

Broadcast Advertising Bulletin

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

Back the Third War Loan With Plenty of Broadcast Advertising

Make September the Greatest Month in History of Your Station and Your Community

Remember what radio stations did to back up the Second War Loan? More than \$7,000,000 worth of time alone was devoted to this all-important task! Considering the restricted available time of the average radio station, this was a greater contribution proportionately than that made by any other medium of mass communication.

But that wasn't enough—not nearly enough—in terms of the needs in connection with the Third War Loan that will be launched on Thursday, September 9, 1943. "How," you may ask, "can we give more time—no matter how worthy the cause—than we gave last April?"

Just think of this—the boys in Sicily, New Georgia and New Guinea didn't ask: "How can I give more?"—*they just gave more*. Somehow, some way, you'll have to figure out how you can give more and do more to put the Third War Loan over the top.

While you are thinking about it—have you done everything you could to sell the manufacturers, distributors and retailers of your community to back your efforts to tell every man, woman and child in your listening audience about the various War Loans? Here is a field in which broadcast advertising has not, regrettably, been used to the same extent that advertising in other media has been employed.

Whom Can You Sell?

You can and should sell every advertiser in your community—not only the present advertisers on your station but also the past advertisers not now on the air and new advertisers who have not yet tried radio. Don't leave a single prospect un-

solicited in your drive for support of the Third War Loan.

Many State, County and Local War Finance Committees for the Third War Loan have solicited contributions from banks, clearing houses, manufacturers, distributors and retailers. These funds will be used to purchase advertising on a group basis to supplement the time and space contributions of all media. Be sure to cover these groups thoroughly and effectively. Be sure they are told what radio has done and is doing in support of the War Loans. Be sure they know how effective broadcasting has proved in the various government campaigns of war information.

As you probably know, the Third War Loan is organized on an entirely different basis than the Second campaign. This campaign is aimed at the individual citizen. For that purpose, many changes have been made in the organization and conduct of the effort. Therefore, if you received advertising in the Second War Loan, don't automatically assume you will receive it again. Correspondingly, if you didn't obtain advertising in the last campaign, don't assume it can't be obtained this time.

How Can You Sell?

First of all by making sure that every member of your sales staff is thoroughly familiar with the Third War Loan; with the themes and with the opportunity and obligation of advertising in this nation-wide, day-and-night effort. Make certain, too, that each member knows exactly what announcement availabilities, program and service features can be utilized during this campaign. Arm your staff with every sales tool you can think of—and then look for more.

There are three principal methods of selling broadcast advertising in support of the Third War Loan:

1. **Participate with other stations in your community, county or state in an equitable distribution of any funds collected by State, County or Local War Finance Committees.**
2. **Sell individual advertisers on the sponsorship of announcements, programs or service features.**
3. **Organize special Third War Loan programs and sell participations in such programs to small or infrequent advertisers. For example, sell all, or as many as possible, of the merchants on a given street to sponsor a program, or organize the shoe dealers of your community to back the Third War Loan with a program of their own.**

What Can You Sell?

First and foremost on the list of special programs available for local sponsorship are the feature shows of the United States Treasury Department. These include:

Noted news commentator Rush Hughes is preparing twenty special five-minute programs which will be transcribed and sent out to every radio station in the country for local sponsorship during the Third War Loan.

Also for local sponsorship, by retail merchants, the Treasury Department in cooperation with the Retail Merchants of America, has produced two 15-minute programs. These programs—SACRIFICE DAY, starring Singer John Charles Thomas, Commentator John Nesbitt and Victor Young's orchestra; and AXIS PAYDAY, starring Joe E. Brown, Singer Dennis Day and Wilbur Hatch's orchestra—will be mailed to the state offices of the War Finance Division (See List in Third War Loan Bulletin enclosed with this bulletin), which, in turn, will distribute them to county and city offices of the War Finance Division.

(We must emphasize again that station commercial managers must stay on top of this War Finance Division program and maintain closest touch with state and local War Finance personnel and retail stores.)

As has been the case since its inception, the Treasury Star Parade *will not be available for local sponsorship*. This is also true of a series of transcribed interviews with United States Senators which the Treasury Department is preparing. *These will not be available for sponsorship.*

But that is only the beginning! What have you on your station that should be sponsored by a local advertiser? Now is the time to sell that program or service. Don't sell it for just three weeks—the term of the Third War Loan campaign. Sell it for 13 weeks, 26 weeks or 52 weeks. Many radio stations have found that they can interest otherwise cold prospects in support of a campaign of this kind, and then get them to use radio on a continuing basis.

What Has NAB Done?

At an all-day conference with Treasury Department officials, representatives of the NAB finally succeeded in having a series of five-minute transcriptions, specially recorded for the Third War Loan, made available for local sponsorship.

Since no government appropriation exists for the purchase of time or space in connection with the Third War Loan, NAB has done as much as it can to make all of the specially designed broadcasting material available for local sponsorship.

When NAB learned that some State War Finance Committees for the Third War Loan had organized a fund for advertising to supplement the contributed time and space, it sent the following night letter to the executives of every NAB member station in those communities in which State Chairmen are located:

"Some State Committees for Third War Loan have collected substantial advertising budgets from banks, clearing houses, manufacturers, distributors and retailers to supplement free time and space. Details of budgets are unknown in Washington. Earnestly urge you to contact (name and address of State Chairman) your state chairman in cooperation with other NAB stations in (name of city) to whom identical telegrams have been sent. Suggest you try to sell broadcast advertising as medium to use in your state. Letter follows."

Now It's Up to You

Here is your opportunity to make September the greatest month in the history of your station—and the greatest month in the history of the service of your station to your community.

(Aside to bonus and commission salesmen: Here's a chance to make some extra money—money that you can then put into War Bonds and be doubly proud of your achievement.)

Back The Attack With War Bonds