

Open Microphone

IN the few weeks it has been on the air from 3YA, *Home Paddock*—"a journal for country people"—has had a warm welcome, not only from farmers and their families but from city folk interested in country life, so Canterbury listeners

COUNTRYMAN

generally will be as interested as we were to hear something about the man behind the broadcast. Thirty-eight-year-old H. L. Pickering comes to his new job as Rural Broadcasts Officer at 3YA straight from the land. Since 1947 he has been farming on

his own account at Motunau Beach, North Canterbury, where development work begun by the Lands Department has been carried on. But he hasn't always been a farmer. After going to school at Marlborough College, he trained in the 1930s as a school teacher and studied at Canterbury University College. That was interrupted by the war, in which he served—"very inconspicuously," he says—on the Army staff and in the Air Force as a flying instructor and on administration. His

steps were turned towards farming when he left the armed forces. On doctor's orders he took up shepherding, and work for the Lands Department renewed his enthusiasm for land development before he actually became a farmer in his own right. Mr. Pickering is a family man—he has three children.

When we asked him to jot down some notes about his approach to rural broadcasts, Mr. Pickering reminded us that New Zealand's natural wealth consists of "some reasonable land and a glorious

NEWS OF BROADCASTERS ON AND OFF THE RECORD

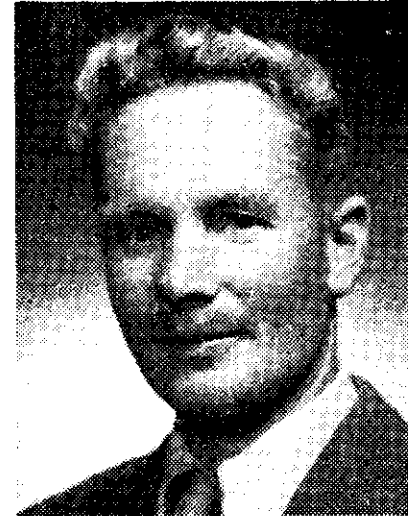
climate" and that our future prosperity depends primarily on the way we make use of these assets. "First," he said, "we should protect our heritage by diligent care of the land and its flora and fauna. Secondly, through good farming and forestry, we must use the land and climate to best advantage. Radio can be a great help towards this objective."

Mr. Pickering said that quite apart

from specific country sessions, radio broadcasts had already greatly helped. "By taking music, the news, drama and entertainment into rural areas, radio has made the country a pleasant place to live in," he said. "The old sense of isolation, the lack of music and fellowship, is gone. Country people have a better sense of fellowship and community with their city cousins and the rest of the world. That's all to the good. But we're going on from there. Radio can foster greater co-operation between district and

district and can bring town and country into closer understanding, to our mutual advantage. That's the aim—and an important one—of the entertainment, social and family side of country sessions."

The knowledge of our many agricultural experts—men of international repute—was freely available to farmers, said Mr. Pickering, but unfortunately not enough advantage was taken of it. "Radio broadcasts can't replace the printed word as a means of giving farmers all that scientists and other ex-



H. L. PICKERING
Straight from the land



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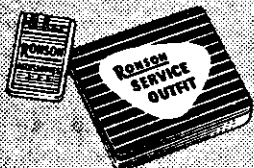
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WHEN the well-known broadcaster on wild life, Crosbie Morrison, was in Dunedin recently for the meeting of the Australian and New Zealand Association for the Advancement of Science, he was interviewed by Prudence Gregory for 42B "Women's Hour." Mr. Morrison, who is seen here with Miss Gregory (right) and Mrs. Morrison, is to record for the NZBS a series of talks on New Zealand wild life

N.Z. LISTENER, FEBRUARY 15, 1957.