

The National Association of Broadcasters

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SPECIAL INFORMATION BULLETIN

Oct. 8, 1943

National War Fund

The Facts:

1. The National War Fund Drive Is Now On and Will Extend Through November.
2. It Is the First Time a Group of Patriotic Fund-Raising Activities Have Been United Into One National Effort.
3. The Goal Is \$125,000,000.
4. This Drive Is for the Benefit of United Nations Relief (including such groups as British War Relief, Belgian War Relief, United China Relief and Russian War Relief and others); Service to the Forces (including United Service Organizations, War Prisoners Aid, etc.) and Home Front (including American Women's Voluntary Services, local defense recreation committees, etc.)
5. Our Armed Forces and Our Fighting Allies Are the Principal Beneficiaries.
6. This Is a National Job, but Its Success Depends Squarely Upon the Kind of Job Done Locally.
7. Radio Is Being Called Upon to Do Its Best in Support of This Drive. Let's Do It!

(For the information of station managers and war program directors, we are reprinting the following excerpts taken from the National War Fund's "Radio Kit," which has been sent all War Fund campaign committees in cities with local radio stations:)

The radio program of the National War Fund represents the cooperative thought and effort of the Radio Bureau of the Office of War Information, experienced in war time campaigns; the Radio Committee, a cross section of network and local station operators of the country; the Radio Advertising Committee, composed of specialists in the commercial radio field, and the Radio Department of the Fund.

For a period of one month nationally starting October 4th, and three weeks locally beginning October 11th, the OWI has given the National War Fund a "green light" on the radio over all governmental and semi-governmental projects.

The national network programs will be arranged from National Headquarters, in conjunction with the OWI. But the success of the radio campaign of the War Fund depends on the combined successes of all local radio efforts. The importance of local stations and local programs cannot be over-emphasized and local committees are urged to take full advantage of this potent means of education, entertainment and news dissemination in their communities. Along with the press, local radio outlets exert great influence. Sometimes the local impact will be more powerful than that made by network programs since local personalities and interests are involved.

The radio manual, containing program suggestions, spot announcements and talks, is intended only as a guide. There is plenty of room for originality in projecting the story of the National War Fund, its seventeen member agencies and the various home front activities of local community campaigns, to local station audiences. But local radio stations rightfully want good programs and committees should keep this in mind in formulating their plans.

THE LOCAL RADIO COMMITTEE AND ITS FUNCTIONS

In cities where local radio stations are located, the Campaign Director should appoint a strong committee to develop a local radio program which will tie in with the national and local radio allocations assigned to the Fund.

Remember the entire radio industry is back of the Fund and patriotically interested in taking an active part in the drive to raise the money.

Be sure to include the heads of local stations on the radio committee, along with radio editors, representatives of advertising agencies, the musicians union and others whose professional activities are identified with this medium. Whenever available, a local representative of the Office of War Information should be added.

To this committee, which should work in close cooperation with the Field Representative of the Office of War Information in your area, should be assigned the entire task of developing and carrying through a comprehensive radio plan in behalf of the appeal in your community.

One of the important functions of the Radio Committee will be to work out with local sponsors the most effective means of projecting the War Fund story on local commercial programs during the allocation period.

The Radio Committee also can assist the State Director in placing electrically transcribed programs which are available for local stations during the campaign. These records feature both instructive talks and entertainment. The speakers, most of whom are limited to five minute spots, include John D. Rockefeller, Jr., Prescott S. Bush, National Campaign Chairman of the Fund, a war correspondent to be selected, and Raymond Massey, distinguished star of the stage and screen. There has also been recorded a fifteen minute program representing labor-management endorsement of the National War Fund, with Eric Johnston, President of the Chamber of Commerce of the United States, speaking for management and

William Green, President of the American Federation of Labor, and Philip Murray, CIO head, voicing Labor's active support.

In the entertainment field, Gracie Fields and Dick Haymes have contributed their musical talents in behalf of the Fund. A fifteen minute dramatization, starring Helen Twelvetrees and Ralph Bellamy and highlighted with human interest material, is available for local stations.

As the campaign develops there will be additional transcribed material for local radio committees.

TYPES OF PROGRAMS

Based on experience, the following program notes may be of value. Of course, local tastes vary and should be taken into account.

TALKS. The shorter the better! There are few speakers who can hold the attention of the radio audience for a quarter of an hour. A five minute talk following a news broadcast or national hook up tying in the community angle in the latter is very effective. Don't forget to broadcast your campaign opening and your victory dinner or meeting.

INTERVIEWS AND ROUND TABLES. All radio stations have competent interviewers and commentators, as well as women's broadcasters with home making programs whose interest may be kindled in inviting War Fund or Chest Representatives as guests. These impromptu question and answer interviews have a spontaneity that makes for good radio. The guest should be provided with background material on which to base the answers. Soldiers home on furlough or citizens who have been in the war zones offer good possibilities. Remember however that military personnel must be cleared with the Army or Navy Public Relations officer in your city before going on the air. A round table discussion on the national and local aspects of the Fund, projecting the three fronts—the military, the United Nations and the home—should result in an interesting half hour.

DEDICATED PROGRAMS. Recent experience has proved that it is often more effective to participate in sustaining programs with established audiences than to attempt to build special shows.

Local commercially sponsored programs, of course, may be contacted by the local Radio Committee.

Programs which are the local favorites produced by the local station—the classical hours, the popular music periods and the like should be utilized.

It is often possible to persuade the Program Director to dedicate some of these programs to your local United War Chest, with brief opening and closing announcements urging support of the campaign. Sometimes a speaker reading a "case history" or interesting factual material on the need, may be introduced during the program for a three minute spot, with telling effect, particularly on a lengthy musical program.

QUIZ PROGRAMS. There are many variations of this popular type of radio entertainment which have been found productive in campaigns. With a bow to Clifton Fadiman and his group of experts one may develop a local "Information Please" using a panel of prominent local men and women and having every fifth question relate to the War Fund and the local United Community Campaign. Other possibilities: three campaign workers pitted against three plain citizens who will be contributors, three men in uniform against three women in uniform or three representatives of Management matching their quiz wits against three representatives of Labor.

COMMENTATORS. Don't forget to supply your local news commentators with brief human interest material regarding your campaign and the agencies. Keep them informed with the progress of the campaign. Quite often commentators have guests who speak for a minute or two.

LABOR MANAGEMENT PROGRAMS. There are 2,300 Labor-Management committees in plants of the country. Many of them have orchestras and talent groups which entertain the workers during lunch hour or when the night shift has a rest period. This offers a source of radio entertainment but remember if the program is carried from the plant there will be a telephone line charge to the radio station which must be absorbed. Because the radio stations contribute so much in valuable time, it is not expected they will pay this charge. It may be feasible, though not as effective, to put on this kind of a program from the studio of the station.

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