

information and entertainment, and, owing to ever-changing atmospheric conditions and liability to interference, such an arrangement could not be recommended.

After thorough investigation, the company has concluded that there is only one economically practicable way in which the difficulty can be dealt with effectively, and that is by providing a system of relay stations at the larger provincial towns.

#### The Centres Affected.

CONVINCED of the urgent importance of this matter, the company has felt impelled to act in some areas, although not called upon or licensed by its contract to provide broadcast facilities outside the four main centres. The company is already co-operating with these stations at Hamilton, Palmerston North, Masterton, Invercargill, and New Plymouth.

It is suggested that the new company should complete the relay system recommended by fuller co-operation with existing B stations, and by the provision of additional stations, the complete scheme including:—

Hamilton.  
New Plymouth.  
Palmerston North.  
Wanganui.  
Napier-Hastings.  
Gisborne.  
Invercargill.  
Timaru.  
Greymouth.  
Nelson.  
Rotorua.

Such towns as Whangarei and Masterton to be brought in as circumstances warrant. Approximately three-quarters of a million people would then be located

ed within a high-grade service range, and practically the whole population within fair service range of a first-class radio station.

#### Management.

IN every undertaking of size, the question of sound management is, perhaps, the most important factor in success or failure. The present company has now had six years' experience of the problems to be faced in conducting a national broadcasting service; it has a highly efficient staff, both on the technical and operating sides of the service. It is suggested that it would be unwise to disturb the existing organisation, and that any change in policy under which the service is operated would be experimental, the result and ultimate cost being largely matters of conjecture.

#### Co-operation to Eliminate Interference.

PROGRAMMES of the highest standard and transmission of the best quality are continually marred by man-made interference. This problem, in the company's opinion, is of such magnitude as to preclude its satisfactory treatment at the hands of any individual section, whether it be the Department, the company, listeners, or dealers; so that some form of co-operative effort is required. The company has already exhaustively examined methods of dealing with this trouble, and is satisfied that it is capable of being remedied.

It is, therefore, suggested that a special department should be created, with a view to co-operating with dealers and listeners for the investigation and solution of the problem. The company proposes to engage an expert overseas radio engineer, to come to New

Zealand for the purpose of co-ordinating and directing the operations of an efficient staff and apparatus at each of the four centres.

This department would be available not only for servicing major faults, but by means of demonstration and instruction would make a definite move towards eradicating, or at least minimising, this source of trouble. It would be



MR. WM. MCKELLAR,  
Director of the Radio Broadcasting  
Company of N.Z. Ltd.

at the disposal at all times of those it was designed to assist, a nominal charge per day being made to cover travelling and incidental expenses.

#### Extended Hours.

At the four centres there would be no silent day, and the service would commence at 10 a.m.

#### Public Relations Committees.

AN extension of the system of public relations committees, for the purpose of providing full understanding between the Broadcasting Company and listeners, would be proposed. Fully seized with the importance of establishing close collaboration with listeners, the company constituted fourteen public committees, which bring to the service of broadcasting the specialised knowledge of 146 leading citizens representative of a wide range of listeners' interests. In order to achieve this collaboration with listeners in even greater measure, and having regard to the extensive and increasing activities of these advisory committees, the company has already announced its intention of bringing the scheme to its logical issue by setting up a Central Board, to meet at regular intervals, for the purpose of reviewing the deliberations of all the committees, and co-ordinating them prior to making comprehensive recommendations to the company. Under the present proposals this board will be unnecessary, as the four directors, representing the listener shareholders, will be in close contact with the large body of listeners-in and the public relations committees referred to.

THE scheme here formulated aims to provide for a broadcast service without cost to the State and ensure efficient administration. It safeguards the interests of the listener and removes all possibility of liability to the taxpayer.

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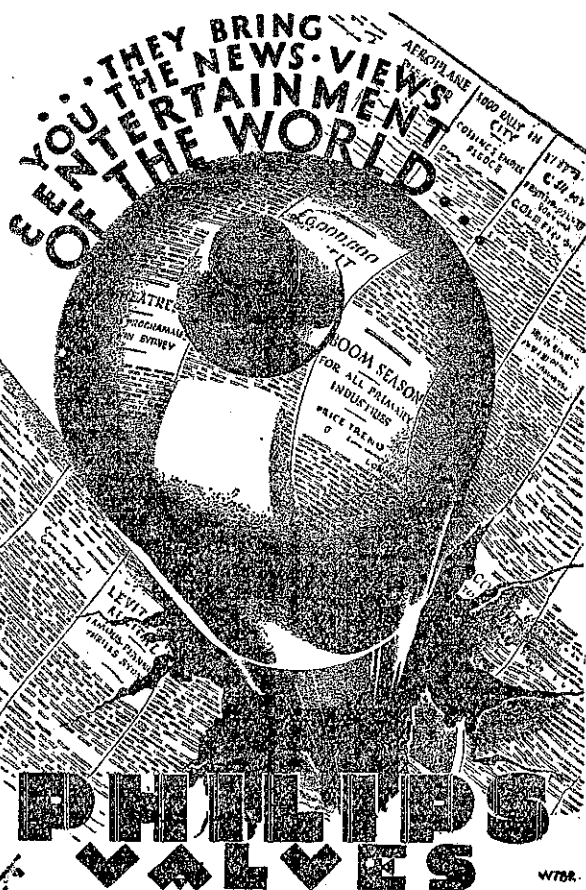
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