

MR. W. GOODFELLOW,

Director Radio Broadcasting Co., Ltd.

in it is now a simple matter to check reception in any particular district.

IN dealing with programmes, it was obvious that these must be built round music, particularly instrumental music, and some central library was needed to meet the requirements of the four stations. While very comprehensive systems have been arranged for picture theatre work, they are mostly classified under tempo arrangement. This is not suitable for broad-

cast, purposes, and therefore, in collaboration with the manufacturer, a special system of correspondence and catalogue files and indexes had to be developed.

In respect to the organising of programmes, this is done at the particular station concerned. An allocation is made and the local station director and programme organiser use their own discretion in providing items best suited to local conditions. To cater for as many listeners as practicable, however, a system of various types of programmes is laid down for all stations, and is adhered to as closely as possible, so that the class of programme broadcast nightly is different at each of the stations, except on Saturday and Sunday nights, when they are of a vaudeville and sacred character respectively from all stations.

THE method of dealing with the many and varied branches of the company's service was also very carefully analysed, and as a result it was decided to divide the daily service into definite sessions, and allocate to the particular session those subjects best suited to the hour of the day. For example, talks for ladies have been set down for the afternoon session, children's entertainment fixed for a special session early in the evening, news, market reports and instruction occupy a session timed for just after the even-

ing meal hour; and the entertainment session comes later in the evening.

In this way a definite time has been fixed for a definite service, at the most convenient time to suit the majority of listeners concerned.

In addition to the programmes organised by the company's staff, special attention is given to public happenings, and every opportunity taken to broadcast on relay all available functions of public interest.

HAVING at the outset organised that part of its administrative policy so essential for efficient and economical working, the company turned its attention to another important part of its policy, that of improving or widening the public utility of its service, and eliminating any unfair apportionment of any one or other class of entertainment or service.

With this in view the directors of the company, after very thorough examination of all existing and possible co-operative mediums for the betterment of the service, introduced a form of "Public Relations." As this has been dealt with by the writer elsewhere in a separate article, it is not intended to make further reference to it here.

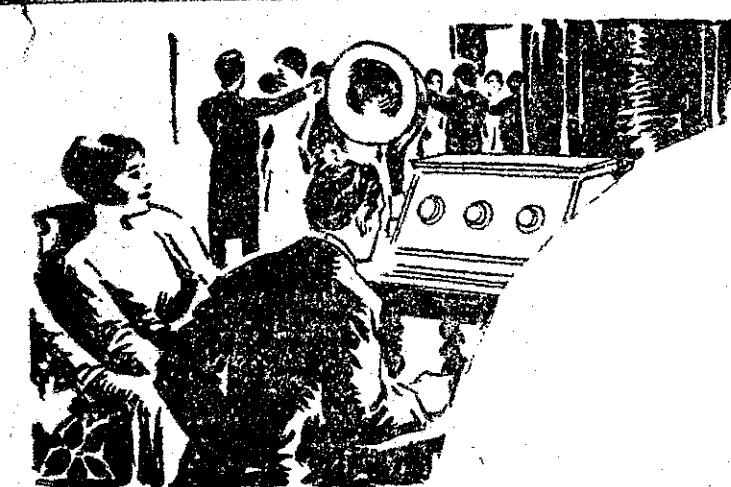
THE building up of the service to the standard now obtaining has taken time. In the interval there has been a certain amount of public criticism, but the wisdom of the Government's



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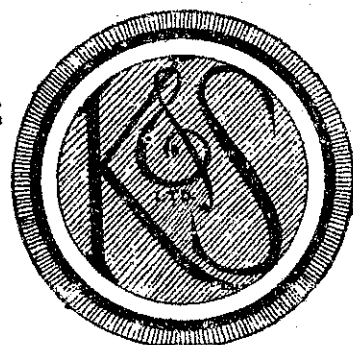
policy as expressed in legislation under which a broadcasting service of the greatest public utility is efficiently rendered by private enterprise subject to Departmental regulations, effectively safeguarding the interests of the community, is now apparent and widely acknowledged. As a result of this policy, New Zealand possesses to-day broadcasting stations equal in efficiency and progressiveness to, and providing a national broadcast service more than double that provided, in proportion to the cost, by any other known broadcasting concern in the world.



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