

Broadcasting in India

DURING the radio season the Indian stations are able to be heard on sensitive sets in this country and the conditions pertaining there, will be of great interest to listeners.

Calcutta (7CA) and Bombay (7BY), working on wave-lengths of 370.4 metres and 357.1 metres respectively, are the real broadcasting stations of India, each serving a wide surrounding district. The bulk of the population of Bengal speak Bengali, while the European and Eurasian portion of the hinterland on the Calcutta station talk English. A programme under these conditions is doubly difficult; it presents the same problem as is faced by the English listener to the Continental programmes. Should an all-English broadcast be given, it appeals only to that section of the listeners conversing in English; to the remainder it is entirely foreign. With Bengali programmes the same applies to the English-speaking populace.

When Calcutta carried out regular transmissions it was usual to allow three nights of an all-English version, while the remainder of the week was given in the language of the country, principally Bengali.

Programme Difficulties.

THE providing of programmes in English is somewhat restricted, available artists are few and cannot be repeated too often. In consequence of this the gramophone plays an important part in the construction of programmes. With a Bengali broadcast this difficulty does not arise, since local artists are more or less national artists, and the gramophone is used only to fill in spaces.

It might be said, however, that from an English point of view Bengali music is not appealing, but it certainly pleases the native listener.

The license issued in India is very similar to that issued in this country, giving freedom to use a set for the purpose of a broadcast receiver. The set builder who desires to build a set for

the sake of wireless, will find a fair amount of diversion in logging the smaller stations as well as a few of the more powerful overseas stations. In addition there are a good number of amateur transmitters operating on the short waves.

Constructors Handicapped.

THE greatest handicap to the set-builder is the procuring of material, since to bring wireless apparatus into the country one requires a special importer's license. This license is sparingly granted, and without it any apparatus may be regarded as contraband and, as such, may be confiscated. It is, therefore, necessary to purchase the parts unobtainable locally through a dealer with an import certificate.

IF you want to use a set which has been stowed away and is covered with dust, do not forget the possibilities of the vacuum cleaner with a small suction attachment, which is very useful for removing dust from inaccessible places.

Auckland Notes

(By "Listener.")

THERE is every prospect of a brisk radio trade developing in Auckland during the coming month, for so much public attention has been drawn to the service rendered by broadcasting that the possession of a radio receiver in the home seems no longer a luxury. Many consider that the main function of broadcasting in the future will be not the provision of regular entertainment, but the conveying to the public of quick and vivid impressions of important happenings in every sphere of life. That is, of course, until television materialises commercially.

1YA broke its customary Monday silence this week to relay during the afternoon and evening a function and a service that attracted widespread attention throughout the Dominion. The visit of a distinguished Roman Catholic prelate was in itself sufficient justification for the relay, for Cardinal Cerretti is a figure of such importance in the religious world that people of all denominations were anxious to hear him. The ceremony of unveiling the memorial tablet at the Mater Misericordiae Hospital was fully described, and the speeches marking the occasion were transmitted excellently. It was the evening service at St. Patrick's Cathedral, however, that earned the approval of the big body of listeners. Never before has better choral music been broadcast from 1YA, and both choir and soloists were greatly appreciated by the big unseen congregation at speakers and phones, even though this congregation was not, in the main, of the faith of the worshippers in the Cathedral. A correspondent in the local Press has raised the question of what principle is involved in arranging such special broadcasts as the one on Monday night. The answer is so obvious that one wonders at the lack of perception displayed by the writer. It is part, and a very important part, of a broadcasting station's function to give its listener all of importance which will educate or entertain them. If Monday's relay does not come under such a category then the general public will be much surprised.

THE popularity test provided an interesting programme on Wednesday evening. Next day the writer came into contact with many who had quite enjoyed their temporary task as adjudicators, and these people will await eagerly the publication of the general consensus of opinion upon the items given. The test was quite attractive as a novelty, as well as a guide, and it might well be followed by another in which the human element participates, and mechanically reproduced music is replaced by the voices of actual artists.

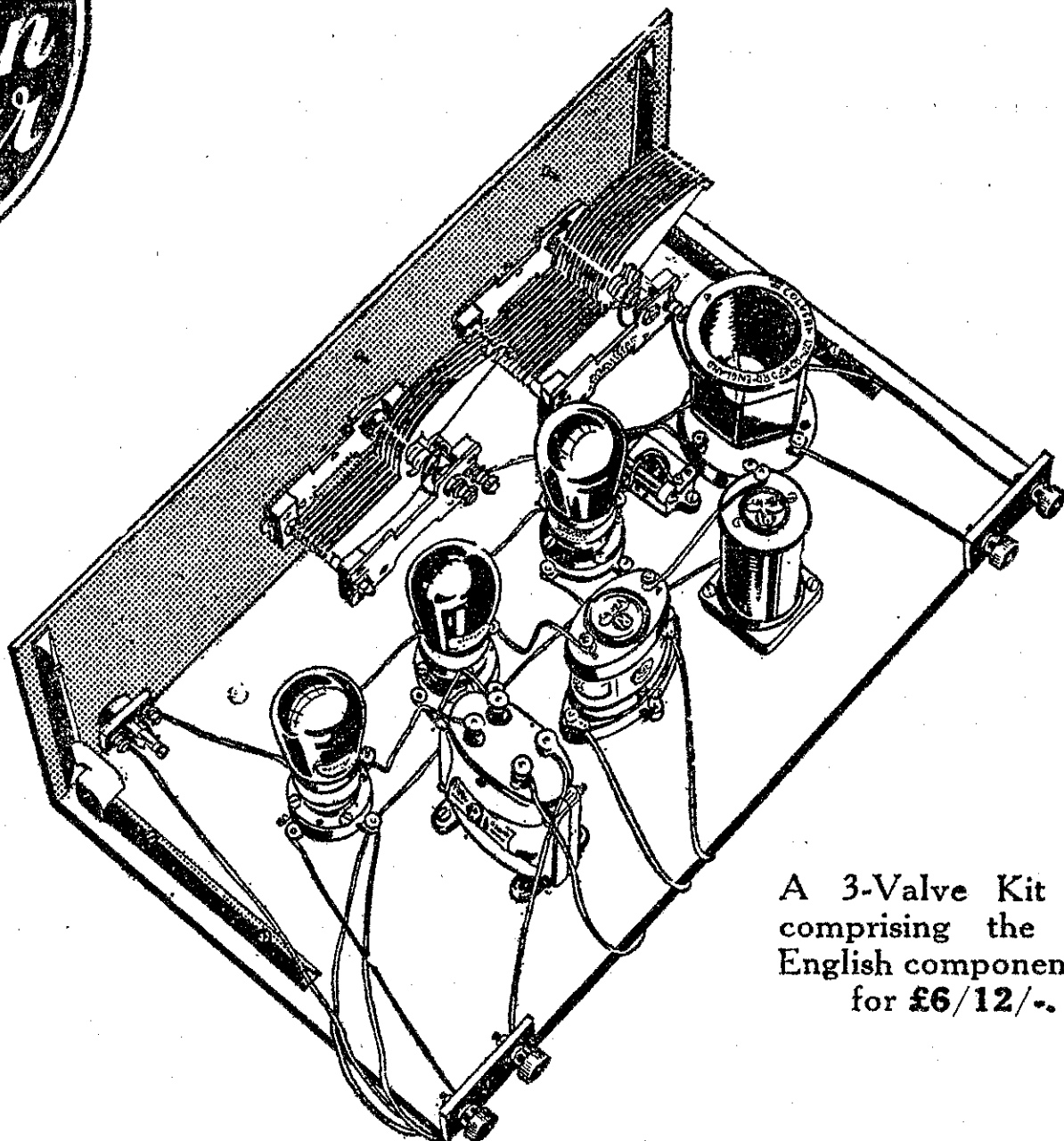
THE operatic excerpts from 1YA maintain their popularity, and "The Maid of the Mountains" proved as popular on Tuesday last as when it was first put over.

THERE are many keen followers of Australian cricket in Auckland, and for them 1YA usually manages to provide some early information. Usually, by 10 p.m. the day's scores in the big cricket matches across the water have been picked up from 2FC or 2BL, and are given out for the benefit of the many who cannot hear Australia at this time of year.



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