

***Nothing is as simple as black and white***  
*(particularly, the race problem)*



*"Let's do something about it."*

With these words, the Episcopal Church committed itself to the development of a series of public service radio announcements on *racism*.

From the beginning, the big question was: Would listeners tune us in, or dial us out? These would not be the traditional, love-and-brotherhood messages. These would be provocative thought-starters, designed to penetrate the built-in defenses of people and cause them to evaluate their own attitudes on the race problem.

The Division of Radio and Television of the Episcopal Church, New York, reassembled its prize-winning team of public service radio experts. A small, bi-racial committee took on the challenge to create radio announcements that would communicate one-to-one with the listener. The result is this packet of public service messages.

On the record you will hear top Hollywood actors and commercial announcers: Ernie Anderson, Adolph Caesar, Ann Elder, Byron Kane, Lincoln Kilpatrick and Jesse White. The entire production was recorded at Bell Sound Studios in Hollywood. Bill Bell engineered.

To test the effectiveness of these messages, a "test market" program was scheduled in Seattle, Washington. Eleven radio stations agreed to participate in a two-months study, and the "Black and White" announcements were broadcast 675 times, over every type of radio station format — top 40, country western, good music, etc.

The marketing and research department of Cole & Weber, Inc., Seattle was commissioned to conduct in-home, "probe" interviews to find out what listeners really felt about these messages.

Success! The campaign registered a 39% awareness among those interviewed . . . 55% said these radio announcements would *decrease* racial prejudice in the community. Only 10% felt they would increase prejudice. The rest had neutral opinions. (A complete copy of the survey is available on request.)

In addition, no negative letters or complaints were received at the radio stations.

Now that it was certain that these announcements did the job, the package could be offered nationally. Now, it's your turn to "do something about it." You can present these same, proved, provocative messages to *your* community . . . "in living black and white."





### ON THE RECORD

*SIDE 1:* All three announcements end with, "This message brought to you by the Episcopal Churches in this community."

*SIDE 2:* The same three announcements have an "open" ending, so the radio station announcer can mention other local cooperating Council of Churches or ecumenical groups.

### THE SECRET OF SUCCESS

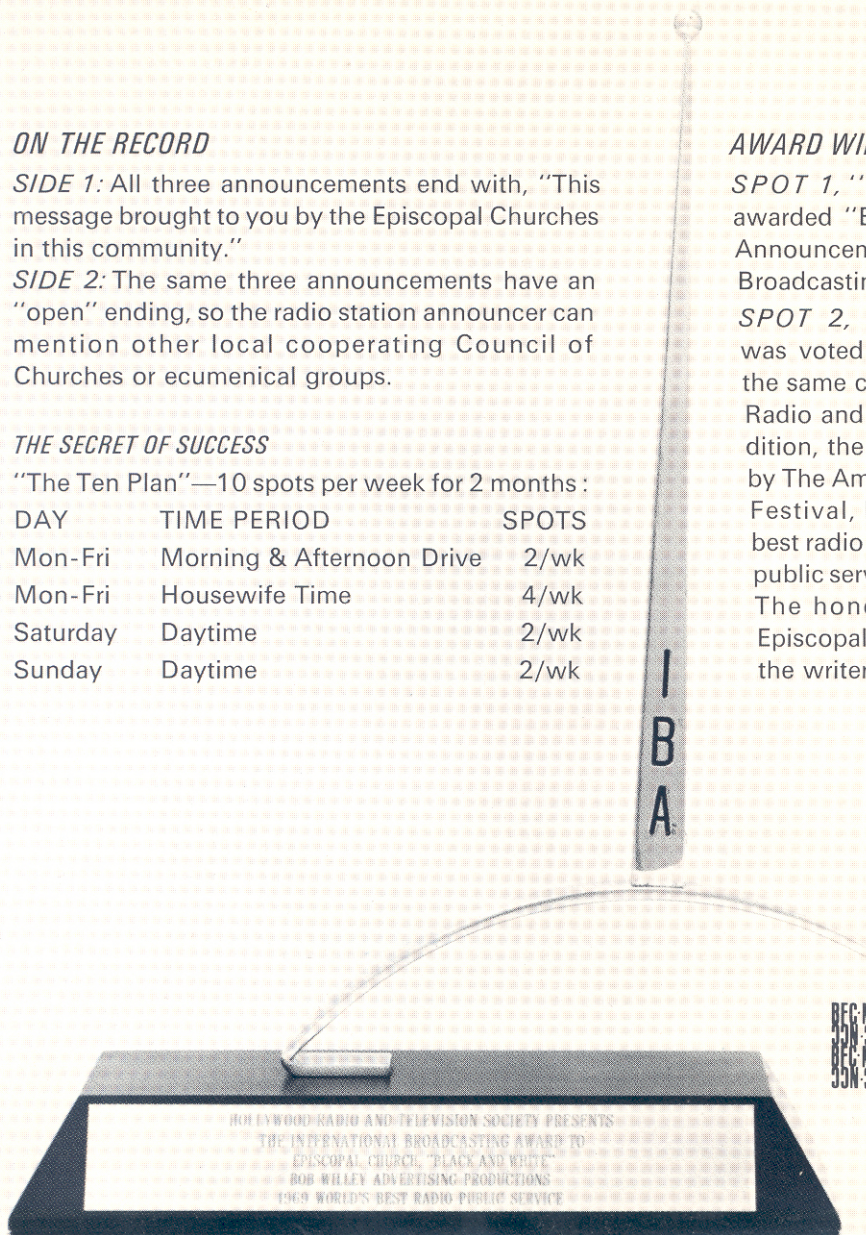
"The Ten Plan"—10 spots per week for 2 months :

DAY	TIME PERIOD	SPOTS
Mon-Fri	Morning & Afternoon Drive	2/wk
Mon-Fri	Housewife Time	4/wk
Saturday	Daytime	2/wk
Sunday	Daytime	2/wk

### AWARD WINNING ANNOUNCEMENTS

*SPOT 1,* "Black and White" was awarded "Best Public Service Radio Announcement" by the International Broadcasting Awards ;

*SPOT 2,* "Free, White and 21," was voted among the "10 Best" in the same category by the Hollywood Radio and Television Society. In addition, the entire series was honored by The American Radio Commercials Festival, New York, as among the best radio commercials (product and public service) broadcast in America. The honors were shared by The Episcopal Church and Bob Willey, the writer.



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