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"Besides news broadcasts and Government requirements, there are programmes such as the Macquarie Network series.

"Then we have something that is apparently uncommon in commercial broadcasting in New Zealand. In Australia at the present time, there is a marked swing towards institutional or goodwill advertising. With the shortage of manpower and of material, many big firms have had to withdraw their goods from the market. But although they are no longer supplying to the public, they buy time and programmes as a goodwill gesture. These programmes have no long advertisements attached to them, only perhaps: 'This is brought to you by the courtesy of So-and-So.' They have nothing to sell, but they are determined to keep their name before the public until they do have something."

Actors Speed Up

"How do you get on for broadcasting features in Australia? Do you import, or produce your own?"

"We produce. In our network we have 40 quarter-hours of local features a week. That entails a tremendous amount of work when you think the scripts have to be written, cast, rehearsed, and recorded. Under the new Actors' Equity agreement, artists have brought themselves under an award, so that they now agree to rehearse and

"Emma" on the Air



THE radio adaptation of Jane Austen's novel *Emma*, which some consider her best, is coming first to 1ZB on Mondays at 10.0 a.m., beginning this Monday, April 10. It will follow at the other Commercial stations. Brenda Dunrich (who is seen above in character) takes the part of Emma Woodhouse, the heroine, whose romantic but annoying habit of matchmaking leads to endless mistakes and patchings-up. John Tate, radio star figuring in *Big Sister* and *The Doctor's Case-Book*, now becomes the rich and handsome young master of Donwell Abbey. Mr. Woodhouse is played by Harold Meade, who is already well known to regular serial listeners. But even better known is the voice which they will hear in the role of the voluble Miss Bates—it is that of "Maggie Everybody."

record a quarter-hour programme in one hour, when formerly they took perhaps two hours. They get paid overtime for every quarter-hour or fraction thereof they work. . . . Yes, we have some things to teach you, and some things to learn from you, and it is for the second reason I hopped across to see you. But you can tell your readers emphatically that I like what I have seen of New Zealand."

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