



Fig. 31: Photographs of the “freedom celebrations” in Vienna’s municipal housing projects on May 14, 1933, printed in *Arbeiter-Zeitung* (Vienna), May 16, 1933, p. 3. Source: Austrian National Library, 974000-D.

Ringstrasse with socialist institutions. Life in public housing was organized according to strict rules—from schedules for garbage removal to gender segregation in the launderettes.¹²⁸ The communal solidarity for which the city government strived was to develop in the courtyards. Consequently, on May 14, 1933, the municipal housing projects served as infrastructure in which to build a counter-public against the Austrofascist “Turks Deliverance Celebration” (*Türkenbefreiungsfeier*).

13. *Radio Wien*



place Johannesgasse 4, I Innere Stadt
time May 14, 1933, 10:20 a.m. to 11:05 a.m.

From 10:20 to 11:05 a.m. on Sunday, May 14, 1933, *Radio Wien* broadcasts the speeches held at the “Turks Deliverance Celebration” (*Türkenbefreiungsfeier*) in the **gardens of Schönbrunn Palace**.¹²⁹ The speakers at the event, officially

- 128 See Gottfried Pirhofer and Reinhard Sieder: “Zur Konstitution der Arbeiterfamilie im Roten Wien. Familienpolitik, Kulturreform, Alltag und Ästhetik,” in: Michael Mitterauer and Reinhard Sieder (eds.): *Historische Familienforschung*, Frankfurt a.M.: Suhrkamp 1982, pp. 326–368.
- 129 See “Radio-Wochenprogramm vom 13. bis 21. Mai,” in: *Neue Freie Presse* (Vienna), May 13, 1933 (evening edition), p. 4.

III.1.1

commemorating Vienna's liberation from the second Ottoman siege in 1683, are the Home Guard (*Heimwehr*) leader **Ernst Rüdiger Starhemberg**, Security Minister Emil Fey, and Federal Chancellor Engelbert Dollfuss, who says into the row of microphones: "Foreign spirit and foreign ideas are in our people, have infected our people, and wreaked evil havoc."¹³⁰ To combat this enemy ideology—namely, "red" and "brown" socialism—the Austrian government, which has taken an authoritarian course since March 1933, uses radio for its propaganda purposes.¹³¹

III.3.1 &
Fig. 32, p. 89

III.3.5 &
Fig. 135, p. 307

The **live broadcast** of the rally in Schönbrunn breached a taboo and prompted public protest. The Social Democratic *Arbeiter-Zeitung* reported on May 16, 1933, that more than 10,000 listeners had **canceled their radio license**, because "on Sunday the so-called 'Turks Deliverance Celebration' by the Austrian Homeland Protection [*Heimatschutz*] was transmitted, departing from the practice up to now of not broadcasting party-political events on the radio."¹³² Since its foundation in 1924, the broadcasting company Radio Verkehrs AG (RAVAG) had been obliged to maintain political neutrality, which was monitored by an advisory board at weekly meetings.¹³³ The Federal Press Service within the Chancellery did exert an influence over news programs; however, there ought to be no party-political speeches on Austrian radio.

The opposition now criticized that the government was abusing *Radio Wien*, whose headquarters were located at Johannesgasse 4, as its mouthpiece. Speeches that were politically desirable were broadcast while opposing voices were silenced. As an example, the *Arbeiter-Zeitung* on the day of the "Turks

- 130 Cit. after the sound recording "Engelbert Dollfuss anlässlich einer Feier zur Erinnerung an die Befreiung Wiens von den Türken" (Vienna, May 14, 1933) [our trans.], CD, source: Österreichische Mediathek, 8-29501_b02.
- 131 See Wolfgang Duchkowitsch: "Umgang mit 'Schädlingen' und 'schädlichen Auswüchsen.' Zur Auslöschung der freien Medienstruktur im 'Ständestaat,'" in: Emmerich Tálos and Wolfgang Neugebauer (eds.): *Austrofaschismus. Politik – Ökonomie – Kultur. 1933–1938*, 5th ed., Vienna: LIT 2005, pp. 358–370, here pp. 366–368.
- 132 "Die Antwort auf den Kikeriki-Sonntag," in: *Arbeiter-Zeitung* (Vienna), May 16, 1933, p. 2 [our trans.].
- 133 See Viktor Ergert: *50 Jahre Rundfunk in Österreich. Vol. I: 1924–1945*, Vienna: Residenz 1974, pp. 45–46.



Fig. 32: Photographs of events from where the station *Radio Wien* reported live on May 14, 1933: the “Turks Deliverance Celebration” in the gardens of Schönbrunn Palace (at the top) and a relay race in the Prater park (at the bottom), printed in *Radio Wien* (Vienna), 9/34 (May 19, 1933), p. 2. Source: Austrian National Library, 607949-C.

Deliverance Celebration” cited a canceled program that had been scheduled for May 17, 1933. The Viennese District Councillor Kamilla Gross was to speak about the rights of domestic servants as part of the Chamber of Labor’s program. Her lecture was taken off the schedule with the justification that a social legislation reform was currently underway and there had been “complaints from housewives” about such broadcasts.¹³⁴

Fig. 117, p. 268

The gap between the radio program and the listeners’ wishes in Austria was also shown in a study carried out in the early 1930s by the **Wirtschaftspsychologische Forschungsstelle**. The RAVAG had commissioned this Center of Economic-Psychological Research, headed by Paul Lazarsfeld, to run a statistical audience survey. It produced a questionnaire, which was included in radio magazines in November 1931 and was also available in tobacco shops. The innovative aspect of the study, which presented its findings a year later, was not so much the quantitative measurement of listeners’ wishes, but rather the fact that it provided information on the likes and dislikes of various social groups.¹³⁵ The questionnaire included

134 “Das neueste Ravag-Stückl,” in: *Arbeiter-Zeitung* (Vienna), May 14, 1933, p. 3 [our trans.].

135 See Paul Lazarsfeld: “Hörerbefragung der Ravag,” in: Desmond Mark (ed.): *Paul Lazarsfelds Wiener RAVAG-Studie 1932. Der Beginn der modernen Rundfunkforschung*, Vienna: Guthmann-Peterson 1996, pp. 27–66.

- III.3.2 a section on age, gender, profession, and place of residence. By correlating radio programs with social data, the **RAVAG study** broke the mass audience down into specific target groups.

14. German Embassy



place Metternichgasse 3, III Landstrasse
time May 14, 1933, 1:00 p.m. to 2:00 p.m.

- II.10 While the Home Guard (*Heimwehr*) troops, after participating in the “Turks Deliverance Celebration” (*Türkenbefreiungsfeier*) in the **gardens of Schönbrunn Palace**, are parading on
II.15 **Schwarzenbergplatz**, a press conference is underway in the German embassy at Metternichgasse 3. At around 1 p.m. on Sunday, May 14, 1933, the National Socialist politicians from
II.1 Germany, who arrived at **Aspern airfield** the previous day, make official statements on their visit to Vienna for international journalists: “We love Austria,” says Bavarian Minister of Justice Hans Frank, “and no one will ever again wrest Austria from its affiliation with Germany.”¹³⁶

Hans Frank takes a car to Graz during the afternoon, where he holds a speech on the Schlossberg, “in which the Austrian federal government and the federal chancellor in particular were degraded and appeals were made to resist the federal government.”¹³⁷ His entourage, however, flies back to Berlin from Aspern that Sunday. When Frank attempts to make a public appearance in Salzburg the next day, May 15, 1933, the police prohibit him from giving any further speeches.¹³⁸ After the Nazi politician is expelled from Austria, diplomatic protests are lodged both in Vienna and Berlin.

- 136 Cit. after “Abreise der deutschen Funktionäre,” in: *Neue Freie Presse* (Vienna), May 15, 1933 (evening edition), p. 4 [our trans.].
137 “Ersuchen um Rückberufung Dr. Franks,” in: *Reichspost* (Vienna), May 16, 1933, p. 1 [our trans.].
138 See “Die Heimreise Dr. Franks,” in: *Neue Freie Presse* (Vienna), May 16, 1933 (evening edition), p. 2.