

# THE NEW ZEALAND Radio Record

PUBLISHED WEEKLY.

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## SUBSCRIPTION RATES.

Rate of Subscription: Single copies, 3d.; Annual Subscription (if booked), 12/6, post free; normal rate, cash in advance, 10/-, post free.

## ADVERTISING RATES.

Schedule of Advertising Rates available from all advertising agents in New Zealand, or write: "Advertising Manager," Box 1032, Wellington.

Advertisements requiring setting should be in hand not later than Friday of each week to ensure publication in succeeding issue. Stereos and blocks, providing space has been arranged beforehand, can be accepted up to midnight Monday. Contract advertisements not changed will be repeated.

No responsibility is accepted for blocks, stereos, etc., remaining unclaimed after last use, beyond a period of three months.

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## CONTROVERSY ON THE AIR

Cable messages recently announced that the British Government had decided to remove the ban preventing the British Broadcasting Corporation from broadcasting statements involving matters of political, religious or industrial controversy. The significant statement was added, however, that the Government had asked the Corporation to exercise discretion in utilising the power experimentally entrusted to it.

This is a very interesting development and follows quite a controversy which has raged round the question. Fuel was added to the flames on this issue by several debates which had been arranged on popular topics having to be abandoned because of the inability of one or other of the parties to the debate to observe the regulations imposed. As some of the protagonists of freedom from restrictions have urged, it is impossible to give vitality to any discussion on public topics without entering on the realm of controversy which is the very essence of public life.

Some may ask why there ever was any need to impose restrictions upon the matter being broadcast. The need is very apparent. Radio enters directly into the home—into homes of all classes and kinds, peopled by holders of diverse views on religious, political and industrial topics. On no one common ground do all meet, not even on the field of entertainment for to one what is music is to another anathema. For such a medium of universal entry to be made the medium of propaganda obviously had danger, hence the outstanding need for regulation.

That regulation is now to be relaxed and used with "discretion." Great discretion will be required—far greater discretion than is demanded in say the editorial conduct of even a great newspaper. Every paper evolves views in accordance with its policy and builds its public from those who appreciate and support that policy. Broadcasting cannot work on those lines. It cannot give the positive without giving the negative aspect. It cannot be one counsel—it must be both and leave the issue to the public as judge.

That the new phase will be interesting there is no doubt. Of one thing we may be certain—that is, that the new regime in itself will be the subject of controversy. Once the door is open, it will be the object of supporters of all aggressive missions, views and policies to "use" broadcasting for the furtherance of their objectives. A judgment cool as ice and decision hard as steel will be required by the ultimate director in wielding the discretion entrusted to him.

While everybody may be delighted in prospect we are fully assured everyone will not be delighted in retrospect. The disappointed and rejected of aim will be the most bitter of critics in a few months time. Yet it is an experiment that must be made. Life must have its hurly-burly—its strivings and its contests—and all that can reasonably be asked is fair play all round.

## MUSICAL LIBRARY

The Broadcasting Company is keeping abreast of the very latest practices in regard to the radio service. This applies to all departments. Nowhere is this more evident than in regard to programmes.

To help its artists, a library, which will comprise every possible form of music, is being collected and located at the head office, Christchurch, where it will be available for the artists who perform at all stations.

The company has made arrangements to be kept supplied with all the latest productions of the world's leading publishers. This fine library of music will mean great programme variety.

Don't Wait  
in the Queue—

—Renew  
Radio  
Licenses  
NOW!

## Safe Easter Holidays By Rail

Whether your trip at Easter is for sport or scenery, or merely for restfulness, it will be safe, cheap and comfortable by rail. Get the special railway booklet which shows you how to have the most enjoyment at least cost.

Communicate with the nearest Stationmaster, District Manager, or Passenger Agent for full particulars.

## CHURCH BROADCASTS CHRISTCHURCH PRACTICE

## "WORKING ADMIRABLY."

As the following article, from the pen of the Rev. D. Gardner Miller, will show, a very satisfactory modus operandi has been evolved in Christchurch in connection with the broadcasting of religious services.

The Rev. D. Gardner Miller writes:—

The broadcasting of religious services is now an integral part of the wireless service to the community. No one doubts its value, as thousands of letters from listeners testify.

Until recently, however, the method of selection was rather haphazard. Certain churches were "on the air" frequently, while others hardly got a look in. The responsibility of selection lay with the Broadcasting Company, and with as many as twenty churches clamouring for dates, it is not to be wondered at that confusion emerged.

Then Mr. Harris had a brain wave. He conceived the idea of placing the responsibility upon the churches themselves. An invitation was extended to every denomination to send a representative to a meeting in the studio to discuss the matter.

Six denominations responded. It was a lively meeting. There was a tendency on the part of some to base the broadcasting of religious services on the numerical strength of the denominations, but that was soon found to be impracticable. Finally a policy was hammered out, to which all agreed.

Put briefly, the following is the method now in actual operation:—

(a) A Church Broadcasting Advisory Committee, consisting of a representative from each of the following denominations: Presbyterian, Methodist, Baptist, Church of England, Church of Christ, and Congregational, meets monthly (with a member of the Broadcasting Company's staff as secretary), to arrange all matters pertaining to the broadcasting of church services.

(b) In any month containing a fifth Sunday, the company reserves the right to make its own arrangements. As a matter of actual fact, the company seeks our advice as to the suitability of any applications made for such Sundays.

(c) Each denomination has its date fixed by rotation; thus we know for months ahead when we will be "on the air," and can make our arrangements accordingly.

(d) The company holds one church in each denomination responsible for the date fixed. This means, for instance, that when the Congregational date is fixed I am responsible to the company for arranging which church of my denomination shall broadcast.

If, through unforeseen circumstances, the church agreed upon cannot fulfil the obligation, I must put my own service out.

(e) Alterations and "swopping" for special occasions (such as harvest festivals, etc.) must be made through the committee, not the company. It is understood that whenever possible six weeks' notice of such alteration should be given.

(f) All applications for special week-night services, organ recitals, missions, extra time on Sunday, etc., must be made to the committee, who shall make the necessary arrangements with the company.

It is understood, of course, that when applications are sent direct to the company, such are presented by the secretary at the monthly meeting.

The above has been in operation since shortly after Christmas. It is working admirably. The greatest friendliness and unanimity exist between the members of the Advisory Committee and between them and company.

A few minutes each month is all that is required to transact the necessary business. Our dates are arranged far ahead.

The latest move of the committee is the suggestion that the denomination broadcasting should also arrange for its Sunday School to take part in the children's service the same evening.

The setting-up of this committee has solved a thorny problem, and now everything in the garden is lovely.

## WHAT THE CHURCHES SHOULD DO?

REV. LIONEL B. FLETCHER'S  
ADVICE.

The following is an extract from an address given by the Rev. Lionel Fletcher at the Congregational Conference recently held in Christchurch, in which he urged that the Churches should confer for the purpose of: Facing up to the whole question of the broadcasting of Church services with the idea of endeavouring to come to an agreement that all denominational references shall be cut out of the services that are to go over the air; that as far as possible, while retaining the distinctive character of those services, whenever a service is broadcast it shall be a service in which the preacher shall devote the time at his disposal to proclaiming the gospel of Christ, so that all cause for suspicion shall be eliminated and the one object of bringing the people to know and serve our Lord shall be served.

That the resources of the whole of the Churches shall be placed unreservedly at the disposal of the Broadcasting Company of New Zealand,

so that both morning and evening, if necessary, on the "Sunday" services shall be sent out (at least during the summer, when people are away from the Churches on holidays), and that at stated times, either in the morning or evening of ordinary days, family worship shall be conducted, as is done in America.

## Another Year of Broadcasting

Under the above heading the Christchurch "Sun" publishes the following from the pen of Mr. C. R. Russell, M.Sc., M.I.R.E., late of Wisconsin, U.S.A., and well-known in listeners' circles in Christchurch:

"Over a year ago Mr. A. R. Harris, general manager of the Radio Broadcasting Company, stated that when the number of listeners had reached a certain figure, the broadcasting service would be improved.

From the unbiased point of the listener, the Broadcasting Company has fully carried out its promise. Commencing with the appointment of Mr. W. J. Bellingham, F.S.M., to the position of general programme organiser, there has been a steady improvement in the programmes from each of the four stations, until it is now extremely doubtful whether as good programmes can be had from the Australian stations.

Among the special feature broadcast during the year might be mentioned the Maori Pageant, Edison Night, Mr. Amery's speech, and several very successful rebroadcasts.

There has, of course, been criticism of the programmes, some listeners wanting jazz, some not wanting jazz, and so on, all going to prove every listener cannot be pleased. The programmes from the four stations appear to cater as far as possible to all classes of listeners, while the afternoon gramophone recitals and children's hour are appreciated by a large number of listeners.

Criticism has been levelled at the internal operations of the Broadcasting Company, particularly with regard to its staff; this, however, is of no concern to the listener, and is purely a matter for the company. The Broadcasting Company has, in the writer's opinion, given New Zealand an excellent broadcasting service, and it is to be congratulated on the service it has offered for the past year."

## SPORTING

## COMING BROADCASTS

## TROTTERING AND CRICKET

Two outstanding features are set down for description next week—the meeting of the Wellington Trotting Club and the second Test match Australia v. New Zealand at Dunedin.

With regard to the Wellington Trotting Club it is pleasing to note the progress the light harness sport is making in the capital; for after a long period of struggling against heavy odds the club is now coming into its own and attracting its share of visitors and local sportsmen. For many years the other centres in New Zealand were the scenes of progressive and interesting sport, but the Wellington Club, while doing its utmost, was unfortunately unable to attract the patronage bestowed on the luckier clubs in the other centres.

One of the main reasons of this was the fact that Wellington had very few permits, and it was only after much representation that these permits were extended to allow the club to race on four days a year. At the beginning these permits were used to provide two two-day meetings, and although things improved considerably there was still not much encouragement to the officials. The next experiment tried was the holding of the four days at different times, that is, four one-day meetings. That this departure has been an unqualified success there is no doubt, and all who have seen the last two meetings of the club will want to be present at Hutt Park on Saturday.

The club provides for the best class trotters and pacers, as well as confining a race or two to novices, and the general result seems to be to everyone's satisfaction. There is no doubt as to

We are sorry to announce that our contributor, M.I.R.E., whose very excellent articles on radio have been enjoyed for some months past, finds himself compelled for the present to suspend this work. We know from a number of readers that his advice and explanations on radio topics have been much appreciated. As soon as conditions permit we shall be glad to resume this series.

the progressiveness of the executive, as after their first successful meeting they immediately thought of the comfort of their patrons, and provided extra stands and totalisator accommodation. The new totalisator house is a fine building, with a feature, in that the numbers are of large size and are easily read from a distance. As further evidence of enterprise, the club is at the forthcoming meeting making a step in quite a new direction, by providing the richest stake of the day, £150, to a straight-out trotters' race, with the short limit of 4.37 or better. This stake and the class should ensure a great field, and from the nominations it will be seen that this race has attained its object.

Among the trotters nominated is that perfect-actioned horse, the American trotter Peterwah. If this horse should be at the meeting, patrons will see some trotting worth while, as Peterwah is generally regarded as the finest type as to conformation and action that has yet been seen in this country. Others of high class are nominated in this race, such as Cannonball, Young Blake, Elzear, Sister Beatrice, Peter Swift, Money Spider, Bonny Spec, and Engagement, all proved performers. It should be a classic contest, and is sure to arouse the large crowd to the highest pitch of excitement.

The big race for the hopped brigade is the March Handicap, with a limit

2FC AND 2BL  
CO-ORDINATE

The following official joint statement has been issued by the directors of 2FC, Limited, and Broadcasters (Sydney), Limited:—

Negotiations between 2FC, Limited, and Broadcasters (Sydney), Limited (2BL), which have been proceeding for some time past, with the object of devising a scheme that will be a first important step towards meeting the wishes of the Commonwealth Government for the co-ordination of the "A" class broadcasting services, have been satisfactorily concluded.

The Commonwealth Government, at a conference convened by the Prime Minister in Melbourne in November last, invited the "A" class broadcasting companies throughout Australia to endeavour to work out a scheme of co-operation and co-ordination of the services, and the Postmaster-General has since made a definite request that such a scheme should be proceeded with.

The directors of 2FC and 2BL have made every effort to fall in with this scheme, and the negotiations which have been proceeding to this end have now been satisfactorily concluded.

The co-ordination will bring about the closest co-operation in the services of 2FC and 2BL, thus ensuring to the listeners-in a maximum of efficiency and variety in the programmes, and at the same time eliminating much duplication which has been unavoidable in the past.

Already letters are arriving at both stations congratulating both parties on the move.

In the past New Zealanders have often regretted to hear 2FC and 2BL simultaneously broadcasting lectures or giving out news items at the same time. By co-ordination this sort of thing will be obviated.

## VALUE OF TIME

The publicity value of broadcasting has assumed a prominent aspect lately in New Zealand, owing to the view expressed that the Broadcasting Company should pay for relays from various attractions. In America the advertising value of broadcasting has long been recognised, and is well paid for by the advertiser.

It was in 1921 that a station was erected for the purpose of "selling time." That was the beginning of commercial broadcasting in the United States. The station erected was WPAF, and it was owned and operated by the American Telephone and Telegraph Company for several years. Because it was operated at such a heavy loss, and the company, being a public service corporation, not being in a position to conduct anything but needed enterprises at a loss, it eventually separated this broadcasting activity and formed the Broadcasting Company of America to operate WPAF.

In America all stations broadcast advertisements in their many guises. This is their only source of revenue, and very high prices are paid for "time," a common figure being 1000 dollars a minute, in addition to which the advertiser pays for the artists who provide the concert he sponsors.

In New Zealand, no such advertising is done, the revenue being derived from the listeners' license fees. It is small wonder that a writer, and a recognised authority on broadcasting in U.S.A., recently said that the New Zealand system was the best in the world.

of 4.38, and this race has also attracted a high-class field.

A point worthy of mention is that the officials of the club, led by the president, Mr. R. A. Armstrong, have always been keen to take advantage of the facilities provided by the Broadcasting Co., and welcome this means of making their sport more favourably known to listeners. Every meeting of the club since the opening of 2YA has been heard on the air. It only needs good weather conditions to ensure a larger attendance at the meeting, and all present are assured of an entertaining day's recreation.

At Dunedin on the same day the Test match opens, and though the New Zealand team is not available at the time of writing, there is every likelihood of the visitors being more thoroughly tried out than in any previous game of their tour.