

BROADCASTING BUSINESS

Vol. 1.—No. 6.
FRIDAY
NOV. 9th, 1934.

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

Published every Friday by Australian Radio Publications Ltd., 15 Castlereagh Street, Sydney.

Radio's Most Critical Audience

Children are easily, but not always properly, influenced by advertisers' programmes

YOUTH is radio's most critical audience.

Children's minds are easily influenced. But advertisers sponsoring juvenile radio programmes go haywire in their strategy when they think of this influence in terms of just "dealing with kids." They make another mistake when they forget that parents are always within hearing distance of the radio.

Children are highly impressionable, and intensely loyal. They are quick to detect insincerity and to resent unfairness. Advertisers need a keen perception of these attributes, if they are to proceed intelligently in building programmes of sound appeal.

Young children do not reason as do their elders. Yet elders plan the programmes and undertake to reason as they think children might. It is only through a thorough understanding of child psychology that elders can do a worth-while job.

Sight should never be lost of the fact that what may seem a logical treatment to a grown-up may result in an end that is bewildering to the child mind which can only realise a disappointment in this result.

The advertiser who appeals to children over the air must double-check if he would make sure he isn't building his programme on dangerous ground.

He checks first to see if his programme pulls with the juveniles. He checks again to see what parents think of his programme and its influence on their children. A lot was learned about two years ago when blood and thunder programmes evoked a wave of objection from teachers and parents.

Children do not understand fictional qualities. They take the characters of a

BY BERNARD A. GRIMES.

story and invest them with realities. The difference between the real and the unreal is not strongly formed and what to the grown-ups is apparent as fictional exaggerations, to the child is something to be believed as seen or heard.

That is why the lurid, over-dramatised radio programmes proved unpopular with the parents. Little Johnnie and sister would strain their ears to the last words of a children's radio thriller and then go to bed restless and alarmed over the ordeals of their radio hero.

Children, the advertiser should remember, can be made sick from too much excitement. This means eschew programmes that will breed nightmares.

With younger children, it is also important to keep in mind that they have yet to develop an appreciation of sportsmanship and good losing. A boy of fourteen will let another lad ride his bike, but between two tots, aged five or six, a battle royal may start if one so much as touches the toy of the other.

Contests are popular with youngsters. They are an outlet for enthusiasm and children, like their elders, are keen to get something for nothing or as near nothing as possible. Cost and values, however, are hazy factors to them and a gadget of slight cost may be more prized than an item of greater value.

As children become older they distinguish values more clearly but, regardless of age, every contest should bring something tangible to every entrant as an appreciation of his effort. The task set should never be too involved and, above all, it must concern something that will be constructive. A sure way to win resentment of the parents is to try to make the child work for the selfish interest of the advertiser.

A successful programme at no point will conflict with the wishes of parents. It can be built on two appeals. One concerns what is good for the children. The other concerns what children like. It is no easy task to bring these two conflicting elements together, but it can be done, as some outstanding programmes have demonstrated.

There should be a clear conception of the age group that the advertiser wants to reach. The ages from three to eight, roughly, constitute one group; eight to thirteen another, and the adolescents a third.

(Continued on next page)

BROADCASTING BUSINESS

OSWALD F. MINGAY - - Editor
EDITORIAL & PUBLISHING OFFICES:

15 Castlereagh St., Sydney, N.S.W.
Phone: B7188 (3 lines)
G.P.O. Box 3765
Telegrams: "B7188 Sydney"

BRANCH OFFICE:

Care of Mingay Publishing Co.
422 Little Collins St., Melbourne, Vic.
Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:

Post free in Australia 10/- p.a.
Post free in British Empire 12/6 p.a.
Post free, Foreign 15/- p.a.

Published Every Friday

Radio's Most Critical Audience

(Continued from previous page)

In every age group the advertiser can make himself a welcome ally of the parents; perhaps, by encouraging regularity in eating, or by setting forth examples of good character, or by stimulating an interest along constructive educational or creative lines.

Little girls will be interested in programmes that interest little boys but the reverse, while it might hold a feminine audience, would find the little men paying no attention, should they be around long enough to pay any at all.

And you can't get away with just story-telling which, with rare exceptions, is ineffectual these days. There is so much drama on the air that children become sophisticates at an early age and they, too, want their stories acted out. Babe Ruth, for example, is a boys' hero but even the Babe has gone into dramatisation of events, a mere telling of which, four years ago, would have sufficed.

Juveniles, while not conscious of drama as drama, nevertheless react to the stimulus which acting out of an incident arouses.

The ideal radio programme can be defined as one designed in such a fashion as to attract children with something that entertains them and, at the same time, gives them some element of real value in education and character-building. With a programme sound in entertainment appeal, the wise advertiser works out a device that will tie up to his product and focus attention on it. Some of the devices used are invitations to join a club, to get a photograph, to get a prize, to offer children a chance to broadcast or to vote for a favourite character.

Advertisers have been prompt in recognising radio as a means of addressing and entertaining the very young, thus making them an influence in consumer councils. In many homes the little tots dictate some brand selections. They do this on the strength of the example set for them by a favourite fiction character of radio or at the request of a personality that has won their affection. This means that the form of entertainment and not the worth of a product has won their loyalty.

Parents realise this. Therefore, no advertiser should attempt to appeal to children if his product has not got the whole-hearted support of health authorities. The welfare of children extends beyond the home and includes the vigilant eyes of teachers and the medical profession. Any glossing over of fundamental weaknesses in a product is bound to stir up trouble for the sponsor.

Broadcasting to young Australia is one activity in which an advertiser can ill afford to be shortsighted in policy. He must subordinate his business-building endeavour to genuine altruism. Let his selfish motives be revealed or overstressed, let him plug his product too much, let him try to get the parents' commodity dollar by chucking sonny under the chin, or wheedling little Betty into asking mother to buy her something that mother feels isn't good for

her—and Mr. Advertiser will realise that he has hurt himself.

But, if he earnestly tries to help the parents, he will be rewarded with their good-will and possibly their patronage, and they will know this was what he has been after all the time.

CHILDREN'S PARTIES

In Grandma's days they had their pantomimes once a year—and a threat of not being allowed to go, kept the young fry on the qui vive for months. Now some wide-awake city merchant listens to a proposition put forward by an enterprising broadcasting station—and he provides the wherewithal for the younger generation to enjoy a monster Children's Party in some large building every week. That is what happened in the case of **Pauls Polar Perfections Pty. Ltd.** They introduced their frozen delicacies to Queenslanders through Station 4BC and the result was so satisfactory that they signified their willingness to sponsor a Children's Entertainment in the City Hall every Saturday morning, and the splendid progress made in the last twelve months has encouraged them to continue with their radio broadcasting and entertaining their little friends (numbering in the vicinity of 2,500) who accept their weekly invitation.

THREE THOUSAND PHONE CALLS

... Let's hope there are many more radio advertisers like MANTON'S, the fast growing Melbourne Department store. . . This progressive store sponsors two hours of 3AW's Sunday morning time from 10.30. Point of this paragraph is that in the two hours there is a maximum of only four minutes advertising. **Results prove that the listener-reaction to this programme is 100 per cent.** (If you don't believe this, ask the Superintendent of the Melbourne Telephone Exchange).

Gordon Massey, who handles this session, put over a reasonably difficult little competition; first person to phone 3AW to receive a pair of 9/11d. stockings. . . Over went the announcement and in came the calls. . . Monday morning saw a P.M.G. official at 3AW's office.

"This can't go on," he complained, "we can't handle the traffic."

... After a chat he advised the Station to let the Department know a day or so in advance of a similar competition so that extra staff could be placed on the Central Switchboard. . . This was done and 14 operators, one monitor and a supervisor were all ready to handle the rush the next Sunday morning. It was like trying to stop a hurricane. **More than 3,000 calls (by official departmental figures) were banked up on the board, unable to be handled by the Staff.**

... Result is that all entries to similar competitions are done by mail now, and 750 letters each Monday morning is nothing out of the ordinary.

BROKEN HILL—2BH

It appears certain that the new Station 2BH located at Broken Hill and conducted by Radio Silver City Ltd., has been responsible for an increase of approximately 50% in listeners' licences since their advent four months ago.



MR. R. G. LAMB, 2BH

According to Mr. R. G. Lamb, Managing Director of 2BH, they are pleased with the progress they are making, and results prove that the service they are giving to Broken Hill listeners is very much appreciated.

COMEDY CAPERS FROM 3KZ.

In the daily press, and elsewhere, recently, attention has been drawn to the great amount of entertainment of the "thriller" type which is heard over the air, and the relatively small amount of good comedy.

3 K.Z. presents a feature every Thursday at 3.30 p.m., which effectively answers the latter complaint. Under the title of "COMEDY CAPERS," all the outstanding comedians of American Radio are gathered, and the fun is fast and furious. The variety of the items presented is truly remarkable—musical items, all with a comedy touch are there a-plenty; but the feature's chief attraction lies in the huge total of really new jokes presented in each session, and a complete absence of the usual stage chestnuts.

CRICKETERS' WELCOME HOME

Broadcast by 2UW

Through the courtesy of David Jones Ltd., Station 2UW have secured exclusive permission to carry out a description of the Welcome Home Ball which is to be given to the N.S.W. members of the Australian Cricket Team, to be held at David Jones' ballroom, to-morrow, Saturday night, November 10th.

The broadcast will include speeches by the cricket heroes themselves, while prominent cricket association officials will also be given the opportunity to speak through the microphone.

The Human Appeal of Radio Advertising

RADIO and newspaper advertising have for so long been the subjects of comparison that any attempt to go over many of the arguments put up by supporters of both mediums would be mere verbiage, yet, at the same time there are angles which can still bear discussion.

It must be admitted that despite the great advance of radio as a Publicity agent, the printed page must always play its part, and it is not intended in this article, to attempt to disparage the great advertising medium which held the entire field until radio came along.

After all, the printed page conveys cold fact and in this regard it fulfils its important mission. At the same time, however, it must be admitted that the taking in of printed facts involves a certain amount of concentration, time and effort, and particularly if you are in a hurry you'll find sometimes that the printed message does not always remain fixed in the mind—does not register, perhaps.

Thus we come to the matter of human appeal, the matter of that forceful personality which can be put behind the broadcast advertisement.

For instance, you notice a placard containing the words, "Shop Here"—Al, right, the eye, having registered the words, carries on the message to the brain, and, in a moment or two the casual notice has probably passed into the background of the mind—forgotten. If, however, a pleasing voice says in your ear "Shop Here," the sense of hearing and the sense of assimilation are immediately arrested. The voice itself lingers in the mind and causes you to not only listen, but perhaps to stop also—to look—and, most likely, buy!

And so, in broadcasting the advertisers' message, the human element asserts itself. Without any physical or mental effort, the listener has interpreted that message. The sub-conscious mind has taken it in, even if it has been partly concentrated on something else.

Take the case of an orator and a speech. Read that speech and you will find that beyond a recital of actual facts, the printed report lacks the vitality and warmth of the actual delivery.

It is all a matter of human appeal and that is why so many advertisers to-day realise that broadcast advertising, with that warmth of actual delivery is just as much a necessity in effective marketing, as it was at one time considered a luxury and not worth thinking about too seriously.

Of course, in radio as well as newspaper advertising, continuity of programme is a big feature.

When a new sponsored session comes along, the listener first of all registers the happening. Then he, or she, hears it again and takes notice, and, if the

effect be pleasing, the characters, story, or music become so fixed in the mind of the listener, that so-and-so's session becomes eagerly looked forward to as a delightful diversion in the humdrum of every-day life.

And, in taking in the entertainment of the session, let it be remembered, the listener is also absorbing the advertiser's message written around it, either in propaganda or by direct message.

As an example of the value of continuity in radio advertising, let us quote the "Arris and Iggs" feature, one of the many splendid sessions included in the programmes being presented by Station 2UW. Those two old gossips "Mrs. Arris and Mrs. Iggs," have been presenting a short nightly session from 2UW for many months now, and as a result these two personalities have become so well-known to radio listeners that their quips and slogans have become household words. Recently a gesture was made by the sponsors (Tooheys Ltd.—the brewers of Tooheys' Oatmeal Stout) of "Mrs. Arris and Mrs. Iggs," which was really a merchandising tie-in. A photograph of the popular pair was offered to listeners and the "fan mail," from the first announcement became enormous, proving in addition to a huge listening audience—from 2UW's viewpoint—that the session, or rather its human appeal, had registered. It had made contact. The human appeal had won out.

Stromberg-Carlson

SPONSORS 3AW SESSION.

Stromberg-Carlson have arranged to sponsor a special night session from 3AW during the current week. During the session a rebroadcast of the best overseas short wave programmes will take place. The programmes will be picked up by a listening post in one of the suburbs and transmitted by land line to 3AW.

The broadcasts are being used in connection with the announcing of the new Stromberg-Carlson series. Announcements are merely to the effect that the session is sponsored by Stromberg-Carlson who advise the public to watch the newspapers for further developments. The stunt will be fully advertised in the daily press by Stromberg-Carlson and by the Melbourne distributors, Messrs. Vealls, Brash and Warburton-Franki.

4BC HOSPITAL LEAGUE

Ever since the management of 4BC commenced their monster Children's Saturday Morning Party in the City Hall, masses of flowers have been brought by the children for the distribution at the Children's Hospital. Now a 4BC Hospital Flower League has been formed by Aunt Edith, and handsome badges are provided for those who conform to the simple rules. Over 200 bunches of floral tributes are taken to brighten up the wards of the Children's Hospital every week, by the members of this "sunshine" club.

NEW COMMUNICATIONS CHAIRMAN FOR U.S.A.

In naming Eugene O. Sykes as Chairman of the newly created Communications Commission, President Roosevelt transferred him from his present post as head of the Federal Radio Commission, which he has held for a year and a half. He has been a member of the Board since it was created in 1927.

President Roosevelt also "drafted" Thad. H. Brown from the Vice-Chairmanship of the Radio Commission to the position of Second Ranking Member of the New Communications Commission.

Mr. Brown has been associated with the Radio Commission since 1930, when he first became General Counsel of the Board, later being named its Vice-Chairman.

Next after Mr. Brown on the new Board is Paul Walker of Oklahoma, named for a 5 year term. He is recognised as an expert on telephone and telegraph rates.

A 4 year appointment went to Norman Case, former Governor of Rhode Island, while the 3 year term was given to Irvin Stuart of Texas, former Instructor at the University of Texas. He is considered an expert on radio.

George Henry Payne, an author, playwright and journalist of New York, was appointed for 2 years, and Hanson Gary, an Attorney practising in Washington, and a Minister to Switzerland during President Wilson's administration, was appointed for 1 year.

3AW'S MUSICAL DIRECTOR

Gordon Tait, who looks after the musical side of 3AW's programmes, spent a very interesting time during his last trip to America and England, when he toured the Old Country with Jack Hylton and his famous band. . . . Gordon picked up Hylton in Paris and soon learned that one of the band leader's little superstitions was that it was bad luck to stay overnight in the same town as he gave his concert. Even if the nearest town was 50 miles away, Jack would set off in his big Hispano with Gordon Tait, and return next day for the next concert.

Unkind people say that it was Gordon's tour with Hylton that persuaded him to put on 3AW's Jazz Cocktail session every afternoon at 4.30, when the very hottest jazz is broadcast. Strangely enough, when one comes to think of the general opinion of this super-hot stuff, the session is extremely popular.

Broadcasting Company Claims against Commonwealth Government

Decision Reserved

AN action was commenced in the High Court, sitting in Melbourne, last week, by the Broadcasting Company of Australia Pty. Ltd., and the Associated Radio Company of Australia, claiming certain sums of money from the Commonwealth and the Postmaster-General in regard to broadcasting fees.

The sum claimed by the Broadcasting Co. of Australia was £3,260/4/2; the claim of the Associated Radio Co. was for £2,203/18/2. Alternatively the Dominion Broadcasting Co., having been assigned certain rights in each of the other companies, claimed £1,450/15/9 of the amount claimed by the Broadcasting Co. of Australia and £1,554/0/8 of the amount claimed by the Associated Radio Co. A demurrer was entered in the action by the Commonwealth and the Postmaster-General on the ground that the statement of claim was bad in law, and did not disclose any cause of action, and on this demurrer the action came before the Full High Court on 31/10/34. Mr. Ham, K.C., and Mr. Eager (instructed by Sir Robert Best) appeared for the companies, and Mr. Latham, K.C., and Mr. Keating (by the Commonwealth Crown Solicitor), appeared for the Commonwealth.

For the Postmaster-General it was stated that as far as he was concerned as a defendant an action could not lie, as there was no statutory authority for such proceeding.

On behalf of the companies it was claimed that on 7th August, 1928, the sums claimed were due. Before that date the Commonwealth collected 27/6 from the holder of each licence, retaining 2/6 cost of administrative expenses, and distributed the remainder in the proportion of 70 per cent. to the Broadcasting Co. of Australia and 30 per cent. to the Associated Radio Co. On 7th August a new regulation under the act was made, operating from 1st November, 1927, and providing for the deduction of the payment to the Broadcasting Co. of an amount not exceeding 5d. per licence for each month of the currency after that date of licences issued before 1st January, 1928. The amounts claimed in the writ were represented by those deductions.

Mr. Ham contended that the regulation was invalid, as it dealt with an accrued liability; also, there was no power to make the regulation retrospective.

Mr. Latham said it was within the power of the authorities to make regulations providing for the distribution of revenue from licence fees. Under the Wireless Agreement Act, 1927, the Commonwealth Government agreed to pay on behalf of the companies royalties to the

various holders of patents, and therefore a change in the distribution of the licence revenue was necessary. The companies, taking into consideration that they did not have to pay royalties, received just as much as before. The regulation, if properly read, was not retrospective in any sense. It simply provided a means of ascertaining a sum by the use of three figures. It was provided in the regulations that the Postmaster-General had discretionary powers regarding the date of collection of fees.

The court reserved its decision.

HIGH FIDELITY TRANSCRIPTIONS

Australia will soon have the benefit of the latest high fidelity transcriptions of the National Broadcasting Corporation of America, which will be made available for Australian stations by Amalgamated Wireless. These come to Australia in accordance with the arrangement between America's largest broadcasting organisation, the National Broadcasting Corporation, and Amalgamated Wireless (A/sia) Ltd.

It is expected that a further announcement regarding other services will be made in the course of the next few weeks.

HOW H.M.S. "SUSSEX" ARRIVAL WAS BROADCAST

Pilot Steamer and Short Wave Radio

The highly successful broadcast of the arrival and berthing of H.M.S. "Sussex" in Melbourne was due largely to the use of a battery operated Tasma all-wave receiver by the Postmaster General's Department. The eye-witness description of the historic event was made on an 80 metre transmitter from the deck of the pilot steamer which met the ship off Port Phillip Heads. This transmission was picked up by a battery all-wave receiver (known to the Australian public as the Tasma "Cruiser") and relayed over the national network. "There was no time to build special equipment nor was there any real need," stated an executive of the Tasma organisation. "The order from the P.M.G.'s Department came at the last moment. We knew, however, that the "Cruiser" could cope with any short-wave work." The excellence of this broadcast affords ample proof of the efficiency of the equipment chosen to carry it out.

We understand that the engineers of the P.M.G.'s Department expressed keen appreciation of the performance of this set.

3-AW-3HA Competition

In connection with Hoadley's, 3AW Melbourne, and 3HA Hamilton have arranged a "Verse or Prose" competition. The conditions call for four lines, one of which must contain the word "Hoadley's" or the name of any one of their registered competitive lines. The first prize will be awarded to the competitor who in the opinion of the management of 3AW and 3HA sends in the best verse or prose. Three other prizes will be awarded to the next best competitors.

The first prize is two Burns Philp cruises in the Strathnaver, Oronsay or any other boat (first class valued at £63). It is donated by the travel department of Burns Philp and Co. Ltd. The second prize is a new Vogue radio receiver valued at £19/12/6, donated by Allan & Co. The third prize is a Malvern Star "Oppy" cycle valued at £14/10/- donated by Bruce Small & Co. The fourth prize is an Alexander "Ace" flat top racquet donated by Strachan Bros., Melbourne.

100 HOURS PER WEEK

For over two years 3 K.Z. has been on the air just under 100 hours every week. During special seasons, such as the Cricket, Centenary, etc., this figure has been greatly exceeded, but recently, as a special service to early risers, the Station commenced its morning broadcasts at 6.30 a.m. instead of 7.0 a.m. as heretofore. From a statistical point of view, this is interesting, as the Station's weekly broadcasting hours will now pass the century for the fifty-two weeks of the year; but "Sunny Jim" who conducts this session for sleepwalkers and others has been truly amazed (by the amount of early 'phone calls and letters) at the number of people who apparently have been awaiting this early bright touch of the Brighter Broadcasting Service to start their day.

2UW'S SPORTING INNOVATIONS

2UW has established quite a sporting personnel in its sports service. Every Friday night from 6.40 to 7, prospects for the following day are discussed by Charles Lawrence; on Saturday morning at 10.30, M. A. Ferry gives last-minute racing information; on Saturday afternoons, Eric Welch broadcasts from Melbourne; Charles Lawrence and George Davis (who is also Copy Chief) deal with form and other matters; while Sporting Editor Arthur Anderson supplies all details concerning general sporting, starting prices, etc., to the pair at the "mike". Then at night from 6.30 to 7 Charles Lawrence reviews all the sporting of that day.

2UW, by the way, has secured exclusive right to broadcast Eric Welch's description of the Melbourne Cup and a record of this will also be taken in 2UW's Studios and repeated at 8 o'clock on Melbourne Cup night and later in the evening. In addition, M. A. Ferry will broadcast the running of all the Randwick events at the 1934 Spring meeting.