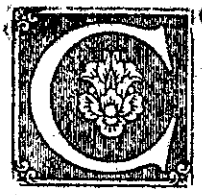


The Children's Session Plays an Important Part



COMMENCING with an intermittent service with a total of approximately six hours weekly for all stations, the Radio Broadcasting Company has in two years developed its children's sessions to approximately twenty-four hours per week for its four stations.

The guiding principle of the Broadcasting Company in respect to these sessions has been to arrange the programmes so that they shall prove instructive as well as entertaining, at the same time avoiding anything of a dry pedantic nature. Realising at an early stage that broadcasting would develop into something more than merely a source of entertainment, and that in an educational sense it would become a veritable channel of knowledge, the company has exercised every possible care as to the manner in which the service is used, the benefit of young listeners being the first consideration. The company endeavours to make its broadcast programmes interesting to and possible of assimilation by the child listeners.

HAVING in mind the plasticity of the child's brain, the company endeavours that the entertainment provided shall be arranged so as to be readily absorbed, and that the programmes shall contain nothing that is likely to prove detrimental to a child's future welfare. It is a guiding precept that if the organisers keep in mind the creation of the atmosphere of a good home and the presentation of real beauty in song, story, music, and poetry, on a plane attractive to the young, they will inevitably, without self-conscious effort, raise the standard of culture in their young listeners, and the result of such entertainment will be educative in the best sense.

This, of course, means a great insight into the different standards of instruction and entertainment desired by the various classes of people, and programmes must accordingly be arranged so that all ages are catered for. Not only is this done in the actual items submitted for broadcast to the juvenile audience (whose ages vary from two to sixteen years), as well as to a large number of adults who find the children's session vastly entertaining; but consideration is also shown in the time selected for transmission. Thus, the first 15-20 minutes of the hour allotted for the children's session is given to the "tiny tots," the next 15-20 minutes to those between the ages of six and ten years, and so on. In this way the "tiny folk" are enabled to have their share of the joy of radio before being sent off to bed by wise parents who realise that "early to bed" is the best means of ensuring the continued good health of their children.

A VAST field in the way of entertainment for children has been opened up, and in encouraging the entertainment of children by children, literally making this hour a children's session, the company has taken a very definite step. There is no room for doubt as to the wisdom of encouraging children to entertain one another by co-operating with the Uncles and Aunts and Big Brothers and others in the entertainment of their fellows. In do-

ing this they gain more pleasure and benefit than if they themselves are simply entertained. Their talent is developed, their self-reliance increased, their view of life broadened, and at the same time they become acquainted with what may open to some a new means of future livelihood.

To the Uncles and Aunts and Big Brothers, to the general assistants, and to the children themselves, this session is founded on the ideal of "Service": service to the children who are confined to their beds through illness, to those whose homes are in the country and have not the advantages of their city cousins; and, in fact, to all children. This spirit of service before self is exemplified in word and deed by all those who voluntarily render service during the children's session.

FOR the purpose of carrying out the company's policy of co-ordinating the work of the children's session at all stations, a lady principal, attached to the administrative office, was engaged. At each station there is a children's organiser who arranges for the continuity of programmes, assists Uncles



Big Brother Jack, 2YA.

and Aunts and Big Brothers and other regular assistants, and attends to all the routine work entailed by such an organisation. The work of the session is carried out by the following, whose pseudonyms and the days on which they broadcast are also given:—

Station 1YA.

Sunday, Song Service, Uncle Leo (Rev. Lionel Fletcher).

Tuesday, Uncle George (Rev. G. Coats).

Wednesday, Uncle Tom (Mr. T. T. Garland).

Thursday, Peter Pan (Mr. L. Abbott).

Friday, Nod (Mr. Culford Bell).

Saturday, Cinderella (Miss Ruby Palmer).

Some others who assist as relieving Uncles and Aunts from time to time are: Sunny Jim (Mr. J. F. Montague), Uncle Joe (Mr. J. Clark), Uncle Vernon (Mr. V. T. Drew).

Past Uncles and Aunts: Uncle Jack (Mr. J. M. Prentice), Aunt Betty (Mrs. H. Ninnis), and Uncle Bill (Rev. W. P. Rankin), and Sister Maisie.

Station 2YA.

Sunday—Song service, Uncle Ernest (Rev. Ernest Weeks).

Monday—Uncle Jeff (Mr. C. Proctor).

Tuesday—Big Brother Jack (Mr. J. Crewes), and Uncle Stewart (Mr. George Stewart).

Thursday—Aunt Gwen (Miss G. Shepherd).

Friday—Uncle Ernest (Rev. Ernest Weeks).

Saturday—Uncle Toby (Mr. R. Walpole).

Past uncles and aunts: Aunt Jo (Mrs. Joe Chatfield), Aunt Dot (Miss D. Vautier), Uncle Jasper (Mr. C. Drummond), Uncle Sandy (Mr. Byron Brown).

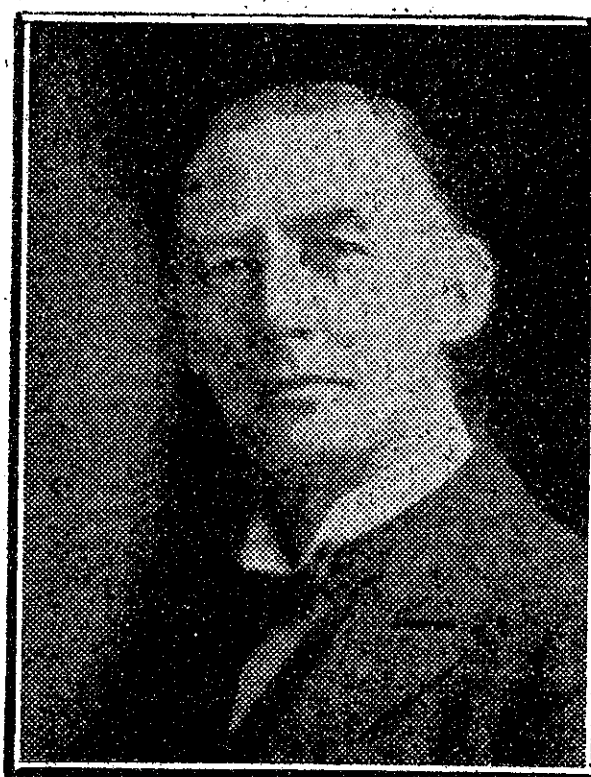
Station 3YA.

Sunday—Song Service, Uncle David (Rev. D. Gardner Miller).

Monday—Scatterjoy (Miss May Brown).

Wednesday—Uncle Peter and Mother Hubbard (Rev. and Mrs. Stephen Parr).

Thursday—Chuckie and Aunt Pat (Mr. C. Booth and Miss M. Hall).



Uncle Ernest, 2YA.

Friday—Big Brother and Captain (Mr. A. J. McEldowney and Mr. C. G. Pegg).

Saturday—Uncle Sam and Aunt May (Rev. Clyde Carr and Miss A. Warren).

Others who assist from time to time are: Uncle Jack (Mr. E. J. Bell), Peterkin (Mr. P. Hall), Soccer (Rev. Rugby Pratt), Cousin Vi (Miss V. Lapsley), and Cousin Alice (Miss Alice Polson), Jolly Miller (Rev. D. Gardiner Miller).

Past Aunts are: Aunt Edna (Miss E. Pearce), Aunt Rhoda (Miss R. Pearce).

Station 4YA.

Sunday—Song Service, Big Brother Bill (Pastor D. More).

Tuesday—Aunt Sheila (Miss S. Neilson).

Friday—Big Brother Bill (Pastor D. More).

Past Aunt: Aunt Diana (Mrs. Melanie Primmer).

IN order to provide entertainment acceptable to all ages, the programmes must of necessity cover an extraordinarily wide range of subjects. Hence, the stories told over the air are of every description, from the fascinating lore of Fairy Land to real life stories about great personages and great achievements, historical and geographical stories, and stories garnered from the wondrous realms of Nature. In music, too, there are fairy songs, nature songs, songs about lands and peoples, and many dainty ballads and popular ditties pleasing to youthful ears.

Interesting "talks," as distinct from stories, are given on birds and animals, flowers and trees, music and books, railways, aeroplanes, the manifold wonders of the air, land, and water, games—and, indeed, on any and every subject likely to have an appeal to the child mind. No "talk," by the way, is permitted to exceed the limit of eight minutes. The elocutionary section, likewise, is characterised by the presentation of every variety of poetry, old and new, together with dialogues, sketches, one-act plays, etc., the greatest care and discretion possible always being exercised in the selection of the items broadcast.

From time to time, special programmes are organised and presented by optimists' clubs, Y.M.C.A. groups, and kindred organisations. Talks on health and health games, embodying instruction in useful exercises, are designed to be helpful not only to listeners who are free to follow the dictates of the loudspeaker, but also those who, listening through earphones, are unable to immediately carry out the exercises. Whenever practicable, programmes broadcast on days of national importance are designed to give the young listeners a clear and proper understanding of the significance of the occasion. The broadcasting of birthday greetings, with the accompaniment of little intimate talks with the children concerned, and the naming of pets, constitutes one of the most popular features of the children's hour, and it is here that the Uncles and Aunts effect that close personal touch with their unseen listeners, which makes the radio family, widely scattered though it is, a very conscious reality to all its members. It goes without saying—though by the company it is regarded as vitally essential—that nothing of a harrowing, sordid or fear-creating nature shall be allowed to reach the ears of the children, and the utmost care is exercised to prevent the broadcasting of anything of that character.

ONE of the features at the various stations has been the introduction of the Sunday Song Services, which are held before the evening Church Service. These services were inaugurated at 3YA, Christchurch, and were then held fortnightly. The first service was conducted by "Uncle Sam" (Rev. Clyde Carr), assisted by the Edgeware Road Methodist Choir, under the direction of Miss Rapley. Wherever practicable, it is arranged that the choir from the Sunday School attached to the church