

SPOTA

SUGGESTED PROMOTIONAL SPOT ANNOUNCEMENT FOR COLLEGE RADIO USE

For Use on Opening Broadcast Date:

Tune in your campus station WRPI tonight at 8⁰⁰ p.m. when LUCKY STRIKE brings you a brand new program of up-to-the-minute news on the international, national, and campus levels. It's a regular weekday fifteen-minute summary of what's going on all over the world, straight from the wires of United Press and competently delivered by your own campus reporter S. —————. Be sure to listen. Then at 10⁰⁰ p.m., a program of sports news (and music) is brought to you by LUCKY STRIKE. Hear the latest ball scores and information on national and campus sporting events.

The above spot read on (station) WRPI. (Mark days & times below)

23 Sept	7:30	J.M.H.
25 Sept	10:20	J.C.I.
28 Sept	7:30	COR
1 Oct	7:30	R.B.L.
3 Oct	10:00 PM	D.J.S.
5 Oct	7:43 P.M.	J.H.C. ¹²
9 Oct	7:55 PM	L.W.
13 Oct	7:30 PM	J.P.L.
15 Oct	7:30 PM	J.H.C. ^{JK}
17 Oct	7:30 PM	J.B.H.
20 Oct	10:00 PM	J.P.L.
23 Oct	7:30 PM	J.C.R.

STOT B

SUGGESTED PROMOTIONAL SPOT ANNOUNCEMENT FOR COLLEGE RADIO

For Use on Opening Broadcast Date:

You can't afford to miss the latest developments on the national and foreign news fronts. For that matter, you'll want to know what goes on around the campus, too. So listen in tonight and every weekday night at 8⁰⁰ p.m. when LUCKY STRIKE brings you a program of the latest news. And at 10⁰⁰ p.m. tune in LUCKY STRIKE'S sports ~~(and recorded music) show~~ roundup.

The above spot read on (station) WKPI. (Mark days and times below).

22 September	10:30 PM	JMR
24 September	7:30 PM	R.L.L.
29 Sept	7:30 PM	JMR
2 Oct	10:22 PM	S.D.S.
6 Oct	7:30 PM	JMR
8 October	7:30 P.M.	JMR
10 October	7:30 PM	JMR
12 Oct.	7 ³⁰ PM	JMR
14 Oct	7 ³⁰ PM	JMR
16 Oct	7:30 PM	JMR
18 Oct	8:00 PM	R.M.
21 Oct	7:30 PM	J.C.R.
22 Oct	7:30 PM	J.C.R.
24 Oct	7:30	J.C.R.
26 Oct	7:30 PM	J.C.R.

Please Use At Least One per Night !!

SUGGESTED PROMOTIONAL SPOT ANNOUNCEMENTS FOR USE AT ANY TIME

Anxr! — Sign Date — Time — Number — Initials
On REVERSE side →

HOT OFF THE WIRES! THAT'S THE NEWS ON LUCKY STRIKE'S NEW PROGRAM
OF WORLD-WIDE AND CAMPUS HAPPENINGS. WRUR's ~~(station call)~~'s UNITED

PRESS NEWS TICKER KEEPS YOU INFORMED ON ALL THE LATEST EVENTS.

SO, TUNE IN YOUR OWN V. of R. ~~(school)~~ STATION AT 11:00 P.M. TONIGHT

AND EVERY WEEKDAY NIGHT TO KEEP UP TO DATE ON THE NEWS. AND

LISTEN TOO TO THE NEW LUCKY STRIKE PROGRAM OF SPORTS NEWS AT 7:00

P.M. (25 sec)

GOT A TOUGH COURSE IN SOCIOLOGY? . . . HISTORY? . . . POLITICAL

SCIENCE? SURE YOU HAVE TO STUDY, BUT TAKE A LITTLE TIME OUT TO

LISTEN TO A PROGRAM THAT EMBRACES ALL THREE OF THESE SUBJECTS, AND

MANY MORE EVERY DAY. LISTEN TO THE WORLD-WIDE AND CAMPUS-WIDE NEWS

PRESENTED EVERY WEEKDAY AT 11:00 P.M., OVER WRUR BY LUCKY

STRIKE CIGARETTES. (25 sec)

CAMPUS NEWS! NATIONAL NEWS! FOREIGN NEWS! TUNE IN AND GET THE

LATEST LOW-DOWN ON ALL THE NEWS AT 11:00 P.M. OVER WRUR

WHEN LUCKY STRIKE BRINGS YOU THE LATEST NEWS. (13 sec)

TIME AND TIDE WAIT FOR NO MAN -- AND NEITHER DOES NEWS. THAT'S WHY

YOU'LL WANT TO FOLLOW HAPPENINGS ON THE WORLD NEWS FRONTS WITH

~~YOUR OWN~~ THEY YOUR OWN CAMPUS REPORTERS AS ~~WE~~ BRING YOU

YOUR 11:00 P.M. EDITION OF THE LUCKY STRIKE UNITED PRESS NEWS

SUMMARY OVER WRUR.

(20 sec)

m. j. &