



A STRIKING LOBBY DISPLAY SET UP BY STATION KWBW, HUTCHINSON, KANSAS, TO ANNOUNCE THE 1943-1944 NBC PARADE OF STARS.

## NBC BUILDS ITS AUDIENCE

*Network's Parade of Stars Is Designed to Create Greater Listener Interest In the New Season's Schedule of Radio Programs from Coast to Coast.*



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"STARFACE," NBC's ambassador of goodwill and top service to its stations and clients, has led the 1943-44 NBC Parade of Stars off to a rousing start. For the past month all the NBC stations have concentrated their efforts on this elaborate promotion campaign.

Behind the story of the compilation of this promotion and its purpose, is the foundation and structure of the principles upon which the National Broadcasting Company was founded—principles

which still guide its operations today—service through teamwork.

In 1926, when the National Broadcasting Company was incorporated, definite policies were set up. First of all, NBC visualized radio as an instrument of service—

A service to the owner of the local affiliated station from the National Broadcasting Company by providing programs, both commercial and sustaining, of a quality which the National Broadcasting Company was in a position to offer because of its vast facilities and more accessible talent.

A service to advertisers by furnishing them a large circulation over a vast territory—an audience to whom they could talk directly.

A service to the public by bringing to them in their homes a world of new ideas and enjoyment, a wealth of music and information through the medium of programs—the best of their kind, sufficiently diversified to appeal to all possible listeners.

Nor was this new instrument of communication to be a monopoly of the air. On the contrary, all-comers, competitive or otherwise, were welcomed; for the founders of the National Broadcasting Company envisaged radio as an instrument of freedom in the service of the people of all sects and nationalities. And in the organization itself, the services and work were to be unified by cooperation. This policy established then is maintained today. It is exemplified by the inter-organization motto—"You are the NBC and the NBC is you."

It is due to the basic idea—service through teamwork—that the NBC Parade of Stars is the great promotion it is—a radio-star-client-station-program-promotion with each participating group working in complete cooperation for one purpose and to one end.

The purpose of the Parade of Stars is simple and direct—to tell the public about the NBC network shows they will hear over their local stations during the coming season, thus creating interest in network programs. This teamwork benefits the listeners who look forward eagerly for their season's enjoyment through their NBC local station network shows. It benefits the sponsors and the stations, too, by building audiences and strengthening the position of the affiliated stations in the communities they serve.

The promotional material of the campaign included recordings, which the clients, their stars and agencies cut for their shows, and the publicity material prepared by the National Broadcasting Company to publicize the recordings and the shows. The publicity material consisted of speeches, scripts, announcement, newspaper and program mats and ads, posters and bus cards, photographs and mats of stars and a catalogue of promotion ideas.

All this material was coordinated into a unified promotion presented in deluxe portfolios and record albums, and sent to each station where it is being synchronized into their own promotion plans and presented to the listeners of NBC network programs in every State in the Union.



"STARFACE," NBC'S AMBASSADOR OF GOOD WILL AND SERVICE, WHO IS MARCHING THROUGH THE COUNTRY AS DRUM MAJOR OF THE PARADE OF STARS.

The first Parade of Stars, sent to the stations in September, 1942, was such a resounding success, with the stations exploiting every feature of the promotion, that the preparation of a 1943-44 Parade was a foregone conclusion.

After the results of the 1942 promotion were tabulated, these amazing figures were revealed:

7,566 actual broadcasts of the Parade of Stars recordings were made.

315 hours of programs, equivalent to 20 full days of radio shows.

5,603 newspaper ads and press announcements were placed by the stations.

1,377 lobby displays were used as well as 1,783 car, window and bus cards.

Many stations linked their promotions with local celebrations such as Fall Fairs, and took every opportunity to make the public aware of the great NBC shows that would bring them their favorite stars and programs throughout the season.

This year, with the experience of the first promotion behind it, and

with many valuable suggestions from the stations themselves, the National Broadcasting Company expanded the scope of the Parade of Stars. Instead of functioning as a Fall promotion, publicizing the return of the network shows to the air after the Summer, the 1943-44 Parade of Stars was designed to promote NBC network shows throughout the year.

The scope was broadened in many directions. Instead of twenty shows — as in the 1942 Parade — this year's Parade presented forty-five sponsored shows and five NBC Public Service programs, fifty in all, with twenty-seven clients and twenty-eight agencies giving splendid cooperation. The format of the promotion was more streamlined. All the promotional material was included in compact and attractive portfolios beautifully printed in red and purple on a pastelle gray background. The record albums which carried the recordings, were designed to provide the stations with a permanent case for their Parade of Stars transcriptions. Incorporated in the back of each album are pads of "Recording Use Sheets" for a record of the stations' use of their Parade of Stars transcriptions. The entire promotion was distinguished by a special recognizable symbol "Starface," the smiling major domo, who is carrying it so successfully throughout the country.

In addition, the National Broadcasting Company has prepared an extensive newspaper promotion for its owned and operated stations in

New York, Chicago, Cleveland, Washington, Denver and San Francisco. This newspaper campaign, backing the Parade of Stars promotion, consists of full page opening ads, followed by a series of 600 line ads featuring the daily program schedules.

At the time of writing "Starface" has been in circulation two weeks with the Parade of Stars. It is therefore too early to give a complete picture of the results of the promotion. But from the scores of station letters that have come to NBC telling of station promotion plans and from the re-orders of promotional material during the past two weeks, the National Broadcasting Company has every reason to believe that "Starface" and the NBC Parade of Stars are making a hit all over the country.

The creation and the organization of the NBC Parade of Stars was a prodigious task. The work could not have been accomplished in its present comprehensive form without the wholehearted cooperation of all who participated in its production — performers, advertisers, agencies, associated stations and the National Broadcasting Company. All gave their best efforts to the project as a united team. It is NBC promotions such as the Parade of Stars, designed to service its clients, their agencies and NBC network stations, that have helped maintain for the National Broadcasting Company since its inception, its leadership as the No. 1 network.

PROMOTIONAL HELPS ARE INSERTED IN THE NBC 1943-1944 PARADE OF STARS PORTFOLIOS.

