



MICROFORM
ACADEMIC PUBLISHERS

available online

BBC audience research reports

Part I: BBC Listener Research Department (1937-c.1950)

'Audience measurement, properly used, can be a good servant; but it is a bad master... the fate of the battleship *Potemkin* shows what happens when the ratings take over.'
(R. Silvey, head of the BBC's audience research from 1936 to 1960)

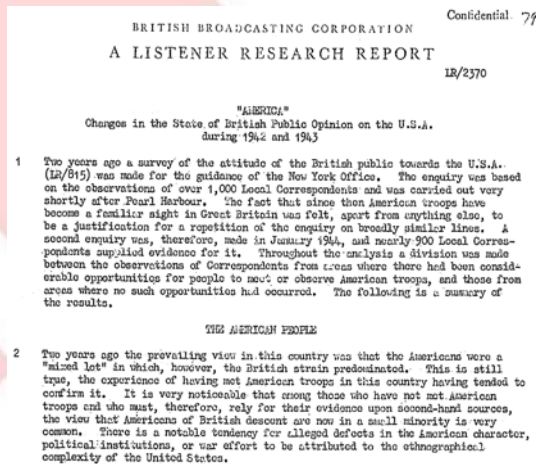
This major new online resource from the collections of the BBC Written Archive Centre delves into the BBC's internal research into its audiences from the inter-war years to the present. The first part, covering the period 1937-c.1950, presents the early research of the BBC's pioneering Listener Research Department (LRD) into wireless listening in Britain nationwide and at a regional level.

From the controversial founding of the Department in 1937, this first part takes in the turbulent years of the Second World War through to the early post-war period leading up to launch of Britain's first national television channel.

This part reproduces the entire available collection of weekly audience summaries, together with the weekly then daily listening barometers. Also included are the audience reaction reports on particular programmes and special reports on specific themes or issues, as well as key policy documents produced by the LRD during these years, tracing the early development within the BBC of what is now known as 'market research'.

www.BritishOnlineArchives.co.uk

Broadcasting – Great Britain – Public opinion – Sources



BBC audience research reports

Part I: BBC Listener Research Department

During the Second World War, listener research took on a new urgency as the BBC became an indispensable part of life on the Home Front. The LRD's wartime audience research, reproduced here for the first time, provides crucial insights into the listening habits and cultural preferences of the British people at this time, as well as detailed listener responses to some of the key radio programmes and personalities of the era, from ITMA and The Brain's Trust to Winston Churchill and William Joyce, the voice of Nazi propaganda better known as Lord Haw-Haw. Through its special reports on topics ranging from news readers' accents and evening listening habits to listeners' views about Russia, this first part provides a unique and revealing window onto the behaviour, attitudes and preoccupations of the British people at a key moment in their history.

This publication, which is introduced by Siân Nicholas of the University of Wales, Aberystwyth, is of particular value to students and researchers in history, in mass observation, and in media and communications studies, and is an indispensable source of information for those with an interest in everyday life in wartime Britain.



THE
 B. B. C.

Key features of this online resource:

- ❖ Reproduces files in full, totaling over 10,000 images
- ❖ Replicates the arrangement and numeration of the collection within the BBC Written Archive Centre
- ❖ Requires only licence, Internet access & Adobe Reader® 8.1 or above
- ❖ Trial accounts available to libraries

ISBN 978-1-85117-124-8 PRICE OF FIVE-YEAR LICENCE STARTING 2008

Standard licence with unlimited password + IP range access: £1,900*

(*Add £500 if archival microfilm copy required with licence. Multiplied by two for US\$ price.)

Microform Academic Publishers, Main Street, East Ardsley, Wakefield WF3 2AP UK
 Tel.: +44 (0)1924 825700 Fax: +44 (0)1924871005 email: boa@microform.co.uk