

Broadcast Advertising Bulletin

JUNE 28, 1943

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No. 3

1760 N St., N.W. NATIONAL ASSOCIATION OF BROADCASTERS Wash. 6, D. C.

Urge Your Local Fuel Dealer To Sponsor OWI Announcements In "Order Fuel Now" Campaign

Through the vigorous representations of the Small Market Stations Committee and the NAB, the Office of War Information has offered to make the transcribed announcements for the "Order Fuel Oil NOW" campaign available for local sponsorship. This provides radio stations in the rationed areas an opportunity to aid the government program of war information and to increase local sales *at the same time*.

The announcements are being recorded in Washington today and the scripts are tentatively set at 50 seconds to provide time for the local commercial identification within the one-minute limit. There are four announcements in the series: three are dramatized, while the fourth is straight selling copy.

These announcements will be forwarded to the OWI field men for discussion with the stations in the rationed areas. It will probably be the end of this week before the OWI field staff has pressings of these recordings.

Campaign Starts July 12

If you have been unable to sell these announcements to your local fuel oil dealers by July 12, these announcements will automatically become part of the OWI Allocation Plan. So it behooves every radio station to make a concerted and prompt effort to line up local sponsors for these announcements.

The "Order Fuel Oil NOW" campaign is part of the "Fuel Conservation and Home Heating" program outlined briefly in "Broadcast Advertising Bulletin No. 2," issued on April 23, 1943. Here are additional details about this phase of

the activity, taken from the publication: "Information Program for Fuel Oil Rationing—1943-44 Season," issued by the Department of Information, Office of Price Administration.

June 1 to July 1—Formal Announcement to the Public

The first part of the month of June was devoted to formal announcement of the new and simplified fuel oil rationing program to the public. This explained just how it works.

June 15 to July 31—Get Your Coupons NOW

During this period, the public has been and will be urged to mail in their applications for fuel oil rationing coupons as soon as possible.

July 15 to August 30—Order Fuel Oil NOW

For seven weeks, the public will be urged to stock up with fuel oil *now* and to order the entire winter's supply immediately. This is the phase of the campaign for which OWI has prepared the transcribed announcements for sale to local fuel oil dealers.

Get Behind This Campaign

Many station managers wrote members of the Small Market Stations Committee—and many others have written NAB—protesting the discrimination against broadcasting through the refusal of OWI to permit announcements (and soon programs) to be sponsored by local distributors and dealers. Here is a break in the long line of adverse rulings. *However, this applies only to the "Order Fuel Oil NOW" announcements.*

Get behind this campaign and interest every

fuel oil dealer in your community to carry his part of the job of promptly and properly informing the public on all phases of the fuel oil rationing program. In your solicitation, don't forget to tell him what you have already done to build public acceptance for the order-now idea. Tell him about the announcements you have already broadcast, urging the public to mail in their applications for fuel oil as soon as possible. Be sure he knows what you are already doing to help with this important campaign.

Redouble Your Efforts In "Order Coal Now" Campaign

Don't forget the announcements and programs prepared by the Department of the Interior to further the "Order Coal NOW" campaign. These

are important, too, in the "Get Ready for Winter" program which is such a vital home-front phase of the war effort. They are open to sponsorship.

In many communities, fuel dealers handle both coal and oil. This gives you a double-barreled approach to such prospects. Let's not miss this opportunity to write some desirable summer business in support of the programs of war information.

Want More Information?

If you want additional information about the Program for Fuel Oil Rationing—1943-44 Season, consult the branch or regional office of OWI nearest you or write the Department of Information, Office of Price Administration, for Bulletin 1-8231. If NAB can be of any assistance, don't hesitate to write.