

252. Meal of Day contest - ice cream cone a day for year, 7' Christmas stocking
253. surprise but must at certain time.
254. list of Top 200 citizens. Use KLIF Kirk Kuster. ^{see memo.}
255. College survey on composition of listening audience.
256. Jumbo postcards excellent promotional material.
257. C.A.P. traffic reports.
258. KLIF Mystery Shopper contest - like Walking Man, except you must have a sales slip from any merchant in town dated the same day you approach Mystery Shopper. Use his name on breaks.
259. Citizen of the Week. Use his name on breaks.
260. Personalized public service spots - Crusade for Freedom - language breaks - see Bubbles memo.
261. Have other deejays introduce number one record their city - sounds excellent KELP.
262. Obituary & vital notices.
263. Memo to antenna counters - excellent promotion piece.
264. colorful character contest & see memo.
265. Telephone number: dial music or similar 5 or 6 letter word.
266. Hooker will provide audience composition for \$50 per month.
267. Perfumed letters with "honey they'll be playing our song."
268. Christmas music during an unexpected heavy snow. KELP.
269. Jaycees to furnish drivers for drinks on holidays.
270. Ring bell for continuing deaths on holidays?
271. Treasure Hunt using King turtles.
272. spots on clock radio listening, taking radios to office, on different places where I listen, I like to listen to Cliff because, I like to listen to Cliff when... I'm dressing, undressing, eating, while I read until I'm sleepy, spots on insomniacs.
273. Why do you want a lock of Stan Richards' hair?
274. Selling dollar bills for 95¢ - (KNOE) - envelopes and \$5.00 bills.
275. At election time, who's your favorite candidate - guess closest to number votes he'll receive.
276. Bright, bawsey instrumentals after midnight on WTIK.

277. System for sending spots, special events, extraordinary news coverage stuff to newspapers.
278. Comb the colleges for talent.
279. Program names: Late Date, Dinner Date, Night Train.
272. WTLX: 3 Top 40 tunes out of every 4 played.
273. The eyes and ears of Dallas.
274. KLLF, America's most famous radio station... as featured in Life, Look, Time, Newsweek, Collier's and many other national publications.
275. "Why I should have an extra day off from work and what I would do in that day." Station then calls his employer & tells him his employee being considered. If allow his employee day off, station will broadcast five spots for employer, use once a week.
276. Contest source: Bob Block, World Wide Contests, Inc., 740 N. Plankinton, Suite 521, Milwaukee.
277. Easter Egg hunt sold to sponsor.
278. Receptionist: "9:30 a.m., KELL."
279. BMI will help you on tickets AM & TV shows.
280. Give a radio for Christmas.
281. Servicemen's messages: U.S. Army Homecoming News Center, 601 Hardisty Avenue, Kansas City, Mo. Write BMI - WTLB.
282. With the world's largest news staff - 15,000 reporters on duty around the clock.
283. Gossip Strip columns for a quick station hypothesis.
284. Merriman jingles \$100 each in groups of 3, \$130 single jingles.
285. Cards to news sources whose story in paper.
286. Independent but not aloof.
287. Wuritzer electric piano for sound effects.
288. 20 mins. before 12 news time.
289. Doctor's advice on seasonal illnesses as spots.
290. Weaver's memo on sunbathing - different tones on number minutes - water temperatures. Salesmen to sell this sunbathing and water temperature service.
291. State Fair for 3 stations? Signs over country for all NOEMAE stas.

291. Briden Murphy.
292. Mystery Citizen contest.
293. For Adults Only.
294. Doctor's advice on seasonal illnesses as spots.
295. Where the world is at your fingertips.
296. Hire editorial men on a per-piece basis.
297. "Electronic news" - using WTKR news intros.
298. develop system of playing back mobile news broadcasts.
299. nighttime may have duller sound because it is less commercial.
300. Study possibilities of developing music exclusivity.
301. ~~WTKR~~ Phone Top 5 numbers phone book.
302. Devote 9-9:30 school program. MWF is .08% on a 24-hour station.
303. WDG4 Mystery Voice contest (hear tapes).
304. nighttime promos on number listening.
305. Walter Winchell & other columns for sensational stuff.
306. Bill board upcoming records like upcoming movie ads on amusement page.
307. Storz music format & that small library with only a few records.
308. WRIT Traffic report... City Hall Report... Late Date... WIVE Request... Night Mayor... Dinner Date.
309. gimmick contest based on scrambled surrounding town names.
310. This is KLIF... WNVC in Dallas.
311. Scrambled telephone numbers.
312. Public Service as attention-getter (see Storz speech).
313. See list excerpted from BMI newsletters for various ideas: TNP, Night Train, filing records in loose-leaf binder, mortuary sponsoring safety messages, every audience visiting store, huge Christmas tree in June, Treasure Hunt, local doctor giving summer health hints, Every visitor to station receiving a station break, "9:30 a.m. KELL" Barfoot Society, as community service postcard to neglected news sources, finest teen-age bowlers,

313. (cont.) fire signal & info sponsored by insurance co.,
having evening listeners call and express their opinions
on everything, dedicating quarter-hours for donations.
314. All stations on road signs.
315. diamond hunt.
316. daytime spots on what missing at night.
317. Akron, Minneapolis good place to look for deejays.
318. New Orleans Teenage Safety Council.
319. best-looking girl at pool - give record album.
320. give away island.
321. Actually billboard/exclusion coming up and advertise
them in papers.
322. Teenage station breaks.
323. water temperature.
324. Ruby Lips contest.
325. Actually record voices on requests.
326. handwriting contest.
327. \$105,000 giveaway gimmick.
328. best-looking girl at pool.
329. disc jockey marathon.
330. if you have a problem, send it to me.
331. consider filing for small towns.
332. Storz version of Mystery Voices.
333. My contest on longest list calls receiving prizes.
334. Drop sponsorship mobile news, h.b. scores,
weather, contests, etc.
335. SRO thank-yous for sponsors waiting in line.
336. Monroe splash promo annet.
338. WNOE Rock'n Roll Day in cooperation
Pontchartrain Beach. See WNOE minis sheet.
339. Lucky Telephone No.
340. request wagon.
341. fingerprint contest.
342. rock 'n roll shows with indiv. deejays.
343. Mystery Car contest (Morgan).
345. Big 5 visiting area towns.
346. foreign language break - in any language it
means the same.

347. High school beauty queen contest.
348. Give away favorite record each week for one year.
349. Mystery contest - don't identify prize (Camel or elephant).
350. WCCO - Big Bill Cash - numbers at random - repeat
Key word announced before each call.
351. Remember area promotion and sending Top
40 survey to surrounding towns' Record Stores.
352. WRIT ad idea: You can do other things while
listening to WRIT.
353. favorite record each wk. one year.
354. Contest on what we look like.
355. contest of prizes for clever station breaks.
356. when will this portable radio run down?
357. the station for the young at heart.
358. week overseas with The Old Scotchman.
359. 40 tons ice: when will it melt?
360. School Age Clubs.
361. Capitalizing net + talent contracts.
362. Summer contest on when first snow
will fall.
363. Lloyd's of London - \$10,000 check hidden - you are
co-insurer of check to tune of 10% of its value
and then pay them $2\frac{1}{2}\%$. Length of time they
insure it is 10 days. Then substitute new check
for \$500 and then \$200.
364. Chain disc jockey in a tower.
365. Recording peoples voices - playing them back
ask them having them listen - if recognize
own voice - prize. Good for KELL
366. Calling out number - any no. - and anyone
driving into station within 10 minutes of
that time gets 10 gals free if this
odometer is within 5 miles.

367. news intros built around different times of day -
"breakfast news" - "lunch news" - "on the way to
work" news - "coppertime news".

368. news intros built around remote areas.

369. ~~your musical Mardi Gras all year 'round;~~
~~you're in tune with the world when you tune Radio~~
~~Dallas, KLIF.~~

370. WVNA, Sheffield - 3 wheeled Isotta's.

✓ 371. Boston's fastest coverage of Boston's biggest news, plus up-to-
the minute reports, etc.

✓ 372. the big haul of your clock is at 30 and here
we are with news around the clock, compiled by
the N.Y. Sunday News, the paper that reads fastest
and liveliest.

373. Jane Morgan + baseball jingles

~~374. Station with the play as you go plan.~~

369. Brand - growing content
370. Running New York jingles (series) on Juke stations.
371. WNEW jingles on KLF.
372. follow Christmas buying as time changes around world.
373. World jingles on Christmas ^{radio} (see Dave Harris letter), also taking or better-planning greetings from company Presidents.
374. weekend "musical spectacles" for holiday season.
375. WFR mobile reporters - signing up volunteers who have mobile telephones in cars.
- ~~376. Dallas' independent and dependable newspaper - of the air.~~
377. Round the clock news... electronic news... the 3 o'clock front page...
388. Special flying report on each weathercast - altitude, ceiling, visibility and wind.
389. All juke ops to attempt to get them to install on juke boxes special frames for Top 40. Ken have Top 40 on juke boxes, and play from instructions.
390. This is KLF, the station that ~~has~~ the New York Post says has better news coverage than all N.Y. radio and television stations combined...
391. 69th Street Ferry Spots... Hampton Adv. Agency
392. School Age Club...
- ~~393. The station that just about everybody likes.....~~
- ~~394. America's most talked about station -- your station.~~
395. at the chime, the correct holiday time...
396. At 5 p.m., Christmas Day, Art Nelson show - "it's Christmas time, Christmas time, Christmas time, etc."
397. low-cost jingles with Terry Lee or other performers.
398. This was heard on KLF at 8 last night.
399. "KLF holiday time". "KLF weekend time"
400. Christmas jingle built around "Jingle Bells"
401. New Year's jingle with "Auld Lang Syne"
402. airline weather.

403. ads in NY taxis

404. 3 PM Sat during Monitor - NBC.

405. Always have pilot surveyor tack on message about the station ~~except~~ 7-8 a.m. and 10-11 p.m.

406. This is KLF, America's ~~not~~ talked about radio station.

407. This is KLF, Dallas only VHF radio station very high

for KLS: following.

408. Since Houston list made: recorded paper format, do not forget introducing Member One & his hit records. Promos for "Sound-off" letters.

409. When sound effects

410. WTX pin point news coverage.

411. "Auctioneer" as lead-in to commercial.

412. spots about city as i.d.'s - N.O., founded in 1718 as...

413. make weather casts clear.

414. bean-growing contest.

415. carrier-pigeon, kite-flying contest.

416. Promos using all voices separately, then together.

417. Scrambled telephone numbers.

418. Mrs. America?

419. KLF with Dallas' highest rate of interest.

420. "Dallas' newspaper of the air - your journal in a kernel

421. "so nice to drive home to.

422. spots directed to particular group, like bartenders, as i.d.'s.

423. "Where" sound effect of WTX.

424. two-man, low-cost jingles.

425. KOSI opens 106 weekly to listener who can name exact order top tunes on Top Forty Songs.

426. WANT 2-MAN NEW YEAR'S JINGLE.

427. Easter Egg Hunt
428. Trade & barter gimmick - Zeejays start with 2 Elvis Presley albums - trade for something bigger -
contest final to Hungarian relief.
429. needle in a haystack promotion...
430. give odds on weather...
431. KLIF - hayer (here is a KLIF hayer) a
trader.
432. In Dallas, only KLIF prints all the news.
434. Lucky Birthday.
435. spots in voices of prize winners.
436. Lucky Linda - send postcard for what she looks like.
437. S.S. to is coming to KRNO.
438. long lead-in to council.
439. recall tune.
440. coverage of state legis.
441. Keys' gimmick for Boy Scout week.
442. ask for traffic gripes.
443. WNOE news intro has pretty good sound effect.
445. New Year's Eve Teenage Party - see Variety clipping -
\$1 a seat door \$1.50.
446. WSMB - birthday and - i.e., Jan 4, 1936 - anyone
who calls the station within one hour wins \$25
provided he appears personally at station within 24 hours
with birth cert.
447. WNOE - sorta good, like a radio station should.
448. fashion show pre-Valentine and Father's Day
using jocks.
449. pic hit of the post.
450. turtle derby.

451. Trader to show us good in F.W.
452. VALENTINE DAY: offer to pay for all marriage licenses issued between 3-6 pm.
453. KLIF is flying high all over Dallas - give Kites. Saturday contest in parts of city with city-wide contest on 3rd & 4th week - prizes, etc., for highest flying kite.
454. calls from recording artists on 10th anniversary or other important date.
455. calling dogs, with whistle pitched above human hearing.
456. KLIF - upon our station.
457. answering - recording Service a la Pepsi.
458. re 367 on.
459. number of words using all letters of chesty... seyth.
460. Kol Easter Egg Hunt - Each jack hides an egg and gives a clue to whereabouts of his egg on his show. Egg has 1300 clues. $6 \times 180 = 780$.
461. upon milkman - the milkman's mattress.
462. Practically Every top Rent artist appeared at WREN's rent party in N.Y. to introduce personalities to N.Y. Agents.
463. Sell "Sneak Preview" first plays of new records.
464. Calling out numbers & gas station.
465. our Routh - organization Teleage Legislator a la Minnesota with every county represented.
466. eyes and ears of Houston.
467. Motorby Mileage - answer gives 3-digit number. If these 3 digits match last 3 digits on your speedometer - or 3 miles in years - owner of car has 30 mins. to drive into Mag. station and receive 10

gallons of free gasoline - no cash for May 1st 8
or 10 minutes in front. Muzic station plus KOVO
when you come in & has to monitor KOVO
for the correct digits.

488. "My Mommy Listens to KITE", Kitty Kitz.

489. Sigalbert

490. Knock Knocks.

491. Texas Standard Time.

492. Soul effect of international telewriters

493. fishing news - Anderson Labs - Brookline. ^{490 mo.}

494 Pearson inserts in news (?)

495. You Can Do Other Things
While you listen to KILT.

496. Suggested contest - strange occupations - professional
apple - polisher - putzel - order - mechanic
who tightens nuts in a peanut brittle.

497. KFTZ dollar bill gimmick.

498. Send presents to people in trade fairs.

~~499. Sigalbert~~

500. What time 99?

501. capsule news for busy people -- news for people on the
run. VEST-POCKET EDITION POCKET-SIZED EDITION

502. Expensive shops and suits.

503. don't sell all night just 5:30 a.m.

504. KLIF - a musical fashion show of the
best dressed turntables...

505. try to figure way to cut out 6-hour shifts
on weekends.

506. the independent newspaper protecting the
public interest.

507. specific WNEW put new announcements.

508. KLIF, never trouble on the cable - TAXI BACKS. ^{Since} ^{cat} ^{house}
509. take all-night L.O. calls.
510. Play national commercials at night & on all-night show.
511. most beautiful voice in America.
512. the happy habit -- have a laugh on us -- call Special no -- Spike Jones' Laughing Record.
513. log weather on half - hour as agn.
514. big end of promos with pub serv. annst.
515. NEWS -- spell out -- north east south west.
516. New Deluxe Ton Rocket Ship Tour of The Moon =
Mar. 15, 1987 - \$1000.00 - no passport required.
517. Neighbor in need KRON-TV.
518. morning briefing give public school lunch-menus.
(repeated at noon).
519. intro to all exclusive tunes.
520. baseball players as intro to baseball scores.
521. all-night jock keep calling Police Department.
522. KLBS founded Jan. 30 '48. KTBS May, 1922.
523. note WTIx use of call letters.
524. good: signs picketing yourself.
525. free news bulletins in clubs, etc.
526. print news story in actual type of paper - then
(adv) at bottom. See KITE story.
527. deliver peanuts, hot dogs, crackerjacks, etc., to
agencies - circus.
528. idea like Neiman's CIRCUS.
529. Southwest's pioneer music and news station
" " 24-hour a day sta.
" " all-night station.
530. capsule news for people on the run
" " from people.

531. Miss Scotland to Houston.
 532. Be Dean in Wash on pub rel.
 533. No time to listen to a 15-min. newscast or even 5 minutes of news? Well...

534. Dallas' great music and news piece station - ~~KTSA~~ ^{KLIF.}

after May 14 '57
 535. Dallas (nationally-recognized) model for music and news station, KLIF.

536. All stations on jeeps instead mobile units.

537. news flashes in private clubs.

538. his own gossip columnist.

539. Our men watch Mike Wallace.

540. jingles to tune of Highland Fling & Get Rich also any p.d. Scotch music. Lock Lomond. ^{first word in music - the last word in news}

541. Local items on hand-out sheets.

542. America's most modern radio station
 the radio station's radio station.
 the station which has Houston all shook up.

543. Gold Key idea (Pontiac - WBZ).

544. Larry Monroe's gimmick of reading telephone book.

545. answer in 50 words or less - why do other radio stations imitate KLIF?

546. ~~Attend~~ MOA convention each May Chicago.

547. ~~has~~ the radio station's radio station.

548. Night Owl Special on Scotch Dollars.

549. Kids sun-tanning KLIF on back

550. copule-dropping

585. music for esoterics.
586. disc jockey-less disc program.
587. juke box Sat. Night theme song.
588. Harry Lander spots KILT.
589. Eydie - like insertions.
590. weather jingles - Honey Dews - WNOE,
591. Scotch jingles - Highland Fling, Loch Lomond, etc.
592. Sparkling as a seltzer - unpredictable as a woman.
593. This You Will Hear on KILT.
594. Les on library of laughs.
595. Les on assembling one line inserts from records. ^{funny, words}
596. This is Al Jarvis of KFAB in Los Angeles and
we're all congratulating KILT in Houston on showing
number one in Houston ^{topnotch} ratings, etc.
597. music for aesthetes - esoterics.
598. suppressed desire contest.
599. campaign on coats.
600. Let Blair know any man we wish to get out of market.
601. BBC news reports by short wave.
602. WLW - bit of civic information - some humor - or Sage
philosophy follows - This is WLW in Cincinnati, where
there are more than 50,000 eligible bachelors.
603. Think It Over at KILT.
604. 95 humidity day - Bad Drying Day
65 humidity day - Good Drying Day
605. KOVO gimmick of calling record
shops while on air and asking
what the # ^{selling} record in their
shops for the day.

(more)

606. Contest for best tan with KLIF on a girl's back.
607. Opening market - up & down 8:20 DST - first hour 9:20 DST.
608. Station where everything is copied except ~~the~~ ^{its} call letters.
609. first on the list of your radio dial.
610. where the news is belted once an hour... not once a day...
611. All cars turn on lights at signal from runner.
612. Telephone calls by women calling attention to station.
613. mystery neighbor
614. Recorded, yanked a la WNBC (record all in one hour).
615. drives on tapi wheels. (also private autos)
616. mystery walker.
617. \$5000 to anyone who can name correct scores of all SW Conf. football scores in one week.
618. For all the news all the time...
619. our WWDC electro-vac news weather.
620. we give you the latest weather at the end of each newscast.
621. Top Flop (WNOE). Ken's has tape
622. Dr. Jay call from home & ask for remedies when ill..
623. give nicknames of b.b. trainers
624. Radio Texas

625. pies to various ad agencies & advertisers with view to show short.
626. news intros cut in Houston.
627. rocket news & weather (half-hour)
628. Short reads - a la Mercury sample - Les can do.
629. My Auld Lang Syne spot.
630. Chimes from Christmas reads for early-morning show.
631. Hala Boff.
632. "Katie's" for awards.
633. "Let's Have a Yuh" spots.
634. Dec. 27 - world's biggest record hop.
635. Be Kind to Joe Frimius Day.
636. High School Area of Fun Day. - good.
637. Stevens "What's In A Name?" - good
638. Cher Pave telephone gimmick, see Ann Cushman's letter.
639. milk store promotion.
640. Liars' contest.
641. pay income tax for a year.
642. give phone call - Mother's Day, Father's, Valentine, etc.
643. Academy Award music
644. Echos or headlines, weather
645. negro ministers, schoolteachers, negro news story reviews
646. recent game fac. Coast doubleheaders
647. Get Insurers in on lit parade.
648. another professional news report.
649. local bulletin boards.
650. ring bell on news.
651. How Many Times KLIF on a postcard
652. why I should have an elc train - Father's Day.
653. jacks on negro hops visit negro schools, to see how new spots cut by negro schools.
654. Scavenger Hunt.
655. Kite with flagpole gimmick.
656. from KLIF longfists...
657. buried alive gimmick.
658. CD all Valentine Day

655. Bartell area spots. CQ... CQ news intros
656. Weather in echo chamber.
657. Also Satelites.
658. Jingles in filter.
659. _____, our people ^{will} tuned in to the Buddy MacGregor Show during the next two hours - more than the ~~next~~ two Dallas newspapers combined.
660. contest to choose a contest
661. KLIF Fat Woman
662. we pay your car payments - 5 finalists each day.
662. Telephatic radio. (copyright?)
663. KLIF Bursarient + similar spots.
664. 1-min amusement page of the air.
665. ^{KEEL} Guess number between one and a million - in sealed envelope at bank.
666. KEEL Bunny Hop (hanging part of 10 to 20 small white rabbits).
667. Large cardboard Easter Egg ~~hunt~~ - hide it similar to Treasure Hunt
668. Pste Prayer Alarm Clock - listeners send in post cards guessing what time the alarm clock goes off each morning bet. 6-9 AM. Clock pre-set each AM. \$25 Savings bond is prize each day if listeners guessing the exact (to the second) time the clock goes off, otherwise \$5 to the closest guess.
669. Tom Whalen Chime contest - during course of this program Whalen will ring chime, unknown number of times. Count no. of times in WK, stand in their answers. Chime ring at inappropriate times - during recs, commercials, news, etc. \$25 Bond.

670. Damagau's win a million contest -
buy stock on paper.
671. \$100,000 Bronx Club contest - delivered to houses
672. Businessman of the Day.
673. Birthday of KROU - Licensed July 28, 1925.
674. Take leading story in newspaper that
morning & discuss on most days.
675. Futuristic news introductions.
676. Back news headlines.
677. Ot Figures promos.
678. I Should Have Known promos.
679. Give away 3 baby chicks week before Easter for
sending in postcards. Talk to kids on the air.
680. Birthday promo - call month, then call day,
then call year. Prize is \$11.90 or whatever frequency ^{ice}
individual station happens to be. For a chance at
grab bag if your birthday happens to be in the
particular year in our sealed envelope,
you receive \$100.
681. Send a present to time - buyers each
Christmas which would be useful to women
rather than men. For instance, an item of
Stemware glassware in the amount of around \$25.00
682. "Talking people" - chartered by various groups
which may include staff members, in lieu
of jingles.
683. Bright & early on your dial.
684. Tax-free finalists - WVOE
- 685 - John Jones, who should be listening to WVOE.

686. Reciprocal Announcement built around maps planning vacation. Cooperation can be had from Gulf Oil.

687. New promo - what's a kly? The kly doesn't eat, sleep or drink. It just stays up 24 hours a day listening to KLIF. Draw a picture of what you think a kly looks like.

688. KLIF Gossip Contest. Call a housewife, repeat a phrase to her, she has 5 mins. to get someone listed below her in the phone book to repeat the phrase to KLIF.

689. Station break - always a jump ahead.

690. Record material for newscasts. Use 6-7 voices on newscasts by recording various announcements during each hour.

691. KLIF - pause - radar weather. Ideas here is to use station's call letters in the manner of a dateline.

692. KLIF - flagship station of Dallas radio.

693. Name it & claim it.

694. Sarah Jones - KLIF loves you.

695. " - KLIF is thinking about you.

696. Today KLIF's favorite barber (etc.) is _____.

697. Scrambled tunes.

698. Cash for kids.

699. How many letters in your last name?

700. Bucks for breaks.

701. "Klif - Always a jump ahead."
702. Give away stock as prizes in contests.
703. Secretary of the Day.
704. This is earlier livelier Klif in Dallas.
705. WAKY - Hooper, Pierce & Lendex all agree - WAKY is No. 1.
Isn't that nice?
706. K/Box Jotilacks: "New Love Affair in Dallas."
707. Telephone Company machine repeating headlines.

COMMERCIAL LIST

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

1. Dallas has master file of gimmick commercials; send copies your best to Dallas.
2. Telephone salesmen.
3. Telephone promotions on openings, etc.
4. Production commercials from Dallas.
5. Nine o'clock, Ann Palmer, Delivery Time.
6. Bank case histories.
7. Don't make a move without seeing _____ Transport Service.
8. Honor-bound (used cars); acres of cars.
9. Day of the Week spots.
10. Use portions of children's albums for commercials.
11. Current events commercials.
12. Hollywood gossip spots.
12. Salesmen from younger segment newspaper display salesmen.
13. Timely theme commercials: extortion plot; Army-McCarthy hearings, etc.
14. Echo chamber.
15. Girl's voice at 33 or 45.
16. Sunday night saturation package.
17. Lost dogs and cats--sponsored by pet food.
18. Incongruous sound commercial.
19. Regret that we were unable to bring you City Lincoln-Mercury commercial.
20. Which type of voice do you prefer?
21. We've been asked to interrupt this program to bring you the following commercial.
22. Funny sports commercials.
23. Do You Know commercials.
24. Facts about city commercials.
25. Vignettes.
26. Bets with agencies.
27. Agency parties.
28. Direct mail promotion to smaller accounts.
29. Announcer running for non-paying, small duty office, actually on ballot.
30. Subscribe to trade pubs at home.
31. Greetings prospect list from last year's newspaper.
32. Make your continuity crystal clear and simple.
33. Commercial on specific Muzak numbers in top-flight restaurant.
34. Weekend saturation packages.
35. Special Sunday night packages.
36. Ringing bell between points in a commercial.

Commercial List (continued)

37. Many Canadian stations are selling newscasts vertically.
38. Create artificial weekday spot shortage, sell Sundays.
39. Steve French idea: "this time available to any civic or charitable organization desiring to use it for public service announcements (he sells this).
40. Sell improvement and money-making books.
41. Many stations have C rate from 10:30 to 6:00 AM.
42. W TIX, New Orleans, charges double the minute spot rate for mobile news broadcasts.
43. Get letters from clients on results achieved.
44. Giveaway tests to retailers.
45. Read "Radio and Retailers" (we have copies)
46. Streamers "As advertised on KLIF."
47. Rotate commercial spots so that listeners get to hear different advertisers in different periods--thus avoiding boredom.
48. Bobby Thomson game.
49. Free pictures of deejays at certain stores.
50. Card catalogue instead of book - SEE Edwards memo.
51. Trade-out portable radios for Christmas.
52. conference calls.
53. religious advertising in newspapers.
54. sell telecast Miss Universe.
55. want-ads - 5 to 6 in one-min. call those with ads in paper.
56. news and views by dining out.
57. news, oil, financial at 12 and 5:30.
58. large postcards for promotion to mailing list:
DO YOU HAVE AN AIRLINE CLIENT? Junior
postcards are tops for promotion.
59. Universal Publicizers on free mike radios.
60. WNEZ - good p.r.'s.
61. WKB will not allow a nationally produced transcription to be played at a dealer rate. Don't sell dealer groups in those periods of day which are in greater demand at the national level.
62. Hooper or Pulse on rate card?
63. Salesmen argue Hooper because agencies paying for it.
64. record various school choruses, etc. for Christmas sale.

64. KNOE's "Business Page of the Air"; for \$10 per wk sponsor gets following: every 4th week an interview recorded at sponsor's place of business, 1 1-min. spot per week, showing 16 wks a 5-min. news at 1 P.M. instead spot (1 1/2' comm.), and once every 16 weeks the news headlines at 1:30 P.M. So, he gets 4 interviews, 14 spots & 15-min. newscast in 13 weeks. An effort to combat News Paper's business page.

65. Excellent merchandising: KLIF Council of Homemakers (see memo by Morgan)

66. Study carefully Sponsor Presentation for 8-page sales piece. Get further details on this from Morgan & reps.

67. monitor other stations often.

68. Elliott's "Calorie" Comm'l based on Bridget Murphy.

69. deduct prize money, bad debts.

70. Saturation schedule is not answer by itself - must know fine ads - e.g., Columbian vs. other apartments.

71. Keep in mind Area Pulse for all stations.

72. KOWA - Virgil Sharp 2 timers for paper levels - one drops the rod, & other increases it to paper level. Use GE Stylus #0300 - works for standard or microgroove. Tone signal about 1/4 turn from start for purpose of cueing tabs starting start of the spot.

KNUZ presently delaying telephone broadcasts one-half sec., by running conversation through his Amplex for half a turn. Also use of an induction method for getting conversation from phone without using any of the telephone equipment.

KOWA fines salesman \$25 if previous day's report not in before morning sales meeting. Each man averages 200 calls month.

KITE sends most gifts & gimmicks to wives and children of the first buyers.

Put 20% production charge on master copy of invoice. One salesman should belong to Grocery Manufacturers Club, or QT Club, or Broker's Club, etc.

WHS always carries 15 spots per hour, not counting i.d.'s and news, \$ in 1st half-hour and 7 in last half-hour. To figure rate increases, figure percentage of increase of rates on the basis of decrease of spots carried. K&A received 1,400,000 letters in last 3 months on Radio Box - food & drug only... currently giving away tip for 2 to Paris & return one million French francs... for

Riddle narrower to riddle in South of America - next big prize trip to Africa and 10-day Safari for 2 in Quoniam Airlines good for future... Broadway has 80 records total in library...

73. Sell time to Suppliers on your Anniversary.
74. "Sneak Preview" - selling, as 5-minute program of 1-min. spot, a new record each day.
75. Sell UP Flashbacks, Almanacs - they are only ones fitting our format.
76. Local awards - best agency commercials, best local account, etc.
77. Money All Idea.
78. Sell albums of Broadway shows - Spectaculars, etc.
79. Consider A & AA time instead A & B.
80. "Local vote programs and announcements are subject to preemption by national advertisers on seven days notice."
81. move 30 aces 20 aces (40 words).
82. Opening stock quotes 8:20 - first hour of market at 9:20. DST
83. 1228 BC
- ~~84. Birthday of KROW - licensed July 28, 1925.~~

KLIF "BIG CHANGE"

1. Pickets - Newbury
2. Recordings city dignitaries.
3. ads in paper?
4. taxi cabs
5. 1920 "Model T" followed by Thunderbird with "Watch for the Big Change"
6. Ad men luncheon with KLF.
7. dropping balloons at noon hour.
8. Diaper stuffers.
9. Give 200 KLP's new coins - "Watch for the Big Change"
10. All weekly pay in Silver dollars...
11. Dance with Anthony & sister...
12. Bet on Cotton Bowl - pushing peanut...
13. Lucky Telephone
14. Top 40 of 1957.
15. First Baby of '58 - Last of '57.
16. wordage on westcoasts.
17. Secret Word
18. Spots on #1 radio in Lake.
19. Send us your Christmas cards.
20. Give away dish jockey.
21. Easter Music.
22. Hula Bowl - North - South
23. Special news intros - Christmas & N.Y.
24. New Year's Eve Feceage Bp?
25. What Time 29?
26. Fake Box Set. Night.
27. new reciprocals...
28. Newsline jiggling papers.
29. laughs. (the morning show).
30. new famous name breaks
31. new jingles
32. K.C. promos
33. M of D editorial

Mark	_____
Lee	_____
Ken	_____
Don	_____
George	_____
Murray	_____

AP 8th balloon

34. electro-roc weather....
35. new music policy.
36. outside Kelly intro....
37. check list on promotions.
38. basketball prizes.
39. mid request 9-10.
40. balloon.
41. Tanya Terwilliger?
42. frogs
43. Mystery Student
45. bomb deal
46. B.M. comes to Big D
47. high school Hall of Fame
48. Citizen of the Week
49. new intros to the hit, recall time, snack preview.
50. new news, prizes & awards.
51. playhouse sitter.
52. head giveaway.
53. new music - has yek.
54. Magic T.V.
55. Play one record 3 hrs.
56. Scotch Pollans?
57. donkey parade?
58. 1000 bill hidden in downtown Dallas.
59. KLIF Merry Christmas House.
60. KLIF Christmas time - NY time.
61. celebrity breaks
62. make up sample log
63. Glieber
64. grifes
65. BUMPO?
66. I Hate H.M. because....
67. new intros & does fid.
68. 10 biggest hits of 1971.
69. awards Sunday.
70. Please Re 6 very safe.
71. Secret Word.
72. All I Have for a K.I.F.
73. sponsor newscasts by other deejays.
74. Mystery Headbeat
75. some record several hours.
76. Mystery Sentence.
77. KLIF Money Man in Shopping Center
78. turtles in museum
79. electric piano.
80. Don Keys in air.
81. Mystery Contest
82. Monahan Christmas Song
83. white S.E.
84. B.C. is coming to KLIF.
85. whistle - dogs
86. 2 new newscasts.
87. editorials

FUTURE LIST

1. I Hate H.M. Because....
2. Wordage on weathercast...
3. Balloon drop.
4. Please Rob My Safe.
5. Am I Have On Is...
6. Donkey parade...
7. Contest on Why Should Get Raise...
8. High School New Cut Queen.
9. Bomb deal.
10. Marathon dance.
11. Mystery Sentence.
12. Relay quiz.
13. "Dallas lives with Cliff" "SFB".
14. Money Man in Shopping Center.
15. Electronic news.
16. Scrambled snowmaking tours.
17. Assembled Tel. nos.
18. prizes for Teenage slay breaks.
19. Mystery Contest.
20. Chain relay in tower.
21. two-man, low-cost jingles.
22. Outside relay intros.
23. Eydie-like insertions.
24. Valentine Day - licenses 3-6.
25. You Can Do Other Things...
26. Strange occupations contest...
27. Campaign against coats...
28. Teenage contest Campaigners
29. Griefs
30. new mobile intros
31. laughs.
32. 2-men newscasts with jocks.
33. Prettiest redhead (Ken judge)
34. \$1000 bill hidden downtown.
35. invasion.
36. Knucklehead award.
37. departing kiss.
38. JB/BF7M - tape time.
39. fun radio or fun spring proms.
40. Chancellorsville.
41. KLIF BCNE
42. First No. on M. D.
43. " Pattern on F. D.
44. manequin...
45. stunt man in rabbit costume.
46. Guy in Roman toga
47. monkeys - don't monkey around.
48. Man from Mars.

NEWS INTRO MASTER LIST

1. Greenwich Mean Time.
2. Satellite Intros.
3. Lat. & Long. intros.
4. Foreign language intros.
5. Distance intros.
6. correspondent intros.
7. ... intros

HOLD FOR POLICY BOOKS

Speaking of Sports, Great Moments in Sports, Calling All Cars,
Flashback, Wonder What Happened To. Today's Birthday.

NEWS INTRO MASTER LIST

1. Greenwich Mean Time.
2. Satellite Intros.
3. Lat. & Long. intros.
4. Foreign language intros.
5. Distance intros.
6. correspondent intros.
7. Remote places intros.
8. "big hand of your clock is at 60"
9. Recall headline intros.
10. Less fancy openings such as
"electronic news" in policy book.
11. N-E-W-S intros.
12. Use strange foreign airline intros.
- 13.

88. news - tabloid - type - headlines - local angle,
interviews - features - b.b. score pieces -
89. any spots on circulation.
90. rushes gipping papers.
91. my news promos.
92. promos on 11/5 exclusive.
93. news stop twice as large as any other PL indep.
94. weathered pieces.
95. use 36 diff. bricks (i.d.'s) each day.
96. prize for best teenage slang i.d.
97. foreign language intros RLF...
98. calls to read strips.
99. BBC stop.
100. mobile films.
101. ~~theater~~
102. answering Parents Things.
103. basketball billboards each day ex. Sun...
104. Dejan take for something bigger...
105. High School Please Don't
106. mannequin.
107. stunt man in rabbit costume.....(news cast at this).
108. Guy in Roman toga..
109. monkeys - don't monkey around...
110. Man from Mars.
111. BY ALL MEANS - A SERIES OF 1-MIN
VIGNETTES - 24 IN NUMBER.

PROPOSED STAFF AT KTSA (subject to change)

Manager
Program Director
Sales Manager
Managing Editor
Chief Engineer
5 disc jockeys
3 newsmen
Continuity Director
Traffic Director
Receptionist
Secretary
2 engineers
1 recording director
4 salesmen

1958 Figures (Complete)

W. Gordon

	<u>Herald Daily</u>	<u>Herald Sunday</u>	<u>News Daily</u>	<u>News Sunday</u>
Retail	15,530,516	4,884,711	12,609,488	3,613,547
Automotive	1,488,846	186,719	1,401,669	228,415
National	2,981,005	1,234,472	2,757,577	1,589,993
Financial	198,710	113,786	276,345	134,847
Classified	4,594,273	2,116,821	5,709,573	2,490,328
Legal	160,932	12,573	72,776	7,486
Office Adv.	709,153	169,133	339,376	108,277
This Week			(Gen	781,691
			(Auto	44,981
Am. Weekly	(Sun) 525,326	(Gen		
	42,500	(Auto		
Comics (Retail)		24,500		1,634
(Gen)		167,965		133,013
(Auto)		10,456		4,576

Lines not dollars.

K T S A

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

Schedule of events in preparation for KILT, Houston

1. Top 40
2. Mailing list of top 20 local accounts, agencies & personnel.
3. Select Advertising Agency to handle account.
4. Select a bank
5. Select a printer
6. Appoint National Representative
7. Format for Newscasts
8. Format for Weathercasts
9. Format for Sportcasts
10. Secure station jingles
11. Arrange for press and agency cocktail party
12. Contract for UP News Service
13. Announce rate card, local, regional & national.
14. Design office and studio space

To Whom It May Concern:

Confidential

Schedule for K I L T, Houston

The following schedule is that which Weaver & Keyes will begin to follow in preparation for the opening of KILT, Houston.

All new personnel hired for KILT should immediately contact either Don Keyes or Bill Weaver for instructions pertaining to their employment at KILT.

April 15th	Weaver & Keyes	Report to Houston
April 21st	Salesmen & Poulin	Report to Houston
May 5th	Disc Jockeys	Report to KTSA
May 12th	Disc Jockeys	Report to KILT
May 20th	ON THE AIR---KILT	

K T S A

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

Personnel for K I L T, Houston

Administrative

General Manager

Bill Weaver

Secretary

Receptionist

Janitor

Program

Program Director

Don Keyes

Disc Jockey (6 to 9 AM)

Elliot Field

Disc Jockey (9 to 12 Nn)

Bob Stevens

Disc Jockey (12 to 3 PM)

Tex Quinn

Disc Jockey (3 to 6 PM)

Don Keyes

Disc Jockey (6 to 9 PM)

Jack Elliott

Disc Jockey (9 to 12 Md)

Tom Fallon

News Director

Newsman

Sales

Traffic Manager

Salesman

Tad Van Brunt

Salesman

Jack Lee

Salesman

Paul Filding

Salesman

Bill Moore

K T S A

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

Engineering

Chief Engineer

Glenn Cook

Engineer

Engineer

Engineer

Engineer

TOTAL PERSONNEL

25

K T S A

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

Personnel for K I L T, Houston

Administrative

General Manager

Bill Weaver

Secretary

Receptionist

Janitor

Program

Program Director

Don Keyes

Disc Jockey (6 to 9 AM)

Elliot Field

Disc Jockey (9 to 12 Nn)

Disc Jockey (12 to 3 PM)

Disc Jockey (3 to 6 PM)

Disc Jockey (6 to 9 PM)

Disc Jockey (9 to 12 Md)

News Director

Newsman

Sales

Traffic Manager

Salesman

Tad Van Brunt

Salesman

Morrison

Salesman

Fislding

Salesman

Weinrich

Salesman

Ken Bagwell

K T S A

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

Engineering

Chief Engineer

Glenn Cook

Engineer

Engineer

Engineer

Engineer

TOTAL PERSONNEL

25

In addition to programming list

1. In Scotch Dollar contest, change (ten) thousand dollar bills, with cards affixed, just before Hooper period.
2. deal with police dept. on fugitives + hit + runs, etc.
3. happy anniv. on first anniv. - take cakes - we write them from Dallas - thank you letters when cont received.
4. dummy corporations to protect ideas.
5. Lucky Coin contest.
6. Sky-writers - Hi, Dad - KLF
7. I want Johnny Sands for my Valentine, because.
8. Goodyear Blimp - we induce with ads!
9. policy book - include frequent use of Minkum's Matinee excerpts.
10. skywriting - misspelling name.

To Whom It May Concern:

Confidential

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May 20th	ON THE AIR---KILT	

PERSONAL AND CONFIDENTIAL

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

PLANS FOR KTSA

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

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

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

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

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

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

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

PLANNING LISTS

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

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

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

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

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

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

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

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

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

Gordon McLendon

CONFIDENTIAL

March 30, 1956

TIME TABLE FOR SAN ANTONIO

Application will be filed in FCC Monday, April 2. Approval will doubtless be made by FCC during latter part of April and new programming will become effective Tuesday, May 1. It is hoped that FCC approval will be given in time for us to spend a few days promoting "listen to the new look on KTSA May first."

Cancellation of ABC will become final April 16. Only Mutual programs to be continued will be baseball (Eastern games only) and Fulton Lewis. Cancellation of these would mean the loss of an additional \$4,333.33 per month in revenue which we cannot stand. It was originally thought that cancellation of other off-format programming would mean the loss of \$4,427.21 in net revenue but it now appears that we will be probably able to salvage almost one-half of this anticipated loss. I will contact Howard Butt of H.E.B. on one of the more important accounts at issue. Bud Lutz will attempt to switch the 5 PM military news to local news or perhaps, if necessary, give the sponsor a bonus newscast at night for a few months.

The attached schedule will be effective Tuesday, May 1, with this possible change: Don Keyes Show may be heard 3-6 PM instead of 6-9 AM. It is also probable that, in view of baseball, we will want to handle the daytime hours with but three deejays instead of four, a la WOKY--Keyes and two others.

We may even wish to continue this schedule of three beyond baseball. WOKY competes beautifully in Milwaukee with Michaels, Logan and O'Hara--and the latter even comes back for a nighttime shift.

Local radio business in San Antonio is excellent for all stations except KMAC, which is no factor in the market.

There are only three even passable deejays in the market--Stan Nelson on KITE, Howard Edwards and Herb Carl on KONO. By way of comparison, I don't believe any of the three could make it at KLIF although the first two might be nighttime men. Even so, it will probably be wise for us to lift Nelson if we can. The other two are relatively new but Nelson is well-known and apparently, for lack of much competition, well-liked. He has been with KITE since it began as a morning man and for some time now has been P.D. Bud Lutz guesses that, with bonus plans, he is making around \$600. per month. Edwards and Carl are co-program directors at KONO, have recently had a raise, are probably making about the same as Nelson. Of the two, Edwards seems the better. All three are pretty straight men. Nelson and Carl are 6-9 AM, Edwards 9-12 PM. With training, Nelson would probably make us a good man. I have one-hour off-the-air transcriptions of these men for anyone wanting them.

We are raising local rates immediately--effective May 1 for all new business--with advertisers to be given a chance to sign on the old rate with 6 months protection if they do so before May 1 (or FCC approval). The new local card is attached.

National rates are also to be hiked immediately--just how much will depend on John Blair.

PLANNING LISTS

Competition in the market is KITE and KONO and that's all. The other stations are completely dead and we can forget them. Neither KITE nor KONO go on the personality format. However, KITE is a pretty good station--a daytimer with a good signal, fair announcers, fine promotion and gimmicks, pop music, a tight operation. KONO, which will soon be absorbed in TV, has read my Broadcasting piece and intends to fight us on news. They've just got a new mobile truck but I didn't hear it. Both KITE and KONO make liberal use of beeper and tape interviews. KONO is a weaker station because it doesn't have the gimmicks and crumbs up its schedule with two hours of hillbilly in the afternoon, three hours at night, and two hours of sweet music between 6-8 PM. Both KITE and KONO have several 15-minute newscasts and KONO has an early-afternoon, 15-minute market report.

Neither KITE nor KONO cuts rates, apparently. KENS does and so do KMAC and the Mexican stations. WOAI doesn't. All in all, the rate situation is one of the most favorable I've encountered.

I will call Leonard Marks and have him advise me on the best way to handle the Mutual cancellation. I would like to continue baseball but even that with a 2-week cancellation clause. I will also want Fulton Lewis free.

KONO has some pretty good jingles but most of them sound alike.

Bud Lutz will take steps to set up Miss Universe promotion. Believe Mr. Mitchell is going to let us have top of the building for flagpole space for our ultra confidential stunt.

Trade-outs are available for newspaper space and billboards.

We will operate all-night from the transmitter with a combo man. Cal, please start looking. How about Wally Thornton, who has turned down Portland job?

Bud Lutz is on the lookout for a sharp telephone salesman. Also stationery and supply and oil and gas tradeout.

Gentlemen's agreements should be made with all new deejays we take to San Antonio. And this memorandum confirms a similar gentleman's agreement with Don Keyes.

Bud Lutz, please send me San Antonio telephone book.

Les Vaughan will immediately start cutting news intros for San Antonio.

Mailings will begin immediately to top 10 agencies and top 40 San Antonio advertisers.

Bud Lutz, please locate 4 college girls or 4 shut-ins who'll be on call for telephone pilot surveys we may wish to start immediately. These can be had at minimum wage and hour rate.

Frankly, the problem in San Antonio does not look too difficult but then nothing looks difficult after Milwaukee.

Don Keyes will confer with me regularly between now and April 20 and be prepared to leave for San Antonio on that date.

San Antonio's population count of nearly 600,000 does not include approximately 100,000 soldiers and civilian military workers.

KONO is owned by Gene Roth. Bob and Jack Roth assist with management--selling and generally helping the General Manager Jimmy Brown, who has piece of new KONO-TV. Jack supposed to be sharper than Bob Roth. KONO has a top news man in Ray Hunt, who is probably making \$125.00 per week.

KITE has Balthrope who, until we moved in, was leaving much of the management to Alex Coe. Kelly Wofford is sales manager, tends to wheel and deal although doesn't cut rates--someone said he drank very heavily.

KITE includes on rate card "30% time and talent included."

We may also want to make a pitch for Ray Hunt. And let's check Barclay Russell, whom Bud Lutz says has a terrific sense of humor. Barclay sounded a little prepossessing to me.

For: Gordon McLendon
Joe Roddy
Don Keyes
B. R. McLendon
Bud Lutz
Glenn Callison
Les Vaughan
Bill Weaver
Bill Morgan

BLUEPRINT FOR CLEVELAND

A. general

1. choose ad agency
2. choose bank
3. choose local counsel
4. libel and slander ins.
5. include 20% nat'l rate for production.
6. telephone news slips for tax saving.
7. Belo plan
8. subscribe Hoop & Pulse
9. type reports rather than use long-distance.
10. receipted bills for NCSA's.
11. check daily tape.
12. check daily logs.
13. receipts this day last week.
14. check aging sheets.
15. policy book memo on comm'l and traffic policy--must follow.
16. are my disc jockeys and newsmen the equal of any other station--have I a weak link?

B. commercial

1. copies Dallas gimmick commercials.
2. samples of copy from Bubbles for prospective accounts.
3. WINDO or BUMPO (promotion).
4. telephone salesman.
5. good commercial continuity.
6. Moore's memo to Lloyd on telephone selling.
7. Ampexes.
8. concentrate on auto accounts first.
9. speculative singing jingles.
10. selling sports score service for clients.
11. guess football scores all O.S. games--football score contest. (also commercial and promotion).
12. current events commercials.
13. day of the week spots.
14. Hollywood gossip spots.
15. salesmen from younger segment of newspaper display salesmen.
16. Rabell's letter FM money-making.
17. timely theme comm'l; extortion plot, for example, Army-McCarthy hearing.
18. echo chamber.
19. girl's voice at 33 or 45.
20. Sunday night saturation package.
21. No. 1 hit song this day last yr.
22. progress report to agencies.
23. lost dogs and cats--sponsored by pet food.
24. incongruous sound commercial.
25. 7-11 commercials.
26. regret that we were unable bring you City Lincoln-Mer. comm'l.
27. which type of voice do you prefer
28. relay quiz
29. we've been asked to interrupt this program to bring you the following commercial.
30. WHB nightclub of the air.
31. funny sports commercials.
32. Do You Know commercials.
33. facts about city commercials.
34. telephone promotions on openings, etc.
35. production commercials from Dallas.
36. nine o'clock, Ann Palmer Delivery Time.
37. bank case histories.
38. don't make a move without seeing _____ Transport Service.
39. honor-bound (used cars); afres of cars; day of the week spots.
40. portions of kids' albums for commercials.
41. Kwicky Kwiz.

6. programming

1. vignettes
2. famous slogan station breaks.
3. promos 50% more music; 50% fewer commercials.
4. business commentary.
5. assemble famous name station breaks.
6. trip to Europe (commercial).
7. football and baseball scoreboards (also commercial)--see policy book and memos.
8. Jimmy Fidler.
9. specific NCSA's.
10. Great Days in Sport--McLendon 5-min prog (also commercial).
11. beeper.
12. "warm sounds" for wintertime; "cool sounds" for summertime.
13. two mobile news reporters.
14. Cleveland Saturday Night.
15. brevity in scores.
16. humor
17. canary or mina.
18. Christmas Eve gimmick (comm).
19. Cactus Pryor records and other novelties--bloopers, etc.
20. JBIFTM time, wakeuptime for night workers, nap time, etc.
21. exclusive records--we know how to counteract this.
22. girl time and temp. gimmicks.
23. Great Moments in Sports album.
24. no house jokes
25. I hate Joe Doakes because...
26. big-time guest bn teenage hops.
27. gag rule on interviews.
28. Sportsmen musical breaks.
29. singing breaks by celebrities.
30. Radio Cleveland, WDOK.
31. music format, not too tight.
32. Smile On Your Dial.
33. station hhat has found the sound.
34. get intros and closes Fidler.
35. middle of night continuity.
36. Eisenhower, Kinsey, Rooney, etc., station breaks.
37. "moving into last half" cliché.
38. promo spots on news & mobile.
39. located second away from news of the world.
40. send man to interview hottest and coldest people.
41. TNT
42. send us your Christmas cards.
43. WDOK--very, very independent.
44. get parakeet to do breaks. (prom)
45. Think it Over (humorous)
46. Appreciation Night.
47. biggest hits of 1955. (year end)
48. This is Trinity...KLIF, WRIT, etc.
49. running news between records.
50. Battle of the Baritones.
51. Pulse of Cleveland.
52. station with a million friends.
53. in Cleveland, almost everybody listens to WDOK.
54. Candid Mike albums.
55. first baby '56--last baby '55.
56. KLIF Time...etc.
57. avoid verbal crutches, house jokes
58. give temp. and time between each record.
59. Pardon My Fluff.
60. first Sun in June--International Shut-Ins Day.
61. tennis, basketball, minor sports--see policy book.
62. wire services to cut promos for us and for our news openings.
- 63.

D. news

1. news intros
2. tapaks
3. prepare for tel. recording
4. various news formats from Bubbles
5. news teasers
6. informative interviews, particularly mobile. see policy book on mobile work.
7. market reports as tags.
- 8a. blue streak and eleventh hour editions.
9. standings both leagues this day last year--also pro football.
10. remember, you heard it on WDOK.
11. see football scoreboard memo, also policy book section.
12. helicopter.
13. long-distance interviews and coverage sports events.

formats

14. three mobile news/interviews of celebrities, man-on-street, event of violence.
15. movie studios and newsreel companies for Hollywood news.
16. morning star, evening star, etc.
17. Cleveland headlines this day last year.
18. major league standings this day last year.
19. policy 5 remote broadcasts each day.
20. something current each thirty minutes.
21. Flashbacks in history from "Famous First Facts".
22. something current each 30 min.
23. foreign weather.
24. highest, lowest temp. in Cleveland history this date.
25. partial play-by-plays.
26. use newscasts for station news developments.
27. headlines.
28. election coverage--policy book.
29. immediate use of bulletins.
30. any mobile report lead story next newscast.
31. weather gauges, etc., for control room.
32. Western Union weather service.
33. standard foreign weather material for emer. stand-by.
34. baseball, football billboards.
35. billboard important non-sports news story coming up.
36. promos on baseball scores with sound effects.
37. mobile reporters make report on way to scene of event.
38. occasionally, mobile reporters check in with general report of what is going on during cruising.
39. get exclusive stories from v.i.p.'s by writing letters.
40. do not use state datelines.

E. promotion

1. include WDOK in LIFE.
2. include WDOK in Sponsor, Broadcasting ads.
3. press releases all trade pubs, Wall St. Journal, Dallas News and Times Herald, Cleveland papers, three news services.
4. followup press releases on manager, personnel as chosen, with pictures, to all above.
5. include WDOK in singing jingles, new and old series.
6. Kashbox (commercial).
7. telephone answering (this also commercial and merchandising).
8. bets with agencies.
9. agency party (M.W., Chihuahua City, boat party, etc). also agency party in Cleve prior opening.
10. giant balloons, balloon derby.
11. Please Rob My Safe (also comm).
12. footprints
13. Barber-Beauty Shop Day.
14. Mystery Voices (also comm).
15. Secret Word for Today (also has commercial aspects).
16. middle-name promotion.
17. trip to Cotton Bowl for agencies (also listener promotion).
18. also trip to Sugar Bowl.
19. YIFE balloon.
20. sound plane.
21. billboard with skirt being blown.
22. teen-age hops.
23. fan clubs.
24. So Proudly We Mail.
25. birth announcements.
26. donkey parade.
27. All I Have On Is WNOE.
28. Bobby Thomson game (also comm)
29. old fight (also comm).
30. Mystery Tel. No. (also comm).
31. Walking Man or Woman (also comm)
22. headache powders
33. red fire truck
34. bowling tie-in: 600 club (also comm)
35. Secret Sound (also comm)
36. exact day temp. first goes to freezing, or over 100 (contest)
37. old Ohio State fb games (also comm).
38. change tel. no. to frequency.
39. sponsoring newscasts by other deejays.
40. newslines gigging newspapers.
41. burro.
42. canary or mina bird as bg for morning show.
43. Count the Music.
44. Miss Universe contest (also comm)
45. WDOK in Cleveland, home of the Cleveland Trust Co (also has comm aspects).
46. Wheel of Fortune (also comm).
47. trade-out for movie trailers.
48. Treasure Hunt (also comm).
49. WNEW-type good taste, fact and fancy, do you know jingles.
50. date of arrival of a baby.
51. 24 sheets.
52. bus backs.
53. You Never Hear This breaks.
54. girl time and temperature gimmicks.
55. get in local news controversy (also news).
56. contest on why a certain deejay should get a raise.
57. high school crew cut queen.
58. free pictures of deejays at certain store (also comm).
59. big-time guest on teenage hops.
60. prize service in Sponsor (also comm).
61. button contest, with Mystery Man or Mystery Woman.
62. Milwaukee series newspaper ads.
63. Who was first female vocalist with Benry Goodman--back in '34?
64. Hi-Fi.
65. direct mail promotion.
66. one of announcers running for non-pay, small duty office, actually on ballot.
67. Why Shouldn't Your Wife Love Us?
68. Mystery Heartbeat.
69. football score contest.
70. savings account books.
71. sound plane.
72. jumping beans.
73. famous voice record done by McLendon.
75. Miss WDOK--going around town doing screwy things.
75. bomb contest.
76. get deejays on net TV shows through RCA, Col. record distrib.
77. flagpole gimmick.

78. box of cigars.
79. (it's a new Hooper in the WDOX family).
80. Life begins at 126.
81. taxi cards--WNEW copy.
82. breaks on no sex stories, no soap operas.
83. give inches of Texas, stock in uranium mine.
84. announcing the engagement.
85. half-completed billboard--"gone to listen to WDOX".
86. trade-out back of laundry lists.
87. teasers on outdoor boards.
88. football predictions on boards.
89. use spectacular as scoreboard.
90. printing poster upside down.
91. disappearing postcards.
92. that's a h of a way to run a radio station.
93. advertise good points of your competitors.
94. great voices in trade papers as part of ads--new one each time.
95. wanted: dead or alive
96. Whose eyes are these?
97. oops...sorry.
98. offer dollar bills for 95 cents, limit number to customer.
99. give away two-dollar bills on sidewalk corner.
100. naked woman ad.
101. perfumed ink.
102. Sorry, We're Sold Out.
103. Don't Go Away Mad.
104. print stamped postcard in paper.
105. send us your Christmas cards.
106. small pillbox.
107. first in a series of WDOX stockholders.
108. Marathon dance contest.
109. old Cleveland baseball games (also comm).
110. WOKY numbers contest (comm).
111. drop balloons from plane.
112. play same record several hours in succession.
113. drop money from airplane.
114. bring foreign beauty queen to this country.
115. Hideakey.
116. box at ballpark.
117. investigate possibility giant shindig in Municipal Stadium.
118. Chinese New Year's party.
119. season passes.
120. refund 10% telegrams.
121. New York party for agencies.
122. we give you the answer, you tell us the question.
123. Why I Hate _____ (deejay).
124. drive-in theatre intermission tie-in.
125. necessity of deejays merchandising themselves.
126. Sabena-Belgian European trip tradeout.
127. subscribe to trade pubs at home.
128. deal with mechanics and garages on car radio settings.
129. battle of Chancellorsville in May, Gettysburg early July.

CONFIDENTIAL

March 30, 1956

TIME TABLE FOR SAN ANTONIO

Application will be filed in FCC Monday, April 2. Approval will doubtless be made by FCC during latter part of April and new programming will become effective Tuesday, May 1. It is hoped that FCC approval will be given in time for us to spend a few days promoting "listen to the new look on KTSA May first."

Cancellation of ABC will become final April 16. Only Mutual programs to be continued will be baseball (Eastern games only) and Fulton Lewis. Cancellation of these would mean the loss of an additional \$4,333.33 per month in revenue which we cannot stand. It was originally thought that cancellation of other off-format programming would mean the loss of \$4,427.21 in net revenue but it now appears that we will be probably able to salvage almost one-half of this anticipated loss. I will contact Howard Butt of H.E.B. on one of the more important accounts at issue. Bud Lutz will attempt to switch the 5 PM military news to local news or perhaps, if necessary, give the sponsor a bonus newscast at night for a few months.

The attached schedule will be effective Tuesday, May 1, with this possible change: Don Keyes Show may be heard 3-6 PM instead of 6-9 AM. It is also probable that, in view of baseball, we will want to handle the daytime hours with but three deejays instead of four, a la WOKY--Keyes and two others.

We may even wish to continue this schedule of three beyond baseball. WOKY competes beautifully in Milwaukee with Michaels, Logan and O'Hara--and the latter even comes back for a nighttime shift.

Local radio business in San Antonio is excellent for all stations except KMAC, which is no factor in the market.

There are only three even passable deejays in the market--Stan Nelson on KITE, Howard Edwards and Herb Carl on KONO. By way of comparison, I don't believe any of the three could make it at KLIF although the first two might be nighttime men. Even so, it will probably be wise for us to lift Nelson if we can. The other two are relatively new but Nelson is well-known and apparently, for lack of much competition, well-liked. He has been with KITE since it began as a morning man and for some time now has been P.D. Bud Lutz guesses that, with bonus plans, he is making around \$600. per month. Edwards and Carl are co-program directors at KONO, have recently had a raise, are probably making about the same as Nelson. Of the two, Edwards seems the better. All three are pretty straight men. Nelson and Carl are 6-9 AM, Edwards 9-12 PM. With training, Nelson would probably make us a good man. I have one-hour off-the-air transcriptions of these men for anyone wanting them.

We are raising local rates immediately--effective May 1 for all new business--with advertisers to be given a chance to sign on the old rate with 6 months protection if they do so before May 1 (or FCC approval). The new local card is attached.

National rates are also to be hiked immediately--just how much will depend on John Blair.

Competition in the market is KITE and KONO and that's all. The other stations are completely dead and we can forget them. Neither KITE nor KONO go on the personality format. However, KITE is a pretty good station--a daytimer with a good signal, fair announcers, fine promotion and gimmicks, pop music, a tight operation. KONO, which will soon be absorbed in TV, has read my Broadcasting piece and intends to fight us on news. They've just got a new mobile truck but I didn't hear it. Both KITE and KONO make liberal use of beeper and tape interviews. KONO is a weaker station because it doesn't have the gimmicks and crumbs up its schedule with two hours of hillbilly in the afternoon, three hours at night, and two hours of sweet music between 6-8 PM. Both KITE and KONO have several 15-minute newscasts and KONO has an early-afternoon, 15-minute market report.

Neither KITE nor KONO cuts rates, apparently. KENS does and so do KMAC and the Mexican stations. WOAI doesn't. All in all, the rate situation is one of the most favorable I've encountered.

I will call Leonard Marks and have him advise me on the best way to handle the Mutual cancellation. I would like to continue baseball but even that with a 2-week cancellation clause. I will also want Fulton Lewis free.

KONO has some pretty good jingles but most of them sound alike.

Bud Lutz will take steps to set up Miss Universe promotion. Believe Mr. Mitchell is going to let us have top of the building for flagpole space for our ultra confidential stunt.

Trade-outs are available for newspaper space and billboards.

We will operate all-night from the transmitter with a combo man. Cal, please start looking. How about Wally Thornton, who has turned down Portland job?

Bud Lutz is on the lookout for a sharp telephone salesman. Also stationery and supply and oil and gas tradeout.

Gentlemen's agreements should be made with all new deejays we take to San Antonio. And this memorandum confirms a similar gentleman's agreement with Don Keyes.

Bud Lutz, please send me San Antonio telephone book.

Les Vaughan will immediately start cutting news intros for San Antonio.

Mailings will begin immediately to top 10 agencies and top 40 San Antonio advertisers.

Bud Lutz, please locate 4 college girls or 4 shut-ins who'll be on call for telephone pilot surveys we may wish to start immediately. These can be had at minimum wage and hour rate.

Frankly, the problem in San Antonio does not look too difficult but then nothing looks difficult after Milwaukee.

Don Keyes will confer with me regularly between now and April 20 and be prepared to leave for San Antonio on that date.

San Antonio's population count of nearly 600,000 does not include approximately 100,000 soldiers and civilian military workers.

KONO is owned by Gene Roth. Bob and Jack Roth assist with management--selling and generally helping the General Manager Jimmy Brown, who has piece of new KONO-TV. Jack supposed to be sharper than Bob Roth. KONO has a top news man in Ray Hunt, who is probably making \$125.00 per week.

KITE has Balthrope who, until we moved in, was leaving much of the management to Alex Coe. Kelly Wofford is sales manager, tends to wheel and deal although doesn't cut rates--someone said he drank very heavily.

KITE includes on rate card "30% time and talent included."

We may also want to make a pitch for Ray Hunt. And let's check Barclay Russell, whom Bud Lutz says has a terrific sense of humor. Barclay sounded a little prepossessing to me.

For: Gordon McLendon
Joe Roddy
Don Keyes
B. R. McLendon
Bud Lutz
Glenn Callison
Les Vaughan
Bill Weaver
Bill Morgan

CONTEST SCHEDULE - KELP

6---7 AM -- Windo
7---8 AM -- Windo
8---9 AM -- Windo
9---10AM -- Lucky Telephone
10---11 AM -- Lucky Telephone
11---12 N -- Lucky Telephone
12---1 PM -- Windo
1---2 PM -- Lucky Telephone
2---3 PM -- Windo
4---5 PM -- Lucky Telephone
5---6 PM -- Windo
6---7 PM -- Lucky Telephone
7---8 PM -- Windo
8---9 PM -- Lucky Telephone

Do not run after 9 PM. Use 7 days a week for the first month, then drop Sundays ... Start Lucky Telephone one week before Windo, then hit Windo.

Use promos before and during both contests, particularly on WINDO-- where to get stickers, etc.

-0-

WNOE PLANNING LIST
(10/24/57)

FOR MANAGERS

1. Bidder in calling Rostow.
2. give Weaver details on Mystery House.
3. Dorothy & mgrs on promotions & Theatre Receipts.
4. survey boards in stores
5. ~~Send only 7 plan Morgan's plan~~
6. ~~Make sure all the work is done~~
7. ~~Make sure all the work is done~~
8. ~~Make sure all the work is done~~
9. ~~Make sure all the work is done~~
10. ~~Make sure all the work is done~~
11. assignments - make up.
12. Weaver call Burrow on survey.....
13. ~~Make sure all the work is done~~

15
5000
750

2200

1650
500

1000

1

FOR MANAGERS

1. Bidder in calling Roston.

2. give Weaver details on Mystery House.

3. Dorothy & mgs on promotions & Photo Receipts.

4. survey boards in stores

5. ~~Send only 7 plan Morgan's plan~~

~~6. ~~Wash & Wash Wash Wash Wash~~~~

~~7. ~~to make your way promotion~~ recklessness~~

~~8. ~~early express~~~~

9. ~~What can I remember~~

10. ~~all the~~

11. assignments - make up.

12. Weaver call Burrow on survey.....

~~13. ~~on only in Houston~~~~

~~14. ~~Wash & Wash Wash Wash Wash~~~~

15. discuss plans, etc. with mgs current position =

16. KONO's Mystery House number

~~17. ~~Wash & Wash Wash Wash Wash~~~~

~~18. ~~Wash & Wash Wash Wash Wash~~~~

~~19. ~~Wash & Wash Wash Wash Wash~~~~

20. repeat Desper stuff

21. name each newscast.

22. news formats.

~~23. ~~don't play b.b. jungle way time~~~~

23. reciprocal rating phones.

~~24. ~~Wash & Wash Wash Wash Wash~~~~

~~25. ~~Wash & Wash Wash Wash Wash~~~~

~~26. ~~Wash & Wash Wash Wash Wash~~~~

27. bomb deal on KLIF...

28. harden up music in July.

29. teenage campaign.

~~30. ~~Wash & Wash Wash Wash Wash~~~~

~~31. ~~Wash & Wash Wash Wash Wash~~~~

32. Ken Curtis

WNOE PLANNING LIST

(10/24/57)

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

WNOE Planning List

Page 2.

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

WNOE Planning List

Page 3.

91. Treasure Hunt with \$25 hidden on grounds
92. Jumping bean letters
93. Anniversary of WNOE - when?
94. Hidden thousand dollar bill
95. Big Six of New Orleans - supersonic six
96. JBIBFTM time, wake-up time for night workers, nap time, etc.
97. Library of laughs
98. Library of one-liners
99. Formats for newscasts, weathercasts, sportscasts
100. Temperature and weather in surrounding towns
101. K. C. promos
102. Contest on when U. S. launch satellite
103. Contest on rubles
104. First father on Father's Day
105. First Mother on Mother's Day
106. Kids bring in frogs, turn loose on streets
107. Salute teenage leaders with secret word
108. Check list on promotions
109. Anniversary selling of suppliers
110. Tape for national reps.

Policy book

MEMO

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: 17 JUNE '58.

HERE IS YOUR NEW PRODUCTION ASSIGNMENT SCHEDULE TO CARRY YOU FROM NOW THRU THE FIRST WEEK OF SEPTEMBER. PLEASE REMEMBER TO PRODUCE FOR WAKY, THE MIGHTY SEVEN-NINETY IN LOUISVILLE. WAKY WILL NOT PRODUCE FOR YOU THIS TIME AROUND DUE TO THE PRESSURES OF GETTING ON THE AIR. THEY WILL BE INCLUDED ON THE NEXT BREAKDOWN. NOTICE THAT ONE OR TWO ASSIGNMENTS PERTAIN TO THE TEXAS TRIANGLE STATIONS ONLY AND ELIMINATE WAKY AND KEEL.

LET'S GET OUR HEADS TOGETHER AND COME UP WITH SOME GOOD, CLEVER STUFF.

DON KEYES

PLANNING LISTS

ASSIGNMENTS & SCHEDULE

JUNE 24	NO. 1 SONG IN TEXAS AS DETERMINED BY "THE TEXAS TRIANGLE TOP TEN".	KILT
JUNE 25	FIVE ORIGINAL "THIS YOU'LL NEVER HEAR" PROMOS.	KLIF
JUNE 26	HEADLINES & WEATHER INTRO.	KTSA
JUNE 27	TEN ORIGINAL "SUMMERTIME" STATION BREAKS.	KEEL
JULY 8	FRESH ENDURANCE FLIGHT PROMOS.	KLIF
JULY 9	NO. 1 SONG INTRO.	KEEL
JULY 10	PICK HIT INTRO	KTSA
JULY 14	NEW EXOTIC COMMERCIAL	KILT
JULY 24	NEWS INTRO (SAMPLE OF SUGGESTED SERIES)	KILT
JULY 25	NEWS HEADLINES INTRO.	KEEL
JULY 26	BASEBALL PROMO ACCENTING WORLD SERIES SCORES	KLIF
JULY 27	SUBMIT IDEA FOR "BACK TO SCHOOL" PROMOTION	KTSA
AUGUST 12	LABOR DAY PROMO SPOT	KILT
AUGUST 13	NEW IDEA FOR "SECRET WORD" TYPE NAME GIMMICK	KEEL
AUGUST 14	SCOREBOARD INTRO (ACCENTING FOOTBALL)	KLIF
AUGUST 15	SCOREBOARD PROMO (ACCENTING FOOTBALL)	KTSA
SEPT 2	"FUN AUTUMN" PROMO SPOTS.	KILT
SEPT 3	TEN ORIGINAL "AUTUMN" STATION BREAKS.	KEEL
SEPT 4	NEW EXOTIC COMMERCIALS	KTSA
SEPT 5	COLUMBUS DAY PROMO SPOT.	KLIF

NOTE: HERE ARE SOME LOCALISMS THAT APPLY TO WAKY. LOUISVILLE IS OFTEN CALLED "DERBYTOWN". AREA IS OFTEN CALLED "KENTUCKYANA". DO NOT SPEAK CALL LETTERS AS A WORD WHEN ANNOUNCEMENT IS OF A SERIOUS NATURE, SPELL THEM OUT. FROM THE WHACKY NEWSROOM FOR EXAMPLE DOES NOT LEND PARTICULAR AUTHORITY TO THE NEWS.

AGENDA FOR MANAGERS' MEETING

Jan. 4, 1957

SALES

1. Rates - national, local, regional. Too high, too low?
2. Pulse Report - nighttime ratings, first page.
3. Coming special events to be sold.
4. Motion picture advertising and percentages.
5. RAB
6. Centralized printing and estimates.
7. Advertising agencies each station, including SRDS.
8. Trade publication advertising.
9. Possible luncheons Houston and San Antonio.
10. Information to Blair, including avail sheets.
11. General expenses--check your P&L for discussion items.
12. Surveys--including Nielsen, car and business.
13. Sales personnel and personalities your station.
14. Special sales bonuses.
15. Quotas and goals.
16. Pension plan, hospitalization.
17. Contracts with other personnel.
18. Solicitation of small accounts.

PROGRAM

19. Deejay schedules, contracts, salaries.
20. News staff.
21. Discussion and revision of assignments.
22. Listen tapes available men.
23. Advisability of central monitoring.
24. Personnel we wish lifted.
25. "Housewife's Hit Parade."
26. Duties of Director of Production.
27. Stereophonic effects.
28. Pressings.
29. Standard jingles.
30. Weather into filter mike.
31. Money promotions - effect?
32. Negro promotions.
33. Local bulletin boards.
34. Use of call letters.
35. Music policy.
36. Small promotions.
 - a. prepare suggestions
37. Buying other stations.
38. Public service.

Model Juries - suit for AC

Aug 9

1. new sta breaks - first circle a your radio dial, then station, ask listeners
2. memos on color radio, keep, bring brisk & bright.
3. famous name sta. breaks.
4. celebrity recordings.
5. Comedy publications.....
6. REQUEST HOUR.....
7. sunbathing signals, water splashing, etc.....
8. JBIFM - tape time, wake up time for night workers, nap time, etc.
9. gimmick cross plug for deejays.
10. news spots + ~~clips~~.
11. hi board with skits? K.C. promos.
12. Mystery Tel. No.
13. Contact Cooper.
14. my own promos.
15. record deejays?
16. Morning star - evening stars are...
17. 35th anniv. party
18. contest on why certain deejay should get raise.
19. Mystery Heartbeat.
20. new flagpole sitter?
21. KTSA WROR.
22. needle in a haystack...
23. whistle pitched above hearing.
24. queen of indiv. h. schools.
25. news department.
26. Christmas tree in August.
27. up WINBO ant.
28. No. 1 song this day last year.
29. cool sounds.
30. do from ice house.
31. humorous Think It Over (get KIXL)
32. get one-liners
33. repeat call letters.
34. Please Rob my Safe

35. kiddie - name promotion.

36. balloon

37. girl with best Sun tan.....

38. Miss K TSA - going around going screwy things.

39. paint KLT board upside down.

40. pillow's idea (KLT), also Scotch Dollars.

41. watch KIXL \$50 giveaway.

42. Why I Hate

43. contest on when first freezing day.

44. prizes to listeners with certain goal.

45. Morning Mayor.

46. deejay intros from other cities.

47. Letters to Ed - Sound of Letters.

48. KLT - 2 voices on newscasts.

49. BBC stuff.

50. Editorials.

51. Say, that's really KLT.

52. go hard r + b Top 40.?

53. ads in trade pubs.

54. pic hit of wk.

55. hidden \$1000 bill

56. why want lock of Don Fruck's hair.

57. KLT, as featured in LIFE.

58. with world's largest news staff - 15,000 reporters on duty around the clock.

59. deejay intros.

60. WINSTON + other columns

61. Lucky Tel. No.

62. you can do other things while

63. capitalizing talent conts.

64. talent conts should show hints + assign.

65. Born with talent - Tiffany's et al.

66. intros to No. 1 + pic hit records.

67. "where" sound effect.

68. celebrity is recording informational tracks

Hand
Snow

Applying
Call Stewart
out Keyes

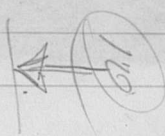
no on tape
on pilot
survey

Proch
Ice

75. Sneak Preview - first plays.
76. pic lit of the past.
77. strange occupation contest.
78. vest-pocket edition - pocket sized edition -
the breaks.
79. have a laugh on us - call special no.
Mike Jones' record.
80. Log weather on half - hour as agr.
81. NEWS on KILT - NEWS - spelled north-south-east-south
82. rocket ship tour.
83. K TSA & K I F - picket signs.
84. jokes to true B. Fly & Rock Leonard
(Contract Capitol of Now in Holly) Buck Stapleton
85. answer in 50 words a less - why do other
radio stars - KILT imitation stars.
86. Study Harry Lander records.
87. suppressed desire Contest.
88. Bob Capen - fine P.O. (Barnett) then men
89. KONO calls to record shops.
90. out of town papers for edit.
91. tape answers at K TSA.
92. Christmas presents no - only N. Y. cards
(a gift in your name has been sent to R.F.).
93. tell time to suppliers on air.
94. UP Flashbacks, Almanacs
95. make 30 secs 20 secs (40 words)
96. Read July-only to below.

Gifts as
Christmas presents

KLIF NEW SOUND



1. Jingles.
2. news intros - remote places.
3. half-hourly headlines. n.e.w.s.
4. 2-voice newscasts.
5. KLIF WROR.
6. Mystery Nicker.
7. ~~Atta~~ Humphreys.
8. K.C. promos.
9. calls to record shops.
10. short feature - another of Big 7.
11. outside day intro.
12. numerous recorded sparklers
13. (Hypnotic Sitter).
14. queen of indiv. h.s.
15. use recorded laughs.
16. Mystery Heartbeat
17. Expensive N.Y. shops anncts.
18. imitation promos.
19. personality out-ings.
20. celebrity breaks.
21. Mystery Last Name
22. Quiz feature for Bruce.
23. echo chamber in newscasts.
24. Mystery Tel. No.
25. don't segue from news to road
26. new humorous sta breaks.
27. football score contrast.
28. Letters to Editor
29. Lucky Del. No.
30. new promos (short) from KILY book.
31. my humorous promos on news
32. BBC stuff.
33. pic hit of the week.
34. hidden \$1000 bill
35. vest-pocket edition, pocket sized.
36. picket signs
37. 50 words or less
38. Editorials.
39. U.P. Flashbacks, Alm.
40. women making calls in Dallas.
41. recorded gipses.
42. \$5000.00 to anyone who can predict.
43. the news on even newer KLIF.
44. talk to customers
45. new mobile intros.
46. Even newer KLIF Keyes man.
47. Aug's Ad Lib
48. point the headlines
49. London calling... Brigade calling...

Policy
book

JANUARY FOLLOW-UP KLIF

1. Bomb Deal.
2. Invasion.
3. KLIF looking for 119 year old woman.
4. Teenage Station breaks (we've never used).
5. Mystery Student.
6. Please rob my safe. (7-11)
7. Wheel S.E.
8. Mystery Sentence.
9. Sponsor newscasts by Kojaks.
10. "Gotta Go" spots on KLIF.
11. New vignettes - 24 1-min vignettes.
12. Ken on trading for something bigger.
13. Scrambled Surrounding towns.
14. Mystery Contest.
15. ~~KLIF~~ assignments from other stations -
16. Prettiest Teenager.
17. " redhead. (Ken, Crain, ^{planning} ~~son~~)
18. Pubby lips
19. Solar radio

Jocks { negro hops
visit negro schools
no-se put new spots
cut by negro schools

1. Reunited man at transmitter
2. do note finding have to be checked at trans?
3. Find Your Twin
4. Filler in Dallas.
5. First Father on Father's Day
6. " Mother on Mother's Day

1. ask for new formats, etc., all stars
2. Satellite intros.
3. new master list sta breaks = search book - put all on one list - search format program list
4. more music - less gals, ads.
5. n-e-w-s intros
6. juv delinquency campaign.
7. Arnie's Ad lib.
8. National Laugh Enterprises circular.
9. skirt sign.
10. relay phone quiz - Smith call all our Saints, etc.
11. Filler.
12. keeper on home
13. Warm Sounds - cool sounds.
14. canary or mina for day or two.
15. Christmas Eve trip of S.C.
16. my vignettes
17. Radio N.O. or L.A.
18. station that has found the sound.
19. special intros + closes Filler.
20. middle of night continuity.
21. TNT.
22. Send us your Christmas cards.
23. Think It Over.
24. Appreciation Night.
25. Pulse of L.A.
26. First baby of '56 - last of '55.
27. wire service news intros.
28. balloon drop.
29. Scout Award for Today.
30. LIFE balloon
31. So proudly we mail
32. birth announcements.
33. donkey parade.

Carletons to
get young
people into
series

Ch 22
Shirley
8-51327

90. Crazy question.
91. \$100 per hr. giveaway - \$7700 ⁰⁰.
92. All KLIF "New Sound" list.
93. Sneak Preview.
94. Pickets.
95. movie reviews, premieres, etc.
96. funny spots comm'l.
97. occasional play-by-plays.

pretend 61 year old
Miss Jean Ayer

98. basketball score promos.
99. reciprocal driving anncts.
100. fringe breaks.
101. Meets jingles and other jingles.
102. Knucklehead, award of the day...
103. names of various newscasts sunrise + sunset.
104. intro & close to news, to half hourly weather.
105. editorials.
106. exclusive shop announcements.
107. mansion.
108. Satellite intros.
109. Angie's ad lib, N.E.W.S intros.
110. Ring plane quiz.
111. Appreciation Night.
112. First Baby of '58 - last of '57.
113. balloon drops.
114. bomb deal Berlin 10:45 a.m.
115. All 98-year old women
116. giveaway disk jockey.
117. digby intros other cities.
118. Millennium's Matinee.
119. Middle wish.
120. Bet on Sugar Bowl pushing peanut.
121. Miss Jean Ayer.
122. "Quote", "Quip", etc.
123. Request hour.
124. Blue Book + 11th hour.
125. KFWB WROR.
126. Distance intros.
127. Record ^{Playaways} intros.
128. Special Pub.
129. Secret Sound
130. Dream Hunt ^{Each 1/2} ^{School}
131. Infersonic six.
132. Library one-liners.
133. J.B.B.F.M. time, etc.
134. R.C. promos.
135. Temp + weather in surrounding towns.
136. contest on when v.s. the launch satellite
137. contest in rubles.
138. First Talk on Father's Day, First Mother.
139. Salute Treasures with secret word.
140. check list on products.
141. kids bring in prop, then loose on streets.

90. Crazy question.
91. \$100 per hr. giveaway - \$7700 ⁰⁰.
92. All KLIF "New Sound" list.
93. Sneak Preview.
94. pickets.
95. movie reviews, premieres, etc.
96. funny sports comm'l.
97. occasional play-by-plays.

pretend 61 year old
Miss Jean Ayer

98. basketball score promos.
99. reciprocal driving anncts.
100. fringe breaks.
101. Meets jingles and other jingles.
102. Knucklehead, award of the day...
103. Names of various newscasts sunrise + sunset.
104. intro & close to news, to half hourly weather.
105. editorials.
106. exclusive shop announcements.
107. mansion.
108. Satellite intros.
109. Angie's ad lib, N.E.W.S. intros.
110. Runy plane quiz.
111. Appreciation Night.
112. First Baby of '58 - lost of '57.
113. balloon drops.
114. bomb deal Berlin 10:45 a.m.
115. All 98-year old women
116. giveaway disk jockey.
117. digby intros other cities.
118. Milkman's Matinee.
119. Middle wish.
120. Bet on Sugar Bowl pushing peanut.
121. Miss Jean Ayer.
122. "Quote", "Quip", etc.
123. Request hour.
124. Blue Book + 11th hour.
125. KFWB WROR.
126. Distance intros.
127. Record ^{Highways} intros.
128. Special Pub.
129. Secret Sound
130. Treasure Hunt ^{Each 1st} School
131. Infersonic six.
132. Library one-liners.
133. J.B.B.F.M. time, etc.
134. R.C. promos.
135. Temp + weather in surrounding towns.
136. contest on when v.s. to launch satellite
137. contest in dubler.
138. First Talk on Father's Day, First Mother.
139. Salute Treasures with secret word.
140. check list on friends.
141. kids bring in frogs, then loose on streets.

FINAL KILT CHECK LIST

142. Rocket news & weather eye.
143. Tanya Tennilligan.
144. What Kind of People Listen to KFWB.
145. Honeydreamers.
146. Pic At
147. 2-voice newscasts.
148. Recorded gripes
149. coffee break.
150. change in weather forecast wordage.
151. Speaker of the House.
152. "Wanted" and "Found" ads.
153. clean mailings to agencies.
154. Boxing Thompson game.
155. schedule of old fights.
156. " " promotions
157. Newsline gossiping papers.
158. Radio Los Angeles.
159. Secret Word.
160. Billboard with skit
161. vignettes
162. famous name & slogan breaks.
163. Top 40 survey.
164. dollar bills for 50¢.
165. You'll Never Hear This ...

FINAL KILT CHECK LIST

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

master planning book

apple a day idea

W.D.G.Y. Minneapolis

1. Promotions, station life
2. Hire personnel on full plan
3. Regular progress reports to executives in writing
4. Regular press releases to papers on new developments
5. Set up 5-minute sustaining format, developing as many 15-minute sustaining periods as possible.
6. Think of gimmick commercial for San Antonio prospects.
7. Listen to gimmick commercial record which Les Vaughn can perform.
8. Speculative singing parties.
9. WINDO
10. New Lines
11. Purchase name station breaks (Rosenbower, etc., - late now assembling)
12. Station slogan station breaks
13. Celebrity recordings (Hoyes should begin to assemble)
14. Bobby Thomson home run game
15. K.T.S.A. home of Alamo National Bank, Breaker
16. Civic leaders recording PSA's
17. K.T.S.A. - live sale on radio dial
18. Get press ready for count surveys
19. Hoyes assemble comedy and other material for San Antonio prospects
20. Types of outside displays, such as Michaels, Randall, etc., to play for
21. Staff meetings
22. Top 40 Survey
23. Big City of San Antonio
24. K.T.S.A. - station with lowest commercial and more music
25. Mystery Vortex
26. Walking Man or Woman
27. Agency telephone for work
28. Home University - selling talent of stars
29. Get lucky favor from other HOLMAC stations
30. Selling dollar bills for 50¢
31. Various station life written every week or so by Bubbs, as well as outside policy work.
32. Colorcasts
33. Radio-gram bill for K.T.S.A.'s
34. Repeat hour, with W.D.G.Y. as main
35. San Antonio City by night
36. Vigorized
37. Cookin' parts for agencies and advertisers
38. Dinner on 800
39. Satisfying signals, etc.
40. Good words for announcements
41. "You'll never hear this on K.T.S.A." - results
42. This time and temperature announcements

PROMOTION & PLANNING LIST KTSA

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

44. JBIBFTM time, wakeuptime for night workers, nap time, etc.
45. Radio San Antonio, KTSA
46. Gimmick cross plugs for deejays
47. Promos on news and mobile units
48. Special news opens and closes (not intros)
49. Pulse of San Antonio
50. Secret word for today
51. Billboard with skirt
52. Mystery telephone number
53. Newslines giggling newspapers
54. Samerecord 3 hours in succession
55. San Antonio's morning mayor
56. 2 o'clock feeding time
57. List Top 200 citizens broken down by categories
58. Free trip for 2 to Europe
59. Music policy (part of policy book)
60. 12 items per newscast, headlines, news teasers, looking back in history, baseball score formats, datelines, blue streak and eleventh-hour editions
61. Temperature at the airport...
62. McLendon news breaks
63. Promos 50% more music, 50% fewer commercials.
64. gimmick commercial record
65. canary or mina
66. girl time and temperature gimmicks...
67. hottest records away from the news of the world - world is at your fingertips —
68. blue streak, seventh hour, breakfast news, etc.
69. morning and evening star, etc.
70. highest, lowest temp. in history this date.
71. Whose Eyes Are These?
72. Naked women ad
73. Found! Someone who doesn't listen.
74. AM I Have On it KILT.
75. Our girlie ads Houston papers
76. Anita Ekberg to Houston.

*Plan
Program*

PLAN FOR W-N-O-E

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

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

PLANNING LISTS

1. music content.
2. Globetrotters & other promotions.
3. our annere other stars
4. follow-up on contests - i.i.s, newscasts, poems, fact sheets - \$7700 giveaway, Hung Jameso
5. other deejay intros.
6. Dick a Heat House.
7. copyrighting
8. Heaven on Durans
9. news, live & with color.
10. Anniversary selling of suppliers. pro
11. put sum for promotion
12. outside papers, maps
13. headlines
14. WNDU sketch-the weather.
15. Monos & i.i.s in music.
16. editorial.
17. Pulse costs.
18. blimp at S.A.
19. KLIF new sound.
20. Care idea.
21. Texas Triangle tape.

34. All I Have On is NNOE
35. headachy howlers.
36. Nnochie's jiggling papers.
37. burns.
38. Wheel of Fortune
39. contest on why hate, why get raise.
40. high school crew cut queen
41. Hi-Fi (good in L.A.).
- 42.

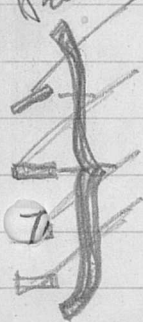
Call on
Houston
echo
chamber

68. ^{90 super sonic} whee sound off cat.
69. Easter Egg Hunt.
70. Milkman's Motricee
71. Knock, knock.
72. California Standard Time.
73. fishing news.
74. Portuguese diamond.
75. new Deluxe Toy Rocket Ship Tom of the Moon
Mar 15, 1987 \$100.00 no passport required
76. kids sun-tanning KFWB on backs.
77. erotica anuro.
78. Eydie-like inscriptions.
79. what are you doing now? call us.
80. suppressed desire contest.
81. opening markets 8:20 DST - first hour 9:20 DST.
82. middle aisle.
83. Myetmye Neightn.
84. KFWB electro-mo weather.
85. Top Flop.
86. Radio California
87. master file grinnick Comm.
88. echo chamber
89. broken series - pushing, faint.

From
in
Bright
Out

Reuters

Free Dallas
Print Shop



34. bomb deal
35. 'box of cigars... it's a new Hope in the KFWB family.
36. Life begins at 98
37. breaks on no sub stories, no soap operas.
38. wanted to find ads
39. Where Liza is she there?
40. Oops, sorry.
41. Naked woman ad.
42. Play same record.
43. Chinese New Year Party. When?
44. we give you answer, you give us question.
45. season forces L.A. games.
46. give away dish jockey for Christmas.
47. married & divorced this same day.
48. schedule
49. U.P.'s "Sizing 'n' Sizing by Sports" - good flashback
50. Top 40 survey.
51. Morning Mayor.
52. 2-voice newscasts.
53. Nick & Mort House
54. delay intros other cities.
55. Cinemascope Radio - color radio.
56. Letters to Editor.
57. Berlin - 10:45 a.m.
58. 2 o'clock feeding time.
59. Music City in L.A.
60. sunrise & sunset.
61. bell for confirming holiday list deaths.
62. Editorials.
63. most beautiful star in Hollywood.
64. Jan Morgan jingle.
65. Perry jingles & announcements.
66. ads in N.Y. taxis.
67. recorded intro of #1 & the hit records.
68. liberation forces

K T S A

KILT PROMOTION DATES

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

Friday, May 17	— throw out balloons
Monday, May 20	Mystery Telephone Number; Mystery CLO WINDS answers; Secret Word.
Tuesday, May 21	" " "
Wednesday, May 24	" " " winner; start Lucky Telephone Number and KILT-WARS
Thursday, May 23	Lucky Telephone & WARS
Friday, May 24	" " + WARS (and begin)
Sat., May 25	" " + WARS
Sun., May 26	" " + Mystery Voices; ^{start mystery} 50¢ ^{50¢} bills for
Mon., May 27	L Telephone; Mystery Voices; Secret Word; ^{theme for the WINDS}
Tues., May 28	" " "
Wed., May 29	Mystery Voices winner.
Thurs., May 30	sell dollar bills for 50¢
Fri., May 31	see Winks starts for \$1000 ⁰⁰
Sat. June 1	" " "
Sun. June 2	" " "
Mon. June 3	Wearing hats around — party
Tues. " 4	" " " "
Wed. " 5	" " " "
Thurs. " 6	Flagpole sitter

(OVER)

Fri June 7 - Playhouse sitter; Lucky Tel; Ren Wins

Sat June 8 -

Sun June 9 -

Mon June 10 - Count the Music

June 13 - ice block contest

June 17 - record giveaway; Christmas tree

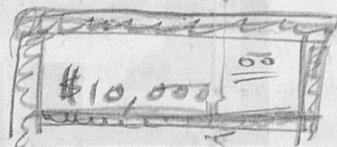
June 20 - Mystery Heartbeat

June 23 - Listener Calls Contest

Fri. June 28 - 50¢ Treasure Hunt

Mon. July 8 - Treasure Hunt

LC
CL 63945



4 250.00

4 100.00

4 300.00

150.00

KTSA

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

Promotion Schedule for K I L T, Houston Confidential

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

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

KILT PROMOTION DATES

Fri., May 17	Throw out balloons
Mon., May 20	Mystery Telephone Number; Mystery Tel. & Windo anncts.; Secret Word.
Tue., May 21	Mystery Telephone Number
Wed., May 22	Mystery Telephone Number Winner; Start Lucky Telephone Number and KILT-WARS
Thu., May 23	Lucky Telephone & WARS
Fri., May 24	Lucky Telephone & WARS
Sat., May 25	Lucky Telephone & Wars
Sun., May 26	Lucky Telephone & Mystery Voices; Start promoting dollar bills for 50¢
Mon., May 27	Lucky Telephone; Mystery Voices; Secret Word; Promo for Rear Windo
Tue., May 28	Lucky Telephone
Wed., May 29	Mystery Voices Winner
Thu., May 30	Sell dollar bills for 50¢
Fri., May 31	Rear Windo starts for \$1,000
Sat., June 1	Rear Windo
Sun., June 2	Rear Windo
Mon., June 3	Walking Man or Woman - party
Tue., June 4	Walking Man or Woman
Wed., June 5	Walking Man or Woman
Thu., June 6	Flagpole Sitter
Fri., June 7	Flagpole sitter; Lucky Telephone; Rear Windo
Sat., June 8	
Sun., June 9	
Mon., June 10	Count the Music
Thu., June 13	Ice Block Contest
Mon., June 17	Record giveaway; Christmas tree
Thu., June 20	Mystery Heartbeat
Sun., June 23	Listener Calls Contest
Fri., June 28	50G Treasure Hunt
Mon., July 8	Treasure Hunt

secret

KEEL PROMOTION DATES

November 11 - Start BCNF

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

December 2 - Treasure Hunt at High School

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

cv-November 5, 1957

SECRET

Heartbeat
Record

Did Dad call Tom Slagg?
Station breaks

advise Charley Cuyler

free contract

Nick Gearhart

SHREVEPORT PLANNING LIST

1. Choose bank: Commercial National?
2. Choose attorneys - Wilkerson, Lewis, Wilkerson, etc.
3. Choose ad agency.
4. Order Pulse Dec. 15-20, approximately.
5. Set following staff, subject approval General Manager:
General Manager - Bob Shipley

Check Contract
on accounts
receivable

Salesmen:

- 1.
2. Renny Kahn Mrs. Gifford

Disc Jockeys:

- 1.
- 2.
3. Jack Sanders
4. Bob Elliott
5. George Hayes
6. Barry Wayne

Engineers:

- 1.
- 2.
- 3.
- 4.

Traffic - Mary Litton?

Continuity

Receptionist

6. Jingles being made by Merriman for call letters KEEL....
7. Glenn Callison on proper recording equipment.
8. 5-min sustaining format, 15 at night.
9. Get 2 staff wives for pilot surveys and promotional calling.
10. Agency and advertiser telephone survey.
11. Cocktail party for agencies, advertisers?
12. Cancel NBC contract.
13. Set national rates with Petry.
14. Set local rates.
15. Deliver presents to advertisers - crackerjacks, hot dogs, tabasco sauce, etc.
16. Select printer and stationery company which, if possible, does advertising.
17. Mailing list of Top 20 local accounts, agencies & personnel.
18. Contract for news service.
19. Jumping bean letters.
20. Arrange for flagpole sitter.
21. Mailing pieces to agencies and advertisers.
22. SRDS ad.
23. Newspaper ads, if any.
24. List of top 20 accounts and man in charge.
25. Arrange for anniversary celebration.
26. Discuss plans on Hooper and Trendex.
27. Set date for area Pulse.
28. Monitors of other stations for national and local business.

TV spots
1 day

60 days
KCBS-TV
5/15/55
5/15/55

Jack Burton
Op 20
JA 3-3432

Core Records
Put ratings
to Shipley
Gifford

B.R. 17th London
R12-3161 office
July 22.

on back of
disc in Keel
tracks

Subscribe
Rashbox BB,
etc., for share

PLANNING LISTS

SECRET

KEEL PROGRAMMING AND PROMOTION

Majors

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

Subsidiary

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

28. Rocket news & weather
Eye
29. Tanya Terrelliger
30. What kind of people listen
to KEEL?
31. Recorded gips
32. Speeches of the House.
33. Weather forecast w/daze.
34. Bobby Thompson game.
35. Nashville gipping papers.
36. Secret Word.
37. dollar bills for 50¢.
38. coffee break.

*the new KFNB
begins Monday*

*get flashcards.
"Wanted" ads
color radio jingles
secret Binge leaders
with secret word
high school bell of pure
"What kind of people
listen"*

SECRET

KEEL PROGRAMMING AND PROMOTION (continued)

Subsidiary (continued)

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

39. *space intros*
40. *union picture ads*

41. tape for national ref.
42. check list on promotions.
43. contest on when U.S. to launch satellite.
44. Tranne Hunt into \$50 billion on grounds.
45. Rst on Sugar bowl - pushing peanut. ✓
46. Tanya Tonnilliger.
47. wire NBC on line change.
48. pic hit.
49. info on personalities to Blair.
50. Blair Cornage brochure.
51. Sheerport 1 ad.
52. cost of U.P.
53. Christmas Eve tip of Santa Claus.
54. Coral Records.
55. change words in forecasts.
56. frogs.
57. Top 40 format.
58. Pstny contracts, etc.
59. 2nd wk in Dec. - Blair take over team.
60. TV spots.
61. Sheer reciprocals with WNOB, KNOB.

Carolyn Dahl
 Paul Smith
 Mary Litten
 Frank Carr

REGULAR POLICY BOOK

50 KW idea:

Expand "Citizen of the Week"

Expand area news intros

News intro idea:

London calling... Belgrade calling...

SECRET

PROMOTION AND PLANNING, LIST KILT

1. Fidler
2. Choose proper ad agency
3. Choose bank
4. include 20% nat'l and local rates for production.
5. deejays study policy book.
6. WINDO.
7. gimmick commercial record from Les.
8. telephone salesman.
9. proper Ampex equipment?
10. vignettes.
11. famous Slogan station breaks.
12. campaign on 50% more music - 50% fewer commercials.
13. the fun station.
14. assemble famous name station breaks (Eisenhower, etc.)
15. mobile news units.
16. regular press releases to papers on new developments.
17. presents to each columnist.
18. set up 5-minute sustaining format, developing as many 15-minute sustaining periods as feasible.
19. news intros
20. get 3 women ready for pilot surveys.
21. Celebrity recordings (keys should begin assembling).
22. Bobby Thomson home run game.
23. KILT has the sold a ...

first aisle on your
radio dial
Hi-Fi

fishing news -
Anderson Labs

SECRET

PROMOTION AND PLANNING, LIST KILT

1. Fidler
2. Choose proper ad agency
3. Choose bank
4. include 20% national and local rates for production.
5. deejays study policy book.
6. WINDO.
7. gimmick commercial record from Les.
8. telephone salesman.
9. proper Ampex equipment?
10. vignettes.
11. famous slogan station breaks.
12. campaign on 50% more music - 50% fewer commercials.
13. the fun station.
14. assemble famous name station breaks (Eisenhower, etc.)
15. mobile news units.
16. regular press releases to papers on new developments.
17. presents to each columnist.
18. set up 5-minute sustaining format, developing as many 15-minute sustaining periods as feasible.
19. news intros
20. get 3 women ready for pilot surveys.
21. Celebrity Readings (Lays should begin assembling).
22. Bobby Thomson home run game.
23. KILT, home of the Schlumberger Company, breaks.
24. KILT, first aisle on your radio dial.
25. subscribe "Quip" and other comedy publications for keeps.
26. Top 40 Survey.
27. Big Seven of Houston
28. KILT - The station with fewer commercials and more music.
29. Mystery Voices.
30. Walking Man or Woman.
31. agency telephone survey (ala KTSA).
32. selling dollar bills for 50¢.

first aisle on your
radio dial
Hi-Fi

fishing news -
Anderson Labs

Sunbathing + Water Temp. Service

get summertime news story
(informers)

33. color radio.
34. request hour, a la KILP.
35. Houston Saturday night.
36. cocktail party for agencies, advertising, press, etc.
37. beeper on hour.
38. Sunbathing Signals, etc.
39. cool sounds for summertime.
40. "You'll Never Hear This on KILT", breaks
41. girl time and Temperature gimmicks.
42. IBIFTM time, Wakeup time for night workers, nap time, etc.
43. Radio Houston, KILT.
44. Gimmick cross plays for deejays.
45. special news opens and closes (not intros).
46. pulse of Houston.
47. Secret Word for today.
48. Billboard with skirt has been used - so has life begins at 61.
49. Mystery Telephone Number.
50. Contests for longest lists of calls by listeners.
51. Newsline giggling newspapers.
52. Same record 3 hours or more in succession.
53. 2 o'clock feeding time.
54. List Top 200 citizens broken down by categories.
55. 12 items per newscast, headlines, news teasers, looking back in history, baseball score forecasts, datelines, blue streak and eleventh hour stories.
56. Temperature at the airport....
57. McCarson news breaks.
58. canary or mine.
59. located seconds away from the news of the world -- world is at your fingertips.
60. blue streak, eleventh hour, breakfast news, etc.
61. morning all day star, etc.
62. Whose Eyes Are These?

63. Naked Women ad.
64. Found Someone who doesn't listen...
65. All I Have On Is KILT...
66. Our girlie ads in Houston refuse.
67. Anita Ekberg to Houston.
68. I hate Fox Books because...
69. Teenage hops.
70. Smile on your dial.
71. station that has found the sound.
72. TNT.
73. prepare for telephone recording.
74. news teasers.
75. memo on informative interviews, particularly mobile.
76. flashbacks in history.
77. foreign weather.
78. headlines.
79. billboards.
80. throwing out balloons.
81. donkey parade.
82. sponsoring newscasts by other deejays.
83. Count the music.
84. editorials.
85. contest on why a certain deejay should get a raise, etc.
86. free pictures of deejays at certain store.
87. KILT going Hi-Fi.
88. announcer running for office.
89. Mystery Threat.
90. jumping beans.
91. flagpole sitter.
92. box of cigars (it's a new member in the KILT family, etc.)
93. breaks on 20 slot stories, no soap operas, etc.
94. baseball scoreboard on Expressway.
95. that's a 6-1 of a way to run a radio station.

96. wanted: dead or alive.

97. oops... sorry.

98. contest on "we give you the answer, you tell us the question".

99. Teenage Idiots.

100. Wheel of the Day contest.

101. Lucky Telephone Numbers....

102. KILT WRDR.

103. intro and close to No. 1 record + predicted hit record.

104. ice block promotion.

105. needle in a haystack.

106. Easter Egg hunt.

107. pigeon race.

108. news intros based on distances.

109. paint red on studio clocks...

110. calling dogs, other animals, etc., with whistle pitched above human hearing.

111. Bob Hain jingles.

112. New York funny answers.

113. give away record library.

114. pick queen of individual high schools.

115. horoscopes for agencies.

116. list top 10 agencies, their accounts and account execs and list top 40 advertisers with name in charge.

117. buttons.

118. throwing records out.

119. Christmas tree in May or June.

120. mention temperature and weather in towns surrounding Houston for area pubs.

AGENDA FOR MANAGERS' MEETING

Jan. 4, 1957

SALES

1. Rates - national, local, regional. Too high, too low?
2. Pulse Report - nighttime ratings, first page.
3. Coming special events to be sold.
4. Motion picture advertising and percentages.
5. RAB
6. Centralized printing and estimates.
7. Advertising agencies each station, including SRDS.
8. Trade publication advertising.
9. Possible luncheons Houston and San Antonio.
10. Information to Blair, including avail sheets.
11. General expenses--check your P&L for discussion items.
12. Surveys--including Nielsen, car and business.
13. Sales personnel and personalities your station.
14. Special sales bonuses.
15. Quotas and goals.
16. Pension plan, hospitalization.
17. Contracts with other personnel.
18. Solicitation of small accounts.

PROGRAM

19. Deejay schedules, contracts, salaries.
20. News staff.
21. Discussion and revision of assignments.
22. Listen tapes available men.
23. Advisability of central monitoring.
24. Personnel we wish lifted.
25. "Housewife's Hit Parade."
26. Duties of Director of Production.
27. Stereophonic effects.
28. Pressings.
29. Standard jingles.
30. Weather into filter mike.
31. Money promotions - effect?
32. Negro promotions.
33. Local bulletin boards
34. Use of call letters.
35. Music policy.
36. Small promotions.
 - a. prepare suggestions
37. Buying other stations.
38. Public service.

PUT IN POLICY BOOK ON LIST:

~~XXXXXXXX~~

Guess the number in an envelope between 1 and 1,000,000.

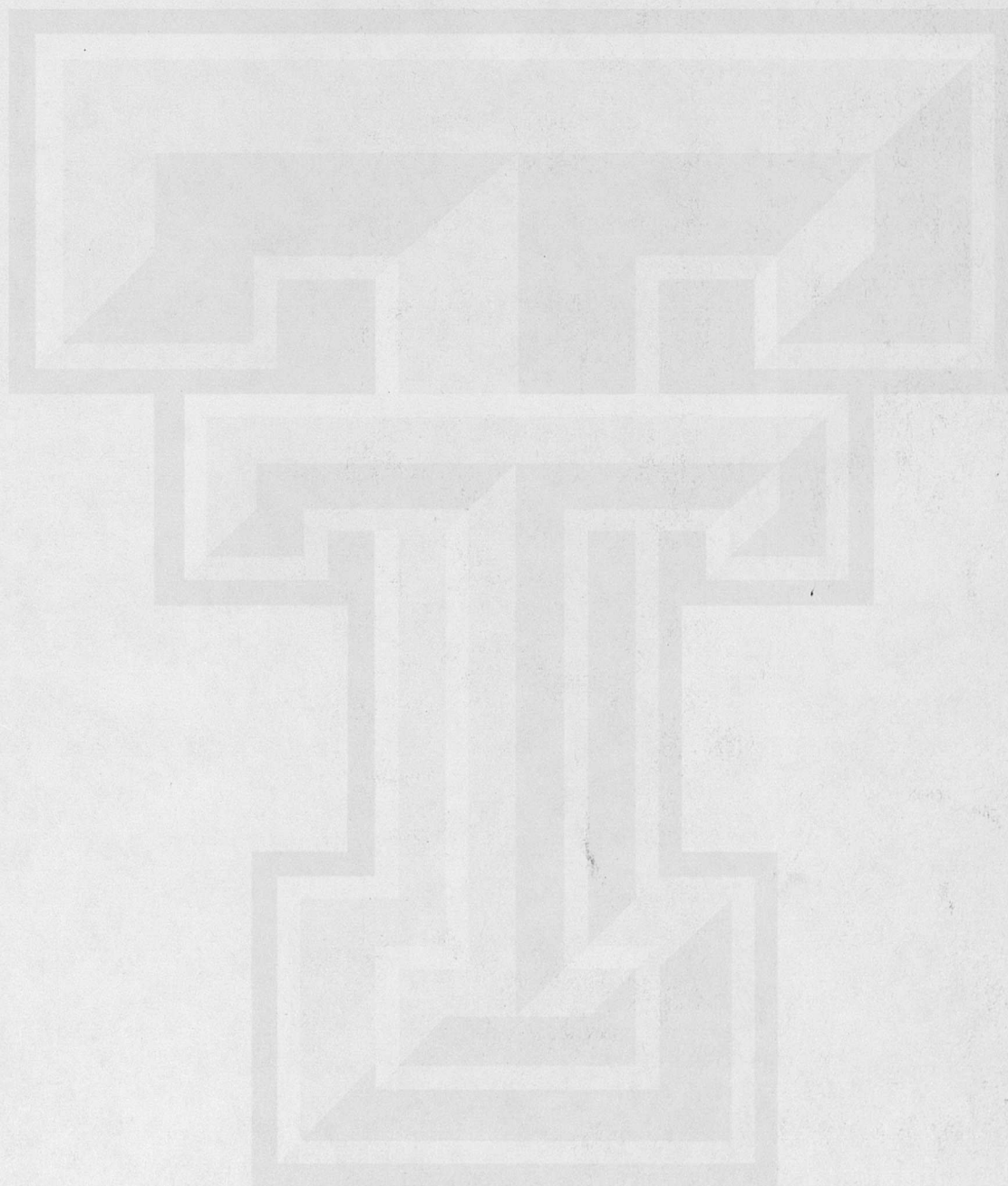
KILT summertime
KILT springtime, etc.

Suggestion for news intro: population of surrounding towns

Week-end in Presidio

News intros: DeeJay cut-ins from Armed Forces ~~Sex~~ Radio Services stations.

072



PLANNING LISTS