BROADCASTING BUSINESS
February 2, 1935

BROADCASTING BUSINESS

Late Licence Figures

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BROADCASTING BUSINESS

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Oswald F. Mingay

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Quarter Ended 31st December, 1935

<table>
<thead>
<tr>
<th>Location</th>
<th>Licences Population</th>
<th>Ratio to 100 of Population</th>
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<tr>
<td>Sydney</td>
<td>420,702</td>
<td>10.67%</td>
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<tr>
<td>Melbourne</td>
<td>432,823</td>
<td>10.81%</td>
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<tr>
<td>Adelaide</td>
<td>96,132</td>
<td>5.93%</td>
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<tr>
<td>Brisbane</td>
<td>108,578</td>
<td>5.67%</td>
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<tr>
<td>Perth</td>
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<td>3.97%</td>
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**DECENTRALISATION OF RADIO MARKET**

(Broadcasting Business)

(Continued from page 1)

attention on the part of all National broadcasting advertisers, also tended to use 1,000 watts, it does not always mean that they are using 1,000 watts, and it does not mean that the day will come when advertisers will demand a Radio Inspector's Certificate as to the actual power used, or the actual operation of the transmitters, as almost a warranty of circulation. Even the power factor has its problems, and just because a station may be using a large power, it does not always mean that it becomes effective, as this will depend upon the type of modulation. Some stations push up their power, but in so doing, they affect their modulation, the station thereby becoming "mushy" and lost.

The decentralisation of the radio market would be largely brought about by the rapid development experienced in this field in the past few years. The extent of a station's coverage is determined, on the one hand, by the transmitting power and, on the other hand, by the transmitting site, the type of aerial and location of the station, the efficiency of the aerial, and the efficiency of the equipment. Once the energy leaves the aerial, it depends upon the surrounding country, the intervening atmosphere, and other factors. The extent of a station's coverage is determined by quite a lot of factors. The transmitting of energy through the air medium is subject to a lot of variations, and the effect of the two main factors, the power of the station and the transmitting site, is very important.

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Masts and Aerial

Two 12 ft. tubular steel masts 10 inches in diameter at the bottom and 6 inches at the top carry the quarter wave-length Marconi flat topped T type aerial. The masts are mounted on insulators and the probability is that they will be left in this condition. The normal practice is to earth the mast, but this is liable to cause loss of power due to absorption from the lead-in. The earth is a 4 x 4 ft. copper plate buried in moist subsoil. All studios are connected by running ducts so that at any time additional lines may be laid and existing lines attended to without disturbing the studios. The aerials are of the dynamic, ribbon and condenser type, the carbon type being used for outside broadcasts. All studios are accurately controlled from the four-way G.R. meter.

There is a complete standby speech equipment for use in the event of failure in the speech equipment in any studio. This apparatus is normally used as audition equipment so that programmes may be carried on from one studio while an audition may be held in another and listened to at any of the several points in the building.

And line terminals are one board so that at one time as many as 50 permanent lines may be connected here.

In order to prevent any interlocking of the walls the hall has been elaborately subdivided against noise transmission. They are 14 inches thick and all of special sound-absorbing material. In this direction Professor Cyclopedia of the Melbourne University was consulted.

The control room is situated at the main entrance and in a line with studios A, B and C. Plate glass windows in the end of the walls of all these studios enable through vision from the control room while a window at the other side of the room enables studio D to be kept in sight. Thus all studios may be kept under direct eye of the engineer in charge of the transmissions. In the control room new special apparatus has been installed and already there is a marked improvement in the transmissions. All microphones, pic-ups, etc., are individually controlled from the four-way G.R. meter.

For intermittent relay special apparatus is being constructed to enable programmes to be sent out simultaneously. On the third floor are workshops and state room and from here access is gained to the flat roof of the building.

Ideally Constructed

The new 3AW is thus ideally constructed for broadcast transmissions. It has been for the long term of the directors and management to place before the public a story that will enable them to send out to their listeners the very best that studios A, B and C, the control room, and D the control room, are equipped to produce. This apparatus is normally used as audition equipment so that programmes may be carried on from one studio while an audition may be held in another and listened to at any of the several points in the building.

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"I Have an Audience!"

By Captain A. C. Stevens (2UE)

I have an audience, and yet I never see them! Nevertheless, I am as sure as I am that these lines are not written in any boastful spirit that "I have an audience" every time I go to the microphone.

HOW do I know this?

There are several ways in which I become conscious of the fact.

On a Sunday evening recently the microphone was silent, and I knew that I had to go on, for there were three thousand listeners waiting. I couldn't go on, and I made so clear that I was out of my depth that the audience went for forty-five minutes on its own. Immediately three telephone messages arrived, asking me to "come back". That is an audience.

Another way is by the telephone. I often learn of an audience by my friends. I have an audience, and yet I never see them! Nevertheless, I am as sure as I am that these lines are not written in any boastful spirit that "I have an audience" every time I go to the microphone.

I have been a straight-anouncer for twelve months. This leaves me with a knowledge of the type of people who habitually listen to my work. I have had an audience, and yet I never see them! Nevertheless, I am as sure as I am that these lines are not written in any boastful spirit that "I have an audience" every time I go to the microphone.

Another way is by what I call "the phony audience". I have an audience, and yet I never see them! Nevertheless, I am as sure as I am that these lines are not written in any boastful spirit that "I have an audience" every time I go to the microphone.

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ANALYSIS OF LICENCE FIGURES

(Continued from page 5)

It is a sad fact from these figures that there is need for more progressive treatment and immediate action on the part of the National Service authorities to enable the country homes to receive the broadcast service that they are entitled to. There are two reasons in my opinion for this state of affairs, the over-population of the metropolitan areas, as in the country—the city dwellers are getting the broadcast service far more urgently than the country homes.

If the primary industry in an important city, the country public might possibly make out why they don't take decisive action to have a really effective broadcasting service instituted without delay?

The present programme of medium waves with relatively small power is too slow to be of statistical value. A few 10 K.W. stations would do a much more effective job.

In the N.S.W. country area 72% of the stations DO NOT possess a radio set, while that figure is 67% in Victoria, 81% in Queensland, 61% in South Australia, 81%—W. A. and 70% Tasmania with the Commonwealth area, over 75% of the country homes still waiting a very efficient service to encourage them to buy a set.

2HD At Newcastle Show

One of the sights of the Newcastle A.R.C. the week before last was the 2HD Newcastle, was the first building up at an earnest show. This permanent two-storey structure is located in the field of the entrance, immediately in front of the Art Pavilion. It has a very decorated exterior, similar to the fine studies at Sandgate which have become a familiar landmark on the Pacific Highway, and is crowned by a dome supported on five columns. The gates, from top to bottom, are reminiscent of a circus. The entrance is massive in design and the colours, grey and green, are characteristic of the enterprise.

Two Hobart stations, Radio Hobart and Radio South Hobart, have been connected with a broadcasting show which will make a gaily decorated exterior, similar to the fine studies at Sandgate which have become a familiar landmark on the Pacific Highway, and is crowned by a dome supported on five columns. The gates, from top to bottom, are reminiscent of a circus. The entrance is massive in design and the colours, grey and green, are characteristic of the enterprise.

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The Victorian Housewives' Association has been the most active in new programs. In its newly appointed, parliaments, and consequently havehad a series of meetings, of which the only man to get into and out of a meagre broadcast station at the last Federal Election, but the (Dr. Du Maurier) was in a position to know that the amount actually raised was the same and to the Incoming Executive. This Executive, on the other hand, did not attempt to live in the same manner, and so the matter be dropped at the next Executive meeting. The only to get into and out of a meagre broadcast station at the last Federal Election, but the (Dr. Du Maurier) was in a position to know that the amount actually raised was the same and to the Incoming Executive. This Executive, on the other hand, did not attempt to live in the same manner, and so the matter be dropped at the next Executive meeting.

Mr. Brannan said that the rates charged by broadcasting stations were extortionate. Nineitems out of ten put over the air were not worth listening to. It was ridiculous, he said, charging for the newspapers, because it had been proved that no State Government had power to do it.

The question of the proposed tax on broadcasting stations was referred to the new Executive for further consideration.

The motion to levy a tax for unemployment relief on all broadcasting through 2ND class stations, was strongly opposed by Mr. N. G. H. Mewborn, who pointed out that to impose such a tax on these stations would prove a grave injustice.

Listeners have sponsored the N.B.C. production "Paul Whittington the Stormy Man," which is broadcast three nights a week.

Broadcasting Business

BOOMING BUSINESS

Great Dowding of the Country Press, Sydney, has arranged a free and open meeting to take place at 3A W to broadcast the "Mount of Coast and Mount of the Wall." The Mount of Coast and Mount of the Wall was the first opportunity to accentuate the drawing power of the station.

Station 232 has been extremely pleased about the production by John Pedder of "Australia's Own Life" (by James M. Granville, M. C.) There are the opinion that if Australia had been more progressive, it might not be able to do so much in the way of the equipment. The promise of the dramatisation was also greeted with appreciation.

Showing a great appreciation of new values, J.A.W. dipped into a topical programme featuring Seth Parker last Sunday between 9 and 9.30 a.m. It so happened that J.A.W. was able to locate two or three of the finest Australian's transcriptions and these were included in the programme. The show was made all the more interesting by a talk explaining the novel form that had arisen during the Federal Election. The audience was given the opportunity of having the talk by Seth "Parker's" assistance.

SUCCESSFUL

INAUGURATION

On Saturday last, February 23rd, Station 2UW, the first 24 hour continuous service of the country, was inaugurated at the Mount of Coast and Mount of the Wall. The telephone from the station's own equipment to the telephones of the women living in the country, was that no such an interesting broadcast possible.

Dr. Du Maurier, who is a member of the Federal Broadcasting Industry, pointed out that the B class station had given much assistance to the working people. It had been noted by one delegate that the station had given 35,000 to the broadcasting station, and he (Dr. Du Maurier) was in a position to know that the amount actually raised was much more than the non-station. If they attempted to levy revenue from broadcasting stations, they were merely attempting to stop the "goose that laid the golden egg.

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