

Questionnaire for Listeners

A Big Range of Information asked of All Interested

WE set out below the exact terms of the questionnaire which is to be submitted to listeners as they register their receiving sets at all Post Offices, between the interval March 15 and April 30. Fifty thousand copies of this questionnaire have been printed, and as registration is effected, each listener will be handed a copy and asked to fill in the information asked. A great deal of importance is attached to this move by the Board, as the information collated will, when analysed, enable the Board to determine its policy in quite a number of ways. A special request is preferred to all listeners to give the fullest possible degree of co-operation in answering these questions, as only in that way will the Board be able to formulate a policy which will enable them to correctly interpret the will of the majority of listeners. The analysis of replies will, in itself, be no small task, but it will be done with the aid of the most modern machinery.

*Kindly aid the New Zealand Broadcasting Board and
the service by completing this form.*

STATE YOUR LOCATION.
(Nearest Post Office.)

Do you prefer entertainment provided by—

1. Local Artists

or

2. Recordings.

(Strike out the item for which you do not intend to vote.)

For reception, do you use—

1. Crystal

or

2. Valves

(How many?)

(Strike out the type NOT used.)

To which New Zealand Station do you listen most frequently?

If the general broadcasting hours were 10 a.m. to 11 p.m., at what times would your set normally be in use? (Indicate by means of crosses underneath the periods set out below.)

10	11	12	1	2	3	4
to	to	to	to	to	to	to
11 a.m.	12	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.
5	6	7	8	9	10	
to	to	to	to	to	to	
6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.	11 p.m.	

By means of numbers on the lines on the left indicate the order of your preference for the following sessions. (Your first preference should be numbered 1.) Indicate whether you consider the length of the respective

sessions should be increased, decreased, or remain unaltered, by striking out two of the terms (more, less, satisfied) on the right.

..... Religious services	more	less	satisfied
..... Children's session	more	less	satisfied
..... News and market reports	more	less	satisfied
..... Evening concert session	more	less	satisfied
..... Running descriptions of sporting events	more	less	satisfied
..... Dance session	more	less	satisfied
..... Dinner session	more	less	satisfied

Indicate by means of numbers the order of your preference for the following class of entertainment during the evenings:—

- Hawaiian music.
- Elocutionary items (serious and dramatic).
- Elocutionary items (light and humorous).
- Short plays and sketches.
- Talks (educative and informative).
- Band music.
- Light orchestral items.
- Classical and chamber music.
- Opera and oratorio.
- Whole evening plays.
- Humorous songs and monologues.
- Comic opera and musical comedy items (vocal).
- Concerts by musical societies and choirs.
- Vocal solos, duets, trios, and quartets.
- Talks (sporting and topical).
- Instrumental solos, duets, trios, and quartets.
- Community singing.

Radio Exhibition

Prospect of Abandonment

WE are informed on good authority that there is a prospect of the 1932 Wellington Radio Exhibition being abandoned. Plans had been laid for this to be held in April to initiate the commencement of the Winter season.

In the opinion of the "Radio Record,"

RADIO IS BROADCASTING For Trained Men!

A man must possess the latest scientific knowledge before he can enter or succeed in Radio. Radio is changing constantly. In the few years it has been a reality to the general public many revolutionary things have happened—to-morrow will bring new revelations. The International Correspondence Schools, through courses prepared by leading radio authorities, have proved that they can give men the TRAINING to succeed in Radio. Write for important information and illustrated literature. DO IT NOW!

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the abandonment of this exhibition would be most regrettable. Four exhibitions have been held in Wellington and each has been markedly successful. The first was inaugurated in 1927 by the "Radio Record," acting in conjunction with the Radio Trade. That enterprise proved highly successful—so much so that in subsequent years the Trade itself was happy to undertake the sole organisation and responsibility for the venture.

Each of the three subsequent ventures proved very successful in presenting to the public, not only an effective display of the new radio sets available for purchase, but in providing an attractive entertainment for all interested in radio. The benefit of the function did not begin and end with the

attendance at the Town Hall, because on each occasion important relays were given from the Town Hall to listeners in general, thus concentrating popular attention upon radio with definite reactions to the benefit of Radio and the Trade throughout the province.

If it is at all possible for the matter to be reconsidered we believe that it would pay to do so.

School Broadcasts

THE educational sessions, conducted by officers of the Department of Education, will resume at 2YA on Tuesday afternoon, April 5. The department has found that these broadcasts are proving very successful, and are well worth while.

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