



Published Weekly  
REGISTERED G.P.O., WELLINGTON, N.Z., AS A NEWSPAPER.

Vol. II., No. 13.

WELLINGTON, FRIDAY, NOVEMBER 23, 1928.

## Great Radio Election Service

**T**HE broadcast of the election results on November 14 will undoubtedly go down in radio history as the most sensational and outstanding public service so far given by radio in New Zealand. Allowing an average of approximately 6 people to the set—and in the backblocks and country districts, where hundreds would be invited to listen, this average would be low—it seems certain that not less than quarter of a million people, but more likely half a million, would know the full results directly by radio on that evening.

The course of events swept aside some part of the planned programme. The demeanour of the crowd outside the "Dominion" newspaper building was not favourable to permitting the Prime Minister to deliver his remarks in such form as to be most perfectly audible to listeners. Sir Joseph Ward and Mr. H. E. Holland, leaders of the United and Labour Parties respectively, were unable to be present, although definite invitation was extended. Each preferred to be in his own electorate on the occasion.

**P**ARTICULARLY good work was done by the Electoral Department, under the Registrar-General, and by the Post and Telegraph Department respectively, in compiling and forwarding the results. The organisation for making these results available to listeners with the utmost rapidity was effective, and as a result a record, we think, was established, in that by five past one on Thursday morning the actual position of the 80 seats was known and a summary of the party strength available.

**W**ITH the closing of the polling-booths at 7 o'clock, it was expected that early results would be available within a few minutes of that hour. Accordingly the full staff necessary for coping with the position was on hand before 7 o'clock. The organisation prepared was as follows: In the electoral office, situated in the Post and Telegraph Department, provision was made for a direct telephone into the office of the "Radio Record," and other newspapers interested. A number of direct telephone wires were also installed from important local booths to the "Dominion" newspaper office, the object here being to avoid delay in the receipt of local results. For the purpose of informing the crowd assembled outside the building, a loudspeaker system, installed by Standard Telephones, Limited, was linked up with the 2YA broadcasting system, so that all announcements put over the air were also heard by the huge crowd assembled at the junction of the three streets outside the "Dominion." This area proved admirable for handling a big concourse, and at an early hour was absolutely packed with humanity. An estimate only can be given of the strength of the crowd, but it is believed that it would range from 20,000 to 25,000 people. Newspapers

in other parts, notably, the "Star," Auckland, "The Lyttelton Times," Christchurch, and others followed the same idea and enabled some crowds of thousands of people to hear 2YA.

**G**OING on the air at 7 o'clock, a general announcement was made covering the poll and arrangements effected. At 7.14 the first result was to hand—a small booth in Wellington South. For half an hour following scattered results only were received, but at about 8 o'clock, as anticipated, a steady rush developed, which was maintained practically without cessation till nearly 10 o'clock. Two telephones covering both local results and the telegraphic results received from the Postal Department, were busily occupied with scarcely a breathing-space. As a result, the slips of paper recording each result steadily mount-

ed in front of the announcer. Infected by the enthusiasm of the moment and the sight of the accumulation ahead of him, the announcer at this stage, it is feared, somewhat accelerated his rate of delivery, with the result that a number of telephone rings were received requesting a slightly slower pace, to permit of results being recorded. It is trusted that no undue inconvenience was occasioned listeners by the rapidity with which these results were given at this stage. Listeners must appreciate the fact that the conditions were strenuous, and the desire was to attain the greatest rapidity possible in disseminating the news.

### The Crowd Addressed.

**A**T intervals successful and unsuccessful candidates in the Wellington seats appeared to address the crowd from the balcony of "The Dominion" Newspaper Building. On such occasions a special microphone installed on the balcony was used. The noises of the crowd—the applause, the cheering, the booing, as the attitude to the candidate dictated—were conveyed over the air to listeners, thus transporting them in effect to the scene itself. Of course, while these speeches were going out, accumulations

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### Advance the Radio Banner.

**S**CORES of letters and telegrams have flowed in to the Broadcasting Company conveying congratulations upon the successful demonstration given on election night of the value of radio. The keynote of most of these letters, particularly those from the country, where neighbours were invited in, was the "eye-opener" the evening was as to the utility and value of radio. This atmosphere offers a splendid opportunity to dealers everywhere to "advance the Radio banner."