

# KYA BEAT

HOURLY ON KYA

## FREE BEATLE TICKETS

SAN FRANCISCO, CALIFORNIA

July 31, 1965

### At Last - KYA Presents A Real Teen Newspaper

KYA welcomes you as a reader to the BEAT!

With your help we plan to make it America's leading teen newspaper. The "news" in newspaper should be emphasized, because that's what the KYA BEAT will be in every sense. Not a magazine whose fanciful stories are prepared months in advance. Not a throw-away sheet whose function is to promote KYA's popularity, but a real honest-to-goodness weekly newspaper with at least 16 pages filled with exclusive news and exciting pictures of your favorite entertainers and personalities.

As you can see from this first issue, we will also include many other items of interest, such as movie reviews, tips on dressing and fashions, letters from our readers, cartoons and much more.

In weeks to come the KYA BEAT will also include a number of exciting and challenging contests with a fabulous array of prizes, including Beatle tickets, record albums, wristwatches, motorcycles, clothing, and last—but not least—cash.

The BEAT will be available at leading record shops, on newsstands and in most stores—anywhere publications are sold. In addition, you may subscribe and receive the BEAT in the mail each week at an even more economical price.

KYA has been preparing and planning the BEAT for the past several months. To assist our KYA staff we have assembled young but experienced writers, editors and photographers with thorough backgrounds not only in the newspaper field but in the entertainment field as well. We have also established regular news sources in other areas, including England, to keep you up-to-date on what is happening throughout the entertainment world. This will include such services as the latest official record surveys from England each week, as well as the KYA top 30.

In short, the BEAT is your newspaper—all 16 news-filled pages of it. Instead of merely advertising KYA, it is a newspaper designed to entertain and inform the teenagers and young adults of San Francisco and the Bay Area—the same function served by KYA as a broadcaster. KYA will receive no financial profit from sales of the BEAT. All proceeds will be used to provide further expansions.

After reading this first issue we hope you will contact us with any questions, comments or contributions for the KYA BEAT. Remember, it is YOUR newspaper. And with your help we will continue to make it an even bigger and better newspaper.

KYA Radio is the talk of San Francisco with a fantastic giveaway which has excited every Beatlemaniac in Northern California.

KYA is giving away a free pair of tickets each hour to the Beatles performance at the Cow Palace Aug. 31.

Each hour the KYA Deejays play "The Name Game." The names are John Lennon, Paul McCartney, George Harrison and Ringo Starr. And the game is to guess which name is coming up next on the automatic selector.

#### How It Works

As each hourly contest is announced, listeners call "The Name Game" contest telephone number — GARfield 8-8888 (how about that for an easy number to remember?).

The first person to call tells the disc jockey who his or her favorite Beatle is. If the contestant's selection matches the name which pops up on "The Name Game" automatic selector, he or she is awarded two free tickets to the Beatle concert.

Multiply the number of hourly contests by the number of days in the month and you have an idea of the number of free tickets KYA is giving away.

Many Beatle fans who have been unable to afford the price of tickets will have a chance to see the show anyway—thanks to the KYA "Name Game" contest.

How about you? Another contest will be coming up in a few minutes.

#### TOP THIRTY

Emperor Gene Nelson unveils the new KYA Top Thirty every Saturday morning between nine and noon.



### THREE HITS ON CHARTS

## Cher Is Suddenly Top Girl Vocalist

A bewitching brunette with Indian eyes, a French name and a far-out appearance has suddenly become the hottest female vocalist in the U.S. Cher is suddenly Queen of the record world.

Few people know her last name (formerly Cher La Pierre, now Cher Bonno) but almost anyone who listens to a radio or a record player recognizes her voice and styling immediately.

Currently she has three records on the charts, two of them as Sonny & Cher (duets with her singer-producer husband, Sonny Bonno and the third one featuring only her, which is expected to become number one nationally at any day.

It's called "All I Really Want to Do," and it's one of the most unusual discs ever recorded. Bob

Dylan wrote it, but he certainly wouldn't recognize it unless he listened closely to the lyrics.

#### Both Parts

Cher sings two parts — high and low — and combined with Sonny's arrangement and production it's like nothing else ever recorded. The Byrds had originally recorded "All I Really Want to Do" as a follow-up to "Tambourine Man" and at first it appeared they had another number one record.

But Cher's "cover" recording of it caused such a sensation that Columbia didn't even try to make a fight of it. They switched the flip side of the Byrds' disc and began pushing "Feel a Whole Lot Better," as the "A" side.

Dylan's "All I Really Want to Do" is such a strong song that both versions are doing well, but it's Cher's record that is causing the sensation.

As Sonny & Cher, the husband-wife team has two other numbers climbing the charts—"I've Got You" and "Just You." Many believe either one of these two numbers could become most as big as "All I Really Want to Do."

#### Like Beatles

It marks the first time since the Beatle explosion in 1964 that any artist has caused such a sensation in the record world.

But while the Beatles develop...

TURN TO NEXT PAGE

### NEWS TIPS

KYA gives an award for every news tip used on the air. When you see news happen, call KYA at EXbrook 7-2512.

### KYA BEAT

The KYA BEAT is published weekly by radio station KYA, #1 Nob Hill Circle, San Francisco, California 94108

Subscription price: U.S. and possessions, \$3 per year or \$5 for two years. Outside U.S., \$9 per year.

### Big Year Ahead For All Groups On U.S. Tours

U.S. teens are in for loads of entertainment from now until November with pop people touring literally all over the fifty states.

The Animals are coming to America in mid-September for a 30-day nationwide tour. Dates and cities have not yet been announced.

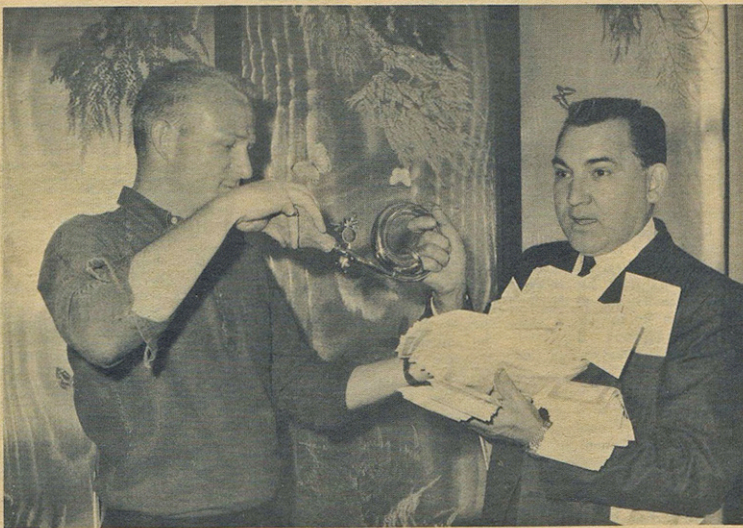
Bobby Goldsboro, just back from a British tour, is set for an eighteen-day tour of the Midwest.

Bobby Rydell will appear in a play, "Wish You Were Here," at Chicago's "Tenhouse."

Jerry Lee Lewis will be all over the U.S. on a series of one-nighters this month.

Gary Lewis and the Playboys will headline the Teen Fair in Chicago beginning August 13.

Freddie and the Dreamers are returning to the U.S. on October 25 for a tour which will continue through November 25. Freddie is also scheduled for the November 10 "Danny Kaye Show".



EMPEROR GENE NELSON hands over a cash down payment to world-famous car customizer Joe Bailon, commissioning him to create a unique custom royal coach that will be the talk of the world. Mr. Bailon gives the Emperor the horn for his coach, to keep him occupied until it's completed. You'll probably be hearing that horn quite frequently on Gene's 6-9 a.m. program over KYA.