

# Chapter 14: From Cylinders to WordPress: Using Digital Sound Archives for Short-Form Radio Programs

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## 3. “Bing Crosby’s ‘White Christmas’” by Paige DeMarco

In her program on Bing Crosby’s “White Christmas,” Paige DeMarco chose to focus on the recording technologies that made Bing Crosby’s song a holiday classic. (This project is also available on *The Phono Project* at <http://www.phonoproject.com/2018/10/04/white-christmas-by-bing-crosby>.)

### Transcript

*[Record static fades in as Bing Crosby sings over backing orchestra, “I’m dreaming of a white Christmas, just like the one I used to know.” The song continues as Paige speaks over it.]*

**Paige DeMarco:** Selling over 100 million copies around the world, “White Christmas” continues to be a well-known hit today. It was sung and recorded by Bing Crosby on his very own radio show called “The Kraft Music Hall” on Christmas Day in 1941. It’s important to note that the improvements of the microphone helped Bing Crosby create a relaxed tone that people truly enjoyed while listening to “White Christmas.” These improvements allowed for a more intimate delivery in a public setting where Bing Crosby could entertain without the hesitation of the microphone. Before the improvements, the gentle sound you hear would only have been able to be heard in the privacy of someone’s home!

*[hushed sounds of the chorus briefly come into the foreground “...be merry and bright” and Bing Crosby comes back in with “and may all your...” and fades quickly]*

People enjoyed Bing Crosby’s music then as we do now around the great holiday season!

*[strings from the song are heard before fading out]*