

The New Zealand Radio Record

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WELLINGTON, FRIDAY, MAY 10, 1929.

EDITORIAL NOTES.

CONGRATULATIONS may fittingly be extended to the North Taranaki Radio Society upon the successful opening of their station, 2YB. In every way the function was a credit to the organisers. Mr. Ball attended on behalf of the Radio Broadcasting Company, to which, of course, the Society is indebted for provision of the plant and the permanent operator. Responsibility, however, will rest with the Society to make the best use of the equipment now provided. In this connection, Mr. Ball, speaking from the weight of experience gained by association with the larger services in the main centres, was able to give the Society some good advice as to conserving the talent available in the district and the ideals to be aimed at in supplying the service desired for the community. We have every confidence that the Society will rise to the responsibilities entrusted to it; and that through the service of 2YB the cause of radio will be advanced very materially in this territory. In his speech, Mr. Ball took occasion to make an important pronouncement on behalf of the Radio Broadcasting Company in relation to the development, as an ideal of the future, of a system of relay stations, in order to effectively cover the provincial areas of the Dominion. Those remarks, which are reported elsewhere in full, will be read with interest by listeners.

THE success that attended the relaying over a distance of 450 miles of the performances by the Port Nicholson Silver Band to Auckland and rebroadcasting there by 1YA was most marked. That success carried its own tribute to the quality of the equipment provided by the Post and Telegraph Department and the high standard of efficiency maintained by the service engineers. Following on that preliminary success, it is announced that further long-distance relays will be attempted as between Invercargill and Dunedin and from Dunedin to Christchurch, and also as between Hamilton and Auckland. These long-distance relays will be in connection with the opening of May Fair in Invercargill and the opening of the Winter Show in Hamilton. By the former effort, Stations 4YA and 3YA will both be on the air with the speech of the Prime Minister and accompanying matter, on the occasion of the opening of May Fair in Invercargill; while the radio circle of 1YA will take the opportunity of listening to the speeches on the occasion of the opening of the Waikato Winter Show. It is good that by these relays city interests should be brought into close touch with the progress of communities such as Southland and the Waikato. At the present time the telephonic equipment throughout the country is not in every case of the standard maintained between the larger centres; but as advancement is made, it is to be expected other relays of this character will be very frequently attempted. Another important relay in prospect is one from Hastings to Wellington, in the relaying of a special concert to be provided on the lines of that from Wanganui some time back.

GENERAL satisfaction will be felt with the very creditable percentage of renewals reported by the Department as having obtained up to the end of April. No greater expression of confidence in the general quality of the services being provided could have been given by listeners than this. The percentage of renewal is definitely higher than has ever before been recorded, and the situation warrants the gratification expressed by the General Manager of the Company, Mr. A. R. Harris. At the same time, Mr. Harris quite rightly points out that, good as the figures are, further advancement requires to be made to permit of the additional improvements desired to be made by the Company. Service follows directly upon finance. Finance is the mainspring. With adequate finance much can be done; without it the whole service is crippled. It rests with listeners who are deriving satisfaction to spread to their friends knowledge of the quality of service available to them, and so induce them to participate and contribute to further expansion. Dealers are naturally desirous of expanding their sales, and will appreciate that those sales are best made under an atmosphere of optimism and appreciation rather than in the midst of pessimism and condemnation.

Good Response in License Renewals Convincing Testimony of Listeners' Support

ADVICE is available from the Post and Telegraph Department that the grand total of radio licenses renewed to April 30, 1929, is 36,664, consisting of 35,880 receiving licenses, 652 dealers' licenses, and 132 amateur transmitting licenses.

This constitutes a very satisfactory response indeed from the listening public, and represents a very much higher percentage of total renewals than ever before has been recorded. On the 31st of March, 44,810 receiving licenses were in force, many being short-term licenses representing accretions in the latter part of the year. That all of these, except some 9000, should have renewed in the first month is gratifying. For comparative purposes it is interesting to record that at the end of April last year the total licenses were 30,175; of which approximately 28,000 odd were from the listening public. On the same date in the preceding year the total was 15,000.

These figures carry their own testimony as to the substantial advance made in the popularity of radio and, as indicated, constitute a substantial testimony of appreciation of the service being rendered. At the same time, it is necessary to stress the point that further advance still is required to lift the radio service on to the standard which all desire to see it attain. With the technical equipment of the various stations now secured and operating at high efficiency, attention is being concentrated, as was indicated would be the case, upon programme improvement. A reflex of this is seen in the increasing development of relay services recently inaugurated.

It is interesting to note that dealers' licenses have fallen from 1509 to 652, this, of course, being due to the adjusted fees now payable.

"COMPARED with last year, the renewals have come in remarkably well," comments Mr. A. R. Harris, general manager of the Radio Broadcasting Company. "While there is some leeway to make up yet, the renewals have exceeded considerably the figures for April 30, 1928. The licenses then totalled 30,175. At that time we used every endeavour to increase the roll of listeners. Among the new attractions was the formation of 2YA Orchestra, but despite these efforts it took seven months from the end of March, when all licenses expired, until the renewals reached the old total existing on March 31. The response is an incentive to us to still further improve our service. The effect of this impulse has already been evident in several important relays which we have arranged to carry out. On a recent Sunday evening we relayed a concert from Wellington to Auckland. We are shortly carrying out three relays from Invercargill to Dunedin, and on one of the occasions we will relay from Invercargill to Christchurch. Later on this month we are relaying from Hamilton to Auckland. We are enabled to carry out these relays through the courtesy of the Post and Telegraph Department, for the New Zealand telephone system is as yet not fully equipped for the carrying out of broadcasting relays which cause the Post and Telegraph officers much additional trouble. We are looking forward to this year being a record one for broadcasting in New Zealand. It has certainly begun very well and the future is dependent on how promptly the balance of license holders renew and on how rapidly the number is added to by the addition of new listeners."

Community Singing

On June 5, the Auckland Community Singing Committee will commence a series of twelve "sings" in the Town Hall, between 12.30 and 1.30 p.m. These will be broadcast by 1YA.

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