

# TOLLS, PLEASE!

## How Election Addresses Are Broadcast

[T] is probable that a good many listeners have wondered how it is that they are able to hear Parliamentary candidates speaking in halls in centres where there is no broadcasting station, and, in general, how the technical side of broadcasting an election campaign is handled. Here is the story, as given us by the Head Office of the NZBS.

The New Zealand Broadcasting Service works closely with the Post and Telegraph Department, and that department uses its toll circuits to relay addresses from the hall to the transmitter of the station originating the address. In the case of an address at Dannevirke, for instance, the toll lines from the town to 2YA were used. To avoid any breakdown these lines are duplicated. In the present campaign, speakers can choose one other National station to be lined with 2YA for their broadcasts. Arrangements were made for an address on October 31 from Dannevirke to be covered by 3YA in addition to 2YA. Other speakers intending to address different groups of electors have chosen 1YA or 4YA as the second station.

The linking of two stations also means using two more relay lines, for should the reception of 2YA be marred by atmospheric, the Post and Telegraph Department toll lines can be called on as an alternative means of transmission to the second station. Broadcast publicity given to each speaker's address is the same in all cases. Announcements over the National stations start in the 12.30 p.m. link-up on the day before the address and are also broadcast in the 6.30 p.m. link-up. Next day, in addition to the 12.30 p.m. and 6.30 p.m. links, the announcement is broadcast over the 7 a.m. link-up.

Details essential to good radio presentation are arranged through the chairman of the meeting and the candidate. These include the placings of the microphones and the speaker's position in relation to them. A senior officer of the Service, usually the station manager, accompanies the announcer and technicians to see that all goes well.

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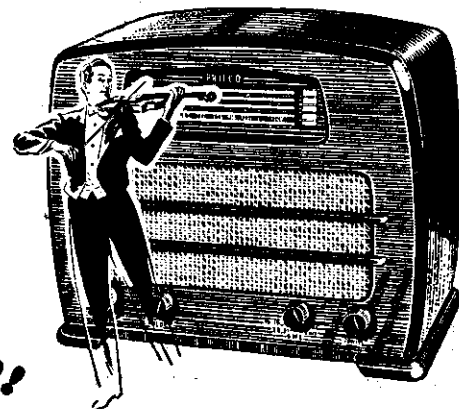
do anything about. They may deplore it, but there's nothing much they can do immediately.

"In Australia, our work in music has been our most important achievement. It has revolutionised the public taste—I don't think there's any doubt about that. It was noticeable in the Army that surprisingly high proportions of men would go to concerts, even when there were movies as an alternative, and I think that is all attributable to the influence of radio. It is expensive to do what we have done, but it pays handsome dividends.

"Then I'm interested in the direct education side too. Radio in schools is becoming more valuable, as more teachers realise that it is not just a thing which will make their job easier and give them a slack half-hour. This direct education is becoming more closely linked with our so-called Children's Sessions too. I don't know what sort of children's sessions you have here. My view is that you have to have absolutely the very best, if only for the sake of getting the future adult into the habit of decent listening."

... you'd think he was standing

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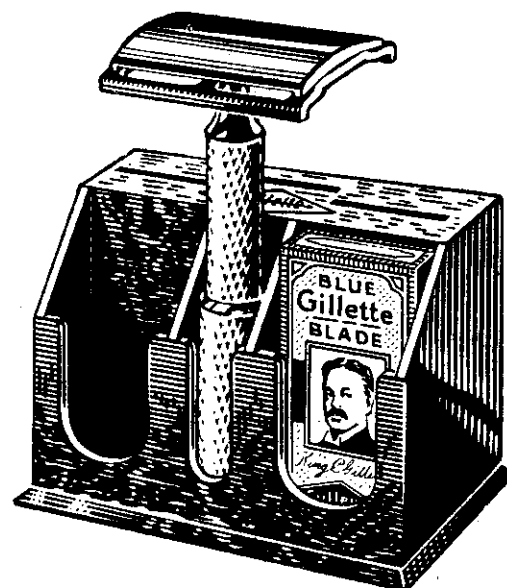


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