

## NEXT WEEK'S PROGRAMMES, CONTINUED

(Continued from page 9).

## STATION 4YA, DUNEDIN.

SUNDAY, JULY 24.

3.30 p.m.: Relay of service from First Church of Otago. Preacher: Dr. E. N. Merrington. Organist: Dr. V. E. Galway.  
8 p.m.: Studio concert.  
9 p.m.: Close down.

TUESDAY, JULY 26.

3 p.m. to 4.30 p.m.: Afternoon concert. Town Hall chimes.  
His Master's Voice recital.  
Address by Miss M. Puechegud on "Interior Decoration."  
Studio items.  
"Book Talk," by Mr. H. Greenwood, librarian of Dunedin Athenaeum.  
His Master's Voice recital.  
7 p.m.: Town Hall Chimes.  
Children's session—Aunt Diana.  
7.30 p.m.: News service.  
8 p.m.: Studio concert, by the St. Andrew's Street Church of Christ Concert Party.  
8.45 p.m.: Address by Pastor W. D. Moore, "Superstitions." Details not yet available.  
9 p.m.: Relay from His Majesty's Theatre. Boxing match between Leckie, of Dunedin, and Carroll, of Wanganui.  
10.15 p.m.: Close down.

THURSDAY, JULY 28.

7 p.m.: Town Hall chimes.  
Request gramophone concert.  
8 p.m.: Studio concert and orchestral items, conducted by Mr. Chas. Parnell, relayed from Empire Theatre; programme not yet arranged.  
8.45 p.m.: Address on "History of Motor-cars," by "Gargoyle."  
10 p.m.: Close down.

FRIDAY, JULY 29.

3 p.m. to 4.30 p.m.: Afternoon concert.  
Town Hall Chimes.  
His Masters Voice Recital.  
Afternoon tea music from the Savoy.  
Humorous reading by Mrs. I. W. Cowie.  
Studio items.  
Social notes.  
Music from the Savoy.  
His Master's Voice recital.  
7 p.m.: Town Hall Chimes.  
Children's session—Aunt Diana. News and markets.  
8 p.m.: Studio concert.  
8.45 p.m.: Address, under auspices of the W.E.A.  
9 p.m.: Relay of dance music, by Ern Beacham and his orchestra, from the Savoy.  
10 p.m.: Close down.

CHRISTCHURCH NOTES  
CONTINUED

Noble, Mr. Charles Hawkins (bass), and Mr. T. G. Rogers (tenor). Miss Charlotte Carter is an 'celloist whose playing is sure to please.

## FOR ORCHARDISTS.

"Domestic Orchards and their Control," is the title of a lecture to be given by Mr. D. Hogg, under the auspices of the Canterbury Progress League.

## WHAT DO YOU KNOW ABOUT COMETS?

Those strange travellers of the heavens, comets, will be the subject of a talk by the Rev. R. Dudley, F.R.A.S., at 3YA, on Wednesday, July 27.

## CONCERT PROGRAMME.

In the concert programme which is to be given by 3YA on Thursday evening, there are a number of artists whose voices are always welcome. Mr. F. Penfold, a fine baritone, will be heard in "My Old Shako" and other popular songs. Mr. Gregory Russell, whose tenor voice has previously been heard at 3YA, is sure of an appreciative audience. He will be associated with Miss Mildred Russell in a duet, "Farewell to Summer," and that lady will also sing several solos. Miss Blanche Atkinson is another soprano singer, and clarinet and flute items will be given by Messrs. Lionel and Ronald Boulton.

## A NIGHT FOR THE SCOTS.

"A bra' Scottish nicht" (as far as music is concerned) has been prepared for 3YA on Friday. Thrilling Highland bagpipe music and heroic and sentimental songs will be sung by some of the best artists in Christchurch. Mrs. Stalard, who has sung before the microphone in Australia, and who recently contributed some old-time favourites for 3YA, to the delight of all listeners, will sing some of the most popular of Scottish airs. Mr. A. Macdonald, now well known, although a new artist at 3YA, will sing six stirring songs in which his fine baritone voice should be heard to great advantage. Mr. Russell Sumner, a delightful tenor vocalist, will sing "Annie Laurie," "Bonny Mary of Argyle," and "Hail! Caledonia!" Mr. Angus Macintosh will supply the bagpipe music. Altogether, the concert will appeal to everyone who claims any association with the "land of brown heath and shaggy wood."

## DUNEDIN

## INTERESTING LECTURES

Another of Miss Puechegud's extremely interesting lectures will be broadcast by 4YA on Tuesday, July 26. It will be on "Interior Decoration." Miss Puechegud is an authority on her subject, having studied architecture and accumulated a wonderful knowledge of wallpapers, paints, stains, and enamels. This talk will be given at the afternoon session.

## BOXING MATCH.

A description of a boxing match, between Leckie, of Dunedin, and Mark Carroll, of Wanganui, is to be broadcast by 4YA on Tuesday, from 9 p.m.

"The History of Motor-cars" is the subject of "Gargoyle's" address at 4YA on Thursday evening.

## WHAT IS A PERFECT PROGRAMME?

There are certain aspects of the programme problem which are worth review. This problem is directly occasioned by the universality of broadcasting, and the need for appealing to widely divergent tastes at the same time.

In the first place, an essential difference must be recognised between a broadcast entertainment and a musical, theatrical, or operatic entertainment—or one of any other nature that is personally attended. In attending an entertainment the public, first of all, choose where they shall go, and, naturally, select that entertainment which will offer them the greatest amusement. They go to a specific hall to hear specific things or to see specific things, and they choose the entertainment that their tastes dictate. Thus the musical concentrate upon a classical entertainment or a jazz revue, as they prefer; the religious go to church or a revival meeting, as the opportunity presents; and the boxing fan attains his delight beside the 24-foot square.

Compare that position with radio. Radio is asked to produce a programme which will satisfy all tastes. It is an impossible demand. Of the scores of entertainments ruling throughout a city in any one evening, how could a composite programme be compiled which would give universal satisfaction if broadcast to a miscellaneous audience of 20,000 listeners? Imagine, for one moment, the audience of a religious revival transferred by magic to the boxing ring—and the boxing fans in turn plunged into the mystic atmosphere of a prayer meeting. Would each be satisfied? How, then, can radio, which must appeal to all classes of the community, on any one evening present a programme which will satisfy all tastes through the ear alone?

## A Psychological Impossibility.

There is thus a psychological problem which makes it impossible from the outset for broadcasting ever to present a "perfect programme," satisfactory at one and the same time to all tastes. In addition to the actual composition of the programme itself, there are two other aspects which must not be ignored. There is first the fact that broadcasting at best is a mechanical reproduction, depending on the sense of hearing alone; whereas other senses assist the ear in the interpretation of emotion at an ordinary concert or theatre. Secondly, in broadcasting there is always the possibility of atmospheric disturbance and external interference with the quality of reception.

mixed programme of items to suit all tastes. This would be comparable, say, to inflicting upon an average individual, in one evening, five minutes of a scientific address, five minutes of a religious service, five minutes at a boxing tourney, five minutes at a Shakespearean recital, five minutes at a classical revue, five minutes at a musical masterpiece, five minutes at a jazz cabaret, and five minutes at a Salvation Army repentance form. Contemplate the experience! Only an experienced newspaper reporter would survive! The mental conflict and variety of emotions would make such a programme utterly distasteful to all and produce universal dissatisfaction. That extreme case gives point to the company's actual experience in the much slighter change involved in including in the same programme classical music and jazz music. If classical music is broadcast, and then a jazz item or two introduced, the emotional listeners remember only the jarring effects of the jazz items, and express themselves forcibly and eloquently thereupon; but altogether neglect to refer to their enjoyment of the classical selections and of the Broadcasting Company's obligations to cater for all tastes. Obviously, therefore, the composite programme, covering in itself an appeal to all varieties of taste, is ruled out because, in trying to please all, it would please none.

The alternative is the provision of special programmes for each type, or allied types, at one session; and for another type at a later session. Thus each can select their own period and concentrate upon it, and neglect that other programme from which they will derive no pleasure, but which will afford their neighbour his measure of delight. Under this arrangement of programme a single type or limited types of listener can be catered for at one session, and other types at later sessions at one station, and alternate with a different type of programme each night at each of the company's stations. For instance, just as a crude example, the "highbrow" programme might operate from Dunedin on Monday night, from Christchurch on Tuesday night, from Wellington on Wednesday night, and from Auckland on Thursday night; while simultaneously "lowbrow" and "medium-brow" programmes

## THE MUSICAL SIDE

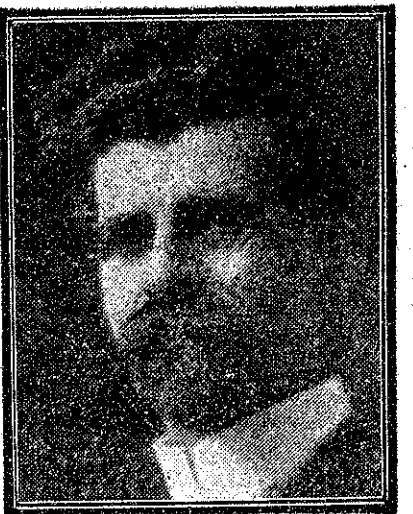
## PROGRAMMES OF 2YA

MR. TEMPLE WHITE AS ADVISOR.

The Broadcasting Company has secured the services of Mr. Temple White, the well-known musician of Wellington, to be musical advisor for 2YA.

Mr. White is known throughout New Zealand as a conductor and as an adjudicator at competitions. He is conductor of the Royal Wellington Choral Union, the Wellington Harmonic Society, and the Wellington C.T. Male Voice Choir. He is organist and choirmaster at Wesley Church, and is an ex-president of the Society of Musicians.

Recognising the importance of the new station, and the widely increased circle of listeners, the company naturally desires to make the programmes of as high a standard as possible. Hence the engagement of a musician of Mr. White's standing in the Empire city. He will advise as to talent



and in all matters relating to higher musical activities, and the possibilities of radio from a musician's point of view. It is now recognised that the opportunity of playing and talking to thousands upon thousands—soon hundreds of thousands—provides extraordinary possibilities.

Mr. White is of the opinion that there is talent in New Zealand which compares favourably with talent in Australia, and that there is sufficient to provide attractive programmes without undue repetition, although, he says, a good artist is always sure of a hearty reception.

Wellington was to be congratulated on possessing such a magnificent broadcasting station, said Mr. White when chatting to a "Radio Record" representative regarding his intentions and hopes in respect to the music which is to be broadcast from 2YA. He aims to make the musical portion of the programme of a very high standard, for he realises that radio can do much to foster among the people the love of good music. The very best music can be brought right into the homes of the people, whether they live in the East End or the West End of a city, or whether they live in the far backblocks.

Mr. White said he wished to make it clear that it was not his intention that the musical portion of the programme should cater exclusively for the critical musician. "An endeavour will be made," he said, "to suit all tastes; and certain evenings will be devoted to particular aspects of music, so that listeners will be able to select the programme that makes a special appeal to them."

"It is intended," Mr. White continued, "as the organisation becomes more complete, to give evenings devoted to chamber music, folk music, operatic music, etc., and several very unique and interesting features will be introduced from time to time."

"Undoubtedly broadcasting is in its infancy, and the possibilities are limitless," added Mr. White. "It is destined to play a very important part in education and in ministering to the artistic elevation of our people. Thanks to the various mechanical devices of recent years, music has been brought more intimately into the lives of a great number of our population, and now, with the development and perfection of broadcasting, music will be brought into the homes of a still greater number. Indeed, it is likely that in a comparatively short time every home will be equipped with its radio receiving set, and who can measure the educative and artistic influence which will then be exerted, particularly on the younger members of the community?"

"It is feared in some quarters," said Mr. White, "that with the increasing popularity of broadcasting the future of the concert artist will be seriously jeopardised. But may it not prove that many promising artists will be brought out from seclusion and obscurity? The public having heard and appreciated an unseen singer, is it not likely that there will be a desire to see the said singer in the flesh?"

"With the completion of 2YA, the super-power station, the opening of new and elaborately appointed studios, the appointment of a musical advisor, the necessary staff and elaborate equipment, much will be expected by listeners. But perfection in programmes or in transmission must not be looked for immediately. For some time, until the organisation is complete, and the necessary adjustments made, there will probably be weaknesses. But listeners can be assured that every effort will be made to ensure that every type of programme, whether designed to appeal to the cultured musician or to the person who claims no knowledge of music, but who enjoys a 'tune,' will be of a high standard."



## THE ELLWOOD TRIO.

Miss Ava Symons, Mr. George Ellwood, and Mr. George Short, known as the Ellwood Trio, make a combination that is ideal. Miss Symons has long been recognised as a violinist of outstanding ability, a strong player with fine technique. Mr. Ellwood is a 'celloist of first rank with exceptional technical flexibility. Mr. Gordon Short is a brilliant pianist. The trio invariably provides an entertainment of rare merit and musical distinction. They contributed to a programme at the opening of 2YA.

tion experienced by the receiving set. These two features, supplementary to that difficulty presented by the actual composition of the programme, add to the problem of giving perfect satisfaction.

## The Concert Goer Selects His Entertainment.

Unlike the concert, where people of the same temperament are gathered together and by their responsiveness and feeling encourage the artist, Radio is compelled to reach its unseen audience over a variable distance and without the reciprocating response of contact. Not only is the audience unseen and unresponsive, but it comprises all types of individuals and all individual varieties of types. What is the predominating type of listener in no one can say, for the great majority of listeners do not express their feelings in writing. What is the most popular item in a newspaper? No one can say. It must cover all tastes and meet all wants. Further, with a broadcasting programme, listeners frequently switch from one station to another throughout the evening. In the case of crystal sets, owners necessarily lose some items through sharing the earphones with others. From both these causes the average listener fails to get a complete presentation of any one programme.

## Alternative Methods.

Recognising the difficulties, it may be suggested that there are two methods by which the ideal programme might be reached. One would be to give a

could be taking the air from other stations. On this method a listener-in could, in effect, choose his programme night by night from any station.

## Efforts to Arrange a Method.

It is not the purpose here to attempt any classification of the types of individuals comprised amongst the listeners, or the types of programmes that it will be necessary to give them to achieve the maximum of satisfaction. All that is desired is to convey some indication of the essential difficulties, from the psychological point of view, of covering all tastes. This problem will be solved only by exhaustive experience and inquiry into the wishes and desires of listeners, and interpretation of their wishes by a psychological expert. Even plebiscites of listeners to not give all the information desired, as they are subject to momentary influence. A good example of this was secured recently in Sydney, where, on a listeners' plebiscite, wrestling came second in popularity, because a particularly interesting bout had been broadcast a few days previously. It would be wrong, however, to imagine from that vote that there was a keen public demand for nightly descriptions of wrestling matches! Probably the next vote in the same locality would place orchestral music or singing in first place. With the assistance, however, of popular taste and psychological experts, an effort will be made to devise programmes on broad lines that will meet the public wishes.

## 2YA

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