

Radio in the Service of Man

WHETHER broadcasting is an art is a point for sophists; what is important is that it is not an end in itself, said **SIR WILLIAM HALEY**, Director-General of the BBC, in a talk to Home Service listeners on the occasion of the BBC's Silver Jubilee. The text of Sir William's address was received here the other day by the High Commissioner for the United Kingdom, and passed on to "The Listener." We reprint the major part of it below.

NO one can doubt any longer that broadcasting has a place. At the end of 25 years it has established itself in almost every home in the United Kingdom. It has become part of the fabric of everyday life. It has had an influence on entertainment, on culture, on politics, on social habits, on religion and on morals. It is the greatest educational force yet known. It has been used in war and in peace as an offensive and as a defensive instrument by great and small Powers. Having said all this, it may seem out of perspective to be celebrating a mere quarter of a century's existence. Silver jubilees are generally confined to the affairs of our short human span. Broadcasting has a future far beyond that. All the same, this is a good moment to take stock.

Broadcasting has its place in the life of nations, of the community, and of the individual. Its use between nations has been a mixture of good and evil. On the debit side there has been—and there still is—the outpouring of propaganda, the ceaseless sapping and erosion of other nation's beliefs and morale, the misrepresentation and abuse of theoretically friendly peoples, which some broadcasting organisations undertake. On the credit side there is the power of broadcasting to pour out over the world a continuous, antiseptic flow of honest, objective, truthful news to which—as

Hitler found during the war—the common man cannot permanently be denied access. And in the field of news it has been found, fortunately, that the reverse of Gresham's Law prevails. The true will, in the end, always drive out the false.

Great Opportunity

On the credit side, too, there is the power of broadcasting, without any un-neighbourly purpose, to make the ways of life and thought of different peoples better known to each other. It has to be admitted that not enough has been done in this field. But broadcasting will miss a great opportunity if it fails in this task, particularly within a Commonwealth such as ours. I am sure that the most effective method is by the free exchange of programmes, not only between ourselves and the Dominions, but also by the individual Dominions with each other. Great difficulties of copyright, of restriction, of vested interests, and also of apathy, stand in the way. But they must not be accepted as the last word. They must be overcome.

Broadcasting's place within any community is largely decided by the constitution it is given. A commercial service run for profit can do one kind of thing. But it has to forgo a host of others. A government-controlled system can, at the other end of the scale, do a completely different kind of thing. Whether it is to the community's ultimate good depends on the government.

In Great Britain broadcasting has been established as a public service run by an independent corporation. Let us examine the responsibilities of this role. First, it can conceive that its highest duty is to the disinterested search for truth. This is a stern concept. Absolute impartiality in all matters of controversy must be its golden rule. The question sometimes arises whether a body of men and women—several hundreds of them in the case of the BBC—drawn from all sections of the community and from all parts of the Commonwealth (and in the case of the external services from other nations as well) can abide by such a rule. They can—and they do. What is not sufficiently realised is the professional fascination of the work itself. For broadcasting is now a highly professional job. The staff of the BBC, whether they be journalists, authors, producers, administrators,



BBC Photograph

SIR WILLIAM HALEY

"The true will, in the end, always drive out the false". (continued on next page)

FINANCE for FARMERS

THE Public Trustee has finance available for loans on approved securities, either on a flat basis or with repayments of principal for terms up to thirty years. The Table Mortgage provides for a periodical revision of the interest rates.

The lowest rates of interest are available.

CONSULT the nearest representative of

The PUBLIC TRUSTEE
SEVENTY FIVE YEARS OF SERVICE

1872-1947

B.3. 0

LISTERINE
For
DANDRUFF

NOW, Dandruff can be cured!

Sold in Three Sizes by Chemists and Stores.

The Lambert Pharmacal Co. (N.Z.) Ltd., 54 Ghuznee Street, Wellington.