

4-14-1969

From/To: Lyle Dalzell (enclosure; Chalk's reply
filed first)

Lyle Dalzell

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R.

Highland Church of Christ Radio and Television Programs

M To:Lyle Dalzell
E From:JAC
M Date:April 14, 1969
O Subject: Good News!

Thank you for the wonderful news of April 7! I had gotten the information through Gene regarding the underwriting of KFBK. Your run-down on how it occurred, however, was very inspiring. Thanks so much for giving me the encouragement this letter provided.

I have urged Randy Rogers to call Doug about the school matter. I hope it is not too late. I did not talk with him after leaving California but should have while the time was ripe. If I can still do anything in your judgment, let me know.

LYLE DALZELL
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WESTERN STATES
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Herald of Truth

radio and television programs
PRODUCED BY HIGHLAND CHURCH OF CHRIST • ABILENE, TEXAS



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April 7, 1969

Mr. John Allen Chalk
Highland Church of Christ
Abilene, Texas

Dear John:

You will be glad to know that your trip back to Sacramento was worth it. Indeed it was! For you made and set the stage for Russ Haamnett and myself. He did a good job and was well received. As for me...no comment, but I was elated when after dismissed and what I thought would be just another "sorry, Lyle, we just missed on this one; no crowd for the meeting...competition, etc..." but no...those North Highland elders met for a moment and came back to me saying..."listen! we want to underwrite the KFBK contract. When can you get us a contract?" Brother! my answer was quick "Tomorrow!!" And so that is the wrap up on that. Thanks to you and Russ for the assistance .

A copy of a letter I received today from him is hereby enclosed. He sent me a copy of a spot they have run for the United Church of Christ...it is very effective. I asked for it. I shall bring it along to Texas a couple of weeks from now.

I feel that now we can expect much, much more interest from Sacramento. You did your work in every way in a very effective manner. I want you to know we appreciate you more and more. Let me know how your plans work out for publication of series.

Sincerely,


Lyle Dalzell

ID:s

KFBK



SACRAMENTO, CALIFORNIA

April 3, 1969

Lyle Dalzell
14625 S.E. 82nd Dr.
Clackamas, Oregon
97015

Dear Lyle:

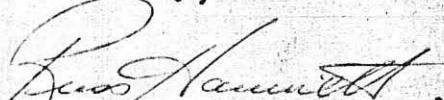
It was a pleasure addressing the members of the Church the other evening, and I'm glad the efforts were fruitfull.

Enclosed is the minute announcement I used. Actually it's not a minute, but 55-seconds. This allows 5-seconds for a local announcer to add the location of one church to the existing announcement. In an area like Sacramento, for example, we would make up live "tags" of this sort for each church so they would all be given the opportunity for some time on the air.

Please convey my best wishes for his continued success to John when you next speak to him. I only wish he hadn't been so rushed, since I would have enjoyed talking with him later and learning more about his work in the field of religious broadcasting.

Again thank you for a most pleasant and rewarding evening.

Cordially,


Russ Hamnett
KFBK Writer/Producer

*copy to Eugene H.
JAC/chis
4-7*

McCLATCHY BROADCASTING

KFBK, SACRAMENTO • KOVR-TV, STOCKTON-SACRAMENTO • KBEE, MODESTO • KMJ, FRESNO • KMJ-TV, FRESNO • KOH, RENO