



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

Jim Ramsburg

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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.

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