

Editorial Notes

Wellington, Friday, April 22, 1932

WHILE prophecies have been made that, because of the economic conditions, a marked reduction in radio licenses would be shown with the first figures of the new radio year, the "Radio Record" has sufficient confidence in the vitality and attractiveness of radio, and the public appreciation of it, to confidently predict that the figures, when they become available, will prove satisfactory. We base this prediction upon overseas experience. People everywhere react in much the same way to the same circumstances. Hard times have prevailed in Britain, Germany and other countries for a much longer period than has been the case here in New Zealand. Experience there has been that, as economic pressure has intensified, so radio has prospered. The explanation simply is that, with reduced incomes, people have been obliged to curtail their outside pleasures and stay at home more. Under those conditions radio represents the cheapest possible entertainment. Hence, bad times are good times for radio. On that reasoning we predict that the return of the licenses renewed since April 1, when it is published, will be surprisingly good, and will probably show a greater ratio of renewals than in any preceding period.

THIS is important to the Broadcasting Board and the whole cause of radio. With an assured revenue, the Broadcasting Board will be able to prosecute its plans for the development of the service keenly and progressively. With the prospect of advancement the question arises: In what way is the service most capable of immediate remunerative development? That the Board is desirous of planning on a broad scale has been shown by two major acts which have won for it a definite goodwill. These are, first, its questionnaire to listeners inquiring their views on programmes; secondly, its appointment of a Coverage Commission to investigate the means by which the whole Dominion can be most effectively supplied with efficient radio transmission. These two acts indicate a desire to plan broadly and comprehensively for the future.

A DETAILED inquiry was recently submitted to prominent radio dealers by our new monthly, the "N.Z. Radio Times," for their views as to what they expected from the Board within the next three years. The two major points that emerged from the replies published are, first, longer hours of transmission from the existing YA stations, and secondly, provision for better coverage of the Dominion. In their views the dealers, to our mind, were conspicuously modest and restrained, indicating a desire to give the Board the time and opportunity necessary for formulating its programme and developing the service. The reply of one dealer, in our opinion, is very much to the point in these days, and is particularly applicable to institutions such as the Board, which is administering, in trust, public funds. This point was that there should be no undue devotion to the prevailing cry of economania. While times are hard, there is no doubt that they are being made harder than necessary by lack of public confidence and unnecessary restriction of enterprise occasioned by excessive taxation and fear of the future. The Board, with its assurance of reasonable revenue, is not as subject as private enterprise is to the fear of falling profits and hard times. While it is its duty to make its money go as far as possible, it will be fulfilling its own immediate objective and setting a worthy example by conceiving a progressive policy as soon as possible, and capably and ably administering it. We are satisfied that that is the spirit actuating the Board, and once the preliminary ground is cleared in a financial sense, both by final determination of the price to be paid for the assets taken over and by the indication that will be available from license renewals, we believe a vigorous policy of expanding service in line with revenue will be instituted. There never was a time when radio should play a greater part in the service of the community, and we feel assured that the very difficulty of the times and the economic crisis will give the Board a special opportunity of establishing itself in public favour.

Football Broadcasts

Limited by Rugby Union

LIMITATION of the broadcasting of Rugby matches to international and interprovincial games was decided upon by the New Zealand Rugby Union at its annual conference on April 14, after a brief discussion.

Dr. G. J. Adams (Wanganui) moved that the broadcasting of club football be prohibited, but that broadcasting of interprovincial and international games be allowed. He stated that the broadcasting of matches by 2YA had caused many people in Wanganui to take more interest in games in Wellington than those in Wanganui.

A Waikato delegate spoke in similar strain, stating that the broadcasting of city matches was seriously affecting the finances of country unions. Several country delegates supported Dr. Adams's motion.

Mr. J. McLeod (Taranaki) said that his union had had broadcast the report of matches for the past six years, but this had only been as a counter measure to the broadcasts they had been getting over the air from Auckland and Wellington.

Mr. M. F. Nicholls suggested that the moneys received by Auckland and Wellington for broadcasting the report of matches should be pooled for the benefit of country unions.

The motion was carried on the voices.

Anzac Day Broadcasts

THE celebration of Anzac Day, April 25, has, since the beginning of broadcasting, been a feature of the programmes for April 25. It could scarcely be otherwise. The day is to most people one of personal memories to which such a personal medium as broadcasting is, perhaps, the most fitting accompaniment.

In Auckland, the Citizens' Memorial Service will be held in the Town Hall at 11 o'clock, and will be broadcast by 1YA. A description of the scene at the Cenotaph will be broadcast at 2.30 p.m. At 7.30 there will be a relay of a service to be held in the Church of the Holy Sepulchre. At this service Elgar's "For the Fallen" will be sung by an augmented choir under the direction of Mr. Trevor Sparling.

At 11 a.m. 2YA will broadcast the service at the Cenotaph, Jambon Quay. At 2.15 p.m. the new War Memorial Carillon will be dedicated to the citizens.

In Christchurch, the Citizens' Memorial Service, to be held under the auspices of the Returned Soldiers' Association, will be broadcast on relay from the King Edward Barracks. Mr. J. A. Lee, M.P., will deliver an address. The musical programme will be provided by the Royal Christchurch Musical Society (under Mr. W. H. Dixon), and the Returned Soldiers' Association Orchestra (under Mr. H. G. Glaysher). At 7 o'clock an Anzac service, conducted under the auspices of the Toe H. movement and the Returned Soldiers' Association will be broadcast on relay from the Christchurch Cathedral.

Anzac Day will be commemorated in Dunedin with celebrations at 2 o'clock,

Australian Radio Commission

An Expert's Suggestions

COMMENTING on the recent decision of the Federal Cabinet to establish a commission to control broadcasting, Mr. E. T. Fisk, managing director of Amalgamated Wireless, while addressing a radio conference recently, expressed the opinion that whatever might be the constitution of the proposed broadcasting commission, the responsibilities of that commission should include the following:—

1. Provision of a standard orchestra in each State under the best available conductor.

2. Periodical massing of two or more such orchestras in each State.

3. Selection in each State of the best available individual talent, vocal and instrumental, with arrangements for interchange among the States.

4. Co-operation with choirs and choral societies for large-scale performances for broadcasting.

5. Selection and presentation of dramatic and comedy sketches suitable for broadcasting.

6. Special arrangements with churches, newspapers, lecturers, private bands and orchestras to present special features for broadcasting.

7. Debates on subjects of general interest and national importance, but excluding current party political issues.

8. Arrangement to broadcast all eminent persons visiting Australia, including prominent vocal and instrumental artists, also arrangements for bringing suitable people to Australia to tour the broadcasting circuit.

9. Organising public performances in association with special broadcasts.

10. Arrangements with universities for organised extension courses at suitable hours.

11. Arrangement with State education authorities for approved broadcasts to schools.

12. Reasonable arrangements for broadcasting sporting matters.

13. Comprehensive arrangements to broadcast weather and market information particularly useful to country districts.

14. Co-operation rather than competition with the B class broadcasting services.

Mr. Fisk added that the radio industry did not mind who ran the commission so long as it was well run—that was the principal thing. It would be economically unsound to expect the commission to operate along the same lines as the British Broadcasting Corporation owing to the enormous differences in population, revenue, and territory, comparing Australia with England. In those circumstances it was hoped that whatever was done would be done on the right lines.

when wreaths will be laid on the Cenotaph in Queen's Gardens, and at 3 o'clock, when a service arranged by the Returned Soldiers' Association will take place in the Dunedin Town Hall. The proceedings on both occasions will be broadcast by 4YA.

In the evening all stations will broadcast studio concerts of a suitable nature.