

BROADCASTING BUSINESS

Vol. 1—No. 2

FRIDAY

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Facts and Figures

THE tremendous growth of broadcasting since 1924 is easily appreciated on looking at the chart published in this issue of "Broadcasting Business" setting out the listeners' licences in force during the whole of the past 10 years. It is extremely interesting to note that between June 1932 and June 1934 the licences rose sharply from 370,000 to 600,000, an increase of 230,000, or over 62%. Since June this year a further 50,000 licensed listeners have been added, making the increase almost 76%.

The curve shows increases in all States of the Commonwealth with N.S.W. leading in numbers, but Victoria leading in ratio of licenses to population of 11.94 at the end of August, with South Australia next at 11.75 and N.S.W. in third place with 9.42.

There are also published in this issue the last figures released by the P.M.G.'s Department showing the licences in force at 30th June last within areas of 50 miles radius of principal cities and towns throughout Australia.

To enterprising advertisers over the commercial stations these figures are well worth minute and careful attention. These startling yet accurate figures give definite and concrete "circulation" facts concerning a very powerful advertising medium.

At the dinner given by the commercial stations during their Fourth Annual Conference held in Sydney last week, it was said by the President of the Association of Advertising Agents that its members wanted facts—that they disagreed with the continual change in rate cards issued by commercial broadcasting stations, and that they objected to "buying on the blind."

It is no doubt natural, having been brought up on newspaper advertising, and having apparently found it necessary to "demand" an independent certificate of circulation that the recent spectacular growth of broadcasting and the "proven" pulling power of commercial stations should have left them rather bewildered.

The advertisers who actually pay the bills are apparently satisfied that broadcast advertising pays and pays

handsomely, but it is very evident that the agents who prefer, in the words of their President, to be likened to solicitors or lawyers (advisers) are endeavouring to counteract the public acceptance of broadcast advertising by demanding facts and figures that are almost impossible to obtain. To those who really understand broadcasting it is quite apparent that no commercial station can produce accurate figures or even make a guess as to the number of people who actually listen to any particular item or station. Isn't it correct to say that it is also impossible for even the most reputable newspaper to say or give facts as to how many people read any particular page or particular advertisement? Certainly the newspaper can produce a certificate of circulation, but how far does that go in proving to the advertisers that his particular advertisement is actually read by X number of people. Does it not also depend on other factors such as the space used and the message contained in that space?

COMMERCIAL broadcasting has succeeded beyond all expectations, and in spite of intense opposition from many and varied interests, particularly advertising agents who should be in a position to appreciate the pulling power of almost any new advertising scheme. The "facts" are disclosed in the figures issued by a government department which is in the unique position of actually knowing how many homes have a wireless set, because each home pays 21s. per annum for a listener's licence. These figures have been analysed by the P.M.G.'s Department to such an effective degree that one can readily see the coverage given by broadcast advertising.

If advertising agents and advertisers will study those figures, they will have a clear picture of the remarkable influence that broadcasting is wielding in the lives of the people to-day.

The only other required proof that one can visualise is that the actual story for presentation over the air has been prepared in such a manner as will hold the attention of listeners and compel the attention of others. That is up to the advertising agents.

Can any other advertising media produce such "facts" and figures as to growth, certified by a Government and disinterested Department, and checked by the Auditor-

FACTS AND FIGURES—Continued

General, which will show a subscribed (not forced) circulation increase of 76% over a period (mostly of depression) of 2½ years?

Better still, "facts" prove that since the beginning of 1930 when the depression hit Australia, up till 6 weeks ago, broadcasting licences (circulation) have increased from 305,000 to 650,000 or 113 per cent.

Is it not the usual practice for newspapers to increase their rates with firm increase in circulation? Possibly not so rapid as the commercial stations have done because no newspaper increased so rapidly as a modern commercial broadcasting station.

There is no buying on the blind when such data is available and if other data is required it will surely be the job of the advertising agents to pay for the getting of it; and when and if they do get it—of what use will it be to them?

Field strength measurements can be taken, but that involves many technical considerations, and will be dealt with in a later issue.

The evidence submitted is surely proof that broadcast advertising is extremely effective and that advertisers, while always endeavouring to buy in the best market, must realise that advertising over the air is worth while.

Commercial Broadcasting Annual Convention

Mr. Parkhill

Harbour City to be future Headquarters

LAST week the city of Sydney was a meeting place for representatives of commercial broadcasting stations from all over Australia, assembling in their Annual Conference to discuss the many and various subjects which tend to beset the path of the broadcasters.

Under the auspices of the Australian Federation of Broadcasting Stations, various delegates assembled at the Hotel Australia to hold their Fourth Annual Convention.

The opening proceedings of this Convention were reported in our last issue.

The proceedings of the Convention were conducted in camera and dealt with an assortment of items, including the very contentious copyright subject, the necessity for more communication channels between capital cities, and representation to the P.M.G. for reduced charges for landline connections.

Ethics of advertising were discussed, and it is understood that some plain speaking was indulged in by various members.

The Conference decided that for the ensuing 12 months the headquarters of the Federation would be located in Sydney, and Mr. A. E. Bennett, Managing Director of Station 2GB and Vice-President of the Federation, was appointed President for the ensuing year. Mr. M. B. Duffey (3KZ Melbourne) was appointed Vice-President, and Mr. John Taylor (2CH Sydney) was appointed Deputy President, with Mr. G. L. Chilvers retaining the position of Secretary.

Annual Dinner

IN last Wednesday of the Convention week, the Federation held a dinner to which were invited representatives of other bodies such as the Australian Performing Right Association, record manufacturers, National advertisers, advertising agencies, the radio trade, the press, the Conservatorium of

Music, the Institution of Radio Engineers, and others closely associated with the development of commercial broadcasting.

Mr. M. B. Duffey (President) occupied the Chair, and after the Royal Toast, the Chairman gave the Toast of Parliament to those present, coupled with the name of **The Hon. Archdale-Parkhill**, Postmaster-General.

Mr. Duffey said that there was a special significance at a gathering of commercial broadcasters, in giving the toast of Parliament. The very existence of broadcasting was so subject to deliberations of Parliament that a special tribute must be paid to Parliament for their consideration of radio problems. The Wireless Telegraph Act which controlled the activities of broadcasting was administered by the Postmaster-General, and during the past few years the administrative side of Parliament, i.e., the Cabinet, displayed a more favourable disposition to commercial broadcasting than they had for some considerable time.

The Chairman was most emphatic on the point that commercial stations were giving important service in the broadcasting world. He emphasised the fact that country stations were rendering a national service, which even the National service itself was not doing. These pioneer stations due to private enterprise, were entitled to the earnest sympathy and every consideration of the powers that be. Mr. Duffey said that the broadcasting stations would watch with great interest the future make-up of the Government, and they hoped that nothing from Government circles would interfere with the development of commercial broadcasting.

Speaking on behalf of the Federation members, he appreciated the sympathetic treatment given by the Hon. Archdale-Parkhill as Postmaster-General, during the past two or three years.

In responding, Mr. Parkhill made some very interesting observations. He said he was particularly happy to have been so close to broadcasting during his term of office as P.M.G., and that in the reconstruction of the new Cabinet, if he had to relinquish the post of P.M.G., he would do so with much regret, as his relations with the broadcasters had been very happy. Irrespective of his future position in the Cabinet, his interest in broadcasting would not cease.

Dealing with the toast of Parliament to which he was replying, Mr. Parkhill said that Parliament has a great effect on people, and while some people said that there was too much Government in business and not sufficient business in the Government, that was only half the story, because in troublesome times Parliament was called upon by business people to effect changes and institute reforms, which really were the prerogative of private enterprise. Many times Parliament has been invited to come in and solve problems in which the Government did not want to interfere, but when this had been done in broadcasting circles, he claimed that the results had been satisfactory to all concerned.

The broadcasting industry, according to Mr. Parkhill, had been most sympathetically considered in every direction by Parliament. He emphasised that broadcasting was of real National importance and absolutely necessary to every household. In the general scheme of things broadcasting occupied a most important position. He hoped that the deliberations of the Conference of the Federation would be of considerable benefit to the broadcasting industry.

Dealing with the matter of programmes, he said that, for instance, on a Sunday afternoon at about 5.30 p.m., he could not tune in without getting Children's Sessions on every station. He hoped that something might be done to alter this. (At the opening of the Conference Mr. Parkhill complained that there was too much advertising on Sunday. It would be very interesting to know what type of Sunday programme Mr. Parkhill thinks would be accepted by the listeners).

Turn to Page 18,

Latest Licence Figures

645,631 Total

July and August, 1934

New South Wales

	July	August
New Issues	13,397	10,732
Renewals	19,366	20,089
Cancellations	2,061	1,600
Monthly Total	238,625	247,757
Nett Increase	11,336	9,132
Ratio of Population	9.07	9.42

Victoria

	July	August
New Issues	8,454	8,495
Renewals	16,792	18,509
Cancellations	4,336	1,495
Monthly Total	211,442	218,442
Nett Increase	4,118	7,000
Ratio of Population	11.57	11.94

Queensland

	July	August
New Issues	3,344	2,894
Renewals	3,782	3,903
Cancellations	623	386
Monthly Total	54,906	57,414
Nett Increase	2,721	2,508
Ratio of Population	5.80	5.99

South Australia

	July	August
New Issues	3,065	2,713
Renewals	5,910	7,141
Cancellations	430	510
Monthly Total	66,938	69,141
Nett Increase	2,635	2,203
Ratio of Population	11.38	11.75

Western Australia

	July	August
New Issues	2,062	1,727
Renewals	2,515	2,485
Cancellations	245	381
Monthly Total	33,293	34,639
Nett Increase	1,817	1,346
Ratio of Population	7.55	7.83

Tasmania

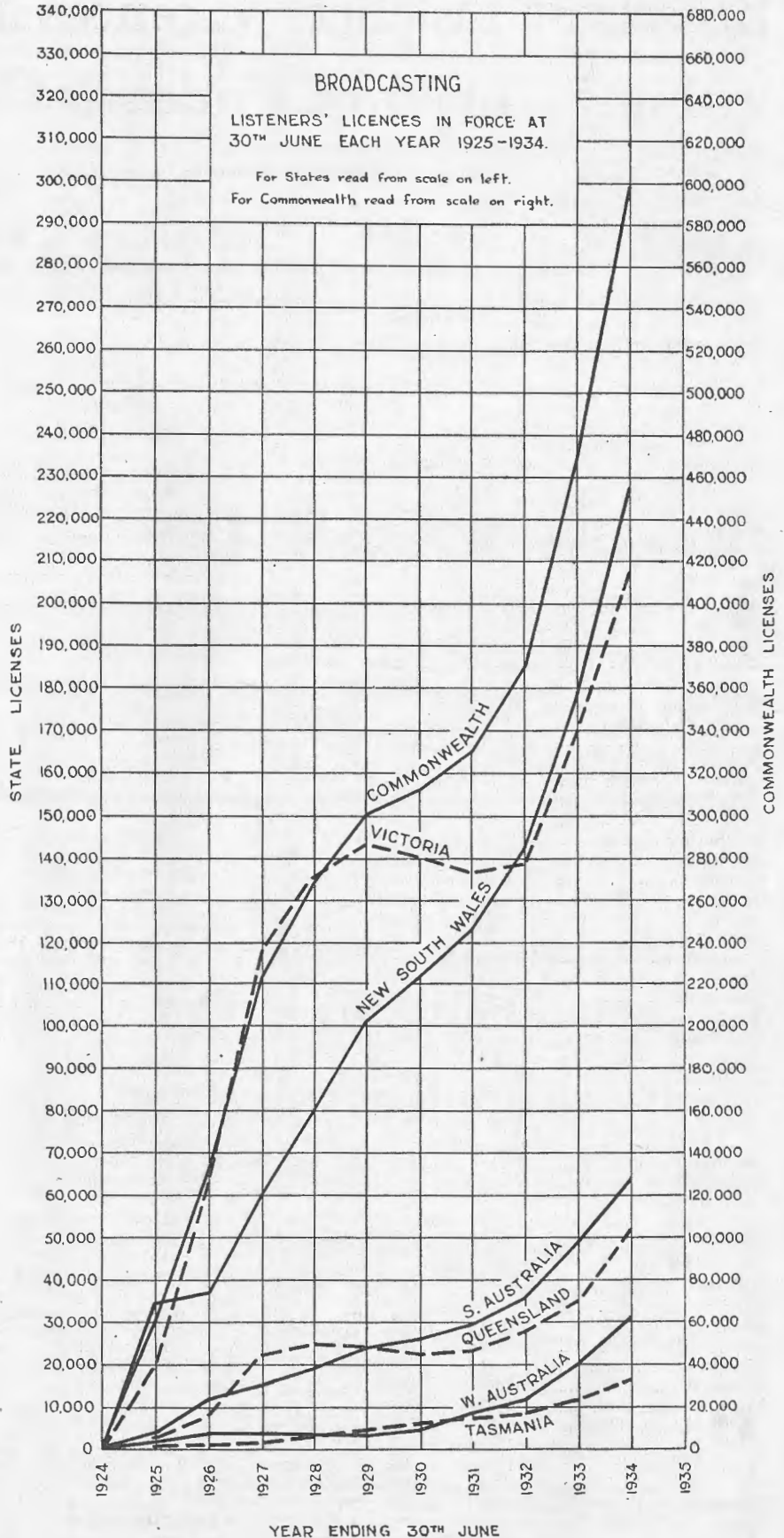
	July	August
New Issues	1,148	1,052
Renewals	1,262	1,513
Cancellations	260	284
Monthly Total	17,470	18,238
Net Increase	888	768
Ratio of Population	7.60	8.00

Commonwealth

	July	August
New Issues	31,470	27,613
Renewals	49,627	53,640
Cancellations	7,955	4,656
Monthly Total	622,674	645,631
Nett Increase	23,515	22,957
Ratio of Population	9.34	9.67

The above figures include—

Total Free Licences to the Blind	1,098	1,222
Total Paid Experimental Licences	1,196	1,198



Broadcast Listeners' Licences in force in Areas within 50 miles of Principal Cities and Towns

QUARTER ENDED 30th JUNE, 1934.

(Figures for previous quarter were published in "Radio and Electrical Merchant" June 8th issue, page 14).

N.S.W. and Federal Capital Territory					Queensland				
Locality (1)	Licences (2)	Population (3)	Ratio of Licences to 100 of		Locality (1)	Licences (2)	Population (3)	Ratio of Licences to 100 of	
			Popu- lation (4)	Dwell- ings (5)				Popu- lation (4)	Dwell- ings (5)
Sydney	168,823	1,423,600	11.85	50	Brisbane	34,807	396,075	8.78	38
Remainder of State	58,466	1,199,429	4.87	21	Remainder of State	17,378	553,211	3.14	13
State (inc. F.C.T.)	227,289	2,623,029	8.66	37	State	52,185	949,286	5.50	24
Albury—N.S.W. Sec.	2,201	30,792	7.14	32	Cairns	736	48,850	1.50	6
Vic. Sec.	1,951	38,016	5.13	22	Mackay	778	29,065	2.67	12
Bathurst	4,323	93,390	4.62	19	Maryborough	1,936	53,527	3.61	15
Broken Hill (exc. S.A.)	1,651	28,257	5.84	23	Rockhampton	2,770	47,944	5.77	25
Canberra (inc. N.S.W.)	1,944	33,586	5.78	25	Toowoomba	6,239	123,059	5.07	23
Corowa—N.S.W. Sec.	2,413	32,168	7.50	34	Townsville	1,538	40,055	3.83	17
Vic. Sec.	2,325	48,963	4.74	20	Warwick—Q'Ind. Sec.	3,807	84,287	4.51	20
Dubbo	1,411	31,277	4.51	20	N.S.W. Sec.	71	4,052	1.75	6
Goulburn	3,122	61,541	5.07	22	South Australia				
Gunnedah	1,704	47,214	3.61	17	Adelaide	49,616	391,778	12.66	50
Grafton	1,442	42,314	3.40	15	Remainder of State (inc. Northern Ter.)	14,687	195,765	7.50	32
Lismore—N.S.W. Sec.	3,129	90,680	3.45	16	State (inc. N.T.)	64,303	587,543	10.94	45
Q'land Sec.	141	5,812	2.42	10	Crystal Brook	5,339	50,128	10.65	46
Moss Vale	7,712	114,179	6.75	29	Port Lincoln	644	7,196	8.94	38
Newcastle	18,287	242,606	7.53	32	Port Pirie	4,411	43,330	10.18	45
Orange	2,644	79,855	3.31	14	Mt. G'bier—S.A. Sec.	959	17,181	5.58	24
Tamworth	2,024	50,312	4.02	18	Vic. Sec.	839	7,922	10.59	44
Wagga	3,590	73,086	4.91	23	Western Australia				
Wollongong Inc. Syd.	166,703	1,382,440	12.06	52	Perth	24,278	236,435	10.27	44
Exc. Syd.	12,658	147,073	8.60	36	Remainder of State	7,198	203,925	3.53	14
Victoria					State	31,476	440,360	7.15	30
Melbourne	164,188	1,193,020	13.76	56	Albany	493	9,416	5.23	21
Remainder of State	43,136	631,558	6.83	28	Bunbury	1,134	33,848	3.35	13
State	207,324	1,824,578	11.36	47	Collie	1,135	35,470	3.20	12
Ballarat	15,883	161,826	9.81	39	Geraldton	331	9,984	3.31	15
Bendigo	7,421	126,454	5.87	23	Kalgoorlie	684	23,257	2.94	11
Geelong—Inc. Melb.	164,714	1,148,212	14.34	59	Katanning	983	14,537	6.76	28
Exc. Melb.	18,038	156,164	11.55	49	Merredin	690	15,031	4.60	19
Hamilton	4,211	55,555	7.58	33	Narrogin	439	15,847	2.77	12
Horsham	2,728	44,380	6.15	26	Northam (exc. Perth)	1,078	37,782	2.85	12
Mildura—Vic. Sec.	1,574	23,976	6.55	28	Wagin	733	17,767	4.12	17
N.S.W. Sec.	196	3,584	5.46	21	Wiluna	123	10,348	1.19	3
Sale	3,339	49,869	6.69	27	Tasmania				
Swan Hill—Vic. Sec.	1,848	29,583	6.24	27	Hobart	9,126	100,506	9.8	39
N.S.W. Sec.	267	5,490	4.86	21	Remainder of State	7,456	131,610	5.66	24
Wangaratta—Vic. Sec.	4,151	59,151	7.01	29	State	16,582	232,116	7.14	31
N.S.W. Sec.	1,751	22,484	7.78	35	Burnie	3,212	48,377	6.64	29
					Devonport	6,101	86,597	7.04	30
					Launceston	5,606	82,196	6.82	29
					Queenstown	550	9,719	5.66	23
					Ulverstone	2,862	80,697	3.54	16

October 12th, 1934.

**NEW SOUTH AUSTRALIAN STATION
5RM—Renmark, S.A.**

A new commercial broadcasting licence has been issued under the call-sign of 5RM, working on 319.1 metres, to Hume Broadcasters Ltd., of Adelaide. This new 5RM will be connected by land line to 5DN and used for relays during the evening.

Mr. Pinkerton, Chairman of Directors of the Company, and who was in Sydney during the Broadcasting Convention, said that he was able to get the only clear channel available to commercial stations, and that the building of the station was in hand. They hoped to have it on the air somewhere in February.

2GB Wide Range

Published on page 11 of last week's issue, October 5th, there was a list of wide range transmissions over Station 2GB—each for a period of 15 minutes' duration only.

Will readers please note that the period scheduled for 8.30 to 8.45 p.m. on Friday, 12th inst., will be eliminated, but the other schedules will remain.

The following are the times of transmission:

Monday—9.30 to 9.45 p.m., 10 to 10.15 p.m.; Tuesday—9.45 to 10 p.m.; Wednesday—9.45 to 10 p.m.; Thursday—9.45 to 10 p.m.; Friday—8 to 8.15 p.m., 9.15 to 9.30 p.m., and 10 to 10.15 p.m.; Saturday—8.45 to 9 p.m., 9.45 to 10 p.m., and 10.15 to 10.30 p.m.

These transmissions are being used by many radio dealers to demonstrate their good receivers to their clients, and 2GB's initiative and enterprise in this direction are very much appreciated by the trade. It is a real treat to listen-in to these transmissions of Western Electric Wide Range recordings, and dealers who are within range of 2GB's powerful transmitter, can be well recommended to utilise these transmission times for trade demonstrations. * *

Bad luck for Mr. Dave Worrall of 3DB, who was unable to come to Sydney for the Broadcasting Conference. He broke his arm recently, and naturally has to take things very easily. Dave's breezy personality and ready wit were missed. * *

Even broadcasting men are known to work hard, and as a result of his enthusiasm and almost a mania for work, Mr. Charles Cousens, the popular announcer of 2GB, has been ordered to take a month's rest. Oh no, don't jump to conclusions—he's not sacked, and after he has recuperated, his job will be waiting for him down at Bligh Street. * *

Apparently the strain and stress of the Broadcasting Conference was too much for Mr. Oswald Anderson, who is away for this week and will be away for a few more days at an address unknown. In the meantime, the efficient organisation of 2UW "carries on." * *

Fostar's Big Radio Family Club will hold a big gathering at the Palais Royal, Sydney, on Tuesday, October 23rd. This is being sponsored through Station 2GB, and promises to be a great success.



MR. STUART BRIDGMAN

Manager of Victoria's enterprising commercial station 3AW which finds it difficult to accommodate all those who wish to advertise over that station.

Veteran C. V. Stevenson, Managing Director of Station 2UE has not been enjoying the best of health of late, but is taking things easy at the moment. How long he will continue to take things easy is quite another matter.

PULLING POWER

Proof of the pulling power of Station 2UE was demonstrated recently when listeners were invited to write for a photograph of Bobby Filbert, who is heard in a play by Arthur Hemsley each night at 7.20 p.m. As a result of this invitation over 1,500 applications for photographs were received.

Mr. Advertiser!

3AW the Feature Station — offers you a Salesman INSIDE every Victorian home.

That is why it is doing the real job for the Advertiser!

RADIO IS ENTERPRISE IN ADVERTISING.

3AW IS ENTERPRISE IN RADIO AT YOUR SERVICE

FROM 6.30 A.M. TO 11.30 P.M.

3AW is
Owned and Operated by
J. C. WILLIAMSON LTD.
DAVID SYME & CO. ("The Age")
and
ALLAN & CO. PTY. LTD.
Famous Music House

THE VOGUE BROADCASTING CO.
224 Exhibition Street
Melbourne, C.I.
Cent. 1112-3-4

When replying to advertisements, please mention "The Merchant."

October 12th, 1954.

COMMERCIAL BROADCASTING—Continued

In conclusion, Mr. Parkhill said that he was sure that the system of broadcasting employed in Australia was controlled and carried on as effectively as any other system in any part of the world.

Mr. Parkhill's speech was given great applause.

At this juncture, Mr. Jack Lumsdaine entertained the assembly with some very bright musical monologues, particularly the APRA Medley.

"Our Guests"

At this juncture, Vice-President A. E. Bennett was called on by the Chairman to propose the toast of the guests of the broadcasting stations.

In opening his remarks, Mr. Bennett said that he was delighted and honoured in having to propose the toast of "Our Guests." He apologised for the absence of Mr. W. J. Cleary, Chairman of the Australian Broadcasting Commission and Major Conder, General Manager of the Commission. On behalf of the Federation he wished Mr. Cleary well in the occupancy of his new office, and assured him of the heartiest goodwill from all the commercial stations.



MR. A. E. BENNETT (2GB)
Elected President of the Broadcasting Federation.

Mr. Bennett went on to say that the commercial stations feel that much good has come and will continue to come from broadcasting. Commercial stations play just as big a part, if not bigger, in the scheme of broadcasting, as the National stations. He said that the commercial stations were very insistent on that point, and that their performance justified all claims of equality along with the National service. He was not pressing for a share in the revenue at that juncture, nor did he suggest that he wanted to do so, but his point was that the commercial stations were doing just as good a job—if not better—than that of the National subsidised stations.

In welcoming the press, Mr. Bennett said that there was indeed a closer relationship to-day between the press and broadcasting than ever before. This was

undoubtedly inevitable, and it was evidently realised by the press interests, in that, in each capital city to-day, a major "B" class station was owned by a major newspaper. There may have been a tendency in the past for the press and broadcasting to have considerable difference of opinion, and be in opposition. Now it was recognised that both were complementary and played their respective parts all for the good of the community. He cited U.S.A. where a large section of the press restricted the broadcasting of news. In Australia this has been avoided by the newspapers taking an active interest in the control of several broadcasting stations. He also paid a tribute to the Australian press in that they placed very few restrictions on broadcasting stations being able to broadcast a summary of the news from time to time. For this the broadcasting stations were really grateful.

Mr. Bennett believed that the broadcasters should leave to the press their legitimate field as news vendors, and he predicts that in future the press will carry out considerable "spot" broadcasts over various stations, leaving the fuller details to be published in their newspapers later on. Mr. Bennett cited the co-operation of the press given when Miss Jean Batten recently arrived from her wonderful flight from England. He also cited the cricket Test Matches, when the combined cable news service was made available to all the broadcasting stations desiring same, right throughout Australia. He also mentioned that in America the press was going still further. When the Chicago stockyards were burned out and gangster Dillinger was captured, the microphones were immediately on the job, and this was followed up by newspapers later on.

Radio Trade

The next guest referred to was Mr. J. Russell Greenwood, representing the radio trade. Mr. Bennett said that the broadcasters were always prepared to co-operate to the fullest extent with the trade.

Unfortunately, there had never been any conferences between the broadcasters on the one hand and the manufacturers and retailers on the other. The trade have their ear right on the public, but unfortunately do not pass on their ideas to the broadcasters. He urged the trade to keep in touch with broadcasters. He complained of the fact that the radio trade had not used broadcasting for selling their wares, yet the broadcasters were, every day, materially assisting the trade in selling those products.

Mr. Bennett referred to commercial stations advertising their programmes in the daily press so that the trade could sell sets. Mr. Bennett thought this was a most ludicrous request.

He emphasised the need for a trade body, and said that last year, when Radio Interests Ltd., was formed, at the initial meetings, it looked as if the ideal body had at last arrived, but unfortunately,

things turned out to be quite different. He did not believe that the progress of broadcasting could be best fitted by having the various sections of the trade in water-tight compartments. They must have co-operation between the various branches of the industry.

"Flat-Iron Stations"

At this juncture, Mr. Bennett referred to the commercial stations as the "Flat-iron stations," saying that the utmost power the Government would allow commercial broadcasters to use, was just about enough to heat a flat-iron. He asked for a wider vision in radio development, and stated that higher powered stations were necessary in Australia. The development in the United States and Europe showed definitely that higher power was necessary, and that broadcasting will develop when greater power is given. The Government was denying the public something which they were justly entitled to. He quoted the fact that in America recently a station with half a million watts had been opened, whereas the greatest power that the broadcasting stations could get in Australia was about 2,000 watts, and even National stations only went up to a maximum of 8,000—quite a number of them being far below that.

Referring to high fidelity, he said that the radio trade would have to improve their receivers in order to reproduce the high fidelity transmissions that were now being put on the air by certain broadcasting stations. Improved transmitters resulting in high fidelity transmissions made it necessary for manufacturers of receiving sets to give consideration to this problem.

National Advertisers

THE next visitor was the broadcast advertisers, represented by Mr. Badgery-Parker, President of the Association of National Advertisers. Mr. Bennett said that the advertisers were the broadcasters' best friends, and he desired to pay a tribute to them for their confidence and long suffering in persisting in the pioneering of broadcasting. There had been mistakes, by which everybody had learned, and in spite of deficiencies commercial stations had proved themselves a very big factor in the merchandising world. This was proved by the wonderful support given to them by their advertisers, and broadcasting to-day was a major medium rather than a minor one.

Coupled with the National Advertisers' Association, Mr. Bennett also referred to Mr. Hutchinson, President of the Australian Association of Advertising Agencies. In this regard, Mr. Bennett said that broadcasting stations were quite prepared to do their part in co-operation with the advertising agents.

The next visiting reference was to Dr. Bainton, Professor of Music at the Sydney Conservatorium. Mr. Bennett said that there was probably more speech broadcast to-day than actual music; that sponsored sessions did not always consist entirely of music; that music was rather the handmaiden of broadcasting, and that in general, entertainment was the primary factor.

BROADCASTING CONFERENCE—Continued

Mr. Bennett also contended that it was the duty of the National Stations to develop the culture of the community, and to do all those things which would assist the man on the land, whereas the commercial stations must become popular and give popular entertainment.

The next item on the toast to "Our Guests" referred to by Mr. Bennett, was that of the Interstate visitors. He recognised the driving power of Sydney stations, which was evident by the fact that the Conference had transferred its headquarters to Sydney. He said that Melbourne often gave Sydney the cane, but there was more life and more fight as a result, and he hoped there would not be too many mistakes.

Responses

MR. F. DANIELL (Associated Newspapers) responded on behalf of the press, and said that the relationship between the press and broadcasters was very much akin. Generally, the press recognised that broadcasting was a very useful work, and gave wonderful entertainment to the masses. The National stations—or rather subsidised stations as Mr. Daniell referred to them—had their job to do as National identities.



MR. F. DANIELL

He referred to the miracle of radio, and as an example gave the launching of "The Queen Mary" on the Clyde recently, when Her Majesty The Queen and His Majesty The King's broadcast was heard so effectively. The broadcast on that event brought home to us what the King's English really meant.

Mr. J. Russell Greenwood, Chairman of the Electrical and Radio Development Association of N.S.W., responded on behalf of the radio trade. He referred to the term of "commercial stations" instead of "B class stations," and said that two years ago the "B" stations were "B" stations in every sense of the letter, whereas to-day they were A1 stations. Each Service, i.e., the National and commercial, filled a want, and while all had their faults and virtues, they had all done their job. There was no inferiority with commercial stations to-day.

Referring to co-operation, Mr. Greenwood said that ERDA was always willing to co-operate, and, evidently Mr. Bennett

was one of those gentlemen who were too busy to read his notices of meetings, and preferred to put them in the "W.P.B." instead of attending the meetings. He hoped there would be a greater measure of co-operation in the early future. He said that the broadcasting stations kept things much to themselves. They were working to their own selfish interests, and did not consider the other sections of the trade. He complained that there was no attempt made by commercial stations to advise non-listeners to buy sets.



MR. J. RUSSELL GREENWOOD

With his many years of experience, going right back even to 1912 in radio matters, and very actively since 1922, he said that he was by no means a baby in the trade, and he was quite sincere and emphatic. The trade was only too willing to help in every way possible.

A Militant Organisation

Mr. E. R. Badgery-Parker, Chairman of the National Advertisers' Association responded on behalf of his organisation. He said he brought greetings from the



MR. E. R. BADGERY-PARKER

Association, and was extremely glad to be present. The commercial side of broadcasting appealed to him very much, and as advertisers they were vitally in-

terested in the commercial development of broadcasting. He ventured to give some kindly criticism, which was only intended to improve broadcasting for the advertisers' sakes. He said the National Advertisers' Association wanted to know all about listeners. They were "doubting Thomases" certainly, they must know and must get the facts; they were not prepared to believe anybody, they wanted to see actualities. All this could only be solved by co-operation. It was a matter of concern to his Association at the amount of money which was being devoted to radio. Advertisers were still wondering what was the future of commercial broadcasting, and he, as President of that body, wanted to be able to take to his members, any process or formula that would help them to a better appreciation of the subject. He said that advertisers must be satisfied, and in the interests of those the Association represented, they would do their utmost to make them so.

The National Advertisers' Association was, if anything, a militant one—not in the spirit of destruction, but of construction.

A.A.A.A.

Mr. Hutchinson, President of the Advertising Agents' Association was also called upon to respond.

Mr. Hutchinson said that the Chairman had specifically referred to the Mother of Parliaments, i.e., the House of Commons. He, Mr. Hutchinson, referred to this gathering of broadcasters as "The Mother of Broadcasting." There were one or two points which Mr. Hutchinson wished to particularly emphasise to the gathering, and he did this in no uncertain manner. Rate cards—the bone of contention in almost all circles. Mr. Hutchinson said that for a long time, while there were only two stations there were certain rates, but other stations came in, and the law of supply and demand evidently operated, until to-day they were asked to pay rates which were unreasonable and were not supported by fact.

He alleged that the stations supplied far too little information, thus compelling the advertising agents to absolutely buy "on the blind." It was difficult in the absence of these facts, to know exactly what they were buying. He said that the law of supply and demand was a comic one, and that if the stations persisted in selling their rates on that comic law, then—given enough rope—they would hang themselves. He said that if the "A" stations continue on in their present sweet way, everything would be alright, but if they woke up one day, then they would absolutely walk away from the "B" class stations.

In regard to accreditation, Mr. Hutchinson ventured the opinion that it was not just accreditation, but the subject went far deeper than that. He also referred to the need for a better standard of ethics in broadcasting circles, particularly of the commercial stations, as, after all, that was the subject he was discussing, not the National stations. He hoped that there would be an opportunity given to the Advertising Agents' Association to co-operate sincerely with the broadcasting stations. The agents realised the importance of broadcasting, and wanted to do justice to it.

(Continued on next Page)

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CONFERENCE—Continued

The Chairman then referred to Mr. Nathan, Chairman of APRA, and Mr. Stowell of the Record Manufacturers. He said that these two gentlemen represented big interests very closely allied with commercial broadcasting.

Music

The Chairman called on Dr. Bainton of the Sydney Conservatorium to respond on behalf of music.

The Doctor made one of the most interesting speeches of the evening. It was certainly most entertaining, and yet contained quite a lot of "meat." He said that music was probably recognised as the "Cinderella of the Arts." He recited an instance of broadcasting which must have been practiced back in the 18th Century, when at that time—particularly in Scotland, when there were no newspapers, and letters were only written and read by the Priests—the old-time Priests used to give their sermon of 3 and 4 hours duration, during which time they not only gave their oration on biblical matters, but virtually gave the people the news of the month. In other words, because of their added education, the ministers were the broadcasters.

Dr. Bainton also said that he had tried, prior to leaving England, to get away from music, and had decided eventually to go down to Lands End, the southernmost point of England, but even there, he found on a mere strip of rock protruding into the sea, a loving couple with a portable wireless set alongside them. Thus, he found it difficult to get away from music.

Interstate Visitors

Responding on behalf of Interstate listeners, Mr. Taylor of Station 3DB said that he had once lived in Sydney, and as he now lived in Melbourne he found it rather difficult to fight for either city. He thanked the Sydney stations very much for their hospitality—particularly to Interstate visitors—and concluded with the shortest speech of the evening.

Several of the speeches made during the responses were responsible for quite a lot of discussion later.

Mr. E. T. Fisk

The Chairman then called on Mr. E. T. Fisk, President of the Institution of Radio Engineers and Managing Director of Amalgamated Wireless A/sia Ltd., to propose the toast of the Broadcasting Stations. Mr. Fisk pointed out that the commercial stations were performing a valuable service to the community. He said that the advertising was also of great value, and the messages that were taken to the home and given to the busy housewife, such as the bargains for the day and other informative matter, were something that proved most beneficial to all concerned. He contended that the commercial stations in Australia, all things considered, were providing a service equal to the best in the world, and that the combination of the A and B systems was unique and most advantageous.

MR. E. T. FISK



He stressed the need for more power, particularly to commercial broadcasting services, and as to-day's broadcast receivers were very selective, there was no reason why this could not be done.

Mr. Fisk advocated a scheme of publicity whereby listeners could be taught the advantage of having modern and up-to-date sets. He also quoted the point that whereas between 200 and 600 metres there was only room for about 100 stations, when one went down to 5 to 10 metres, there was room for 3,000 stations, and between $\frac{1}{2}$ and 1 metre there was room for 30,000 stations.

The toast of the broadcasting stations was then duly attended to.

Mr. J. B. Chandler

The response to the toast of the broadcasting stations was placed in the hands of Mr. J. B. Chandler of Brisbane, one of the well known identities in both broadcasting and radio circles.

Mr. Chandler expressed thanks to Mr. Fisk for the complimentary manner in which he referred to the service performed by the commercial broadcasting stations. Mr. Chandler added that Conventions served many purposes. They enabled people out-back to fraternise with respectable "Melbourne-ites" and naughty "Sydney birds." It enabled the copyright lions and patent leopards to lie down with the broadcasting lambs. He claimed that there was no industry with so many intangibles, as broadcasting, and therefore it was sometimes difficult to know exactly what attitude to adopt as to the future—i.e., as to whether it would be best to keep alive and stop in it, or get out of it and die. Mr. Chandler also pointed out that it was the only industry of its kind in which one system competed against a highly subsidised National service, and yet was able to pay its own way and render a very satisfactory service. Not only were they able to do this, but they were able to cater to the public taste and capture a listening audience of no mean dimension.

Mr. Chandler referred to Mr. Hutchinson's reference to the stations not being able to display proof. He, Mr. Chandler, would like to point out that a few years ago there were less than 300,000 licences, whereas to-day there

were over 650,000 licensed listening sets throughout Australia, which represented over 2,250,000 people. He said, that surely the law of averages must apply, and if the advertising agents wanted any greater proof than this, it was difficult to see how they were going to get it. Therefore, it must be obvious that the audience available to the commercial broadcasting stations was a tremendous one.

Mr. Chandler continued that advertising agents would always find commercial stations quite ready to co-operate in every way possible. There was a justification, not just in theory, but in fact, for the increase of rates put up by several stations. Broadcasting was one of the most effective methods ever available to any advertiser.

In conclusion, Mr. Chandler said that the broadcasting stations establishing a code of ethics was one thing, their adherence to a schedule of rates was another, but it was just as essential that the advertising agencies obey their code of ethics, and that they do not pit one station against another in a battle for cheaper and still lower rates. If the advertising agencies were prepared to do that, then he felt sure that the broadcasting stations would also play their part in the general scheme of carrying on an ethical practice.

Helping the Opposition

Mr. Chandler gave a very interesting illustration of the pulling power of broadcasting. His station—4BC Brisbane—was putting over some advertising about a piano for an opposition firm to J. B. Chandlers—who, by the way, sell radio receivers. A client went into the piano shop to buy a piano, saying that they had heard it over 4BC, and they were very insistent in mentioning 4BC. Eventually the lady signed the dotted line and bought the piano. She then told the piano agent that she had heard about this piano over the air while listening to 4BC on a set that she had on loan from J. B. Chandlers. They had decided that as the daughter of the house wanted to learn music, it would be far better to buy the piano and send the radio set back to Chandlers.

This brought to a close one of the most interesting broadcasting station functions ever attended—one that was full of "meat" in every direction. Despite the friendly criticism levelled by a few speakers, it all served to give everybody a better appreciation of each other's problems, and to bring together the various interests which all play such an important part in commercial broadcast development.

THE ROYAL MICROPHONE

In order to remove the intimidating array of microphones, which would otherwise have been placed before the Duke of Gloucester on his visit, arrangements have been made whereby only one microphone will do this job. This will serve the National stations, the commercial stations, the news films—in some cases three films would be "shot" simultaneously—and the public address systems.