

The New Zealand

Radio Record

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EDITORIAL NOTES.

FINE weather only is awaited for the launching of the attempt to fly the Tasman. Based on performance the public expects the flight to be successful. Captain Kingsford Smith, with the ultimate interests of aviation at heart, has rightly declined the publicity-mongering challenge issued him to fly without radio or navigational aid. No suggestion could have been more stupid. As a feat the successful crossing of these troubled waters will be outstanding. The pioneer achievement of the feat may in the long run herald a regular service for mail-carrying purposes. That is a distant possibility.

A DEVELOPMENT of American broadcasting that cannot be ignored and may contain a lesson for New Zealand is the growth of advertising over the air. As is well known American broadcasting stations are privately owned and rely for their support upon the sale of time and sponsored programmes. Large-scale national advertisers, seeking the public good will, court same by providing "feature programmes" under their name. Newspapers, on the occasion of national events, hire stations for the broadcasting of accounts by their own special writers. For instance, the Heeney-Tunney fight was described on the air by a leading paper by its own writers as an advertisement for itself. Another paper arranged a special broadcast on short wave for New Zealand. Again, political parties in the Presidential campaign now in progress hire "time" as part of their publicity. It is computed that sixty large-scale national advertisers spent last year between £2,000,000 and £2,250,000 in broadcast advertising. This method of advertising has, of course, been linked in with national newspaper and magazine advertising, and has met with the hearty co-operation of skilled advertising agencies. An address before an advertising convention admitted that two years ago advertising experts were sceptical of the value of radio. To-day they are fully won and enthusiastic. The attitude of the public to the sponsored programme is, of course, the crux of the matter. Whereas a year ago there was still doubt as to how the public viewed receipt of programmes at the favour of a national advertiser, to-day it is held that if these were withdrawn for any reason, there would be a demand for their restoration. That is one view. On the other hand, it is stated that the public does not express appreciation of programmes sponsored by advertisers. This statement comes from Post Office officials, who state that "applause cards" drop to vanishing point when a radio band or orchestra is sponsored by a commercial firm. That fact may not, of course, affect that appreciation of the programme, but simply the expression of it.

New Zealand has relied so far on listeners' fees for broadcasting development. Would an adaptation of the American system of "selling time" be an advantage under New Zealand conditions?

Welcome Home!

Tom Heeney to Broadcast from 1YA

THE General Manager of the Broadcasting Company recently sent a radiogram to Tom Heeney, who is on board the Aorangi, en route for New Zealand, with his wife and brothers, asking him to broadcast from 1YA, Auckland, his greetings to the people of New Zealand. The reply, addressed to Mr. Harris, who personally knows the Heeneys, has come back:

"Will be pleased to broadcast greetings.—Tom."

It is the intention of the Broadcasting Company to describe the arrival and welcome at the Auckland wharf. The New Zealand boxer is sure of an enthusiastic reception, and a microphone will be installed on the wharf for the purpose of giving listeners a realistic presentation of what is taking place.

Concerning the Heeney-Tunney fight, an interesting letter has come to hand from America. It will be remembered that a special review of the contest was broadcast by 2XAD at 3.30 p.m. New Zealand time. This review was sent as the result of a cablegram from Mr. Harris to Mr. Edgar H. Felix in New York, and the letter indicates that at his personal request 2XAD went to considerable trouble to prepare and broadcast a summary descriptive of the fight specially for New Zealanders.

The letter from Mr. Felix is as follows, and it should be noted that he expresses America's appreciation of the fight put up by Tom Heeney:—

"Dear Mr. Harris,—

"It was very kind indeed of you to

send me your cable advising that you successfully rebroadcast the summary of the Tunney-Heeney fight. The General Electric Company manifested a most remarkable spirit of co-operation in making this possible.

"It happened that I was detained late in the city on the evening of the fight and did not reach home till 9.30, which was some time after the preliminaries had gotten under way. I immediately telephoned Schenectady and secured a remarkably quick connection. None of the executives were available, but, fortunately, the chief operator of the station is a personal friend, and he is responsible for making possible the rebroadcasting of the summary. The principal thing which caused me concern after I had his consent was the possibility that you might not receive word through any announcement that a summary would be broadcast for your special benefit at midnight, our daylight saving time. Apparently, from your cablegram, you did so, and I am most pleased at the outcome. I am writing one of the officials of the General Electric Company expressing your appreciation and mine.

"I hope that the summary of the fight gave the New Zealand audience a full opportunity to realise the courage and gameness of Mr. Heeney. I would have been delighted to see your courageous man become champion of the world, and I hope that he will have an opportunity again to match his skill against Mr. Tunney. He has certainly made himself a hero with the American fight fans."

"Paris" Speaking

Broadcast of Signing of Peace Pact

THE signing of the Kellogg Peace Pact in Paris had its repercussions in radio circles in New Zealand. Great preparations had been made in Paris for the broadcasting of the speeches throughout all the countries of Europe and, in fact, over the world, for the occasion was looked upon as an epoch-marking one, and an effort was made to endow it with all the importance possible in the eyes of all peoples.

As far as the British Empire was concerned, the short wave station 5SW, at Chelmsford, was connected by land and submarine cable to the very room in Paris where the treaty was signed.

Station 3YA went on the air to rebroadcast 5SW in the early hours of Tuesday morning, August 28, and the result was very interesting to all listeners who considered it worth while to lose their sleep for the opportunity of listening-in to Paris. With all its imperfections, owing to the adverse conditions, the rebroadcast was a remarkable achievement—a relay from Paris to Chelmsford (the longest yet attempted by the British Broadcasting Corporation), a broadcast to the opposite side of the world, to be picked up on a receiving set, relayed again to the studio, and then broadcast again.

At mid-day in Wellington, a ceremony commemorating the occasion of the signing was held in the Town Hall. It was largely attended, the Prime Minister, the Right Honourable J. G. Coates, the Mayor of Wellington, Mr. G. Troup, members of Parliament, and representatives of the churches being among those present. The speeches made at this function were broadcast by 2YA and rebroadcast by 3YA, the transmission being perfect.

"Aerial," of the Christchurch "Star," after describing his vigil in the "wee sma' 'oors," heartily congratulates 3YA on its enterprise and achievement. He concludes his article: "It was well worth the sitting up for. It is not every day one can hear such an event, and, even though the words were indistinct and one could only guess—and guess wildly—as to the identity of the speakers, that did not detract from the thrill of listening in on what may prove to be one of the most important events in the history of the world."

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