

**LEFT: 2ZA's new building—an investment in the future of Palmerston North**

training tasks have included a move in premises, and the distance from point A to point B has been annihilated so often it's a wonder the space-time continuum still functions.

2ZA, as a going concern, dates back to 1938, a year close to the edge of history for New Zealand commercial radio; beyond that is a dim twilight era of hearsay, hopes, subscription drives, lobbying, makeshift gear and private enthusiasm for a cause which turned out to be public. 2ZA was the first provincial commercial station; after it came the war and a long gap in building. When it went on the air first, it worked for the milking shed and the early housewife in the mornings, and for dad and the family in the evenings. These hours (6.0 a.m.-9.30 a.m. and 6.0 p.m.-10.0 p.m.) were fair enough for a start in a community where business was interested in selling to farm people. Also, with these hours, it was possible to fit the staff into the available accommodation. More broadcasting hours, inevitable in a fast-growing region like the Manawatu, meant more staff. Thus quite early in life 2ZA was under two roofs, starting to follow the example set by Wellington, where broadcasting has as many scattered roofs as a decentralised housing settlement.

Even with accounts, sales, copy and women's hour in a far-off place, there wasn't any too much room round about the studio and control room. Shows

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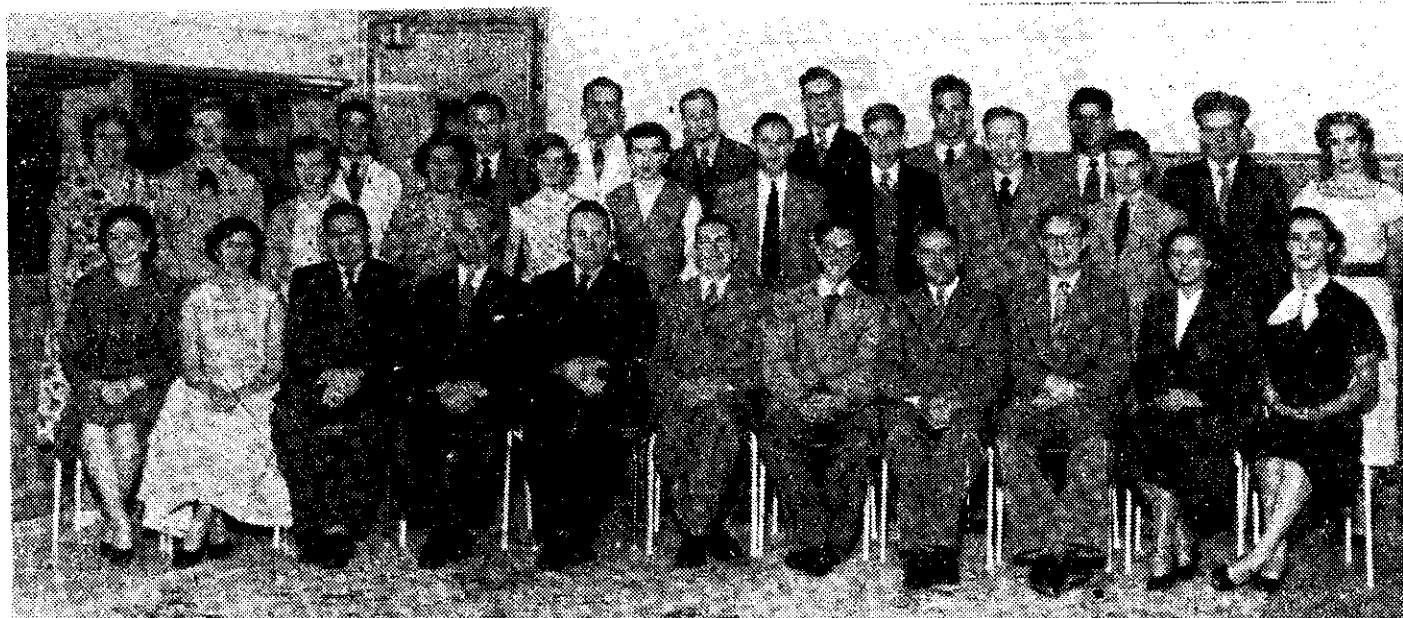
**I**F you live in the Manawatu you will probably find you are best adapted if you're reasonably fast on your feet. It's not a matter of getting away from the cops, who are no more ravenous there than they are anywhere in New Zealand. But it holds for a mixture of reasons. First the area is one of diversified farming. The farmer has more choice in his growing and grazing than, say, a farmer in Central Otago. So he'll make a better living if he can jump fast to catch a market, or a new technique, like aerial topdressing and oversowing, which is on the way to doubling and even trebling the carrying capacity of the good Manawatu hill country. The citizen of Palmerston North, too, does well to be brisk off the mark. For one thing the streets are wide, and pedestrians at light-controlled crossings need to make a fast passage or the light will blink before they reach safety, and they'll have to exhibit really dazzling footwork to dodge the on-rushing cars and trucks. And for another thing, business in the city has a reputation for being vigorously competitive, with

**A** REPRESENTATIVE of "The Listener" has lately been visiting the X-stations, and his impressions are to be published at fortnightly intervals. These will cover the stations and the districts they serve. They will show as far as possible how each station has taken its character from the people and the country around it, and something will be shown also of its daily routine as programmes are prepared and broadcast. But before the tour opens a visit must be paid to 2ZA, Palmerston North. This station has just moved into new premises, and the change-over was an event, both for the NZBS and for Palmerston North, which demanded attention. Afterwards the way lies south to Timaru, and then north again to Nelson, and across the Strait to the X-stations of the North Island. It passes through interesting country.

young, rising firms dancing on the toes of the well established, thus forcing them in turn to move with agility.

Of course, if you work in radio in Palmerston North, the nature of the

job, as anywhere, demands fast cornering and straight-away dash, but lately the staff of 2ZA have shown the sort of speed that makes a small bet for a win seem a wise investment. Their



**RIGHT: K. W. Donaldson (centre, front row) with members of his 2ZA staff in their new quarters**