

Broadcast Advertising Bulletin

DECEMBER 3, 1943

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No. 7

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

Treasury Department Offers 52 Programs For Local Sale During Fourth War Loan

Several Series of 35 and 100 Word Announcements Also Available for Sponsorship; Audition Transcriptions and Sales Portfolios to be Mailed December 12

The Treasury Department announces that several series of announcements and a variety of five-minute and quarter-hour programs will be available for local sale in support of the Fourth War Loan.

Moreover, a sales portfolio, containing a complete description of the programs and samples of the announcements, together with audition transcriptions of both the five-minute and quarter-hour programs, will be mailed to all radio stations not later than December 12, 1943. This will provide from four to five weeks for local station sales effort before the Fourth War Loan is inaugurated on January 18, 1944.

Thus, the recommendations of the NAB special committee, consisting 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, were adopted by the Treasury Department to facilitate the sale of more broadcast advertising to insure the success of the Fourth War Loan.

Here is the complete package:

1. Sales portfolio containing an open letter recommending the use of broadcast advertising in support of the Fourth War Loan; facsimile of a certificate, signed by the Secretary of the Treasury, for such radio advertisers; a description of the programs and samples of the announcements.

2. Twenty-six quarter-hour programs of the same high entertainment quality as the Treasury Star Parade, less the name stars.
3. Twenty-six five-minute programs of top-notch entertainment value.
4. Several series of live announcements, both 35 words and 100 words in length, to fit all types of availabilities.

Now . . . It's up to You!

Large stations, medium-sized stations and small stations have been clamoring for government agencies and departments to cease their discrimination against radio, by providing mats for newspaper advertising without making comparable service available to radio stations. Last June, the Small Market Stations Committee unanimously passed a resolution calling on these branches of the government to provide parallel opportunities for the sale of broadcast advertising in support of the various home-front campaigns.

Such discrimination—at least as far as the Treasury Department is concerned—has ceased. Now it is up to the protesting stations to make full use of this material—to sell every announcement and every program to some local, regional or national advertiser—that the Fourth War Loan may have the widest support that any such activity has ever enjoyed.

You asked for it! Here it is! Now let's make the most effective use of this material.



TREASURY DEPARTMENT

WASHINGTON (25)

November 30, 1943

War Finance Division

Gentlemen:

In response to your request, the Treasury Department has decided to make available for local sponsorship a series of one-minute live announcements; 26 five-minute and 26 fifteen-minute transcriptions.

These will be designed primarily for use during the Fourth War Loan Drive which begins on January 18 and ends February 15.

We would appreciate your cooperation in advising your membership, and also non-member radio stations, of the plans of the Treasury Department in making available these live announcements and transcriptions for sale to local advertisers.

The purpose of the Treasury Department in this project is to provide radio stations with the finest possible sponsorable material so that the messages of the Fourth War Loan may be broadcast during the best possible periods and thus result in stimulated War Bond sales.

Emerson Waldman, Chief of Radio for the War Finance Division, will give you full details on the sponsorable material which will be provided the radio stations for use during the Fourth War Loan.

Sincerely,

Vincent F. Callahan
Director of Radio, Press
and Advertising

National Association of Broadcasters
1760 N Street, N.W.
Washington 6, D.C.



These Are for Sale

Here is a brief description of the sales portfolio you will receive soon after December 12, 1943. It will be impressive in both size and appearance. It will contain an open letter strongly recommending the use of broadcast advertising during the Fourth War Loan. It will include a facsimile of a certificate, signed by the Secretary of the Treasury, for radio advertisers who support the Fourth War Loan.

The portfolio will also contain a detailed description of the quarter-hour and five-minute programs, as well as both the 35- and 100-word announcements.

In other words, here is a sales tool comparable to anything and everything furnished other media by any agency or department of government. See that every sales person on your staff is equipped with one of these portfolios. See that he or she uses it to the best possible advantage.

The quarter-hour programs will be designed to salute men and women working in industries contributing to the war effort. The entertainment will feature the most popular American songs of the twentieth century. The Treasury Department states that the entertainment quality of these quarter-hour programs will be identical in every respect to the Treasury Star Parade, but without name stars.

The five-minute programs will feature the war songs of the United States. These will include some of the most tuneful melodies and easy-to-remember lyrics ever written in America.

While there may be minor changes or modifications in the content of these programs as they are put in production, there will be no change in the quantity or type of service available for local sale in support of the Fourth War Loan. The series outlined has been approved and is now in production.

Each of the quarter-hour programs will be 13½ minutes in length with a one-half minute musical "open-end" at the beginning and a one-minute musical "open-end" at the close.

Each of the five-minute programs will provide for a 30-second musical "open-end" at the beginning and a 30-second musical "open-end" at the close. Thus, there will be ample time on both quarter-hour and five-minute programs for local identification and appropriate commercial continuity.

But Don't Stop There

Don't feel that you have done your job when you have sold these Treasury Department quarter-hour and five-minute programs to local, regional or national advertisers. Take a look at your program schedule: what else have you for sale that could be adapted to a Fourth War Loan program?

What programs or features, which could well carry a message about the Fourth War Loan, are unsponsored on your station? Could you incorporate three or four of the announcements for different advertisers in each program and make a co-operative Fourth War Loan show?

Has each member of your sales staff all of the information about the Treasury Department programs, about announcement availabilities, about unsponsored programs or features on your station?

Whom Can You Sell?

You can and should sell every advertiser in your community—not only the present advertisers, but the past advertisers as well—those who have reduced or eliminated their advertising because of merchandise shortages or service restrictions. And don't forget that the opportunity to participate in the Fourth War Loan offers you an entirely new approach to advertisers who have never previously used radio. Don't leave a single prospect unsolicited in your drive for support of the Fourth War Loan.

To paraphrase Broadcast Advertising Bulletin No. 4, dated August 20, 1943:

Many State, County and Local War Finance Committees for the Fourth 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 was organized on an entirely different basis from the Second campaign. This campaign, too, is aimed at the individual citizen. For that purpose, many changes have been made in the organiza-

tion and conduct of the effort. Therefore, if you received advertising in the Second or Third War Loans, 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.

The Fourth War Loan is even more completely an appeal to the individual. More than ever, the Treasury Department is looking to the subscription of the average citizen to put this campaign over the top. That's why the job to be done is greater than ever before. That's why you are being given more tools with which to do the job.

An Appreciation

The entire broadcasting industry is indebted to Vincent F. Callahan and Emerson Waldman

of the War Savings Staff of the Treasury Department for their able and ceaseless efforts to have radio provided with every tool available to other media. As you examine the material for local sale, don't you agree that radio shares at least like opportunity with other forms of advertising?

And, again, it's up to you! The Treasury urgently needs the money sought during the Fourth War Loan to enable the Army, Navy, Marine Corps and Coast Guard to prosecute the war with every means at their command. When you stop to remember that broadcasting is the greatest means of mass communication the world has ever known, then you'll appreciate the part radio—both commercial and sustaining—must play in the Fourth War Loan.