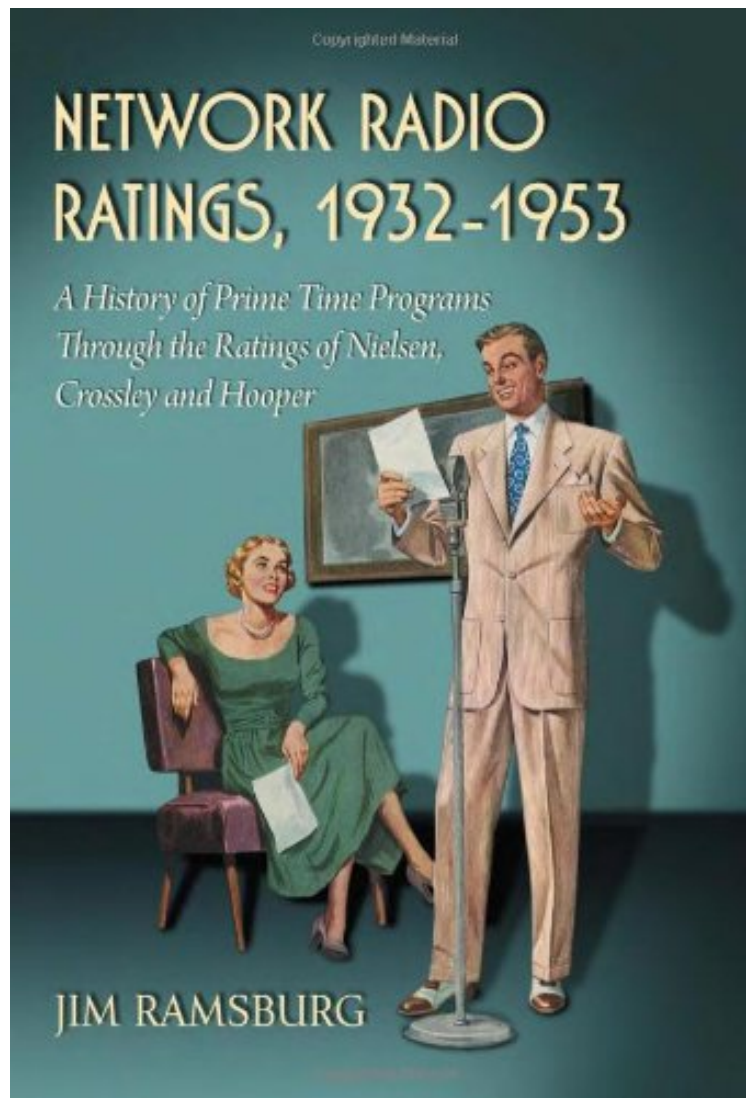


(Download) Network Radio Ratings, 1932-1953: A History of Prime Time Programs Through the Ratings of Nielsen, Crossley and Hooper

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Jim Ramsburg

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old time radio and a voracious reader of any details concerning schedules, ratings and the ups and downs of OTR programs and careers. It always saddens me to see the rapid demise of radio and comedy in the 1950's just when the networks and producers were perfecting their art. I had been doing an OTR radio recreation show for many years in Brockton, Ma in which we got to work with Lon Clark, Willard Waterman, Rosemary Rice, Arthur Anderson, Gale Storm and the always magnificent Peg Lynch. I learned so much that I didn't know about radio programs from Mr. Ramsburg that I wished that I could have talked to our fabulous guests about what I found out from his book. I never knew that unsponsored shows were treated differently by the rating services! This is magnificent, highly readable tome with thorough research and entertaining anecdotal history. This book belongs on your bookshelf right next to Dunning's Encyclopedia of Old Time Radio. 0 of 0 people found the following review helpful. Five Stars By Customer excellent 0 of 0 people found the following review helpful. A great resource By D. Cooke A very thorough resource and particularly helpful if you're interested in the history of broadcasting and audience measurement systems. If you fall into that category, I recommend.

Network radio from 1932 to 1953 was a high-stakes competition embracing technology, industry, government and advertising, ruled by dollars and dictated by ratings. This comprehensive reference work provides a fascinating account of broadcasting's most colorful era, when four nationwide networks dominated American media as no concerted communications force ever had. Introductory sections chronicle the development of the broadcasting, advertising and entertainment industries, with an explanation of the ratings systems and their evolution. Twenty-one substantial sections follow, each covering a specific year of radio's golden age, with industry statistics, daily program ratings and a chart of the year's 50 top programs. A summary lists the era's most successful programs within the five major formats. Three appendices and a full index conclude the work.

"valuable...recommended"--Choice; "the author knows his stuff"--Classic Images; "wonderful"--ARBA; "Mr. Ramsburg is a born writer who has done his homework and has a seemingly bottomless collection of fascinating anecdotes about the early and glory days of network radio. Mr. Ramsburg has a delightful sense of the amusing and the absurd...a well-told story chock full of delightful anecdotes...eminently readable"--Radio Recall; "Ramsburg tracks the nightly, monthly, and annual ratings of oldtime radio programs"--Reference Research Book News; "one of the most intriguing books"--Radiogram; "Ramsburg, tracks the nightly, monthly, and annual ratings of oldtime radio programs"--SciTech Book News. -valuable...recommended---Choice; -the author knows his stuff---Classic Images; -wonderful---ARBA; -Mr. Ramsburg is a born writer who has done his homework and has a seemingly bottomless collection of fascinating anecdotes about the early and glory days of network radio. Mr. Ramsburg has a delightful sense of the amusing and the absurd...a well-told story chock full of delightful anecdotes...eminently readable---Radio Recall; -Ramsburg tracks the nightly, monthly, and annual ratings of oldtime radio programs---Reference Research Book News; -one of the most intriguing books---Radiogram; -Ramsburg, tracks the nightly, monthly, and annual ratings of oldtime radio programs---SciTech Book News. About the Author Jim Ramsburg spent 50 years in radio and advertising, including top-level positions with prestigious radio stations KLAC in Los Angeles and KSTP in Minneapolis-St. Paul. In 2006 he was inducted into the Radio Hall of Fame at Minnesota's Museum of Broadcasting. He lives in Estero, Florida.