

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 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.16 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.

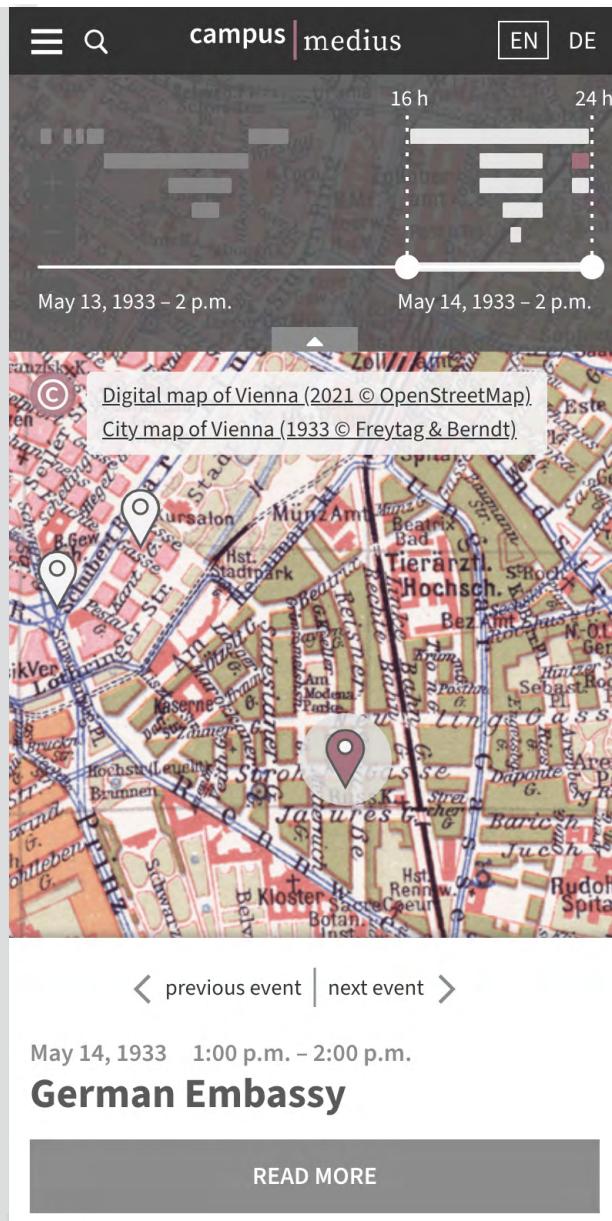


Fig. 33: Screenshot of the Topography module of the website campusmedius.net (mobile version 2.0/2021) showing the opened timeline, filtered from sixteen to twenty-four hours, and the selection of the event “German Embassy” (text: Simon Ganahl, code: Andreas Krimbacher, design: Susanne Kiesenhofer).