

# Control of Broadcasting

## Board Takes Over

### New Year Statement



**M**ARKED only by a few brief announcements, the control of radio broadcasting in New Zealand changed from the Broadcasting Company to the Radio Board. Just before midnight on New Year's Eve, the familiar announcement, "This is Station —YA, operated by the Radio Broadcasting Company of New Zealand, Limited," was heard for the last time. It has been replaced by a simpler call—merely the station's call letters—except when opening and closing for the day, when the city is given.

From all stations, more or less impromptu concerts were tendered by the artists to the Broadcasting Company.

At 2YA a particularly bright and attractive programme was presented under the direction of Syd. Allwright (of the Melodie Four), and Victor Lloyd, the well-known dramatist. Until 11 p.m. the party entertained at the microphone, at which hour the station went over to the Watchnight service at the St. Andrew's Presbyterian Church. Among those participating in the evening's entertainment were well-known 2YA artists, including the Lyric Trio, Mildred Kenny's Guitar Band, Frank Bryant, Will McKeon, Margot Russell, A. P. Truda, Owen Pritchard, Victor and Elsie Lloyd, R. S. Allwright and Mrs. Allwright, Gordon Short, Wally Marshall, Jeanette Briggs, Ngaire Coster, Mrs. Amy Woodward, and Joyce Woodward, Billy Hart, Len. Ashton, the Etude Quartet, Mrs. Holloway, Clement May, Nohi Tahiwi, and the members of 2YA Orchestra.

At 11 o'clock all present—artists, members of advisory committees, and staff, some ninety in all—were the



**MR. W.M. MCKELLAR,**  
a director of the Radio Broadcasting Company.

guests of the company at supper, Mr. J. Ball presiding in the unavoidable absence of the general manager, Mr. A. R. Harris. A very pleasant hour was spent, during which a number of appropriate toasts were enthusiastically honoured. The principal toasts, "The Artists," "The Organisers of the Complimentary Concert," and "The Broad-

This statement, which marked the official change-over from Company to Board, was read by the announcer at each of the YA stations immediately after the midnight chimes on December 31:—

"I have now to remind listeners that from midnight, just passed, the broadcasting service in New Zealand will be controlled by the New Zealand Broadcasting Board recently appointed. At the direction of the members of the board, I have firstly to extend to everyone the board's very best wishes for a prosperous New Year.

"In taking over the service, the board feels that its first duty must be to congratulate the Radio Broadcasting Company of New Zealand, Limited, on the efficient organisation it has established in a few short years. When it is considered that the company started with about 4000 licenses and finished with 70,000, there is no doubt that the service rendered must have been satisfactory. It now rests with the board, as trustees for the listeners—for that is how the members of the board regard themselves—to carry on where the company left off, and to seek ways and means of extending and improving the service.

"Listeners will appreciate the fact that the members of the board have had insufficient time to examine thoroughly all matters pertaining to the broadcasting service, but I am to say that they fully appreciate their responsibilities and will do their utmost to build up a service which will redound to the credit of the Dominion.

"Once again, on behalf of the New Zealand Broadcasting Board, I wish all listeners a happy and prosperous New Year."

casting Company," were proposed respectively by Messrs. Ernest Palliser, the chairman, and Mr. Ernest Dawson.

#### Growth of the Service.

**O**N behalf of the directors of the Broadcasting Company, the station director, Mr. J. Ball, read an official statement.

"The time has arrived when the Broadcasting Company has to say adieu to its very many friends scattered throughout New Zealand and further afield," Mr. Ball said.

"We are, therefore, taking this convenient opportunity of addressing a few words to our listeners on behalf of the Radio Broadcasting Company. It is not at any time a happy duty to say farewell, and this is particularly so in the realm of broadcasting.

#### Catering For All Tastes.

"**I**N broadcasting there is such an intimate touch between those responsible for the service and those who receive it that the occasion of this parting is tinged with a great deal of regret, not only on the side of the directors of the company, but also on the part of listeners, if one may judge from the amount of correspondence recently received, for our listeners have always taken an almost personal interest in the welfare of the service, a feeling which the directors have keenly realised and reciprocated.

"The YA stations may have disappointed some of you at times because, not knowing what mood you would be in on a particular night, the programme organisers, some weeks previously, had arranged an entertainment of a certain kind and you had preferred a concert of a different type. You did not know the troubles and difficulties the programme organisers had had in arranging that programme, and you did

not think of how many other listeners approved of it although you did not.

"All such little misunderstandings are by the way. They are inseparable from any service to the public, where there are so many likes and dislikes. On occasions, listeners have written in to say that a certain programme was the worst ever broadcast—and by the very same mail other listeners have described it as the best yet. They have declared that programmes of that type should be given every evening.

#### Growth of the System.

"**T**HE Broadcasting Company has now reached the end of the charter granted it by the Government and it has pleasure in handing on the torch which was entrusted to it six and a half years ago. That the torch burns brightly is shown by the number of licensed radio listeners now compared with six and a half years ago. There are 70,000 now; there were about 3000 then.

"Broadcasting was very new in 1925, and the company had no beaten track to follow, not even a blazed trail, but it has done its best to carry out the trust reposed in it. It has steadily organised and developed its service until it has attained its present standard."

#### Providing Entertainment.

"**T**HE company believes it has investigated every avenue likely to provide entertainment," stated Mr. Ball. "The most had been made of New Zealand talent, both European and Maori. Long-distance relays have been largely availed of. By this means the talent of country towns has been added to that of the cities. Not content with local artists and with gramophone recordings, the company went far afield in search of its entertainment features in New Zealand, and broadcasting is

It endeavoured to secure recordings of items broadcast in Britain. Unsuccessful there, it turned to America, where a new industry, that of making special recordings solely for broadcast purposes, was beginning. Unfortunately, again, the supply of recordings suitable for a New Zealand audience is very restricted. However, it is in this direction—the securing of recorded broadcast features from overseas, preferably Britain—that the future of broadcasting in New Zealand lies. It is not possible for the available local talent, combined with an admixture of commercial recordings, to provide listeners, week in and week out, with concert programmes of which they will not grow tired. The Broadcasting Company recognised this years ago, and has been making continuous efforts to find a way of securing additional attractions and adding variety to the evening's entertainments.

#### The Local Talent.

"**T**HE accumulated talent of New Zealand—distributed through the towns from the North Cape to Bluff—is less than the number of artists available to the broadcasting stations in one Australian city. While some of our New Zealand artists are excellent, it is not to be expected that in any one of our four chief cities where a YA station is centred there is an aggregation of talent rivaling that of a large Australian city.

"It has been a principle of the Broadcasting Company that local talent should be encouraged, and, more than is generally realised, broadcasting has rendered a wonderful service to music. The ambition of many a young musician has been whetted by the prospect



**MR. W.M. GOODFELLOW,**  
chairman of directors of the Radio Broadcasting Company.

of engagements to perform on the air, and many a musician has kept in practice solely because of the engagements which the YA stations have regularly offered. The Broadcasting Company is now the greatest musical organisation in New Zealand, and broadcasting is