CUT #1

CONTROL: (ESTABLISH "LEZHINSKA" FROM "FOLK MUSIC USSR" LP...FADE UNDER)

ANNCR: "That song you are hearing is 'Lezhinska', a favorite in the Russian State of Georgia, the home state of Kосygin, Kruschev and Stalin, before. The song is one of the more pleasant sounds of Soviet Russia. The next sound you will hear is not so pleasant...

CONTROL: (VOICE: "THIS IS MOSCOW" FOLLOWED BY MUSICAL THEME, FADE UNDER)

ANNCR: That is the voice of Radio Moscow...propaganda sabre of Communist Russia. Starting this Thursday, and for the seven days that follow, all news W-News will present, during every hour, five minutes taken from Radio Moscow, ...exactly as Radio Moscow beams it every day across the limitless horizons. The actual voice of Radio Moscow, delivered in dozens of languages, to millions upon millions of people. In English, to W-News, exactly as it ~~is~~ is sent in the very shadow of the Kremlin....

CONTROL: STAB, THEN SLIDE

ANNCR: Thursday, February 3rd, ~~evening~~ ^{broadcasting's} epic hour in Chicagoland, as W-News, for the first time, brings the views of Radio Moscow across continents. Stay tuned, every hour, to the English language newscasts of Radio Moscow...

CONTROL: (VOICE: "THIS IS RADIO MOSCOW", FOLLOW WITH THEME, THEN FADE)

RADIO MOSCOW ADVANCE PROMOS: START JAN .30 CUT #2

CONTROL: (HARBOR EFFECTS, FOG HORNS, ETC...FADE)

ANNCR: "Along the banks of the Kara Hum Canal
and on the wharves and docks of Baku in Soviet
Russia, this song has long been popular...

CONTROL: ("Folk Music of USSR", Cut 4, Side 2:
"Humorous Song" -- FADE UNDER FOR:)

ANNCR: It's a happy, humorous song of the Russian
Peasant. But, from the Soviet, come more
serious, ominous sounds...

CONTROL: (Radio Moscow LP - to voice "This is Moscow",
FADE UNDER FOLLOWING MUSIC FOR)

ANNCR: This is the identifying musical theme of Radio
Moscow. Starting Thursday, for 8 continuous days,
you will hear this theme every hour on W-News
in Chicago. You will hear how this incessant
voice of Communist propaganda corrupts the minds
of peoples across continents. The distorted,
singleminded viewpoint of expert Kremlin propagandists
exactly as it is delivered in the English language.

CONTROL: (STAB, THEN MUSICAL SLIDE UNDER FOR:)

A broadcast first...shocking...without parallel
comes to Chicago from W-News. Be listening Thursday
for the first broadcasts, direct from Radio
Moscow, brought to you at five minutes before
the hour, every hour, from W-News in Chicago

CONTROL: (CURTAIN)

RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #2

CONTROL: (HARBOR EFFECTS, FOG HORNS, ETC...FADE)

anncr: "Along the banks of the Kara Hum Canal
and on the wharves and docks of Baku in Soviet
Russia, this song has long been popular...

CONTROL: ("Folk Music of USSR", Cut 4, Side 2:
"Humorous Song" -- FADE UNDER FOR:)

ANNCR: It's a happy, humorous song of the Russian
Peasant. But, from the Soviet, come more
serious, ominous sounds...

CONTROL: (Radio Moscow LP - to voice "This is Moscow",
FADE UNDER FOLLOWING MUSIC FOR)

ANNCR: This is the identifying musical theme of Radio
Moscow. Starting Thursday, for 8 continuous days,
you will hear this theme every hour on W-News
in Chicago. You will hear how this incessant
voice of Communist propaganda corrupts the minds
of peoples across continents. The distorted,
singleminded viewpoint of expert Kremlin propagandists
exactly as it is delivered in the English language.

CONTROL: (STAB, THEN MUSICAL SLIDE UNDER FOR:)
A broadcast first...shocking...without parallel
comes to Chicago from W-News. Be listening Thursday
for the first broadcasts, direct from Radio
Moscow, brought to you at five minutes before
the hour, every hour, from W-News in Chicago

CONTROL: (CURTAIN)

RADIO MOSCOW ADVANCE PROMOS: START JAN.20 CUT #3

ANNCR: Many years ago, one of this century's greatest
statesmen, Winston Churchill, said of communism

CONTROL: (EXCERPT * I CAN HEAR IT NOW KL5066 Columbia)

"...everyone can see how Communism rocks the soul
of a nation...how it makes it abject and hungry
in peaces and proves it base and abominable in war."
(STAB: THEN FADE TO:)

ANNCR: ...and, starting this Thursday, February 3rd, Chicagoans
will hear how Communist propaganda is directed to undermine
the conscious minds of nations. On that Date, Thursday,
February 3rd, W-News will incorporate into every hour
segment of news, the exact voice of Radio Moscow, exactly
as it is sent from the very shadow of the Kremlin.
Exactly as it is delivered in the English language
every day of the year -- to ~~many~~ peoples all over the world.

CONTROL: STAB, THEN SLIDE UNDER --

A broadcast hallmark without parallel in Chicago -- as
all-news W-News presents this brutally frank view of
American life from the other side of the curtain...the
iron curtain. ~~It's time~~ Listen to W-News next Thursday
for the beginning of the most unprecedented series of
broadcasts in Chicago history. The direct voice of Radio
Moscow comes to Chicago...

CONTROL: (EXCERPT: THIS IS RADIO MOSCOW": TO MUSIC, THEN FADE OUT)

RADIO MOSCOW ADVANCE PROMOS: START JAN.20 CUT #3

ANNCR: Many years ago, one of this century's greatest
statesmen, Winston Churchill, said of communism

CONTROL: (EXCERPT * I CAN HEAR IT NOW KL5066 Columbia)

"...everyone can see how Communism focks the soul
of a nation...how it makes it abject and hungry
in peaces and proves it base and abominable in war."
(STAB: THEN FADE TO:)

ANNCR: ...and, starting this Thursday, February 3rd, Chicagoans
will hear how Communist propaganda is directed to undermine
the conscious minds of nations. On that Date, Thursday,
February 3rd, W-News will incorporate into every hour
segment of news, the exact voice of Radio Moscow, exactly
as it is sent from the very shadow of the Kremlin.
Exactly as it is delivered in the English language
every day of the year -- to ~~many~~ peoples all over the world.

CONTROL: STAB, THEN SLIDE UNDER --

A broadcast hallmark without parallel in Chicago -- as
all-news W-News presents this brutally frank view of
American life from the other side of the curtain...the
iron curtain. ~~Listen~~ Listen to W-News next Thursday
for the beginning of the most unprecedented series of
broadcasts in Chicago history. The direct voice of Radio
Moscow comes to Chicago...

CONTROL: (EXCERPT: THIS IS RADIO MOSCOW": TO MUSIC, THEN FADE OUT)

RADIO MOSCOW ADVANCE PROMOS: START JAN .30 CUT #4

ANNCR: Have you been listening to W-news newscasts
this week. Then you've heard about winter
storms, the bloody jungle raids in Vietnam,
a scandalous murder trial in Miami. Superior
news coverage, continuous news coverage from
all over the world. But, on Thursday, every
hour, W-News will bring ~~you~~ you pure,
unadulterated Russian propaganda...

CONTROL: (Radio Moscow EP - voice: "This is Radio Moscow"
STAB, THEN FADE TO:

ANNCR: The actual voice of the hammer and sickle,
Radio Moscow. Beginning Thursday, W-News,
for eight unprecedented days, will broadcast
by direct shortwave, the english language broadcasts
of Radio Moscow...

CONTROL: (REPEAT STAB, SLIDE, THEN FADE TO:)

ANNCR: As a significant public service contribution
to Chicagoans, W-News, for the first time in
Chicago broadcast history will incorporate into
every broadcast hour the distorted, grotesque
views of the Kremlin's master propagandists.
Be tuned Thursday, five minutes before every hour,
starting at 6 a.m., when W-News presents the
shocking current English language broadcasts from
Radio Moscow.

CONTROL: (CURTAIN)

RADIO MOSCOW ADVANCE PROMOS: START JAN .30 CUT #4

ANNCR: Have you been listening to W-news newscasts this week. Then you've heard about winter storms, the bloody jungle raids in Vietnam, a scandalous murder trial in Miami. Superior news coverage, continuous news coverage from all over the world. But, on Thursday, every hour, W-News will bring ~~you~~ you pure, unadulterated Russian propaganda...

CONTROL: (Radio Moscow BP - voice: "This is Radio Moscow" STAB, THEN FADE TO:

ANNCR: The actual voice of the hammer and sickle, Radio Moscow. Beginning Thursday, W-News, for eight unprecedented days, will broadcast by direct shortwave, the english language broadcasts of Radio Moscow...

CONTROL: (REPEAT STAB, SLIDE, THEN FADE TO:)

ANNCR: As a significant public service contribution to Chicagoans, W-News, for the first time in Chicago broadcast history will incorporate into every broadcast hour the distorted, grotesque views of the Kremlin's master propagandists. Be tuned Thursday, five minutes before every hour, starting at 6 a.m., when W-News presents the shocking current English language broadcasts from Radio Moscow.

CONTROL: (CURTAIN)

RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #5

CONTROL: (S.E. 75 mm French Artillery, FADE FOR:)

ANNCR: Those guns are French 75's. A terrible weapon
of World War I. A new sound of destruction
came in World War II. The sound of rockets...

CONTROL: TACTICAL MISSILES, ROCKETS, ETC.

ANNCR: ...and, now, even in peace, a war rages in
a new sound. A pleasant but ominous sound.
The sound of the cold war...

CONTROL (RADIO MOSCOW LP - musical theme, fade underfor:)

ANNCR: That is the identifying sound of Radio Moscow...
and Thursday, February third, W-News brings Chicago
into immediate and direct contact with the
propaganda voice of the Kremlin...

CONTROL: STAB, THEN SLIDE MUSIC UNDER...

ANNCR: Every hour, at five minutes before the hour, W-News
will present the top events of the day, as they
are slanted and distorted by expert Red propagandists.
There will be no editorial comment. Chicagoland
can judge for itself. Chicago can hear the shocking
broadcasts as it is sent in the English language,
direct from the shadow of the Kremlin. Starting
Thursday, on all-news W-News, Chicago's newspaper
of the air,

CONTROL: (CURTAIN)

RADIO MOSCOW ADVANCE PROMOS: START JAN.30 CUT #5

CONTROL: (S.E. 75 mm French Artillery, FADE FOR:)

ANNCR: Those guns are French 75's. A terrible weapon
of World War I. A new sound of destruction
came in World War II. The sound of rockets...

CONTROL: TACTICAL MISSILES, ROCKETS, ETC.

ANNCR: ...and, now, even in peace, a war rages in
a new sound. A pleasant but ominous sound.
The sound of the cold war...

CONTROL (RADIO MOSCOW LP - musical theme, fade underfor:)

ANNCR: That is the identifying sound of Radio Moscow...
and Thursday, February third, W-News brings Chicago
into immediate and direct contact with the
propaganda voice of the Kremlin...

CONTROL: STAB, THEN SLIDE MUSIC UNDER...

ANNCR: Every hour, at five minutes before the hour, W-News
will present the top events of the day, as they
are slanted and distorted by expert Red propagandists.
There will be no editorial comment. Chicagoland
can judge for itself. Chicago can hear the shocking
broadcasts as it is sent in the English language,
direct from the shadow of the Kremlin. Starting
Thursday, on all-news W-News, Chicago's newspaper
of the air,

CONTROL: (CURTAIN)

RADIO MOSCOW TEASER #1

CUT # 1

ANN CR: "Have you ever heard this sound before?"

CONTROL: RADIO MOSCOW MUSICAL THEME

ANN CR: Perhaps you haven't. You actually would have little reason. Yet, there are millions upon millions who instantly recognize this almost haunting theme. Those who do...forget it never. Its echo...unforgettable. Soon, Chicago will know this sound, as W-News presents a new hallmark in Chicago broadcasting history. For this distinctive theme will showcase an extraordinary event. Moreover, a public service project of overwhelming magnitude. All-news W-News brings to Chicago still another news triumph - a shocking moment of instant reality. Listen...and remember this sound!

CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN FADE AT CLOSE

RADIO MOSCOW TEASER #1

CUT # 1

ANN CR: "Have you ever heard this sound before?"

CONTROL: RADIO MOSCOW MUSICAL THEME

ANN CR: Perhaps you haven't. You actually would have little reason. Yet, there are millions upon millions who instantly recognize this almost haunting theme. Those who do...forget it never. Its echo...unforgettable. Soon, Chicago will know this sound, as W-News presents a new hallmark in Chicago broadcasting history. For this distinctive theme will showcase an extraordinary event. Moreover, a public service project of overwhelming magnitude. All-news W-News brings to Chicago still another news triumph - a shocking moment of instant reality. Listen...and remember this sound!

CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN FADE AT CLOSE

RADIO MOSCOW TEASER #2

CUT #2

ANNCR: The theme you will hear is broadcast every hour, every day, every week, every month of the year. Yet, it is doubtful than any Chicagoan has ever heard it before. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME...

ANNCR: This particularly haunting musical figure is heard by millions upon millions of people around the world every hour, every day, every week, every month of the year. Amazingly, few Chicagoans have ever heard it. For that reason, W-News will soon bring to Chicago the shocking import traveling in the hypnotic wake of this theme. While controversial in many quarters, W-News believes it will give Chicagoans a greater value for one of our priceless freedoms. If you listen to W-News one hour a day, you, among millions, will not soon, if ever, forget this seemingly innocent musical figure...

CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN BADE FOR CLOSE.

RADIO MOSCOW TEASER #2

CUT #2

ANNCR: The theme you will hear is broadcast every hour, every day, every week, every month of the year. Yet, it is doubtful than any Chicagoan has ever heard it before. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME...

ANNCR: This particularly haunting musical figure is heard by millions upon millions of people around the world every hour, every day, every week, every month of the year. Amazingly, few Chicagoans have ever heard it. For that reason, W-News will soon bring to Chicago the shocking import traveling in the hypnotic wake of this theme. While controversial in many quarters, W-News believes it will give Chicagoans a greater value for one of our priceless freedoms. If you listen to W-News one hour a day, you, among millions, will not soon, if ever, forget this seemingly innocent musical figure...

CONTROL: RADIO MOSCOW MUSICAL THEME: UP THEN BADE FOR CLOSE.

Pancake

Saleable Promotions Day

RADIO MOSCOW TEASER #3

Cut #3

ANNCR: The seemingly innocent musical figure you will
shortly hear led to an immediate suicide. It may, again,
have caused others. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME

ANNCR: It is doubtful that you've ever heard it. Yet,
there are millions upon millions of people who
know that sound instantly. They react. Some
doggedly. Some subconsciously. Some resigned,
And some refuse. Soon, in Chicago, this sound
will permeate the air -- for W-News in Chicago
will bring this sound, in all of its startling, electrifying
reality, to Chicagoans for the first time. During
one moment out of one hour out of every day, W-News
will bring a city to the precept of unbelievableability.
Stay tuned. On both AM and FM broadcast frequencies, as
W-News chases the dawn in to sunsets, ~~and~~ and makes
broadcasting history in Chicago.... Listen!

CONTROL: RADIO MOSCOW RADIO THEME: UP, THEN FADE, FOR CLOSE.

RADIO MOSCOW TEASER #3

Cut #3

ANNCR: The seemingly innocent musical figure you will
shortly hear led to an immediate suicide. It may, again,
have caused others. Listen...

CONTROL: RADIO MOSCOW MUSICAL THEME

ANNCR: It is doubtful that you've ever heard it. Yet,
there are millions upon millions of people who
know that sound instantly. They react. Some
doggedly. Some subconsciously. Some resigned,
And some refuse. Soon, in Chicago, this sound
will permeate the air -- for W-News in Chicago
will bring this sound, in all of its startling, electrifying
reality, to Chicagoans for the first time. During
one moment out of one hour out of every day, W-News
will bring a city to the preceps of unbelievable.
Stay tuned. On both AM and FM broadcast frequencies, as
W-News chases the dawn in to sunsets, ~~and~~ and makes
broadcasting history in Chicago.... Listen!

CONTROL: RADIO MOSCOW RADIO THEME: UP, THEN FADE, FOR CLOSE.

Pancake

Saleable Promotions Day

Dallas

SUNDAY, JANUARY 30 30th - 12 Noon

STATION IDS
RADIO MOSCOW

- USE ONE EVERY HALF HOUR NEWSCAST UNTIL
FURTHER NOTICE - NO EXCEPTIONS - ALTERNATE
WITH GROUNDHOG DAY ID'S/ THUS TWO ID'S PER HALF HOUR

- #1 You dial is et to all-news W-News, which Thursday begins hourly broadcasts, live and direct, from Radio Moscow...
- #2 On Thursday, Radio station W N U S beginning regularly scheduled, hourly broadcasts of the news, live and direct, from Radio Moscow.
- #3 This is all-news W-News, where direct broadcasts from Radio Moscow start Thursday.
- #4 This is Chicago's newspaper of the air -- all-news W-News -- beginning Thursday, live and direct broadcasts, each hour, in English, from Radio Moscow.
- #5 Your dial is set on the mighty 1390 - all-news W-News -- where beginning Thursday, Chicagoans, for the first time, hear the news in English from Radio Moscow, five minutes before every hour.
- #6 This is W N U S, A M... W N U S, F M... where Thursday, as a public service, W-News will broadcast five minutes every hour, broadcasts, live and direct from Radio Moscow.
- #7 This is your station for all news -- W-News in Chicago -- where, starting Thursday, Chicagoans will hear the news as reported in English, from hourly fro, Radio Mos cow.

NOTE: PLEASE ALTERNATE FROM WHAT YOU HEARD ON PREVIOUS NEWS CAST.

Pancake

Saleable Promotions Day

SUNDAY, JANUARY 30th - 12 NOON

STATION ID'S USE ONE EVERY HALF HOUR UNTIL FURTHER
GROUNDHOG DAY - NOTICE - N EXCEPTIONS - ALTERNATE WITH
RADIO MC COW ID'S/ THUS TWO ID'S PER HALF HOUR

#1

This is the newbutton on every ~~radio~~ automobile
radio, ~~W-News~~ W N U S, where W-News reporter
Jack Danahy is reporting hourly from Paunxatany,
Pennsylvania, on the traditional Groundhog Day
celebration there.

#2

Your dial is set on all-news, W-News...where
Jack Danahy reorts hourly on the ~~Groundhog~~Day
Groundhog Day celebrations, direct, from the
Groundhog capitol of the world, Paunxatany,
P_e_nnsylvania.

#3

You're tuned to the mighty 1390 in Chicago --
all-news W-News -- only Chicago radio station
with a special reporter giving running accounts
of the ~~traditional~~GroundhogxDay traditional Groundhog
ceremonies, as they occur in Paunxatany, P_e_nnsylvania.

#4

This is all-news, W-News -- Chicago's newspaper of
the air, with reporter Jack Danahy reporting hourly
from Paunxatany, P_e_nnsylvania, site of the annual
emergence of the Groundhog and the traditional
Groundhog Day ceremonies.

ER ONOUCIATION: PANKS=sa-taw=ney

Pancake

Saleable Promotions Day



Pancake

Saleable Promotions Day

TO: All Stations (5 copies)
FROM: Gordon McLendon

SALEABLE SALEABLE SALEABLE

ADVANCE ON SALEABLE PROMOTIONS

For all of you who have not had copies, a copy of our previously issued "Promotional Planning Guide" is enclosed. So that you can go ahead and make your plans on whichever of these you wish to use sold or unsold, here are a few thoughts:

Note that the list omitted by mistake February 14th -- Valentine Day.

We have already covered by separate memo, February 1 and 2, Groundhog Eve and Groundhog Day.

I noted February eleventh, the opening of the two-day Dartmouth Winter Carnival, in Hanover, New Hampshire, as a day for a good reason. This is undoubtedly the most ~~like~~ celebrated college weekend in America and has been the subject of at least one motion picture I know of. Perhaps some of you, particularly those in Buffalo, ~~XX~~ Omaha, Indianapolis, etc., might want to hold a special contest (perhaps a Groundhog Day prediction contest?) of some sort which you could sell, with the prize to be a weekend for a guy and his girl at the Dartmouth Winter Carnival. You can really glamorize it if you wish. Dartmouth will give you any details you want. If chaperones in Hanover needed, I've got friends on the teaching staff there and can arrange through them. This is something that really ought to be sold if you are going to do it. "Winter Wonderland" is obviously great music for the spots. It is a weekend of dances, skiing, ten parties at the same time, etc., sort of the weekend that the Dartmouth groundhogs come up for air.

Or, if you wish to go the big route, that famous Mardi-Gras in Rio--the annual carnival--goes from February 20-22. It is more than possible that the Brazilian Air-line will recip with you but since they are likely to be crowded then, if you decide to do this, you'd better get busy. You might have some sort of time and temperature contest on this one that would require their rather constant listening. Or maybe you'll turn up with better ideas.

You can have a dollar-throwing, or cherry-tree cutting, or something, if you wish, on Washington's birthday. Of course, he never told a lie and that might be something you could tie into against National Liar's Day which comes up later on.

International Pancake Day, on February 22nd, can be a real ball. It ought to go spectacularly well at both KABL and WYSL. KABL, as you know, has one of the most significant social events of the year in the Bay Area in its annual Snake Race on St Patrick's Day. As you will note, the purpose of the International Pancake Day is a pancake race where housewives run a 415-yard S-shaped course, flipping pancakes against time, which is compared with that of Olney, England. We're writing to the Chamber of Commerce in Liberal, Kansas, which handles it--as noted on the attached list. We could have our time compared against both Liberal and Olney times, and perhaps can do live coverage ala our Groundhog Day promotion. What more logical sponsor than a flour company, or a bread company, or a bakery, or a grocer? Why not get the top society leaders in your city and really hit with this one. Ought to have all the papers on hand with cameras, etc. It ought to be a fun event for all concerned. You could even charge a small admission with proceeds given to whatever local

Pancake Race New

Groundhog Day

charity you designate or that the women designate. Even easier, work it with your local Junior League, who can produce all the women you want with names, and the prize from your sponsor is \$1000. 00 to the Junior League's favorite charity--if you top the times in Olney and Liberal, with a \$500. 00 consolation award if you lose. Good for sports page columnists and wonderful guys like Jim Murray. Excellent for billboards, play-by-play coverage. Can be a great annual event. And that reminds me that, for Heaven's Sake, keep these promotional memoranda to yourself because we are treating these events so far in advance that you can get killed by a competitor if this thing falls into his hands. For that reason, I'm not going to detail anything beyond March 15th--and would advise you to go slowly before you reveal the things you are going to do. Obviously, you'll have to do it enough in advance to give your salesmen a chance to sell it, if you wish to sell it. All supplementary ideas and thoughts are welcome. Try to mimeo so that all stations get all ideas at the same time. A good work habit! If you type well, why not just knock things off on one of these Carter-master stencils, save your secretary time, and at the same time get things out twice as fast, or three times as fast. Why dictate it, wait until your secretary has the time to stencil it, mimeo it and finally get it out? Save time and save your secretary.

I can think of all sort of things to do on Bachelor's Day. Of course, having knowledge of what the Star Stations plan to do on ~~NATIONAL TURN ON YOUR WIFE WEEK~~ "National Turn On Your Wife Week", what more natural tie-in than a followup on Bachelor's Day? You should see what info you can get from Hansell-Zook, although I doubt that it'll be much. For one thing, to get to those high income brackets, what about your own list of Houston's fifteen most eligible bachelors--annual feature. A "Bachelor's Dinner" sponsored by KILT? Or by is sponsor? A tieup with the Playboy Club to furnish a pair of bunnies you'd fly in? Voice tracks with the towns leading Bachelors giving your call letters on February 28th? Short tributes to marriage by the town's leading bachelors on this day? A listener contest on who can get closest to the day when the leading bachelor in your list of 15 will fall by the wayside? Have fun, fellows; brainstorming welcome--but mimeo us all.

March 1st is "Return the Borrowed Book Week", and you can do a lot of things there. Let your station serve as a clearinghouse? Offer titles on the air every thirty minutes that somebody has been executed: John Jones, of 1639 South Glencove, has after extensive bargaining, agreed to trade his copy of "Fiscal Facts of the Ancient Greeks" to Lois Smith of 1210 Alman, for a February 1964 copy of Playboy Magazine. A book exchange day--how about "Lois Smith of 1210 Alman is willing to trade any two books in her library which she has borrowed for someone else to anyone who has a borrowed copy of "The Lion's Share." But you can do better than this, no doubt, with a fun session of kicking ideas back and forth. Book stores, print shops, a host of possible sponsors.

Off the chronological bit, nothing is much hotter than golf right at this moment in sports. As this is being written, Arnold Palmer, Tony Lema and Billy Capper will this afternoon fight it out for the second-round lead in the Bing Crosby Open. Not being televised. Why not sell round-by-round results to a sponsor on those days when it isn't being televised as a bonus to buying results on all days? You've at least a dozen big golf tournaments avidly watched by golf enthusiasts where the early rounds, at least, aren't televised at all. And, in tennis: Wimbledon, the French championships, the early rounds of the U. S. Nationals at Forest Hills, the early Davis Cup matches by the U. S. Got to be sporting goods stores, sporting goods manufacturers, etc., that would be interested if you make an intelligent advance presentation.

On the Bachelor's Day deal, a contest where the prize is a trip to the March 6th Cat Festival in Ypres, Belgium? Bachelor who wins should have to report back two of three times by telephone and also bring tapes. Or, give him a trip to a Girl Scout festival somewhere, because Girl Scout Week begins that same day, March 6th

National Procrastination Week begins March 7th, and lasts through the 12th. The purpose, as noted on the attached, is to "promote the practice of, and benefit of, putting things off until later." Write the sponsor for details. The prize, here, is perfectly clear--a trip to the 8th Annual Rattlesnake Roundup in Sweetwater, Texas on March 11th, through 13th. You can build up the rattlesnake contest if you wish, too-play-by-play coverage, with snakes entered that are named after your personalities, or prominent local individuals who consent, etc. Contest built around the winning snake. You can have a lot of fun with both of these. I did not try to develop National Procrastination Week too far since it is too easy if you will just barnstorm it--doesn't Bachelor's Day fit in there somewhere?

March 12th is as far as we need go right now, but here is one that is perhaps even better than the International Pancake Race. The St. Patrick's Day Tug of War--to determine "the relative strength of German and Irish tug of war teams in colleges throughout the nation" offers simply limitless possibilities. In the Bay Area, you might want to restrict it to colleges, or to business leaders, or go both ways. Stanford against Cal against St. Mary's against San Francisco, etc.? Or the colleges with four leading German and/or Irish business leaders on either side as all-star performers? Or, teams of four ~~selected~~ selected Irish business leaders buttressed by four all-stars of varying nationalities, against four German leaders augmented by four all-stars of varying personalities--all local business celebrities and potential sponsors. Build it up--each day or so, announce that Team Captain _____ has just added former Mayor Tom Smith at defensive left shoof. Have the other team protest his eligibility Stage it downtown, with the street roped off for ten minutes. The contest involves, of course, a tug of war with one team having to tug the other only five yards. Interviews afterward--recriminations, accusations, official protests, demands on the Nation AAU, etc., are an obvious part of this. Television and newspaper coverage should simply be spectacular. And it can be a ball for everyone. Your list of possible sponsors is just endless.

So much for this. If you can't make an annual bonanza out of the tug of war deal, somebody is asleep. And you don't have to match German and Irish teams, either. Highly ethnic cities, like Buffalo can match German and Polish teams or whatever they wish. But first, write the St. Francis Club, as noted on the attached, for full details

The last is one you'll have to fight not to sell. At Christmas season, WYSL announced a Christmas card campaign for Buffalonians in Viet-Nam. Over 1000 names came in with addresses; troops over there said that they knew which guy was from Buffalo because he always got loaded up with mail at mail call. With 280,000 men in Viet-Nam, it was easy mathematically to calculate that approximately 1400 Buffalonians were in that war. And we had and still do have 1000 names, maybe more--an almost total response. Thus, the following perfect sale is easy for Buffalo and it ought to be at a double premium rate. It is almost as easy for everyone else. Just announce that KLIF wants to begin airing the voices of Dallas area servicemen in Viet-Nam. Send us the name and address of your servicemen in Viet-Nam, ~~SEND US THE~~ and KLIF will do our best to get his voice on the air here." Better, to keep competition away, is there anybody else in your town who already has a list. Now, once you've got a full list, a

a partial list, or only a few, write to them in Viet-Nam and tell them that if they'll send us tapes we'll put it on the air for everybody back home. Go through the routine of a self-addressed mailing sticker--not even stamps. You will be surprised at how many will find a tape machine mighty quick (tell them of postage cost so it'll save their time). Once you start airing these, you'll find the mothers, daughters, sons, fathers, wives, etc., start firing names mighty quick. If you want to go to the trouble, just work with Army, Marine, Navy Public Information Offices--but the easy and no-cost way is to send the letters out and wait for the tapes--they'll come. Give them the limit on seconds in their message. If there are 1400 Dallasites in Viet-Nam, and you're airing two an hour, that's 20 a day on a ten-hour basis, 28 on a 14-hour basis, and before long you'll be getting just about everybody on. Don't announce the first airing, so that they'll have to be listening. Just announce the second airing a day or so later to the person on the radio as well as on the telephone, so that they'll have time to alert everybody in sight to be listening to their boy. If this isn't a natural p. r. for a bread company, a milk firm, a bank, etc., then what is. Put a good premium rate on it--don't want to sell this one for peanuts--THIS IS ONE OF THE FEW TIMES IN YOUR HISTORY THAT YOU CAN EVER MAKE HAY OUT OF RADIO'S MOST INTRINSIC ADVANTAGE OVER NEWSPAPERS--the warmth and personal nature of the human voice, which your local NEWSPAPER WILL PLAY HECK EVER DUPLICATING. This is your promotion, a virtual no-cost promotion, a fantastic audience-builder and a cinch sales which the Department Store or anyone else can merchandise to beat hell: if you'd like to hear your boy's message, just drop by Titche-Goettinger and post your name on Titche's list with the name and address of your boy in Viet-Nam, and Titche's, at fantastic expense has arranged with KLIF to get the tapes, etc.

On the tax promotion and sales idea mentioned in an early memo, Americans will be filling out and filing their tax returns April 5 through 15th. Must be a good commercial idea--CBS has a special series planned on it, right around April 5th.

Gordon McLendon

P. S. :

You should have received the "Promotional Planning Guide", but if you need another copy, check with Yolanda Salas in Dallas--she will send you need it.

Pancake
ese New

Groundhog Day

TO: All Stations (5 copies)
FROM: Gordon McLendon

SALEABLE SALEABLE SALEABLE

ADVANCE ON SALEABLE PROMOTIONS

For all of you who have not had copies, a copy of our previously issued "Promotional Planning Guide" is enclosed. So that you can go ahead and make your plans on whichever of these you wish to use sold or unsold, here are a few thoughts:

Note that the list omitted by mistake February 14th -- Valentine Day.

We have already covered by separate memo, February 1 and 2, Groundhog Eve and Groundhog Day.

I noted February eleventh, the opening of the two-day Dartmouth Winter Carnival, in Hanover, New Hampshire, as a day for a good reason. This is undoubtedly the most ~~the~~ celebrated college weekend in America and has been the subject of at least one motion picture I know of. Perhaps some of you, particularly those in Buffalo, ~~XX~~ Omaha, Indianapolis, etc., might want to hold a special contest (perhaps a Groundhog Day prediction contest?) of some sort which you could sell, with the prize to be a weekend for a guy and his girl at the Dartmouth Winter Carnival. You can really glamorize it if you wish. Dartmouth will give you any details you want. If chaperones in Hanover needed, I've got friends on the teaching staff there and can arrange through them. This is something that really ought to be sold if you are going to do it. "Winter Wonderland" is obviously great music for the spots. It is a weekend of dances, skiing, ten parties at the same time, etc., sort of the weekend that the Dartmouth groundhogs come up for air.

Or, if you wish to go the big route, that famous Mardi-Gras in Rio--the annual carnival--goes from February 20-22. It is more than possible that the Brazilian Air-line will recip with you but since they are likely to be crowded then, if you decide to do this, you'd better get busy. You might have some sort of time and temperature contest on this one that would require their rather constant listening. Or maybe you'll turn up with better ideas.

You can have a dollar-throwing, or cherry-tree cutting, or something, if you wish, on Washington's birthday. Of course, he never told a lie and that might be something you could tie into against National Liar's Day which comes up later on.

International Pancake Day, on February 22nd, can be a real ball. It ought to go spectacularly well at both KABL and WYSL. KABL, as you know, has one of the most significant social events of the year in the Bay Area in its annual Snake Race on St Patrick's Day. As you will note, the purpose of the International Pancake Day is a pancake race where housewives run a 415-yard S-shaped course, flipping pancakes against time, which is compared with that of Olney, England. We're writing to the Chamber of Commerce in Liberal, Kansas, which handles it--as noted on the attached list. We could have our time compared against both Liberal and Olney times, and perhaps can do live coverage ala our Groundhog Day promotion. What more logical sponsor than a flour company, or a bread company, or a bakery, or a grocer? Why not get the top society leaders in your city and really hit with this one. Ought to have all the papers on hand with cameras, etc. It ought to be a fun event for all concerned. You could even charge a small admission with proceeds given to whatever local

Pancake Race New

Groundhog Day

charity you designate or that the women designate. Even easier, work it with your local Junior League, who can produce all the women you want with names, and the prize from your sponsor is \$1000. 00 to the Junior League's favorite charity--if you top the times in Olney and Liberal, with a \$500. 00 consolation award if you lose Good for sports page columnists and wonderful guys like Jim Murray. Excellent for billboards, play-by-play coverage. Can be a great annual event. And that reminds me that, for Heaven's Sake, keep these promotional memoranda to yourself because we are treating these events so far in advance that you can get killed by a competitor if this thing falls into his hands. For that reason, I'm not going to detail anything beyond March 15th--and would advise you to go slowly before you reveal the things you are going to do. Obviously, you'll have to do it enough in advance to give your salesmen a chance to sell it, if you wish to sell it. All supplementary ideas and thoughts are welcome. Try to mimeo so that all stations get all ideas at the same time. A good work habit! If you type well, why not just knock things off on one of these Carter-master stencils, save your secretary time, and at the same time get things out twice as fast, or three times as fast. Why dictate it, wait until your secretary has the time to stencil it, mimeo it and finally get it out? Save time and save your secretary.

I can think of all sort of things to do on Bachelor's Day. Of course, having knowledge of what the Star Stations plan to do on ~~XXXXXXX~~ "National Turn On Your Wife Week", what more natural tie-in than a followup on Bachelor's Day? You should see what info you can get from Hansell-Zook, although I doubt that it'll be much. For one thing, to get to those high income brackets, what about your own list of Houston's fifteen most eligible bachelors--annual feature. A "Bachelor's Dinner" sponsored by KILT? Or by is sponsor? A tieup with the Playboy Club to furnish a pair of bunnies you'd fly in? Voice tracks with the towns leading Bachelors giving your call letters on February 28th? Short tributes to marriage by the town's leading bachelors on this day? A listener contest on who can get closest to the day when the leading bachelor in your list of 15 will fall by the wayside? Have fun, fellows; brainstorming welcome--but mimeo us all.

March 1st is "Return the Borrowed Book Week", and you can do a lot of things there. Let your station serve as a clearinghouse? Offer titles on the air every thirty minutes that somebody has been executed: John Jones, of 1639 South Glencove, has after extensive bargaining, agreed to trade his copy of "Fiscal Facts of the Ancient Greeks" to Lois Smith of 1210 Alman, for a February 1964 copy of Playboy Magazine "A book exchange day--how about "Lois Smith of 1210 Alman is willing to trade any two books in her library which she has borrowed for someone else to anyone who has a borrowed copy of "The Lion's Share." But you can do better than this, no doubt, with a fun session of kicking ideas back and forth. Book stores, print shops, a host of possible sponsors.

Off the chronological bit, nothing is much hotter than golf right at this moment in sports. As this is being written, Arnold Palmer, Tony Lema and Billy Capper will this afternoon fight it out for the second-round lead in the Bing Crosby Open. Not being televised. Why not sell round-by-round results to a sponsor on those days when it isn't being televised as a bonus to buying results on all days? You've at least a dozen big golf tournaments avidly watched by golf enthusiasts where the early rounds, at least, aren't televised at all. And, in tennis: Wimbledon, the French championships, the early rounds of the U. S. Nationals at Forest Hills, the early Davis Cup matches by the U. S. Got to be sporting goods stores, sporting goods manufacturers, etc., that would be interested if you make an intelligent advance presentation.

On the Bachelor's Day deal, a contest where the prize is a trip to the March 6th Cat Festival in Ypres, Belgium? Bachelor who wins should have to report back two of three times by telephone and also bring tapes. Or, give him a trip to a Girl Scout festival somewhere, because Girl Scout Week begins that same day, March 6th

National Procrastination Week begins March 7th, and lasts through the 12th. The purpose, as noted on the attached, is to "promote the practice of, and benefit of, putting things off until later." Write the sponsor for details. The prize, here, is perfectly clear--a trip to the 8th Annual Rattlesnake Roundup in Sweetwater, Texas on March 11th, through 13th. You can build up the rattlesnake contest if you wish, too-play-by-play coverage, with snakes entered that are named after your personalities, or prominent local individuals who consent, etc. Contest built around the winning snake. You can have a lot of fun with both of these. I did not try to develop National Procrastination Week too far since it is too easy if you will just barnstorm it--doesn't Bachelor's Day fit in there somewhere?

March 12th is as far as we need go right now, but here is one that is perhaps even better than the International Pancake Race. The St. Patrick's Day Tug of War--to determine "the relative strength of German and Irish tug of war teams in colleges throughout the nation" offers simply limitless possibilities. In the Bay Area, you might want to restrict it to colleges, or to business leaders, or go both ways. Stanford against Cal against St. Mary's against San Francisco, etc.? Or the colleges with four leading German and/or Irish business leaders on either side as all-star performers? Or, teams of four ~~xxx~~ selected Irish business leaders buttressed by four all-stars of varying nationalities, against four German leaders augmented by four all-stars of varying personalities--all local business celebrities and potential sponsors. Build it up--each day or so, announce that Team Captain _____ has just added former Mayor Tom Smith at defensive left shoof. Have the other team protest his eligibility Stage it downtown, with the street roped off for ten minutes. The contest involves, of course, a tug of war with one team having to tug the other only five yards. Interviews afterward--recriminations, accusations, official protests, demands on the Nation AAU, etc., are an obvious part of this. Television and newspaper coverage should simply be spectacular. And it can be a ball for everyone. Your list of possible sponsors is just endless.

So much for this. If you can't make an annual bonanza out of the tug of war deal, somebody is asleep. And you don't have to match German and Irish teams, either. Highly ethnic cities, like Buffalo can match German and Polish teams or whatever they wish. But first, write the St. Francis Club, as noted on the attached, for full details

The last is one you'll have to fight not to sell. At Christmas season, WYSL announced a Christmas card campaign for Buffalonians in Viet-Nam. Over 1000 names came in with addresses; troops over there said that they knew which guy was from Buffalo because he always got loaded up with mail at mail call. With 280,000 men in Viet-Nam, it was easy mathematically to calculate that approximately 1400 Buffalonians were in that war. And we had and still do have 1000 names, maybe more--an almost total response. Thus, the following perfect sale is easy for Buffalo and it ought to be at a double premium rate. It is almost as easy for everyone else. Just announce that KLIF wants to begin airing the voices of Dallas area servicemen in Viet-Nam. Send us the name and address of your servicemen in Viet-Nam, ~~SEXXXXXX~~ and KLIF will do our best to get his voice on the air here." Better, to keep competition away, is there anybody else in your town who already has a list. Now, once you've got a full list, a

a partial list, or only a few, write to them in Viet-Nam and tell them that if they'll send us tapes we'll put it on the air for everybody back home. Go through the routine of a self-addressed mailing sticker--not even stamps. You will be surprised at how many will find a tape machine mighty quick (tell them of postage cost so it'll save their time). Once you start airing these, you'll find the mothers, daughters, sons, fathers, wives, etc., start firing names mighty quick. If you want to go to the trouble, just work with Army, Marine, Navy Public Information Offices--but the easy and no-cost way is to send the letters out and wait for the tapes--they'll come. Give them the limit on seconds in their message. If there are 1400 Dallasites in Viet-Nam, and you're airing two an hour, that's 20 a day on a ten-hour basis, 28 on a 14-hour basis, and before long you'll be getting just about everybody on. Don't announce the first airing, so that they'll have to be listening. Just announce the second airing a day or so later to the person on the radio as well as on the telephone, so that they'll have time to alert everybody in sight to be listening to their boy. If this isn't a natural p. r. for a bread company, a milk firm, a bank, etc., then what is. Put a good premium rate on it--don't want to sell this one for peanuts--THIS IS ONE OF THE FEW TIMES IN YOUR HISTORY THAT YOU CAN EVER MAKE HAY OUT OF RADIO'S MOST INTRINSIC ADVANTAGE OVER NEWSPAPERS--the warmth and personal nature of the human voice, which your local NEWSPAPER WILL PLAY HECK EVER DUPLICATING. This is your promotion, a virtual no-cost promotion, a fantastic audience-builder and a cinch sales which the Department Store or anyone else can merchandise to beat hell: if you'd like to hear your boy's message, just drop by Titche-Goettinger and post your name on Titche's list with the name and address of your boy in Viet-Nam, and Titche's, at fantastic expense has arranged with KLIF to get the tapes, etc.

On the tax promotion and sales idea mentioned in an early memo, Americans will be filling out and filing their tax returns April 5 through 15th. Must be a good commercial idea--CBS has a special series planned on it, right around April 5th.

Gordon McLendon

P. S. :

You should have received the "Promotional Planning Guide", but if you need another copy, check with Yolanda Salas in Dallas--she will send you need it.

Pancake
ese New

Groundhog
Day



Pancake ese New

Groundhog Day

GROUNDHOG DAY PROMOS

Will Dallas have six more weeks of winter--hard winter? KLIF will tell you as it exclusively reports the annual Groundhog Day Watch ~~in~~ direct from Punxsutawney, Pennsylvania, on Wednesday, February 2nd. Don't miss it.

* * * * *

What's the weather going to be in Dallas during February and March? Will we have more hard winter or an early spring? You can find out on KLIF as Cliff reports directly and exclusively from Punxsutawnie, Pennsylvania, on Wednesday, February 2nd--Groundhog Day. Another exclusive special feature of KLIF News.

* * * * *

One of the year's most interesting and amusing events is the traditional Groundhog Day in Punxsutawnie, Pennsylvania--and it is watched by thousands of ~~and many~~ Dallasites for ~~thru~~ ~~the~~ history has it that if the Groundhog sees his shadow that day in Punxsutawnie, the nation--and that includes Dallas--is in for six more weeks of hard winter. So KLIF ~~has~~ will have its reporter Jack Danahy in Punxsutawnie, Pennsylvania, for live and direct reports to Dallas, on Wednesday, February 2nd, as KLIF gives you the weather forecast for the next six weeks. Exclusively on Big Cliff!.

* * * * *

Punxsutawnie, Pennsylvania, is a tiny Pennsylvania town of precious few inhabitants snuggled in the Northern part of Pennsylvania. And yet Punxsutawnie is one of America's best known towns. Punxsutawnie is annually the town where Dallas, and the whole nation, finds out whether it is going to have more hard winter, or a mild winter and early spring. For Punxsutawnie is the site of the historic annual Groundhog Day on February 2nd, where, legend has it, if the groundhog sees his shadow on that Wednesday, February 2nd, the nation will have six more weeks of hard winter. KLIF's man Jack Danahy will be on the scene in Punxsutawnie to report direct and exclusively to KLIF the events of both Groundhog Eve and Groundhog Day in historic Punxsutawnie, Pennsylvania.

GROUNDHOG DAY PROMOS

Will Dallas have six more weeks of winter--hard winter? KLIF will tell you as it exclusively reports the annual Groundhog Day Watch ~~from~~ direct from Punxsutawney, Pennsylvania, on Wednesday, February 2nd. Don't miss it.

* * * * *

What's the weather going to be in Dallas during February and March? Will we have more hard winter or an early spring? You can find out on KLIF as Cliff reports directly and exclusively from Punxsutawnie, Pennsylvania, on Wednesday, February 2nd--Groundhog Day. Another exclusive special feature of KLIF News.

* * * * *

One of the year's most interesting and amusing events is the traditional Groundhog Day in Punxsutawnie, Pennsylvania--and it is watched by thousands of ~~from~~ Dallasites for ~~the~~ history has it that if the Groundhog sees his shadow that day in Punxsutawnie, the nation--and that includes Dallas--is in for six more weeks of hard winter. So KLIF ~~has~~ will have its reporter Jack Danahy in Punxsutawnie, Pennsylvania, for live and direct reports to Dallas, on Wednesday, February 2nd, as KLIF gives you the weather forecast for the next six weeks. Exclusively on Big Cliff!.

* * * * *

Punxsutawnie, Pennsylvania, is a tiny Pennsylvania town of precious few inhabitants snuggled in the Northern part of Pennsylvania. And yet Punxsutawnie is one of America's best known towns. Punxsutawnie is annually the town where Dallas, and the whole nation, finds out whether it is going to have more hard winter, or a mild winter and early spring. For Punxsutawnie is the site of the historic annual Groundhog Day on February 2nd, where, legend has it, if the groundhog sees his shadow on that Wednesday, February 2nd, the nation will have six more weeks of hard winter. KLIF's man Jack Danahy will be on the scene in Punxsutawnie to report direct and exclusively to KLIF the events of both Groundhog Eve and Groundhog Day in historic Punxsutawnie, Pennsylvania.

SALEABLE

SALEABLE

SALEABLE
Jan. 21, '66THE ANNUAL GROUNDHOG DAYPROMOTION

Before we get into the Groundhog promotion, a note that UPI is moving on its wires (broadcast) a highly saleable feature on how to fill out your income tax and save a lot of money. There are five different UPI features in this series, all written by UPI correspondent John Pierson, a veteran Internal Revenue Service expert on every phases of the income tax law. He'll tell all how to pay, and not to overpay. These five features move this weekend (Jan 22-23) and if your guys alertly threw them away, you can get protective copies from your UPI office or WNUS can fax them and send them along. This feature has been sold to banks, utilities, tax consultants, hardware stores, filling stations--all of them offering it as a "friendly service". It is, obviously, a natural for tax consultants as a break-up into one-minute spots--fifteen second commercial opening, thirty-second tip, fifteen second close ending "Parker Tax Service will shortly bring you another tax tip--but this final tax tip--Parker can end all your tax worries."

Okay, let's move on to Groundhog Day. For just as long as I can remember, this has been one of the nation's most highly-publicized curiosities. On Tuesday evening, February first, the little town of Punxsutawney, Pennsylvania, will have its annual Groundhog Banquet and Shadow Forecasting Festivities. And then, the next day, Wednesday, February 2nd, is Groundhog Day not only in Punxsutawney but throughout the nation. But it only really means anything in Punxsutawney because the nation's press concentrates its coverage there--and we will too, to a degree. The old belief is that if the groundhog sees his shadow when he emerges on this day six weeks of winter will ensue.

We have much information on the way from the Punxsutawney people, and I'll be doing spots shortly which all stations will have by mail. All stations should begin promos on Wednesday, January 26th, continuing on through the end of the promotion. It'll all be done tongue-in-cheek on the actual day preceding and the day of the Groundhog event. But up to that time, we can play the promos fairly straight.

Our Program Director in Buffalo, Jack Danahy, is going to go to Punxsutawney immediately and make the proper recordings. He will get all sort of on-the-spot actualities with call letters; by way of reciprocating many past favors, we will furnish all of Danahy's stuff to the three Star Stations, also. Jack will have many of the butter-and-egg merchants and housewives in Punxsutawney on, in promos, making predictions--these will be excellent promos, and are intended as such. Danahy's actual on-the-spot coverage will begin on Tuesday, February 1st, when he will have ~~have prepared~~ have transcribed in advance and sent to you for broadcast that day the final forecasts on the day before Groundhog Day. Don't forget to explain, repeating and repeating, that if the Groundhog does see his shadow ~~in Punxsutawney~~ means six more weeks of hard winter in Dallas, in Omaha, in Houston, etc. If the Groundhog does not see his shadow on February 2nd in Punxsutawney, it means a short and mild winter and an early spring in Dallas, in Omaha, in Houston, etc. Localize it in every way you can. Jack should similarly localize it in his

pre-transcribed stuff from Punxsutawney, with frequent mentions of the call letters of all of our stations, plus the addition of XTRA News, KOIL (coil), Omaha, KIXN (Kissin'), Portland, and WIFE (wife), Portland. Jack will also actually attend the Groundhog Eve Banquet and Forecasting Ceremonies and will then fire these two you, about three different one-minute reports per station, in a single telephone call the night of February 1, for use on ~~xxxxxxxxxxxxxxxx~~ on the evening of February 1 and through 9 a.m. February 2. Then, on February 2, Jack will make two different telephone calls to each station with the developments of the actual Groundhog Day. These can be as funny as all get out:

"This is Jack Danahy reporting for KLIF from Punxsutawney, Pennsylvania, traditional home of America's Groundhog Day, and of course Dallas knows by now that if the Groundhog should see his shadow today in Punxsutawney, by tradition, the nation--and that includes Dallas--is in for six more weeks of hard winter. Right now, we're standing out in the middle of Punxsutawney's main street, looking for ~~the~~ a Groundhog. We're way up at the north end of the Street, just across from Elliott's Hardware Store. There are four of us here and we've been looking under the store but no sign of the Groundhog yet. A minute ago, Mayor ~~xxxx~~ and I were poking around underneath Ethel Simpson's Beauty Parlor about four doors back; we'd heard a rumor Ethel had heard some noises from underneath her building, which is a gray, frame building, but all we could see was some tracks and we couldn't identify them--they could have either been a big rat or a Groundhog--don't know... wait...wait...there's some yelling back down the street from in front of Lon Davis' store--maybe they've found him back there... Jack Danahy ~~from~~ KLIF, got to go and will report shortly again...".

Jack can let his imagination run riot and in previous days give us stuff on the history of the Groundhog Day, forecasting success in years gone by, winners of forecasting contests, etc. Any utility, any business that has ever sponsored weather is a real natural for this.

I'd say a promo an hour is sufficient--that is, the recorded ones until February 1. On February 1, you'll have Danahy's actual account of the pre-Groundhog Day (Groundhog Eve), and these should be enough along with a one-liner once an hour, "KLIF reporter Jack Danahy in Punxsutawney, Pennsylvania, today, reporting direct to KLIF on Groundhog Eve there. Keep tuned." To cover yourself regulation-wise, for all days these are used ~~as~~ as broadcast material, be sure and say, once an hour, "with portions transcribed, KLIF, ~~Dallas~~ AM, KNUS-FM, Dallas."

More to follow including a memorandum to all on promotional days available to you that present excellent sales possibilities through the middle of March. Don't forget--February 14 is Valentine's Day.

Gordon McLendon

P.S. Punxsutawney pron. Punk-suh-tawny--accent evenly split, slightly on Punk. Danahy: Give us a number of one-line billboards; for example--"this is Jack Danahy, KLIF's reporter in Punxsutawney, Pennsylvania, where we'll be reporting direct for KLIF on Groundhog Day and Groundhog Eve". Any ideas for any source welcomed. Danahy can do sponsor messages direct if you'll contact him at WYSL.

Pancake ese New Year's

SALEABLE

SALEABLE

SALEABLE
Jan. 21, '66

THE ANNUAL GROUNDHOG DAY

PROMOTION

Before we get into the Groundhog promotion, a note that UPI is moving on its wires (broadcast) a highly saleable feature on how to fill out your income tax and save a lot of money. There are five different UPI features in this series, all written by UPI correspondent John Pierson, a veteran Internal Revenue Service expert on every phases of the income tax law. He'll tell all how to pay, and not to overpay. These five features move this weekend (Jan 22-23) and if your guys aleetly throw them away, you can get protective copies from your UPI office or WNUS can fax them and send them along. This feature has been sold to banks, utilities, tax consultants, hardware stores, filling stations--all of them offering it as a "friendly service". It is, obviously, a natural for tax consultants as a break-up into one-minute spots--fifteen second commercial opening, thirty-second tip, fifteen second close ending "Parker Tax Service will shortly bring you another tax tip--but this final tax tip--^{Special to} ~~Parker~~ ^{income} can end all your/tax worries."

Okay, let's move on to Groundhog Day. For just as long as I can remember, this has been one of the nation's most highly-publicized curiosities. On Tuesday evening, February first, the little town of Punxsutawney, Pennsylvania, will have its annual Groundhog Banquet and Shadow Forecasting Festivities. And then, the next day, Wednesday, February 2nd, is Groundhog Day not only in Punxsutawney but throughout the nation. But it only really means anything in Punxsutawney because the nation's press concentrates its coverage there--and we will too, to a degree. The old belief is that if the groundhog sees his shadow when he emerges on this day six weeks of winter will ensue.

We have much information on the way from the Punxsutawney people, and I'll be doing spots shortly which all stations will have by mail. All stations should begin promos on Wednesday, January 26th, continuing on through the end of the promotion. It'll all be done tongue-in-cheek on the actual day preceding and the day of the Groundhog event. But up to that time, we can play the promos fairly straight.

Our Program Director in Buffalo, Jack Danahy, is going to go to Punxsutawney immediately and make the proper recordings. He will get all sort of on-the-spot actualities with call letters; by way of reciprocating many past favors, we will furnish all of Danahy's stuff to the three Star Stations, also. Jack will have many of the butter-and-egg merchants and housewives in Punxsutawney on, in promos, making predictions--these will be excellent promos, and are intended as such. Danahy's actual on-the-spot coverage will begin on Tuesday, February 1st, when he will ~~have a broadcast~~ have transcribed in advance and sent to you for broadcast that day the final forecasts on the day before Groundhog Day. Don't forget to explain, repeating and repeating, that if the Groundhog does see his shadow, ^{in Punxsutawney} ~~it means~~ six more weeks of hard winter in Dallas, in Omaha, in Houston, etc. If the Groundhog does not see his shadow on February 2nd in Punxsutawney, it means a short and mild winter and an early spring in Dallas, in Omaha, in Houston, etc. Localize it in every way you can. Jack should similarly localize it in his

pre-transcribed stuff from Punxsutawney, with frequent mentions of the call letters of all of our stations, plus the addition of XIRA News, KOIL (coil), Omaha, KIXN (Kissin'), Portland, and WIFE (wife), Portland. Jack will also actually attend the Groundhog Eve Banquet and Forecasting Ceremonies and will then fire these two you, about three different one-minute reports per station, in a single telephone call the night of February 1, for use on ~~xxxxxxxxxxxxxxxxxxxx~~ on the evening of February 1 and through 9 a.m. February 2. Then, on February 2, Jack will make two different telephone calls to each station with the developments of the actual Groundhog Day. These can be as funny as all get out:

"This is Jack Danahy reporting for KLIF from Punxsutawney, Pennsylvania, traditional home of America's Groundhog Day, and of course Dallas knows by now that if the Groundhog should see his shadow today in Punxsutawney, by tradition, the nation--and that includes Dallas--is in for six more weeks of hard winter. Right now, we're standing out in the middle of Punxsutawney's main street, looking for ~~the~~ a Groundhog. We're way up at the north end of the Street, just across from Elliott's Hardware Store. There are four of us here and we've been looking under the store but no sign of the Groundhog yet. A minute ago, Mayor ~~xxxx~~ and I were poking around underneath Ethel Simpson's Beauty Parlor about four doors back; we'd heard a rumor Ethel had heard some noises from underneath her building, which is a gray, frame building, but all we could see was some tracks and we couldn't identify them--they could have either been a big rat or a Groundhog--don't know... wait...wait...there's some yelling back down the street from in front of Long Davis' store--maybe they've found him back there... Jack Danahy ~~from~~ KLIF, got to go and will report shortly again..."

Jack can let his imagination run riot and in previous days give us stuff on the history of the Groundhog Day, forecasting success in years gone by, winners of forecasting contests, etc. Any utility, any business that has ever sponsored weather is a real natural for this.

I'd say a promo an hour is sufficient--that is, the recorded ones until February 1. On February 1, you'll have Danahy's actual account of the pre-Groundhog Day (Groundhog Eve), and these should be enough along with a one-liner once an hour, "KLIF reporter Jack Danahy in Punxsutawney, Pennsylvania, today, reporting direct to KLIF on Groundhog Eve there. Keep tuned." To cover yourself regulation-wise, for all days there are used ~~as~~ as broadcast material, be sure and say, once an hour, "with portions transcribed, KLIF, ~~Dallas~~ AM, KNUS-FM, Dallas."

More to follow including a memorandum to all on promotional days available to you that present excellent sales possibilities through the middle of March. Don't forget--February 14 is Valentine's Day.

Gordon McLendon

P.S. Punxsutawney pron. Punk-suh-tawny--accent evenly split, slightly on Punk. Danahy: Give us a number of one-line billboards; for example--"this is Jack Danahy, KLIF's reporter in Punxsutawney, Pennsylvania, where we'll be reporting direct for KLIF on Groundhog Day and Groundhog Eve". Any ideas for any source welcomed. Danahy can do sponsor messages direct if you'll contact him at ~~xxxx~~.



Pancake ese New Year's

FURTHER DETAILS ON INTERNATIONAL PANCAKE RACE:

February 22nd is Shrove Tuesday. See my previous memorandum for ideas on this one, which could be one of your great promotions.

In England, it was customary for everyone to drop whatever they were doing and go to the church at the tolling of the bell, to be shriven of their sins on Shrove Tuesday.

In 1445, a housewife in Olney was baking pancakes and they were not quite done when the church bell rang. Not wishing to leave them, she hurried to the church, carrying her griddle and cakes. Thus an annual sporting event was born and it became a tradition for the women of Olney to race to the church with pancakes and griddle. In 1950, on hearing of this 500 year event, Liberal, Kansas, issued a challenge which was accepted by the Vicar of Olney, Rev. R. C. Collins. In the running of the International Pancake Race over identical, 415-yard S-shaped courses, times of the winners in both Olney and Liberal are compared by trans-Atlantic telephone.

Shrove Tuesday is the day before Lenten fasting begins. The back-ground to the Old English tale is that housewives customarily used up accumulated cooking fats and baking pancakes on the day before the Lenten period began--and that would be Shrove Tuesday. Thus, the housewife in Olney, trying to get all of her accumulated cooking fat out of the way, got so involved in what she was doing that she forgot the time until she heard the church bell. In her haste to be shriven of her sins, she forgot to remove her apron and, in running to the church with skillet and pancakes in hand, she became the world's first pancake racer. Other women, in years to follow, did the same, and it became a contest to see who could reach the church steps first. The winner got a kiss from the Verger (bell ringer) with the words, "The Peace of the Lord be always with you "

The score between Liberal and Olney now stands 8-8. The race is run according to the Olney rules. In Olney, the race starts at the village well, and over cobblestone streets goes past thatched-roof cottages and the Old Bull Inn. In Liberal, pancake racers go over brick and asphalt streets. The "Kiss of Peace" is still the traditional prize for the winners. It is administered in Kansas by the British Consul for the area. Both races are run at 11:55 a. m. ; however, due to time differences, the race in Olney is actually some seven hours earlier than the one in Liberal. Winners in both races also get a prayer book and a frying pan from the Liberal Jaycees. The prayer book is inscribed by the Vicar. The winning town gets the traveling trophy, a pancake griddle engraved with past winners' names. The women run in housedresses, aprons and headscarves (the head coverings necessary for the church ceremony following the race in England). Three local wins disqualify a contestant. A pancake dropped during the race does not disqualify, but the racer loses valuable time in retrieving it. The pancake must be flipped three times during the course of the race--at the start, middle point and after she crosses the finish line to show she still has the pancake in the skillet

Shrove Tuesday precedes Ash Wednesday, traditional start of Lent.

I am enclosing a few written promotional spots on the Pancake Race. However, don't take the lazy man's way out and use these as they are, or even use the event in this way. The spots are written just so you can have a point from which to begin thinking--nothing more. Should you care to try to tie this in with Liberal and Olney

cont'd

the General Chairman of the 1966 Pancake Race Day in Liberal is Stanley E. Antrim, at the Liberal Junior Chamber of Commerce. The Vicar of Olney, England, Rev. Ronald Collins, handles matters there. I am sending you under separate cover various other material which is being faxed--times, past winners, etc.

An organization called the International House of Pancakes has been trying to tie in with this whole event by staging annual Shrove Tuesday pancake eating contests, many among teams from colleges. But you should avoid this; it gets completely away from the promotional possibilities of the International Pancake Race.

I have very little more to add on National Bachelor's Day on the 28th, except to say that it was apparently originally conceived by Hansell-Zook, Inc., Advertising, Land Title Building in Philadelphia. I've a letter from Standish Forde Hansell, saying that no promotional material is currently available--that in former years the agency had found it quite costly to comply with the undreds of requests for free posters, copy, etc., and the interest waned when even a nominal charge was suggested. Hansell writes: "The idea of Bachelor's Day has worked out successfully in a number of promotions sponsored by local stores, but what actually is needed to get the idea off the ground is a nationally sponsored program, which has never been attempted. You have our permission to use Bahcelor's Day as a promotion and would appreciate receiving tear sheet or copy of your efforts for our files." During my two-month period in Chicago, we've developed through various news stories all sorts of "in" at the executive level in the Playboys Club, which may give you a thought.

Shall not attempt to go further at this time except to suggest that you re-read "Advance on Saleable Promotions" issued earlier.

GBM

P. S. :

I will not be able to send you written promotional samples on the Pancake Race--
I simply ran out of time.

FURTHER DETAILS ON INTERNATIONAL PANCAKE RACE:

February 22nd is Shrove Tuesday. See my previous memorandum for ideas on this one, which could be one of your great promotions.

In England, it was customary for everyone to drop whatever they were doing and go to the church at the tolling of the bell, to be shriven of their sins on Shrove Tuesday.

In 1445, a housewife in Olney was baking pancakes and they were not quite done when the church bell rang. Not wishing to leave them, she hurried to the church, carrying her griddle and cakes. Thus an annual sporting event was born and it became a tradition for the women of Olney to race to the church with pancakes and griddle. In 1950, on hearing of this 500 year event, Liberal, Kansas, issued a challenge which was accepted by the Vicar of Olney, Rev. R. C. Collins. In the running of the International Pancake Race over identical, 415-yard S-shaped courses, times of the winners in both Olney and Liberal are compared by trans-Atlantic telephone.

Shrove Tuesday is the day before Lenten fasting begins. The back-ground to the Old English tale is that housewives customarily used up accumulated cooking fats and baking pancakes on the day before the Lenten period began--and that would be Shrove Tuesday. Thus, the housewife in Olney, trying to get all of her accumulated cooking fat out of the way, got so involved in what she was doing that she forgot the time until she heard the church bell. In her haste to be shriven of her sins, she forgot to remove her apron and, in running to the church with skillet and pancakes in hand, she became the world's first pancake racer. Other women, in years to follow, did the same, and it became a contest to see who could reach the church steps first. The winner got a kiss from the Verger (bell ringer) with the words, "The Peace of the Lord be always with you "

The score between Liberal and Olney now stands 8-8. The race is run according to the Olney rules. In Olney, the race starts at the village well, and over cobblestone streets goes past thatched-root cottages and the Old Bull Inn. In Liberal, pancake racers go over brick and asphalt streets. The "Kiss of Peace" is still the traditional prize for the winners. It is administered in Kansas by the British Consul for the area. Both races are run at 11:55 a. m. ; however, due to time differences, the race in Olney is actually some seven hours earlier than the one in Liberal. Winners in both races also get a prayer book and a frying pan from the Liberal Jaycees. The prayer book is inscribed by the Vicar. The winning town gets the traveling trophy, a pancake griddle engraved with past winners' names. The women run in housedresses, aprons and headscarves (the head coverings necessary for the church ceremony following the race in England). Three local wins disqualify a contestant. A pancake dropped during the race does not disqualify, but the racer loses valuable time in retrieving it. The pancake must be flipped three times during the course of the race--at the start, middle point and after she crosses the finish line to show she still has the pancake in the skillet

Shrove Tuesday precedes Ash Wednesday, traditional start of Lent.

I am enclosing a few written promotional spots on the Pancake Race. However, don't take the lazy man's way out and use these as they are, or even use the event in this way. The spots are written just so you can have a point from which to begin thinking--nothing more. Should you care to try to tie this in with Liberal and Olney

cont'd

the General Chairman of the 1966 Pancake Race Day in Liberal is Stanley E. Antrim, at the Liberal Junior Chamber of Commerce. The Vicar of Olney, England, Rev. Ronald Collins, handles matters there. I am sending you under separate cover various other material which is being faxed--times, past winners, etc.

An organization called the International House of Pancakes has been trying to tie in with this whole event by staging annual Shrove Tuesday pancake eating contests, many among teams from colleges. But you should avoid this; it gets completely away from the promotional possibilities of the International Pancake Race.

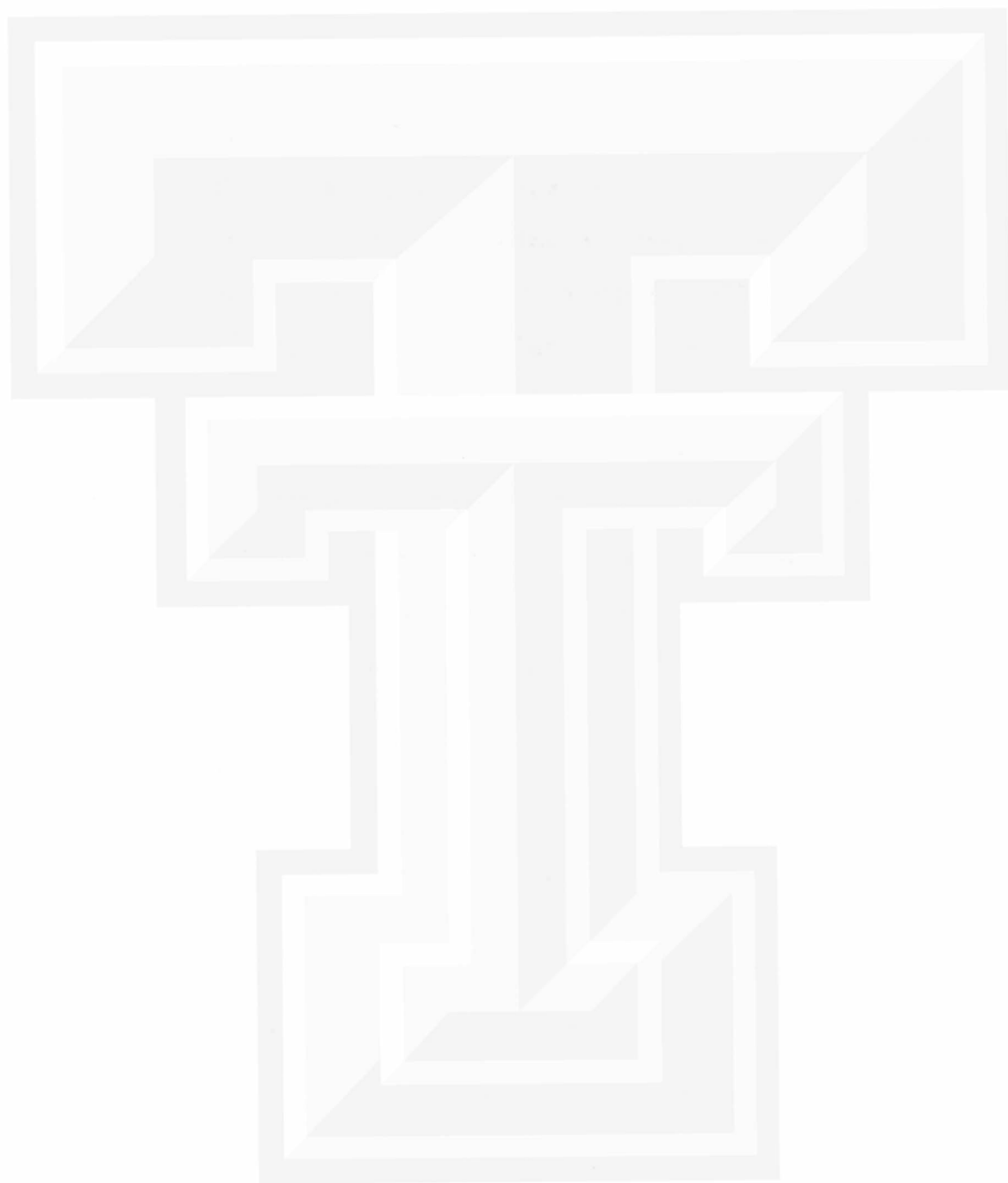
I have very little more to add on National Bachelor's Day on the 28th, except to say that it was apparently originally conceived by Hansell-Zook, Inc., Advertising, Land Title Building in Philadelphia. I've a letter from Standish Forde Hansell, saying that no promotional material is currently available--that in former years the agency had found it quite costly to comply with the undreds of requests for free posters, copy, etc., and the interest waned when even a nominal charge was suggested. Hansell writes: "The idea of Bachelor's Day has worked out successfully in a number of promotions sponsored by local stores, but what actually is needed to get the idea off the ground is a nationally sponsored program, which has never been attempted. You have our permission to use Bahcelor's Day as a promotion and would appreciate receiving tear sheet or copy of your efforts for our files." During my two-month period in Chicago, we've developed through various news stories all sorts of "in" at the executive level in the Playboys Club, which may give you a thought.

Shall not attempt to go further at this time except to suggest that you re-read "Advance on Saleable Promotions" issued earlier.

GBM

P. S. :

I will not be able to send you written promotional samples on the Pancake Race--
I simply ran out of time.



Chinese New Year's

Chinese New Years Promo #102

(SOUND EFFECT: CHINESE GONG)

ANNCR: In far off China, MAH NIEN is approaching. MAH NIEN...the year of the horse.

According to the Chinese lunar calender, the present year, the Year of the Serpent, will be replaced at midnight, January 21st. In Chinese history, the upcoming year will be recorded as the Year of the Horse... four thousand, six hundred, 64.

(SOUND EFFECT: SNEAK IN CHINESE MUSIC FROM KABL TAPE)

W-News, never behind the time, invited you to celebrate the coming of 4664 Thursday, January 20th. W-News offers you a second lease on life. If you made a raft of resolutions last December 31st and had to break them, remake them. If your old New Year's even date turned out to be a dud, try another one. If your mother-in-law showed up, don't call her this time.

W-News proclaims the greatest of all new New Year's Eve celebrations for all of Chicago...Chinese New Years Eve, Thursday, January 20th. Get set for a second start on the New Year with all-news W-News in Chicago.

(SOUND EFFECT: CLOSE WITH GONG)

NEW YEARS WEEKEND PROMO (Use January 21-22-23 Only)

As Chicagoland relaxes over a snow-covered January weekend, W-News continues to honor and celebrate a festive New Year... Chinese New Years in Chicago and the crowning of its new and dazzling Oriental Queen, Miss Diane Leigh. Diane Leigh from Hong Kong, a startling brunette beauty from the Orient, a breathtaking addition to Chicagoland...

EXCERPT: DIANE LEIGH'S NEW YEARS GREETING * IMPORTANT:

STRIP IN HER LAST STATEMENT "GUNG HAY FAT CHOY".

Together with captivating Diane Leigh, Chicagoland's Oriental Queen, W-News wishes you a Happy New Year -- for the second time in a month. W-News ~~hope~~ hopes that this new year, The Chinese Year of the Horse, turns out to be the thoroughbred year for everyone listening in Chicagoland. Gung Hay Fat Choy. Happy New Year!!!

NEW YEARS WEEKEND PROMO (Use January 21-22-23 Only)

As Chicagoland relaxes over a snow-covered January weekend, W-News continues to honor and celebrate a festive New Year... Chinese New Years in Chicago and the crowning of its new and dazzling Oriental Queen, Miss Diane Leigh. Diane Leigh from Hong Kong, a startling brunette beauty from the Orient, a breathtaking addition to Chicagoland...

EXCERPT: DIANE LEIGH'S NEW YEARS GREETING * IMPORTANT: STRIP IN HER LAST STATEMENT "GUNG HAY FAT CHOY".

Together with captivating Diane Leigh, Chicagoland's Oriental Queen, W-News wishes you a Happy New Year -- for the second time in a month. W-News ~~hopes~~ hopes that this new year, The Chinese Year of the Horse, turns out to be the thoroughbred year for everyone listening in Chicagoland. Gung Hay Fat Choy. Happy New Year!!!

NEW YEAR'S WEEKEND PROMO "#2 (RUN JAN. 21-22-23 ONLY)

W-News, in the festive spirit of Chicago's Chinese New Years weekend at hand, wishes everyone "Gung Hay Fat Choy"... Happy New Year. And, too, W-News, too, honors the ten fabulous beauties, of Oriental descent, who competed Thursday for the crown of Miss Oriental Queen. To breathtaking Diane Leigh, from Hong Kong, who was acclaimed the most dazzling of all, at the 8 Immortals Club of the Hung Fa Village...

(STRIP IN DIANE LEIGH'S HAPPY NEW YEARS)

But, too, W-News will not soon forget yet another Oriental beauty - the dark, sloe-eyed beauty of Miss Nicky Hashigoochi...

(STRIP IN HASHAGUCHI)

Or Lelani Karaska, a captivating, gorgeous Hawaiian queen...

(STRIP IN LAST HAWAIIAN KARASKA STATEMENT)

And, not to be forgotten, the hypnotic allure and whimsy of Anna Marie Fong, prettier than a lotus blossom of native Tokyo...

(STRIP IN FONG STATEMENT, ENDING ON "I HAVE FUN WITH W-NEWS")

W-News, too, hopes you have fun with WNews; now, always, but particularly this weekend in Chicagoland. Gung Hay Fat Choy...Happy New Years all over again...from W-News.

CHINESE NEW YEARS WEEKEND PROMO #3 (RUN JAN 21-22-23 ONLY)

W-News, along with the panel of other judges at the selection of Chicago's Oriental Queen, admits this unforgettable moment was more than frustrating. To select ~~from~~ one from many outstanding and breathtaking beauties was a maddening decision. Beside television star Louie Nye, who had taken time away from Chicago's Drury Lane Theatre and his role in Charlie's Aunt, we asked Louie Nye to help us in the selection. He tells us...

(STRIP IN NEE EXCERPT STARTING WITH "THERE'S SO MUCH TASTE INVOLVED...")

Yes, Mr. Nye, we agree to a most frustrating hour. But to the Oriental Queen Diane Leigh together with the nine other gorgeous finalists seeking the crown of Chicago's Oriental Queen, in this, Chinese New Years weekend in Chicago, W-News offers sincere congratulations. In the words of the remarkable Mr. Nye, "bless ~~your~~ your toes"....

CHINESE NEW YEARS WEEKEND PROMO #3 (RUN JAN 21-22-23 ONLY)

W-News, along with the panel of other judges at the selection of Chicago's Oriental Queen, admits this unforgettable moment was more than frustrating. To select ~~from~~ one from many outstanding and breathtaking beauties was a maddening decision. Beside television star Louie Nye, who had taken time away from Chicago's Drury Lane Theatre and his role in Charlie's Aunt, we asked Louie Nye to help us in the selection. He tells us....

(STRIP IN NEE EXCERPT STARTING WITH "THERE'S SO MUCH TASTE INVOLVED..."

Yes, Mr. Nye, we agree to a most frustrating hour. But to the Oriental Queen Diane Leigh together with the nine other gorgeous finalists seeking the crown of Chicago's Oriental Queen, in this, Chinese New Years weekend in Chicago, W-News offers sincere congratulations. In the words of the remarkable Mr. Nye, "bless ~~your~~ your toes"....

Chinese New Years Station Promo #101

(SOUND EFFECT: BRIGHT CHINESE MUSIC FROM KABL TAPE: UNDER FOR)

ANNCR: If you try to figure out just when the next Chinese New Year will fall, you had better be practiced in ~~str~~ astrology and arithmetic. Still, your apt to be wrong. The Chinese themselves have to call in astronomers and mathematicians to find out when to start celebrating. But, one thing for certain. The next YUAN DON...or New Year's Day...dawns on January 21st, at the stroke of midnight. And all-news W-news is reading the greatest of all New Year's eve celebrations for all of Chicago. On Thursday night, a new night to start the new year all over again. A new night to eat, dance, drink and be Chinese merry. Join W-News as it ushers in the second new year in less than a month. Arrange the biggest of all parties now. Invitations, you'll find, will be cheerfully accepted. Boom out GUNG HO FAT CHOY...Happy New Year...and join all-news W-News on Thursday, January 20th, bringing Chicago a second lease on life. Happy New Years.

(SOUND EFFECT: CLOSE WITH CHINESE GONG).

Chinese New Years Station Promo #101

(SOUND EFFECT: BRIGHT CHINESE MUSIC FROM KABL TAPE: UNDER FOR)

ANNCR: If you try to figure out just when the next Chinese New Year will fall, you had better be practiced in ~~xxx~~ astrology and arithmetic. Still, your apt to be wrong. The Chinese themselves have to call in astronomers and mathematicians to find out when to start celebrating. But, one thing for certain. The next YUAN DON...or New Year's Day...dawns on January 21st, at the stroke of midnight. And all-news W-news is readying the greatest of all New Year's eve celebrations for all of Chicago. On Thursday night, a new night to start the new year all over again. A new night to eat, dance, drink and be Chinese merry. Join W-News as it ushers in the second new year in less than a month. Arrange the biggest of all parties now. Invitations, you'll find, will be cheerfully accepted. Boom out GUNG HO FAT CHOY...Happy New Year...and join all-news W-News on Thursday, January 20th, bringing Chicago a second lease on life. Happy New Years.

(SOUND EFFECT: CLOSE WITH CHINESE GONG).

CHINESE NEW YEARS EVE PROMO #103

(SOUND EFFECT: SLOW CHINESE MUSIC FROM KABL TAPE)

AFNCR: Were you born after January in 1918...or 1930...
or 1942...or even 1954. If you were, you were born
in the Chinese Year of the Horse. The horse is one
of ~~the~~ 12 symbolic animals which comprise the Chinese
lunar calendar cycle.
Thus, if you are soon to be 12, or 24, or 36, or 48,
or even 60, you were born in the Year of the Horse.
According to Chinese legend, like the horse, you
are gentle and mild mannered...strong and wealthy...
an astute business person with the ability of biding
your time for the right opportunity.
That is, if you were born in the Year of the Horse.
No matter, though, when you were born. All news W-News
has proclaimed January 20th an all new year to start
out anew. January 20th, Thursday, Chinese New Years
Eve. Start out again. Celebrate with all of Chicago
as Chicago rings in still a second New Years...Chinese
New Years...the biggest celebration of time.
Stand erect, then bow low, say GUNG HAY FAT CHOY, and
then rise up and ~~may~~ roar in with the greatest New
Years parties of all time.

(SOUND EFFECT: CLOSE WITH CROWD SOUNDS, MERRIMENT, ETC.)

CHINESE NEW YEARS EVE PROMO #103

(SOUND EFFECT: SHOW CHINESE MUSIC FROM KABL TAPE)

AFNCR: Were you born after January in 1918...or 1930...
or 1942...or even 1954. If you were, you were born
in the Chinese Year of the Horse. The horse is one
of ~~the~~ 12 symbolic animals which comprise the Chinese
lunar calendar cycle.
Thus, if you are soon to be 12, or 24, or 36, or 48,
or even 60, you were born in the Year of the Horse.
According to Chinese legend, like the horse, you
are gentle and mild mannered...strong and wealthy...
an astute business person with the ability of biding
your time for the right opportunity.
That is, if you were born in the Year of the Horse.
No matter, though, when you were born. All news W-News
has proclaimed January 20th an all new year to start
out anew. January 20th, Thursday, Chinese New Years
Eve. Start out again. Celebrate with all of Chicago
as Chicago rings in still a second New Years...Chinese
New Years...the biggest celebration of time.
Stand erect, then bow low, say GUNG HAY FAT CHOY, and
then rise up and ~~may~~ roar in with the greatest New
Years parties of all time.

(SOUND EFFECT: CLOSE WITH CROWD SOUNDS, MERRIMENT, ETC.)

CHINESE NEW YEARS EVE PROMO (WEEK OF) #3

SNEAK IN CHINESE MUSIC

All China, this week, awaits the coming of the year of the horse -- for Yuan Don comes Friday -- the most magnificent dawn of a new year...

(STRIP IN GIRL'S EXCERPT #3)

So be it. New Year in China. But W-News, too, readies to welcome that new year in China with an even more fantastic celebration, here in Chicago. This Thursday, then, join with W-News in a gigantic, maddening evening of wild merriment...as New Years Eve again ^{is reborn} ~~approaches~~ this Thursday in Chicago. Get set to kick the gong around with W-News on Thursday. Happy New Year.

SNEAK IN CHINESE MUSIC

The Orient has many ways of saying "Happy New Year"--in Indonesia,
SLAMAI TA TAHUN BARU--in Chinese: KUNG-TSI FAH-TSEH--Happy New
Year! And Wnews has proclaimed next Thursday as the beginning
of an official Chicago holiday weekend, because next Thursday
evening is New Year's Eve--Chinese New Year's Eve. Friday, January
twentieth is New Year's Day. ^{Forget about} ~~Remember~~ breaking your New Year
resolutions, forget about how shabbily your New Year started--let's
start it all over again. WNews offers you a second crack at a
great 1966--a second beginning on a long Chicago holiday weekend--
starting on Chinese New Year's Eve, next Thursday evening, ~~and then~~
^{Year's Eve}
~~immediately~~ Arrange your New Year parties now; get set for a real
celebration as we all back up and start the New Year right this time.
Wnews sends you its Kung-Tsi Fah-Tseh--Happy New Year!

1/12/66

Official holiday for Chicagoland beginning Thursday evening, January 20th--Chinese New Year's Eve ~~in~~ throughout the world. Friday, January 21st, is the Chinese New Year's Day.

Officials of Chicago radio station WNUS yesterday proclaimed an official holiday for Chicagoland beginning Thursday evening, January 20th--Chinese New Year's Eve ~~in~~ throughout the world. Friday, January 21st, is the Chinese New Year's Day.

Today WNUS announced that it had accepted an invitation to select the Queen of the Orient on the Chinese New Year holiday next Thursday evening, and that the Queen will reign at Chinese New Year festivities all day on New Year's Day, as well as at other New Year weekend festivities on January 22nd. George Tan, Executive Director of the 8 Immortals Key Club on South Wabash. Tan announced today that the Oriental Queen will be chosen at noon on New Year's Eve, January 20th, at the 8 Immortals Key Club.

All eligible girls of Oriental descent--Chinese, Japanese, Korean, Hawaiian, as well as girls from Thailand, South Viet Nam, Cambodia, ~~Malaya~~ Malaysia and Laos--all are eligible. ~~Further~~ Further directions for entering will be given on WNUS during the days to follow, and the ~~Annual~~ Beauty Queen of the Orient contest will be held at George Tan's Hung Fa Village ~~at~~ in the 8 Immortals Key Club at 229 South Wabash. ~~The~~ Miss Queen of the Orient will receive a \$500 United Savings Bond, the first runner-up a \$200 United States Savings Bond, and the Second Runner-up a \$100 Savings Bond. The Queen and her court, WNUS announces, will reign at the Chinese ~~New~~ New Year festivities on January 22nd as Chicago prepares for a second gala New Year's weekend--a chance to start 1966 all over again.

EASTERN ORTHODOX CHURCH NEW YEARS

USE 1/13/66 ONLY

#1

Today is Thursday, January 13th....New Year's Eve for the many members of Chicagoland's Eastern Orthodox Church. As a brassy sun disappears westward and is smothered in the full dark of midnight, W-News extends sincere and lasting best wishes for the new year to come to the Eastern Orthodox Church in Chicago.

#2

A new year rises with tomorrow's dawn for members of Chicagoland's Eastern Orthodox Church. A hope of tomorrow is born in the ~~confidence~~ confidence of yesterday. To every member of the Eastern Orthodox Church who tonight celebrates the coming of a new year, all-news W-News in Chicago offers its sincere best wishes.

Bachelor's Day

CHINESE NEW YEARS PROMO, (WEEK OF) #1

SNEAK IN CHINESE MUSIC

Half the distance around a boundless world, in China, land of lotus blooms, the mysteries of Buddha and delicate pagoda towers, the people of China pause -- await the coming of Yuan Dan, a new year's dawn in China...

EXCERPT: STRIP IN GIRL #1

And, in Chicago, W-News, along with Chicagoans everywhere, join the Chinese community in celebrating a new, a second New Years eve, Thursday night with the coming of what the Chinese call full dark. W-news giving Chicago a fresh start on a year already 21 days old.... Thursday, Chicago kicks the gong around, proclaiming gung hay fat choy. Happy New Year!

CURTAIN WITH GONG

CHINESE NEW YEARS PROMO (WEEK OF) #2

SNEAK IN CHINESE MUSIC:

In the far, Far East, in China, the dust of great dynasties of yesteryear still covers a limitless horizon. The dynasties of Ming, of Chou, of Manchu...vivid legends drawn from sacred traditions of an ever rumbling, pulsating China. This Thursday night, China, honors the year past, and bids welcome to the new year of four thousand, six hundred, sixty-four...

(STRIP IN CHINA GIRL EXCERPT #2)

W-News, too, honors a tradition of nearly 5,000 years ago.

Chinese New Years eve in Chicago...a night of fabulous celebrations...

a night to start the year out all over again. Join W-News, this
a night to start the year out all over again. Join W-News, this

CHINESE NEW YEARS PROMO, (WEEK OF) #1

SNEAK IN CHINESE MUSIC

Half the distance around a boundless world, in China, land of lotus blooms, the mysteries of Buddha and delicate pagoda towers, the people of China pause -- await the coming of Yuan Dan, a new year's dawn in China...

EXCERPT: STRIP IN GIRL #1

And, in Chicago, W-News, along with Chicagoans everywhere, join the Chinese community in celebrating a new, a second New Years eve, Thursday night with the coming of what the Chinese call full dark. W-news giving Chicago a fresh start on a year already 21 days old.... Thursday, Chicago kicks the gong around, proclaiming gung hay fat choy. Happy New Year!

CURTAIN WITH GONG

CHINESE NEW YEARS PROMO (WEEK OF) #2

SNEAK IN CHINESE MUSIC:

In the far, Far East, in China, the dust of great dynasties of yesteryear still covers a limitless horizon. The dynasties of Ming, of Chou, of Manchu...vivid legends drawn from sacred traditions of an ever rumbling, pulsating China. This Thursday night, China, honors the year past, and bids welcome to the new year of four thousand, six hundred, sixty-four...

(STRIP IN CHINA GIRL EXCERPT #2)

W-News, too, honors a tradition of nearly 5,000 years ago. Chinese New Years eve in Chicago...a night of fabulous celebrations... a night to start the year out all over again. Join W-News this

Chinese New Years Promo #102

(SOUND EFFECT: CHINESE GONG)

ANNCR: In far off China, MAH NIEN is approaching. MAH NIEN...the year of the horse. According to the Chinese lunar calender, the present year, the Year of the Serpent, will be replaced at midnight, January 21st. In Chinese history, the upcoming year will be recorded as the Year of the Horse... four thousand, six hundred, 64.

(SOUND EFFECT: SNEAK IN CHINESE MUSIC FROM KABL TAPE)

W-News, never behind the time, invited you to celebrate the coming of 4664 Thursday, January 20th. W-News offers you a second lease on life. If you made a raft of resolutions last December 31st and had to break them, remake them. If your old New Year's even date turned out to be a dud, try another one. If your mother-in-law showed up, don't call her this time.

W-News proclaims the greatest of all new New Year's Eve celebrations for all of Chicago...Chinese New Years Eve, Thursday, January 20th. Get set for a second start on the New Year with all-news W-News in Chicago.

(SOUND EFFECT: CLOSE WITH GONG)

Chinese New Years Promo #102

(SOUND EFFECT: CHINESE GONG)

ANNCR: In far off China, MAH NIEN is approaching. MAH NIEN...the year of the horse.

According to the Chinese lunar calender, the present year, the Year of the Serpent, will be replaced at midnight, January 21st. In Chinese history, the upcoming year will be recorded as the Year of the Horse... four thousand, six hundred, 64.

(SOUND EFFECT: SNEAK IN CHINESE MUSIC FROM KABL TAPE)

W-News, never behind the time, invited you to celebrate the coming of 4664 Thursday, January 20th. W-News offers you a second lease on life. If you made a raft of resolutions last December 31st and had to break them, remake them. If your old New Year's even date turned out to be a dud, try another one. If your mother-in-law showed up, don't call her this time.

W-News proclaims the greatest of all new New Year's Eve celebrations for all of Chicago...Chinese New Years Eve, Thursday, January 20th. Get set for a second start on the New Year with all-news W-News in Chicago.

(SOUND EFFECT: CLOSE WITH GONG)

CHINESE NEW YEARS EVE R OMO #104

(SOUND EFFECT: CHINESE GONG)

ANNCR: Next Thursday night, somewhere in Shanghai, a Chinese band plays sentimental ballads...
(STRIP IN SLOW CHINESE MUSIC FROM KABL TAPE)
In a Hong Kong hotel, another will be more up-beat...
(STRIP IN FASTER CHINESE MUSIC FROM KABL TAPE)
And, in one of Chicago's Chinatown homes, a gentleman will slowly rise from the smokey haze and sing the theme of the evening...

(STRIP IN CHINESE SINGING AULD LAND SYNE)

Next Thursday evening will be Chinese New Years Eve... and across the continent giant celebrations will unfold to celebrate the Chinese New Year four thousand, 600 and 64...

(SEQUE TO LOMBARDO RECORD OF AULD LANG SYNE)

In Chicago, all news W-News proclaims this Chinese New Years eve a New Year's Eve for all Chicagoans. A second chane to start the new year anew again. Join W-News next Thursday, January 20th, as the Chinese New Years comes alive. Say GUNG HAY FAT CHOY... Happy New Year in Chinese...and swing in the greatest, whing-dingin'est New Yearss eve celebration ever.

CHINESE NEW YEARS EVE PROMO #104

(SOUND EFFECT: CHINESE GONG)

ANNCR: Next Thursday night, somewhere in Shanghai, a Chinese band plays sentimental ballads...
(STRIP IN SLOW CHINESE MUSIC FROM KABL TAPE)
In a Hong Kong hotel, another will be more up-beat...
(STRIP IN FASTER CHINESE MUSIC FROM KABL TAPE)
And, in one of Chicago's Chinatown homes, a gentleman will slowly rise from the smokey haze and sing the theme of the evening...

(STRIP IN CHINESE SINGING AULD LAND SYNE)

Next Thursday evening will be Chinese New Years Eve... and across the continent giant celebrations will unfold to celebrate the Chinese New Year four thousand, 600 and 64...

(SEQUE TO LOMBARDO RECORD OF AULD LANG SYNE)

In Chicago, all news W-News proclaims this Chinese New Years eve a New Year's Eve for all Chicagoans. A second chance to start the new year anew again. Join W-News next Thursday, January 20th, as the Chinese New Years comes alive. Say GUNG HAY FAT CHOY... Happy New Year in Chinese... and swing in the greatest, whing-dingin'est New Year's eve celebration ever.

Station 2.2s

COLOR ID SET: WNUS

Wnews on a Thursday afternoon in Chicago...the sun giving way to the sunset...Thursday afternoon, January 12th...five years ago today Nikita Krushev charged that Russian farm administrators had lied and cheated to make Krushev's seven-year farm goal plan look like a success...and 44 years ago today, in 1932, ~~Japan~~ Japan announced that Manchuria must be free and blood began to flow like a red stain in the gutters of China... January 14th, New Year's Eve for thousands of members of Chicago's Eastern Orthodox church...another Chicago weekend with Wnews nearly at hand....this is WNUS-AM, WNUS-FM, Chicago.

Thursday, on the brink of another Wnews weekend in Chicago....Thursday, January 13th...the birthday, in 1834, of that great American hero, Horatio Alger, familiar to hundreds of thousands of Chicago youngsters....31 years ago today, the blood-soaked Saar basin voted to return to Nazi Germany and the seeds of the third Reich were beginning to bear their poisonous fruitThursday, January 13th...New Year's Eve for thousands of members of Chicago's Eastern Orthodox Church...best wishes from Wnews....this is WNUS-AM, WNUS-FM, Chicago.

Bachelor's Day

COLOR ID SET: WNUS

Wnews on a Thursday afternoon in Chicago...the sun giving way to the sunset...Thursday afternoon, January 12th...five years ago today Nikita Krushev charged that Russian farm administrators had lied and cheated to make Krushev's seven-year farm goal plan look like a success...and 44 years ago today, in 1932, ~~stated~~ Japan announced that Manchuria must be free and blood began to flow like a red stain in the gutters of China... January 14th, New Year's Eve for thousands of members of Chicago's Eastern Orthodox church...another Chicago weekend with Wnews nearly at hand....this is WNUS-AM, WNUS-FM, Chicago.

Thursday, on the brink of another Wnews weekend in Chicago....Thursday, January 13th...the birthday, in 1834, of that great American hero, Horatio Alger, familiar to hundreds of thousands of Chicago youngsters....31 years ago today, the blood-soaked Saar basin voted to return to Nazi Germany and the seeds of the third Reich were beginning to bear their poisonous fruitThursday, January 13th...New Year's Eve for thousands of members of Chicago's Eastern Orthodox Church...best wishes from Wnews....this is WNUS-AM, WNUS-FM, Chicago.

CHINESE NEW YEAR PROMOS

(these follow earlier shortie promos or teasers)

SOUND EFFECT: SOUND OF CROWD, HAPPY, EXCITED, NEW YEAR'S EVE CROWD OR CROWD AS IT WOULD SOUND IN A CELEBRATION OR BIG PARTY OF SOME SORT OR AS IT WOULD BE IN TIMES SQUARE ON NEW YEAR'S EVE. BRING THIS SOUND UP, IMMEDIATELY FADING SOMEWHAT TO ESTABLISH "AULD LANG SYNE", BUT THEN KEEPING BOTH UNDERNEATH THE VOICE FOLLOWING:

Only _____ more days until the New Year holidays begin in Chicago. _____ more days and it's Happy New Year again! On Thursday night, January 20th, it's New Year's Eve in Chicago and Chicagoans can enjoy another gala holiday weekend. For all of you who got off to as bad a start in 1966 as we here at Wnews did, Wnews officially proclaims the long weekend starting Thursday, January 20th, as a Chicago holiday--for Thursday, January 20th, is New Year's Eve on the Chinese New Year. Another chance for all of us who broke our New Year's resolutions, another chance to begin 1966 all over--as Chicago celebrates the Chinese New Year Friday, January 21st. But New Year's Eve is Thursday, January 20th, and Wnews and the entire Chicago Chinese community welcome you to a chance to start the year all over again--a fresh start. Plan your Wnews/^{Chinese} New Year's weekend now--schedule your parties and gatherings, celebrate with Wnews, but drive safely over the holiday weekend. Happy second New Year to come from Wnews.

For airing every hour on WNUS

GONG AND CHINESE MUSIC

~~George Tan~~

The Queen of the Orient--who is Chicago's most beautiful girl of Oriental descent? / On Chinese New Year's Eve, January 20th--next Thursday--~~the Oriental Queen will be crowned~~ Wnews will help select Chicago's Oriental Queen. That fabulous beauty pageant will begin at 12 noon on New Year's Eve, January 20th in George Tan's famous 8 Immortals Key Club in his Hung Fa Village. / All Chicago girls of Oriental descent--not only Chinese, but Japanese, Korean, Hawaiian as well as beauties from Thailand, South Viet-Nam, Cambodia, Malaysia and Laos. WNews ~~pageant~~ invites all eligible girls to contact George Tan before January 18th...Webster 9-2898. Webster 9-2898. \$500 first prize and runner-up prizes of \$200 and \$100, ~~in the amount~~. as WNews starts the New Year all over again--and this one should be a beauty.

For airing every hour on WNUS

GONG AND CHINESE MUSIC

~~George Tan~~

The Queen of the Orient--who is Chicago's most beautiful girl of Oriental descent? / On Chinese New Year's Eve, January 20th--next Thursday--~~the Oriental Queen will be crowned~~ WNews will help select Chicago's Oriental Queen. That fabulous beauty pageant will begin at 12 noon on New Year's Eve, January 20th in George Tan's famous 8 Immortals Key Club in his Hung Fa Village. All Chicago girls of Oriental descent--not only Chinese, but Japanese, Korean, Hawaiian as well as beauties from Thailand, South Viet-Nam, Cambodia, Malaysia and Laos. WNews ~~will~~ invites all eligible girls to contact George Tan before January 18th...Webster 9-2898. Webster 9-2898. \$500 first prize and runner-up prizes of \$200 and \$100, ~~and~~ as WNews starts the New Year all over again--and this one should be a beauty.

Make yourself a New Year's resolution to lose weight and here it is mid-January and you're already blown up like a baby blimp--forget it; it's not too late to start--make those resolutions all over again with Wnews and celebrate your second chance at a New Year--Chinese New year with Wnews, beginning Thursday night, January 20th.

* * * * *

Get off to a bad start in the New Year? Did you promise ~~xxxxxx~~ yourself to cut down on your smoking and instead you're smoking a pack more every day. Doesn't matter. You can begin the New Year all over again with Wnews as it celebrates starting all over again--Wnews' Chinese New Year begins next Thursday, January 20th.

* * * * *

Make yourself a New Year's resolve to get out of debt and you just blew forty dollars last night in a poker game? Pay no attention. It's not too late to start all over--begin 1966 fresh--a new start with Wnews--make your resolutions all over again--Wnews' Chinese New Year holiday for all Chicago begins next Thursday.

* * * * *

Did you make yourself a New Year's promise that you were going to stop drinking and you haven't even recovered from New Year's Eve yet? Doesn't matter at all. Wnews' Chinese New Year's holiday weekend starts next Thursday in Chicago--a chance to ~~xxxxxx~~ take a fresh, running start at 1966 all over again.

* * * * *

Did you make a New Year's resolve to keep the kids under control and last night one of the kids hit you with an andiron? ~~xxxx~~ Don't give up on 1966. You can begin all over with Wnews, which has proclaimed an official New Year's holiday weekend starting next Thursday, January 20th, the start of the Chinese New Year, and the start of 1966 for every Chicagoan who got off to a bad start in the first place.

* * * * *

Did you tell yourself on New Year's Eve that you were going to keep your mother in law out of the house and the next day your wife left you and your mother in law moved in? Forget it. If you got off to a bad start in 1966, begin it all over again with Wnews--remake your resolutions as Wnews' Chinese New Year holiday weekend begins next Thursday.

* * * * *

What happened to your New Year resolutions? Did you tell yourself you'd really go to work in 1966 and you haven't been out of the Wrigley bar? No cause to worry. Just begin 1966 all over again with Wnews--Wnews' festive holiday weekend, the Chinese New Year, begins 1966 all over again starting next Thursday, January 20.

233
9856 Morgan
2597

Make yourself a New Year's resolution to lose weight and here it is mid-January and you're already blown up like a baby blimp--forget it; it's not too late to start--make those resolutions all over again with Wnews and celebrate your second chance at a New Year--Chinese New year with Wnews, beginning Thursday night, January 20th.

* * * * *

Get off to a bad start in the New Year? Did you promise ~~xxxxx~~ yourself to cut down on your smoking and instead you're smoking a pack more every day. Doesn't matter. You can begin the New Year all over again with Wnews as it celebrates starting all over again--Wnews' Chinese New Year begins next Thursday, January 20th.

* * * * *

Make yourself a New Year's resolve to get out of debt and you just blew forty dollars last night in a poker game? Pay no attention. It's not too late to start all over--begin 1966 fresh--a new start with Wnews--make your resolutions all over again--Wnews' Chinese New Year holiday for all Chicago begins next Thursday.

* * * * *

Did you make yourself a New Year's promise that you were going to stop drinking and you haven't even recovered from New Year's Eve yet? Doesn't matter at all. Wnews' Chinese New Year's holiday weekend starts next Thursday in Chicago--a chance to ~~start~~ take a fresh, running start at 1966 all over again.

* * * * *

Did you make a New Year's resolve to keep the kids under control and last night one of the kids hit you with an andiron? ~~It's~~ Don't give up on 1966. You can begin all over with Wnews, which has proclaimed an official New Year's holiday weekend starting next Thursday, January 20th, the start of the Chinese New Year, and the start of 1966 for every Chicagoan who got off to a bad start in the first place.

* * * * *

Did you tell yourself on New Year's Eve that you were going to keep your mother in law out of the house and the next day your wife left you and your mother in law moved in? Forget it. If you got off to a bad start in 1966, begin it all over again with Wnews--remake your resolutions as Wnews' Chinese New Year holiday weekend begins next Thursday.

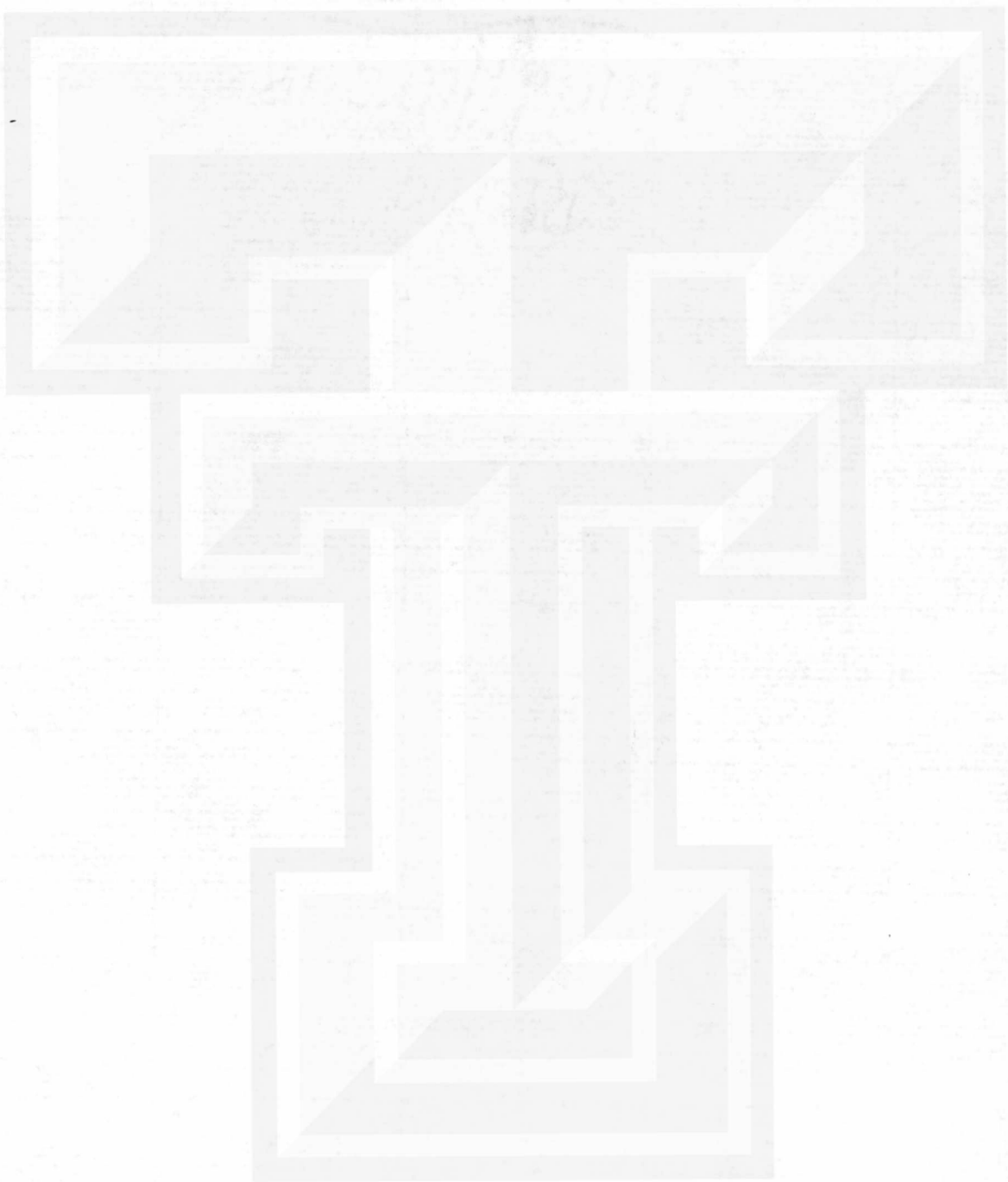
* * * * *

What happened to your New Year resolutions? Did you tell yourself you'd really go to work in 1966 and you haven't been out of the Wrigley bar? No, pause to worry. Just begin 1966 all over again with Wnews--Wnews' festive holiday weekend, the Chinese New Year, begins 1966 all over again starting next Thursday, January 20.

233

9856 Morgan

2597



Bachelor's Day