

# Radio News

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## LISTENERS' SURVEY OF RADIO

An unprejudiced survey recently conducted by the author on behalf of an independent market research organization has uncovered some facts which should be of particular interest to all those concerned with the planning and production of sponsored programs. Some of the major findings are set forth here, together with a few of the charts and tabulations taken from the complete report

**A**LMOST every day broad assertive statements concerning the public's reaction to radio programs appear. The basis upon which these statements are founded is usually clouded in mystery. Are they "psychic" revelations of those who see a menace to their own interests in the success of radio as a medium of exploitation, or are they conclusions drawn from study of facts scientifically obtained from the listeners themselves? Do they express a cross-section of the opinions of the radio audience or do they merely express the preconceived ideas of a few who presume to interpret the tastes of all listeners?

Derogatory statements of these kinds, concerning the effectiveness of radio as a medium, are doubtless swallowed "hog-whole" by many, including some disappointed sponsors of unsuccessful radio programs who have not seen results increase to the extent they anticipated when they decided to "go on the air." It is obviously unfair and dangerous to accept, without question, these reflections upon the effectiveness of the newest and least understood of all mediums for reaching the public.

A radio columnist recently set forth the argument that the difficulty of producing a program which would entertain and exploit while at the same time appealing to widely differing classes of listeners was turning sponsors back to the safer and more efficient mediums of exploitation. A scientific collector of facts and an unbiased interpreter of their significance, who has no axe to grind,

By Affie Hammond

feels called upon to challenge these "Doubting Thomases" who are so very obviously ready to condemn.

Perhaps the first step in following up the challenge should be in a bold discussion of the alleged shortcomings which have been checked up against radio. The first of which it stands accused is:

All inclusive coverage which creates the necessity of reaching all types of listeners by means of the same program; a difficulty stressed by this columnist.

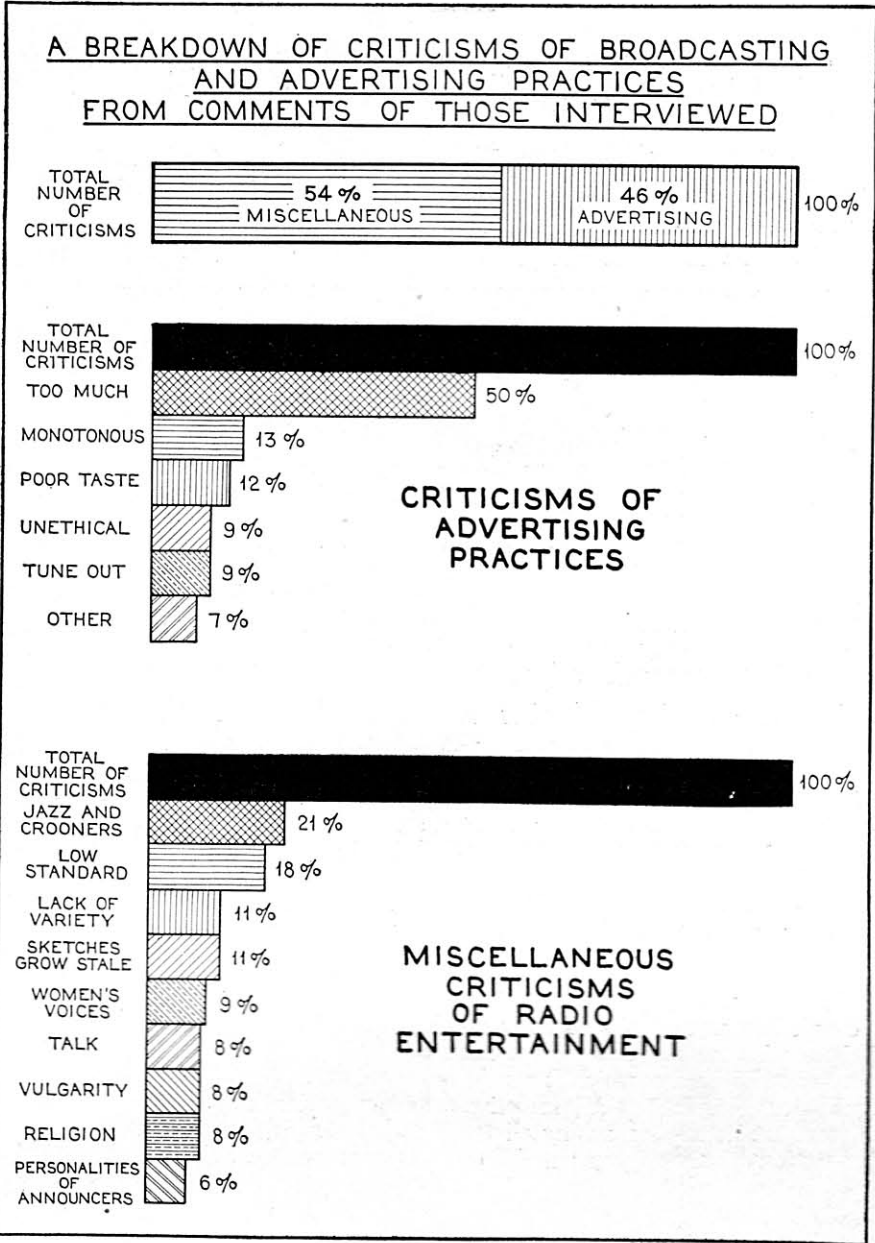
*"Radio listeners are not 'up in arms' against advertising on the Air simply because it is advertising. . . . They do resent radio advertising practices that are abusive to common intelligence."*

It is pertinent to point out that certain types of newspapers and magazines go only into certain types of homes. An advertiser with a product having an appeal for a diversified market uses many of these mediums in order to obtain complete coverage. In the case of radio, sponsors are not so handicapped. They can by giving their program a universal appeal use the national networks and enter as many types of homes as are represented among radio owners throughout the country. It is true that no radio program on

the air pleases every individual radio listener, but it is also true that no written material appearing in any medium is read and approved by every person who buys the medium.

By giving their programs a universal appeal—therein lies the problem of successful radio programs, commercial or otherwise. Sponsors acquainted with their unseen audience can meet this challenge and know the satisfaction of seeing their radio appropriations translated into increase response to their programs and in sales, if that is looked for.

The course of universal appeal is not uncharted. There



**WHAT LISTENERS CRITICISE IN BROADCASTING**

Figure 1. From this chart is seen that only 23 percent of the listeners who offered criticism of the broadcast fare directed this criticism at the amount of time consumed in advertising talk. An equal amount of criticism concerned the type and make-up of the selling talk and more than half of all criticism was directed at the program material itself

Radio history itself, short though it is, does not lack examples of programs which have won their success through achievement of universal appeal. This is indicated by the results of a personal interview survey among radio listeners of all classes. Those programs which rate highest in numbers of listeners are programs relatively high in favor among all classes. As we go further down the line in degree of popularity there is a proportionate disturbance of balance among the various classes of listeners.

Another criticism of radio as an advertising medium is:

Listeners do not buy radios to "listen to advertising." They buy them to provide entertainment and education for themselves and their families.

This is no more true of radios than of newspapers, magazines and other mediums. There is no proof that the public buys these in order to read advertisements any more than there is proof that they do not buy radios in order to hear advertising.

*Listeners' Views*

In the survey previously referred to there is no definite indication that the radio listeners are up in arms against advertising, simply because it is advertising. Their criticisms are qualitative, quantitative and, on the whole, intelligent.

The chart shown in Figure 1 indicates the extent to which those interviewed criticised advertising by radio and explains the specific nature of their criticisms. A study of these criticisms indicates that the problem of achieving an advertising radio message acceptable to

all listeners is a comparatively easy task.

To offset these criticisms of advertising are many expressions on the part of listeners to the effect that they believe sponsors who provide entertainment are entitled to time in which to put across their messages. It is also significant that few of the objectors to methods of radio advertising are in favor of a tax on radios or of government control or censorship. All they ask is a little restraint and consideration on the part of advertisers—a little more appreciation of the intelligence of listeners.

In connection with the plea of listeners for a little more

are classic examples of its achievement throughout the history of man's existence. Political success is often achieved by those who make themselves "all things" to "all men." What chance would a political candidate have of election if he were unable to sell himself and his platform to a nation made up of every type of voters? And how is he able to influence these voters? He knows their interests, their prejudices. He knows the universal characteristics of human beings which do not vary with class, creed or locale. If he knows these things sufficiently well he can steer a clear course.

Successful stage productions strike responsive chords in the hearts of those who sit in the galleries as well as in the hearts of those who occupy the choice seats.

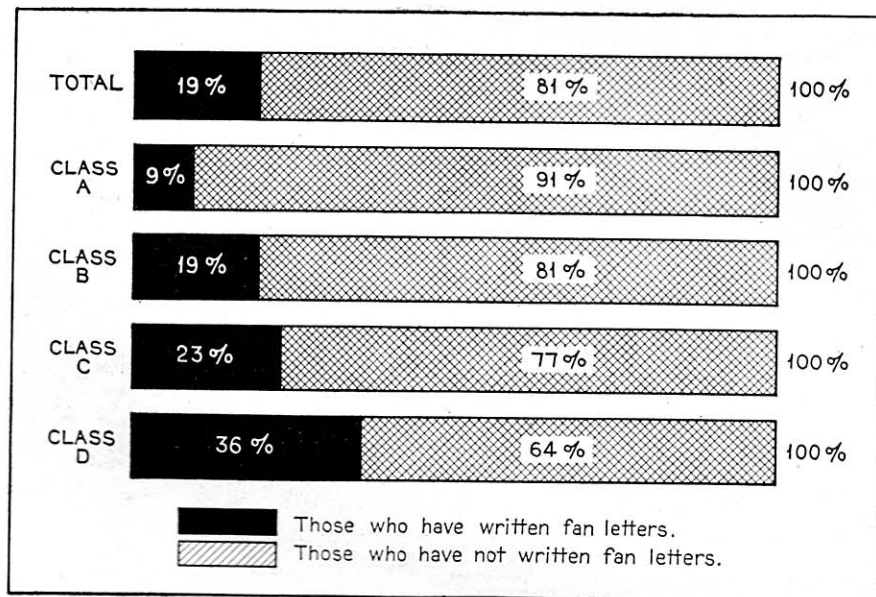
**MAKE-UP OF THE RADIO AUDIENCE**

Figure 2. During the past three years families with small incomes have been joining the radio audience in much heavier proportions than those with larger incomes. This is an important fact to those who are concerned in the presentation of sponsored programs. The income classifications are: A—Over \$5000; B—\$3000 to \$5000; C—\$1000 to \$3000; D—under \$1000

CLASS OF LISTENER	YEARS WHEN LISTENERS BOUGHT THEIR FIRST RADIO SETS										
	BEFORE 1923	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932
CLASS A	14 %	2 %	14 %	2 %	5 %	15 %	8 %	22 %	11 %	2 %	5 %
CLASS B	10 %	4 %	7 %	4 %	5 %	14 %	8 %	20 %	18 %	9 %	1 %
CLASS C	11 %	1 %	7 %	5 %	8 %	24 %	8 %	15 %	12 %	8 %	1 %
CLASS D	3 %	-	3 %	-	3 %	10 %	7 %	21 %	38 %	10 %	5 %

# WHO WRITES FAN MAIL?

Figure 3. Only 19 percent of those interviewed have ever written a fan letter. Those with the lowest incomes are the most prolific letter writers—partly because radio is a more vital factor in their lives, and partly due to the prizes and sample products obtainable by writing for them. Obviously fan mail is not an entirely dependable barometer in judging the popular appreciation of a program because, as shown by this chart, it does not represent a true cross section of the radio public

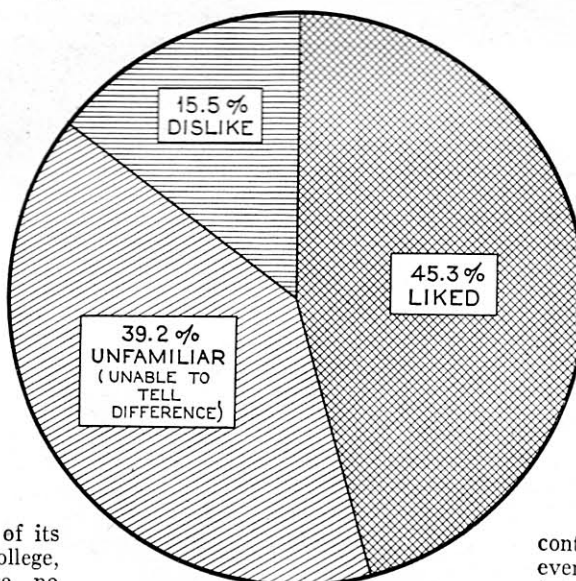


appreciation of their intelligence, the findings of this survey indicate that advertisers, in their desire to pigeonhole the public and put most of the inhabitants of this fair land away as morons, have classified even the morons as a bit more moronic than they are. Unless those who disseminate advertising propaganda wake up and use their own brains more than they are doing, conceivably, they may learn too late that their morons have evolved and squirmed out of their pigeonholes.

Times have been hard for most people during the last few years. Necessity has made the once-contented public begin to think in order to survive. Using any part of the body develops that member. This applies to that magnificent organ, the human brain. Full-grown bodies do not thrive on infant diet. Mature, normal minds do not accept childish or moronic ideas. The difficulty in radio advertising is not with the physical medium, but with those who make misguided use of it!

The following is a lucid example of misguided use of radio advertising: A large advertising agency turned over the entire management of the radio program of one of its clients to a youth, fresh from college, who had no advertising experience, no knowledge of dramatics and no experience with radio broadcasting. Result: the program was a flop. The sponsor, blaming radio, deserted the air waves forever.

Examples are plentiful of radio executives who, when they decide to go on the air, depend upon their personal tastes in entertainment to guide them in arranging their programs. Perhaps they go a little further and invite their friends—as like themselves as peas in a pod—to an audition and rely upon their reactions



## ELECTRICAL TRANSCRIPTIONS

Figure 5. A few years ago the broadcast of phonograph selections was heartily disliked. Today 85 percent of the listening public like them as well or better than other programs. The remaining objection is probably the result of the few stations which have not installed modern equipment for reproducing the recorded programs

to guide them. This is much like adding ten ears of corn to ten ears of corn and expecting to get something besides twenty ears of corn.

Others rob radio entertainment of freshness and interest by copying successful programs already on the air! The result is that their programs are so like others that it is beyond the powers of listeners to remember who sponsors which or how! Still others, in an effort to achieve universal appeal, devise a hodge-podge program partaking of the successful elements of many programs. They think they will thus achieve variety and so attain the interest of all types of listeners. The result is that the programs have no definite character of their own and contain something which may cause everybody to tune out. And yet others, imbued with the idea that listeners object to advertising on the radio, employ the expedient of acting as if they, too, think advertising a "lot of hokey" and so engage a comedian to kid the advertising. This practice takes away the dignity due the sincere exploitation of any meritorious product. The listeners may get a kick out of the program, but it is doubtful whether they are moved to go out and buy the brunt of the comedian's jokes.

Other advertisers apologize for intruding on the listeners' time and thus put into their minds the idea that they are being imposed upon. In a breathless voice, like a child speaking out of turn, the announcer (Continued on page 372)

METHODS USED BY THOSE INTERVIEWED IN SELECTING PROGRAMS	CLASS A	CLASS B	CLASS C	CLASS D
NEWSPAPER LOGS	73 %	64 %	44 %	34 %
BY GOING AROUND THE DIAL	45 %	41 %	41 %	44 %
OTHER MISCELLANEOUS METHODS	1 %	8 %	3 %	3 %

(Some gave more than one method)

## HOW PROGRAMS ARE SELECTED

Figure 4. In general the newspaper program pages are the most commonly used means for program selection. However, the proportion of "dial twisters" is still quite high, particularly in the lowest income group, where newspapers are not so commonly found in the home. It appears that where newspapers are available they constitute the most popular reference



## GAMBLE A DIME.... save dollars of time!

Right now clip a thin dime to the coupon and put an end to radio soldering worries. The dime will bring you our no-profit trial size coil of Kester Radio Solder (plastic rosin core). And Man... what a combination of solder and flux—fact is, it does all the important soldering jobs in the radio industry—passed the most critical laboratory tests and came out smiling.

Come on—gamble a dime and save dollars of time—and do better soldering of course. After that—you can buy the big 1 pound spools at your hardware, radio or electrical supply dealers.

**free** With every trial size package of Kester Radio Solder we will send a completely illustrated pamphlet showing many soldering "kinks." It's full of good "stuff." Don't miss it.

**KESTER SOLDER COMPANY**  
4201-D Wrightwood Ave. Chicago, Ill.

**Send This Today!**

KESTER SOLDER COMPANY  
4201-D Wrightwood Ave., Chicago, Illinois.  
( ) 10c enclosed. Send me trial coil of Kester Radio Solder.  
( ) 20c enclosed. Send me trial roll of Kester Radio Solder and trial roll of Kester Paste-Core Solder. ( ) 30c enclosed. Send me all three!

Name.....  
Address.....  
City.....State.....



30c and the coupon brings a big trial package of Kester Radio Solder for delicate work—Kester Paste Core solder for those who prefer a paste flux—and Kester Acid-Core Solder for outside work such as head-ins, grounds, etc. Try 'em all... Send three dimes.



## ?QRD?

*A column devoted to  
the commercial opera-  
tor and his activities  
Conducted by GY*

**O**UT in the streets the snow flickers and falls quietly—cold blasts of air go through clothing—brrrrr! On HQ circuits the atmosphere is filled with plenty hooley: Hlo thr—hw r u—hope yr freezing—nice dwn hr—warm—went bathing last night—yeh, well, I'd rather go swimming than ice skating anyway—wl, so long, hope u swelter—righto—ge.

If we gadgets think we have a monopoly on putting QRM through the ether, we are mistaken. The latest stunt is to put a person's heartbeats on the air. Here's for a transmitter in each and every home to see if the sweet woman still loves us whilst we "go down to the sea in ships." But will we know from which port the heartbeats come, eh?

Hear ye, all ye faithful: Uncle Sammy's mailboy brings greetings from Mervyn R. Rathbone, the kingpin of the American Radio Telegraphists Ass'n., informing us that not only does he like this colyum (tks OM), but also will aid with articles and other interesting information. His first bit of news is that English ops employed by the Marconi Company are paid whether or not they are on a ship. Sometimes an op stays on the beach for as long as three months on full pay. Now, don't be going English, gang.

Shuffling through the deck of mail, here's a few excerpts: Red Geale (GL) flash from the Orient, short-circuited his plans to go home and see how the mortgage was going. It's still there—on the roof—so Red's looking for a soft billet with the Airways. Here's how, Red: write to Dept. of Commerce for an application and you will be rated according to your experience.

Tsk, Tsk. "Boy, break out the towel." Vidrine (JL), who brass-pounded his way to a billet on the S.S. *Kishacoquillas*, is weeping the blues. An aunt dies—leaves him a pot of gold—he buys a house and lot—takes his femme out—biff, bang, boom—no more dough. He is now looking for another berth where he can rest and think over what he should have done with the lucre. Best wishes, OM; we live and learn, what?

The spirit of the month is "for all things (good or bad) we duly give thanks." Let's see... what must we be thankful for? A good hearty appetite? Some one who still remembers us (especially the guy to whom we still owe that fiver)? That there is a RADIO NEWS magazine which is giving Free a book of "23 Lessons in Radio"? (Sh—get in touch with me and I'll tell you the se-crut!) Anyway, gang, find something for which to be thankful—this holiday only comes around once a year—so cheerio and happy holiday—73's—GY.

## Listeners' Survey

(Continued from page 333)

pleads "for only sixty seconds." Among the persons interviewed in this survey, few were opposed to granting sponsors a reasonable amount of time in which to tell of their products. Their opposition was toward the methods used. If an advertiser who pays for time on the air in which to tell the public about a good product would sincerely, interestingly and expeditely present the essential facts, the indications are that he would gain the confidence and respect of the folks in the armchairs who are, by and large, a reasonable lot.

Proceeding from the general discussion of the mistaken practices of radio advertisers to specific presentation of facts obtained from radio listeners, some of the more interesting data are here presented. Those sponsors who depend upon fan mail to guide them may find something to interest them in the following: Each person interviewed was asked when he bought his first radio set. The table in Figure 2 shows the age (in terms of radio ownership) of the audience covered in this survey, by income classes. It will be observed that the bulk of the lower income class (those with an annual income of less than \$1000 a year) is a comparatively new addition to the radio audience. In these charts, Class A listeners have incomes of over \$5000; Class B, incomes from approximately \$3000 to \$5000; Class C, incomes from \$1000 to \$3000; Class D, incomes under \$1000. The extent of influence this new element has exerted on the quality of radio entertainment is indicated in the analysis of fan mail shown in Figure 3.

The survey shows that the radio audience of today is a discriminating audience is indicated by the methods used in selecting radio programs as shown in Figure 4.

An alternative to devising a program of universal appeal, advisable in the instance of products adapted only to the needs of certain localities—such as farm machinery—is open through the use of electrical transcriptions on various selected stations reaching the special markets. The attitude of the listeners interviewed by the survey toward electrical transcriptions is indicated in the chart in Figure 5.

Some advertisers, in their desire to achieve a popular program, seem to lose sight of the importance of effectiveness, translated into terms of recognition of sponsorship and incentives to buy.

The findings of this survey show that the programs most often mentioned as programs regularly tuned in are not always high on recognition of sponsorship and sales for the products advertised. Most all of us have met salesmen who were likable, entertaining chaps but not very efficient salesmen because they lacked that most necessary sales aid—the ability to use the clincher. Some radio programs are like those salesmen, as indicated by the following observations:

1. Advertisers who engage outstanding personalities, well known on their own account, often find themselves and their products overshadowed by the stars on their programs.

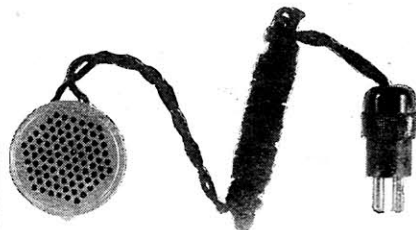
2. Programs which vary their routine, either in time of broadcast or talent engaged, confuse their listeners so that recognition of sponsorship is diminished.

3. Advertisers who engage artists previously identified with other commercial programs take a risk because listeners are inclined to associate an artist with his first program.

4. Children's programs, directed to interest children themselves rather than their parents, obtain a higher percentage of recognition.

(Continued on page 373)

## LAPEL MICROPHONE MICROMIKE\*



The ideal microphone for all types of Public Address Systems or any acoustical application such as broadcasting or home recording.

Small in Size—Light in Weight  
Perfect Reproduction

**Introductory Price . . . \$10.00**

Write for Bulletin

**RADIO RECEPTOR CO. INC.**

Sole Manufacturers

**108 - 7th Avenue New York, N. Y.**

\* Registered U. S. Patent Office

## QUALITY-RELIABILITY



**KENYON** Laboratory Standard Audio Components used in the Heavy Duty P. A. System are available at your local distributor.

Write for laboratory schematic diagrams for 845-50 Watt, 250, 245 46 class B power amplifiers. Free for the asking.

**Kenyon Transformer Co.**  
122 Cypress Ave., New York, N. Y.

## Radio Physics Course

(Continued from page 365)

of the excess proton left in the atom predominates. This unbalanced electrical state of an atom due to the removal of one or more of its electrons changes the atom to an ion. The process of accomplishing this result is known as *ionization*. As the excess electrical charge remaining on the ion is positive, this ion is known as a *positive ion*. The electron which has been removed from the atom becomes a *free electron*, free to move about wherever it is attracted by the charges. Of course, the unbalanced positive charge remaining in the ion exerts a force tending to attract it back, this force diminishing as the square of the distance between them. If the free electron becomes attached to a neutral atom, the amount of negative charge or electricity in the atom becomes excessive, and this atom exhibits a resultant negative charge as in C of Figure 3. It is then known as a *negative ion*. The actual substance of an ion remains the same, since the protons—which contains the mass of the atom—are not removed or combined. However, some substances exhibit increased chemical activity when in an ionized condition. It is evident that the more electrons that are removed from each atom during ionization of a substance, the greater becomes its unbalanced electrical charge.

### Electrolytic Action

When salts or acids are dissolved in water, the act of solution separates or *dissociates* many of the salt or acid molecules, each molecule yielding a negatively charged atom (— ion) and a positively charged atom (+ ion). Thus when sulphuric acid ( $H_2SO_4$ ) is mixed with water, there are present in the solution the positive hydrogen ions  $H^+$ ,  $H^+$  and the negative  $SO_4$  ions  $SO_4$ . We might say that the  $SO_4$  ion takes an electron from each hydrogen ion.

## Listeners' Survey

(Continued from page 372)

ognition of sponsorship and sales results than do programs for parents about their children.

5. Dramatic sketches with a continuous plot carrying over from broadcast to broadcast rate high in effectiveness. However, a drawback to this type of program is the difficulty of maintaining a standard of freshness and interest over a long period of time. Listeners show a tendency to lose interest in such programs after a certain length of time.

The findings of the survey seem to indicate that there are many good hours going to waste, while advertisers diminish their chances for a full audience by clustering in comparatively few hours which have come to be considered as most profitable.

The findings of this survey among all classes of radio listeners indicate an active interest in radio as a means of entertainment and education, a tolerant attitude toward good and non-abusive advertising on the air, and a desire for more vital and diversified programs of a higher standard! Also, indications are that whatever faults are now checked up against radio as a means of exploitation ought rightly to be checked up against the advertisers who blindly try to reach an audience not only unseen, but also unknown!

# free!

## SPECIAL!

Complete Parts for the  
**LAFAYETTE MODERN  
MIDGET**  
Three Tube Receiver

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## Smashing Selection of 1933 Values!

Latest, greatest edition of radio's bargain book—just off the press! **WHOLESALE RADIO SERVICE COMPANY'S** new 1933 catalog is crammed full of bargains. *Everything in radio at the lowest wholesale prices.* **LAFAYETTE RECEIVERS, TRUSTE PARTS, tubes, speakers, kits, accessories, short-wave sets and apparatus, amplifiers, public address systems, REPLACEMENT PARTS, etc.** Send for your **FREE** catalog TODAY.

Build your own Lafayette Modern Midget 3 tube receiver. Complete parts available at lowest **WHOLESALE** prices. Write for **FREE** catalog at once!

**Also complete parts for Van Leuven Pocket Diagonometer**

Wholesale Radio Service Company,  
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New York, N. Y.  
Rush new 1933 catalog, **FREE**.  
☐ Check here if you want full details  
regarding Lafayette Modern Midget 3  
Tube Receiver.  
Name.....  
Address.....  
Town.....State.....

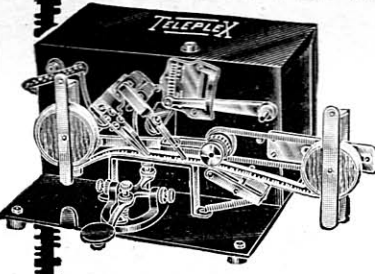
Send  
it Now!

# A NEW WAY TO LEARN THE CODE

## MAKE YOUR OWN RECORDS EASY TO MAKE EASY TO READ

WITH THE  
**NEW MASTER**

# T E L E P L E X



The new **MASTER TELEPLEX** records your own sending in visible dots and dashes and then repeats it to you audibly on the headphones.  
5,000 words on each tape and the number of tapes *unlimited*.  
This marvelous new invention makes learning the code an exceedingly pleasant task. No previous experience necessary. Anyone can master the code and pass government examinations very quickly.  
The new **MASTER TELEPLEX** is the only instrument ever made that will record your own sending and then repeat it back to you exactly as it was sent.  
Radio and Electrical Engineers agree that this is the most marvelous instrument of its kind ever produced. Originally this machine was not intended for individual instruction, because it was too expensive. It was developed for the United States Signal Corps to be used for classroom instruction. However, we have formulated a plan whereby you may master the code without buying this machine.

**Send in the coupon today for booklet R-12. It is free and places you under no obligation.**

**TELEPLEX CO.**

**76 CORTLANDT ST.  
NEW YORK, N. Y.**

**TELEPLEX CO.,** R-12  
76 Cortlandt St., New York, N. Y.  
Gentlemen: Please send me your free booklet R-12, giving full information of the New Master Teleplex.  
Name.....  
Street.....  
City.....State.....



Equipment includes two 12-in. dynamic speakers, microphone, cables and cords not shown in illustration.

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