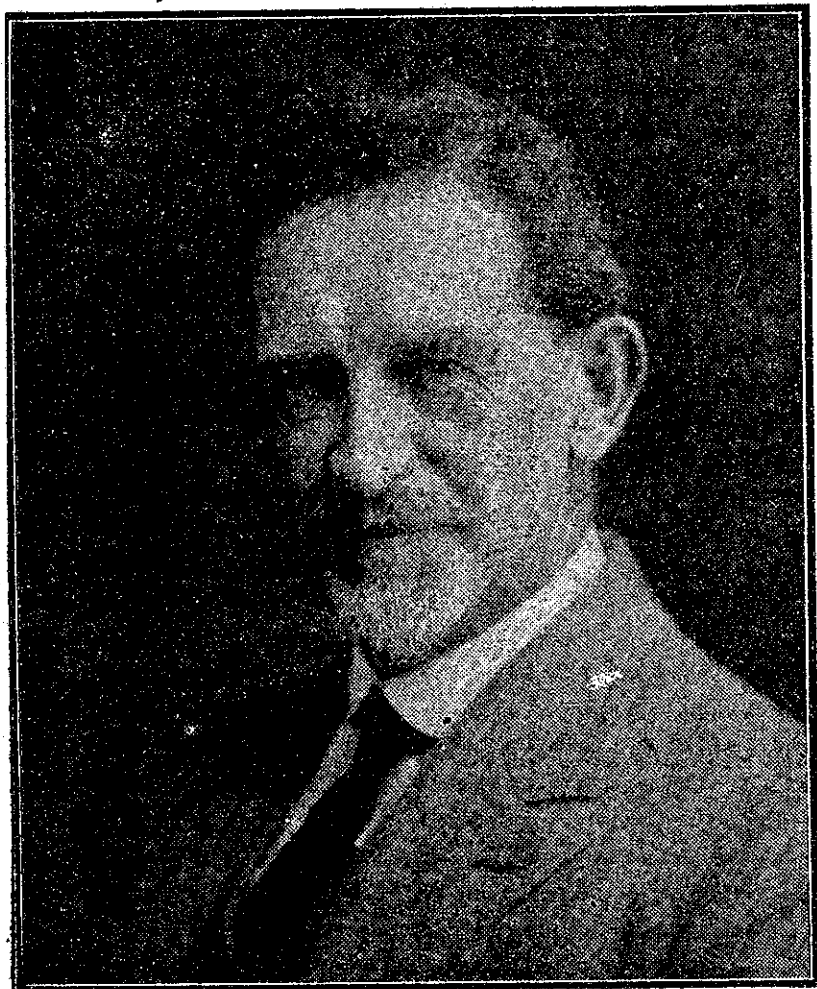


# A Policy of Progress

A talk with Mr. John Ball, 2YA's new editor-announcer, shows that in him the Radio Broadcasting Company have chosen one who is likely to give good service in the development of the company's policy of news, education, and entertainment. Trained in the school of journalism—than which there is none better for the development of the spirit of service without self-seeking publicity—Mr. Ball possesses now a judgment which can be exercised definitely to the welfare of the listening public. One of the main planks of the future policy is the development of a series of talks from the Dominion's best students and leaders of thought.

*It is through the co-operation of others and the use of their talents, says Mr. Ball, that he hopes to assist to make 2YA, Wellington's splendid super-power broadcast station, what its enterprising founders desired that it should become—the Dominion's foremost medium for the widespread dissemination of the highest form of pleasurable and profitable entertainment and instruction.*

The fundamental purpose of radio is to radiate happiness, to broadcast "something more of the joy of life into the homes of the people. Here we shall do well to heed Shakespeare's exhortation, "For the love of laughter, hinder not the humour of his design." The very catholicity of broadcast service demands that the God-given gift of humour, in its manifold forms of expression, shall make impersonal radio, like poor Yorick, "a fellow of infinite jest, of most excellent fancy,"



never so happy as when radiating light and laughter throughout the length and breadth of the land.

Nevertheless, while humour and mirth-giving entertainment must have its due place in the programme, and music, song, and story constitute the predominating feature, there was, it would be agreed, ample scope for the supply of some more solid fare. Not the least important part of his duty as Editor-Announcer will be to endeavour to satisfy this yearning. Do not be alarmed, you whose fancy runs along the line of mirth and melody and the light fantastic. There is no thought of overwhelming you with an avalanche of dour and dull discourses clothed in abstruse academical verbiage. Nothing of that kind is contemplated. Not in that way can the gateways of Art and Science and Literature be opened acceptably to the popular mind; not in that way will it be possible to make attractive to the fire-side circle the mysteries of the star-spangled heavens, the intricacies of the world's economic problems, or the so little understood difficulties which cumber the highway of our own national development.

What was in mind to begin with were simply brief "popular talks" by competent and acknowledged authorities on subjects of more or less vital interest to every class of the community.

*To that end the company earnestly appealed for the co-operation of every man and woman who was capable of rendering to their fellows this service of inestimable worth. It was a service which could be given with but a minimum of personal sacrifice on the part of the giver, but which in the giving will mean much to many thousands of recipients—just a series of short "talks" or lecturettes of not more than from ten to fifteen minutes' duration given, say, once a fortnight.*

It was almost impossible to place a limit to the number and variety of subjects eminently suitable for a broadcast "talk," or to conceive of any subject within the wide range of human knowledge and experience whose authoritative exponent would lack an appreciative audience. In the State Departments, among our great educational institutions, in the wide field of commerce and industry, among those whose vocation it is to care for the spiritual and moral well-being of the community, aye, and even within the privacy of the home life of the city, are those well qualified to do this great, yet simple, thing for the good of their country.

Already citizens of the highest standing have shown a readiness to respond to the call, and one of the first to face the microphone at 2YA for the benefit of the people among whom he has laboured with honourable distinction for the greater part of a long and wonderfully useful life will be a gentleman whose name is held in veneration from one end of the Dominion to the other, and whose scholarly attainments are probably unexcelled by the most brilliant scholars in any part of the Empire. That many others will follow his praiseworthy example is certain.

## SPORTING BROADCASTS

### EPOCH-MARKING WEEK

#### 2YA CAUSES A SENSATION

July 9 to July 16 will long be remembered by the sport-loving people of New Zealand. The broadcasting stations set a record that week which may stand for some time. Three days of racing, two Association football Test matches, and the Ranfurly Shield match were broadcast.

It was truly an eventful eight days. What made it more notable was, of course, the manner in which 2YA burst into the radio life of New Zealand. The new station made a sensational debut, and no one who heard the broadcast of the Ranfurly Shield match will ever forget it. It was a memorable affair. Wherever there was a loud speaker in any town or village in New Zealand people congregated. They gathered in homes, in hotels, in the streets in front of radio shops, and fairly revelled in the happenings at Solway Park. They laughed with the crowd over the goat and the fox terriers, and worked themselves into a high state of excitement in unison with the cheering and enthusiasm of the spectators as the game progressed. It was one of the most remarkable happenings in the history of radio in New Zealand.

The difficulties under which the announcer worked only served to add zest to the proceedings. When the crowd moved forward to the touch-line he, still surrounded by people, had to remain behind with the microphone. The cheering throng around him raised a terrific din, but always his voice, calm and imperturbable, came through, detailing in his inimitable way incidents in the game and the general run of the play.

#### "Make 'Em Sit Down."

That listeners were thrilled and tense with excitement was shown in several telegrams which he received urging him to make the crowd sit down! "I've just had a fight with one man—I'll get my breath back in a moment," said the narrator laconically on one occasion as he resumed his droll description of what he could see was happening and of what he thought was happening.

#### On the Inside.

Apart from the listeners who heard the broadcast, the staff of 2YA will not soon forget the day when the big station was first put "on the air." It was somewhat in the nature of an endurance run for the plant. Listeners little knew the anxiety of the Broadcasting Company's officials that whole afternoon, because if there is anyone who knows how merciless the public is over a disappointment in regard to an entertain-

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ment it is a broadcasting company official. Somewhat prematurely, the public had been led to expect the broadcast, and therefore must have it. So 2YA went "on the air."

As the levers were pulled the buttons pressed, and the regulating wheels turned to make the necessary adjustments, the operators felt as if they were saying "Good-bye, and the best of luck" to a new airship sent off on a trial flight. But soon telegrams began to arrive proclaiming how well the broadcast was being received throughout New Zealand. How those first telegrams were appreciated! As time went on they poured in, the messenger boys bringing them down in lots of six or eight at a time. It was a splendid tribute to the Broadcast Company's efforts to cater for the sport-loving people of New Zealand. It is a matter for comment that so many listeners should have seen fit to spend ninepence (at least) on telegrams of encouragement to the Broadcast Company.

#### Credit to P. and T. Department.

The Broadcast Company does not lay claim to all the kudos for the success of the broadcast. It is proud to divide the honours with the P. and T. Department, which provided and maintained such a perfect connection between Solway Park, at Masterton, and 2YA. The officials of the Department were obliging in the extreme, and to their efficiency the public and the Broadcasting Company are indebted.

#### Scoops for Newspapers.

A number of newspapers, equipped with wireless, used the broadcast report. The journal which featured the match most was the Christchurch "Star." By relays of reporters it was able to publish in its sports edition a four-column report of the match. The "Star" thus referred to the broadcast—

"The greatest wireless stunt in the history of New Zealand was successfully put over by the new Wellington broadcasting station, 2YA, this afternoon, when a description of the Ranfurly Shield match was broadcast. For three hours the Wellington station held a land wire from Masterton, where the match was played, and put on the air one of the most thrilling descriptions of a football match yet heard. Station 2YA Christchurch rebroadcast the Wellington station, and crystal

## NEWS, EDUCATION AND ENTERTAINMENT

### CAPABLE ELOCUTIONIST FOR AUCKLAND

Recognising the importance of correct English diction in announcing, the Radio Broadcasting Company has secured the services of Mr. Culford Bell for 1YA. An elocutionist of Dominion reputation and a master of the language, Mr. Bell has ideal qualifications for the position.

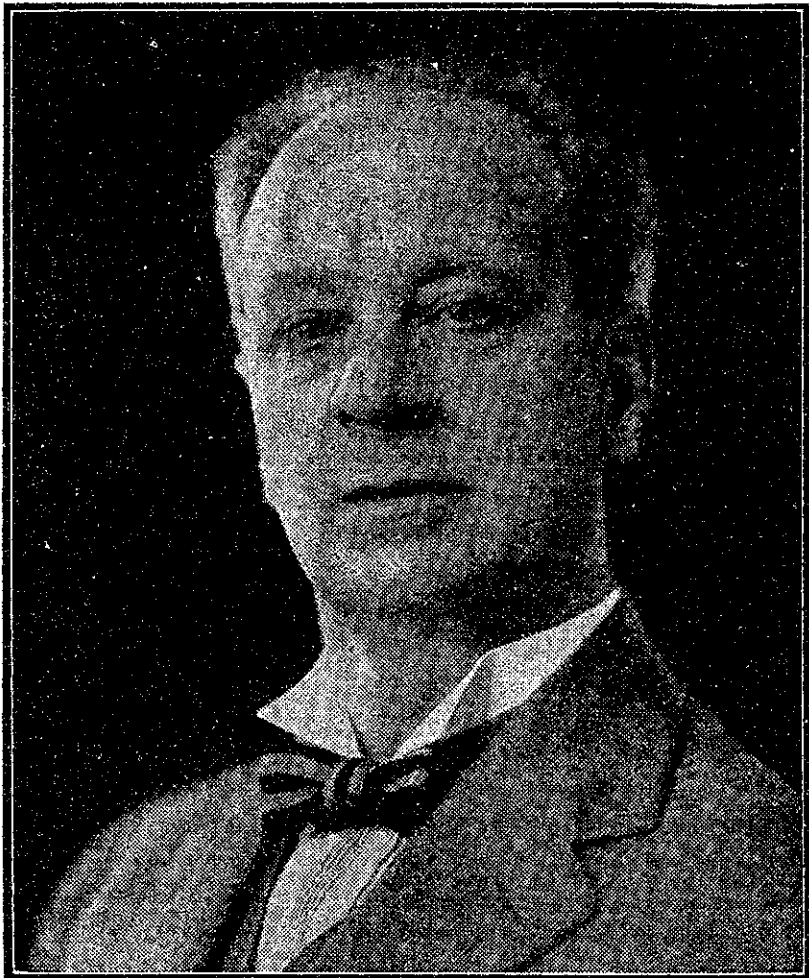
During the last 20 years Mr. Bell's voice has been heard in nearly every part of New Zealand, but it is safe to say that during the brief time he has been announcing at 1YA his voice has already been heard by more people than ever heard it before.

Mr. Bell was born in London. He received his education and training in elocution and voice production under Professor H. J. Andrew, at the London Polytechnic and Brixton School of Music. He spent five years in the United States and in Canada, and after a short stay in Sydney he came to New Zealand about 20 years ago. He commenced teaching elocution, and soon became one of the busiest and best-

known teachers of speech training in the Dominion. He has adjudicated for practically every competitions society in New Zealand, a number of the societies inviting him back several times. Early this year Mr. Bell moved to Auckland, and quickly built up a large connection there.

Mr. Bell is a firm believer in the advantages of radio to the general public, and he is convinced that it can be made of inestimable benefit to everyone, and particularly to young people. Approached by the Broadcasting Company, Mr. Bell saw in the position of announcer the opportunity which would be opened to him to spread the love of English literature, and he, therefore, consented to carry out the duties at the microphone of 1YA.

The new announcer realises that broadcasting should be a powerful medium in speech training and in spreading the music of the spoken word, which he considers is no receiving enough attention to-day. Mr. Bell will give lectures at regular intervals.



MR. CULFORD BELL, ANNOUNCER 1YA.

set users were able to hear the account.

"A magnificent record of a magnificent game magnificently described. So excellent was the description that listeners all over New Zealand were thrilled. . . . Mr. Allardye certainly added to an already great reputation."

#### Hearing Better Than Seeing!

Further comment, in the form of a sub-leader in the Feilding "Star," is worthy of publication:—

"Some Feilding people travelled across the island on Saturday to see the fight for the Ranfurly Shield. Some hundred of Feilding people sat or stood in Manchester Square and heard not only a minutely detailed description of the play of the rival teams but heard the shouts and comments of the great crowd as plainly as if they had been on the playing ground itself. Indeed, Feilding folks were more favoured per medium of the radio than the spectators in the crowd, for the announcer told more than the crowd could know or see, because he was in a better position and knew the players. The bringing of the big football match right here in Feilding

was a great achievement in wireless and a splendid triumph for the new broadcasting station just completed on the top of Mount Victoria, Wellington. There was no annoying static, the spoken words, the shouts, the criticism of the crowd and the cheering were as distinct in Feilding as in Masterton. What next? In another decade a Feilding crowd will probably see the Ranfurly Shield match actually being played in Wellington—per medium of television."

#### Backblock Appreciation.

One of many correspondents expressed himself in the following manner:—"It was such a great treat for us in the backblocks to be able to follow the match, as we were able to do by your broadcasting on Saturday."

Another correspondent makes this tribute: "Coming from Britain but a short time ago, where I had some slight experience with the B.B.C. and hearing the many relays which they instituted, I can honestly say that yours of the 9th was equal, if not superior, to the general broadcasts given from places of interest in the Old Country."

### BOOST! BOOST!

#### HELP YOURSELF AND NEIGHBOUR, TOO

#### WHY NOT APPLY THIS AUSTRALIAN ADVICE HERE?

Every person getting pleasure out of a broadcast receiver should be a booster for broadcasting. The hours and hours of entertainment and mental stimulus afforded by the broadcasting stations every night deserve a better fate than merely to be enjoyed and forgotten until the next evening. They should be passed on to one's neighbours, who, in all probability, could they only be brought to realise the very real joy that may be got out of a broadcast receiver, would wonder why they hadn't taken it up sooner.

Bigger and better broadcasting is the ideal everybody has, but it is wholly dependent upon the number of license-holders. The same ideal is without a doubt as common to the broadcasting companies as it is to the listening-in public.

But to achieve this under the present system there must be more licenses, greater interest—the work of popularising radio must be taken up wholeheartedly by individuals as well as organisations promoted by business interests. The personal recommendation always carries greater weight, and every man who feels that he is getting real benefit out of broadcasting owes it to himself and to his neighbour to see that the latter may also benefit.

Let the slogan be "Boost Radio." Individual effort in this case must ultimately mean greater enjoyment for everybody.