

# Radio Matters In Auckland

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certain their wishes, and had the benefit of a steady stream of letters as well as much personal contact. In spite of these advantages, the company did not claim to know perfectly the whole mind of listeners, as was claimed by the Auckland Listeners' League, and he would be very glad to know the method pursued by the executive in obtaining its comprehensive knowledge. As against the wholesale condemnation of the league, the company's correspondence and contacts showed that listeners did very definitely appreciate the improved service that had been made possible by the forward move following the establishment of 2YA.

## A FINANCIAL COMPARISON.

In spite of the disadvantage of having to operate four stations on much less money than the leading Australian companies had to operate their one station, capable and experienced listeners of high musical taste were agreed that the New Zealand stations were giving programmes which, in general excellence, compared favourably with the Australian stations, although necessarily without the range of novelties available in those larger cities, simply because of greater population resources.

3LO, Melbourne, had an annual income of £98,000; 2FC, Sydney, £52,000; 3AR, Melbourne, £42,000; while New Zealand had last year but £35,000 with which to operate four stations. This sum was very much smaller than the misleading figures that had been freely used by many critics.

## THE PROGRAMMES.

It was remarkable that, while the league in its letter was "very dissatisfied with the programmes of 1YA," all the speakers at the meeting admitted that the artists engaged were the very best available, and that they were not making any attack upon them. They reduced their complaint wholly to one of lack of variety. He appreciated this point, and listeners could be assured that every effort was being made to secure variety. Variety, however, depended on talent of suitable calibre being available. The company's policy was to procure the best performers available, and encourage them to widen their repertoire, to which end comprehensive arrangements had been made for the regular supply of suitable new music. In this connection the copyright question was very important.

Notwithstanding that the company was paying about £60 per week for copyright, it was very restricted indeed in what it was allowed to broadcast.

They had not been able to obtain a catalogue of the works available for performance, but, on the other hand, they were continually receiving lists of works prohibited for broadcast. Some of these were often the lighter forms of music, which was the very class of music required by listeners. They had also to forward to Australia details of all items broadcast, not only vocal and instrumental, but also gramophone and pianola records. The same information had to be given with respect to relays, whether from theatres, dance halls, concert chambers, or elsewhere. In every case the title of the item, the composer's and publisher's names, must be given, involving a large amount of work. Because of this, all programmes had to be sent to head office. The system was for local programmes to be arranged at local stations, so as to suit local conditions, but the question of copyright was so complicated that it was not practicable or economical to deal with it except from one centre. From this they would understand that it was sometimes necessary to alter local arrangements, as until they got the proposed programmes and compared them with lists of prohibited copyright music which they were continually receiving, they could not approve of the programmes for broadcast. As regards the statements that all announcements were prepared by head office, they were untrue.

## COMPARISON WITH BRITAIN.

Mr. Harris proceeded to make an interesting comparison with the results achieved in Britain by the British Broadcasting Corporation in comparison with New Zealand. The British Broadcasting Corporation had some 21 stations, and in the territory covered there were some 44,000,000 people. New Zealand had four stations operated by the Broadcasting Company, and the population concerned was 1,373,000. For England to compare with New Zealand's position she would have 128 stations instead of 21; in other words, New Zealand on a population basis had six times more stations than England. On a power population basis, we had already installed for the New Zealand people ten times more service than that provided in England. All this had been done in face of the fact that England had a three years' advantage over the New Zealand Company. In comparing the patronage won, it was to be noted that the number of licensed listeners in New Zealand to the population gave a ratio of one license to every 35 persons. When England had been operating her service for the same period as New Zealand had, there was only one listener to every 43 persons, in spite of the fact that in

England the population per station was greater, the fees lower, and the facilities for broadcast much greater than in New Zealand. The fact, however, was that the public response here had been greater, and no better testimony could be secured as to the real efficiency of the company's enterprise.

## SOME METHODS NOT HELPFUL.

There was nothing really fresh to add in the matter of accounts, Mr. Harris said. Under the company's agreement with the Government, all expenditures were subject to Government audit to see that the terms and conditions of the contract were being observed. The company had invested £50,000 in plant to enable a satisfactory Dominion broadcasting service to be carried on. "The company fully appreciates the desires of listeners, and is doing its best to meet those desires, but I cannot agree that the methods adopted by some listeners are always the most helpful," Mr. Harris said:

"If listeners really want improvement it would be far better to pull together than to undertake destructive propaganda, which is without foundation in fact. The effect of this can only be to give over a period the general impression to the public of chronic grumpiness, which will hinder increased participation in the undoubted enjoyment possible from radio."

"In entertainment value, radio has nothing to compare with it. It is the most economical and comprehensive news and entertainment service possible. It takes right into the home news of the day, market reports, instruction and entertainment, music, sports, and national events. The future of this service is immense, and its capacity for instruction and expansion unlimited. Its growth will be best served by co-operation rather than by unjustified criticism."

## DEALERS' VIEWS

### SUPPORT FOR THE COMPANY.

That helpful suggestions would be better than destructive criticism of the policy and programmes of the Radio Broadcasting Company, were the views expressed at a special meeting of the Auckland Radio Dealers' Association, following on the league meeting. Mr. V. R. Johns presided over a good attendance.

While admitting that some items on the programmes were not popular, members thought the consensus of public opinion was that the programmes, as a whole, compared more than favourably with those given by Australian stations, especially in view of the restricted amount of local talent available. It was agreed that programmes had improved considerably during the year, and, from information available, members expressed satisfaction that further improvement could be anticipated.

It was said that many recent improvements and innovations were the direct result of suggestions from private listeners, and the hope was expressed that such suggestions would continue to be made.

## LETTER FROM THE LEAGUE

(To the Editor.)

Sir,—In case your readers may have got the impression from your issue of the 16th inst. that the Auckland Listeners' League is connected with or is adopting the tactics set out in the anonymous letter published by you, I should be obliged if you would publish this letter.

I agree with the views expressed by the meeting that a private letter written by a listener to an employee of the company should not have been published in your paper, especially as its position on the same page which referred to our meeting would give the average reader the impression that the Auckland League favoured such sentiments. The writer of the letter is not connected in any way with the executive of the league, and if you had cared to make inquiries the policy of the Auckland League since July last has been to try and produce a workable scheme of co-operation between the company and listeners.

I might add that should you have taken exception to various criticisms in the papers—and such papers have a perfect right to criticise those who handle a public utility—as far as the league is concerned, I do not know of any official statement which was made to the papers this year by the league prior to our meeting last Monday. Should you desire to produce a paper which is impartial both to the company and listeners, I trust you will verify the facts before again imputing to the Auckland League motives that do not exist. [Will our correspondent cite where we have made any such imputation against the league?—Ed.]

I should like to add that the meeting on Monday was a protest against the company and Government for not attempting to produce better co-operation between the listening public and those in charge of such a national utility, although promises to do so had been made by both.

I am glad to see in yesterday's papers that the company is making overtures towards co-operation of some sort, and trust that you will allow space in your paper, should my executive so desire, for the publication of its scheme of co-operation.

The public will then be able to judge between the two schemes, and also as to whether the Auckland League has deserved the criticism which has appeared both in your paper and in other papers from the company.

In conclusion, I should like to quote your words appearing in your leader of the first issue: "Broadcasting cannot succeed without the fullest co-operation between the listening public and the company providing the service for their delectation."

Also your conclusion: "It will be only by mutual co-operation and mutual understanding that the common desire will be attained."

To attain the common desire both the company and the listeners must be prepared to meet each other and give way on essential points. The co-operation must be mutual and not one-sided. A writer once very wisely said: "Men cannot co-operate successfully for any purpose if the sole bond between them is self interest."—Yours, etc.,

A. CECIL JACOB,

President Auckland Listeners' League.

We must object to our correspondent's statement that we have imputed motives to the Auckland League that do not exist. We have done no such thing. Where have we discussed the Auckland Listeners' League and made any such imputations? Will our correspondent please justify his statement? The suggestion that some dark horse on the league's executive was out to "tear things up a bit" was in a letter which, in spite of our friend's opinion to the contrary, we think we were perfectly justified in publishing in order to expose to the public that there were some interests—we did not say the Auckland Listeners' League—which were definitely out to pin prick and damage broadcasting, and which the daily evidence in the Press indicated to be in operation. The keenness of the league to be disassociated from this course of action endorses our view of its disreputable character and justifies our exposure of it. As a solicitor, Mr. Jacob knows that ownership of a letter rests in the recipient, not in the writer; further, he knows we did not reveal the writer's name—the league brought that out—but revealed only the methods proposed. The suggestion about the contagious influence of juxtaposition on the same page is too thin altogether.

We will freely concede that the executive of the league aims to help broadcasting; but we do very seriously question the wisdom with which that aim has been prosecuted, inasmuch as speakers at both of the public meetings held—not excluding our correspondent himself—have endeavoured, in our view, to create prejudice rather than present facts fairly. Our correspondent is a member of a very honourable profession and will know whether the guise in which the company's contract with the Government and its articles of association and alterations thereto were presented to the two public meetings was strictly fair and honourable or whether those statements were warped in such a way as to excite prejudice on the part of those ignorant of legal niceties.

It is true that the public and the Press have a right to criticise anything that affects them, and no one has ever disputed that right. But misstatements are not criticism; and to be effective criticism must be fair. The league would be serving a very useful purpose if it sought to correct misstatements that have appeared in the Auckland Press. As these papers are contributed to by members of its own executive, a request that they should verify such statements before permitting them to be published should meet with a favourable reception. If our correspondent would undertake this rather than charging us with an act of which we are innocent it would be more to the point. According to the general manager's statement, the company has been consistently working towards an effective scheme of co-operation with those interested in broadcasting for months past. A preliminary scheme was submitted the Auckland executive in November last—the same one that our correspondent so helpfully characterises as "puerile"—and, incidentally, although confidential, a summary of it was published in the Auckland Press. The scheme now submitted has evolved from that.

Finally, we would say that, in spite of the league's attack on "The Record," we will willingly publish its scheme for the information of the public, nor will we demand payment therefor, as the Auckland Press did to the company. We have always stood since our establishment ready to render the fullest help to any league or set of listeners in furthering radio, and the league has only itself to blame for not having more publicity through our columns. We are quite impartial and desire only to see broadcasting flourish for the fullest satisfaction of all. We are quite prepared to criticise the company when it deserves it, but we believe in giving those concerned a fair chance of evolving order and harmony out of limited and to some extent untrained material before embarking on criticism which in that stage would be unjustified.—Ed.]

When Clyde Smith, of Bebe River, New Hampshire, returned to his home after the flood that swept New England, U.S.A., he found his receiver under mud and water with the rest of his furniture. After it had been dried and hooked-up, the first station tuned in was playing "It Ain't Gonna Rain No More!"

# The Children's Charter

Talk by Mr. E. C. Cutten S.M.



FROM 1YA recently, Mr. E. C. Cutten, S.M., delivered an informative talk on "The Children's Charter" and the work being done on behalf of the children of the world by the Child Welfare section of the League of Nations.

The committee, he said, which deals with child welfare was set up in 1924, and it is called "The Advisory Committee for the Protection of Children and Young Persons." The League had been doing a great deal of child welfare work before this committee was set up. The Save the Children Fund, which commenced its great work immediately after the war, the main endeavour being to save the children from some of its most terrible effects, was administered in conjunction with the League, and much of its work covered the whole ground of child welfare.

THE first Child Welfare Congress called by the new committee met in 1925. Fifty-four nations, including New Zealand, were represented. The congress passed a series of resolutions which were subsequently adopted by the Assembly of the League of Nations, and became "The Declaration of Geneva." In view of what is contained in these resolutions, it is of interest to note that 54 nations were represented at this first congress; it is further of interest to note that the resolutions were passed unanimously, and that they were adopted unanimously by the League Assembly.

THIS immediate interest of nearly all the peoples of the world only appear to have been created by the League, the League's work was more in the nature of a match set to powder. The supreme importance of the child is a thought set deep in the hearts of all people, and it needed only the spark created by the committee's work to set the interest of the world aflame. The main objects of the Declaration of Geneva are set out in these five articles, and of these I wish to draw particular attention to 1 and 5:—

Article 1.—The child must be given the means requisite for its normal development both materially and spiritually.

Article 2.—The child that is hungry must be fed; the child that is sick must be nursed; the child that is backward must be helped; the delinquent child must be reclaimed; and the orphan and the waif must be sheltered and succoured.

Article 3.—The child must be put in a position to earn a livelihood, and must be protected against every form of exploitation.

Article 4.—The child must be the first to receive relief in times of distress.

Article 5.—The child must be brought up in the consciousness that its tal-

ents must be devoted to the service of its fellow men.

The first comment to make upon these articles is that they merely give expression to thoughts deep-set in the hearts of all people. There is no normal grown person who in ordinary circumstances would not give effect to these if the occasion arose. That is why the first congress was almost fully representative of the nations of the world, and that is why the resolutions were both passed by the congress, and adopted by the League Assembly unanimously.

THE Declaration of Geneva is rightly called "The Children's Charter." There are one or two things in this charter to which I value this opportunity to draw attention. Article 1 contains the whole declaration. The other four articles state the more important illustrations of its application. Articles 2, 3, and 4 deal for the most part with the child's material development, article 5 with its spiritual development. The first instinct of nature is to carry on. If we would carry on as individuals we must attend first to our material needs, and if we would carry on as a nation, to our spiritual needs. The same instinct presses us to see carried on the family and the nation. Both these are carried on by the child, and if we would see them carried on we must provide the child's material development, and if we would see them carried on as a nation, we must provide for the child's spiritual development. The progress and happiness of the future depend upon the way we bring up and train the child of to-day. The success of the League of Nations in the attainment of its ideal, the peace and happiness of the world depends upon our adherence to the Declaration of Geneva. When the children of each nation are brought up in accordance with this charter, when every child is brought up in the conscious knowledge that the object of its life is the service of its fellow-men, then the peace of the world will be assured.

THE League of Nations Union in each country does not appear to be doing the actual work of the League; it is, in fact, doing a very important part of it. In extending the knowledge and interest in the League, and in strengthening the belief in it and faith in it, the union is creating the power upon which the League depends; that is, the strength of public opinion in the countries of its constituent members.

In the future the union will take a more definite part in the League's actual work, and that part will be to interest itself in the education of the young, and to see to it that every child is brought up in the conscious knowledge that the object of its life is the service of its fellow-men.

## Children's Sessions

### 2YA CHILDREN'S NOTES

Monday—Hurrah, another week in which to go through the mysteries of the ether. That's the Radio Fairyland, little ones. Uncle Toby and Uncle Jeff, with some new friends from the Thorndon Normal School, will conduct you on the first part of the week's journey.

Tuesday—Here is Uncle Jasper to lead you through Tuesday's magic hour. He will bring Auntie Dot, and also those merry little troubadours of ours from the Berhampore School.

Friday—Uncle Sandy will tell a tale of wondrous things. He will teach you the language of Fairyland. Some merry little songsters will help him to do this.

Saturday—Auntie Gwens and her little followers will prove to you that the end of the week contains no less wonder and joy than the beginning: choruses, songs, sketches, etc.

Sunday—Children's Service. Uncle Ernest pairs vivid word pictures for the little ones. The Terrace Congregational Church will sing favourite hymns for you all.

### BIG BROTHER OF 3YA.

For some time to come "Big Brother" will not be heard at his usual time on Friday evenings at 3YA. The local Y.M.C.A., of which "Big Brother" (Mr. A. J. McEl-dowry) is secretary, is carrying out a big membership campaign, and "Big Brother" must needs give it all his attention. Worthy substitutes will take his place at 3YA. Among them will be "Peterkin."

### 3YA CHILDREN'S SESSIONS.

Monday, April 2—Uncle Jack and Aunt Edna in bright and breezy songs and stories. Always plenty of tales for little and big when these old friends "cuddle the mike."

Wednesday—Uncle Peter and Mother Hubbard will while away the bedtime hour. Cousin Tullock is bringing his banjo along, so you will have some fun. Ting-a-ling-a-ling. Tim-pang-pang!

Thursday—Chuckie and Aunt Pat once more delight the little ones. And we are to have a chummy story by Cousin Joan. Dialogue, "The Muffin Man," by Cousins Audrey and Evelyn. Song, "Carnival," by Cousin Ewart, and an Easter chorus by the company.

Saturday—Here are Uncle Sam and Aunt May keeping the little ones bright and merry for an hour. New stories for the tiny tots and more of "The Secret Garden" and "Serpent Creek" for the bigger ones.

Easter Sunday—The song service that young and old look forward to. Cousins from the New Brighton Methodist Sunday School will sing Easter hymns and Cousin Ewart will sing "There is a Green Hill" and "The Legend." Uncle Sam will give an appropriate story-talk, as usual.

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