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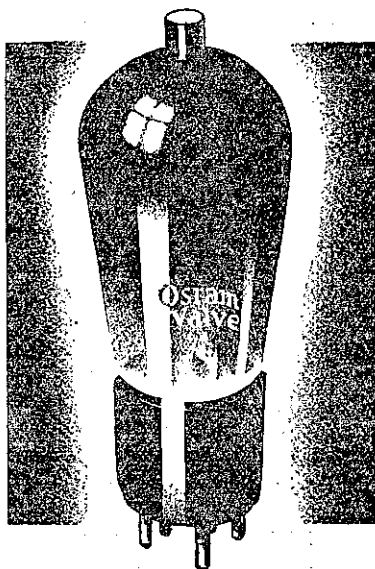
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WELLINGTON

Day and Night Service



What Do Listeners Want?

Why not send Artists on Tour?

(“Cooncan,” Auckland.)

THE inane criticism which has been published in the columns of “The Record” regarding the programmes emanating from the YA stations is neither constructive nor of assistance to the board in formulating its future policy. A discussion on trivialities is a waste of time and effort. What matters it whether the announcers say “Good-night, everybody,” or “Good-evening, ladies and gentlemen”? As an old listener and one who has the future of radio broadcasting at heart, I am of the opinion that the time is long past when listeners should stop their destructive criticism and should now show their genuine interest by offering some constructive suggestions to the various station directors in giving us what we want.

Because I personally dislike jazz is no reason why I should demand that jazz shall cease to be broadcast. I am a keen lover of the old-time songs, but it would be unfair to fellow listeners if I were to ask for a surfeit of these items. To please everyone is an impossible task on the part of any of our station directors, and it is un-British to throw brickbats at their heads when an occasional programme causes displeasure among a few listeners.

Despite all criticism to the contrary I state that the YA programmes have shown a marked improvement since the board took over. At least this is the case in regard to the programmes coming over the air from 1YA. The orchestra at 1YA is now quite a different combination to what it was last December, and there have been more outstanding items in the Auckland programmes than ever before. Although this is the case, I do not for a moment suggest that we are yet getting our money's worth. Certain artists have appeared at the local station who are impossible as broadcast artists, and it would be much better, from a listener's point of view, if they were tried out at a private audition before inflicting their “artistry” on a long-suffering public.

On the other hand, there are a few artists entertaining listeners from 1YA who are outstanding in their ability. I refer specially to that delightful teller of sea stories, “Lee Fore Brace,” and the versatile humourist, Allan MacElwain. The former artist is the outstanding “discovery” yet made by 1YA, and is the most accomplished speaker I have yet heard over the air. These two artists prove conclusively that we have talent in New Zealand quite as good as that which can be found elsewhere, and I am of the opinion that there is much more of such talent if it could only be hunted up.

As constructive criticism is asked for in the columns of the “Record” I would ask that the board would take into immediate consideration my suggestion that the best artists now appearing at all the YA stations should be sent on circuit to the other stations, so that listeners could really appreciate

what radio broadcast talent is. Outside a radius of thirty miles from the YA stations crystal set owners never hear the best that is on the air from any station other than their local one. As the crystal set owners are in the majority, the board should look after their interests a little more than is now being done. Allow me to illustrate my point: I have listened with keen enjoyment to the broadcasts on “Bolshevik Russia,” given by a Mr. Merlin from 2YA., but unfortunately two of this artist's talks were spoiled more or less by static. I feel sure that listeners generally would appreciate Mr. Merlin giving his broadcasts from Auckland, just as Wellington listeners would appreciate a local broadcast from “Lee Fore Brace.”

I have had experience of listening-in at Home and in Australia and although the programmes in New Zealand, taking them as a whole, are vastly inferior to those I have heard abroad, I do say that our outstanding artists are the equal of the best I have heard during my travels. I give this suggestion for what it is worth, and would much like to get an expression of opinion from my fellow-readers of the “Record.”

Radio Programmes Recorded.

Slow Speed Records

MANY broadcast advertisers in America are now having their radio programmes recorded in permanent form for various uses. In some instances these recorded programmes are intended for supplementary broadcasting through independent radio stations seeking the better type of programmes, and for entertainment purposes before large audiences.

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