Poll Favors Music Shop

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Poll Favors

W O I ' S Music Shop has a larger audience than any other musical radio program in the state, according to surveys. A regular feature of the Iowa State radio station, its popularity is indicated by 477 replies to a survey recently conducted by the Federal Radio Education Committee.

The listeners were asked three questions: Has the Music Shop increased your musical horizon? Has it raised your level of appreciation? If yes, how do you know?

The answers to the first two questions were practically all “yes.” Only 5 felt that it had not increased their musical knowledge and 21 stated that it had not raised their level of appreciation.

The third question, answered by 261 persons, provided the most interesting and varied answers. In 125 of the letters, evidences were shown of increased interest in music. In regard to musical knowledge, the listeners indicated an ability to recognize compositions, composers, level of performance, types of music, musical structure, instruments, conductors and singers. These points are ranked in the order they were tabulated, the first receiving the greatest number of votes.

In relation to listening habits, a similar tabulation proved that 31 persons showed a growing aversion to popular dance music while 29 indicated an increasing appreciation for a more serious type of music. Four replied that they had developed an ability to sit and listen which was not previously possessed.

Twenty-eight replies indicated that as a result of the program, listeners were learning to play an instrument, reading books on music, purchasing records played on the Music Shop, attending more concerts or enrolling in a music course.

Earlier morning rising or postponement of work in order to hear the program was claimed by 21 Music Shop fans.

Though most of the replies were from Iowa, the program has more than a state-wide scope. Analysis of the mail showed that at least one-third of it was from out of the state, some as far as Kansas, Oklahoma and Michigan. Nearly all replies were from adults. Sixty-five percent were women.

Besides being almost as well known as W O I, the Music Shop is almost as old. It was introduced by Andy Woolfries in 1925, who, as one writer said, “began his work with Drink to Me Only and a few works of Victor Herbert.” Since that time this program has grown until today movements from symphonies, chamber music, light and serious opera and choral and sacred music all have a part.

In a recent program, the audience was asked to select the piece they would save if all the other selections were to be destroyed. The audience voted overwhelmingly for Handel’s “Messiah.”

Because it is not the aim of the Music Shop to teach, listeners seldom hear analytical comments of selections during the program. Instead, the announcer presents the human side of the piece. Personal anecdotes in connection with the life of the composers are related. The announcer often tells of the circumstances leading to the composition.

Howard Chase, of the Music Department and Memorial Union organist, replaced Andy Woolfries as Music Shop announcer last July.

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