

The New Zealand Radio Record

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Electric Home Journal

(Incorporating the "Canterbury Radio Journal.")

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RADIO PUBLISHING COMPANY OF NEW ZEALAND, LTD.
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WELLINGTON, FRIDAY, MARCH 28, 1930.

THE GOVERNOR-GENERAL.

BY means of radio, intimate contact has already been established between His Excellency the Governor-General, Lord Bledisloe, and the people of New Zealand. The same observation applies to Her Excellency, Lady Bledisloe. The broadcast of the civic welcome extended in the Wellington Town Hall on Thursday evening enabled listeners throughout the Dominion to participate in what was a definite tribute to both the position and the occupants. New Zealand in the past has been fortunate in the possession of a number of notable figures at Government House. The late Governor-General, Sir Charles Fergusson, established the prestige of the office on a very high plane, and won in the hearts of the people a regard and esteem that will long endure. It may be said that the success in the personal field which attended Sir Charles Fergusson has definitely contributed to the welcome extended to Lord Bledisloe as his successor. Lord Bledisloe comes with an established reputation as an agricultural authority, and in that field we anticipate that his tenure of office will be productive of definite national good to the country in the stimulus certain to be given both to more scientific production on the land, and to the appreciation of the cause of farming and the lot of farmers by city people. In that expectation a welcome was assured Lord Bledisloe. By the graciousness of manner which characterises both Lord and Lady Bledisloe, that welcome on general lines has already been intensified into a personal regard which assures definite success to the distinguished occupants of Government House. Listeners, we think, will be grateful that they were enabled, so soon after the arrival of the Vice-Regal party, to make their acquaintance.

THE PUBLIC TASTE AND RADIO STANDARDS.

SIR JOHN REITH, Director-General of the British Broadcasting Corporation, recently read a paper before the Institute of Public Administration upon the Broadcasting Service. In this authoritative analysis of the service and the principles sought to be applied in its conduct, Sir John Reith made a very significant utterance on

the problem of "giving the public what it wants." Sir John Reith from his position of experience and eminence made this weighty observation: "To set out to give the public what it wants, as the saying is, is a dangerous and foolish policy, involving almost always an under-estimate of the public's intelligence and a continual lowering of standards." These words will repay careful consideration. Readers are aware that there has been a continual urge "to give the public what it wants." The fact that always surprises us is the precision and omnipotence which presumes to understand what the public, in its innumerable divisions, classifications and groups, wants. We prefer the standard established by Sir John Reith, and in its field also by the New Zealand Radio Broadcasting Company. That standard, we take it, is to aim at giving through the radio stations a high standard of service in both music, literature and speech. Regard, of course, must be had to public taste, but that regard must be tempered by a definite regard for literary and artistic standards.

Time for Renewal of Licenses

Facilities Available at All Post Offices

EXISTING radio licenses expire on March 31, and are due for renewal immediately. As in past years, the postal authorities throughout the Dominion are granting the facility to listeners who desire to avoid the congestion which inevitably occurs immediately following the 31st of March, of accepting license fees prior to that date. It is therefore open to listeners to pay their fees any time before March 31 at any Post Office throughout the Dominion. By doing this they will save themselves in all probability much waiting time thereafter.

The radio year ends with the number of listeners approximately at the 52,000 mark. The past year has shown steady progress in line with the expanded and improved service which has been given from all stations. Listeners are aware that continuity of the service on the same high standard as has prevailed in the past is dependent upon revenue. In most seasons the new radio year opens with a definite drop in the number of listeners, due to the lapsing of a number of licenses on the part of those who have either removed their residence or have ceased to be thrilled by radio; also by that inertia which operates to restrict prompt action on the part of large numbers of people. The inertia is, we think, the greatest factor in belated renewals. Last year listeners showed commendable appreciation of the Broadcasting Company's difficulties by renewing quickly in a very large percentage. It is hoped that, in listeners' own interests, a like regard will be shown this year. By so doing listeners will be consulting their own best interests.

1YA Musical and Dramatic 3YA Children's Session Committee

THE usual monthly meeting of the 1YA Musical and Dramatic Advisory Committee was held at the offices of Station 1YA on Friday evening, March 14, Mr. F. McCallum being in the chair. This was the final meeting of the year.

Considerable discussion took place over the frequent repetition of items, and the station management assured the committee that steps had already been taken to stop this practice.

It was announced that talks on bridge will shortly be given from the station. Various other subjects for lectures were discussed, and it was announced that some very interesting talks will be given from the station in the near future.

A new departure from the present arrangement of programmes will be commenced in May, when occasional recitals lasting half an hour, both vocal and instrumental, will be given. The first of these is to take place on May 2 next.

A MEETING of the 3YA Children's Session Advisory Committee was held on Wednesday, March 19. There were present: Mr. C. S. Booth ("Chuckle") in the chair, Mrs. A. J. McLaren, Mrs. J. Schenkel, Mrs. D. James, Mr. D. Dickson, Miss Ball.

Various matters in connection with the work of the session were discussed.

Mr. Leslie Harvey

THE Civic Theatre, Christchurch, has an organist who is a sheer delight to all listeners. This is Mr. Leslie Harvey, late of Dunedin and Australia, well known to the listeners-in to 4YA, and to all gramophiles. He is a past master of the organ, and he presents a very attractive programme. Listeners-in to 3YA every Wednesday will hear a selection relayed from the Civic Theatre.

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S-O-S

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CAR

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