International Aspects of Post-War Broadcasting

Significant Prophecy by F.C.C. Chairman

With discussions on Australia's part (or possible lack of a part) in post-war radio, and the Australian Broadcasters in Melbourne, still ringing our ears, it may be more than timely to record here some observations made by the F.C.C. Chairman for The Wall Street Journal, and excerpts are taken from the "Report of the American Commercial Broadcasters," U.S.A. He said:

"...the power of radio is a new political weapon of offense. And it is to the role which radio can play in promoting a better understanding among the peoples of the world. For understanding is the first step toward international cooperation and the promoting of peace."

A group discussion participated in the broadcast, with Mr. Ben Grauer as chairman. Mr. Grauer: In post-war discussions of international broadcasting, there has been much talk of radio as a means of education and propaganda. Mr. Fly: I think, Mr. Grauer, that the freedom to listen is one of the things which we fight for. Freedom to listen must be universal if freedom in general is to prevail. Mr. Grauer: Right. May I supplement what Mr. Fly just said a moment ago? Mr. Harmon: Art can flourish with the help of radio. Mr. Grauer: I don't mean to suggest that two things media, freedom, we must accept the responsibilities that go with that freedom."

Mr. Grauer: While we are talking about radio, Mr. Fly, one of the essential things, of course, in listening is to have a set. And there are many listening is to have a set. And there are many listeners who can't afford to buy them. Mr. Grauer: Yes, that is one of our very serious problems. I am not sure that I know the exact figures, but I think that we are the handmaids, and the handmaids of justice, and the propagators of the truth."

Mr. Grauer: The broadcast, which must have the power to affect the masses, must have the power to reach the masses. We need a mechanism for mass production and distribution. The government must have a say in the selection of programs. The government must have the power to control broadcasts."

Mr. Grauer: That brings up a question of censorship. Mr. Harmon: Radio has the power of influencing public opinion and, in this expanded world, it is a power to be reckoned with."

TRADE UNIONS HELP RED CROSS

Twenty-five thousand Australian industrial workers are contributing £500 a month to the Red Cross Prisoner of War Fund by means of weekly deductions through their trade unions. The total amount for the year is now more than £27,000. Pu

NEW SUNDAY NIGHT HOUR SHOW SHOWS

The Mutual Store has recently signed a large amount of contract work with the ABC for Sunday night shows. They are sponsoring it every Sunday night at a one-hour Mayfair presentation, and the third is applied to the program in "The Mutual Store Radio Theatre." It has been suggested by some people that selecting a time which already features similar presentations from other stations, does not give the listener a fair opportunity of hearing all the shows, but A.W. and the sponsors point out that the greatest medium of obtaining this competition, is the creation of competition, and they claim that these Macquarie productions are of such high standard that they deserve preference hearing at the most suitable time that the public can listen."

A POPULAR DOG SESSION

An informal gathering was arranged at the con

Sir Ben. Fuller at Commerce De Ville-Hautemont at the dog clinic. He suggested that the broadcast could be made radio from the book of the same name, written by the Comte, and A. H. Hope's hopes to continue the series in the New Year.

£55,510

The national importance and powerful local influence of a country commercial broadcasting station was clearly demonstrated again by Gunnedah station 2MO during the Fourth Liberty Loan. The Gunnedah War Loan Committee made full use of the broadcasting facilities during their campaign, and in the final rally subscriptions totaling £5,746 were received in the evening, bringing the grand total to £56,510.