

CONTENTS

Notes of the Year	<i>page</i> 9
Broadcasting and the Crisis	31
Television in 1938	36
The BBC's Post Bag	42
Broadcasting in Wales	46
Broadcasting Links with the New World	51
'Listener Research' in 1938	55
Meeting Scottish Listeners	60
The Radio Commentator	64
Catering for the Music Lover	68
Broadcasting and Education	74
The Wavelength Problem	81
Reference Section	86
<i>Some BBC Statistics</i>	86
<i>What is the BBC?</i>	88
<i>How the BBC began and grew</i>	88
<i>How the BBC gets its Money</i>	90
<i>How the BBC spends its Money</i>	92
<i>Who controls the BBC and how is it organized?</i>	94
<i>Engineering Division</i>	96
<i>Programme Division</i>	98
<i>Public Relations Division</i>	102
<i>Administration Division</i>	102
<i>The Regions</i>	103
<i>The BBC's Advisers</i>	105
<i>How the BBC Programmes are distributed</i>	106
<i>The Empire Service</i>	115

Reference Section (contd.)

<i>The Foreign Language Services</i>	page 118
<i>The Television Service</i>	121
<i>How to get good Reception</i>	125
<i>Writing to the BBC</i>	128
<i>Licence Figures</i>	129
<i>The Time Signal Service</i>	130
<i>Weather Forecasts, Gale Warnings, etc.</i>	131
<i>Market Bulletins, etc.</i>	134
<i>SOS and Police Messages</i>	135
<i>Appeals</i>	136
<i>Public Rediffusion of BBC Programmes</i>	137
<i>Staff Recruitment</i>	138
<i>How to submit Scripts and Scores</i>	139
<i>Auditions</i>	141
<i>Visits to BBC Premises</i>	144
<i>BBC Publications</i>	146
<i>Official Reports and Papers</i>	148
<i>BBC Addresses</i>	149

Appendix 152

<i>Balance Sheet</i>	152
<i>Revenue Account</i>	154
<i>Distribution of Wireless Licences</i>	156
<i>'The Week's Good Cause'</i>	159
<i>Membership of the BBC's Advisory Councils and Committees</i>	162

Index 173