

KDWB'S EARL L. TROUT III 'JAILED' FOR CHARITY

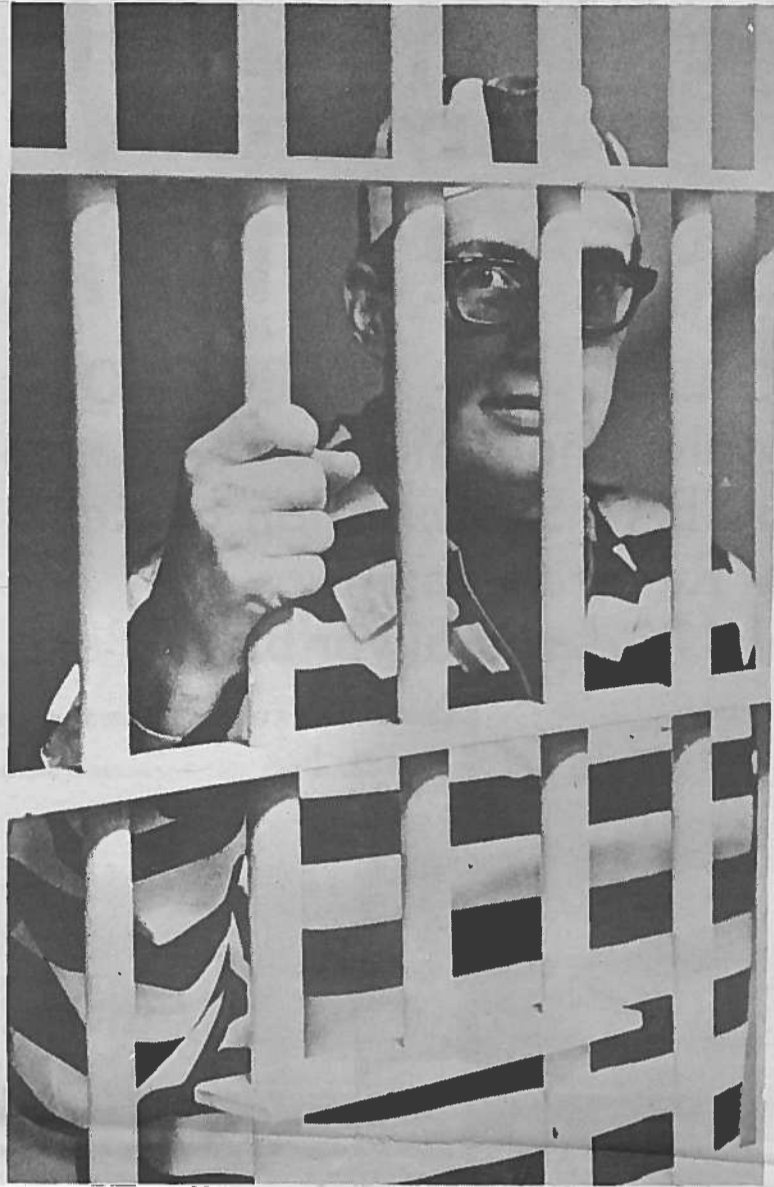
KDWB's Earl Trout III employed a noble use of "civil disobedience" to kick off the "Teenagers March Against Leukemia" in the Twin Cities. The incident was set up by a prior agreement with the Minneapolis Police Department and KDWB Radio.

At 3:00 p.m., Saturday, September 16, Earl blocked the busiest intersection in Minneapolis — 7th and Hennepin — and refused to leave until he had collected \$10,000 for The Aid for Leukemia Stricken American Children (ALSAC) Fund. He went from car to car soliciting donations. Traffic was backed up for blocks in all directions. Hundreds of people lined the intersection — many of them ALSAC volunteers with their collection kits. After twenty minutes and \$56.80, the police told Earl that he would either have to move his car or go to jail until he raised the \$10,000.

Earl even tried to bribe the officers with a package marked "Bribe," but the officers would not bend. When he refused to leave, the officers explained his rights to him, then handcuffed him and hauled him



KDWB'S EARL TROUT III ASKS "Is this 7th and Hennepin?"



off to the North Side Station where he was held until the money was raised. Before he was handcuffed, he put on a black and white prisoner's costume which he brought along, much to the delight of the crowd.

ALSAC volunteers manned the phones at the KDWB executive offices, taking down pledges of money and services. By midnight over \$1,200 had been pledged. The following day nearly 3,000 teenage volunteers were out knocking on doors to raise money for ALSAC.

By 5:00 p.m. a little over \$2000 had been raised. But then, as the night wore on, the results started pouring in and the sum began to mount. At 7:00 p.m. over \$5000 had been raised and around 8:30 p.m. it soared to \$7300.

At 9:50 p.m. the \$10,000 goal had been reached and Earl got out of jail, but the money was still coming in. One pledge of \$1000 was received. ALSAC officials indicated that the final total might exceed \$20,000. Last year \$6000 was raised.



BUT OFFICER, this isn't the car I came in!



MARV ERICKSON, Beneficial Loan, looks on as KDWB's Bob Bowden turns over the \$50 check to Nancy Day of ALSAC.

KDWB Wins Award

KDWB won the Beneficial Loan Company's Radio Station Presidential Award which included a gassy check of \$50 and a cool trophy. KDWB turned the check over to ALSAC (Aid for Leukemia Stricken American Children).

If you're one of the 'In' People you always listen to KDWB

RAH!

KDWB/Dayton's 1st Annual Pep-Fest

Dayton's/KDWB Homecoming-Pep-Fest was broadcast live over KDWB from the bandstand at Lake Harriet in Minneapolis. KDWB's Ron Block was the MC.

Saturday, September 23, was a great day for the pep-fest. Over 2,000 students massed around the bandstand to cheer for their school. There were thirty schools represented by cheerleaders in their colorful costumes, homecoming queens and football players.

Dayton's Teen Council even had a fashion show of homecoming fashions to accentuate the festivities.

Many people won records, University of Minnesota Football Passes, Wilson Footballs and other merchandise.

There was even a prize of \$100 from Dayton's to the school having the biggest turnout. The money goes to the school's AFS Fund (American Field Service). Robbinsdale High School was the recipient.



RAH! RAH! Robbinsdale Cheerleaders on stage.



KDWB'S RON BLOCK, Sue Wilson of Dayton's presenting Dayton's check of \$100 to Jan Erickson of Robbinsdale High School.

Photos: Mike Berich

KDWB Salutes The Minneapolis Police Department