

Broadcast Advertising Bulletin

NOVEMBER 12, 1943 * * * * * No. 6

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

Special Committee Considers Plans for Fourth War Loan

Meets With Treasury Department Officials; Maps Radio's Greatest Effort

Radio is justly proud of its record in the War Loan campaigns. An analysis of the support accorded these all-important drives by the broadcasting stations has revealed that more than \$7,000,000 worth of time alone was devoted to the Second War Loan with that figure stepped up to more than \$12,000,000 during the Third War Loan.

Considering the limitations of time alone, this was a greater contribution proportionately than that made by any other medium of mass communication!

But industry leaders have long recognized that this support could be substantially augmented if a greater variety of prepared programs and announcements could be made available for sponsorship over local radio stations by national, regional and local advertisers.

To examine that possibility and to make specific recommendations to the Treasury Department, a special committee, composed of Irving G. Abeloff, WRVA; Stanton P. Kettler, WMMN, and Edward C. Obrist, WFIL (representing John E. Surrick, also of WFIL), together with Willard D. Egolf, Arthur Stringer and Lewis H. Avery of the NAB staff, held an all-day meeting with Vincent F. Calahan and Emerson Waldman of the Treasury Department at NAB headquarters today.

The details of the discussion are incidental to the concrete recommendations submitted to the Treasury Department officials. These include:

1. Complete array of quarter-hour and five-minute programs and announcements of various lengths for local sponsorship.

2. Portfolio describing the programs and containing samples of the announcements.
3. Certificate signed by the Secretary of the Treasury for radio advertisers who support the Fourth War Loan.
4. Samples of the transcribed programs to be sent to each radio station well in advance of the campaign for auditioning to local prospects.
5. Repetition of network bond day to take place near the beginning of the campaign, with ample notice on the activity to the affiliated stations.
6. Local bond day, similar in intent to the network feature, but to take place near the end of the campaign.
7. Network programs devoted to the Fourth War Loan will provide time for station "cut-in" announcements to localize the effect of the program and the appeal.
8. Appointment of a special committee of radio station farm editors to counsel with the Treasury Department on the most effective approach to the farm audience.

The Committee recommended that the quarter-hour programs be patterned after the popular Treasury Star Parade, with the actual transcription 14½ minutes in length. Provision would be made for a one-half minute musical "open-end" at the beginning and a one-minute musical "open-end" at the close. By this arrangement, the actual program content would be contained within 13 minutes.

Similarly, the five-minute musical programs would provide for a 25-second musical "open-end" at the beginning and a 45-second musical "open-

end" at the close. In a lengthy discussion of program ideas for the five-minute series, opinion was somewhat divided, with a substantial majority favoring musical programs while a minority expressed a preference for narrative-type shows. It is possible that programs of both types would be included in the proposed series.

In that connection, the Committee hopes that radio station executives will submit any unusual five-minute program ideas that they believe would be suitable for such Treasury Department programs. All suggestions should be submitted to NAB headquarters and will be reviewed by the Committee at an early meeting.

Several series of announcements will be prepared for local sponsorship. Some will be 100 words in length, while others will be condensed to 35 words, in an effort to cover all types of availabilities on all types of stations.

The portfolio for salesmen will contain an open letter from the Secretary of the Treasury, recommending the use of broadcast advertising in support of the Fourth War Loan. As previously stated, it will also contain a complete description of the quarter-hour and five-minute programs, as well as samples of the announcements.

In discussing the sale of the proposed programs to national, regional or local advertisers, the Committee emphasized the need for sample transcriptions to be submitted to radio stations as far in advance of the opening date of the campaign as possible.

At the conclusion of the meeting, Messrs. Callahan and Waldman agreed to review the recommendations of the Committee in relation to the over-all plans for the Fourth War Loan, and to meet with the group again at an early date.