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## ТЕОРІЯ, ІСТОРІЯ ТА ПРАКТИКА ЖУРНАЛІСТИКИ

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### PROMOTION OF UKRAINIAN-LANGUAGE RADIO PROGRAMS IN THE INFORMATION SPACE OF THE USA (EXPERIENCE OF 1930–1932)

*The research objective is to introduce into the scientific discourse and information field of popular-science literature information about the establishing history of the world Ukrainian-language radio broadcasting, in particular in the context of its international sector.*

*The methodological basis of the study is grounded on the use of historical method, the method of archival research, and is deepened by the bibliographic-descriptive method, the method of comparison in time, the method of induction and accentuation. The content of 913 issues of the oldest Ukrainian-language newspaper in the USA, «Svoboda», in 1930–1932, was studied using the monitoring method; the use of qualitative content analysis allowed to comprehend the content of 375 materials of various genres, which contain valuable information on the analyzed topics.*

*Results.* The ways of promoting Ukrainian-language radio hours in the US media space in 1930–1932 were found out. It was established that the main ways to promote the media business of Ukrainians were personal communication and publication of advertising messages in the press. The tasks, types and efficiency of thematic event attractions, including competitions for the title of the best music groups, radio picnics, radio balls, radio entertainment balls, raffles, and later beauty contests, are studied. The importance of folk art in the context of the accumulation of interest in Ukrainian radio initiatives among the local community is emphasized. The genre diversity of thematic messages in the press was studied, in particular, the use of announcements, reports, advertisements, reviews, publication of listeners' letters. The advertising component of the Ukrainian-language radio space in the USA is evaluated, the first commercial program was analyzed, which consisted exclusively of advertisements. The potential of radio in promoting Ukrainian music groups, individual musicians and announcers is comprehended.

*Novelty.* For the first time the methods of promotion of Ukrainian radio hours in the information field of the USA in 1930–1932 were carefully researched and documented, the competitive advantages and semantic potential of such programs in the conditions of rapid formation of the world radio space were comprehended.

*The practical significance of the research results lies in the introduction of the formation history aspects of Ukrainian emigration radio hours into the scientific discourse as a component of the world Ukrainian-language radio paradigm.*

*Key words:* archival periodicals, multicultural media space, radio business promotion, radio advertising function, Ukrainian-language radio broadcasting.

#### I. Introduction

At the stage of formation of a not yet stable map of Ukrainian-language radio initiatives in the early 1930s in the USA, as well as around the world, methods of notification of newly-conceived projects and technologies for conveying information about them to the general public have been developed. The promotion tools now outlined in the theory of marketing and advertising, for the radio space of that

period were risky and not tested, meanwhile the audience was appreciating them, because such programs were waited, and the schedule of their broadcast was closely monitored.

In those years, USA radio space consisted of a large number of local stations that competed at the local level, and larger regional, national radio organizations, in which the cost of airtime was much higher, and the requirements for its preparation and arrangement were stricter. Under such conditions, the scattered Ukrainian community managed to contract only local radio stations. Due to a mass of complaints from offended members of the community, who for technical reasons could not listen to certain programs, the organizers had to periodically change radio stations to others with more powerful transmitters, and reorient listeners to other waves. In addition to personal communication, Ukrainian periodicals became the only means of rapid transmission of such announcements. Thanks to its daily publication, the «Svoboda» newspaper stood out favorably. Its pages contain examples of advertising texts of various genres aimed at attracting the widest possible audience.

Based on the ambitious goal of finding out ways to promote Ukrainian-language radio hours in the USA media during the digital media market establishing in the early 1930s, we consider it appropriate to interpret unambiguously the study terminology, in particular in the «promotion» concept context. On the one hand, the Cambridge Dictionary offers to consider it as «the act of encouraging something to happen or develop» [29]. On the other hand, the Oxford English Dictionary justifies an expanded representation of the concept meaning as «activity that encourages people to believe in the value or importance of something, or that helps something to succeed» [30].

The scientific literature presents some studies of the establishing history of place and importance of Ukrainian-language radio in the world media space. Among such are author's investigations [8, p. 33–36; 9]; research by M. Vaskiv of the history of Ukrainian radio on the basis of publications of 1920–30s [3, p. 103–113]; presentation of the Soviet paradigm of radio broadcasting development of these years by S. Bondarenko and I. Shemanov [2]; contribution of «Vyzvolennia» radio in the independence of Ukraine studied by O. Bohuslavskiyi [1, p. 212–222]. In the context of the advertising component, V. Shaporenko's research is valuable [27].

## II. Research objective and methods

The research *objective* is to introduce into the scientific discourse and information field of popular-science literature information about the establishing history of the world Ukrainian-language radio broadcasting, in particular in the context of its international sector.

The research *object* is press releases of an advertising nature aimed at promoting Ukrainian-language radio programs presented in the USA media space in 1930–1932.

The *methodology* of the research is provided by the use of the historical method and archival research method, and is deepened by the bibliographic-descriptive method, the method of comparison in time, the method of induction and accentuation. The content of 913 issues of the oldest Ukrainian-language newspaper in the USA, «Svoboda», in 1930–1932, was studied using the monitoring method; the use of qualitative content analysis allowed understanding the content of 375 materials of various genres, which contain valuable information on the analyzed topics.

## III. Results

Broadcasts, situationally organized by radio activists in the first stages of media positioning of Ukrainian emigrants in the United States needed information support in order to inform the community about the existence, relevance and value of such initiatives. From the publications of those years, we learn about the first attempts to promote Ukrainian-language media products.

In the context of the digital media market formation in the first third of the 20th century, the most relevant ways to promote the radio product were personal communication and publication of advertising messages in the press. Ukrainian radio producers, who gathered fellow citizens, scattered around the country, actively used both instruments.

Much of the information on announced Ukrainian radio programs was passed through personal communication between community members. Ukrainian clubs and churches were a kind of center for obtaining information, about which fragmentary mentions in periodicals and books have been preserved. Such communication can be traced in more detail on the example of the «Surma» Ukrainian goods store. Its owner M. Surmach was not only a successful businessman, an active member of the Ukrainian community in New York (the USA), but also a radio techniques activist. For decades, his store remained a center for obtaining announcements of radio concerts and reports, as well as exchanging impressions about past programs. As early as 1932, a professional sound-recording studio was set up in the utility room, auditions of bands and individuals wishing to present their talents to the world via radio were conducted, and everything was ready for the organization of educational music classes.

Among the numerous projects implemented by «Surma» was a training course for business people willing to implement their own radio projects. The organizer stated that «it benefits the business people and the general public» [19, p. 3], because by his own example he could prove in 1930 the success of his own business, which «grew from a small bookstore in 1920 into a large business enterprise, and is the best proof that with effort and knowledge our fellow-citizens can achieve success and from the business point of view as well» [19, p. 3]. The profitability of maintenance the Ukrainian program on the radio was achieved through the sale of books, the sale of vinyl discs with records of musical piec-

es performed on the air, and hence familiar to listeners, the sale of expensive radio sets at that time (from \$ 90 to \$ 200 during the Great Depression in the USA), their service, and all it is under the slogan «Ukrainians: wherever you are, near or far, we can provide you with a radio. If we cannot, let us at least advise you which radio is the best for you, and at what price to buy it, so that you do not overpay others. If you do not earn, you probably would not lose, as you will find out ahead from us before you go to somewhere else to buy» [28, p. 4].

Event attractions as a productive tool for promoting radio business in the Ukrainian community were diverse and interesting: competitions for the title of the best music groups, radio picnics, radio balls, raffles, and later beauty contests. These activities were subordinated to the main goal, that is the development of Ukrainian-language radio business and the representation of Ukrainians among other peoples in the USA national media space and beyond, because in the study period the author confirmed the experience of implementation such projects in Austria, Canada, Lithuania, Germany and Switzerland.

The atypical for today, «radio picnic» format was widespread in America in the 1930s. The first of such events took place on Sunday, May 17, 1931, at J. Malendevych's farm in New Jersey (the USA). Ukrainians were invited to come to the farm on their own cars, the rest were delivered centrally by buses. From 1 p.m., there were entertainments and festivities, everyone could have a lot of interaction and communication; at the end, a fundraiser was announced to support the joint Ukrainian radio business [15, p. 4].

Another effective way to promote the Ukrainian radio business was «radio balls», «radio balls-entertainment» conducted by Ukrainian organizations, including the Central Committee of the United Ukrainian National Organizations of New York, the Sisterhood of the Immaculate Conception of the Blessed Virgin Mary in Jersey City (New Jersey, the USA), the «Surmy» enterprise and others. The event was conducted in a specially rented large concert hall; this format included a meeting of Ukrainian community representatives, thematic speeches, performances of orchestras, choirs, some musicians and singers famous thanks to radio broadcasts. Entertainment events were often accompanied by public festivities, only the collection of financial support for the continuation of the Ukrainian radio hours, which took place every time, remained unchanged. From among those present, or from the organizers, a secretary and treasurer were elected, who were responsible for accounting and disposing of the funds raised.

Anyone could join the event, they just had to buy a ticket on location, or order by mail. For example, the cost of an invitation to an event held on November 24, 1932 was 3 cents, as well as 3 cents for postal services. A treat order was available in advance, costing \$ 1. Announcing the large-scale event, the organizers said: «The ball will be started at 2 p.m., from 6 to 10 there will be vaudeville and a ball. The senior have an advantage in dancing, and juniors have to wait until 10 p.m. For the very old, there is a special gallery from where you can see everything well. So let no one sit at home that day, but let him prepare for a radio ball» [7, p. 3].

Smaller, though not weaker in effect, events were also popular, in particular raffles, where the main prize was an expensive radio-receiving set. For example, for children who themselves or accompanied by adults attended a children's play on April 24, 1930, organized by the same M. Surmach, a pleasant surprise was prepared: «After the theater, everyone will get a ticket, and someone will be lucky to win a good radio» [6, p. 4]. A similar raffle was held among the children participating in the Ukrainian Day in Johnstown (the USA) on July 16, 1932: «Satisfactory awards are intended for racing sports. For an hour, children's entertainments cost in the park will be reduced by 40 percent. Some of the lucky ones will get a good Radio when they are in the park» [25, p. 3].

As a lucky prize or a valuable purchase, the radio set gave a high status to the owner's house, and the device itself became the soul of the house, around which a large family was gathered. Evidence of respect is folk art, which in particular in the form of jokes has been spread through society:

«— I bought a four-valve radio receiver for my wife.

— How an expensive gift it is!

— Yes, but with a purpose. I want my wife to understand how nice it is when someone speaks incessantly and the other one cannot get a word in edgewise [10, p. 3].

For most, the cherished «living word» spoken to the audience remained inaccessible. In 1930, the organizers of one of the first Ukrainian radio broadcasts called for: «Install radio in pubs, schools and salons and convene a large audience of all who have an ear to listen, let everyone hear» [17, p. 3]. In this case, it was about the music and reports, which were broadcasted on February 9 and 16, 1930 from the WBBC station (the USA) at 21:30–22:00. Such announcements in the format of advertisements released in periodicals are typical examples of the radio-creativity promotion in the press. Such announcements had a clear informative load and were printed on the first page of the issue with the date, time of the broadcast, the name of the radio station and a summary of the announced program. Typical for messages of this type were the titles: «Ukrainian music on the radio» [22, p. 1], «Ukrainian hour on the radio» [21, p. 1], «Ukrainian program on the radio» [24, p. 1], «Ukrainian song on the radio» [23, p. 1], etc. Over time, there were more such radio initiatives, so several announcements with the same title were placed on one page, only the broadcast dates and radio stations names differed, even the musicians could be the same, because often not everyone volunteered to perform for free.

However, this method of mass information about the upcoming program was also not universal. From a letter from O. Varian, secretary of the 309th department of the Ukrainian People's Union in 1932, we learn about logistical problems: «At the departmental meeting, those who had a radio asked me to write and ask through "Svoboda" those who give concerts, songs, etc. on the radio, so that they submit announcements to "Svoboda" in time, because here in the west we receive Saturday's "Svoboda" on Monday, and sometimes on Tuesday, and therefore we can't get announcements of Sunday performances on Saturdays, because we don't know about them» [14, p. 3].

The report genre was often used in 1930–1932. In terms of styling, such messages were often minimalist, but valuable for their documentality: «The event of the Ukrainian Radio Organization (in New York) was a Ukrainian concert conducted by V. Chosnyk on Sunday, April 6, at 3 o'clock in the afternoon through the WGBS station – 600kc. This Sunday the following voluntarily agreed to sing: Yosyf Davydenko tenor, Petro Ordynskyi baritone, Vira Barchanivna soprano, D. Hrynevetska alto, Maria Bondar pianist» [5, p. 3].

Letters from radio listeners, which contained comments, reviews of previous programs, and sometimes critics of the authors or even advice for them were also published. There were attempts in all manners to get the so-called «couch experts» involved in the radio production process: «At the same time, those who would like to contribute their advice to improve the radio program are kindly asked to come to the meeting of the above mentioned organization on Thursday, April 10» [5, p. 3]. The real discussion unfolded in the pages of periodicals.

In contrast to the communist paradigm of radio functioning in Soviet Ukraine, the advertising radio market was actively formed in the USA, with an annual turnover of millions of dollars even in those years. This is confirmed by the quote: «The presidential election is a good harvest for radio companies. In the last election, both major parties spent \$ 1 million on the election campaign (election of the 31 President of the USA Hoover – author's note). This year (in 1932, Roosevelt became the 32 President of the USA – author's note), earnings will be reduced by half, because the Republicans have allocated 500 thousand dollars on the radio, and the Democrats would not give more» [4, p. 1].

Ukrainians also used the commercial potential of radio. To do this, they created advertising issues, practiced sponsorship of some radio initiatives, placed direct advertising of radio sets and programs in the press. Even charitable donations for the development of the national radio business added status to Ukrainian business people, lawyers, musicians, and so on. A typical text of an advertisement with an emphasis on the social responsibility of business to the community: «Ukrainian restaurant of Anna Maksymovych. Fresh and healthy dishes in the old-fashioned way. (Member of the Ukrainian Radio Program)» [26, p. 4]. The mentioned membership was acquired by small sponsors of Ukrainian radio initiatives, whose names were also read on the air.

The first so-called «commercial program», which consisted exclusively of advertisements and was addressed to Ukrainian-speaking radio listeners, was broadcasted on December 18, 1932 from 3:00 p.m. to 3:30 p.m. on the WWRL station in Woodside, California (the USA). This was one of the initiatives implemented by Ukrainian Radio Sponsors, a specialized organization founded in the same year. In addition to a purely advertising project, with the support of the association, traditional music radio hours were held, where «the musical pieces, as usual, were performed by the "Ukrainian Sokil Orchestra" under the baton of O. Danylovych. Announced by P. Zadoretskyi» [11, p. 1].

Announcement of the sale of radio sets in 1930–1932 is a separate genre of advertising art. The variety, artistic design of such initiatives multiplied by the array and frequency of media reports had the effect that in 1932 P. Zadoretskyi stated: «Radio, as we have it today, is no longer a "luxury", or a thing accessible only to the rich. On the contrary, it has become a necessary device in every house» [13, p. 1]. Meanwhile, calls to buy and invite only qualified professionals for service are strikingly diverse: «The radio set has become the lifeblood of cultured people. So, it is not surprising that everyone buys a radio set. And, if so, why not buy Bronswick... And not only the radio sets themselves, but also the radio phonographs, it means the connection of the radio with the phonograph» [18, p. 4]. Another message was designed as an interview of a representative of the «Surmy» store with a seller of radio sets from the same store:

«– What are you doing here? I never hoped to see you outside of New York.

– Well, I sell radio sets among of Ukrainians in order to interest them in the Ukrainian program on the radio.

– Very noble work – the correspondent says. In this way you become a pioneer of a very important cultural movement. I can only wish you success» [16, p. 4].

Since the first radio broadcast in Ukrainian language, this media channel had been perceived by the community as a powerful platform not only to unite compatriots all over the USA, but also to promote the Ukrainian cause in general, acquaint other nationalities with cultural heritage, incendiary musical rhythms, insightful historical stories, and through them with the nation of Ukrainians who remained deprived of statehood. Members of the community who were supposed to support such initiatives were appealed to from the pages of periodicals: «Everyone understands that nowadays radio helps every business. Our advertising is propaganda through the radio. We really need to promote our national cause. This opportunity for propaganda is given to us so cheaply, and we do not want to take it... Let us get down to business organized and show that we, though poor, but worthy» [20, p. 3].

The national identity expressed in the creative works of Ukrainians was striking in its diversity, for these reasons the songs became the subject of dishonest borrowing by representatives of other nationalities without mentioning the original sources and source data. This phenomenon could be prevented only if everyone knew that it was Ukrainian heritage and did not succumb to manipulation. For these reasons, the first reports, speeches about Ukrainian history, traditions, culture, customs and life-style were often made in the languages of the country on which they were broadcast, and then there was a concert, the motives of which were clearly associated with the Ukrainian people. The importance of this issue has often been raised and supported in the media: «The Philadelphia Chamber of Commerce has invited the United Organizations (of Ukrainians – author’s note) to host a series of radio performances with the Ukrainian program, to acquaint the American public with Ukrainian life and music culture» [12, p. 3].

#### IV. Conclusions

However, not only Ukrainians were so eager to present themselves in the radio space. Identical, even stronger information attacks were carried out against them in the media by representatives of neighboring countries. Ukrainian fellow citizens responded to such attacks with openness to the world, relentless work on the development of the world Ukrainian-language radio space, active communication with the community, increasing awareness among other nations. By means of radio, they opened to the world not only folk art, but also acquainted others with modern, relevant, popular Ukrainian culture.

Models of the combined promotion of the Ukrainian radio business in exile in 1930–1932 were practical and highly functional. After all, accumulating limited financial resources, in the end they presented high-quality content to the general public, which the listeners received with gratitude and respect for the whole nation. During this period, the tradition of positioning Ukrainian own business in the media on the principle of «Svii do svoho po svoie» (in general it means that a Ukrainian should buy a Ukrainian product manufactured by a Ukrainian producer) was born, which is still strong in the USA diaspora publications. The key to the success of such initiatives is their quality, no matter if it is a radio program or a family business.

It is topical to study of the role and significance of the activities of specific personalities and their influence on the development of the Ukrainian radio business in the 1930s of the 20<sup>th</sup> century.

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### Гірина Т. С. Промоушн українськомовних радіопрограм в інформаційному просторі США (досвід 1930–1932 рр.)

**Метою дослідження** є впровадження в науковий дискурс та інформаційне поле науково-популярної літератури інформації про історію становлення світового україномовного радіомовлення, зокрема в контексті його міжнародного сектора.

**Методологія дослідження.** Дослідження спирається на використання історичного методу, методу архівного дослідження, поглиблене бібліографічно-описовим, методом порівняння в часі, індукції та акцентування. За допомогою методу моніторингу вивчено зміст 913 чисел найстарішої українськомовної газети у США «Свобода» у 1930–1932 рр.; застосування якісного контент-аналізу дало змогу осягнути зміст 375 різножанрових матеріалів, у яких збережено цінну інформацію аналізованої тематики.

**Результати.** З'ясовано способи промотування українськомовних радіогодин у медіапросторі США у 1930–1932 рр. Встановлено, що основними способами просування медіасправи українців були особиста комунікація та публікація повідомлень рекламного змісту в пресі. Досліджено завдання, види та ефективність тематичних подієвих атракцій, серед яких змагання на звання кращих музичних колективів, радіопікніки, радіобали, радіобали-забави, розіграші, а пізніше конкурси краси. Наголошено на значенні народної творчості в контексті акумулювання інтересу до українських радіоініціатив серед місцевої громади. Вивчено жанрову різноманітність тематичних повідомлень у пресі, зокрема використання анонсів, звітів, оголошень, відгуків, публікацію листів слухачів. Дано оцінку рекламній складовій українськомовного радіопростору США, проаналізовано першу комерційну програму, яка складалася виключно з оголошень. Осмислено потенціал радіо в промотуванні українських музичних колективів, окремих музикантів та дикторів.

**Новизна.** Уперше ретельно досліджено та документально відстежено методи просування українських радіогодин в інформаційному полі США у 1930–1932 рр., осмислено конкурентні переваги та змістовий потенціал таких програм в умовах бурхливого становлення світового радіопростору.

**Практичне значення** результатів дослідження полягає у введенні до наукового дискурсу аспектів історії становлення радіогодин української еміграції як складової парадигми світового україномовного радіо.

**Ключові слова:** архівна періодика, мультикультурний медіапростір, просування радіосправи, рекламна функція радіо, українськомовне радіомовлення.

### Гірина Т. С. Промоушн украиноязычных радиопрограмм в информационном пространстве США (опыт 1930–1932 гг.)

**Целью исследования** является внедрение в научный дискурс и информационное поле научно-популярной литературы информации об истории становления мирового украиноязычного радиовещания, в том числе в контексте его международного сектора.

**Методология исследования.** Исследование опирается на использование исторического метода, метода архивного исследования, углубленное библиографически-описательным, методом сравнения во времени, индукции и акцентирования. С помощью метода мониторинга изучено содержание 913 чисел старейшей русскоязычной газеты в США «Свобода» в 1930–1932 гг.; применение качественного контент-анализа позволило понять содержание 375 разножанровых материалов, в которых сохранена ценная информация рассматриваемой тематики.

**Результаты.** Выявлены способы промотирования украиноязычных радиочасов в медиaprостранстве США в 1930–1932 гг. Установлено, что основными способами продвижения медиадела украинцев были личная коммуникация и публикация сообщений рекламного содержания в прессе. Исследованы задача, виды и эффективность тематических событийных достопримечательностей, среди которых соревнования на звание лучших музыкальных коллективов, радиопикники, радиобалы, радиобалы-забавы, розыгрыши, а позже конкурсы красоты. Отмечен смысл народного творчества в контексте аккумуляции интереса к украинским радиоинициативам среди местного населения. Изучено жанровое разнообразие тематических сообщений в прессе, в том числе использование анонсов, отчетов, объявлений, отзывов, публикаций писем слушателей. Дана оценка рекламной составляющей украиноязычного радиoprостранства США, проанализирована первая коммерческая программа, которая состояла исключительно из объявлений. Осмыслен потенциал радио в промотировании украинских музыкальных коллективов, отдельных музыкантов и дикторов.

**Новизна.** Впервые исследованы и документально отслежены методы продвижения украинских радиочасов в информационном поле США в 1930–1932 гг. Осмыслены конкурентные преимущества и содержательный потенциал таких программ в условиях бурного становления мирового радиoprостранства.

**Практическое значение** результатов исследования заключается во введении в научный дискурс аспектов истории становления радиочасов украинской эмиграции как составляющей парадигмы мирового русскоязычного радио.

**Ключевые слова:** архивная периодика, мультикультурное медиaprостранство, продвижение радиодела, рекламная функция радио, украиноязычное радиовещание.