

This Week's Special Article

Microphone English Should Sound the Same Through Any "Mike"

WILL it ever be possible for the two big broadcasting services in New Zealand to attain something like uniformity in announcing? The word "uniformity" does not infer a stereotyped style, but rather a distinctive manner of microphone speech, so that listeners overseas will be able to recognise at once the fact that they are listening to the Dominion of New Zealand.

Listeners to-day find themselves in a curious position. From most of the YA stations, and at most times, they get pure English in cultured intonation, but, for all that, announcing is 90 per cent. of the time dull and lifeless.

From the commercial stations there is definite predilection for brightness—often only "so-called" brightness.

Thus, as I see it, there is a very definite line of demarcation between announcers coloured NBS and flaunting the old school tie, and the freshmen of the NCBS, whose verbal blazers are, like Jacob's coat, of many colours.

When the commercials came on the air in a wholesale fashion they captured the fancy of the crowd by, laudable variety, but, encouraged by success, there were one or two cases of acute pep-hysteria. However, after a few weeks, they settled down and curbed their sense of the dramatic with the reins of experience.

But even to-day there are announcers who tell lis-

UNIFORMITY of announcing policy between a national and commercial broadcasting service is a Utopian ideal, but in this thoughtful article, E.R.B. makes a very reasonable appeal for modification by both parties.

it might be the Fuehrer telling the crowd that a swastika had been desecrated!

To have several announcers chipping in one after the other is sound business when it comes to variety, but it can, like many other things, be overdone. No sooner do listeners become pleased with the voice of one man when somebody else takes up the running and the dial-twiddler says "Shucks!"

So much for that. While the commercials have every opportunity of exploiting personality—and much of it, indeed, is well worth while exploiting—the YA men find the boot on the other foot.

Astonishingly long hours are worked by YA folk in charge of announcing departments. Theirs is a work of going through long sessions, with different sectional interests, and they are expected to bring to each portion a tone appropriate to the matter in hand. In other words, the really successful national announcer to-day must be something of a ventriloquist.

Half a leaf taken from the commercials' book might, with good reason, be inserted in the national volume for reference. Take, for instance, the announcer who spends the afternoon with a concert session of fair to medium light works, follows up with news about anything from racing results to the description of a lost child, and then, in the evening, is asked to be heavy and academic and vastly informative about some great musical (Cont. on next page.)

In the Wake of the Week's Broadcasts

Last Sunday night 4YO put over a recording made by June Barson, the little Auckland girl who won the Deanna Durbin contest conducted by the ZB's. I had not previously heard this girl sing, and I was

NOT A DEANNA, frankly delighted with the simplicity and clearness of her renderings of "Il Bacio" and "Play, Fiddle, Play." She was rather better in the latter number than in the first, which I thought seemed slightly difficult for her. But she has a very nice voice, and, though not a Deanna Durbin, she is a very excellent June Barson. She should go far, and I, for one, will watch future developments with interest.

Listened-in to 4ZB's "Magazine of the Air" last week, expecting something different—and got it! From beginning to end it was, unfortunately, an "Aren't We Jolly Good Fellows?" session. The announcers were unsparing in superlatives with which to describe their station, their fellow-announcers and co-workers. Self-praise or propaganda may sometimes be necessary for Commercial stations, but it should be done with concealed cunning and not with blatant joie de vivre. Done in this way, in the end it can only harm the station's prestige. I found afterward that friends who listened did not relish the session either.

**MAGAZINE HAD
NO
AMMUNITION**

These days there must be a multitude of "fans" for the men who talk on "World Affairs" from the various stations. Some days ago a listener wrote to the "Record" saying that 2YA's Dr. Guy Scholefield was Fascist in his interpretation of the news. I can't agree.

**HE GIVES
US
THE FACTS**

He is a realist, certainly, and often he reminds me of things I want to forget, but that is only because one thinks—as a "Record" Hot Shot reminds us this week—with one's wishes and fears and desires. Last week, for instance, in his talk on Japan's evasion of the naval ratio agreement, he reminded me that Japan was a loyal ally to the British people in the Great War, and