



ANDEX

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SURVEY EVALUATION

By Phill Sandahl, Director of Research at HCJB

To evaluate a survey like this it is important to ask a few questions about the validity of the results. Just how accurate is the survey and what does it really tell us? We received replies from about half of the membership. While the return was not as high as we would have liked it is very good for this type of survey. We can have confidence that the findings pretty well represent the ANDEX membership as a whole.

Programmers on staff will want to know if the survey results show what their listeners are like. In most cases we would say no. The survey represents a special group of listeners, those who are ANDEX members. It does not represent the average listener but rather those who are interested in the hobby of SWL and have joined ANDEX to help them get more out of their listening.

Findings

An important purpose of the survey was to find out what club members think of the different columns and features that go into the ANDEX paper and what kinds of topics they want to see more of. We have them listed in order of preference, but surprisingly, there is not a big spread overall from one option to another. No one kind of feature stands out as most popular. In some cases we find that a number of our readers really like a feature while the rest do not care for it at all. One example of this was the column "Fearless Forecast," no longer written because of the departure of its writer. In other cases there is an even range of response from much interest to only mild interest. However, when we average the responses together we find about the same total level of interest.

When readers chose the kinds of topics they would like to learn more about, two general categories stand out ahead of the rest by a slight margin. First of all readers want to know more about HCJB — its history and its transmitter broadcast facilities. Then they want to know more about shortwave programming and the people who get the programs out.

Continued on page 6

MORE SURVEY RESULTS

A survey/questionnaire form was sent to all active members in ANDEX in August - September 1985. Results were published in the April-May and June-July issues of *ANDEX International* and will be concluded here.

READING:

Respondents were asked to number in order of preference the information on DXing or SWL they desired to find in *ANDEX International*. Response in order of preference:

- | | |
|--------------------------------|-----------------------------------|
| 1. DX tips | 10. Propagation theory |
| 2. Information about stations | 11. Personal information of DXers |
| 3. Events in the DX world | 12. How to choose radio equipment |
| 4. Schedules | 13. Radio theory |
| 5. How to build antennas | 14. How to repair radio equipment |
| 6. Information about QSL cards | 15. How to use computers in SWL |
| 7. Propagation predictions | |
| 8. Stories about other DXers | |
| 9. DXers' DX experiences | |

Next asked was which articles actually found in *ANDEX International* have been of greatest interest. Response in order of preference:

- | | |
|---|--|
| 1. Special DXers | 7. HCJB program personality profiles |
| 2. Information on HCJB programs | 8. Information about Ecuador |
| 3. Articles by Ken MacHarg & Clayton Howard | 9. HCJB technical facilities/equipment |
| 4. Antenna Corner | 10. Pen Pals International |
| 5. Fearless Forecast | 11. Devotionals |
| 6. The column "ANDEXING" | |

LISTENING:

The question: How much of your shortwave listening time is spent on DXing and how much on listening to program content?

DXing		PROGRAM CONTENT	
% of respondents	% of time DXing	% of respondents	% listening time
33.6%	0-25%	11.9%	0-25%
46.7%	30-50%	45.7%	30-50%
14.9%	55-75%	16.9%	60-75%
4.8%	80-95%	25.5%	80-99%

continued on page 3

HCJB staff members Ken MacHarg and John Beck attended the ANARC convention in Montreal, Canada, July 18-20, 1986. They sent a report by tape and letter, summarized as follows:

Problems of SW broadcasters become problems of shortwave listeners, and most of these problems center around the fact that there are too few frequencies to go around for all the SW broadcasters who want to use the spectrum. The International Frequency Registration Board (IFRB) plans to give advice to broadcasters about what frequency to use based on a computer program. Certain broadcasters would use certain frequencies to reach certain target zones. (This was dealt with in detail in the February-March 1986 issue of *ANDEX International*.)

Various people made audio-visual presentations about the organizations they represent. There was a live broadcast by Radio Earth, a recorded broadcast by Radio Canada International, and Ken and John recorded an edition of SALUDOS AMIGOS which was later aired over HCJB.

Arthur Cushen, SW monitor by profession, author and SW statesman, presented the keynote address of the convention. Mr. Cushen, who is blind, is a tremendous inspiration and example to disabled people and has had great influence in breaking down barriers the disabled face. His experience, dedication and contribution to the world of shortwave is beyond measure.

John and Ken attended the broadcaster's conference that was part of the convention. Some problems discussed were lack of finances which limits the number of staff, expansion of programming, publicity, etc.; the difficulties of carrying out creative programming; and a possible decline in listeners, evidenced by a decline in mail and DX club membership. Listener decline was thought to be a result of increased interest in computers by the technically minded who might otherwise be DXers and the low sunspot cycle which causes poor reception.

There was much discussion about how many people listen. VOA uses a figure of 300 listeners per letter. (At that rate, the 95,000 letters HCJB received in 1985 indicates a listenership of over 28 million.) Listeners are 75 percent male with a median age of 40 and getting older. Weekday listeners are not the same people as weekend listeners. The signal must be strong and reliable to build an audience. Longer broadcasting blocks are preferable to shorter periods of programming. High priority in programming is given to news, science, technology and lifestyles—how people live.

Largest audiences of various broadcasters are: VOA - the Soviet Union, Eastern Europe and China; Radio Australia - Indonesia; Radio France International - the Frankish countries; Deutsche Welle - Africa.

Concern was expressed about the declining quality of SW radios (despite the development of the Sony 2010, etc.). There are many radios of the "jam box" variety (systems designed for stereo FM and cassettes) which have inferior SW capacity. It was suggested that stations must work on

Often those on the listening end would like to know a variety of things that we on the transmitting end could readily tell you. A question and answer column in *ANDEX International* has frequently been suggested and considered, and here it is. We're calling this new column QX. We can provide information about Ecuador, HCJB, technical matters, DXing, etc. With our answers we will include who gives the answer or where it was found.

Unless you request to remain anonymous (although you must include your name to ANDEX to prove you're a member) we will include with your question your name, ANDEX number and country where you live. (The Pen Pals column is for those who want to receive letters.)

A few weeks ago a letter came across my desk with the following question. I did not keep a record of who asked it, but I want to answer it since it will explain the title of this column, QX.

Q. What does "DX" mean?

A. In the early years of radio, amateur radio operators communicated mostly by Morse code. To simplify the process they made up many abbreviations. One of the ways of doing this was to take the first letter of a word and put X in place of the rest of it. Thus DX has become the abbreviation for the word "distance." "DXing" or "DXers" have to do with the hobby of listening to distant stations around the world. That's what a DX club means - a club of those who like to listen to stations from far off places. *From an early report about ANDEX by Clayton Howard.*

Here is a letter by Edward Insinger, ANDEX 3053, U.S.A., that came attached to his ANDEX survey form. We think parts of his letter will be interesting to our readers, as well as his question.

"...I began SWLing in 1968 after building a shortwave radio from a Heathkit GR-64. I was amazed to tune the dial and hear stations from oceans away. It seemed part magic and part fantasy. When I learned that you could actually write to these far-away stations and receive a verification card directly from them I was overwhelmed and most interested in trying out my technical skills.

One Sunday morning I turned on my SW radio and picked up weak signals, part of a church service. I listened intently, and heard a voice rise out of the high noise level. He said, 'you are listening to MORNING IN THE MOUNTAINS, coming to you from the Andes Mountains in Quito, Ecuador.' I continued listening until the signal faded out, then proceeded to write a reception report explaining my new-found experience. So the very first QSL request I sent went to HCJB in Quito some seventeen years ago...I will always remember that experience.

One particular program used to open with the words 'Darkness has settled over the Andes Mountains...' I used to enjoy the picture these words painted every evening as the

MORE SURVEY RESULTS

continued

Question: How many years have you been listening to shortwave radio?

1-2 years	17.3%	16-20 years	10.1%
3-5	22.3%	21-30	11.4%
6-10	16.8%	32-50	8.1%
11-15	12.7%	52-70	1.3%

Question: Of all the SW stations you tune to which station do you listen to the most?

HCJB	59.4%	R.S. Africa	6.3%
BBC	25.2%	R. Moscow	4.7%
R. Netherlands	11.4%	Deutsche Welle	4.7%
VOA	10.2%	WYFR	4.5%
R. Australia	8.6%	R. Japan	3.6%
R. Canada Int.	7.7%	TWR	2.0%

Question: What type of DXing do you do?

Type of DXing	% of Respondents	
SW	95.7%	FM 15.7%
Medium wave	42 %	Long wave 15.2%
Amateur	32 %	TV 10 %
Utility	21 %	Other 15.2%

To collect QSLs 62.3%
To collect souvenirs 80.7%

HCJB

Question: Which of the following would you like to learn more about? Response in order of preference:

1. Technical facilities for broadcasting, with transmitters and antennas preferred over power and studios.
2. Information about the people heard on HCJB programs, with HCJB staff information preferred over sponsored programs.
3. HCJB's history.
4. Information about programs.
5. Current events at HCJB.
6. Information about HCJB people behind the scenes.
7. Areas of HCJB other than broadcasting.
8. Letters telling how broadcasts have influenced.
9. HCJB radio ministries outside the Quito area.
10. Other

ECUADOR

Question: What information about Ecuador would you like to find in the ANDEX bulletin? Response in order of preference: 1. The people of Ecuador, 2. The geography of Ecuador, 3. Ecuadorian customs.

HOW ELSE CAN ANDEX SERVE YOU

30% want a classified section in the bulletin.
70% want a call book of ANDEX members.
38% would find it too inconvenient to pay dollars to the Miami office.
60% would be able to pay in dollars to the Miami office.
(These latter two questions were to be answered only by those paying dues in currency other than U.S. dollars.)

OTHER DX CLUBS ANDEXers belong to - Numerous clubs were mentioned, but the below were mentioned by 5% or more respondents:

None	47.6%	ASWLC	6.3%
SPEDEX	9.5%	BRT-Belgium	6.1%
NASWA	7.7%	R. Budapest	5.4%
RBI-Berlin	7 %	R. Prague	5.2%

PERSONAL FACTS

AGE:

To 22 years old	19.2%	46-55	12.2%
23-28	14.8%	56-65	10.1%
29-34	15.4%	66 & older	5.9%
35-45	22.5%		

OCCUPATION:

Technical areas	18%	Health services	4%
Students	17%	Religious workers	3%
General types of labor	16%	The hard sciences	1%
Retired	11%	Military service	.7%
Business	9%		
Government/public service	6%		

How long an ANDEX member:

1 year	39.7%	7 years	3.1%
2 years	13.7%	8 years	1.6%
3 years	10.5%	9 years	0.9%
4 years	8.5%	10 years	2.7%
5 years	6.2%	11 and 12 years (memberships began in October 1973.)	8.2%
6 years	3.1%		

Areas of residence:

Canada	7.4%
U.S.A.	51.8%
Cent. & So. America	3.8%
Cont. Europe	13. %
Iron Curtain	1.3%
South Pacific	12.3%
Asia	1.1%
United Kingdom	8.5%

Native languages:

English	77.5%	Nordic	1.5%
German	8.0%	Italian	1.3%
Other	5.1%	Spansih	.7%
Dutch	3.8%		

Education finished:

Grade school	10.9%
High school	31.1%
Some college	25.7%
Finished college	16.6%
Some grad. study	15.7%

Special DXers

Dieter Grundt, ANDEX 5537 from West Germany, sent an entry to ANDEX hoping to be chosen Special DXer. Congratulations, Dieter, you were successful!

Dieter is 19 years old and lives at Op de Hell 11, D-2248 Hemmingstedt, West Germany. He's been listening to SW broadcasts for two years, DXing for 1 ½ years of that time. The first station he heard was the BBC and his favorite stations now are Radio South Africa, Radio Beijing and Radio Netherlands. Dieter says he also likes to listen to religious stations such as HCJB, Adventist World Radio and some that are more local in Germany.

He is a member of ADDX in Dusseldorf, West Germany, and the International Listeners' Club of BRT - Belgium. He has heard 55 countries on his Grundig Satellite 2000, using the telescopic antenna that shows prominently in the photo.

Other hobbies are listening to music, collecting pennants and writing letters. We hope Dieter receives many letters to answer in response to being chosen ANDEX Special DXer!



Congratulations to DXer of the Month Jerome Wachter, ANDEX 5573, 408 Fairbank Road, Riverside, IL 60546 U.S.A. He writes:

My interest in SW radio goes back to 1939. My parents bought a Philco "no stoop, no squat, no squint" console radio with SW capabilities. My dad showed me how to hook up a short wire antenna and I was on my way. Among the first stations I heard was the BBC. I remember the chimes of Big Ben and I couldn't believe that I was listening to programs that were originating across the ocean. I remember bragging to my friends about the radio and none of them believed me until I brought them over to the house.

World War 2 intervened and I didn't really get back to shortwave until Zenith brought out the Trans-Oceanic model in about 1948.

From the Zenith I worked my way through a couple of early Heathkit receivers and finally ended up with a Hallicrafter SX 62-A in about 1957. I still have a QSL card from HCJB in my collection from that year. During that time I secured the call WPE9H0. *Popular Electronics* began this identification program so they would have a group of individuals actively engaged in SW radio that they could parade before potential advertisers.

During the mid-60s and through the 70s I spent most of my spare time raising a family so I didn't get back to radio until the early 80s when I retired from teaching after 34 years. Retirement gave me the opportunity to pursue the hobby I had been interested in for so many years.

Currently I am using two receivers, an Icom IC-R71A with a 100 foot longwire antenna and a JRC NRD-515 with an 8 trap dipole, "Eavesdropper."

I've joined a couple of clubs, NASWA and SPEEDEX, and look forward to the ANARC convention in Montreal this summer.

That's about it. Hope I'll be hearing HCJB for many years to come!



ANARC REPORT

Continued from page 2

consumer information to help listeners purchase effective radios.

The Voice of Free China announced plans for a convention similar to ANARCON in the spring of 1987 to be held in Taiwan.

Plans are being made for the next ANARCON convention which will be held in Toronto, Canada, July 17-19 with the theme "Communication - Yesterday, Today, and Tomorrow."

John and Ken's conclusion - SWL is still very much alive and well!

andexing

THANK YOU to those of you who responded to "A Challenge" in the June/July 1986 bulletin by writing your opinion about the importance of sending QSLs with the bulletin and what you think of the cost of ANDEX membership. Out of the 16 responses eight thought an increase in the rates would be acceptable. Some of the comments were: "If dues are raised I will always remain a member." "I would be prepared to pay a small increase." "I don't think \$10 is too much to pay for this service." "best to increase the charge...to whatever...would adequately cover all costs involved."

Some made suggestions such as use thinner paper, eliminate reception report forms and the *Have A Good Day*, and use surface mail.

Others said QSLs in the mailing are not important, while another said "I'm not sure I would remain a member if including QSLs in the mailing is discontinued."

And this comment, "I'm not sure I will renew my membership if the fees are increased." Some mentioned that higher fees would be a problem to students and retired people.

I appreciate all these comments and suggestions. Much depends upon the value of the Ecuadorian sucre. At present it varies widely from month to month. So far we have kept within our budget so we can continue on as we have been. Hopefully this will continue. One suggestion some have made and I will recommend is that if you need more than one reception report form every two months, you could get a copy made. We send one form per mailing to those who have sent for QSL cards. Remember, ANDEX members receive their QSL cards **with their ANDEX mailing** once every two months.

WOULD YOU LIKE an old copy of *International Listening Guide*? Send your request and the cost of postage to D. Kooijman, Ed. Schiloeink Str. 166, 7002 J.L. Doetinchem, Netherlands.

CORRECTION: In the last issue of *ANDEX International* we listed some addresses of publications. One of these, *International Radio*, has just merged with *Monitoring Times* and has taken that name. The address is Monitoring Times, 140 Dog Branch Road, P.O. Box 98, Brasstown, NC 28902 U.S.A.

CONGRATULATIONS to HCJB's Nordic Language Service. In a contest sponsored by the Swedish DX Association participants were asked to rate the Swedish releases of about 10 shortwave stations around the world. HCJB's Swedish programs received the greatest number of points, giving them the number one rating in the contest.

THOMAS A. WILLIAMS, ANDEX 5750, Spring Grove, Pennsylvania 17362, U.S.A. won the Books and Publishing Contest sponsored last February by Radio Australia's books and publishing program. To win he sent the correct location of Kosciusko National Park in New South Wales, Australia. While listening to the program in March he was thrilled to hear his name announced as the winner, and soon received the prize, the pictorial book *Close To Nature*. Congratulations, Thomas.

A NEW BOOK: Many ANDEX members have indicated an interest in Ecuadorian life. A children's book and accompanying coloring book have just been published by HCJB World Radio titled: *Catch A Wild Pony, Climb A Mountain Peak*.

The storybook has 118 pages and includes five exciting adventures of Andean young people which even your editor, who hasn't been a child for quite a few years, found to be interesting reading. The set would make an excellent gift for younger children in kindergarten through sixth grade, and older children, eight to twelve years old, would enjoy the storybook. The books are also appropriate for use in Sunday School classes. A slide series is available to go with the storybook.

The author is Kay Landers, a popular storyteller, writer and teacher on the staff of HCJB since 1959.

The storybook: \$4.50

The coloring book: \$2.50

Both of the above: \$6.50

The slide series of 240 slides: \$75

Send your order to: HCJB Publicity Department, Box 553000, Opa Locka, FL 33055-0401, U.S.A. The price includes Postage in North America.

THE ASSOCIATION OF PAN - ASIAN RADIO CLUBS (the umbrella organization of DX clubs in South Asia) invites anyone interested to its annual convention in Dhaka, Bangladesh, November 28-30, 1986.

Send five IRCs for a sample copy of the *APARC News Letter* in English. It contains information about member clubs and Asian radio stations, DX loggings and tips, and equipment reviews.

For information about the convention or newsletter write to: APARCON '86, P.O. Clandana, Joydebpur, Dhaka, Bangladesh.

BANGLADESH DX CLUB INTERNATIONAL invites DXers to send DX and QSL news, comments, etc. for publishing in their English bi-monthly paper. For a sample copy of the bulletin, send U.S. one dollar or six IRCs to Bangladesh DX Club International, 111/6-B, North Mughdapara, Dhaka-14, Bangladesh.

NEW HCJB SCHEDULE: The new English schedule may not be published in time to include in the current mailing. If this happens and the schedule is ready a significant time before the December mailing, a separate mailing with the schedule will be sent to you.

Pen Pals



SELJA ERVAMAA - Vainonkatu 1, 40100 Jyvaskyla, Finland - ANDEX 5737 - 13 years old - would like pen pals from southern Europe and South and Central America between ages 13 and 17. His hobbies are SW-DX, Finnish baseball and listening to music. He can write in Spanish, English, Swedish and Finnish.

HENRY HARMON - 1700 3rd Avenue South, 133 Pierce Trailer Court, Moorhead, MN 56560 U.S.A. - ANDEX 3829 - would like pen pals of any age, male or female.

PIET WOUTERSEN - Spoorstraat 15, 1724 NA Oudkarspel, Holland - ANDEX 4933 - 51 years old and married - wants to correspond in Dutch or German about the book of Romans in the Bible.

QX

Continued from page 2

program began. Do you recall the exact words?"

A. The voice is that of Bob Beukema who is now assigned in the U.S. Brian Seeley still uses this as an introduction to MUSIC IN THE NIGHT. The words are: "Darkness has settled again over the Andes Mountains, and amid the flickering lights of the Western Hemisphere's oldest capital city, Quito, Ecuador, we shortwave to you another program of MUSIC IN THE NIGHT." *Taken from a tape of a recent program.*

God's Desire

The universe belongs to Him;
He made it with His hand—
Worlds, galaxies to man unknown
And every grain of sand.
Contain Him? all of space would fail!
In heaven, He dwells apart—
Yet passionately, He pleads to be
Locked in a human heart.

SURVEY EVALUATION

Continued from page 1

Club members have quite a variety of equipment they use for shortwave broadcasting. Many have made an investment of several hundred dollars in order to have a good, moderately-priced digital radio with improved sensitivity and selectivity. Most would say that they do not have the ultimate receiver for DXing but they want something more than an inexpensive multiband receiver.

Most members are also not satisfied with the built-in whip antenna and have installed some kind of external antenna, the most common being a simple long wire.

Nearly one third of our members are into personal computing. Less than half of them use their computers in connection with their SWL hobby. I wonder why?

Several periodicals are of special interest to club members. Twenty six percent read *Popular Communications*, while 9 percent read *Practical Wireless*, a magazine published in the U.K. This difference may well be due to the geographical distribution of our membership, a greater number being in North America than in Europe.

To no one's surprise the favorite station of ANDEX members is HCJB. This represents an obvious bias by ANDEX members. Nevertheless we are pleased that you are pleased with us and count it a privilege to have your loyal following.

Our members come from a wide range of occupations. The largest group are in some kind of technical work (18%). This is followed by students (17%), and there are a number of retired people in the ranks (11%).

Conclusions

ANDEX members have a common bond of interest in SWL. They take their hobby seriously, investing money in equipment and time in studying how to get the most out of their equipment.

On the whole members like the mix of articles in the paper with some preferring one kind of article while others prefer different ones. They want to know more about HCJB, shortwave programs and the people who produce them.

ANDEX International



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DX Party Line Host — John Beck

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Opa Locka (Miami), Florida, 33055-0401, USA

ANDEX Director - Doris Hastings

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Write for a list of ANDEX offices in other countries for your payment convenience.

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