# Future of "B" Class Stations

Mr. R. H. Nimmo Suggests Co-ordination of Selected Units with Main Stations to give Listeners United, Comprehensive and Alternative Services

WE enjoyed an interesting interview with Mr. R. H. Nimmo, who called upon us in connection with the situation that has developed with "B" class stations and their revenue problems. Mr. Nimmo's viewpoint is of interest to all listeners who are concerned with the future development of radio, and accordingly we publish his views in order that consideration may be given them.

Mr. Nimmo stated that, owing to the restrictions now placed upon sponsored programmes over the air by the Post and Telegraph Department, a serious position confronted "B" class stations in general. The revenue they had derived from certain arrangements that were in existence had seriously declined, and the position was developing, unless the position of such stations was taken into consideration by the Government, that many of them, if not all of them, would be forced off the air,



cause as a trader I felt forc-

sales, not only by myself but by dealers in general. I therefore was glad to co-operate in the formation and establishment of the company operating 2ZW, just as many other dealers and provincial towns had taken the same course in regard to their stations for similar reasons. These stations, in cimilar reasons. the main, have been provided because the service from the existing YA stations has not been adequate to dealers desiring to demonstrate sets at hours other than those covered by the YA Further, in the provincial centres and distant points, the clarity of reception from YA stations left much to be desired.

"The response by the public to the extra hours and good transmission that have been afforded, in particular by 2ZW, has, I contend, been remarkable, and is testified to by many hundreds of letters that have come into the station from all over the Dominion, since we began operations. We counted for the successful conduct of our station, upon a certain amount of revenue being secured from sponsored programmes under definite control and The reused with discrimination. strictions now imposed cripple our reverue and make the outlook for the future most difficult."

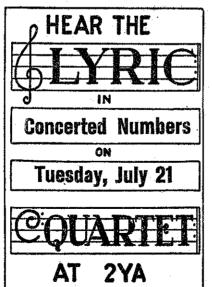
#### What of the Future?

TT was necessary in those circumstances, continued Mr. Nimmo, to face the situation from the listeners' point of view. He contended that the listener in general had been rendered a definite service right through the country by the "B" class stations. The service provided by those stations had popularised radio to a greater extent that in determining the course upon control or whatever company was oper- the districts affected would suffer by images of the scene upon a photo-elec-which the broadcasting service for the ating the service to subsidise selected B being deprived of the service hitherte tric cell.

secure efficiency, it should be impossible for either "A" or "B" class stations to exploit the service from logical procedure in those circumstances was for both "A" and "B" class stations to be co-ordinated and under one control.

#### A Comprehensive Proposal.

WHILST he was a strong advocate of a board of control, he thought that, if the Government did not adopt the scheme, whatever company was entrusted with the control of the major



than would have been the case had service should be directed to co-oper-New Zealand depended on only the YA ate with the B class stations in order class station owners was not considered stations, thus helping the radio trade, to help provide alternative services of and the present restrictions upon obstations, thus heighing the ratio trade, to help provide alternative services of and the present restrictions upon the service that the provide alternative services of and the present restrictions upon the service that the provide and the

INTERESTED myself in radio future should be conducted, it was in- class stations in the main centres and broadcasting," said Mr. Nim- cumbent upon the Government to take in the more important provincial towns mo, in his statement, "be- into consideration the position of "B" from the listeners' funds, and so proclass stations. He contended that vide that choice of programmes which ed to take some action on broadcasting service as a whole should was definitely required by listeners. behalf of the listener and the be conducted primarily in the inter- This grant should be sufficient to cover trade, to facilitate the sales ests of listeners; that, while private interest on the capital involved in the of radio sets and give a ser-enterprise might be used in the ad-station and running costs. It such vice that would be helpful to such ministration of that service in order to arrangement was made, he would be that would be impossible to any B class statement with the deal-secure efficiency, it should be impossible to any B class statement with the cost of tion accumulating profits at the cost of the listener. Certain of the provincial profit-earning point of view. The most B class stations could be linked up with the central YA stations as relay stations. Necessarily, under such an arrangement with the central authority. the B class stations concerned would have to attain a high standard of efficiency not only from a technical viewpoint, but also as regards the type and quality of programmes broadcast.

Technically, the stations would have to conform to certain definite standards approved by the Post and Telegraph Department, and as regards the programmes these must measure up to a standard approved by the board of control. An adequate expert staff must be maintained by each station, such staff to be approved by the board of control or by whatever controlling authority is set up. Taking into consideration that the prospective revenue from listeners and the trade would amount in the near future to about £100,000, and, with the certainty, if improved services were given, of substantially increasing from year to year, he was of opinion that the sum of £10,000 would suffice to subsidise efficiently operated "B" class stations in each of the four main centres and subsidary selected country stations. This money would be well spent. These B class stations in the cities should be powerful enough to cover the Dominion. By this means listeners with efficient sets would have the choice of eight alternative services working within the Dominion from the main centres.

### To Avoid Loss and Injury.

SUCH a proposal would meet the present position. If the position of B taining revenue were maintained, then a television studio in that no travelling



MR. R. H. NIMMO.

It should be possible for given. ordination to be effected on the general lines indicated, thus enabling continuity to be maintained in services that had been built up.

On the revenue question, Mr. Nimmo expressed the view that, while he was definitely opposed to direct advertising over the air, he thought it was possible for sponsored programmes to be used with tact and discrimination to the advantage of the stations concerned and the listeners themselves. He maintained that the standard of service established by 2ZW before the restrictions recently imposed by the Post and Telegraph Department became effective was such as to give offence to no one, and that the revenue thus received was utilised to the definite advantage of listeners.

## Televising Street Scenes

A DEMONSTRATION of the televising of street scenes was given in London recently by Mr. J. L. Baird, the inventor of the Baird system of television.

Considerable variations in the quality of reception, due to the varying de-grees of cloud and sunshine, was in evidence, but on the whole the experiment was a success. The apparatus used differs from that employed in