

BACK TO THE LAND AT 3YA

FIRST-CLASS programmes about country life have for some time now given 3YA a big listening audience throughout rural Canterbury, and when *The Listener* called at the station recently it heard from Jocelyn Holliss a little of the story behind them—and especially the story behind the countrywomen's programmes heard in *Mainly for Women*. Miss Holliss, who is in charge of women's programmes at 3YA, is one of a team that gets out into the country whenever it can to gather material for these programmes. With her go the Talks Officer, Arnold Wall, who has a special liking for broadcasts about the country (a new series is announced on page 17), and Ashley Lewis, who takes care of the technical side—for of course they never go without a tape recorder.

"We cover Canterbury, we've been south as far as Waimate, over Banks Peninsula, up to Hanmer, into the high country," Miss Holliss told us. "On women's programmes we work in a good deal with the Women's Institute and branches of the Women's Division of Federated Farmers. They invite us out to their monthly meetings, displays of arts and crafts, birthday celebrations and the like. And while we're out there we look in at the local farms. Arnold talks



N.P.S. photograph
JOCELYN HOLLISS
Country women are an important listening audience

to the farmer while I see the farmer's wife in the kitchen. In their local organisations these women have learned how meetings are conducted and have gained experience in expressing themselves, and I find them very willing to talk. They

may be up to their elbows in flour, but that doesn't stop them giving us a lovely account of the shearing—while they go on with the baking."

Countrywomen are perhaps more willing than their menfolk to talk for broadcasting, Miss Holliss says; and she thinks they quite like to hear themselves on the air, talking about their own organisations, their own farm or about life in their district. Another of their big interests is their children. She hears a great deal about them, and sometimes she records them, too.

Miss Holliss isn't at all apologetic about her interest in country programmes and is frank in her praise of rural people—"the backbone of the country"—and in her admiration for the countrywoman and her willingness to "give anything a go." As a programme organiser she points out, too, that countrywomen are a big and important listening audience. "The radio is their companion, and they know all the programmes and take a tremendous interest in a great variety of subjects.

"And they are so alert to everything that is going on," she says. "The days of the country yokel have gone completely—and the adult education movement deserves credit for its part in the change. In the country now there's something going on all the time. Countryfolk will tell you that the car's never cold. It comes to the point where they literally haven't an evening at home."

Schools Festival Music Recorded

OUTSTANDING items from the performances of secondary schools during their 1952 Music Festivals are to be heard in seven programmes which YA and YZ stations will broadcast during this year. They will start from 3YA at 5.45 p.m. on Monday, June 22, with



a performance by Auckland Secondary Schools conducted by Professor H. Hollinrake. These schools will sing *There Is A Garden* (John Ireland), *I Love All Beauteous Things* (Le Fleming) and *Come Gentle Spring* (Haydn).

Other programmes in the series are by St. Mary's College, Auckland, conducted by Inness Lovett (which gives two performances), Otago Boys' High School conducted by Richard Whittington, Otago Girls' High School conducted by Chase Clarke and Jean Hendry, King Edward Technical College, Dunedin, conducted by Frank Callaway, and Christchurch Boys' High School conducted by Clifton Cook, with an introduction and narration by Ernest Jenner. The next station to broadcast these programmes will be 1YA, which will start playing them in the second half of July.

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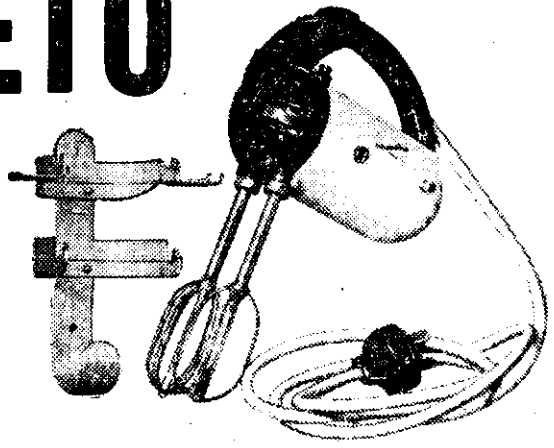
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