

# Getting On The Air . . . . . . and Staying On The Air!

When we first thought about going on the air with our collection of old time radio programs, we were doing some public relations/advertising work for the Bank of Lincolnwood in Lincolnwood, Illinois.

We approached them with an idea for a one-hour program of vintage radio shows hosted, naturally, by yours truly. They seemed receptive to the idea and asked for a pilot recording to indicate, generally, the type of program we had in mind.

In the fall of 1969, we prepared an audition tape for the Bank. (That tape will be played on the air for the first time on our *Those Were The Days* 20th Anniversary broadcast, April 28, 1990.)

After listening to the audition, Bank officials indicated that our old time radio nostalgia show might have some merit as an advertising vehicle for their financial institution.

In early 1970, the Bank contacted

veteran broadcaster Buddy Black who had become general manager of Evanston radio station WNMP. Black was immediately enthusiastic about the idea and welcomed the opportunity to carry the program under the sponsorship of the Bank of Lincolnwood.

At this point, the Bank wanted some additional time to consider the proposition.

Radio station WIVS in Crystal Lake, operated by Mal Bellairs, had been playing some old time radio rebroadcasts and we were anxious to get our program on the air. Buddy Black, too, was eager to bring vintage radio to WNMP.

However, the Bank could not decide; it wanted more information about the proposed program. We appeared at a meeting of Bank officers to further outline the series and what we thought it could do for the Bank's image and marketing goals. Buddy Black provided additional information on his station and the audience it was reaching.

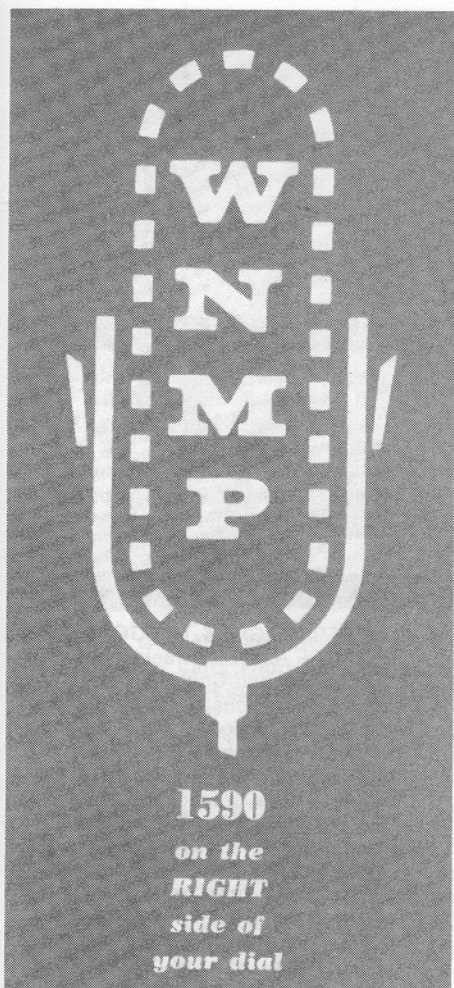
Still, no decision was made.

We had offered our old time radio concept to the Bank on an exclusive basis and were hoping to get on the air with the show. At this point we wanted them to make a decision — either way. If they said no, we could at least pursue another potential advertiser.

In the meantime, Buddy Black was getting impatient, too. In fact, he did not wait for the Bank to make up its mind. He obtained some vintage programs and on March 21, 1970, Black went on the air with a three-hour Saturday afternoon show, *Radio Yesteryear*.

When we learned of this, we asked for and received from the Bank of Lincolnwood a release from sponsorship consideration.





We spoke with Buddy Black who told us we would be permitted to host a WNMP show if we provided a sponsor (to pay for the air time).

In early April, we approached John Reed, Executive Vice President of North West Federal Savings, who immediately committed to a one-year sponsorship of the show and we went on the air with our first *Those Were The Days* program on Saturday, May 2, 1970.

Six months into that first year we asked Reed how he felt the show was doing for North West Federal. He said they had diverted some funds for billboard advertising to sponsor our radio series. In

all their previous years of advertising on billboards, he said, no one had ever written, called or come in to say how much they liked the billboards! But a great many people had expressed heartfelt thanks for sponsoring *Those Were The Days*. And accounts were being opened!

North West Federal's sponsorship of *TWTD* continued for almost twelve years, until February 27, 1982, when they merged with Talman-Home Federal Savings, which picked up the sponsorship for two more years, until April 28, 1984.

Cragin Federal Bank for Savings stepped in the very next week, May 5, 1984, and has been with us ever since.

We've been fortunate to have many long-running sponsors for our programs over the years.

Edens Plaza Shopping Center was a regular from June 7, 1975 until July 28, 1984.

Nelsen-Hirschberg Ford joined us on October 24, 1971 and stayed until April 26, 1980.

Paterno Central-Milwaukee Liquors has been with us since April 1, 1972.

Paul Meyer Shoe Store began *TWTD* sponsorship on December 1, 1973.

Townhouse TV and Appliances joined our old time radio show on February 23, 1974.

Film To Video Labs became a sponsor on October 22, 1983.

The End of the Line Caboose Motel was added to our client roster on December 13, 1985.

We're extremely proud that we have been able to have so many long-running sponsors for our broadcasts.

We're grateful to all those who have chosen to advertise on *Those Were The Days* and our other programs over the past twenty years.

And, of course, we're grateful to the listeners who patronize those sponsors. It's what makes our broadcasts of old time radio possible.

—Chuck Schaden