

Latest Licence Figures

April and May, 1935

NEW SOUTH WALES		
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Renewals	14,723	20,141
Cancellations	2,532	2,241
Monthly Total	274,364	277,921
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Population Ratio	10.37	10.50
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The above figures include:
Total Free Licences to the Blind 1,614 1,624
Total Paid Experimental Licences 1,292 1,293

RADIO PROGRAMME RESEARCHES—(Cont.)

Lure of Numbers

"A characteristic tendency of the advertising fraternity is to succumb to the 'lure of large numbers.' Some agencies and some publishers have always insisted upon projecting percentages to millions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transporting them. People who have been thus trained become panicky when they see a research study showing that a mere 2% of the radio audience listened to one of their programmes.

"I once heard an advertiser try to prove that more than 4% listened to his programme that was broadcast four times a week, by showing that over a period of several weeks he had received 100,000 replies from listeners to his programme! He did not realise that he had about 15,000,000 radio sets in his area and that 4% of 15,000,000 is 600,000 to say nothing about the fact that the individuals making up the 4% daily audience were certainly not the same every day, or that the replies were not limited to one in a family.

"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove that the opposite is true, radio research will be subject to conscious and unconscious misinterpretation.

"Research will not be properly appreciated as long as people ascribe more importance to the number of interviews made than to the content and detail of how the individual interviews were made. One thousand interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators."

Readers are particularly requested to note the following extract from the foregoing:—"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove the opposite is true, radio research will be subject to conscious and unconscious misinterpretation."

Readers are also asked to note that Dr. Smelser said: "A characteristic tendency of the advertising fraternity is to succumb to the lure of large numbers. Some agencies and some publishers have always insisted upon projecting percentages to millions of people, and presenting these millions on charts which are so large—"

It is understood that the Association of National Advertisers of Australia is very vitally interested in this subject, and many of its members have gone to a lot of trouble to conduct some of these researches, but it is evident that they still base their conclusions upon the large numbers which are referred to by Dr. Smelser.

BROADCASTING BUSINESS

July 5th, 1935.

After all, it is not so much a question of numbers always, as "effectiveness." On the other hand the broadcasting stations can produce evidence of extraordinary sales results produced by advertising over their particular station.

It is understood that some of the stations that are supposed to come very low down in the list of listener preference, have some marvellous records to their credit in selling the products of their clients over the air.

This subject is extremely vital to all parties concerned, i.e., the advertiser, the broadcast station and the advertising agency. Therefore these columns are thrown open to members of these respective groups, so that discussion on this important subject may bring to light something more tangible.

RECONSTRUCTION AT 2HD

Rumour has it that Old man Wrecker is once again at work at 2HD Newcastle and that a complete new Transmitter will shortly go into operation at that enterprising Station.

We understand that the new equipment at 2HD will be the very last word in Sound Transmission and that the efficiency and coverage of that enterprising Station will be considerably increased. Good Luck, 2HD!

OPENING OF WARWICK BROADCASTER

The official opening of the Warwick broadcasting station 4WK took place at 8 p.m. on 28th June, Sir Littleton Groom, M.H.R., performing the official ceremony. A special programme was arranged concluding with a dance in the main hall of the station on behalf of the local ambulance. The Warwick station is heard over a wide area and may be received with considerable volume as far away as Sydney. 4WK employs series modulation and was designed and constructed by Amalgamated Wireless. It has a power of 50 watts unmodulated in the aerial. The wave length is 333 metres (900 kilocycles).

TELEVISION STATION FOR LONDON

The announcement made in the House of Commons (17/6/35) by Major Tyron, Postmaster-General, was that on the advice of the Television Advisory Committee, the use of the site at Alexandra Palace, London, had been authorised for the setting up of a London Television Station.

3AW
WIDE FIELD
WIDE FAVOR

BROADCASTING BUSINESS

Vol. I.—No. 40.
FRIDAY
12th JULY, 1935

Subscription:
10/- P.A. Post Free
Single Copy 1/-

A Year of Achievement

2BH BROKEN HILL celebrated its first birthday on Saturday, June 29.

In a broadcast review of the Station's first year on the air the Managing Director of Radio Silver City Limited, Mr. R. G. Lamb said:—

WE are very pleased and proud on this occasion to tell you that 2BH has been successfully on the air one year to-night. We are sure most of our listeners will remember Saturday, 30th June last year when at 7.30 p.m. we inaugurated our service. It has been a very progressive and eventful year and we are glad to be able to say that the policy outlined in my remarks on our opening night has been successful. You may remember that on that occasion I laid down several fundamental principles which we considered vital to the success of a broadcasting station.

The first principle was, the listener must be served. In this connection I pointed out that the radio audience listened to the type of programme which they wanted to listen to, irrespective of what educators or reformers thought good for them.

My second point was that our programmes had to please the listeners before they could accomplish any other commercial purpose. The same principle governs radio programmes as governs any form of merchandising, i.e., the goods have to be right. Another of our fundamental principles laid down was that broadcasting is a highly specialised art which requires the direction of Specialists. Broadcasting is so fascinating and so interesting that it is naturally a temptation for all and sundry to meddle with it. In this connection it was pointed out that the Directors of this Company were specialists in broadcasting and that our staff knew their job too.

Doing A Good Job

Perhaps I may be pardoned for saying that it has been highly gratifying during the past year to hear all round us the appreciation of listeners expressed in the words, "You are doing a good job."

The character of the programmes must be taken into account in assessing a Station's reputation. This formed another vital point in our policy. We realise that the popularity of a broadcasting Station is directly proportional to the appeal of its music and we definitely decided that the music which would go to you over the air from this Station would be sweet, melodious and bright.

Another important point made in my inaugural address was that the greatest appeal to the greatest number of listeners was the only sound basis for planning a broadcast programme. I pointed out that I was sorry for those of our listeners who might expect Chamber music and the like from this Station, but assured you that in place of it you would be pleased with the type of programmes selected. After all the object of commercial broadcasting is to win goodwill.

During the past year we have brought you in addition to our regular service every important event broadcast by metropolitan Stations. These included a complete test cricket service, the arrival of his Royal Highness, the Duke of Gloucester at each of the capital cities, the Centenary air race, the Melbourne Cup and complete results of the Federal State and Municipal Elections.

Large Library

Our Library of music has been increased over 100% and in addition, as you know, some of the best 15 minute electrical transcriptions are now regular features of our programme. Our 2BH Smilers' Club, commenced on the 31st January this year, can now boast 1,178 members among whose ranks we have discovered some splendid talent. The 2BH Movie Club also has been conducted very successfully for 11 months. Our Old Time Session on Sunday morning and Wednesday evening, "The Wanderer's" short talks, and our Poet's Corner on Sunday, claim a very interested following so also does our sporting Sessions on Friday and Saturday evening. A recent addition to our programme structure is the Foreign Affairs talk on Wednesday evenings conducted by Mr. F. H. Beard, M.A., University Lecturer to the Workers' Educational Association. The Hospital Patients' Session each morning, the



MR. R. G. LAMB,
Managing Director of 2BH

Children's Session each morning and evening and the special Smilers' Club Session on Wednesday evenings go to make up a completely varied programme.

Another valuable service to listeners is the 2BH Community Singing and dancing every Monday night. It has become the custom in the capital cities to hold a Radio Ball each year. We decided that Broken Hill should have a Radio Ball and we think it safe to say that our own Radio 2BH Ball more than compared with those of the capital cities as a brilliant and spectacular function. 2,543 Birthday and Cheerio calls have been made to listeners during the year and 111 advertisers have bought Station time.

(Continued on Page 2)

BROADCASTING BUSINESS

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Post free, Foreign 15/- p.a.
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2BH PROGRESS—(Continued from page 1)

Increase of 67 Per Cent.

A very important point which is probably only of passing interest to listeners but which is vital to Advertisers is the fact that during the one year this Station has been on the air it has been estimated that an increase of 67% has taken place in Listeners' Licences. I particularly stress this fact because we feel sure that it too is something of a record.

I think I may justly claim this as a year of achievements, but I do so full of appreciation for the splendid support recorded advertisers by our listeners.

I must in concluding my remarks tender our thanks on behalf of my co-Directors and myself to those members of our staff for their loyalty and co-operation during the year.

LETTER TO THE EDITOR

Mr. W. W. Johnstone of Station 2HD writes to the Editor:—

"When Mr. Worrall states in 'Broadcasting Business,' July 5, that Station 3DB is the most important commercial station in Australia, it is charitable to conclude that he is suffering from acute megalomania. His sweeping statement that the more important commercial stations, with one exception, in Launceston, are confined to the capital cities, is but another symptom of the same unfortunate disease."

"Evidently 3DB's Manager does not study his 'Broadcasting Business' sufficiently, or he would be acquainted with the fact that the A.W.A. network in N.S.W. contains a number of stations in Grafton, Lismore, Newcastle, and Wollongong, any one of which compare favourably with 3DB or any other newspaper-owned station for programme features or volume of business.

"Station 2HD Newcastle is one of these latter, with an output rating of 500 watts in the aerial, the largest permitted by the Government to a provincial station, and so far from being a moribund dying concern, it is only this week relaying a programme to one of the commercial stations in Sydney. As to our weekly revenue, that is nobody's business but our own. I would say, however, that there is not enough money in 3DB or any of its newspaper backers, to buy us out.

"This Station is fully equipped with turntables of 33 1/3rd r.p.m., and has been operating these for at least two years, during which time American transcriptions have been broadcast regularly.

"It is hoped that in future articles Mr. Worrall will make sure of his facts before rushing into print."

3AW

Offers YOU
THE BEST
RADIO OUTLET
to
1,000,000
Buyers in
MELBOURNE AND SUBURBS

LETTER TO THE EDITOR

Re D. Worrall's Statement

A letter from Mr. Allen Fairhall, Managing Director of 2KO Newcastle, is to hand, giving a copy of a letter he has sent to the publishers of "Export Merchandising," in reply to a published statement in that journal by Mr. Dave Worrall of 3DB Melbourne.

Mr. Fairhall of 2KO takes particular exception to the paragraph under the heading "commercial stations" which mentions that "many small country stations are faced with bankruptcy to such an extent that one never knows whether they remain in business or otherwise."

Mr. Fairhall says that during the past 4 years since 2KO has been active, there have been only two cancellations of licences, one of which has been taken up again, and is now prospering. The paragraph mentions 51 commercial stations, of which 21 are located in capital cities and the remaining 30 operating on 50 watts or less.

Mr. Fairhall says that the 50 watts does not all apply to the input, but to the aerial power, similar to U.S.A. ratings. Recent checks indicate that only 3 stations are operating at under that power, whilst on the other hand, in N.S.W. alone, there are 3 stations operating on 500 watts (please note that the maximum commercial station power in Melbourne is only 600 watts) and two country stations operate on a power of 100 watts.

From actual facts gathered through 2KO's association with similar ventures in country areas, Mr. Fairhall is in a position to say that no station could possibly exist on a revenue of £10 as mentioned.

In regard to transcriptions, Mr. Fairhall also adds that 2KO is using 30 fifteen minute transcriptions per week.

6AM INCREASES POWER

On and after September 1 the wavelength of 6AM Northam, W.A., will be changed to 306 metres and the power increased from 500 to 1,000 watts. It will then be the most powerful commercial broadcaster in Western Australia. Under these new conditions, consistent city reception should be possible.

July 12th, 1935.

Applause Meter In Action

The Electric Ear which measures the volume of noise caused by applause was effectively used when 3AW broadcast the "Wardrop My Tailor" Amateur Hour from the Queen's Hall, Melbourne, on Saturday, July 6.

Queen's Hall was packed for the occasion of the first broadcast of this feature outside the studio. The performers, none of whom were known to the selectors, were chosen because of their wide range of talents, as none were in the professional class and few if any had broadcast before neither the public nor the management knew what was in store for the evening. It so happened that the entertainment set a high standard and covered a wide "quality" range.

About the centre of the hall was a microphone connected to measuring instruments on the stage. The applause which followed each item was thus measurable and provided some indication of the popularity of the performer.

On the stage was the face of the meter graduated from 0 to 100 and the registrations of the various performers were marked thereon.

There was something like 20 points difference between the first and second performer and it was evident right at the onset that the novelty was going to work. It did its job well and sure enough picked the winner who was adjudged as such by the judges and the phone calls of listeners.

Items ranged from yodelling to mouth organ bands and included grand opera and a mandolin band. The first three contestants were graded very closely, the meter registering 90, 85 and 80, but the judges placed the first two together.

Following the broadcast of the Amateur Hour the Lee-Murray Players produced the "Trial of Mary Dugan" to a dead microphone on which a spot light was focussed.

The visitors were unanimous that the evening's entertainment was of a very high quality and gave a unique insight into the running of a broadcast station.

GUEST ANNOUNCER

AT 2BH

Mrs. Patricia Linden arrived in Broken Hill on the 28th June, to take up her duties as Guest Announcer with 2BH.

Mrs. Linden has previously been heard from 2FC and 2UW.

This further addition to the announcing staff of 2BH is just another milestone in the progress of this enterprising Station. The 2BH slogan of Service to Listeners is continually exemplified in improvements to the programme and additions to the announcing staff.

July 12th, 1935.

Broadcasting Gossip

In the Equity Court before Chief Judge Mr. Justice Long-Innes last week, a consent decree was given in the case of Sam Lands v. Radio Station 2KY. The Court was informed that the parties to this suit had settled their differences, and the terms of the settlement were not to be disclosed.

From the large number of one-stringed fiddles that were entered in the Kream Brand Cornflour competition from 3AW, Allan's, of Melbourne, built up an attractive window. The children had made these to specifications and instructions issued by 3AW and many more of them were thoroughly creditable pieces of work.

Stromberg-Carlson, manufacturers of well known radio receivers, are sponsoring a session over 2UW at 9 p.m., on health talks. Particularly during the flu epidemic, this was very effective advertising.

The Moree Municipal Council at its recent meeting decided to protest against the granting of a radio licence to a company for a station at Narrabri in preference to one at Moree. It was also resolved to ask the P.M.G.'s Department to hold up the Narrabri licence in order that the whole facts of the case might be considered.

Mr. Gilchrist, Manager of 3TR, Sale, has been seen in Melbourne this week. He reports that space sales are booming on his Station.

Over 1500 children attended the 2HD Saturday morning party at the Central Hall, Newcastle, last Saturday. This Joy Club Party is to become a regular monthly feature of 2HD's activities, and when over 1500 kiddies will turn up to such an event, then the entertainment must be good, and the advertising value of that morning's enjoyment by the young people is something which will add still further merit to 2HD's activities.

The Listerine people arranged for the distribution of a Mickey and Minnie Mouse mask to every kiddie, and Allen's sweets were distributed to everybody as the party finished up. Tableaux illustrating various products, sponsored by advertisers over 2HD, were a feature of the morning's programme. Community singing was entered into with great gusto on the part of all the kids, and generally it was voted a "hum-dinger" success in every direction. 2HD are a very enterprising station, and apparently are very successful also.

A.W.A.'s staff in Melbourne played 3DB's staff in a golf match on Sunday July 7, at the Australasian Links. The result was all square at lunch and all square at the end of play. Fortunately the day was gloriously fine and a very pleasant outing resulted.

Rhu Pills are sponsoring the N.B.C. electrical transcription "Moments of Melody" from 3DB, 3KZ and 3UZ Melbourne. It is believed that this is the first time a sponsor has broadcast an identical programme from three stations at the one city. It will run for 13 weeks.

In town this week, is Mr. McDonald (Uncle Mac of 3BA), who, we understand, has resigned from that Station after three years of successful broadcasting.

Mr. R. Dooley, who for some considerable time has been taking care of the secretarial work in connection with the Victorian Division of the Federation of "B" stations on behalf of G. L. Chilvers, has started in business on his own account. Mr. Dooley is now to be found in the Commonwealth Bank Building, where he is carrying on business as Secretary and Accountant. His telephone No. is M 5440.

SUCCESSFUL WOMEN'S ASSOCIATION

Gwen Varley From 3AW H.s.

Over 800 women crowded into the Banquet Hall of the Victoria Palace, Melbourne, recently in response to an invitation extended by Miss Gwen Varley to attend the launching of the 3AW Women's Association.

This Association aims to organise women young and old, married and single, into sports groups under the guidance of a well-known professional. Each sports group will operate in its own suburb and it is planned that inter-suburban matches shall take place. Already 20 tennis clubs have been formed in the principal suburbs of Melbourne and golf is being arranged for more than 200 members. Play and matches will take place on the public courts and links and under the direction of professionals.

Already several business houses have appreciated the efforts of Miss Varley and have expressed a wish to sponsor the session. Well-known sports goods manufacturers, retail houses and sporting publications are sponsoring various items. 3AW is safeguarding the Association from over-commercialisation and in this

NATIONAL ADVERTISERS . . .

should investigate the wonderful results obtained by those who advertise with . . .

2 BH Broken Hill

OUR MEN KNOW THEIR JOBS
We are positive we can show you results—write direct to 2BH Broken Hill.

You can't do without 2HD Ads They Pull

Write Box 123 Newcastle, or Mr. E. A. Wood (BW 2211), C/- A.W.A., 47 York Street, Sydney, N.S.W.



MISS GWEN VARLEY OF 3AW

manner only very indirect advertising is allowed and the publicity is edited very carefully. To quote Miss Varley, the advertising is "more effectively handled than is usual under similar circumstances."

Interest has been expressed in such spheres as dress making, bridge, dancing, handicraft, music, journalism and millinery. The dressmaking classes attract hundreds of women and advertisers as well. A leading sewing machine manufacturer has asked to sponsor sessions relating to this aspect of the Association and has sent four machines from Sydney to be used in the classes. Manufacturers of paper patterns, materials, cottons, etc., are also interested. The Health Club under the superintendence of Aaron Beattie will be held every Wednesday morning from 10 a.m. to 12 noon. Bridge and dancing clubs are also being formed and will be conducted under the guidance of experts.

Up-to-date the club has developed to 1,000 strong and increasingly more interest is being shown in the organisation whose membership is unlimited. All that is required is payment of 1/- for a badge which enables members to join various sports groups payment for which will be from 1/6 to 2/- per week inclusive of facilities for practice and expert tuition. Miss Gwen Varley has entirely organised the Association over the air during the 3AW Women's Session each afternoon.

Miss Varley has had wide experience in organisation as she has conducted women's sessions from the "A" stations in New South Wales in 1927 until she joined 3AW last year.

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RADIO PERSONALITIES AT RECENT RADIO INDUSTRY BALL, SYDNEY



CENTURY FOR 4AY ALSO!

In the issue of "Broadcasting Business," dated 28th June, mention was made of the number of advertisers appearing on 2BH.

The Editor requested similar information from other stations and now to hand is the following:—

"In your issue of June 28th which we have just received we notice a paragraph in which you state that station 2BH has over 100 advertisers after being only eleven months on the air, and you ask whether any other station can equal this performance.

We would like to say that 4AY passed its 100 mark on May 27th after having been on the air seven months, twenty

six days. At this writing, 4AY has been on the air exactly nine months, and has 148 advertising contracts RUNNING of a duration of three months or over, in addition to a large number of shorter duration.

Since opening, 4AY has found it necessary to extend its hours three times, and a further extension in the near future is certain."

This information is received from Mr. Norman L. Dahl, Managing Director of Ayr Broadcasters Pty. Ltd., Ayr, North Queensland, transmitting on 306 metres 980 kilocycles, and using the call sign 4AY.

It will be recalled that this station was erected by Mr. Sid H. Colville, of Colville Wireless Equipment Co., Rowe St., Sydney, in September, 1934.

NEWCASTLE RELAYS TO SYDNEY

On Saturday next, July 20, Station 2HD, located on the coal fields of Newcastle, will broadcast a very fine programme of choral and other musical items by the celebrated Cessnock Male Voice Choir.

This programme will also be relayed to Station 2CH Sydney, and according to Mr. E. A. Wood, General Manager of Station 2HD, this is about the first time that a relay from a provincial town has been taken to a capital city.

The Cessnock Male Voice Choir won the Male Choir Championship and Hurn Cup at the Newcastle Bisteddfod on two successive occasions—1932 and 1933. Also in the 1st City of Sydney Eisteddfod, out of 9 choirs competing, they were placed second, being only one point behind the winner.

IMPROVED TRANSMISSION FACILITIES

Radio programmes to be transmitted along the P.M.G.'s circuit between Sydney and Brisbane, will be considerably improved in the very near future when the carrier repeating system is completely installed at the Lismore Post Office.

This is the last link of a series of similar installations between Brisbane and Sydney, and will enable radio programmes to be relayed with much greater fidelity than hitherto.

The new system will also release telephone lines now devoted solely to the carrying of programmes between the two cities, and will facilitate handling of increased traffic.

BROADCASTING BUSINESS

Vol. I.—No. 41
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Subscription:
10/- P.A. Post Free
Single Copy 1/-

Racing Broadcasts MUST Continue

Opposition to be Resisted

THE Sydney Press during the past week or two has opened a further inspired attack against the broadcasting of racing information and results, by both the National and Commercial Stations.

The Sydney "Truth" July 14, page 2 carried headlines to the fact that the radio racket was ruining racing. They said that the great racing industry of N.S.W. was being slowly strangled, prize money was dwindling, attendances falling, flourishing country clubs going to the wall, the once-wealthy Newcastle Jockey Club on its last legs and Sydney Clubs in financial difficulties, etc., etc.

"Truth" also said that the falling-off of attendances at races had synchronised with the spread of S.P. betting which was fostered by minute descriptions of races over the air. The broadcasting stations pay nothing towards the upkeep of racing, but batten on the game for their own good. Members of the public can indulge in S.P. betting, and at the same time enjoy all the benefits of attending the racecourse, without seeing the actual race.

"The broadcasting stations avail themselves of all avenues of racecourse information. Starters, jockeys, barrier positions, are all announced. Tips are given, placed horses and winning margins, and a few seconds after the race, the starting prices. A little later, listeners know the tote dividends.

"Is it any wonder patrons have wandered from racecourses? The information supplied over the air has made the business of S.P. operators assume gigantic proportions."

"Truth" then goes on to give a schedule of attendances from the year 1929 to the year 1934, which indicates a substantial falling-off in these attendances.

No Report!

The "Daily Telegraph" said that Cabinet was going to consider a report of the Broadcasting Commission, and new

regulations for the control of race broadcasts by commercial stations would be considered by the Cabinet at its next meeting.

This report was subsequently denied by the Broadcasting Commission Secretary, Mr. Holman, who said: "No report on the prohibition of racing broadcasts has been submitted by the Commission to the Federal Government for consideration by a Cabinet Sub-Committee."

It is understood that the S.P. betting situation is being seriously considered by the Chief Secretary, Mr. Chaffey, who has a minute on the question for submission to the N.S.W. Cabinet.

In the "Sydney Morning Herald" last Tuesday, July 16, one finds that there are increases under all headings excepting the returns for taxation on the operations of bookmakers, which is included in the revenue returns prepared by the State Treasury for the financial year just ended.

Revenue from racecourse admission taxes was £82,016, as compared to £78,780 for a previous year, showing an increase of £3,236. Although revenue from the Bookmakers' Taxation Act dropped by £2,705 to £101,466, revenue from the Totalisators increased by £9,223 to £119,790. Other forms of taxation on bookmakers showed an increase in revenue of from £29,044 in 1934 to £33,328 in 1935.

Racing clubs and associations contributed £49,354 in revenue, compared to £47,520 in 1934.

This matter is likely to assume serious proportions for all commercial broadcasting stations. After all, the public are not complaining about the broadcasting of these results and necessary information. It is primarily a vested interest's complaint, and yet, in spite of that, the State revenue figures show substantial increases in the various sources of taxes on the racing business.

Therefore, it does not look as though broadcasting has caused much loss in racing circles.



R. A. KING, Secretary 2KY

Same Rights Required

Broadcasting stations must demand and must obtain at least the same consideration as the daily newspapers require, and that is to publish necessary information. If any move was made to stop newspapers printing the necessary information, there would be a big howl, and after all, do people who buy newspapers actually attend the races? If they attend the races they have no need to read the newspapers concerning the races. The same position obtains in regard to broadcasting. Many people cannot attend the racecourse, and would not attend in any case—therefore, their only means of knowing what is go-

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