

BROADCASTING BUSINESS

Vol. 1—No. 4.

FRIDAY

October 26th, 1934

Subscription

10/- P.A. Post Free

Single Copy 1/-

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

SCOTT WINS!

*50,000 People witness the Finish —
2,000,000 People Listen In*

TUESDAY afternoon last, 23/10/34, at 3.35 p.m. a thrilling description was broadcast through the broadcasting stations, of the arrival of the winner of the Melbourne Centenary Air Race at Flemington Racecourse, Melbourne.

It is safe to say that over 2,000,000 people listened in to the result of that race. It probably held more interest even than the Melbourne Cup, and almost if not more, than the finish of the Fifth Test Match. For the last four days, and particularly the last two or three days, the entire Australian nation listened in at various times of the day and evening, to the progress reports of the fliers participating in the Centenary Air Race, which were broadcast from almost every station throughout the Commonwealth.

The service rendered by radio in this Air Race is something magnificent. The keeping in touch of the public with the progress of the various fliers has been accomplished by means of broadcasting in a manner that not even special editions of the big newspapers could do. It would be impossible, by any other agency of communication at the command of man, to give to the public located all over the Commonwealth, such interesting, up-to-the-minute information as has been given to them during last Monday and Tuesday in particular.

Everywhere one went, in the various radio shops and other places of business who had installed loudspeakers and radio sets for the occasion, huge crowds blocked the gangways, pathways, doorways and every other way. Policemen were on guard keeping the road and footpaths open for traffic. One could not get near

windows to look at the wonderful display that was commanding the attention of the populace.

It is conceivable that the public did not quite understand the thrilling nature of such an Air Race until the race actually commenced. They were not able to visualise the tremendous interest that would be created in such a spectacular contest.

Most people are conversant with the cricket broadcasts, and are now quite used to them. Even those events took several years to sink into the minds of the people, and there again, the 1934 Test Matches were far more popular and a greater number of people listened-in than hitherto. People are more cricket conscious to-day than ever before, and it is also to be said that as a result of this Centenary Air Race the public of Australia and the rest of the world—but particularly this country—will become even more air minded than they are. Despite the unfortunate, tragic happening of the loss of the 4 engine air liner in the Bass Strait, and the unfortunate fatal accident to two airmen on the route, the public to-day have had proved to them that aviation is an accomplished fact.

They have also had proved to them that radio is even more of an established fact; that they cannot do without radio; that even the fliers cannot do without it, and that altogether radio is indispensable to the service of man.

The radio trade and the broadcasting stations did not "cash in" on this event to the extent they might have. No doubt they will do better next time, but there were practically no large publicity stunts put over to enthruse the public with the possibilities of the Centenary Air Race broadcasts.

Certainly, some retail shops in each capital city did their bit, but as for the big manufacturers and the radio trade in general, nothing of outstanding importance was done. A few companies like Stromberg-Carlson did some excellent work in sponsoring certain broadcasts of the Centenary Air Race, but other than that, the industry as a whole sadly fell down on their job. It is to be hoped that they will appreciate the lesson they should have learned, and that the next time an air race or any other similar event takes place, they will capitalise it to the full.

Radio is a wonderful thing, and everybody should thank their lucky stars that they are engaged in such a wonderful industry; but only those who play their part and work for the industry which they are supposed to serve, can expect to reap the benefits thereof.

Three cheers for "Scotty," and three more cheers for radio! Also a big cheer for the advertisers who made many of the broadcasts possible, and gave the public an entertainment that is unparalleled in the history of this world.

BROADCASTING BUSINESS

OSWALD F. MINGAY - - Editor

EDITORIAL & PUBLISHING
OFFICES:

15 Castlereagh St., Sydney, N.S.W.

Phone: B 7188 (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

October 26th, 1934.

The Eve of the GREAT AIR RACE

Scene in a Broadcasting Studio



MR. F. R. THOMPSON
Advertising Manager,
Station 2UW.

When you sit comfortably at home in a deep restful chair beside the wireless set, turning the dial to check up on the station the times at which they put over the stage-by-stage news of the Great Air Race, have you any conception what the staff at the broadcasting station have been doing in order that you may receive prompt, accurate and well expressed news.

AT 2UW Sydney, the eve of the start from Mildenhall found the studio in a state of hurried but orderly excitement. A special studio was set apart for the receiving of the news, a special telephone was installed, the chart plotted, the time scheduled giving the standard time in Australia against that in other parts of the world. There was news to be secured and news to be sold, and, that to a "B" class station means its life blood, its existence, and the pep which savours the whole atmosphere of the studio. News to sell—but where and how? There are ideas afloat—an advertiser is approached and now the news flies around the many office compartments of this great organisation—the Air Race is Sold!—the Air Race is Sold!

Then, comes to the studio the lucky salesman who has made the deal—he is a young man with many well polished irons in the fire. He has conceived his sale on a big scale—he'll fly his own plane to Charleville and meet the airmen. With him he will take a sample of the goods that he advertises—a Capital idea—now that's Service with a capital letter. The salesman strides into the studio—he has much to see to—he must set off at once—he brings half his kit with him already—he swings his airman's cap with its goggles attached in his hand and plants them on a typist's desk—the girls are thrilled—there is a hero in their midst already! The technical staff are up to their eyes in details concerning transmission, land lines and re-broadcasts. The sporting editor gets to work on tabulating the progress of the race and making all data easily translatable into a few words ready for the announcers. The continuity writer gets to work on his effect records and introductory and farewell pars for the various preambles and post mortems. The editorial staff prepare the way for the reception of the cables, the decoding and the organisation which is so essential for a fast and accurate service to the 'Mike.' The telephone girl fortifies herself with a glass of water beside her switchboard and prepares for a busy day. She gets it—for no sooner is she seated at her desk at 9 a.m. than an excited public gets to

work phoning 2UW for the very latest. All enquiries must be answered correctly and with courtesy—she has a full time job. The remainder of the staff carry on with the air seething around them—everyone's nerves pitched to their highest note—everybody putting their last ounce in to the week-end during which they know History is being made, and they, each one of them, are helping to make it. From the heroes in the air, to the girl at the switch board they are all in the Air Race.

The day draws to an end so far as daylight is concerned—but still the sporting, announcing, editorial and mechanical staff carry on—it's midnight, it's 4 a.m. and still a heavy eyed but triumphant body of men follow the airman from the point to point on a paper chart and 'put over' the cables to a thrilled and confident public that 2UW is giving them Great Service—90% first and one hundred per cent. accurate. Meanwhile the salesman-airman at Charleville continues to inundate the studio with telegrams—it's fine to have a representative at such an important place on the air-race route and through this service the listening public know just the details they long for and receive the wonderful message from the leading airman that HE sends greetings to 2UW listeners! It's a great week-end in the broadcasting studios! And, at the completion of the race when the lion of the day is being congratulated and feted, a weary band of broadcasting announcers, editors, producers and technicians will close their heavy eyelids with a sigh of satisfaction and relief and rest content with the shoal of letters of thanks that come from hundreds of satisfied 2UW listeners. And THAT ladies and gentlemen is Broadcast Advertising.

6,000 HOURS' OPERATION

An unsolicited testimonial was recently received from Mr. Earlywine, President of the Western Radiophone, Centralised Radio System of Franklin Indiana, connected with the Columbia Broadcasting Station WER, and also the National Broadcasting Company.

In a letter to the National Union Radio Corporation, Mr. Earlywine said: "It was brought to my attention to-day that a set of your National Union tubes were being replaced in the tuner of our Centralised Radio System. These tubes have been used on an average of 18 hours daily since February 27th, 1933, and this letter is being written on July 16th, 1934. Only when they were tested to-day did they fail to quite come up to a test required for efficient service.

"These National Union tubes operated day in and day out for over a year, totalling nearly 6,000 hours of continuous operation, without a replacement. Naturally, the new tubes installed were of the same brand—National.

"Such endurance definitely proves to us that there could not possibly be a better radio tube on the market than your product. Congratulations indeed to the manufacturer of such excellent performing radio tubes, and wishing you much success with your products."

Tubes are generally guaranteed for 1,000 hours' operation, but 6,000 hours is a wonderful return on the investment. International Radio Co. Ltd., are distributors in Australia for National Union tubes.

CRICKETERS' WELCOME HOME

Broadcast Over National Service

When the "Orontes" arrives in Fremantle on Tuesday next, October 30th, with the Australian Test Cricket Team on board, the National Service will transmit from Perth a welcome home to the team which will be given by the Lord Mayor of that city. Transmission will be heard in South Australia at 12.30 p.m. and in the Eastern States at 1.0 p.m.

Another interesting broadcast from Perth upon the arrival of the "Orontes" will be a talk by Major-General Sir Fabian Ware, K.C.V.O., K.B.E., C.B., C.M.G., who is also a passenger on that liner. He has been head of the War Graves Commission since its inception, and at one time was editor of the "Morning Post."

PERTH'S 50,000 CLUB

At the Perth Soldiers' Institute Dining Rooms the third luncheon arranged by the 50,000 Club was held this month.

The Club has been formed with a view to accelerating the rate of increase in radio listeners' licences in W.A. Mr. S. Jackson was the Chairman of the day.

Mr. Allan Thomson, the Club's President, outlined the work done so far, and reported that promises of co-operation had been obtained from broadcasting stations and the Press.

Talks dealing with the advantages of radio and the aims of the Club had been arranged, and already one by Dr. J. S. Batty had been given from 6WF.

A letter received from the Victorian Radio Association stated that that body had voted £250 for purposes of publicity in the interests of radio among non-listeners in Victoria, the money to be used chiefly in the country areas.

Mr. J. B. Chandler

(4 BC)

Speaks Out!

"Taxpayer" writes to the Courier-Mail (15/10/34), and Mr. Chandler answers the position in the same well known Brisbane newspaper on 17/10/34:

THE points raised by Mr. Chandler need no amplification at this juncture. The complaint by "Taxpayer" is one that everybody possessing a listener's licence has every reason to make. With the "dilly-dallying" of the Federal Government in wireless matters, and with the appropriation of listeners' money into consolidated revenue, listeners generally are not being served with the required number of stations, nor are they being given stations of the requisite power to serve a country like Australia. The time has long since arrived when everybody interested in radio development should stand up for their rights and make the Government spend 20/- in the pound on radio development, instead of putting it into consolidated revenue to be spent for other political purposes.

The new Postmaster-General will be communicated with on this subject at a very early date, and it will be interesting to see whether the new Cabinet with the new Postmaster-General, will carry out the same policy as has been experienced in the past.

Letter to the "Courier Mail" Radio Management

Sir,—

Quite frequently one will hear over the wireless that somebody has been fined for not having a wireless listener's licence; but what of the licence holder who is unable to get the A stations owing to electrical noises, and having to rely on a B class station which is nearby for such a broadcast as the arrival at Perth of His Royal Highness Prince Henry, and then, at an interesting stage, to be told that the time is up for the relay. Are we listeners so situated to sit down and say "how unfortunate" and to be treated as if we did not matter? Is it not possible for the Postmaster-General's Department to do something and give the listener a chance of hearing these special events for which privilege they have already paid in advance? If it was not for the enterprise of the B class station I am much afraid the number of listeners would be considerably less.

I am, sir,
"Taxpayer."



MR. CHANDLER'S REPLY

Broadcasting Services National and Commercial Stations

Sir,—

As your correspondent, "Taxpayer" of Charters Towers, calls attention to a matter of great importance to radio listeners in Queensland, particularly in centres distant from Brisbane, perhaps I may be permitted to give some information on the subject. In order that the broadcast of the arrival of the Duke of Gloucester might be relayed by the Queensland stations, it was necessary for it to be conveyed by land line (telephone line) from the transmitting point in Perth to the Queensland stations concerned.

Unfortunately, only one telephone channel was available between Perth and Adelaide, and following the usual practice this channel was reserved by the Postmaster-General's Department for use by the national stations. The Australian Broadcasting Commission, controllers of the national stations, with an apparent total disregard of the interest of listeners and licence holders outside the daylight range of its own stations, adopted what can only be regarded as "a dog in the manger" attitude, and refused to split the line with the "B" class stations, with the result that thousands of Queensland listeners in the distant areas particularly were unable to listen to that historic broadcast. Protests by the Broadcasting Federation to the department, the Postmaster-General and even to the Prime Minister, only elicited the response that the matter was one entirely for the Australian Broadcasting Commission.

Notwithstanding that the cost of hiring telephone lines over such long distances is very great, and that no revenue could be obtained as no advertising is permitted in connection with broadcasts of the Royal tour, the "B" class stations were quite prepared to carry out this broadcast at their own expense in order to give service to their listeners, but were prevented from doing so by the action of Australian Broadcasting Commission, which body collects the listeners' licences irrespective of whether it is able

to give a service or not. This raises the question as to whether both types of broadcasting services, i.e., the national and the "B" class (or, as they prefer to be called, commercial) stations should not be accorded equal facilities and status. At present the commercial stations are severely limited in their power, thus limiting their service area, while national stations get preference in land lines and other facilities, not always, it is feared, to the listeners' benefit.

Had it not been for the commercial stations, broadcasting would not have developed to its present state, and there seems no good reason why both types of service should not continue and flourish side by side in healthy rivalry, to the ultimate good of all, and certainly the national service, with its now tremendous revenue, should not fear competition from the commercial services on equal terms, and should not need to have its service bolstered by restriction or limitation of its competitors. Also, it seems clear that in future broadcasts of national importance or interest where only one telephone channel exists it should be made available for joint broadcasts by both services.—I am, sir, etc.,

J. B. CHANDLER, Managing Direc.
4BC and associated stations.

QUEENSLAND LIFTS S.P. BAN

The Queensland Turf Club have fallen into line with the Victorian Racing Club and have granted permission for the National Service to announce over the air the names of starters and of the riders prior to each race; the starting prices of the placed horses, and of the favourite, and the totalisator dividends after each race.

This arrangement came into force at the October meeting of the Q.T.C. two weeks ago.

NEW SYDNEY APPOINT- MENT

Adelaide Station 5DN has just recently finalised arrangements with Mr. V. L. H. Coghlan, who acts as their representative in Sydney in addition to his existing representation of 3AW which he has held for two years. Big things are in the way of 5DN and with live representation in Sydney the Station patronage should be even greater.

2UW's TRADE SESSION

At 8.15 on Friday night, 2UW extends a gesture to the radio trade in general by providing a specially selected programme of music calculated to be of definite assistance in demonstrating sets to potential customers. Radio shops throughout the metropolitan and suburban districts can be assured of a programme of particularly attractive numbers and can trust the assurance that no radio advertisement will be inserted during the transmission.

Don't Kill The Radio Goose

Broadcasting is laying golden eggs right now. It may continue to do so if we avoid the pitfalls of the past.

By Jarvis Wren

BRROADCASTING is still something new, fascinating, mysterious. Throughout the country weird tales are told about successes attained through radio advertising. When you say "radio" to a dealer you arouse his attention, gain his interest. More often than not you engage his enthusiasm and his co-operation. Well?

Don't kill the goose that is laying these golden eggs.

Advertisers beat up the goose pretty thoroughly, some time ago. They went to the dealer with glowing stories about what they were going to do. They told him thrilling tales about nation-wide coverage. They convinced him that they were swell fellows to give him such advertising support. They loaded him to the gunwales with their goods.

And, then what did advertisers do? They ran, perhaps, a single imposing double-spread or a few half-column advertisements. Even, it has been known, advertisers have shown a dealer long lists of media plus heavy schedules of insertions. And, afterward, cut the lists of either media or insertions, without explanation to the dealer.

Then, the dealer didn't get the results advertisers had led him to expect. And, so, he lost confidence in anything they told him. He turned a cynical ear toward advertising stories. Do you blame him?

Let's not do that with radio.

I know of one instance now in which a prominent corporation in the lace-trimmed lingerie field . . . that's exactly the field they aren't in . . . is trying to pep up its dealers about a series of nine 15-minute broadcasts, recorded, and released through a small list of stations.

Perhaps this corporation will succeed in peppering up its dealers. Probably it will, because it keeps a staff of experts on that particular job. I hope it won't. For, nine chances out of ten, it will end up by giving radio a black eye. I make my living out of radio and, to mix metaphors, the fewer tombstones there are in the radio graveyard, the more comfortable I feel about it.

Advertisers many times dash into radio head first . . . and sometimes they are carried out of it . . . feet first.

Which is, of course, due, usually to one of two reasons. First, that their product wasn't adapted to radio advertising. Or, second, that they felt a few words spoken into that magic microphone would cause its buying public to storm their doors.

It seems that people laboring under the latter delusion can't be convinced by any-

thing but experience. Well, then, go ahead and get the experience. But don't come back and say: "Oh, yes, we tested radio advertising, but we found that it didn't work out for us."

Revenons a nos moutons. The point that I started to make is: that it is worse than useless to get dealers excited about a little two-by-four broadcasting. Worse than useless . . . because broadcasting isn't magic . . . and because two-by-four broadcasting doesn't usually accomplish anything. Except that it usually accomplishes nothing, and, so, destroys your dealers' confidence in what you tell them . . . and in radio.

By this I don't mean that you have to take an hour a day over a coast-to-coast network. Many successful radio advertising campaigns involve only a quarter of an hour a week. But you do have to be patient and consistent.

That is why, probably, that the august National Broadcasting Company (America) now refuses to accept orders for less than twenty-six times. Which is, doubtless, not so dumb. Their interest, too, is concentrated upon keeping the radio cemetery conspicuously under-populated.

Well, let's leave consistency, and view the thing from another angle. Let's say that you have contracted for twenty-six broadcasts over one of the networks. Most contracts are, by the way, non-cancellable . . . and how!

Having done this, you work yourself into a great state of excitement, you bring the salesman in, charge their batteries, let them loose on the trade. The trade responds. What then?

Before I try to answer that "What then?" question, let me attempt to set up a simile. Radio is a sales dynamo. Your dealer organisation is the sales producing machinery. Unless you have a belt connecting the sales dynamo to the sales producing machinery, nothing very much happens. That belt is the merchandising of the radio programme.

"All right," you say, "We're providing the belt. We're getting the dealers all pepped up about what we're going to do in radio."

Swell! But what about next January? Are the dealers going to be just as pepped up then as they are now?

There's a very crucial danger point in every radio campaign. And that is somewhere between the ninth and sixteenth broadcasts. By that time radio is no longer the new baby whom the whole business family, dealers and all, delight to fondle and talk about. It has become an old story.

That's when you have to take your dealer organisation, lift a nice sharp spear, prod . . . and prod hard. It's not that your dealers will forget that you're on the air. They won't. They'll do something almost worse than that. They'll take it as a matter of course and let up on their co-operation with the campaign.

Some radio advertisers, with this in mind, sharpen up the tone of their letters to dealers. They become more imperative than persuasive. They imply the possibility that, unless dealers co-operate, this advertising support will be withdrawn.

Others re-arouse their salesmen and, through them, get the same effect on dealers. Still others send broadsides to the retailers offering new display material on the radio programme and other tie-ins. Combinations of these methods also have been adopted.

It must be remembered, however, in this merchandising business, there are two quite sharply defined classes of products.

(a) Products generally sold, in which display material, etc., acts only as a reminder at the point of sale.

(b) Products sold in restricted groups of stores. Here the display identifies the store as a place where the advertised goods can be bought.

To an advertiser in class (a) merchandising is important, very important. But, after all, if a radio listener is convinced of the value of a certain tooth paste, he knows that he can purchase it at any drug store.

But to an advertiser in class (b) merchandising is vital. A shoe store for instance, often restricts itself to certain brands. So if the retailer does not identify himself sharply with the radio-advertised brand, the interested prospect is liable to pass his store, go into another . . . and be talked into buying another make. * * *

And what does all this come to? Why, we're back where we started. Don't kill the goose that lays the golden eggs. Don't go into radio, promise your dealers the earth and the fullness thereof, then give them a cold boiled potato. And, on your end, if you've provided a sensible, consistent radio campaign, don't give your dealers a chance to fall down on you by letting up on your efforts to merchandise the campaign.

2UE DIGGERS' SESSION

An "Old Comrades" session for diggers is a new 2UE feature every Monday night at 9.45 p.m. Captain Bainsfather will be in charge of the session in co-operation with Captain Stevens, and on the 29th Harry Preston will take part. Trench tales will be included in the session and also re-union notices of the R.S. & S.I.L.A.

Give 'Em Variety

Arch McPhee told us the other day that one of the secrets of Eclipse success is that they are well in the lead with improvements in both circuits and cabinets. They have a large range of the latter and can suit almost any taste, and, what is more, never keep to one design for long. "Give them variety," he says, "and they will be happy."