

National Association of Broadcasters

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SPECIAL INFORMATION BULLETIN

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Radio In The War

A Report By The War Advertising Council

Following is an excerpt from the speech of Chester LaRoche, director of the War Advertising Council, delivered in New York City, Thursday, May 27, before 150 radio time salesmen. This is "results from radio" testimony which everyone in the industry will be proud to carry in his portfolio.

1. **The Network Allocation Plan**—A statement by OWI says, "From the beginning of our efforts to effect radio coordination it was clearly evident that the large network commercial and sustaining programs offered the best and most easily coordinated facilities for war information."

"Early in 1942, the Advertising Council presented to the Office of Facts and Figures (predecessor agency to the Office of War Information) a plan for systematic allocation of war information on network programs *both sustaining and sponsored*—a plan which received the approval of all networks and network sponsors."

Since April, 1942, 65 different war information subjects have been handled under network allocation plan. In an average week this plan provides 7,500 station broadcasts to a maximum number of 100 million listeners.

2. **The Special Assignment Plan** was created to render personal service to a limited number of established network programs—both sustaining and commercial—which have volunteered to serve the war information effort either full or part time, *over and above* the Network Allocation Plan. Sixty-five commercial network programs are handling war subjects under this plan. Typical illustrations are The Aldrich Family, Fibber McGee and Molly and We the People, which build an entire program around a war theme. In an average week the Special Assignment Plan receives 4,200 station broadcasts to a maximum audience of 100 million listeners. There are fifty-six such programs per week, eight a day—or two daily on each national network.

3. **The National Spot Plan** in an average week is participated in by thirty-six commercially sponsored programs with 800 station broadcasts per week to a maximum listening audience of 10 million.

These three plans for the utilization of commercially sponsored and network sustaining programs reach a maximum listener audience of 210 million per week. Another 44 million weekly listeners are reached through OWI's own programs under three plans:

1. **Station Announcements**—Twelve a day from stations affiliated with one of the four major networks and sixteen a day from each independent station.

2. **Special Features**—The combined networks produce these programs which have to do with general background war information. These programs average 1,500 station broadcasts per week with a maximum listening audience of 15 million.

3. **Station Transcription Plan**—OWI produces and distributes two major transcription programs to 820 stations.

* A. **Uncle Sam**—five a week—under commercial sponsorship—on 226 stations.

B. **Other government transcriptions**—both serials and one-time topical programs.

The Station Transcription Plan disseminates 8,000 station broadcasts per week to a maximum audience of 4,000,000.

In addition to the 5 types of regular weekly operation, OWI also arranges special events broadcasts and local live programs.

Undoubtedly you all want to know some of the specific results of this great war theme radio campaign. Here are some results of the "action" messages broadcast under the network allocation plan.

RADIO'S "BOX-TOP" RETURNS

Candidates for Marine Officers schools jumped 40 per cent after two weeks on the Network Allocation Plan, June 8 through 21.

"Glider Pilots" was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys

* Uncle Sam is to be replaced by two 15-minute transcriptions per week. These will use radio's top-flight talent, and because of this cannot be sold to local sponsors.

wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to August 10, increased the number of applications being received for Reserve Officers training at least 40 per cent.

"Army-Navy Nurses" ran for three weeks, from July 27 to August 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in many communities as high as 250 per cent above the pre-drive rate.

Signal Corps drive, August 10 through 23, upped recruits over 800 per cent.

"Army Specialists" ran on the Network Plan from October 5 to 19, and on the Baseball Allocation Plan from September 21 to October 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

"Non-Combat Pilots" was carried for one week on the Network Plan, beginning November 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

Don't Travel at Christmas—Breakdown of transportation during Christmas loomed unless civilian travel curtailed. Radio went to work. On many railroads less traveled than last Christmas. Mr. Joseph Eastman reported much-feared breakdown completely averted. And *all* soldiers who wanted to get home got there.

V-Mail—Army and Navy problem—one sack of V-Mail equals 65 sacks of regular mail. Week before campaign one-half million V-Mail letters, during third week of campaign one-and-a-quarter million—116% increase. Today increase is between 150 to 200%.

Shoe Rationing—This campaign was so secret OWI called it the Oyster Campaign. Had to be broken on Sunday at 3:00 P.M. to eliminate run on shoe stores. No Sunday newspapers (all printed Saturday night). Radio had to not only tell consumers they couldn't buy without ration coupons, it also had to tell shoe dealers they couldn't open Monday. Very few instances of dealers not hearing.

Recruitment of War Workers at U. S. Employment Service gained 21% in January over previous month.