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Princeton  
Radio Study

DR. GEORGE GALLUP  
Director

gm	MAY 20 '37	gm 5/20/37

110 EAST 42ND STREET  
NEW YORK, N. Y.

May 19, 1937

Mr. John Marshall  
Rockefeller Foundation  
30 Rockefeller Plaza  
New York City

Dear Mr. Marshall:

As one who has devoted a large part of his time during the last six years to radio research, let me say that I am keenly interested in the project outlined by Professor Cantril for your committee, and enthusiastic about its value, both from an educational and from a commercial point of view.

Most of the research in the field of radio has been concerned with the measurement of the size of audiences listening to various programs. We know virtually nothing about the influence of radio on listeners, or the reasons why persons listen to certain programs and not to others.

The organizations which are now engaged in radio research are not in a position to do research of this character largely because new research procedures are required. Since the results have no immediate commercial value, it is extremely unlikely that such a project would be undertaken by industrial concerns.

Again, let me say that I am most enthusiastic about this plan, and hope that your committee will pass favorably upon it.

Sincerely yours,

*George Gallup*  
George Gallup

*Gallup*

GG:AB