

Germany's Bid for Radio

GERMANY has always had a reputation for thoroughness. If it's war the country throws itself into the business heart and soul; if dictatorship is to be the form of government then the dictator must be a man beside whom even the Almighty must take second place; if it's building a broadcasting service then the programmes must be put out in a multitude of languages to reach the whole world.

This story is concerned with broadcasting and the writer feels tempted to doff his hat to the "Reichs-Rundfunk-Gesellschaft," which is the German name for Broadcasting House in Berlin, for the exceedingly thorough manner in which the authorities have set out to provide a short-wave service which is equalled only by that provided by the British Broadcasting Corporation. In the cable news a few days ago appeared a message dealing with Germany's efforts to establish a broadcasting service in the British Empire. Berlin sends out shortwave broadcasts from 15 to 16 hours daily on various wave-lengths. For the first zone, embracing Bombay, Batavia, Sydney and Auckland, the English language is used; for the second zone, the Far East, Dutch is used; for the third zone, Africa, English is used; for the fourth zone, South America, Spanish and Portuguese are used; and for the fifth zone, North America, English is used.

The message goes on to say that "officially, the programmes are intended for 30,000,000 Germans living abroad. Semi-official documents admit that the service is intended for propaganda for the homeland." Whether this is the case or not, the fact remains that Germany is providing New Zealand and Australia with an excellent service, as readers of the weekly page headed "Germany Calling New Zealand" and listeners-in to the shortwave broadcasts have probably discovered. The actual propaganda put over the air is small. On the occasions when the writer has tuned in to DJB and DJN the concerts have been mostly orchestral, with periodical relays of splendid music from the Opera House at Hamburg.

It was early in the New Year that Berlin got in touch with the "Radio Record" regarding the publishing of the shortwave stations. The paper, anxious to give as full a service as possible to New Zealand listeners, replied that space would be found each week for the programmes. Since that time the authorities in Germany have forwarded a complete month's schedule by air mail sufficiently far in advance for the programmes to be published in the same manner as the New Zealand and Australian programmes are. The schedule is printed in both English and German (the programme for Sunday, April 21, and Monday, April 22, is reproduced on this page) and each month it contains a message from Hitler, printed in both languages.

It was in the autumn of 1923 that Germany first entered the broadcasting field—exactly 12 months later than England. Although British experience was available Germany did not choose to follow the British system of a centralised service. It was contended that, while artistic talent and activity was mainly centred in London (making a centralised service highly desirable) Germany's talent was spread over a number of cultural centres, each of which was entitled to consideration in the drawing up of a broadcasting policy. Thus Germany had large and important broadcasting stations dotted all over the country, and each one of them drew up and was fully responsible for its own programmes.

But as the service grew a partial fusion took place. For instance, the huge Broadcasting House in Berlin was founded and technical experts were dispatched to the different stations to keep them up to the required standard. A common programme committee, a central office for school broadcasting and a Central Aid Station for listeners were also established.

How then does the German organisation function to-day? The transmitters are operated by the Post Office, but with this exception: all business common to the stations dotted over the country, including questions of organisation, management and engineering, is

SONNTAG, DEN 21. APRIL:

Berliner Zeit

Anfrage DJB und DJN (deutsch, englisch)	9.45
Deutsches Volkslied	
Programmvorschau (deutsch, englisch)	
Das Wichtigste der Woche	
Zum Osterfest!	10.00
„Die helle Osterjonne spendet das neue Licht...“	10.15
Friedrich Kayhler	
Nachrichten und Deutschlandbericht (englisch)	10.30
Wir suchen mit den Hörern Osterfeier!	10.45
Heinrich Schlusnus singt (Schallplatten)	11.30
Nachrichten und Deutschlandbericht (deutsch)	11.45
Unterhaltungskonzert	12.00
Nachrichten und Deutschlandbericht (englisch)	13.00
Abfrage DJB und DJN (deutsch, englisch)	13.15

MONTAG, DEN 22. APRIL:

Anfrage DJB und DJN (deutsch, englisch)	9.45
Deutsches Volkslied	
Programmvorschau (deutsch, englisch)	
Ländliche Osterlänge	10.00
Miniaturen für Englisch Horn und Klavier	10.30
Aus der Heimat des Führers: Eine Osterwanderung durch Wald und Innviertel	10.45
Frühlingsweisen	11.30
Zeitpunkt	11.45
Unterhaltungskonzert	12.00
Die Blumenausstellung	13.00
Abfrage DJB und DJN (deutsch, englisch)	13.15

Above is reproduced a portion of the German short-wave programme schedule as it is supplied to the "Radio Record." The translation will be found under the headings of Sunday, April 21, and Monday, April 22, on page 44.