

# BERLIN'S WIRELESS ADVERTISES

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In the life of modern society there is no human purpose for which it is not possible to make propaganda, for which it is not necessary to make propaganda. It is therefore incorrect to put the question: Is it necessary for the Broadcasting Company, the Rundfunk, to advertise, since it has taken such firm footing in all classes of the population?

On September 15. of last year the Berlin Broadcasting Company (Rundfunk Gesellschaft) sent off its two large propaganda cars belonging to the National Broadcasting Co., (Reichs Rundfunk) on a three-month's tour of the whole broadcasting region and held propaganda programmes in 77 towns and villages from Rügen on the North Sea down to the mountain villages of the Harz and from the western borders of Brandenburg to the remotest eastern frontier of the Electorate.

Speaking generally, the best propaganda for the "Rundfunk" is the care which is expended upon the choice and arrangement of the programmes offered. But this aspect of advertising is not broad enough. The relay can only have its effect upon the immediate hearers. In order to increase the radius of effectiveness some other method must be found. The choice of means must always be dictated by consideration of the purpose in view. The full effect of propaganda depends on the fulfilment of a number of preliminary conditions, the harmonious combination of which alone guarantees success. The mere sensational effectiveness of advertising does not suffice to command positive results. It must make itself remembered, must awaken a desire to accept the object offered, must arouse a sentiment and animate an act of will.



Among all the advertising possibilities offered, the "Rundfunk" decided upon a propaganda tour. What does such a propaganda tour imply? The preliminaries of such a journey seem to offer a particularly promising field for advertising. In provincial towns the appearance of such a propaganda car is always a sensation, as experience has hitherto invariably proved, and is regarded as a welcome break in the humdrum round. Attention is aroused without further ado. Practical demonstration of good relaying, the presentation of sound-films showing the daily work of a broadcasting company fulfil the public's frequently expressed desire for a peep behind the scenes, those mysterious curtains behind which the marvel of the wireless is brought into being. The possibility of reviving historic moments of the past already caught and relayed by the wireless by means