

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, 10/6, post free.

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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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WELLINGTON, FRIDAY, JUNE 29, 1928.

NEWSPAPERS AND RADIO.

SOME few weeks ago we drew attention to the tribute paid by United States newspapers to radio as a factor in the remarkable development of their own circulations over the last seven years. Their point of view, after a detailed analysis, was that radio was an educational factor and stimulated an all-round desire for greater knowledge. This greater knowledge could most easily be met through the columns of the daily press, which had accordingly been called upon to expand and enlarge the already fine service it was giving the community. The more far-sighted leaders of the United States have long been noted for their breadth of view in relation to sharing knowledge with what might be regarded as competitive interests. The British view in the past has been one of close secrecy; the modern American view is to share even technical secrets, the reasoning being that for every item given by one individual, scores of points are gained from other members of the same trade or profession. So in the newspaper world there is now no jealousy against radio—no refusal to give news for broadcasting purposes. Some newspapers, in fact, maintain broadcasting stations of their own as a service to their readers, while others take every opportunity of securing credit on the air for important items of news. A notable instance of this nature occurred in connection with the trans-Atlantic flight of the Bremen. The first authentic news of the actual arrival of the aircraft on the American Continent was received by the New York Herald-Tribune at a few minutes after 8 o'clock one evening. The suggestion was immediately made by a member of the staff that the news be broadcast. The idea was adopted, and the suggestion rewarded with a gift of 25 dollars. The result of the broadcasting of the news by the paper was that next day they sold 27,000 extra copies through having their name associated with the first announcement over the air.

Some New Zealand newspapers have not as yet reached this stage of co-operation with radio, and in at least one instance recently refused to inform its readers that the trans-Atlantic flight was to be broadcast. A more tolerant spirit may develop later as the complementary nature of the public news service becomes appreciated.

NOW comes the news that American newspaper interests are preparing to take a definite part in the development of short wave telephony as a means of more rapid international communication. Before the Federal Radio Commission on May 14, Press interests fought keenly for the allocation to themselves of 33 frequencies for trans-oceanic radio communication in opposition to the Radio Corporation, which desired to secure the channels for public communications. The argument of the Press was that they, as servants of the public, wished to establish their own news avenues, rather than pay tribute to another channel for the service sought. Press traffic, they submitted, amounted in volume to one-third of the total word traffic of the Continent, and as such was entitled to special consideration. This recognition of the utility value of radio in connection with press work is of moment.

HONORARY LISTENERS

WE have received a number of applications from enthusiastic and experienced listeners for the position of honorary listeners in connection with the Broadcasting Company's scheme. We thank each of these correspondents for their offer, and have to advise having forwarded them all to the general manager of the Broadcasting Company, with whom the selection rests.

MR. J. M. PRENTICE, the original Uncle Jack of 2BL, Sydney, and who was for a few months employed by the Radio Broadcasting Co. of N.Z., has returned to the broadcasting world again to create interest in a number of varied topics which he is discussing from the small Sydney station, 2UW. Listeners are invited to write him should they desire talks on any particular subject.

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A British Valve and the only valve with the wonderful P.M. Filament. Mullard Radio Valves improve any radio receiver. Obtainable from all Good Radio Dealers.

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SPORTING
BOXING AT CHRISTCHURCH

WEEK-END RUGBY.

TUESDAY, JULY 3.—Canterbury Amateur Boxing Championships—3YA. (Announcer, Mr. A. R. Allardice.)

SATURDAY, JULY 7.—Rugby from 1YA, 2YA, and 3YA. Boxing: Description of Leckie-Hughes featherweight contest, 4YA. (Announcer, Mr. Divers.)

SILENT DAY CHANGED

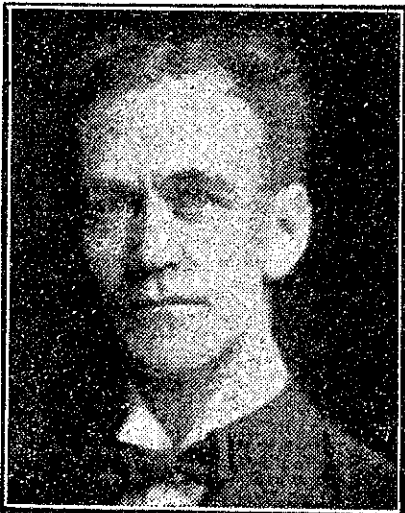
WEDNESDAY PROGRAMME FOR 4YA

Commencing next week, 4YA will be on the air on Wednesday and observe Thursday as a silent day. The change-over will be widely appreciated. Wednesday is, of course, 2YA's silent day, but now, on that night, listeners will have the choice of three stations.

STAFF APPOINTMENT

MR. C. DRUMMOND TO JOIN 2YA.

LISTENERS-IN to 2YA will be interested to learn that they will soon again hear the voice of Mr. Clive A. Drummond, well known as an announcer, and as "Uncle Jasper." The vacancy caused by the transfer of Mr. S. J. Hayden from 2YA to 1YA is to be filled by Mr. Drummond, whose services have now been secured by the Broadcasting Company for 2YA, and



—S. P. Andrew, photo.

MR. C. A. DRUMMOND.

he will, in his new position, undertake the duties of announcing which have been carried out temporarily by the Editor-Announcer, in conjunction with the members of the staff.

With the ever-increasing service that 2YA is called upon to do, involving extra announcing, little time has been left other members of the staff for preparation and organisation work. Extra transmissions, such as additional hours for racing and football relays, Sunday morning All Black announcements, Sunday afternoon and also special Sunday morning church services, not to mention the recent Pacific flight, when the staff was on duty some eighteen hours, all call for overtime work on the part of the regular staff.

3YA CHILDREN'S SESSIONS

APPRECIATION OF WORK DONE

A MEETING of 3YA Children's Service Advisory Committee was held in the studio on Monday, June 18. Those present were: Mr. D. E. Parton (chairman), Mrs. W. Machin, Mrs. S. Parr, Mrs. D. James, Mrs. Norton Francis, Mrs. J. R. Hall, Miss Warren, Mrs. Tomlinson, Miss M. Hall, and Mrs. A. R. Hall, Brother Hendrick, Messrs. D. Dickson, H. M. Bannell, F. A. Clarke, E. J. McEldowney, C. Booth, L. Slade, the Rev. Clyde Carr, Rev. F. Rule, and Major Ashworth.

The resignation of Mr. S. A. Clarke, representative of the Headmasters' Association, who has been transferred to Napier, was accepted with regret.

Mention was also made of the resignation of Mr. E. J. Bell as "Uncle Jack" of 3YA, and the hope was expressed that he would continue to act as a member of the committee, where his advice would be of great value. Tributes were paid to "Uncle Jack" for the work which he had done for the children during the two years he has been on the air at 3YA.

The committee recorded its appreciation of the type of entertainment broadcast during the children's sessions at 3YA. Particular reference was made to the Empire Day and Christchurch diamond jubilee programmes.

A letter from Rockdale, Sydney, was read, the writer stating that he had listened-in to the jubilee sessions and heard the addresses given to the children by the old pioneers.

The committee discussed keenly at some length the question of serial stories, and the question was finally left over till next meeting.

Improved Form of
"Radio Record"

NUMBER OF PAGES DOUBLED, AND HANDIER SIZE

WE think our readers will be pleased to learn that a change will be made in the near future in the form in which the "Radio Record" is presented. At the time of our commencing publication we were necessarily obliged to use the means available to us mechanically, having regard to the time factor in catching the mails that must be caught to give satisfactory service to subscribers in distant parts, with whose needs we are closely concerned. For these reasons we had to adopt the size we did.

With, however, the transfer of our printers to new premises, and the provision of new machinery, it becomes possible to secure that extra margin of time, which will permit of folding being undertaken. Paper for the new size is now on the water, and on its arrival, change will be made to a size approximately 12 inches by 10—a convenient magazine form—while the number of pages will be doubled. The change will be marked by early publication of a special number, which will be of outstanding interest to all listeners.

2YA CHILDREN'S SESSIONS

ADVISORY COMMITTEE MEETS

THE monthly meeting of the 2YA Children's Session Advisory Committee was held at the studio on Tuesday afternoon, the Rev. Ernest Weeks presiding. An apology for unavoidable absence was received from Mr. W. E. Howe, representative of the Wellington Sunday School Union, who wrote advising that he had brought before his committee the suggestion made at the last meeting, and confirmed by resolution, that the co-operation of the union be sought in the matter of providing from the various Sunday schools choirs for the Studio Sunday Evening Children's Service. His committee had before them the Broadcasting Company's letter relative to this matter, formally conveying the Advisory Committee's request that the Sunday School Union should co-operate in the manner suggested, and pointing out that the choirs for the studio service should comprise about twenty voices. Mr. Howe advised that his committee felt that the children's service as broadcast by 2YA was of great value, especially to those children so isolated that they could not attend church service. "We think it is a fine thing," continued Mr. Howe, "that Sunday schools should supply choirs for such services. We decided to forward to 2YA a list of Sunday schools and the secretaries or executive officers thereof, in the hope that this may be helpful to the officer of 2YA who deals with the matter." It was resolved that the Sunday School Union be thanked for its sympathetic co-operation, and that the children's session organiser be requested to draft a letter to the representatives of the various Sunday schools, conveying the opinion of the Advisory Committee and soliciting their practical help in the provision of choirs, such letter to be forwarded over the signature of the chairman of the committee and the children's session organiser.

At the previous meeting of the committee a suggestion was made that an occasional broadcast from a children's hospital, home, or similar institution might, if practicable, be widely appreciated. This suggestion was discussed at some length, and it was finally resolved that members of the committee be requested to make investigations as to what institutions were available for this purpose, and Mrs. Henry Smith and Brother Phelan undertook to consult the principals of institutions in which they were interested. It was further suggested that the idea might be enlarged by the inclusion of leading scholastic institutions, wherein, it was considered, there was ample material for the provision of suitable broadcast programmes of a desirable standard. In order to finalise the matter, it was resolved that the suggestion of broadcasting from a children's home be tried out, with a view to the periodical inclusion of such broadcasts if found satisfactory. Some time was spent in the helpful discussion of features of the regular children's sessions, and a number of useful suggestions were made.

THE local news broadcast from the Plymouth station now includes weekly information as to the movements of ships connected with that port. The information is obtained by the British Broadcasting Corporation from the Commander-in-Chief of the Naval Forces, Plymouth.

CHURCH BROADCASTS

Referring to the broadcast of the evening service at St. Mary's, Merivale, the vicar, Ven. P. B. Haggitt, M.A., in addressing his parishioners, said:—"Evening on June 24 will be broadcast. There is a difference of opinion regarding the broadcasting of services, some being of the opinion that it militates against church attendance. There are probably some people who stay away from church in order to listen-in at home; but we believe this will not become a habit. For a while they may substitute listening-in for church attendance; but they will soon come to the conclusion that the former is not enough. They will miss the fellowship of the Church, and they will want to take their part in the services. Again, there are some who have given up church-going. We believe that many of these will hear things through the wireless which will make them think and perhaps realise that the preacher of today is not always so far 'behind the times' as they imagined. Some too will be influenced by the singing of the old hymns. Old memories will revive and make them feel they might have been better and stronger and happier if they had not cut themselves off from the Church. And so, it may be, some will be led back to the Church through the wireless. As a matter of fact many have been thus led back.

"Another and the most obvious wireless blessing is the fact that many people who are prevented by illness or infirmity, or distance from a church, from attending services, are able to listen-in and to join in. Quite a number in Merivale are in this case, and will be very glad to have the opportunity on June 24, at 6.30 p.m., and we too shall be glad to have them with us.

"The broadcasting of services has its dangers; but we believe that its advantages are far greater than its disadvantages. It is an innovation, and as such it cannot escape the suspicions of the conservatives; but we believe it is 'of God,' and so we are thankful to the Broadcasting Station for giving us the opportunity of 'enlarging our tent.'"

POWER OF NEW ZEALAND STATIONS

COMPARISON WITH OVERSEAS

CONSIDERABLE interest attaches to the power of the New Zealand stations compared with ones overseas, and much misconception exists owing to the fact that the power of the Australian stations is rated differently from that of the New Zealand stations.

If the power of the New Zealand stations was reckoned on the same basis as that of the Australian, the respective powers would be:—

1YA, Auckland	1,200 watts
2YA, Wellington	15,000 "
3YA, Christchurch	1,200 "
4YA, Dunedin	1,100 "

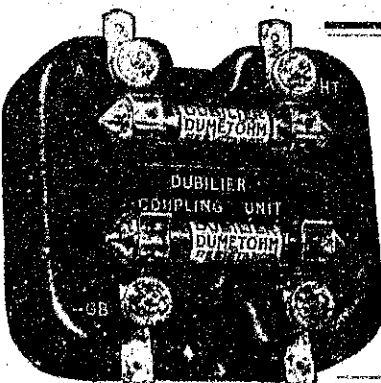
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