

RADIO WAR GUIDE

OFFICE OF WAR INFORMATION

NUMBER 2

JULY 1, 1942

suggestions to help you understand the relative programming importance of

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**FACTUAL
WAR
INFORMATION**

2

**GENERAL
PROGRAM
IDEAS**

1 FACTUAL WAR INFORMATION

WHAT IT CONSISTS OF

On the following page are the current rankings of the thirty-odd specific subjects on which *Government departments* or *agencies* are sending you announcements, transcriptions, scripts, etc., at the present time. In greater or lesser degree, all of these are related to the War effort. It has not been possible to include War information subjects issued by *private organizations*—however worthy.

HOW YOU MIGHT USE IT

The Office of War Information, serving as the coordinating agency, has met with the Information departments of the Government to determine the relative radio importance of these War information subjects. These rankings are of course temporary. (*A new chart will be issued when changes in priority occur.*)

The time and types of programs and spots available for Government messages vary from station to station. We have no intention of telling you when, where, or how to space these. However, we have indicated in the headings of the various classifications the relative proportion of emphasis which each deserves in the War effort.

CURRENT PRIORITY RANKINGS

AA This material is "rush" and should be allotted about 50 percent of the total "program units" you can use for war messages (a spot announcement or a 15-minute show are each considered one "program unit").

A This material is of major importance and should be allotted about 30 percent of your available "program units."

B This is supplementary material and should be allotted no more than 20 percent of your available "program units."

C This material should be used only if material in the preceding classifications has been adequately presented.

NATIONAL

(This material is for use by all stations)

Recruiting for Naval Services: Navy, Marines, Merchant Marine, Coast Guard

Recruiting for Army

Production drive information (WPB)

Price control (WPB-OPA)

Sale of War Bonds and Stamps (Treasury)

U. S. O. (until July 4)

Automobile and truck pooling (WPB and Department of Agriculture)

Gasoline rationing (WPB-OPA)

Labor recruitment and training for war industries (State and local offices of the U. S. E. S.)

Need for nurses (Federal Security Agency)

Civilian enrollment for voluntary service (Office of Civilian Defense)

Recruiting of shipyard workers (Maritime Commission; and State and local offices of the U. S. E. S.)

Salvage of rubber, scrap, metal, rags (WPB-OPA)

National nutrition drive (Federal Security Agency)

First aid information (Office of Civilian Defense)

Child welfare in wartime (Department of Labor)

Information on the other American Republics (Office of the Coordinator of Inter-American Affairs)

Conserve electric power (WPB-OPA)

Conservation of household equipment—refrigerators, stoves, etc. (Office of Civilian Defense and Department of Agriculture)

WPA concerts (Federal Works Agency)

Civil service war jobs (Civil Service Commission)

REGIONAL

(This material is for use only by stations in indicated areas)

Grain storage (Department of Agriculture). AREAS: Corn Belt, West Coast, Great Plains

Bureau of Reclamation (Department of the Interior). AREAS: West of Denver

Farm labor shortage (Department of Agriculture). AREAS: to be indicated by State and local offices of the U. S. E. S.)

Increased supplies of farm products vital to war (Department of Agriculture). AREAS: All farm regions

Bonneville power program (Department of the Interior). AREAS: Oregon, Washington, Idaho

Forest fire prevention (Department of Agriculture and National Park Service). AREAS: Rocky Mountains, West Coast, and Appalachian region

Victory food specials (Department of Agriculture). AREAS: To be indicated by Department of Agriculture direct to stations concerned

Mine safety (Department of the Interior). AREAS: Appalachian—Coal; Rocky Mountains—Metals

Grazing service (Department of the Interior). AREAS: Utah, Colorado, Wyoming, Nevada, Idaho

2 GENERAL PROGRAM IDEAS

A. THE SIX THEMES

Many stations have developed programs based on the six basic themes contained in the speech of the President on January 6, 1942. OWI appreciates the efforts of local stations to further the understanding of these problems and *urges their continued treatment.* The themes are:

1. **THE ISSUES.**—*What we are fighting for . . . Why we fight.*
2. **THE ENEMY.**—*The nature of our adversary . . . Whom we fight.*
3. **THE UNITED NATIONS AND PEOPLES.**—*Our brothers-in-arms . . . With whom we are allied in fighting.*
4. **WORK AND PRODUCTION.**—*The war at home . . . How each of us can fight.*
5. **SACRIFICE.**—*What we must give up to win the fight.*
6. **THE FIGHTING FORCES.**—*The job of the fighting man at the front.*

Two of the most vital of the basic themes, however, have not received full radio treatment: The Issues and The United Nations and Peoples.

THE ISSUES

Virtually as important as war matériel is a nation which knows and understands *what it is fighting for.* (Another way of saying, "Morale is just as important as matériel.")

You, as a local station program director, can make clear to your community that we are fighting for the four freedoms . . . freedom from want and fear, freedom of religion and speech.

Through forums and talks by informed local leaders, through news discussions showing what *loss of these freedoms has meant in conquered countries;* through dramatic programs highlighting the value of the four freedoms, you can make people realize that *what we are fighting for is important to EVERYONE.*

OWI Intelligence reports that people *do* want to know this . . . that when they do, it fortifies their desire for a determined 100% effort in the war drive.

THE UNITED NATIONS

One way to create unity is to make it absolutely clear that Chinese soldiers *and* civilians, British soldiers *and* civilians, Russian soldiers *and* civilians, all the peoples of the United Nations, are fighting the same fight as U. S. soldiers *and* civilians.

Oceans and mountains are no barriers against aggression. Wherever the enemy is . . . and wherever our allies fight him . . . *America's battle is being fought. And being fought superbly.*

But it must be made unmistakably clear at every opportunity . . . by featuring the fight that our allies are putting up . . . that we are all in the war together; that there's a bond of unity between Chinese workers building roads and American technicians building airfields. It's our fight together, and our victory together.

B. THE "ANTI-INFLATION" PROGRAM

HOW YOUR STATION CAN HELP FIGHT INFLATION

The Problem

The United States has begun an all-out war on the home front. It is a war against inflation—against the rising cost of living.

If left uncontrolled, inflation can wreck our way of life. It can literally lose the war for us.

It is, therefore, imperative for the people of the United States, *working with their Government*, to stop inflation and stop it as soon as possible.

What Can Be Done To Stop It

To stop inflation, President Roosevelt on April 27 of this year, suggested a seven-point program to the Nation. Those points were:

1. We must, through heavier taxes, keep personal and corporate profits at a low reasonable rate.
2. We must fix ceilings of prices and rents.
3. We must stabilize wages.
4. We must stabilize farm prices.
5. We must put more billions into War Bonds.
6. We must ration all essential commodities which are scarce.
7. We must discourage instalment buying and encourage paying off debts and mortgages.

In brief, all of us on the home front must do with less so that the men on the fighting front will have more—more of the tools for victory.

The Need for Presenting This Plan via Radio

This seven-point plan will work *only* if the American people are willing to accept the sacrifices it entails. We know that Radio will, as usual, accept the responsibility of clarifying those of the seven points which it is capable of handling.

Specifically, Radio can help in the anti-inflation drive by telling people:

1. *In general, what they should know.*
2. *Specifically, what they can do.*

1. IN GENERAL, WHAT PEOPLE SHOULD KNOW

- a. This seven-point "anti-inflation" program is the most drastic and far-reaching economic program ever adopted in the United States.
- b. It is already changing the daily lives of every man, woman and child—the routine of every farm, home, factory and retail shop. No person, no thing, has been left untouched.
- c. No one of the seven points can succeed *alone* in this war against inflation. Unless *all seven* points are successful, the fate of the whole plan is in jeopardy.
- d. Specifically, these price ceilings cannot be held unless the public pays the stiff taxes and steps up its purchases of War Bonds. But taxes and Bond purchases will not siphon off the surplus spending power in the pockets of the public if wages are not stabilized. Wages cannot be stabilized if food prices continue to mount, boosting living costs. Farm prices cannot be stabilized if the costs of the things that the farmer buys are allowed to go up. And so it goes—every thread of the national economic policy weaves together in a single pattern.
- e. This pattern necessarily means our normal ways of living and business will be disrupted—but certainly no one will flinch for a moment at these self-denials when they are necessary to win the war.