

N.Z. RADIO RECORD

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A JURY OF 1000 "RECORD" READERS DELIVERS VERDICT ON RADIO IN N.Z.

Listeners Previously Silent Express Views On Broadcasting In Questionnaire

EVERY day of the year the radio entertains, informs and talks to "Record" readers. They listen, switch off, switch on again.

They have strong preferences and strong dislikes, but few means of expressing them. On the whole they put up with what they are given with silent stoicism or stifled pleasure.

And for every day of every year it is the radio that does the talking, the listener who does the listening.

THIS week the "Record" has reversed the current order. Today, the "Record" readers do the talking, radio does the listening.

One of the greatest disabilities under which radio men work is that of being unable to contact the great body of listeners. The listener is a silent person, usually mute.

The "Record" wished to have the benefit of his opinions. It sent out copies of a carefully-drawn-up questionnaire to 1000 "Record" readers, most of whom had been among the journal's earliest subscribers.

They were people of all occupations and interests—engineers, farmers, station-hands, domestic helps, medical men, storekeepers, nurses, but mostly country dwellers.

With care and courtesy the majority of them filled in the questionnaire, forwarded their replies.

To-day, for once, radio does the listening. "Record" readers are on the air.

For once the great silent jury that sits in judgment on every item heard on the air, is able to give its verdict.

EACH juryman gave first his occupation, then told how long he had been a listener. Most had been listeners for five to nine years.

"To what stations do you listen?" asked the "Record." "YA stations and their auxiliaries, ZB stations or overseas stations?"

Replies showed that 61.14 per cent. listened to the YA stations and their auxiliaries, 28.99 per cent. to the ZB stations and 9.86 per cent. to overseas stations.

Point to be borne in mind in this verdict is that the listeners were chosen from earliest "Record" subscribers, mostly country-dwellers whose sets are not strong enough to draw in the commercial stations, whose main audience is in the cities.

Asked to indicate their preferences in a list of regular broadcasts, the "Record's" jury gave this verdict.

Musical comedy and dance music is the most popular feature, closely followed by vaudeville and humour and radio talks. The wooden spoon goes to Parliamentary broadcasts.

Exact preferences of "Record" readers were these:

Musical comedy and dance music ..	16.68%
Vaudeville and humour	16.20%
Talks	16.19%
Serials	15.56%
Classical music ...	13.79%
Sporting broadcasts	12.51%
Parliamentary broadcasts ..	9.03%

"Do you think overseas artists should be engaged for New Zealand broadcasting?" asked the "Record."

The jury's verdict was strongly in favour of overseas talent. Altogether, 83 per cent. voted for overseas artists, 17 per cent. against.

Asked if they were in agreement with the proposal to establish a conservatorium of music in Wellington, 57 per cent. of the jury said yes, 43 per cent. said no.

"Do you think New Zealand needs a shortwave station?" asked the "Record."

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NCBS CONTROLLER C. G. SCRIMGEOUR TO VISIT UNITED STATES AND CANADA

EARLY next month, it is understood, a trip to America will be undertaken by the Controller of the National Broadcasting Service, Mr. C. G. Scrimgeour. Information regarding the proposed trip, much of it based on mere rumour, was circulating in Wellington toward the end of last week.

Stories were even current to the effect that Mr. Scrimgeour was resigning from his present post to take up a position in American radio. This, however, Mr. Scrimgeour told the "Record" last Friday, is entirely incorrect. He has no intention of resigning.

Owing to the fact that he was approached before a Ministerial announcement had been made concerning the trip, Mr. Scrimgeour was in a difficult position regarding elaborating the story. The Hon. F. Jones, Acting-Minister of Broadcasting, was unwilling to make a statement, and the Minister of Broadcasting, the Rt. Hon. M. J. Savage, could not be contacted before the "Record" went to press.

But that Mr. Scrimgeour's proposed trip reveals a desire on the part of the Government to make further improvements and modernisations in commercial radio seems obvious. Commercial radio in New Zealand is largely modelled on commercial radio in Australia, which has been a "natural" rather than "guided" growth, having, to a large extent, just "growed," like Topsy.

Mr. Scrimgeour will find many features of American radio worthy of especial attention, and proportion of advertising to entertainment and relative costs of time on the air at night and during the day are only two problems which the Controller will probably study.

The rumour that Mr. Scrimgeour is leaving to take up a lucrative position in American radio is not a new one. More than once it has circulated in the past, possibly gaining increased momentum through the political difficulties which have arisen from time to time in connection with his post, but each time he has been prompt in denial.

It is possible that before this appears a Ministerial statement will have been made concerning Mr. Scrimgeour's trip. In any case, it is hoped to give further information in next week's "Record."

Hot Shots

"STATE Housing Scheme. Making up Leeway," says a newspaper. J. A. Leeway?

HITLER says he believes in a long peace, so the British Navy and Air Force estimates will show an increase of £110,000,000 over last year. It's quite sound logic, really.

THINGS ARE LOOKING UP DEPARTMENT.

A NEW industry will shortly be established in New Zealand for making gloves out of eel skins.

But will this mean that the money will slip through our fingers even faster?

THERE are still doubts, it seems, as to the extent of the iron ore deposits at Onekaka. After all the fuss there was in Parliament when the necessary legislation was put through, it is to be hoped the Government won't be deterred by a little thing like that.

PROFESSOR R. M. ALGIE, of the Auckland Provincial Freedom Association, has come out as a critic of the National Party. And if the National Party doesn't mind its step, the professor will start a party of his own.

Suggested rallying song for the Freedom Association: "Let's Have A Party."

I BELIEVE in a long period of peace," said Adolf Hitler during his Reichstag speech. In the face of that, how could anybody possibly believe that the suggestion to award him the Nobel Peace Prize is just a political prank?

AMERICA, says President Roosevelt, will lend aid to the European democracies in every way short of war. But if war does break out in Europe, it's to be hoped America will again come in about the third year and win it.

PUT not your trust in riches. Vice versa's far, far better.

"MAN'S beard caught in chain"—news item. Must have been a very elderly cyclist.

"**C**UT the whole four short," roared a Christchurch man as he rushed into a barber's shop. "What four?" "The hair, the beard, the chatter, and the radio."

SIR ROBERT HODGSON says the British and French need not fear a victory by General Franco. Henceforth, please refer to Sir Robert ("Ostrich") Hodgson.

"**H**ANDS OFF EGMONT," said a Wellington newspaper headline last week. Who wants it, anyway?