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Extension of the Broadcast Service

FOLLOWING an epoch-making meeting representing the principal agricultural bodies of New Zealand it was resolved to set up a Primary Producers' Advisory Board Committee to arrange the details for the further application of Radio in the assistance of the primary producer.



MEETING of epoch-marking importance to broadcasting in New Zealand was held in 3YA studio on Tuesday, July 2, when there was a representative and influential gathering of men connected with many organisations interested in farming. The Broadcasting Company has lately been considering further development of its service to the primary producers and the meeting on Tuesday was a definite step forward in that direction, for it was then decided that an advisory committee should be set up to work in co-operation with the Broadcasting Company in regard to the preparation of suitable talks for the benefit of people on the land. Unanimous approval of the company's policy in this direction was expressed and all the organisations represented offered their hearty support.

Mr. Arnaud McKellar, one of the directors of the Broadcasting Company, presided, and welcomed the delegates. Apologies were received from Sir Heaton Rhodes, the Hon. Mr. Smith, M.L.C., and Messrs. Jas. Deans and J. E. Strachan.

There were present: Mr. John Deans (Lincoln Agricultural College), Mr. R. E. Alexander (Lincoln Agricultural College), Mr. J. G. Herdman (President, A. & P. Association), Mr. M. E. Lyons (Secretary, A. & P. Association), Mr. O. W. B. Anderson (Horticultural Society), Mr. A. W. Cockayne (Department of Agriculture), Mr. McGillivray (Christchurch Branch, Department of Agriculture), Mr. C. McIntosh (Farmers' Union), Mr. C. H. Hewlett, Mr. H. E. S. Turner (Chamber of Commerce), Mr. H. G. Denham (Department of Scientific and Industrial Research), Mr. P. R. Climie (Canterbury Progress League), Mr. C. T. Aschman (Board of Governors, Canterbury College), Mr. A. R. Harris

(General Manager, Broadcasting Company), Dr. Chilton and Mr. J. Ball.

Mr. John Ball, Editor-Announcer, then outlined the Broadcasting Company's proposals to extend the broadcasting service to the primary producers of the Dominion, and in doing so, by way of emphasising the value of the scheme, he referred to the actual results which had followed upon the formation of the other advisory committees.

"In the handling of this new and wonderful service," said Mr. Ball, "the directors of the company realised that this was a fair case in which it might be claimed reasonable to solicit the wider council of the multitude. It was obviously impossible to act with the listeners en masse. Mr. Harris has devised a scheme whereby the listeners can be represented. It so happens that the Broadcasting Company in New Zealand came rather late into the field. The company was thus able to profit by the mistakes of others, and to learn by the experience of older established systems.

"A scheme has been devised which I believe is in advance of anything in the world to-day. I may say that Mr. Harris founded this scheme on an honorary community service, non-political basis. Each committee is composed of experts in their particular field, and the members act in an honorary capacity. They are under no obligation to the company, and their sole purpose is to act for the listeners.

"I have already indicated that the scheme which we have put into operation is in advance of anything in the world to-day. It is very interesting to note that as a result of the operation of our scheme during the last two years, inquiries are coming from Australia and Canada, presumably with the intention of following New Zealand's example. I

might mention that we had in Wellington recently, Rev. Ernest Weeks, "Uncle Ernest," of 2YA. His work took him to Canada, and he spoke from one of the Canadian stations, with the result that the Government asked him to confer with the Minister of Education with the idea of devising a scheme whereby Canadian stations could follow our Children's Session policy.

"I do not hesitate to say that our Musical and Dramatic Committees are exercising a decided influence towards improving the public desire for good music. Similarly with regard to the Children's Session and Church Service Committees.

"Now we are asking you to help us in what may be considered one of the more important sides of broadcasting. You each represent a certain farming interest, and would be able to advise and assist us with regard to broadcasts to primary producers. I could give you many instances of the value of radio to farmers in isolated districts. A certain amount has already been done, and I wish to take this opportunity of acknowledging the work of the Canterbury Progress League, the Agricultural College, and the Department of Agriculture.

"We want you to co-operate with us to help us to extend the service to make it of as great value as possible to the whole Dominion as a whole."

DR. Chilton, late Rector of Canterbury College, said: "First of all I would like to thank you all for your attendance here to-day. We have endeavoured to invite representatives of all the various bodies and institutes connected with the farming and pastoral industries, and I think we can congratulate ourselves that we have succeeded in getting a very representative gathering.

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