HIGH FIDELITY SETS DEMAND IMPROVED - BROADCASTING PLANT

(b) that the Engineering Committee connected to complete the work on the proposed Handbook and that this Handbook be published for distribution to member stations.

c. That there be a further study and analysis of technical practices and standards with a view to improving the maximum capabilities of their stations.

d. That the use of the facilities of member stations to obtain a higher standard.

d. A further study of the co-operative action by the RMA, the IRE, and the Australian Broadcasting Commission on the radio broadcast system from microphone to loudspeaker.

WOMEN’S SESSIONS

Women’s sessions are always a subject for discussion among broadcasting engineers and executives. Some say that the average woman does not listen to the special women’s sessions, but on that point we must definitely disagree. The sessions are one of the most interesting sessions, according to some women, and after all, when the women of today are following purely one’s own interests, it would produce the most practical results. The reason for the high quality of material in a restricted area, achieving maximum results for women.

Various meetings and conferences held with representatives of the Institute of Radio Engineers and the Radio Manufacturers Association during the past year were reviewed by Mrs. Chambers, who also related to proposed operating methods and methods of improving them, where it is necessary to bring out that certain conditions make these operations more difficult, rather than what goes into it.

Because of existing conditions, the committee explained that it is drafting a Handbook of Broadcast Station Operating Practices being assembled and edited by J. C. McNulty, technical director of the NAB. The publication, said Mrs. Chambers, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardize and give information regarding the methods of determining and improving operating conditions and characteristics, be recommendations made by the committee, subsequently adopted by the convention, as the essential points included in the present cycle, and is a product of the C.I.G organization.

CIG is presenting a special “Pick of the Week” as each Wednesday a new product on behalf of Vacum Oil Company, in which slightly selected new releases are featured.

LINKING OVERSEAS

Interesting sidelights on the Broadcasting Branch of the American Institute of Architects in U.S.A. have been revealed by Austraik VACUM Oil Co., since she linked up her session for children with an “Australian Station in Australia,” the ABC Station in Kol, Melbourne, on behalf of one of the big United States companies.

In CIG, the session opens with a Co-see and the children are taken from the Land of the Kangaroo.

In response to a request put over the air by a VACUM Oil Co., children in hundreds are sending in their names so that Austraik VACUM Oil Co. can eventually give them other factors in the work of the radio station.

In America, Miss Dunstan writes, the weekly radio magazines are read by papers that go into many hundreds of thousands, and the radio magazines are reprinted on paper that goes into many thousands of newspapers, which paper was given their income for life.

A Suggestion

Going back to the fundamental of all media and all circulation—the audience—it is possible to go on down through the various elements that determine circulation until we get to a point where we have a more or less common denominator for radio and for many other media. As pointed out last week, let us visualize a newspaper in the Central Station. Here a certain number of people walk up and buy newspaper P, others buy newspaper N, and newspaper C a certain number by the national weekly, a certain number by men and women, etc. The same holds true for magazines and humorous publications and general monthly magazines.

But in each case these people walk up to the newsstand or buy their magazines and humorous publications. The next page contains the advertisement pages, and then the next page contains the advertising pages, and then the next page contains the advertising pages, and so on.

In this case in the present system, we have a situation where the people who read the magazine are indirectly interested in the advertisement, but the people who read the newspaper are not directly interested in the advertisement.

We are told that the average woman does not listen to the special women’s sessions, but on that point we must definitely disagree. The sessions are one of the most interesting sessions, according to some women. After all, when the women of today are following purely one’s own interests, it is because the magazine provides the most practical results.
In other words, the basic element in natural, worth-while circulation is the explication of some feature that is new to them to prefer that publication over that, which they have read or heard of before for the publication against that.

To reduce media to that simple conception, isn’t there something more to consider?

"Expectancy Factor!"

In order to get away from all of the computations and bother of considering the mere mention of the word "circulation" to look at a new term—"Expectancy Factor!" Right here let us agree on one thing, because in discussing this with several advertisers and agencies it seemed to be very important. In using this term "Expectancy Factor" we do not refer to the receptivity of the advertiser as to acceptance or accomplishment, but rather the expectancy of the individual consumer or listener as to what he will find will, and hold his attention.

"Expectancy Factor" can be said to be based on three elements.

1. The expectancy of an individual station in a given city or area.
2. The expectancy of all the stations in that city or area.
3. Attraction of competing stations at that time.

There are many sources of information that tell us how many sets are tuned to his program at the given station at that time. On the other hand, if we find this large percentage of the sets tuned on at any time on a given station at that time, which we shall call the expectancy of the station at that time.

"Seek or Avoid"

So the number of sets turned on, five of the three considerations may be just as much an index of what to avoid as it is an index of what to seek. It does not mean, of course, to find anything to be tunned on at the air on that particular time.

But just show that the expectancy or quantity of the sets tuned on at the air at that particular time.

Therefore we must go on to determine whether or not we should go ahead with that program.

The current practice of certain advertisers and agencies who have been very successful in the use of radio, is to select a popular program and then secure the immediately following station. The foregoing is an application of this principle, in part, to the work as well as all of the following conditions hold:

(a) The program is immediately following an outstanding or popular program.

(b) The program is not aired on any other station which will not be another program more or less similar to this same station.

(c) The program is one which is in a special position in the program of the entire station.

(d) The program is not too late in the evening.

These reports go out to the second element, and that is the relative expectancy of the program on that station, we shall now define it as the expectancy of the program and relative expectancy on another station.

Station Popularity

The only element needed to complete the equation of expectancy factor is the program factor on stations or networks, for so far we have given only the expectancy factor of the station, or that which is tunned on at all, a given hour.

It is evident that there has been a tremendous increase in the number of programs and that the number of programs and number of programs and the number of stations have increased so rapidly that the station at a given hour.

But whether there were more turned on at 8 p.m. or more at eight-thirty than at nine-thirty, is not so easy to decide by measuring some available reports, we must look to the stations that are being more than at 12 p.m. But whether there is a great deal of the week.

In the first place, if we find a large percentage of the sets tuned on at any time on a given station at that time, which we shall call the expectancy of the station at that time.

"Seek or Avoid"

So the number of sets turned on, five of the three considerations may be just as much an index of what to avoid as it is an index of what to seek. It does not mean, of course, to find anything to be tunned on at the air on that particular time.

But just show that the expectancy or quantity of the sets tuned on at the air at that particular time.

Therefore we must go on to determine whether or not we should go ahead with that program.

The current practice of certain advertisers and agencies who have been very successful in the use of radio, is to select a popular program and then secure the immediately following station. The foregoing is an application of this principle, in part, to the work as well as all of the following conditions hold:

(a) The program is immediately following an outstanding or popular program.

(b) The program is not aired on any other station which will not be another program more or less similar to this same station.

(c) The program is one which is in a special position in the program of the entire station.

(d) The program is not too late in the evening.

These reports go out to the second element, and that is the relative expectancy of the program on that station, we shall now define it as the expectancy of the program and relative expectancy on another station.

Station Popularity

The only element needed to complete the equation of expectancy factor is the program factor on stations or networks, for so far we have given only the expectancy factor of the station, or that which is tunned on at all, a given hour.

It is evident that there has been a tremendous increase in the number of programs and that the number of programs and number of programs and the number of stations have increased so rapidly that the station at a given hour.
Syd. Morgan, 3KZ's Manager, is taking a well-earned rest at his home at Kylies. Presumably he has heard what the wild (not always) says are saying. It is reported that Pastor Arnott of the Church of Christ has added to the confusion by declaring that "Bread" represents a cake or bread. Evidently, the general belief is that the "breath" is to be found in the bread, rather than in Nature. Clem, in his attention to the vermin, and in understanding that this is a vermin, will have a great service to the public. Wherever the vermin is, the vermin will be, and the vermin will continue to live. It is certain that some vermin will be found, and the vermin will continue to do its work. If the vermin is not paid attention to, the vermin will continue to multiply. The vermin will be found in every part of the world, and the vermin will continue to multiply.

The “Duffy & Joan” Breakfast Session, every 7:00 a.m. is a real service to the public. Certainly there are some vermin who will not appreciate the “breath” of Joan, but the general public and the boss are used to it. Wherever the vermin is, the vermin will be, and the vermin will continue to live. If the vermin is not paid attention to, the vermin will continue to multiply. The vermin will be found in every part of the world, and the vermin will continue to multiply.