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National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

Sept. 24, 1943 BROADCAST ADVERTISING BULLETIN

No. 5

Local War Advertising Pool

Community support is needed to insure the success of the various war campaigns to buy bonds, to combat the black markets, to fight inflation, to lessen absenteeism, etc. In a number of cities the media have joined together to raise a local war advertising pool by donations of space, radio time and money from local advertisers, which has been administered by a local committee which allocates the pool among the advertising media and among the various war campaigns in accordance with the campaign's importance under local community conditions. Such a plan has been very successfully operated by all media jointly in Cleveland and in some other cities.

Immediate Action Needed

Representatives of the War Advertising Council last summer worked on a proposal for a national plan which it was hoped could be put into operation in most of the cities of the country. However, announcement of a national plan has been abandoned, although the War Advertising Council still believes the plan is sound and would be helpful in all cities which could promote it. If such a plan is not in operation in your city, it is suggested that you give it serious consideration now, jointly with other media if possible, or separately if joint action is impossible.

Outline of Plan

Due to the fact that the NAB does not know the circumstances existing in each city, we are outlining a general plan which can be modified to fit local conditions.

Raising the Pool—Donations should be requested from local advertisers of advertising space, radio time and money. Assurances should be given that each donor will not be again solicited for support of war programs for a stated period.

Committee—A committee should be formed composed of community leaders. Radio and newspaper executives perhaps will have to take the lead, but local business executives from all branches of business should be included.

Allocation of fund—The local committee should allocate the pool among the local media participating.

Preparation and execution of the plan—The local committee should have charge of the preparation and execution of the plan. In many cities where the plan has been in operation, a local advertising agency has been retained to assume responsibility for the execution of the plan, working under direction of the local committee.

Campaigns—Food will be the subject of a national campaign in November, followed by anti-inflation in December. There will be local campaigns on absenteeism, woman-power, etc. Complete information on all these campaigns will be supplied by OWI.

Contact Your Local Newspaper

Rowan D. Spraker, representative of the National Editorial Association, on the War Advertising Council has just announced a plan similar to the one outlined above entitled "Small Community War Advertising Plan," which has been sent to the publishers of small community newspapers. This plan recommends joint action, stating:

"It should be emphasized in connection with each request that the plan is not the plan of any one group or of any one advertising medium, but that it is a *community* plan for community war advertising which should include the combined support of all business, agricultural and civic interests in the community."

Therefore, it is suggested you contact your local newspaper publisher, as it is believed that the plan will be more successful in most cities if all media join in the promotion of a joint plan.

Local Responsibility

This type of plan has operated successfully in many cities. However, its success depends upon action of the local executives of radio stations, newspapers and billboard companies. The OWI will continue to furnish complete information on all campaigns, but the raising of the pool, its allocation, the keying of the campaigns to local conditions and the execution of the plan depends upon action by the local committee.

The NAB will be glad to supply additional information and advice on request.