



Build Radio With Radio

an
NAB
*public
relations
aid*



**BUILD
RADIO
WITH
RADIO**

A Series of Spot Announcements Promoting Radio

Prepared by the

Public Relations Service

of the

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street, N.W.

Washington, D.C. 20036

PREFACE

This is a collection of spot announcements that have proven successful in helping member stations of the National Association of Broadcasters "Build Radio With Radio."

Included in this booklet are spot announcements from past Radio Month observances and from special campaigns. The material has been categorized to provide quick reference on a wide variety of subjects about radio.

These spots are being given to all NAB member stations in the hope that they will be used extensively in public relations and promotional activities.

This on-air material also can be used by continuity writers to spark ideas on new phrases and wordings in preparing spot announcements for station accounts.

Copy each spot and preserve the booklet for future use.

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ADVERTISING

TIME: 10 SECONDS
23 WORDS

ANNCR: Advertising moves the goods that America mass-produces. You live better because of the advertising on Station _____. Broadcasting Serves America.

TIME: 15 SECONDS
35 WORDS

ANNCR: Advertising keeps American mass-production in high gear. Advertising moves the goods that industry produces. The Advertising on Station _____ helps keep America prosperous. . . and helps you enjoy a better life. Broadcasting Serves America.

TIME: 20 SECONDS
48 WORDS

ANNCR: America mass-produces top quality goods at low cost. Advertising moves the goods that industry produces. Advertising keeps our economy humming. You enjoy a better life because of advertising you hear on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
75 WORDS

ANNCR: Here in America, our high standard of living depends on efficient mass production. Through mass production, industry brings you the products and services you need. . . at prices you can afford. Industry depends on advertising to move all these goods and services. Advertising supports mass production and helps you enjoy a better life. As a member of the National Association of Broadcasters, Station _____ brings you advertising you can depend on. Broadcasting Serves America.

TIME: 40 SECONDS
99 WORDS

ANNCR: The advertising you hear on radio helps keep America prosperous and helps you enjoy a better life. Advertising lets you choose wisely whenever you buy. Advertising tells you how a product will serve your needs. . . where you can get it quickly, easily, and at low cost. By moving goods that industry produces, advertising supports efficient mass production. . . and helps keep prices low. Advertising also makes it possible for industry to bring you new products to serve you better. As a member of the National Association of Broadcasters, Station Kolte brings you dependable advertising. Broadcasting Serves America.

Here
KBHC *HOWARD COUNTY*
may is that Radio Mart & KBHC plus other stations
all across America in helping you spend your money wisely.

ADVERTISING

TIME: 45 SECONDS
115 WORDS

ANNCR: America is getting bigger and bigger. Our growing population needs more products and services of every kind. This will mean a prosperous future if we can meet the challenge to produce more and sell more. Goods must move steadily from the mass-production lines to you, the consumer. Keeping the goods moving is the job of advertising. Mass production depends on advertising. Today, radio helps keep America's economy in high gear. Radio enables the advertiser to get his message to you effectively and at low cost. Radio helps you spend your money wisely. As a member of the National Association of Broadcasters, Station _____ is helping to keep America prosperous. Broadcasting Serves America.

TIME: 50 SECONDS
125 WORDS

ANNCR: If you remember your American history, you'll recall the story about George Washington throwing a silver dollar across the Rappahannock (RAP-AH-HAN-NIK) River just south of Washington, D.C. This is about the earliest record of anyone throwing money away in this country, but it's a practice that's going on everywhere today. Everywhere, that is, except those places where men and women listen to the wonderful buys on goods and services advertised on radio. Today, radio is mobile. . . it moves ideas, and moves merchandise. It moves listeners to nearby stores to buy advertised products. Radio advertising is a service to you, the listener, so take advantage of opportunities to save daily. Keep tuned to _____ radio. . . the Mobile Medium.

TIME: 50 SECONDS
125 WORDS

ANNCR: As long as there's radio, the grass won't be growing on Main Street in your community. The advertising messages you hear on radio play a big part in keeping your community prosperous. Radio advertising lets the housewife know where she can buy what she needs at prices she can afford. Radio advertising moves goods off the shelves of your local stores and creates demand for more services of all kinds. This keeps factories humming and creates more jobs. . . which, in turn, means more prosperity and a better life for everyone. The advertisers whose messages you hear on Station KBHC also make it possible for this station to bring you the programs you want to hear. Radio is the heart beat of Main Street. NASHVILLE AREA

NASHVILLE
OF MINERAL SPRINGS
DIETETICS
SARATOGA
TOLLETT

OF MAIN STREET - U.S.A.

ADVERTISING

TIME: 50 SECONDS
125 WORDS

ANNCR: You, as an American, have real economic freedom. You can buy what you choose. In another country, your choice might be severely limited by the government. . . or by scarcity. But, in America, there's a wonderful variety of products and services awaiting your choice. You can choose intelligently because you learn the facts through advertising. Without advertising, there is no real freedom to buy. Economic freedom, like all freedom, can best be exercised by people who are well-informed. Radio brings you the advertising information you need. . . and does it at smaller cost to the advertiser than any other medium. As a member of the National Association of Broadcasters, Station _____ is proud to help keep our economy prosperous and free. Broadcasting Serves America.

TIME: 55 SECONDS
138 WORDS

ANNCR: Suppose that all advertising in America suddenly stopped. What would happen? Well, first you'd probably notice that. . . without advertising revenue. . . most radio and television stations would be off the air. Most newspapers and magazines would also be out of business. Most other business firms would soon be closing their doors. . . because they would have no way of attracting customers. And, with industry at a standstill and workers unemployed, there'd soon be hardly anyone left who could buy anything. Of course, someone would eventually take over and start things rolling again. . . but on his own dictatorial terms. And American freedom would be lost. . . because advertising stopped. Station _____ is proud to have a part in keeping America prosperous and free. . . through advertising. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: In Russia, you'd have to work more than a month for enough money to buy a new overcoat. It takes an American only about four days to earn an overcoat. America keeps the cost of goods down by mass-producing them more efficiently. But our industry must have customers for all these goods. That's where advertising comes in. Advertising moves the goods that industry mass-produces. Advertising keeps industry humming. . . creates jobs. . . and keeps America prosperous. Advertising also advises you where to buy what you need at prices you can afford. Today's most effective advertising medium is radio. Radio brings you the advertiser's message at lowest cost to him. . . which benefits you as a buyer. Besides making possible your favorite programs, the advertising you hear on Station _____ helps you enjoy a better life. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

ADVERTISING

here

TIME: 60 SECONDS
150 WORDS

ANNCR: May is National Radio Month. . . a good time to think about radio and the services it provides. For example: Have you ever stopped to think how radio commercials help keep America prosperous? They do, you know. The advertising you hear on radio helps you to enjoy a better life. Here's how: Advertising helps you to choose wisely whenever you buy. Thus, you spend your money wisely. Advertising tells you how a product will serve your needs. . . where you can get it quickly, easily, and at low cost. By moving the goods that industry produces, advertising supports efficient mass-production. This helps to keep prices low. Radio takes pride in giving our nation's products and services a voice. And KBH is proud of the role it plays in helping to keep our nation's economy in high-gear. Effective consumer advertising, at low cost, is but one of the many ways in which radio serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: May is National Radio Month. . . a good time to think about radio and the services it provides. For example: Have you ever stopped to think how radio commercials help keep America prosperous? They do, you know. The advertising you hear on radio helps you to enjoy a better life. Here's how: Advertising helps you to choose wisely whenever you buy. Thus, you spend your money wisely. Advertising tells you how a product will serve your needs. . . where you can get it quickly, easily, and at low cost. By moving the goods that industry produces, advertising supports efficient mass-production. This helps to keep prices low. By giving our nation's products and services a voice, radio plays an important role in helping to keep our nation's economy in high-gear. Effective consumer advertising at low cost, is but one of the many ways in which radio serves America!

THE AMERICAN SYSTEM OF BROADCASTING

TIME: 20 SECONDS
45 WORDS

ANNCR: Here in America, radio brings you programs that are free from government control. And you are free to listen as you choose. That's the American system of broadcasting. . . supported by Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

THE AMERICAN SYSTEM OF BROADCASTING

TIME: 30 SECONDS
75 WORDS

ANNCR: Under the American system of broadcasting, radio is free. We pay no listening fee. We make our own decisions as to what programs we hear. We don't have to worry about false facts, because radio offers us the opportunity to hear all sides of an issue. And, on Station _____, you hear the very best in information and entertainment whenever you tune in. So keep listening. This is radio. . . the best sound around.

TIME: 30 SECONDS
78 WORDS

ANNCR: Our American freedom is an expertly woven fabric. . . and one of its main threads is our American system of broadcasting. In America, the government does not control what you hear on your radio. You are free to listen as you choose. The broadcaster is free to keep you informed. . . and bring you the entertainment you want. As a member of the National Association of Broadcasters, Station _____ is dedicated to serving you, the public. Broadcasting Serves America.

TIME: 40 SECONDS
95 WORDS

ANNCR: Every time you tune in your radio, you exercise one of your basic freedoms. The only hand on the dial is yours. There's no government czar to control what you hear. That's our American system of broadcasting. You are free to listen. . . and your local broadcaster is free to bring you the programs that you and your community want to hear. Radio is part of your own community. Station _____ is one of the more than 25-hundred station members of the National Association of Broadcasters, dedicated to serving you, the listener. Broadcasting Serves America.

TIME: 45 SECONDS
110 WORDS

ANNCR: The wonderful variety of entertainment and information you get on radio is possible only under a system of broadcasting such as we have here in America. . . where your local station is free to bring you the programs you want. There is no government censor to say what you will listen to. That decision is up to you. And your local broadcaster responds to the listening choices of your community. Your local station is in tune with your interests. Station _____ is proud to belong to the National Association of Broadcasters, whose more than 25-hundred member stations are dedicated to serving you, the public. Broadcasting Serves America.

THE AMERICAN SYSTEM OF BROADCASTING

TIME: 50 SECONDS
122 WORDS

ANNCR: The real boss in our American system of broadcasting is you, the listener. You dictate what you will hear on your radio. . . and the government does not interfere. Your local broadcaster strives to keep in tune with your listening taste, and to bring you the entertainment you want. Because your local station is part of your community, it is able to serve local needs. Under our American system, radio brings you full information on important issues. . . and then lets you make up your own mind. That's because, in America, you're the boss. Station _____ is proud to belong to the National Association of Broadcasters, whose more than 25-hundred member stations are dedicated to serving you, the public. Broadcasting Serves America.

TIME: 55 SECONDS
133 WORDS

ANNCR: Under our American system of broadcasting, your favorite station brings you the programs you want to hear, without censorship or control by any government authority. This is a matter of basic freedom. . . and is as important to you, the listener, as it is to broadcasters. The government does not dictate what you may or may not listen to. That decision is up to you. Because your local broadcaster is close to you and your community, radio is always in tune with your desires. The American system permits radio to bring you the entertainment and information you want. Station _____ is proud to belong to the National Association of Broadcasters, whose more than 25-hundred member stations are dedicated to serving the interests of the American people. Broadcasting Serves America.

CAR RADIOS

TIME: 10 SECONDS
24 WORDS

ANNCR: As you drive, listen to _____. Radio makes the trip shorter, by making it more interesting. Keep listening to radio. . . the best sound around.

TIME: 20 SECONDS
45 WORDS

ANNCR: Wherever you're going, radio is going your way. There are more auto radios in use today than ever before. You'll find that listening to _____ on your car radio keeps you more alert too. So go with radio. . . the best sound around.

CAR RADIOS

TIME: 20 SECONDS
44 WORDS

ANNCR: Wouldn't it be nice to take a pleasant drive this Sunday? And, while you're in the car, keep in tune with the times. . . stay in time with the tunes. Keep your dial on _____, and enjoy radio. . . the best sound around.

TIME: 25 SECONDS
45 WORDS

ANNCR: Driving? In _____ the miles are shorter and more entertaining when you listen to your car radio. On radio station _____ you'll find programs designed with you in mind. Radio is an important part of your life. This is _____ radio. . . the Sound Citizen.

TIME: 25 SECONDS
45 WORDS

ANNCR: Put new dimension into your driving with an FM and FM Stereo car radio. Your automobile dealer can install FM radio in your car now regardless, if yours is a new model or not. Step-up to a new era in driving pleasure with an FM and FM Stereo car radio. You can enjoy the world's great sound treasures in full fidelity – every mile of the way – with an FM and FM Stereo car radio.

TIME: 30 SECONDS
80 WORDS

ANNCR: Thinking about buying a new car? Great! But insist that it be equipped with an FM and FM Stereo radio. Today's FM car radios bring you sound so life-like you not only hear it, you feel it as well. And with FM car radio there's no static, no fading, no overlapping of stations. FM car radio brings you the world's finest music with concert hall realism. FM and FM Stereo car radios are available at all automobile dealers. Step-up to FM car radio today!

TIME: 35 SECONDS
96 WORDS

ANNCR: It was back about 1935 when manufacturers began to install radios in automobiles. A car radio was a real "luxury" item then. But today, the luxury of it has gone. A car radio is a genuine necessity. In fact, it's the most frequently chosen car accessory. Your car radio keeps you alert while you drive. . . gives vital traffic and weather information. . . warns of hazardous driving areas. . . and turns miles into smiles by serving you as a cheerful traveling companion. Small wonder that some 70-million cars are radio-equipped. In cars, as in homes, radio is the people's choice.

CHRISTMAS PROGRAMS

TIME: 10 SECONDS
22 WORDS

ANNCR: Radio brings you the sound and spirit of Christmas. There's wonderful holiday listening ahead on Station_____. Broadcasting Serves America.

TIME: 20 SECONDS
49 WORDS

ANNCR: Station _____ says Merry Christmas and Happy New Year. Let radio make your holidays more enjoyable. . . with wonderful programs of music, inspiration and entertainment. Radio brings you the sound and spirit of Christmas. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
75 WORDS

ANNCR: Christmas may or may not be a white one this year. . . but your radio can help make it a bright, happy one for you. Throughout the holiday season, radio brings you sounds of good cheer. . . all kinds of special programs, stories, messages and music in the spirit of Christmas. For the best in holiday listening, keep your radio tuned to Station_____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
112 WORDS

ANNCR: Christmas is a time for good friends to get together. And all your friends here at Station_____ hope you will let us visit you often during the holiday season. . . and bring you some wonderful holiday programs. Radio really captures the sound and spirit of Christmas. . . and New Year's too. There's fine music. . . the familiar old melodies you like so well. . . and some new ones we're sure you'll like. There are stories and messages of Christmas cheer. Radio will help make the holidays happy ones for you. And the best holiday listening is on Station_____, a member of the National Association of Broadcasters. Broadcasting Serves America.

CHRISTMAS PROGRAMS

TIME: 50 SECONDS
123 WORDS

ANNCR: Christmas time is always a busy time. There's so much to do. . . making lists. . . shopping. . . addressing cards. . . wrapping presents. . . decorating the tree. . . cooking a big turkey dinner. But it's all part of the joy of Christmas. And it's even more fun when you make radio part of whatever you're doing. To enjoy radio, you don't have to stop what you're doing. Radio really captures the sound and spirit of Christmas. All during the holiday season, your own spirit will be lifted by the fine Christmas programs and music that radio brings you. All of us at Station _____ wish you joy and happiness at Christmas and throughout the New Year. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
137 WORDS

ANNCR: On the night before Christmas. . . and all through the holidays. . . you'll enjoy hearing the sounds of this happy season on your radio. Radio brings you all the old familiar Christmas melodies you like so well. . . and the newer ones too. Radio brings you inspiring Christmas stories and messages. . . and the best in holiday entertainment. Radio helps carry the spirit of Christmas all through your house. And. . . with a radio in your car. . . and perhaps a portable radio in your purse or pocket. . . you can take wonderful Christmas programs with you almost anywhere. Radio goes wherever you go. . . at Christmas time or anytime. All of us here at Station _____ wish you joy and happiness at Christmas and throughout the New Year. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

CLOCK RADIOS

TIME: 25 SECONDS
45 WORDS

ANNCR: Either side of bed is the right side to get out of when you wake up to radio. Start your day with the most listenable sounds from radio station _____. You'll keep up with your community too, when you dial _____ radio, the Sound Citizen.

TIME: 30 SECONDS
75 WORDS

ANNCR: The crow of a rooster was the only musical alarm farms had just a few years ago. But times have changed, and now a clock-radio soothes our food and fiber producers awake. This musical rooster not only wakes, but informs, educates and entertains throughout the day. In its own way — — it's tastier than a rooster too. Keep up with farm news first. Stay with _____, an active member of the National Association of Broadcasters.

COMMUNITY NEWS

TIME: 10 SECONDS
23 WORDS

ANNCR: Radio is the heart beat of Main Street. Radio keeps you in touch with your community. Keep listening to Station _____.

TIME: 10 SECONDS
23 WORDS

ANNCR: Nothing covers your community's affairs like radio. Radio is the heart beat of Main Street. So, keep listening to Station _____.

TIME: 15 SECONDS
36 WORDS

ANNCR: There's nothing like radio to keep you in touch with your own community. Radio is the heart beat of Main Street. Keep up with your community and its affairs on Station _____.

TIME: 15 SECONDS
37 WORDS

ANNCR: Radio is the heart beat of Main Street. And when anything big happens on Main Street. . . or any other street in your community. . . you'll know, if you're listening to radio. Keep listening to Station _____.

TIME: 20 SECONDS
44 WORDS

ANNCR: From politics to baseball, from local schools to local weather, radio shares the interests of your community. Radio keeps you abreast of your community's affairs. Radio is the heart beat of Main Street. Keep in touch with your community on Station _____.

TIME: 20 SECONDS
45 WORDS

ANNCR: Because of radio, you're never out of touch with your community. Radio brings you important local developments that affect you. Radio is the heart beat of Main Street. And radio goes with you everywhere. Keep in touch with your community on Station _____.

COMMUNITY NEWS

TIME: 20 SECONDS
44 WORDS

ANNCR: Radio serves you and your community by presenting the people, events, and issues that shape community life. Radio helps solve community problems. Radio is the heart beat of Main Street. And, in your community, the best radio listening is on Station _____.

here
*For Station
2.P. Promo*
THIS IS K3HE - NASHVILLE, ARV.

TIME: 30 SECONDS
69 WORDS

ANNCR: Radio is the heart beat of Main Street. And radio keeps you abreast of important developments along the main street of your community. Radio brings you important voices, events and issues that shape the character of your community. You get the significant facts. Radio brings you all sides of controversial problems, and lets you make up your own mind. You get complete community coverage on Station _____.

TIME: 30 SECONDS
72 WORDS

ANNCR: To keep fully informed on the latest local news, rely on radio. Radio goes where the news is being made. The next complete roundup of local news will be heard on radio station _____ at _____ o'clock. Local bulletins are broadcast immediately. Stay in tune with today on _____, an active member of the National Association of Broadcasters.

TIME: 40 SECONDS
99 WORDS

ANNCR: Today, more than ever before in the 40 years of radio broadcasting, radio has a vital personal meaning in the lives of all Americans. . . and the life of every American community. Radio's service is tailored to the needs of each community it serves. Radio covers the issues and problems confronting you and your fellow citizens. Radio brings you the actual sounds of your community. Radio serves you with the kind of local music and entertainment you want. Everywhere in America, radio is the heart beat of Main Street. Station _____ pledges to carry on this splendid tradition.

COMMUNITY SERVICE

TIME: 10 SECONDS
23 WORDS

ANNCR: Radio public service programs and messages serve the nation's needs. Station _____ serves the needs of your Community. Broadcasting Serves America.

COMMUNITY SERVICE

TIME: 10 SECONDS
23 WORDS

ANNCR: Radio is a partner in the affairs of your community. Radio is the heart beat of Main Street. . . on Station_____.

TIME: 15 SECONDS
36 WORDS

ANNCR: Radio helps build a better community. . . and helps make your community a better place to live. Radio helps solve community problems. Radio is the heart beat of Main Street. Station _____ serves your community.

TIME: 15 SECONDS
36 WORDS

ANNCR: Radio brings you vital public service information on how you can help build a better community and a stronger America. Station_____ is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
98 WORDS

ANNCR: Radio is vital to America. It reaches out in an instant to keep you in touch with the world. Its advertising helps to bring you more and better products at less cost. And its public services keep you closer to your community. Radio brings you news of schools, city and area weather reports, market reports, traffic bulletins, civic projects and other important programs essential to community growth and development. Radio is truly the vital sound in community leadership. . . your constant companion.

TIME: 30 SECONDS
76 WORDS

ANNCR: Radio devotes time, talent and effort to help you build a better life for yourself and all America. For instance, radio reminds you to drive carefully. Radio helps you vote intelligently. Radio supports your United Community Fund campaign. Radio backs the fight against physical and mental illness. Radio works for better schools. As a member of the National Association of Broadcasters, Station_____ pledges to continue serving you and your community. Broadcasting Serves America.

COMMUNITY SERVICE

TIME: 40 SECONDS

132 WORDS

ANNCR: Faith, Hope, Charity. . . three important words that offer man an ideal by which to live. Today, more than ever before, we need deep and abiding faith in our religious teachings and democratic way of life. . . hope for true understanding among all peoples, at home and abroad. . . and charity toward all, but especially those in distress. In our complex, modern world, we have many practical means of attaining these ideals . . . our churches and schools. . . our voluntary agencies. . . and a variety of other public and private endeavors. _____ pledges to continue its support of these worthwhile efforts on the air. We are proud of the part radio plays in achieving a better community, a better world and a better life for everyone.

TIME: 40 SECONDS

90 WORDS

ANNCR: When your community needs a friend, radio is always ready to help. Perhaps the need is for money to support your United Community Fund. . . or some other worthwhile cause. Radio carries the appeal everywhere. Radio helps fight disease and mental illness. Radio helps achieve safer highways, better schools, better neighborhoods and a better life for all. Radio contributes hundreds of millions of dollars worth of broadcast time to public service. Station _____ pledges to continue serving you, your community and all America. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS

110 WORDS

ANNCR: Radio has a big heart. Radio is always ready to help. Radio gives hundreds of millions of dollars worth of air time to build better communities and a stronger nation. Radio public service programs and messages help fight mental and physical illnesses that threaten everyone. Radio promotes highway safety, better schools and better neighborhoods. Radio gives time, talent and effort to meet dozens of public needs through your United Community Fund. Radio helps save lives. . . and helps you enjoy a better life. Station _____ pledges to continue serving you and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

COMMUNITY SERVICE

TIME: 50 SECONDS
132 WORDS

ANNCR: Throughout this country you'll find men and women working together to build better communities. As people work toward this common goal, you'll also find a very concerned and active radio station. Through messages in the public interest from civic betterment organizations, and through programming specifically designed to improve our lot, radio makes possible a better life for all of us. Right here in your own community, radio supports every worthwhile function – using thousands of unpaid for minutes for air time in your behalf. And radio lets you know how to make your community a better place in which to live. _____ radio does this because it believes in the future of our area. Listen to _____ radio. . . the Sound Citizen.

TIME: 50 SECONDS
126 WORDS

a good one with Local Ed etc

ANNCR: A billion is a mighty big number. Last year, public service messages were heard on radio more than two billion times in American homes. These were messages of help and hope. . . help for people in trouble. . . hope for a better life for everyone. Radio brings you messages that save lives and fight diseases of the mind and body. Radio helps achieve better schools, better neighborhoods and a stronger America. Vital agencies like your own United Community Fund depend on radio. Every year, radio gives hundreds of millions of dollars worth of time and effort to public service broadcasts. Station _____ pledges to continue serving you, your community and all America. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
137 WORDS

ANNCR: Everywhere in America, there are people working hard to build better communities. In all these efforts, radio plays an important role. Through public service messages and other program material, radio helps make possible a better life for you. For example, in your own community, radio supports the fight against deadly disease. Radio helps spur young people to develop their minds and skills. Radio supports better schools, better streets and highways. The list of community projects supported by radio is almost endless. Wherever there is a serious need, radio alerts everyone to that need. Radio lets you know how you, too, can help make your community a better place to live. You can always depend on Station _____ to lend a hand where it is needed. That's because radio is the heart beat of Main Street.

COMMUNITY SERVICE

TIME: 55 SECONDS
137 WORDS

ANNCR: Nearly every time you tune in your radio, you hear some important program or message that helps you be a better American. Radio brings you vital information on how you can help achieve a better community. . . a stronger nation. . . a happier, healthier life for all. For instance, radio reminds you how important it is to support your United Community Fund. At election time, radio urges you to register and vote. . . and to contribute to the party of your choice. Now here's what the American Heritage Foundation says about the public service rendered by radio. . . "Radio broadcasters can indeed be proud of the important role they play in all efforts to inspire better citizenship." Station_____ pledges to carry on this tradition. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
149 WORDS

ANNCR: Faith, Hope and Charity. These are ideals for men to live by. Today, more than ever, we need faith in God and our democratic way of life. . . hope for true understanding among all men and for real peace. . . charity toward all, but especially toward those in distress. In our complex, modern world, we have many practical means of attaining these ideals. . . our churches and schools. . . our voluntary agencies like the United Community Fund. . . and a variety of other public and private endeavors. Station_____ pledges to continue supporting these worthwhile efforts on the air. We are proud of the part radio plays in achieving a better community, a better world and a better life for everyone. Each year, radio contributes hundreds of millions of dollars worth of air time to public service projects. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

COMPANIONSHIP

TIME: 15 SECONDS
36 WORDS

ANNCR: Looking for someone to keep you company today? When you dial_____ you've found a true friend. Radio is your constant companion, always ready to share your day. Radio. . . the best sound around.

TIME: 15 SECONDS
32 WORDS

ANNCR: When you're rarin' to go. . . or just feelin' low, there's a mood for you on radio. Listen to_____. It's refreshing, it's entertaining. . . it's radio. . . the best sound around.

COMPANIONSHIP

TIME: 60 SECONDS
192 WORDS

ANNCR: May is National Radio Month. The theme for this year's observance is "Radio. . . The All-American Sound!" It's a good slogan. And what's more, it's true! More than 95-percent of all Americans – age 12 and older – listen to radio each week. Radio has become the most-wanted sound in all America. You know, when more than three-out-of-every four persons like something, there must be a good reason. And in radio's case, it's simply this: Radio is the sound for all Americans. . . not just a privileged few. . . one group, race or religion, but for all Americans. There's nothing under the sun with the all-age, all-people appeal of radio. Radio ties our peoples and generations together. It binds our cities, suburbs, counties, states and regions into one great, vibrant, dynamic nation. The history of our nation's progress is indelibly marked with our national progress in communications. And radio is proud of the place it has earned in American life. . . a dependable, trusted, constant companion for all Americans, everywhere. That's why Radio is the "All-American Sound!"

TIME: 15 SECONDS
47 WORDS

ANNCR: Today, more than ever, America depends on the constant companionship of radio. There's no equal to radio's speed and no match for its service. Radio gives every listener a finger on the pulse of our restless and changing world. Stay in touch with radio. . . your constant companion.

TIME: 30 SECONDS
80 WORDS

ANNCR: Radio is close to every member of your family. In fact, it's America's sound habit. . . a good, friendly and natural companion everywhere. At home, on the road, at the beach, or at work, radio is never more than a dial away. Radio's music and news, weather and sports, coupled with new, exciting program features, make it the most wanted sound in all America. Convenient, too. All you have to do is listen. That's radio. . . the sound of year round pleasure!

TIME: 30 SECONDS
96 WORDS

ANNCR: Have you ever had the feeling that radio is tailor-made for you? It is, you know. Radio's the personal companion to everyone. . . always in good taste, always welcome! Whether you're doing housework, taking a spin in your car, having fun at the beach, writing a letter, or just relaxing, radio is at your service. . . awaiting your personal pleasure command. Radio's a warm, friendly, natural companion everywhere. It's America's sound habit!

COMPANIONSHIP

TIME: 30 SECONDS
96 WORDS

ANNCR: Radio is close to every member of your family. In fact, it's America's sound habit. . . a good, friendly natural companion everywhere. At home, on the road, at the beach or at work, radio is never more than a dial away. Radio's music and news, weather and sports; coupled with new, exciting program features, make it the most-wanted sound in all America. It's convenient, too. All you do is listen. That's radio. . . the sound of year-round pleasure!

TIME: 40 SECONDS
134 WORDS

ANNCR: With the stepped-up tempo of today's fast-moving world we depend more on radio than ever before. Time has become the most valuable commodity in our lives. Radio lets you use it best. It tells you accurately and quickly what is happening around the world. Its reports are stimulating, entertaining, provocative and informative. It's convenient, too. Radio goes where you go. . . serving as your constant companion as you go about your daily tasks. Nothing matches radio's unique ability to give every listener a finger on the pulse of our restless and changing world. Wherever you go. . . whatever you do. . . you stay in touch with radio – your constant companion.

TIME: 45 SECONDS
150 WORDS

ANNCR: Radio is many things to many people. But in every case, radio is close to America because it's vital to our well-being. Its advertising emphasizes better products and services at less cost. Its speed means vital and sure means of communications in emergencies. Its programming means an increased knowledge of our schools, civic projects, and the wide range of local activities and events. Radio tells us what the weather will be so we can dress properly, and it brings us news of events from around the world that shape our nation's destiny. Radio's music, drama, and special events enrich our lives, helps us to vote intelligently, and entertains us while we relax. Yes, radio is many things to many people. . . it's the sound choice of America for constant companionship.

COMPANIONSHIP

TIME: 45 SECONDS
168 WORDS

ANNCR: Wherever you go. . . Whatever you do. . . Radio, your constant companion, keeps you in touch with the world. Whether it's across the street, across town, or across the Nation. . . radio goes with you as your friend and reliable companion. It brings you a blend of news, music, sports, information, education, entertainment, religion and public affairs. There's no equal to its speed and no match for its service. Radio is convenient, dependable and everywhere. . . in the office, in the home, in the purse, or in the pocket. Next time you're at the ball park, check the number of fans who take along their tiny, lightweight, car-plug transistors. They get a depth in coverage and a fresh perspective that only radio can give. That's enjoying radio to the fullest! You can, too. . . when you take along your mobile, portable, tote-able constant companion.

DISASTER

TIME: 10 SECONDS
25 WORDS

ANNCR: Bad storm coming up? Maybe a hurricane or tornado? Radio warns you instantly when trouble is near. You can depend on Station _____.

TIME: 15 SECONDS
36 WORDS

ANNCR: You can depend on radio in time of trouble. Come fire or flood, hurricane or tornado. . . radio warns you instantly and helps meet the danger. You can depend on Station _____. Broadcasting Serves America.

TIME: 20 SECONDS
48 WORDS

ANNCR: Radio is your personal sentinel. When disaster heads your way. . . a bad storm, a fire or flood. . . radio alerts you and your community to the danger. You can depend on Station _____ to serve you in time of danger, and all the time. Broadcasting Serves America.

TIME: 25 SECONDS
60 WORDS

ANNCR: Radio is your quick contact with the world. In a severe storm, it's radio that tells you what schools are closed, what roads are impassable, what public transportation available. In times of disaster, it's radio that informs you fast and accurately. Radio is important to you. Radio is a vital part of your life. That is _____ radio, the Sound Citizen.

DISASTER

TIME: 30 SECONDS
76 WORDS

ANNCR: No community is exempt from disaster. A bad storm. . . a hurricane or tornado. . . a fire or flood. . . These could happen today, somewhere in America. When trouble heads your way, you can depend on radio to bring you the warning instantly. . . to help muster rescue and relief forces to meet the disaster. Station _____, a member of the National Association of Broadcasters, is pledged to serve you in good times and bad. Broadcasting Serves America.

TIME: 40 SECONDS
100 WORDS

ANNCR: Radio is your personal sentinel in time of trouble. Wherever you are, you can depend on radio to sound the warning instantly when disaster approaches. . . when Nature goes on the rampage, as she can do any day. . . any time. You can bank on radio's distinguished record of service to communities struck by hurricanes, tornadoes, fire, flood and earthquake. Any of these disasters could happen today somewhere in America. In ordinary times and in emergencies, Station _____ is dedicated to serving you and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
74 WORDS

ANNCR: Have you ever thought of your radio as a kind of personal guard. . . your own private sentry? Well, it is. Radio is a dependable, reliable friend for you and every member of your family. It can mean the difference between life and death should disaster strike. . . like when the weather becomes more than a matter of personal convenience. When things go wrong, people turn to radio. Radio takes the guessing out of what's going on. In fair weather or foul, radio is the people's choice!

TIME: 45 SECONDS
113 WORDS

ANNCR: Disaster never takes a vacation. Late summer is vacation time. . . but it's also a time for trouble in most parts of the country. This is the time of year when hurricanes sweep in from the sea. . . when tornadoes twist across the plains. . . when fires surge out of control through forest and field. When disaster is near, you can count on radio to bring you the warning instantly wherever you are. Radio speeds help where it is needed and aids in rebuilding stricken communities. You can depend on Station _____ in time of trouble and all the time. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

DISASTER

TIME: 50 SECONDS
124 WORDS

ANNCR: When trouble comes, it often comes quickly. A hurricane. . . a tornado. . . a fire or flash flood. . . any or all of these disasters could happen this very day somewhere in America. And when they happen, your life may depend on how quickly you hear the warning. Your radio brings you the warning instantly wherever you are. . . at work or at play. . . at home or on the move. Radio is your personal sentinel. Radio guides you out of harm's way. Radio helps direct rescue work and disaster relief during emergencies. Radio helps rebuild communities struck by disaster. In any emergency, Station _____ is pledged to serve you and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
138 WORDS

ANNCR: Every American has come to rely upon radio. In storm or flood, disaster depression. . . in any emergency radio has been a part of the American scene. And in this, the 41st year of radio service to these United States, and the _____ year of service by _____ to you, stop and think about radio broadcasting and your own life. Radio is your constant companion. . . at home, in your car, and even in your own pocket. It gives you the latest news, weather and traffic information. You even turn to radio to find out whether or not school is in session. Your fellow citizens, who own and operate American radio stations, are striving constantly to give you the finest quality broadcasting obtainable. The sound of radio is the sound of America. Radio. . . the best sound around.

TIME: 60 SECONDS
149 WORDS

ANNCR: Someday. . . perhaps this very day. . . your radio could save your life. When trouble heads your way. . . be it a hurricane, tornado, flood or forest fire. . . your radio brings you the warning with the speed of light. Wherever you are. . . at home or away from home, radio serves you as a personal sentinel. If you're listening to radio, you'll know when and how to protect yourself and the ones you love from approaching danger. Radio helps muster your entire community to meet disaster. Radio speeds rescue workers to where they are needed. . . and brings relief to people in distress. After a disaster, radio helps to rebuild your community. Should disaster ever strike this community, you can depend on Station _____ to serve you and your friends and neighbors. This station is a member of the National Association of Broadcasters and subscribes to the NAB motto, Broadcasting Serves America.

EDITORIALS

TIME: 30 SECONDS
76 WORDS

ANNCR: The management of _____ expresses its views on contemporary public issues by means of radio editorials. These editorials, broadcast throughout the week, constitute _____'s stand on these matters. The presentation of viewpoints in conflict with our opinion is a part of this station's overall editorial policy. In this way, you can hear various sides of public issues. Keep alert in your community. Listen to _____, an active member of the National Association of Broadcasters.

TIME: 30 SECONDS
77 WORDS

ANNCR: If you are a regular listener to _____, you probably have heard several of our radio editorials. By definition, these editorials are an expression of management's opinion. They are broadcast on _____ to inform our audience at large exactly what management's feelings are in regard to contemporary public issues. You are invited to listen and be aware. Stay tuned to _____, an active member of the National Association of Broadcasters.

TIME: 30 SECONDS
77 WORDS

ANNCR: By broadcasting management's opinion on controversial public issues, and by presenting various opposing views as they arise, the radio editorial policy of _____ serves a public need. Progress is only brought about when people gain a perspective of vital issues, and act on them. By contributing to public awareness, _____ serves a definite need in the community. Stay informed. Listen to _____, an active member of the National Association of Broadcasters.

TIME: 30 SECONDS
78 WORDS

ANNCR: There's a new kind of broadcaster on the air today. He is the broadcast executive who is interested in public issues as they affect you. This man is the _____ (title) _____ of _____. His thought provoking views are heard many times weekly in the form of radio editorials. Listen to these reports, and hear this station management's opinion on vital public issues. Stay tuned to _____, an active member of the National Association of Broadcasters.

EDITORIALS

TIME: 30 SECONDS
78 WORDS

ANNCR: In our contemporary world, public issues that affect our daily lives are of vital importance. It is the policy of _____ to broadcast management's opinion on these issues in the form of radio editorials. It is our desire to stimulate public thinking about vital topics throughout this series of broadcasts. With public awareness, our nation will continue to be alert. Listen to editorials on _____, a member of the National Association of Broadcasters.

TIME: 30 SECONDS
78 WORDS

ANNCR: We, at _____, hope that you enjoy our programs of words and music. Our policy of entertainment is designed for your listening pleasure. We invite you also, to listen to our radio editorials, broadcast many times weekly on _____. These editorials are management's own opinion about vital public issues. In keeping with our policy of the best programming on the air, _____ will continue to enlighten as well as entertain. Stay tuned to _____, an active member of the National Association of Broadcasters.

TIME: 60 SECONDS
170 WORDS

ANNCR: May is National Radio Month. . . an annual observance designed to tell our listeners about the many services radio provides. For example: If you listen to _____ regularly, you've probably heard many of our radio editorials. We clearly identify them as editorials because they are an expression of our management's opinion. _____ broadcasts these opinions to let our listeners know exactly what our management's feelings are with regard to important public issues. By broadcasting editorials on a wide range of controversial public issues, and by presenting spokesmen with opposing views -- as they arise, _____ serves a genuine public need. Progress results when people have a broad perspective of vital issues and take well-conceived, constructive action to resolve them. By contributing to public awareness _____ serves an important community need. The radio editorial is but one of the many ways in which radio serves America.

EDITORIALS

TIME: 60 SECONDS
156 WORDS

ANNCR: May is National Radio Month. . . an annual observance designed to explain the many services radio provides. For example: If you listen to this station regularly, you've probably heard many of our radio editorials. They're clearly identified as editorials because they express the licensee's opinion. Radio stations broadcast their opinions to let the community know what management thinks with regard to a wide range of controversial public issues. By broadcasting editorials on important issues, and by presenting spokesmen with opposing views — as they arise — radio serves a genuine public need. For real progress comes about only when a majority of the people understand thoroughly what the issues are, and take reasoned, intelligent action to resolve them. By contributing to public awareness, radio serves a vital community and national need. The radio editorial is but one of the many ways in which radio serves America.

ELECTIONS

TIME: 30 SECONDS
72 WORDS

ANNCR: To keep informed on this year's important election campaign, keep listening to radio. Radio explores the issues and the candidates. . . local, state, and national. Radio brings you the facts impartially. . . and lets you make up your own mind. And the decision you make can have vital significance for America and your own community. For the best election coverage, listen to Station_____. Radio is the heart beat of Main Street.

TIME: 30 SECONDS
74 WORDS

ANNCR: The national elections are still several months away. But the events that become issues, develop candidates and influence voters are taking place right now._____ is staffed and equipped to keep you in touch with what's going on — not only in politics — but all across the broad spectrum of human activity that makes news. Whether it's across town, across the nation or around the world, you're in the know with _____ Radio. . .The All-American Sound!

EMERGENCIES

TIME: 30 SECONDS
75 WORDS

2 Like a.

ANNCR: Nobody can tell when an emergency will occur. Nobody can predict an event tomorrow that may change the course of life itself. But if an unforeseen change takes place, rest assured you'll hear about it first on radio. Radio goes where the news is being made. Radio gives you information to help you through your time of need. And _____ stands constantly alert, ready to serve. This is _____ radio, the Sound Citizen.

TIME: 40 SECONDS
96 WORDS

ANNCR: When a group of young people were recently asked how they would verify a rumor of a national emergency, an overwhelming majority said that they would turn on their radios. More people turn to radio first for news. Radio brings you the news faster than any other medium. But radio is more than just news. When you listen to _____, you'll hear the best in entertainment programs. Radio is the sound of information, education, and entertainment. The sound of America is the sound of radio. . . radio. . . the best sound around.

TIME: 40 SECONDS
99 WORDS

ANNCR: When trouble heads your way, you'll know in time to do something about it. . . if you're listening to your radio. Radio serves as your personal sentinel in time of trouble. For instance, if there should be a bad storm coming. . . or even an enemy attack. . . radio would bring you the warning with the speed of light, wherever you might be. Radio is constantly on guard over you, your family and your community. You can depend on Station _____ to serve you in good times and times of trouble. Radio is the heart beat of Main Street.

TIME: 40 SECONDS
132 WORDS

ANNCR: Your radio can save your life. . . especially if it's battery-powered! Here's an example: When the weather becomes more than a matter of convenience — — a matter of life and death — — radio alerts you to the danger. When disaster strikes, radio takes the guessing out of what's going on. Radio speeds help to where help is needed. When the danger's passed, radio assists in rebuilding the community. But whether it's a lost child, a stolen car, a rush-hour traffic jam, slum clearance, a school project, or impending danger, radio will tell you about it. That's why radio has become America's sound habit!

EMERGENCIES

TIME: 45 SECONDS
145 WORDS

ANNCR: Portable radio means more than outdoor fun. It means peace of mind for you and every member of your family. With a battery-powered, portable radio, you're in touch with the world wherever you go. Even if a massive power failure strikes – as it did in the Northeast in 1965 – you'll be in touch with what's going on. Bring a genuine sense of security to your home with a good, fully-serviceable, portable radio. A good portable, with a fresh power supply, could prove to be your most valuable possession! Remember portable radio means more than outdoor fun. It means peace of mind for you and your family. You can depend on radio. It's America's sound habit!

TIME: 45 SECONDS
132 WORDS

ANNCR: Radio puts an added dimension of pleasure in your life. It's just downright, good fun to have radio around. It's a warm, friendly companion anyplace, anytime. But radio is more than fun. It's added security for you and every member of your family in emergencies. During the Northeast power failure of '65 it was radio that calmed fears and averted widespread public panic. And every year, all across the nation, radio serves as a vital, dependable channel of public communications in other emergencies. . . natural disasters, as well as man-made catastrophies. Radio reaches more people than any other form of mass communication. That's why the government has placed it in the front line of civil defense. Radio – the sound citizen – is naturally, the people's choice!

TIME: 50 SECONDS
144 WORDS

ANNCR: Radio means a lot of things to a lot of people. But in every case, radio is close to America because it's vital to our well-being. Radio is a quick, vital and sure means of communications in emergencies. Radio's programming means increased knowledge of what's going on in our home town and across the world. Radio tells us what the weather will be so we can dress properly; and it's music, drama, sports and special events enrich our lives. Radio's service helps us to vote intelligently. . . and entertains us while we relax. And radio's advertising emphasizes better products and services at less cost. Radio is many things to many people. But one thing is sure: Radio is America's sound habit!

EMERGENCIES

TIME: 50 SECONDS
148 WORDS

ANNCR: When things go wrong, people turn to radio to find out why. Take the great Northeast power failure of '65, for example. When the lights went out, it was radio that calmed fears and averted widespread public panic. Radio took the guessing out of what went wrong. Radio's calm, reassuring voice told people that the blackout was only temporary; and not the result of enemy action. That the situation was being investigated; and that there was no panic or crime in the streets. Radio played a similar role in a wide range of emergencies all over the country, last year. Little wonder that we say "Radio is America's Sound Habit!" When things go wrong people turn to radio to find out why!

FACTS ABOUT RADIO

TIME: 10 SECONDS EACH
20 WORDS (APPROXIMATELY)

ANNCR: Whether you insist on the twist, or strings are the things, you'll find the best of both on _____ radio.

ANNCR: Aiming for good entertainment? Your target is the _____ spot on your radio dial, and that's _____ radio.

ANNCR: The wise buyer buys the items advertised on _____ radio. Radio advertising helps keep our economy sound.

ANNCR: Got a minute to spare? Spend it wisely. Invest in entertainment. Listen to your favorite station on _____ radio.

ANNCR: If you really want to play favorites, dial your favorite station. In _____ that's _____ radio.

ANNCR: Kitchen clock broken? No matter. We'll keep time for you, and keep you happy too, on _____ radio.

ANNCR: It's National Tell A Friend About Radio Week, time for you to pass the word along about the wonderful programs on _____ radio.

ANNCR: Hungry for tasty programs? You'll like the savory flavor of _____, seasoned with the right ingredients for quality.

ANNCR: It's official. The frequent weather forecasts heard on _____ radio are official up to the minute Weather Bureau reports.

ANNCR: Jack Spratt could eat no fat, his wife would eat no lean. But they both enjoyed _____ where programs are really keen.

FACTS AND FILLERS

- ANNCR:** Every minute of every hour of every day of the week, vital decisions are being made that affect us. Hear about them first on _____ .
- ANNCR:** Here's a driving tip. You'll find that miles melt into smiles when you listen to _____ as you drive. Enjoy radio.
- ANNCR:** Lend an ear as you steer. If you're floorboard bored, radio will help you liven your drivin'. Stay in tune with _____ radio.
- ANNCR:** Your radio is special. It's tuned to _____. I bet all of the other 159-million, 990-thousand and 99 radios wish they could be.
- ANNCR:** Who's the speaker of your house? Chances are it's your radio. A radio is the voice of entertainment and information. It's _____ .
- ANNCR:** Want to keep ahead of the headlines? Listen to news. . . first, fast and factual. Listen to _____ radio.
- ANNCR:** Tired of alarm clock jangles? Welcome each morning radio refreshed. Start each day with _____ radio.
- ANNCR:** When you're looking for fun on the run, take _____ along. You'll find radio goes where you go in pocket or purse.
- ANNCR:** We hope you're hearing what you like and liking what you hear on _____ radio. Only radio lets you use your ear-magination.
- ANNCR:** You take the world with you when you carry a radio. Portable radio listening keeps you up to date wherever you are. Dial _____ .
- ANNCR:** Radio is more than entertainment. It's your direct line to events around the world or around the corner. Stay in tune with _____ .
- ANNCR:** Sure. . . you've got time for another cup. It's just _____ o'clock. Get the correct time every time on _____ radio.
- ANNCR:** No need to stop work to listen. With radio, you can maintain your regular routine. Makes the day pass faster too. Listen to _____ .
- ANNCR:** Mary had a little lamb, its fleece was white as snow. But Mary had another pet -- her very own radio. Make _____ radio your companion.
- ANNCR:** Radio is only as good as you want it to be. If you have comments to make, to help us serve you better, drop a note to _____ . _____ .
- ANNCR:** Standards or pops, the music is tops on _____. Not only music, but news, sports, and the best buys in town. . . yours on _____ radio.
- ANNCR:** Get passed over by your paper boy today? No matter. You'll hear news that's fresher, more up to date on _____ radio. Best buys too.
- ANNCR:** Planning a picnic over the weekend? Don't forget your portable radio. _____ radio makes every outing a happy time.
-

FACTS AND FILLERS

- ANNCR: Did your organization elect new officers? Is there a club event coming up soon. Tell _____ radio, and we'll pass the news along.
- ANNCR: Radio is your first line of information in any emergency. Radio keeps you fully informed. Stay alert. . . stay in tune with _____ radio.
- ANNCR: At home, on the road, at the beach or at work, you're never more than a dial away from _____ radio, the pulse of the world.
- ANNCR: Put dimension in your dialing. Listen to _____. You'll hear the full range of rich, wonderful music. . . designed with you in mind.
- ANNCR: Radio is fun to give, fun to get, fun to listen to. For pure pleasure -- real relaxation, stay with _____ Radio. . . the Sound Citizen.
- ANNCR: In your home. . . your office. . . at the beach -- wherever you go -- go with _____ Radio. . . the Sound Citizen.
-

FARM

TIME: 5 SECONDS EACH
15 WORDS (APPROXIMATELY)

- ANNCR: Farm news is first on _____, serving the growing _____ area.
- ANNCR: The latest market information is heard next at _____ on _____.
- ANNCR: Weather advisory warnings are heard first on _____. Listen.
- ANNCR: Farmers prefer the programs on _____ for late market news.
- ANNCR: Let radio keep you company in the field. Listen to _____.
- ANNCR: Reap a harvest of pure listening pleasure. Stay tuned to _____.
- ANNCR: The latest U.S.D.A. reports are yours daily when you dial _____.
- ANNCR: Crop and market information, up-to-the-second, daily on _____.
-

TIME: 10 SECONDS
18 WORDS

- ANNCR: Modern farming needs modern radio, so stay tuned to _____, where you hear _____ daily at _____ o'clock.
-

FARM

TIME: 10 SECONDS
18 WORDS

ANNCR: You're sure of a bumper crop of pleasant listening on _____, when you hear _____ daily at _____ o'clock.

TIME: 10 SECONDS
20 WORDS

ANNCR: If it's new in agriculture, you'll hear it first on _____ where you hear _____ daily at _____ o'clock.

TIME: 10 SECONDS
20 WORDS

ANNCR: To keep up to date with market and weather news, dial _____, where you hear _____ daily at _____ o'clock.

TIME: 10 SECONDS
20 WORDS

ANNCR: First with farm news, seven days a week, this is _____, where you hear _____ daily at _____ o'clock.

TIME: 20 SECONDS
48 WORDS

ANNCR: Dependability! That's the word that best describes _____. Farmers depend on this station to bring them the news as fast as it's available _____ on the markets, weather, and new agricultural developments. Farmers depend on _____ for entertainment too. Keep tuned to _____, serving the farmers who serve America.

TIME: 20 SECONDS
56 WORDS

ANNCR: Radio keeps in step with the pace of modern farming. New developments in chemicals, breeding, and management are brought to you first on radio. Radio plays an ever-increasing role in serving the farmer. Stay tuned to _____, serving the farmers who serve America.

FARM

TIME: 30 SECONDS
71 WORDS

ANNCR: Nobody knows the farmer's needs better than _____'s farm director _____. That's why more and more farmers listen to radio for hints and ideas. Late market and crop news and extension service reports too. You'll like listening to _____, because the farm programs are designed to fit your particular needs. Listen today, and every day to _____, serving the farmers who grow America's food.

TIME: 30 SECONDS
73 WORDS

ANNCR: Even with all of his scientific progress, man is helpless when nature decides to have her own way. Floods, tornadoes, windstorms, hail and other furies are always dangerous. But, thanks to the speed of radio weather warnings, much damage and crop loss can be averted. Radio is here when farmers (ranchers) must know weather predictions thoroughly, early, and accurately. _____ supplies both information and entertainment to the suppliers of America's food.

FM

TIME: 10 SECONDS
21 WORDS

ANNCR: FM radio brings you the finest possible programs. . . in full, rich fidelity on Station _____. Broadcasting Serves America.

TIME: 15 SECONDS
34 WORDS

ANNCR: FM radio brings you the music, voices and sounds you like to hear. . . in full, rich fidelity. . . on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 20 SECONDS
47 WORDS

ANNCR: For music as it really should sound, listen to FM radio. FM brings natural fidelity to every note. . . every voice and sound. FM means fine radio listening. . . on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

FM

TIME: 30 SECONDS
76 WORDS

ANNCR: Every day, more people discover that FM radio means wonderful listening. . . the full, rich fidelity of good music. . . the true, natural quality of sounds and voices. That's why more people are listening to FM. There are more FM sets and more FM stations than ever before. As a member of the National Association of Broadcasters, Station _____, is proud of its part in this fast-growing service. Broadcasting Serves America.

TIME: 25 SECONDS
63 WORDS

ANNCR: If you're enjoying this program on FM radio, why not let others in your family enjoy static free crystal clear FM in other rooms of your home? Chances are you'll be pleasantly surprised at FM radio's low, low price tag. Check your radio dealer's selection today. Then every member of your family will be able to listen to the FM voice of _____ radio. . . the Sound Citizen.

TIME: 40 SECONDS
99 WORDS

ANNCR: Whatever you like to hear on radio. . . you hear it better on FM radio. FM stands for Frequency Modulation. . . which means radio that's free from static and interference. . . full-fidelity radio that brings you the whole, rich natural sound of voices and music. You don't have to be an electronics expert to tell the difference. You hear the difference every time you listen to FM. So, to enjoy radio listening at its finest, keep your FM set tuned in on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
113 WORDS

ANNCR: When you listen to music on FM radio, you hear all the subtle shadings. . . all the full, rich fidelity. . . just as though you were in the same room with the orchestra or band. Every instrument comes through sharp and clear. The low-pitched rumbling of the bass violin. . . the tinkling bells. . . the high, shrill tune of the piccolo. You hear them all on FM radio. And there's no static or interference to spoil your pleasure. FM stands for Frequency Modulation. . . which means the best in radio listening. And you hear the finest FM on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

FM

TIME: 50 SECONDS
125 WORDS

ANNCR: You don't have to be an electronics engineer or high fidelity expert to tell what a difference there is in FM radio. You can hear the difference with your own ears. . . every time you listen. FM radio brings you the human voice in its full, rich, natural fidelity. FM brings you the best in music. . . heard at it very best. On FM, there's no static. . . no squeaks or squeals. . . no interference between stations. . . nothing but the sound you want to hear. FM stands for Frequency Modulation. It also stands for the finest possible radio listening. . . especially when you tune in your FM set on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
138 WORDS

ANNCR: You're the sort of person who will settle for nothing but the best. You're proving that right now. . . by listening to the wonderful sound of FM radio. FM brings you the very best in radio listening. . . the full, rich, fidelity of fine music. . . the natural sound of the human voice. On FM radio, there's no static or interference to spoil your listening. There's nothing but enjoyable sound. FM stands for Frequency Modulation. . . two big words that mean more enjoyment for you. FM radio is one of the real pleasures of modern life. . . a pleasure that's available to everyone who likes good living. And you'll enjoy FM radio even more if you keep your dial set on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: For the sheer pleasure of listening to the finest possible sound, there's nothing like FM radio. What a difference FM makes. You hear it every time you turn on your radio. FM means. . . no static. . . no squeals or groans from your loudspeaker. On FM radio, you hear the station you want to hear. . . without interference from any other station. FM brings you all the full rich tones of fine music. . . just as if the musicians were right there in the same room with you. And whenever you hear a person singing or talking on FM radio, you enjoy the true natural fidelity of the human voice. FM stands for Frequency Modulation. It also stands for fine listening. And you'll enjoy FM even more if you keep listening to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

FM & STEREO

TIME: 15 SECONDS
48 WORDS

ANNCR: If you think you're getting only half of what good music has to offer. . . step-up to FM and FM stereo for a change. With FM you get concert hall clarity right in your own home. Step-up to a new world of listening pleasure with _____-FM. . . your constant companion!

TIME: 15 SECONDS
52 WORDS

ANNCR: Step-up to a new world of listening pleasure with FM and FM stereo. You enjoy sound so life-like you not only hear it. . . . you feel it! Join the (community/area) swing to FM and FM stereo today. And make _____-FM your constant companion!

TIME: 20 SECONDS
58 WORDS

ANNCR: There's no end to your listening pleasure with FM and FM stereo. And when dialing _____ becomes a habit, a new era in listening pleasure begins. _____ is easy to listen to and fun to live with. Enjoy the world's great sound treasures all through the day with _____ . . . the sound of year-round pleasure!

TIME: 20 SECONDS
60 WORDS

ANNCR: FM and FM stereo are America's sound sensation. And it's easy to understand why. With FM there's no end to your listening pleasure. You hear sound that's richer, fuller, truer, with concert hall clarity right in your own home. FM and FM stereo are fun to live with. . . easy to listen to. Make FM and FM stereo your constant companion.

TIME: 25 SECONDS
65 WORDS

ANNCR: If you're only getting half of what good music has to offer, step-up to the incomparable world of FM and FM stereo. With _____ you'll enjoy sound so life-like you not only hear it. . . you feel it, as well. For "the best seat in the house" every day of your life, dial _____ 's sound of year-round pleasure!

FM & STEREO

TIME: 25 SECONDS
75 WORDS

ANNCR: Step-up to the wonderful world of FM and FM stereo. Local stores have a wide variety of models to choose from now. . . including popular FM portable and FM car radios. FM radio gives you a genuine "on-stage" feeling. Sound so life-like you not only hear it, but feel it as well. Get a demonstration at your dealers soon. And then step-up to the wonderful world of FM and FM stereo.

TIME: 30 SECONDS
72 WORDS

ANNCR: Before FM radio listeners never really heard the full value of a penetrating musical score. But today, with FM and FM stereo, those days are gone forever. Today the world's great sound treasures are your's for the dialing on_____. If you appreciate the difference between ordinary sound and the exciting difference FM and FM stereo gives, stay tuned to_____ . . . the sound of year-round pleasure!

TIME: 30 SECONDS
74 WORDS

ANNCR: If you want the finest in music. . . move up to the incomparable world of FM and FM stereo. With FM there's no end to your listening pleasure. You get a genuine "on stage" feeling. It's so life-like you not only hear it. . . you feel it! Enjoy FM and FM stereo. It's America's sound sensation. Fun to live with. . . easy to listen to. Make_____ FM and FM stereo your constant companion!

TIME: 30 SECONDS
77 WORDS

ANNCR: There's a certain thrill. . . a sensation of the entire room filling with sound. . . when you listen to stereophonic FM radio. You're completely enveloped with high fidelity – a richness and realism you've never before experienced from any radio. . . There's never been radio like FM stereo before. If you're still listening to_____without the thrill of stereo, better adapt your set today. You'll be amazed at how little it costs. Then you'll be ready for stereo on _____ radio, the Sound Citizen.

TIME: 30 SECONDS
82 WORDS

ANNCR: To most concert artists and concert-goers, FM and FM stereo represent the ultimate in sound broadcasting. If you enjoy the breathtaking clarity of the concert hall, you'll enjoy the clean, uncompromising sound of_____. Tonight, have your friends over to enjoy the gripping realism of the concert hall right in your own home. Enjoy the incomparable world of FM and FM stereo with_____ 's sound of year-round pleasure!

FM & STEREO

TIME: 30 SECONDS
95 WORDS

ANNCR: If you have a friend who has never really heard the full value of music on radio, tell him to step-up to FM and FM Stereo. Not only does FM reproduce music with concert hall realism, there's no static and no over-lapping of stations. Fading is a thing of the past, too. So if you have friends who appreciate the difference that exciting FM and FM Stereo gives, tell them to step-up to a new world of listening pleasure with _____. It's _____'s sound habit!

TIME: 30 SECONDS
97 WORDS

ANNCR: Your ear is the only true judge of the sound you want to hear. That's why FM and FM stereo have become so popular. They are the perfect medium for those who demand the finest. With FM and FM stereo you get the breath-taking clarity of a concert hall performance all through the day. If you want the best in good music, step-up to FM and FM stereo. Step into a new world of listening pleasure with _____-FM. . . your constant companion!

TIME: 45 SECONDS
114 WORDS

ANNCR: FM stands for "frequency modulation." But many people prefer to think that it means "fine music." Regardless of the definition, FM does make music sound better. And FM stereo makes it more enjoyable. FM and FM stereo brings you the full frequency range of music. There's no static, no fading, and no over-lapping of stations. You enjoy a totality of sound so life-like you not only hear it. . . you feel it! FM and FM stereo are truly among man's finest sound achievements. That's why it's so popular. Step-up to a new world of listening with the sound companionship of FM and FM stereo. It's fun to live with. . . and easy to listen to. Make _____-FM your constant companion!

TIME: 45 SECONDS
115 WORDS

ANNCR: If you're tempted to stay at home this summer because you might miss your favorite FM and FM stereo programs, forget it! Now you can take FM listening with you. You can enjoy the static-free, full-fidelity of FM car radio with a variety of models now available at local stores. When you're at the beach, or in a mountain cottage, an FM portable will bring you the clear and sensitive FM and FM stereo reception you're used to at home. Step-up to FM car radio this summer, and make those trips to the beach or country more enjoyable with an FM portable. You'll hear sound as big as all outdoors. Make FM radio your constant companion!

FM & STEREO

TIME: 45 SECONDS
120 WORDS

ANNCR: On your next trip to the beach or mountains, take the wonderful sound of FM and FM Stereo with you. Today's portable FM receivers give you sound as big as all outdoors. — And _____'s programming means added pleasure to outdoor fun. But an FM portable means more than outdoor fun. It can bring peace of mind and genuine security to you and every member of your family during emergencies. Wherever you go take the sound of _____ along. Join _____ at ease with _____ . . . _____'s sound habit!

TIME: 45 SECONDS
123 WORDS

ANNCR: Join the swing to America's sound sensation. . . FM and FM stereo! You hear music so life-like you can feel it. And you get a range of programming unavailable from any other source. With FM and FM stereo you hear a variety of music, wide-ranging news, and the latest sports. . . tastefully blended with other important program categories. Combined, they bring new fascination to the world in which we live. What's more. . . you hear it all more clearly than ever before. With FM and FM stereo there's no static, no fading, and no over-lapping of stations. It's interference free! Step-up to the incomparable world of FM and FM stereo. . . and make _____-FM your constant companion!

GIVE A RADIO

TIME: 15 SECONDS
35 WORDS

ANNCR: Give that special someone the year-round pleasure of radio listening. This Christmas, give a radio. And tune it to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
102 WORDS

ANNCR: When you give a radio for Christmas, you give listening pleasure that will last all year long. . . and for many years to come. On radio, there's music and entertainment to suit everyone. And a radio will keep that special someone informed on matters so important to everyday living. So, this Christmas why not give a radio! Perhaps a clock radio. . . for waking up to gentle music every morning. Or a pocket-size portable. . . for listening on the go. On any radio, the best listening is on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

MUSIC

TIME: 10 SECONDS
21 WORDS

ANNCR: Standards to pops, the tunes are tops on _____, where hits are born and stars are made.

TIME: 10 SECONDS
21 WORDS

ANNCR: This is the musical aisle on your radio dial, _____, your number one stop on the pop parade.

TIME: 10 SECONDS
23 WORDS

ANNCR: There's good musical listening for everyone on radio. And you hear music at its best on Station _____. Broadcasting Serves America.

TIME: 10 SECONDS
25 WORDS

ANNCR: Keep in time with the tunes and in tune with the times. Dial _____, the radio station that's yours for the listening.

TIME: 10 SECONDS
25 WORDS

ANNCR: Hi. . .Fi. . .Fo. . .Fum, we've got tunes you like to hum, on _____, the people's choice for the best in music.

TIME: 15 SECONDS
35 WORDS

ANNCR: No matter where you are, or what you're doing, there's music in the air. Music as you like it right here on _____, where good living and good listening go together.

TIME: 15 SECONDS
36 WORDS

ANNCR: There's a sound of music in the air. . . the best in pops plus the old reliable evergreens. It's all here for the listening. So set your dial, relax and smile with _____.

MUSIC

TIME: 15 SECONDS
36 WORDS

ANNCR: Some people say the old songs are the best songs. Others like the new beat. Well, standards or pops, we play the tops. Yes, the more you listen the more you like _____.

TIME: 15 SECONDS
37 WORDS

ANNCR: Looking for a pleasant way to spend a day? Dial _____. You'll hear music that helps you relax. . . keeps you refreshed. Remember, for music dial _____ . . . it's yours for a song.

TIME: 15 SECONDS
37 WORDS

ANNCR: Whatever the music you enjoy, you hear it on radio. Radio fills your day with tuneful pleasure. And music is best on Station _____ . . . a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 20 SECONDS
35 WORDS

ANNCR: If the fish aren't biting like you think they should, maybe a little music might make the time pass faster.

You'll find music-to-catch-fish-by is just another service of _____ Radio. . . the Sound Citizen

TIME: 20 SECONDS
43 WORDS

ANNCR: When you listen to music on _____, you're sure of a happier day. Music helps you relax, keeps you refreshed. You'll find music as you like it on _____, the radio station that's yours for the listening.

TIME: 20 SECONDS
45 WORDS

ANNCR: Looking for a steady diet of good, listenable music? Well, here's some food for thought. You'll really satisfy your musical appetite right here. The pick of the pops, plus some oldies too. . . all designed with you in mind on radio station _____.

MUSIC

TIME: 20 SECONDS
46 WORDS

ANNCR: The more you listen, the more you like station _____. Yes, whether you like the beat or the sweet, you'll find that _____ has the best music in town. Radio as you like it, all day, every day. Stay tuned.

TIME: 20 SECONDS
47 WORDS

ANNCR: When you listen to music on _____, you're sure of a happier day, and a bright night too. Music helps you relax – keeps you refreshed. You'll find music as you like it on _____, the radio station that's yours for the listening.

TIME: 20 SECONDS
49 WORDS

ANNCR: You can always enjoy good music on radio. Throughout the busiest and loneliest hours of your day, radio serenades you with music you like to hear. And you hear music at its best on Station _____. . . a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
73 WORDS

ANNCR: Like your tunes crooned? You'll find that station _____ has the greatest variety of male and female vocalists. Top songs are played especially for you. . . by orchestras, bands, and vocal groups too. You'll hear the type of music you enjoy, brand new or tried and true. So stay tuned. Standards to pops, the tunes are tops on _____, the station that's yours for the listening.

TIME: 30 SECONDS
73 WORDS

ANNCR: Music for the young. . . and the young in heart. A fine blend of the day's top popular songs plus the pick of yesteryear. It's all here on station _____. Whatever your pleasure. . . the big beat or the soft and sweet, you'll be front row center to hear the stars of the record world when you listen to _____, the people's choice for the best in music.

MUSIC

TIME: 30 SECONDS
74 WORDS

ANNCR: There's a unique recipe for the sounds you hear on station _____. Take some fine older records. . . add a precise amount of new releases. . . blend them gently together. Garnish with zest and patter and let them flow easily into the air. Want to hear what's cooking? Just sample our music once, and you'll be back for more. For radio with taste as good as it sounds, dial _____.

TIME: 30 SECONDS
70 WORDS

ANNCR: If you like music. . . and who doesn't? . . . you can hear the music you like on radio. Radio brings you the best in music. . . all kinds of music. . . wherever you are. . . whatever you're doing. Radio is always ready to serenade you. All you have to do is listen. And there's plenty of tuneful listening on Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 35 SECONDS
76 WORDS

ANNCR: If you've been dial switching to find the best in music, switch no more. Right here on station _____ you'll hear the top stars of the day, plus the best old smoothies. It's a pleasant mixture of the old and the new. . . especially for you. Dial in and stay tuned. You've made the big switch to music at its best. Yes, the more you listen the more you'll like _____.

TIME: 35 SECONDS
66 WORDS

ANNCR: At a flick of your radio dial you can stay in tune with radio station _____. You can bring the world's greatest orchestras and vocalists, combos and harmony groups right into your home, your office, your car – even your pocket. But besides the music you enjoy, radio keeps you up to the second with the vital information we need to be on top of the news. Stay with radio. Stay with _____ radio, the Sound Citizen.

MUSIC

TIME: 40 SECONDS
102 WORDS

ANNCR: Music to start your toes a-tapping. Or soothing music for a quiet hour. Or perhaps a great concerto to make your spirits soar. Whatever the music you like to hear, you can hear it on radio. You can listen in your kitchen or living room or bedroom or basement. . . or in your car as you whisk along a busy highway or a quiet country road. With radio, you can take music with you wherever you go. And you hear the best in music on Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
112 WORDS

ANNCR: Just about everybody likes music. . . some kind of music. And. . . no matter what kind of music you like. . . on radio you hear the music you enjoy most. . . whether it's the latest popular hit or a great classic. Radio brings you music to suit your every mood. And you can enjoy radio anytime. . . wherever you are. . . whatever you're doing. With radio, every hour of your day can be filled with musical pleasure. Radio is everywhere. All you have to do is listen. For the best in musical listening, keep your radio dial tuned to Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 50 SECONDS
124 WORDS

ANNCR: When you're in the mood for music, there's always music to suit your mood on radio. Whatever your age. . . whatever your taste in music. . . radio brings you the music you like to hear. The latest hits. . . the finest classics. . . your favorite show tunes. . . you hear them all on radio. Radio can also widen your enjoyment of music. . . acquaint you with different kinds of music that will add new pleasure to your life. And, with radio, you can enjoy music wherever you are. . . whatever you're doing. That's because radio goes with you everywhere. All you have to do is listen. For real musical enjoyment, keep listening to Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

MUSIC

TIME: 55 SECONDS
137 WORDS

ANNCR: Some people like their music fast and hot. Some like it smooth and sweet. Some like it with a rhythmic beat. On radio, you hear the music you like. . . the way you like it. From Bach to Basin Street, there's a wonderful variety of music to enjoy on radio. There's music to dance by. . . music to relax by. . . music to lift you up when you're feeling blue. Radio fills each day with melody. Radio serenades you throughout the day wherever you are. . . whatever you're doing. And, to enjoy radio, you don't have to stop what you're doing. You don't have to stop or look. All you have to do is listen. For the music you like, keep listening to Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: You can have music wherever you go. It's yours to enjoy on radio. Music to waken you pleasantly each morning. . . music to serenade you all through the day. . . to lighten your working hours and brighten your hours of leisure. And when the day is over, radio offers you music to relax by. Whatever the time. . . whatever the occasion . . . radio brings you the music you like to hear. Dinner music. . . party music. . . dancing music. Show tunes. . . folk tunes. . . symphony or opera. Whether you like modern jazz, romantic ballads or the rousing rhythms of a military band. . . you have your choice on radio. The richest man in the world could never buy for himself the wonderful musical entertainment that radio brings you. And. . . for the best in musical listening. . . keep your radio tuned to Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: We, at station _____ hope that you enjoy the music played for you each day. Here's a fact or two about our music policy. That you may hear the very best that the record world has to offer, we listen to hundreds of new releases each month. Some records are smash hits from the first play. . . while others are just smashed. As our listeners, you have a right to expect only the best music available. And, as a responsible radio station and member of the National Association of Broadcasters, we have an obligation to provide only the best for you. When you set your dial to station _____, we guarantee that our music will please. It's a pleasant mixture of the best popular recordings plus old favorites. So accept our invitation. Join the growing family of satisfied _____ listeners. We know you'll stay.

NEWS

TIME: 10 SECONDS
20 WORDS (PLUS)

ANNCR: To keep up with your community, keep tuned to _____, where the local news breaks first. Next local news at _____ o'clock.

ANNCR: First news first. . . fast. . . factual, on radio station _____, an active member of the National Association of Broadcasters.

ANNCR: News while it is news, not history. Local news that keeps you alert, aware, and abreast of community events, on _____, next at _____.

ANNCR: Keep in tune with the times. Listen to complete local news coverage on _____. The next roundup of community events is at _____.

ANNCR: The news watch never stops at _____. To keep ahead of the headlines stay with _____, an active member of the National Association of Broadcasters.

ANNCR: For all the news, as it happens, keep listening to radio. Station _____ brings you complete news coverage. Broadcasting Serves America.

ANNCR: Hear more news first. . . fast, on Radio Station _____. Listen to the world's heartbeat on radio. . . the best sound around.

TIME: 15 SECONDS
34 WORDS

ANNCR: You get all the news, and you get it first. . . on radio. You get complete, reliable news coverage on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 15 SECONDS
38 WORDS

ANNCR: Radio is your personal "hot-line" to the world. With the speed of light, radio brings you news from where it happens, as it happens. . . from all parts of our restless and changing world. Make radio your constant companion.

NEWS

TIME: 20 SECONDS
49 WORDS

ANNCR: To be really in the know, listen to the news on radio. Radio brings you all the news. You don't even have to stop what you're doing. Don't stop. Don't look. Just listen. . . to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 20 SECONDS
60 WORDS

ANNCR: Stay in the know with _____ radio! _____ brings you the news as it happens in a fraction of a second. Radio is the world's fastest service for concise, authoritative reporting of local, national and world events. For news, weather, sports, good music and all-around great entertainment, depend on _____ . . . the All-American Sound!

TIME: 25 SECONDS
56 WORDS

ANNCR: When you turn on your radio, you're a witness to history. Radio brings you the passing parade with the speed of light. Stay tuned to _____ for up to the minute happenings around the world or around the corner. The sound of living is the sound of radio. Radio. . . the best sound around.

TIME: 25 SECONDS
59 WORDS

ANNCR: PSST! Hey, Lady. Over here. Over here in the little box on the kitchen table. It's me. . . your radio. Although you turn me on every morning to keep you company, don't forget that I'm also available to keep you up to the second with news about your community and your club and organizations. That's me _____ Radio. . . the Sound Citizen.

TIME: 30 SECONDS
69 WORDS

ANNCR: Get passed over by your paper boy, today? No matter. You'll hear news that's fresher, more up-to-date on radio. With _____ the world's as close as your radio dial. You get news while it's still news. . . not history. That's why more people than ever depend on radio. It's accurate, fast and convenient. Wherever you go, whatever you do, you can depend on radio. . . the sound of year-round pleasure!

NEWS

TIME: 30 SECONDS
71 WORDS

ANNCR: Stay in know with radio. . . the world's fastest service for concise, authoritative reporting of local, national and world events. Radio delivers the news as it happens from where it happens in a fraction of a second. And not only does radio tell you what people have to say. . . you quite often hear them say it. So for news, weather, sports and all around good entertainment, depend on radio. . . your constant companion.

TIME: 30 SECONDS
81 WORDS

ANNCR: Radio reaches more people in the United States than any other form of mass communication. This is partly due to the fact that radio is the most mobile of all forms of news reporting. Radio can go where the news is happening, and present an accurate, thorough and immediate report, many times in the voices of the newsmakers. When you hear news on _____, you hear it while it is still news, not history. Stay in tune with _____ radio, the Mobile Medium.

TIME: 30 SECONDS
69 WORDS

ANNCR: Today, broadcasting has blurred the borderline between news and history. You hear almost immediately what the historians will record for posterity. We, at radio station _____, regard local news and public information as one of our most important functions. To keep ahead of history, abreast with tomorrow, keep your dial set at _____, where you hear the local news first.

TIME: 30 SECONDS
76 WORDS

ANNCR: To keep you aware of your community, the nation, and the world, station _____ broadcasts the latest news throughout the day. Only on radio can you hear the news as it happens. With the speed of light, radio brings the top events from around the world. Radio helps keep America strong, because an informed people are a strong people. For up to the second news, rely on radio. . . the best sound around.

NEWS

TIME: 30 SECONDS
78 WORDS

ANNCR: These days, there's no reason not to be in the know. Radio makes it easy to keep well-informed on what's happening around the world. . . and in your own community. Radio keeps you informed. . . with up-to-the-minute news summaries. . . with bulletins on fast-breaking news whenever it happens. . . with first-hand reports from the scene. You get complete news coverage on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
134 WORDS

ANNCR: People who keep up with the news know that radio – and radio alone – has no equal when it comes to reporting fast-breaking news! In fact, recent studies show that more people get their news from radio than from any other source! Radio's the peoples' choice for keeping up with a particular news story, too. That is. . . staying in touch with the latest details of an important happening. Daytime or nighttime, radio stands above the crowd in reporting news from all parts of our restless and changing world. For news while it's still news, you can't beat radio. It's one of the main reasons why radio has become America's sound habit.

TIME: 40 SECONDS
110 WORDS

ANNCR: The tools of electronic journalism are the most effective means of news gathering and reporting in use today. Only through the facilities of radio can you actually hear the news, reported by the voices of the people who make the news. Only through radio can you be transported to other lands, other continents. . . even outer space, with the speed of light itself. Radio goes to where events are happening. Radio is mobile. . . far more flexible, far more accurate, far more timely. For up to the minute news, wherever it takes place, rely on _____ radio. . . the Mobile Medium.

TIME: 40 SECONDS
97 WORDS

ANNCR: What are you doing right now? I mean besides listening to the radio. Well, there are almost as many different answers as there are listeners. Only radio lets you do what you want to do and listen at the same time. Make it a habit to listen to _____ all-day long, no matter what you're doing. You'll find that radio has the right combination of music and information to keep you in time with the tunes and in tune with the times. Keep up to the second with the latest community, state and national news too. You'll find it all on _____ Radio, the Sound Citizen.

NEWS

TIME: 40 SECONDS
90 WORDS

ANNCR: This is your community. You live in it, vote in it, send your children to school in it and help support it. For these reasons, it is vital for you to know just what's happening in your community. For complete, thorough and split-second news about your community, rely on radio. Rely on the complete news gathering and reporting facilities of radio station _____. To keep fully informed listen to _____, an active member of the National Association of Broadcasters.

TIME: 40 SECONDS
94 WORDS

ANNCR: Radio Station _____ believes in the people's right to know. Freedom of information is a precious possession and a sacred trust. To keep informed of every important local event, _____ maintains a staff of trained newsmen on call around the clock. You hear on-the-spot reports from events as they take place, plus the actual voices of the newsmakers. To stay ahead of the headlines, stay with radio station _____, an active member of the National Association of Broadcasters.

TIME: 40 SECONDS
94 WORDS

ANNCR: Wherever your local police and fire departments travel, you'll find news coverage by _____. A complete staff of reporters from _____ is on top of every important event. In many instances, _____ broadcasts directly from the scene. Radio, the most flexible, most reliable, the fastest news gathering and reporting facility, is on the air to keep you aware of events shaping tomorrow morning's headlines. To keep fully abreast of the news, stay tuned to _____, an active member of the National Association of Broadcasters.

TIME: 40 SECONDS
96 WORDS

ANNCR: The news watch never stops at radio station _____. In addition to the services of world-wide press associations, _____ maintains a staff of local news reporters who broadcast important happenings in your own community – many times directly from the scene. To keep up with local events, radio news is vital, and _____ makes news one of its most important functions. Stay ahead of the headlines. Stay with radio – with radio station _____, an active member of the National Association of Broadcasters.

NEWS

TIME: 40 SECONDS
98 WORDS

ANNCR: Only radio, with the speed of light and the accuracy of time itself – yes, only radio can bring you the news as it happens. The staff of _____'s newsroom is alert to keep you informed of events not only around the world, but right in your own community. That's why more people than ever are dialing _____ to get first news first. To keep fully abreast of the local news, keep listening to _____, an active member of the National Association of Broadcasters.

TIME: 40 SECONDS
100 WORDS

ANNCR: Every minute of every day, news is happening somewhere in the world. . . news that affects you personally. Wherever and whenever news happens, you can depend on radio to bring you the facts instantly . . . wherever you are. Radio wraps up the whole story for you. Radio brings you all sides of important issues. . . often in the actual voices of the persons involved. You get all the news and you get it first. . . on radio. Station _____ pledges to continue bringing you the best, most reliable news coverage. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
102 WORDS

ANNCR: How many times have you heard the old expression “no news is good news”? Well, in this day and age, that adage just isn't true. Without news we couldn't stay alert to changes in the world around us – or to important events that shape our very own community. News is vital to our very existence. And radio news is the fastest information link between important events and you. Whether it happens around the world or around the corner, rely on radio. . . on _____ to bring it to you first, fast, and factually. Keep tuned to _____, an active member of the National Association of Broadcasters.

TIME: 45 SECONDS
112 WORDS

ANNCR: The sound of news. You hear it on radio. . . often in the voices of the people who make news. You hear it in first-hand reports by radio newsmen at the scene. . . and in up-to-the-minute bulletins and summaries just off the wire. Radio covers the news like no other medium can do it. On radio, you get all the news. . . as it happens. To keep well-informed with radio, you don't even have to stop whatever else you're doing. For the best in news coverage, keep your dial set on Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

NEWS

TIME: 45 SECONDS
113 WORDS

ANNCR: Whether you live in the biggest city, or in the smallest town, or along the loneliest country lane in America. . . you can depend on radio to keep you fully informed on what's happening around you. Wherever you go. . . radio is always a good neighbor. Your radio brings you accurate reports on what's happening in your community and around the world. Radio warns you in time of danger. Radio provides good company and good entertainment. Radio shares your own interests. Your radio is a source of lasting friendship. And, for the best in radio listening, keep your dial set on Station _____. Radio is the heart beat of Main Street.

TIME: 50 SECONDS
125 WORDS

ANNCR: Whenever and wherever news happens, radio keeps pace with fast-breaking developments. You can always depend on radio to bring you the latest, reliable information. Whether it's a political announcement in Washington. . . a satellite launching at Cape Kennedy. . . or a new tax bill at City Hall. . . radio helps you understand what's going on and how it affects you. Radio often brings you the story in the actual voices of the men and women who make the news. Radio brings you all sides of controversial issues. . . and lets you make up your own mind. You can always depend on Station _____ for complete, up-to-the-minute news coverage. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 50 SECONDS
160 WORDS

ANNCR: A rocket roars into space. . . a major battle rages in Vietnam. . . a new store opens on Main Street. It's all news and radio brings it to you first -- while it's still news -- not history. Around the clock, day-in and day-out, important stories break in Moscow, Berlin, Peking and Washington. Business news is made on Wall Street and in other financial centers. And most of the time, there's a warm, human interest story being born somewhere across town or across the nation. Radio reports it all. When the story is important radio presents it from on-the-scene. . . while the news is actually being made. Radio's "news" while it's happening," in-depth interviews and discussion give added insight to what's going on in this restless and changing world. Today, more people get their news from radio than from any other source. Radio serves busy people best. It's one of the reasons why radio has become the people's choice!

NEWS

TIME: 55 SECONDS
137 WORDS

ANNCR: There's so much going on these days. So much to know about. So much to do. There's hardly time to keep up with all the important things happening around you. That's why busy people depend on radio. Radio is the modern way to keep informed on each day's happenings in your own town and around the world. Radio sums up all the important facts quickly. . . and brings you the background you need to understand what's going on. Local news. . . national news. . . world news. . . sports. . . weather. . . traffic. Radio brings you all this . . . along with splendid music and entertainment. And to enjoy radio, you don't even have to stop what you're doing. All you have to do is listen. For the best in radio, keep listening to station _____. Radio is the heart beat of Main Street.

TIME: 55 SECONDS
137 WORDS

ANNCR: The future of America is up to you. As a citizen of this free country, you make the fundamental decisions. And, to make the right decisions, you must have the facts. You must keep well-informed. That's why the news broadcasts you hear on radio are so important to you and to America. Radio brings you all the significant facts. Radio presents all shades of opinion on controversial questions. Radio brings you the background information you need for true understanding. Radio spans the farthest horizon to cover the news. . . and brings it to you wherever you are. By keeping you informed on what is happening at home and around the world, Station _____ helps you do your part as an American. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
160 WORDS

ANNCR: With so much going on in today's busy world there's hardly time to keep up. Time has become our most valuable personal commodity. There's so much to do, so much to know, and so many places to go you sometimes wonder how other people manage to do so many things. Busy people depend on radio. Radio's the modern way to keep informed on each day's happenings. . . here in _____ or around the world. Here at _____ we sum up all the facts quickly to give you the information you need to understand what's going on. Local news, national news, world news, sports, weather, traffic. _____ brings you all of this. . . along with good music and entertainment. And, to enjoy it, you don't even have to stop what you're doing. All you do is listen. To keep up in _____ stay tuned to _____ radio. . . the sound of year-round pleasure!

NEWS

TIME: 60 SECONDS
150 WORDS

ANNCR: Our system of government depends on every citizen's being informed. To do your part as an American, you must know the issues and problems facing our country. Radio keeps you well-informed. The news and public affairs programs you hear throughout the day on radio bring you the significant facts. Radio brings you each new development as it happens. . . then follows up with background information and commentary to help you understand important issues. Radio brings you all sides of controversial questions, and lets you make up your own mind. You can listen to the news on radio anytime. . . anywhere. You don't even have to interrupt what you're doing. Radio makes it easy to keep well-informed. You can rely on Station _____ for complete, up-to-the-minute news coverage. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

OMNIPRESENCE

TIME: 10 SECONDS
24 WORDS

ANNCR: Today, radio is alive. . . entertaining, serving, informing. Stay tuned to _____ for the moving, living sound of radio. . . the best sound around.

TIME: 15 SECONDS
34 WORDS

ANNCR: No need to rush. Radio will wait for you. Yes, radio is yours when you want it. . . alert, alive and available. Stay tuned to _____. Enjoy radio. . . the best sound around.

TIME: 15 SECONDS
34 WORDS

ANNCR: Don't stop. Radio will join you. Yes, _____ has programs that fit right in with your own daily routine. Radio lives with you. Keep listening to radio. . . the best sound around.

TIME: 20 SECONDS
42 WORDS

ANNCR: You're never out of tune with the world when you're in tune with radio. On _____ you'll hear the programs that echo a living America. Yes, the sound of Radio is the sound of America. Radio. . . the best sound around.

OMNIPRESENCE

TIME: 25 SECONDS

69 WORDS

ANNCR: There's nothing under the sun with the all-age appeal of radio. Radio appeals to everyone. Virtually every home in America has a radio. More than 70-million cars have radios, too. Today, there are more radios in the United States than people. . . about 270-million at last count! Isn't that sound proof that people like radio? We think it is. That's why we say radio is the people's choice!

TIME: 40 SECONDS

114 WORDS

ANNCR: Radio is a welcomed guest in every household in America. Virtually every home in this great land of ours is radio-equipped! More than 90-percent of all the passenger cars in this country have radio, too! Today, Americans from coast-to-coast and border-to-border own about 270-million radios. . . that's more radios than people! Why? Because radio is the most wanted sound in all the land. There's nothing under the sun with the all-age appeal of radio. It's skywide and pleasure-packed! That's why radio has become America's breakfast guest, bedside companion, and welcomed visitor all through the day. In a phrase: Radio is America's sound habit!

TIME: 40 SECONDS

132 WORDS

ANNCR: It's a fact. . . today, there're more radios in America than people! Latest estimates say about 270-million. The average home has four working radios, and they all see plenty of action. Want to wake up cheerfully in the morning? . . . Set the clock radio. Need a weather forecast to see if the children need rain togs for school? . . . Turn-up the kitchen radio. Want a traffic report as you drive into town? . . . Depend on your car radio. Want a soothing background to ease the strain of the day at the office? . . . Switch on your desk radio. And in the evening – when you're relaxing on the patio – you can have your favorite tunes along with the ball scores. Your portable radio is at your command. Whatever the need, wherever you are, people are voting for the friendly voice of Radio. . . the people's choice!

OMNIPRESENCE

TIME: 40 SECONDS
120 WORDS

ANNCR: America is a nation on the move. Population is growing from coast to coast and from border to border. And keeping pace with this growth is radio. Radio can be found wherever people are found, and that means just about everywhere. Radio is heard in such places as hospital maternity rooms. . . and graveyards; in waterproof skin-diver's outfits or on mountain tops – literally everywhere you can possibly be. There must be a reason for this everywhere-ness of radio. . . and it's simply that radio is alive, available and alert. You can be as mobile as you wish. . . because radio goes wherever you are. Stay tuned to _____ radio. . . the Mobile Medium.

TIME: 55 SECONDS
145 WORDS

ANNCR: Wherever you are in the (city) area, you're always in tune for the best in music, news and sports when you dial _____. Radio goes wherever you are. Radio is your constant companion, in your pocket, purse, auto or home. Radio brings the world to your ear by its unique ability to capture the sounds of life anywhere. Radio is mobile. . . it moves to where events are happening, whether around the corner from your home, or around the equator. And _____ is as mobile as modern technology allows. With just a flip of a switch, _____ can bring you the voice of the President from Washington as easily as the voice of (newsman) from (nearby city). It is this mobility that keeps you and 160-million other Americans alert to the world around us. Keep listening to _____ radio. . . the Mobile Medium.

TIME: 55 SECONDS
138 WORDS

ANNCR: Did you ever wonder how many 'Friends, Romans, and Countrymen' Mark Antony could have reached if he had been able to broadcast his speech? Or, can you imagine how the people would have reacted to hearing the first 'Great Debates' between Lincoln and Douglas? That was only one hundred years ago. Chances are, radio could have done quite a bit for our political predecessors. Look what it's doing today. Radio brings us information, education, understanding and entertainment. You have the whole world at your fingertips. Yes, radio is no longer a luxury. . . it's part of our everyday life. Keep listening to _____. You'll hear how radio serves you. . . radio informs you. . . radio entertains you. Now, more than ever, the sound of America is the sound of radio. . . the best sound around.

OMNIPRESENCE

TIME: 55 SECONDS
138 WORDS

ANNCR: You're on the side of Mount Everest, fighting an eighty mile an hour blizzard. In five seconds you can be at Waikiki. But don't go away. In just 5 more seconds you're home again, with the top popular song of the day. This is radio – the speed of light, the flexibility of time itself, and the fundamental American right of free speech. Only on radio can you tune the world with your fingertips. Only on radio can you know what's going on across the world or across the street. Yes, with radio, America keeps itself informed and entertained. Now, more than ever, radio is alert, alive, and available wherever you are. Now, more than ever, the sound of America is the sound of radio. . . radio. . . the best sound around. Keep listening to radio station _____.

PLEASURE

TIME: 10 SECONDS
24 WORDS (PLUS)

ANNCR: There's never a dull moment on _____. That's because today's radio keeps pace with today's living. Radio. . . the best sound around.

ANNCR: Plug it in. Turn it on. Set your dial to _____, and out comes wonderful radio. . . the best sound around.

ANNCR: Make your day a little bit brighter. . . cares a little bit lighter. Listen to _____. Relax with radio. . . the best sound around.

ANNCR: If the frantic pace of a dizzy day sets your nerves on edge, refresh with radio. . . the best sound around. Keep your dial on _____.

TIME: 20 SECONDS
45 WORDS

ANNCR: How do you like your eggs in the morning? Well, no matter what your breakfast choice is, you'll start your day a happier way if you've got _____ on your radio. Start your day refreshed with radio. . . the best sound around.

PLEASURE

TIME: 20 SECONDS
46 WORDS

ANNCR: Whether your radio is a six speaker superfonic ultrasonic console. . . or a subminiature microscopic transistor job, it will sound better if you keep listening to radio station _____. For better programs, for better listening. . . better stay tuned to radio. . . the best sound around.

TIME: 20 SECONDS
53 WORDS

ANNCR: Wherever you are, whatever you're doing, _____'s pleasure is never more than a dial away. At home, on the road, at the beach or at the office, _____ keeps you in touch with what's going on. . . and there's always great music, too. So take the good companionship of _____ with you wherever you go. . . it's the All-American Sound!

TIME: 25 SECONDS
62 WORDS

ANNCR: All across the nation more people than ever before are listening to radio for entertainment and information. The same is true in _____, too. And with _____ there's fun for everyone. There's music tailored to your ear, and new, exciting sounds to hear. You're tuned to life's brightest show with _____ Radio. . . the All-American Sound!

TIME: 25 SECONDS
65 WORDS

ANNCR: You'll probably never own anything that gives you so much sheer enjoyment as radio! Now, that's a pretty big statement, but it's true! Radio's flexible. . . whatever the need, you've got it! That's because radio's skywide with choice. And best of all, with radio, you don't have to stop what you're doing to enjoy it. All you do is listen. That's one of the pleasure features of radio. . . America's sound habit!

TIME: 30 SECONDS
74 WORDS

ANNCR: The best things in life are free. . . and that's a fact! Take a radio, for instance. It fills your life with music, sparkling entertainment features, and up-to-the-minute news around the clock, year-in, year-out. Radio gives you whatever your mood calls for. . . anytime, anyplace. There's traffic and weather reports, time checks and other information to help you plan your day. That's why we say the best things in life are still free, and you'll find them on radio. . . the people's choice!

PLEASURE

TIME: 30 SECONDS
76 WORDS

ANNCR: What are your weekend plans this summer? A drive through the countryside. . . a trip to a beach. . . or just relaxing at home. Well, whatever you do, you'll have more fun if you take life easy and listen to your favorite programs. Join America at ease. It's summer time, time for the sound of a nation at play. Stay with the happy people on radio, the best sound around, Keep your dial set to _____.

TIME: 30 SECONDS
72 WORDS

ANNCR: If you're out for pleasure, you can't beat radio! Radio's pleasure speaks for itself. . . vital, alive, dynamic! Radio takes you on a fascinating wave of sound into a world where the pleasure's personal. Radio takes you where your imagination wants it to. . . Down memory lane with the old songs, up Broadway with the new, and across America with the modern beat. Enjoy the limitless world of personal pleasure every day in your life with radio. . . America's sound habit!

TIME: 30 SECONDS
95 WORDS

ANNCR: When it's fun-on-the-run you're after, take radio along. . . the sound of year-round pleasure! With _____ you hear total radio – the latest news. . . the weather report; the music you choose and your favorite sport. Around the clock, radio gathers the news and gives you the facts. . . chases the blues and helps you relax. Above all, it's convenient. You don't even have to stop what you're doing. All you do is listen. That's radio. . . the sound of year-round pleasure!

TIME: 30 SECONDS
90 WORDS

ANNCR: East Coast, West Coast. . . all across the Nation, more people than ever before are listening to radio for entertainment and information. With _____ radio there's fun for everyone. Your seat's up front and right on the aisle. There's music tailored to your ear and new, exciting sounds to hear. Radio brings you the news. . . the weather report; the traffic picture, and your favorite sport. You're tuned to life's brightest show with _____ radio. . . the sound of year-round pleasure!

PLEASURE

TIME: 30 SECONDS
72 WORDS

ANNCR: You're always in touch with radio. In your home, office, pocket, or car, radio. . . your mobile, global medium serves you best. There's a lot to hear on radio these days. In fact, you've never heard it so good! There's sports and weather and news when it's made; and, of course, your favorite music's always played. So dial a smile wherever you are with radio. . . the sound of year-round pleasure!

TIME: 40 SECONDS
122 WORDS

ANNCR: All across this great, big, wonderful country of ours, you'll find one thing that remains constant. . . everybody likes radio. It's the people's choice! East coast, west coast and in-between, radio's pleasure is skywide. . . you're only a dial away from your pleasure choice. But there's more to radio than listening fun. Radio's dependable and vital when emergencies occur. Remember the way radio shed light on the big, northeastern blackout of '65? Since then radio's come to the rescue in countless other emergencies all across the land. So whether it's the all-age appeal of radio's pleasure; or for vital information when disaster strikes, you can depend on radio. That's how it became the people's choice!

TIME: 40 SECONDS
100 WORDS

ANNCR: When you're all alone and feeling low. . . no place to go. . . nothing to do. . . it's easy to lose the blues, but fast. Just tune in your radio. Radio brings you cheerful tunes, friendly voices and happy talk. And soon your spirits will soar. But, to enjoy radio, you don't have to wait for the blues. When you're feeling gay. . . on top of the world. . . radio adds to the fun. In fact, radio means good listening anytime. . . anyplace. . . on Station_____. And good listening keeps you in rhythm with good living. Radio is the heart beat of Main Street.

TIME: 40 SECONDS
100 WORDS

ANNCR: Webster defines broadcasting as a scattering of seeds over a wide area. Radio broadcasting also plants seeds, and from these seeds grow the programs of information, education, and the best entertainment in the world. Radio plants these seeds every day of the year. . . and gives you the opportunity to harvest the most abundant crop of pleasure every day of the year. Radio is a constantly living, growing, entertaining part of the American scene. Now, more than ever, the sound of a growing America is the sound of radio. . . radio. . . the best sound around. Keep your dial set to_____.

PORTABLES

TIME: 15 SECONDS
33 WORDS

ANNCR: Radio does more than fit right in with your daily life. With the new miniature transistor models, radio fits right into your pocket. Take radio with you. Take _____ Radio, the Sound Citizen.

TIME: 30 SECONDS
74 WORDS

ANNCR: Going on a picnic? Got the ham, potato salad, bread, mustard, ketchup, hot dogs, relish, pickles, pie, potato chips, soda pop, and salad? Hope you didn't overlook one important picnic ingredient -- your portable radio. The programs on _____ add that perfect final touch to any outing. And as you listen, you'll keep up to the second with the latest news, because radio covers events of the world wherever you are. Stay in tune with Radio. . . the Sound Citizen.

TIME: 40 SECONDS
95 WORDS

ANNCR: How about an extra guest for breakfast tomorrow morning? You won't have to prepare anything extra either, when you invite (morning announcer) to spend a cheerful morning-time with you. Radio belongs in your kitchen. . . throughout the house for that matter. Lightweight, colorful radios can be carried from room to room, plug in anywhere, or operate from self-contained batteries. Yes, radio is a mobile service. . . an important one too. Catch up on the world around you. . . lively morning music to start your day a happy way, all yours when you invite _____ to breakfast. Keep in tune with _____ radio. . . the Mobile Medium.

PORTABLES - FM

TIME: 25 SECONDS
56 WORDS

ANNCR: Make _____-FM your constant companion. You can, because now you can take the thrill of FM radio with you. Local stores have a wide variety of FM portables and car radios available for immediate delivery. For sound as big as all outdoors, move up to an FM portable. . . and make _____-FM your constant companion!

PORTABLES - FM

TIME: 30 SECONDS
105 WORDS

ANNCR: Is your home or office disaster equipped? Many things may go into making it so, but foremost — — and certainly most economical — — is an AM/FM battery-powered portable radio. With an AM/FM portable you're not dependent upon local electrical power should it fail. —And you'll be able to hear each of _____'s radio channels to find out what's going on should a disaster or emergency strike. Good AM/FM portables are in plentiful supply now. They're inexpensive and dependable. So be sure your home and office is disaster equipped. Be prepared. An AM/FM portable can bring real peace of mind to you and your family should disaster strike.

PORTABLES - SPRING

TIME: 30 SECONDS
41 WORDS

ANNCR: Springtime means fun time everywhere in America. And spring's fun is out-of-doors. . . where the portables play!
An AM/FM portable radio means more than pleasure. . . it means security, too, should an emergency occur.
So get set now for a fling with springtime pleasure — cordless and care-free — with an AM/FM portable!

TIME: 30 SECONDS
42 WORDS

ANNCR: A good, AM/FM, portable radio can add a world of pleasure to outdoor fun, but it does more than that.
With an AM/FM portable you're in touch with the world and care free, should an emergency occur. . . It's added security for you and your family.
This spring, be ready for your fun in the sun — cordless and care-free — with an AM/FM, portable radio!

TIME: 30 SECONDS
63 WORDS

ANNCR: Spring is just around the corner. So get set now to enjoy it more with a good, AM/FM, portable radio.
A battery-powered, AM/FM portable means added pleasure to spring's fun out-of-doors. And it means added security for you and your family should an emergency occur.
So get set now to add to your fun in the sun this spring. Get an AM/FM portable!

PORTABLES - SPRING

TIME: 30 SECONDS
43 WORDS

ANNCR: If you go for outdoor fun, you'll go for an AM/FM portable radio!
A battery-powered, AM/FM portable adds fun to outdoor sun; and in emergencies, it adds security for your family!

This spring, be cordless and care-free with a battery-powered, AM/FM portable radio!

TIME: 45 SECONDS
69 WORDS

ANNCR: Springtime means fun time throughout the land. And if you like outdoor fun, you'll love portable radio. . . especially if it's an AM/FM portable.

A good, battery-powered, AM/FM portable adds to your pleasure out-of-doors, but it does more. . . It's added security for you and your family should an emergency occur.

This spring, be set for pleasure in the great outdoors – cordless and care-free – with an AM/FM portable!

PORTABLES - SUMMER

TIME: 10 SECONDS
24 WORDS

ANNCR: For good entertainment and companionship all summer long. . . take a portable radio along. And keep listening to Station _____. Broadcasting Serves America.

TIME: 15 SECONDS
36 WORDS

ANNCR: At home or on the go. . . a portable radio brings you wonderful entertainment all summer long. There's always good listening on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 20 SECONDS
46 WORDS

ANNCR: Wherever you are this summer. . . in your own backyard or many miles from home. . . you can enjoy wonderful entertainment on a portable radio. There's always pleasant listening on radio. . . especially on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

PORTABLES - SUMMER

TIME: 30 SECONDS
76 WORDS

ANNCR: For pleasant companionship wherever you are this summer. . . there's nothing like a portable radio. You have the world's top entertainers. . . and wonderful music. . . at your finger-tips. There are portable radios small enough to slip into your purse or pocket. . . light enough to take anywhere. You need never be without the pleasure of radio. And the best summer listening is on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
90 WORDS

ANNCR: This summer take the sound of FM and FM stereo with you wherever you go. Portable FM gives you sound as big as all outdoors. And _____'s wide range of programming means added pleasure to outdoor fun. On your next trip to the beach or mountains. . . or when you're just relaxing on the lawn at home, take _____ along. Join _____ at ease with _____ . . . the sound of year-round pleasure!

TIME: 40 SECONDS
101 WORDS

ANNCR: Summer is the time to get away from it all. But, this summer, there are exciting things going on. . . in politics. . . international affairs, the race for space. . . and in your own community. You need not be out of touch. Wherever you go, there's an easy way to keep in touch. Simply take a portable radio along. At home or away from home, radio keeps you well-informed. . . and brings you wonderful music and entertainment to add to your summer fun. The best summer listening is on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
125 WORDS

ANNCR: It's easy to have music wherever you go. Now you can have a portable radio. . . small enough to slip into your purse or pocket. . . so light and easy to carry. . . so inexpensive to buy and operate. Because your portable is equipped with tiny transistors, it can operate for months on ordinary flashlight or penlight batteries. And because of modern plastics. . . your portable radio has a rugged case that resists the hardest knocks. So. . . wherever you go this summer. . . you needn't miss the wonderful companionship of radio. Get yourself a portable radio. . . and keep it set on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

PORTABLES - SUMMER

TIME: 50 SECONDS
125 WORDS

ANNCR: On a sunny, summer day. . . when temperatures soar. . . it's time to get away to a cool place in the country. Or maybe a beach or swimming pool. . . or the mountains. No matter where you go, you'll find it even more relaxing and enjoyable with a portable radio by your side. . . to fill your summer with music and entertainment. A portable radio is so easy to take in your purse, pocket or picnic bag. And. . . even if you're spending the summer in the coolness of your own porch or backyard patio. . . you'll find it more pleasant with the companionship of a portable radio. Of course, the best summer listening is on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
136 WORDS

ANNCR: This summer, you can count on plenty of exciting developments in our nation's affairs. . . big events on the international front. . . new achievements in space. These are just a few examples. You'll want to keep up with all this historic happenings. And. . . wherever you are. . . there's an easy way to know what's going on. A portable radio will bring you each important development, as it happens. Radio also adds pleasant music and entertainment to your summer fun. So. . . on your summer vacation and weekend holidays. . . take a portable radio along. And a portable radio makes a fine summer companion when you're relaxing at home. . . on the porch or your backyard patio. There's always good listening on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
153 WORDS

ANNCR: Summer is the golden time of year. You really come alive during the warm, sunny days and rich sultry nights. There's nothing like baking in the sun at the edge of a pool or lake or ocean. . . then plunging in to feel the cool, invigorating water against your skin. And the beach is even more fun when you have a portable radio by your side to serenade you. Sunshine, swimming and music go well together. Radio also makes a fine companion when you're trudging along mountain trails. . . pitching camp under the stars. . . or taking to the highway to explore new, exotic places. Wherever you go this summer, take radio along. Of course, a portable radio also brings you pleasant listening at home. . . in the coolness of your own backyard or patio. And the best summer listening is on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

PROGRAMMING

TIME: 30 SECONDS
108 WORDS

ANNCR: Sometimes we depend on a thing so much that we soon begin to take it for granted. Your radio is a good example. Day after day radio brings us music, news, sports and other program features that help to enrich our lives. Radio's friendly voices tell us many things. . . like, how the weather will be so that we dress properly. And what the traffic conditions are so that we get to our destinations safer, quicker and easier. And in emergencies, radio assures your safety with vital information. Your radio is a lot to take for granted, but go ahead. We like it. That's why radio has become the people's choice!

TIME: 30 SECONDS
88 WORDS

ANNCR: East Coast — West Coast. . . all across the nation, more people than ever before are listening to radio for entertainment and information. With _____ radio there's fun for everyone. Your seat's up front and right on the aisle. There's music tailored to your ear. . . and new, exciting sounds to hear. Radio brings you the news. . . the weather report; the traffic picture, and your favorite sports. You're tuned to life's brightest show with _____ radio. . . the sound of year-round pleasure!

TIME: 30 SECONDS
72 WORDS

ANNCR: You're always in touch with radio. In your home, office, pocket, or car, radio. . . your mobile, global medium serves you best. There's a lot to hear on radio these days. In fact, you've never heard it so good. There's sports and weather and news when it's made; and, of course, your favorite music's always played. So dial a smile wherever you are with radio. . . the sound of year-round pleasure!

TIME: 40 SECONDS
110 WORDS

ANNCR: One of the hardest workers in today's hustling world is the homemaker. With children and house plus community and church activities, today's housewife needs her entertainment and information on the run. What does she turn to? Her radio, of course. Without interrupting her duties, she can tune in on the world around her. . . drama, music, news, public affairs, and the many, many other programs radio offers. Radio does not demand her full time and attention. She fulfills her role, and still has all of these services. More than ever before, housewives in the _____ area keep listening to _____ radio. . . the Mobile Medium.

PROGRAMMING

TIME: 45 SECONDS
112 WORDS

ANNCR: All through the day, your radio provides good listening and pleasant living. In the morning, radio wakens you gently to music. . . then brings you the latest reports on local and world news, weather and traffic conditions. Wherever you go during the day, your car radio gets you there more smoothly. Radio shortens your working hours. . . brings you shopping tips and household information. Then, at the end of the day, radio helps you relax. . . sums up the day's news. . . and lulls you pleasantly to sleep. Every day, when you're listening to Station _____, you hear programs tailored especially for you and your community. Radio is the heart beat of Main Street.

TIME: 50 SECONDS
126 WORDS

ANNCR: The good listening you hear on your radio is an important part of modern living. Radio brings you music for your relaxation and enjoyment . . . the kind of entertainment you and your friends and neighbors like to hear. Radio brings you the sounds, voices and events that shape your community. . . the problems and issues facing you and your fellow citizens. Radio keeps you posted on future happenings you won't want to miss. The advertising messages you hear on radio help you to live better. Radio brings you up-to-the-minute reports on weather and traffic conditions that affect your daily life. Yes, good listening means good living. And the best radio listening is on Station _____. Radio is the heart beat of Main Street.

TIME: 55 SECONDS
170 WORDS

ANNCR: The "magic" in Aladdin's lamp was really very little when you compare it to the miracle of radio. Radio brings you total sound as nothing else can. It's your magic bridge to the world of music, comedy, sports, news, drama, religion, science and public affairs. Radio takes you to any part of the world in a fraction of a second. It entertains, informs, educates. You can take the magic of radio with you, too. . . to any room of the house, to work, to the store, to the country for a picnic, to the beach, or in your car while driving. And radio is versatile. With a twist of the dial you can satisfy your every listening mood. . . from show music to film music. . . from hootenanny to classical. . . from folk music to dance music. . . from sing-along to western. And, to enjoy radio you don't even have to stop what you're doing. All you need do is listen. That's the magic of radio. . . your constant companion.

PUBLIC SERVICE ANNOUNCEMENTS

TIME: 30 SECONDS
73 WORDS

ANNCR: Do you realize that a great number of messages you hear on _____ are not paid for? They are public service announcements, our contribution to hundreds of local and national charitable groups. By donating air time to these associations, and by presenting their messages in the public interest, radio station _____ supports these organizations. Radio serves you best. Keep listening to radio. . . the best sound around.

TIME: 60 SECONDS
156 WORDS

ANNCR: May is National Radio Month. . . a good time to reflect on the many services radio provides. For example: Did you ever stop to think that many of the announcements you hear on radio are not paid for? –That’s right, not paid for! –Many of the messages you hear on radio are called “Public Service” announcements. Radio presents them in the public interest as a contribution to hundreds of local and national charitable and non-profit making agencies. Last year, broadcasters in this country donated nearly 400-million dollars worth of free air-time to about 100 national organizations. There’s no law that says radio must do this. The radio industry donates time and services to these groups because radio feels their work is important and worthy of your serious consideration. The “Public Service” announcement is but one of the many ways in which radio contributes to a better life and community for everyone!

ROOM WITH A RADIO

TIME: 20 SECONDS
50 WORDS

ANNCR: A small Hotel with a wishing well is swell . . . but you’ll enjoy any hotel or motel even more with a radio in your room. Look for a room with a radio. And in the _____ area, radio means _____ , for the best in entertainment and information.

TIME: 20 SECONDS
50 WORDS

ANNCR: Radio makes your summer more of a vacation. Wherever you go this summer, make sure there’s a radio in your hotel or motel room. Better hotels and motels have a radio in every room. . . so that guests are never without entertaining, informative radio. Look for a room with a radio.

ROOM WITH A RADIO

TIME: 30 SECONDS
76 WORDS

ANNCR: A room isn't quite complete without a radio in it. . . especially a hotel or motel room when you're away from home. Your vacation trip this summer will be more fun with a radio in your room to bring you wonderful entertainment and keep you in touch with the world. Also to keep you posted on travel conditions. The best hotels and motels have a radio in every room. So, look for a room with a radio.

TIME: 30 SECONDS
95 WORDS

ANNCR: When you're stopping at a hotel or motel. . . look for a room with a radio. Radio keeps you in touch. . . wherever you go. A radio in your room brings you music and entertainment. . . and up-to-the-minute news from around the world. Radio reports on weather and road conditions help you get where you're going more quickly and safely. Remember. . . when you are traveling, look for a room with a radio. And in the _____ area, radio means _____ , for the best in entertainment and information.

TIME: 30 SECONDS
88 WORDS

ANNCR: Your car radio is always a good companion on the highway. And. . . when you've pulled into a motel or hotel for the night. . . a radio in your room brings you music and entertainment to help you relax. Next morning, a radio in your room speeds you on your way with reports on weather and highway conditions. So, keep in touch wherever you go. Look for a room with a radio. And in the _____ area, radio means _____ , for the best in entertainment and information.

TIME: 30 SECONDS
90 WORDS

ANNCR: Vacation-bound motorists, take this advice. When you drive anywhere in the nation, always stop at a hotel or motel where the rooms are radio-equipped. Look for a room with a radio to get the information that will make your trip more worthwhile. Radio gives you tourist information on what to see and how to get there. Radio gives you advice on the best shopping buys wherever you are too. So, no matter where you drive, when it comes time to spend the evening in a modern hotel or motel, always look for a room with a radio. And in the _____ area, radio means _____ , for the best in entertainment and information.

ROOM WITH A RADIO

TIME: 40 SECONDS
120 WORDS

ANNCR: It's the little extras that count when you stop for an evening's rest away from home. Naturally, when you choose your hotel or motel, you look for fresh, airy rooms. But, when you're on the go from place to place, you also need the latest road and weather information. That's why you should look for a room with a radio wherever you stop. Radio is your split second guide to the road ahead. Radio is your direct line to the weather bureau. If you travel, you know how important radio is. Make radio listening a habit when you stop for the night too. Always look for a room with a radio. And in the _____ area, radio means you're tuned to _____.

TIME: 40 SECONDS
120 WORDS

ANNCR: Capsule or comprehensive, radio news is first. Radio goes to where the news is being made, and reports it, many times in the voices of the newsmakers themselves. When you travel, make sure you keep in tune with the times by tuning in the news on your radio. And whenever you stop for a night's rest, always look for a room with a radio. The best hotels and motels provide radios in every room because radio keeps you well informed about the world around you, and does it easily, conveniently. Tonight, stay where you can keep a finger on the pulse of the world. Look for a room with a radio. And in the _____ area, news breaks first on _____ Radio.

TIME: 40 SECONDS
120 WORDS

ANNCR: Got an early train to catch? Want to keep close tabs on the clock while you shave or get ready to drive to your next appointment? When you stay in a hotel or motel, always look for a room with a radio. Frequent time checks all day long keep you on your toes -- in touch with the world no matter what you're doing. You know how important radio is in your car. It's just as important in your hotel or motel room. So when you spend a night away from home -- on business or on pleasure, let radio keep time for you. Look for a room with a radio wherever you stop. And in _____, radio means quality entertainment on _____.

ROOM WITH A RADIO

TIME: 50 SECONDS
154 WORDS

ANNCR: Who won the big game today? How did the league leaders make out in the night game? Is there a local stadium sports activity today? Well, no matter where you are, you'll get the answers to these and other sports questions on your radio first. If you're touring the nation, or on business, always look for a room with a radio when you stop for the night. Radio keeps you on time, all the time, and up to the minute with the latest news from the world of sports. Radio also tells you what big sports events are going on locally, so you sports fans can have an evening out with the local teams. Just remember, only radio gives you all the sports news first, fast, and frequently. So when you stop tonight, look for a room with a radio. And in _____ your radio dial is set to _____ for the best in sports news.

TIME: 45 SECONDS
115 WORDS

ANNCR: Summer means vacation-time. . . time for trips to new and interesting places. Your vacation trip this summer will be even more interesting if you take radio along. A radio in your car will keep you company along the way. And whenever you stop at a hotel or motel. . . look for a radio in your room. Radio adds wonderful entertainment and fun to your vacation. . . and keeps you informed up-to-the-minute on travel conditions. A radio in your room shows that the hotel or motel owner really cares about your comfort. Remember to look for a room with a radio. And when you're in _____, keep your radio dial set on Station _____, _____ on your dial.

TIME: 10 SECONDS
28 WORDS

ANNCR: For summertime fun, make radio your vacation companion. . . a radio in your car. . . a radio in your motel or hotel room. Look for a room with a radio.

TIME: 60 SECONDS
154 WORDS

ANNCR: On a vacation trip along a fast turnpike or a quiet, country road. . . your car radio makes the trip more fun. And when you stop for the night, a radio in your hotel or motel room helps you relax. . . entertains you. . . and keeps you company. Radio lulls you to sleep at night with just the kind of music you like best. Next morning, a radio in your room gets you on your way again more smoothly and safely. . . with the latest reports on weather and road conditions ahead. And, wherever you are, radio keeps you informed on what's happening in the world. Radio is a wonderful vacation companion. The best hotels and motels give you a radio in every room. So. . . when you're stopping overnight. . . and when you reach your destination. . . look for a room with a radio. In the _____ area, keep your dial set to _____ for the best in radio on Station _____.

ROOM WITH A RADIO

TIME: 50 SECONDS
129 WORDS

ANNCR: This summer, whether you're vacationing at a big resort hotel . . . or a small secluded motel . . . your stay will be more enjoyable if there's a radio in your room. Radio brings you friendly people and good entertainment to keep you company when you're away from home. Radio adds more fun to your vacation. And wherever you're traveling, radio brings you up-to-the-minute reports on travel conditions that affect you. The best hotels and motels know how important radio is to you on your vacation. . . so they put a radio in every room. Whenever you're stopping at a hotel or motel. . . look for a room with a radio. And when you're stopping in the _____ area, you hear the best in radio on Station _____.

TIME: 60 SECONDS
162 WORDS

ANNCR: Rings on her fingers, bells on her toes. She shall have music wherever she goes. . . That may have been true once upon a time, but nowadays there's a better way for you to have music wherever you go. Today's traveler has radio. A radio in your car as you roll along the highway. A radio in your hotel or motel room. . . to bring you music and plenty of other fine entertainment to relax by at the end of the day. Next morning, a radio in your room gets you started with the latest weather and road information. . . to make your trip safer and quicker. And wherever you go. . . radio keeps you in touch with what's happening around the world. The best hotels and motels have a radio in every room. When you're on the go. . . keep radio close to you. Look for a room with a radio. And in the _____ area, radio means _____, for the best in entertainment and information.

TIME: 45 SECONDS
128 WORDS

ANNCR: Where will you be spending tonight?
Far away from home?
Perhaps in a hotel room in some strange city. . . or a motel along the way.
Wherever you're traveling. . . you'll have a more pleasant stopover if there's a radio in your hotel or motel room. At night, you'll have music and friendly entertainment to help you relax. Radio will keep you in touch with important news. And in the morning. . . a radio in your room will bring you road and weather information to make the next leg of your trip safer and faster. So, whenever you're spending the night away from home. . . at a hotel or motel. . . look for a room with a radio. And in the _____ area, radio means _____ for the best in entertainment and information.

ROOM WITH A RADIO

TIME: 45 SECONDS
120 WORDS

ANNCR: Whenever you're traveling alone, you'll never be lonesome if there's a radio in your hotel or motel room. Radio brings you music and splendid entertainment. . . and keeps you posted on news developments around the world. Radio also brings you up-to-the-minute reports on travel conditions affecting your trip. A radio in your hotel or motel room is always good company. Keep in touch wherever you go. Look for a room with a radio. And in the _____ area, radio means _____, for the best in entertainment and information.

TIME: 40 SECONDS
100 WORDS

ANNCR: A sign of an up-to-date hotel or motel is a sign that says, "Look here for a room with a radio". Radio is almost essential to modern travelers. A radio in your room entertains you during hours away from home. Radio keeps you informed on what's happening everywhere. . . and brings you reports on highway travel conditions to help make your trip faster and safe. So, keep in touch wherever you go. Look for a room with a radio. And in the _____ area, radio means _____, for the best entertainment and information.

TIME: 40 SECONDS
96 WORDS

ANNCR: Whether you're traveling for business or pleasure. . . look for a hotel or motel room with a radio. A radio in your room will assure you of relaxing entertainment after a long day on the move. And a radio in your room will keep you posted on weather and highway conditions. . . so that your trip will be safer and quicker. Keep in touch wherever you go. Look for a room with a radio. And in the _____ area, radio means _____, for the best in entertainment and information.

TIME: 60 SECONDS
153 WORDS

ANNCR: Driving the highway all day is tough, tiring work. Whether your trip is for business or pleasure, you're ready for a good night's rest when the day is over. . . and you'll find plenty of comfortable motels and hotels where you can spend the night along the way. You'll enjoy hotels and motels equipped with radios so that you can have music and entertainment to help you relax. A radio in your room also keeps you up-to-the-minute on what is happening around the world. . . and brings you information to help you get where you're going more quickly and safely. In the morning, for instance, radio speeds you on your way with reports on the latest weather and highway conditions. Radio keeps you in touch wherever you go. When you're stopping for the night at a hotel or motel. . . look for a room with a radio. And in the _____ area, radio means _____, for the best in entertainment and information.

SAFETY

TIME: 30 SECONDS
73 WORDS

ANNCR: The safety reminders you hear on radio helps to save lives. A spokesman for the National Safety Council says: "The circulation given to our safety campaigns through radio is positively amazing. All this help makes the job of safety groups so much easier. . . so much more effective." Station _____ pledges to continue working for a safer America. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

SCHOOLS

TIME: 30 SECONDS
75 WORDS

ANNCR: Going to school is an exciting adventure for today's young people. Radio helps make it more exciting. The things you learn in school are pass-keys to a whole new world. The programs you hear on radio help you understand what's going on in the world. Station _____ is pledged to serve you, your school and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
99 WORDS

ANNCR: Throughout the school year. . . in fact, all year long. . . radio serves the schools of our community. On radio, you hear about the achievements and the problems of our schools. . . often in the actual voices of students, teachers and parents. Radio helps achieve better schools. . . and helps students toward a better understanding of the world they learn about in school. Radio also provides good music and entertainment for leisure hour activities. Station _____ is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
113 WORDS

ANNCR: Today, we must have good schools if we are going to survive in the Space Age. Good schools build good citizens. . . good communities. . . and a better world. And, every day, radio makes vital contributions toward good schools. For instance, when there's a problem facing the schools in your community. . . radio reports it and helps find the solution. Radio brings you the ideas and opinions of parents, teachers, students, taxpayers, civic groups. . . and so on. Radio often presents their ideas in their own voices. Station _____ is pledged to serve you, your schools, your community, and all America. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

SCHOOLS

TIME: 50 SECONDS
126 WORDS

ANNCR: Radio is in tune with American youth. . . and with parents and teachers, too. If you are a young man or woman in school. . . radio serves you with a wonderful variety of programs to make your school years more meaningful. Radio covers your own activities in and out of school. . . the achievements and problems of your school. Radio gives you new insight into the subjects you study in school. . . new understanding of the world you live in. Radio stimulates you with new ideas. . . and entertains you during your leisure hours. Radio makes it more fun to be young. Station _____ is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
137 WORDS

ANNCR: School years are valuable years. . . and radio helps make them more productive, enjoyable years for students, teachers and parents alike. Radio reports what's happening in our schools. . . school activities and achievements. . . the problems of our schools. Radio helps achieve better schools. Many programs you hear on radio also help young Americans toward a better understanding of what they study in school. Radio spurs interest in history, science, current events, literature, government, music and art. Whether you're young in age or young in spirit. . . radio brings you exciting new ideas. Radio entertains you and enhances your leisure hours. . . wherever you are. Radio makes it more fun to be young. Station _____ is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
149 WORDS

ANNCR: If you're a young man or woman in school, you know that school days are busy days. There's so much to learn. . . so much to accomplish. . . so much to enjoy. That's why radio means so much to young Americans on the go. . . and parents, too. Radio goes with you anywhere. . . and keeps you in tune with what's happening everywhere. Radio shares your every interest. Radio covers the activities, achievements, and problems of your own school. Radio serves as a forum in which students, parents and teachers alike can exchange ideas. Radio public affairs programs help you understand what you study in school. Radio makes it more fun to be young. Station _____ is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

SERVICE

TIME: 40 SECONDS
100 WORDS

ANNCR: Radio is a mobile medium. . . it moves, in pace with today's dynamic world. Radio moves men's minds. . . it shows the problems facing educators, heads of state and world leaders, and gives you, the listener, an opportunity to understand current events. By presenting programs of news and public affairs, radio strengthens our freedom. As President Kennedy said recently, "An informed citizenry is the backbone of our democratic system." Every citizen should be informed, and radio is the best information medium. Stay in tune with radio. . . with _____ radio . . . the Mobile Medium.

TIME: 50 SECONDS
140 WORDS

ANNCR: What makes radio "the people's choice?" Many people tell us it's the extra services radio performs. Sure, there's music, entertainment, news, weather, traffic reports. . . radio provides all of this, but there's more. Like when a favorite family pet strays. Radio alerts our neighbors – even people we don't know – to be on the lookout for it. When someone needs special help – a blood donor, for example – radio comes to the rescue. Radio tells us when an X-ray truck will be close by. . . how long we can expect to wait before "teeing-off" at the local golf course. . . and where the fish are biting. Because of these friendly personal services, people like radio. What makes radio "the people's choice?" The answer is service. Radio cares about people. That's why it's the people's choice.

TIME: 60 SECONDS
187 WORDS

ANNCR: Have you ever stopped to think about the vital role radio plays in our daily lives? Radio has become so closely entwined with our day-to-day activities that we seldom realize how dependent upon it we actually are. For example: When the weather becomes more than a matter of convenience. . . a matter of life or death. . . radio alerts us to the danger. When disaster strikes radio speeds help to where help is needed. When the danger has passed, radio assists in rebuilding our community. Radio serves you in other ways, too. In politics it lets you hear the candidates. It brings you the issues – both sides – without favor or partiality. When the news is routine radio sums it up quickly and accurately. When it's important radio expands the depth of its presentation to bring you all the pertinent details. Whether it's a lost child, a stolen car, a rush-hour traffic jam, slum clearance, or a school project, radio will tell you about it. That's radio. . . the sound of community leadership. . . your constant companion.

SET SALES

TIME: 40 SECONDS
98 WORDS

ANNCR: With some 270-million radio sets in use all over the country, you'd think that everyone owned one. Yet, radios are selling more today than ever before. Each year sets new sales records. There's a reason of course, and the reason is that radio is better now than ever before. Everyone listens to radio. . . listens in home, in car, at the beach, on the porch. . . everywhere there are people, you'll find radio. Radio is mobile. . . it goes where you go, and keeps your ear on the heartbeat of the world. Keep tuned to _____ radio . . . the Mobile Medium.

SOUND

TIME: 10 SECONDS
24 WORDS

ANNCR: At home. . . in your car. . . wherever you are. . . you'll like the sound of radio. . . the best sound around. Listen to _____.

TIME: 10 SECONDS
24 WORDS

ANNCR: When you want a refreshing, relaxing sound, listen to _____. Yes, enjoy radio. . . the best sound around.

TIME: 10 SECONDS
27 WORDS

ANNCR: For radio with taste as good as it sounds, keep listening to _____. Good listening is good living on radio. . . the best sound around.

SPEED

TIME: 25 SECONDS
55 WORDS

ANNCR: There's no equal to radio's speed. And no match for its service. That's why radio has become the All-American Sound! In _____, _____ brings you a happy blend of news, music, sports, information, education, entertainment, religion and public affairs. There's good listening for everybody on _____ . . . the All-American Sound!

SPEED

TIME: 35 SECONDS
100 WORDS

ANNCR: Is there life beyond earth? If there is, you'll hear about it first on radio! Nothing beats radio's speed for concise, authoritative news reports. Radio delivers the news as it happens – in a fraction of a second – and quite often, in the actual voices of the people who make the news. Radio's news has made the sound medium a vital and integral part of our daily lives. It's the most powerful and effective means of mass communications and entertainment man has ever known. People depend on radio. That's why it's become America's sound habit!

TIME: 60 SECONDS
165 WORDS

ANNCR: Never before in history have we been in closer, more intimate touch with the world's peoples and events. Radio plays a major role in making it so. Nothing matches radio's speed for concise, authoritative reporting of local, national and world events. Radio delivers the news as it happens in a fraction of a second. . . quite often in the actual voices of the people who make the news. Here's an example of radio's speed: Back in 1917, when Woodrow Wilson asked Congress to declare war, the news didn't reach some remote regions for weeks. When Franklin Roosevelt made a similar plea – 24 years later – radio listeners in the mountains of northeast Oregon heard his voice sooner than congressmen in the back of the chamber where he spoke. Radio is a vital and integral part of our daily lives. . . the most powerful and effective means of mass communications and entertainment man has ever known. America depends on radio. . . your constant companion.

SPORTS

TIME: 10 SECONDS
25 WORDS

ANNCR: Radio makes it more fun to be a sports fan. For fast, reliable sports coverage, keep listening to Station _____ . Broadcasting Serves America.

TIME: 15 SECONDS
37 WORDS

ANNCR: You can depend on radio for fast, complete sports coverage. It's more fun to be a sports fan when you listen to Station _____ , a member of the National Association of Broadcasters. Broadcasting Serves America.

SPORTS

TIME: 20 SECONDS
51 WORDS

ANNCR: It takes the speed of radio to keep you posted on what's happening in sports these days. Radio brings you the fastest sports coverage. It's more fun to be a sports fan when you listen to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 30 SECONDS
76 WORDS

ANNCR: There's so much happening in sports these days. . . and you can depend on radio to keep you posted on all the big developments. Radio brings you up-to-the-minute coverage of all major sports. . . and rounds up each day's record quickly and accurately. Radio makes it more fun to be a sports fan. For complete sports coverage, keep listening to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 40 SECONDS
101 WORDS

ANNCR: It's a thrilling moment when the first batter steps up to the plate. . . or when the whistle is blown for the opening kick-off. And. . . even when you aren't there to see it. . . you can still follow your favorite team on your radio. Inning-by-inning. . . quarter-by-quarter. . . radio brings you the results. Radio provides up-to-the-minute sports coverage wherever you are. Radio makes it more fun to be a sports fan. To know what's going on in all the big sports, keep listening to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 45 SECONDS
112 WORDS

ANNCR: It takes fast reporting to keep up with fast-moving sports. That's why radio is your best source of sports news. On radio, there's a new edition going to press every minute. And so radio is able to bring you the very latest, up-to-the-minute sports results. . . inning by inning. . . quarter by quarter. . . lap-by-lap. Radio reaches you wherever you are. . . whatever you're doing. . . to keep you posted on how your favorite team is making out. You always know the score with radio. And for the best in radio sports coverage, keep listening to Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

SPORTS

TIME: 50 SECONDS
125 WORDS

ANNCR: Whatever your favorite sport. . . radio makes it more fun to be a sports fan. Radio keeps you posted minute-by-minute. . . inning-by-inning. . . quarter-by-quarter. . . on what's happening throughout the sports world. You can listen to radio wherever you are. . . whatever you're doing. . . and follow the latest results in all the big sports. You always know the score, with radio. Only radio keeps pace with all the fast action on the baseball diamond. . . the football field. . . the basketball court. . . the hockey rink. . . the race track. Radio covers sports with the speed of light. So, don't miss any of the sports thrills coming your way on Station _____. This station is a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 55 SECONDS
136 WORDS

ANNCR: In every sport, there's always a chance that the unexpected will happen. A home-run with the bases loaded. . . bringing your favorite team out from behind. An 80-yard run to a touchdown. A photo-finish between the favorite and the long-shot. You can't always be there to see it happen. . . but, wherever you are, you can keep up with what's happening. Radio brings you the very latest results in all the big sports. . . inning by inning. . . quarter by quarter. In radio, there's a new edition going to press every minute. Nowhere else do you get such fast, up-to-the-minute sports coverage. Radio makes it fun to be a sports fan. So, follow your favorite sport on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIME: 60 SECONDS
150 WORDS

ANNCR: No, it's not always possible to get out to the ball game. . . and see your favorite team in action. But you can always tune in your radio to find out what's happening. You know the score, when you listen to radio. Wherever you are. . . whatever you're doing. . . you can depend on radio to bring you the latest sports results. Baseball. . . football. . . basketball. . . racing. . . you get them all on radio. Inning by inning. . . quarter by quarter. . . radio lets you know what's going on throughout the whole world of sports. You always can depend on radio for complete, up-to-the-minute sports coverage. And you can take radio with you wherever you go. Radio makes it more fun to be a sports fan. This season, don't miss any of the exciting sports coverage that is yours on Station _____, a member of the National Association of Broadcasters. Broadcasting Serves America.

TIMEKEEPER

TIME: 40 SECONDS
115 WORDS

ANNCR: If your memory goes back a decade or so, recall if you will the old pocket watch. The loud ticking of it could be heard through vest, coat. . . even overcoat. Now, today, there's a time keeper that fits about the same space. Only this time, instead of ticking, you have your choice of the finest radio programs on the air. If you haven't guessed by now, I'm talking about the newest portable radios. . . transistor radios that let you carry the world in your watch pocket. Radio is more mobile than ever before. And more than ever before, radio belongs wherever you are. Keep in tune with the world through _____ radio. . . the Mobile Medium.

WEATHER

TIME: 25 SECONDS
57 WORDS

ANNCR: Wondering whether or not it will rain today? Don't just guess at the weather. _____ brings you the official forecast many times each day. You'll know how to dress, and whether or not to wear your rubbers. If you're planning a trip, you'll hear extended reports too. It's yours for the listening on radio. . . the best sound around.

1914

