HELEN BRACKEN OPEN FOUNDATION

1pm Tuesday

ORAL HISTORY ASSIGNMENT

Interview with John Bracken Chief Engineer ABC Newcastle.

Subject: THE ABC IN NEWCASTLE.

19.9.1989

TRANSCRIPT
My name is Helen Bracken. For my oral History Assignment I am going to interview John Bracken Chief Engineer A.B.C. Newcastle. John has been with the A.B.C. for about forty years; he has spent the last twenty four years in Newcastle, he is responsible for keeping "Auntie" on the airways.

H.B. John you have seen a lot of people come and go; who was the manager when you first came to Newcastle?

J.B. Terry Calhoun was the Manager when I came to Newcastle, Terry had been here for a few years he was about the third or fourth manager I think. It all went back to 1930 when 2NC was opened on the 19th December 1930, which was two years before the Australian Broadcasting Commission started.

In 1930 The Australian Broadcasting Company was given a licence by the Government to operate a National Broadcasting Service, it was a private company and operated stations in Sydney, 2BL, 2FC, and they decided the time was right to extend the service throughout the country areas, and they came to Newcastle. It was fairly obvious, their head office was in Sydney, and Newcastle was the biggest centre outside Sydney, and so it was obvious they should start a service in Newcastle, so in 1930 as I said 2NC was opened on the 19th December, Adrian Josh was the Manager, Adrian went on to become Chairman of the Broadcasting Control Board, the forerunner of the Broadcasting Tribunal.

H.B. Was Newcastle one of the first Regional Stations?

J.B. Well it was the first Regional Station and in fact in that period between 1930 and 1932, when the Australian Broadcasting Commission was organised, there were only four regionals. I think there were Newcastle, Rockhampton Albury, 4RK Rockhampton, 2CR Albury 5CK Port Pirie, they were the only actual regional stations opened by the Australian Broadcasting Company, then in the period from 1930 particularly up to the 1940's and in that ten years there were probably another thirty or forty regional stations opened throughout Australia.

H.B. Why did the A.B.C. find it necessary to open the Regional Stations?

J.B. Well they were given the charter I suppose or the requirement to establish broadcasting throughout Australia, and the A.B.C.'s charter, or first off the Companies idea was of course to extend the stations around that would increase their coverage of the whole area; and as commercial stations were being extended throughout Australia, the whole point of the A.B.C. was that it should have been extended to the country areas, and a lot of people thought that the A.B.C. was more relevant to the country areas, than the commercials. Not many towns could afford commercial stations; radio, you must remember had only been invented a few years before this; it was not something that had been around for a decade, broadcasting had only been invented a few years before this, so the viability of commercial stations was not really proven. Commercial advertising and that sort of thing was only fairly new, and the chances of a commercial station being viable in a town of five or six thousand people, at that stage that was a fairly large town in Australia, that just was not proven, so the need to establish radio to the country areas was much more important and significant than it is today.
H.B. What are some of the changes since it opened in 1930?

J.B. There have been a lot of changes technically, of course there have been dramatic changes not so much in the transmitter, the transmitters we are using today are not all that different to the transmitters and aerials that we used in those early days they are just a bit more efficient, the studio equipment of course is vastly different, it is all transistorised and tape recorders are the big difference, I suppose in 1930 probably up to 1950 almost recording was a most difficult procedure, to record anything at all meant cutting records, and to cut a record was a very involved thing, a very complicated piece of equipment was used, which if it was taken away from the studio, if it was portable it took a lot of time to set up and it had to be carried around in trucks. It needed a lot of power to use it and it needed a very skilled operator to actually make it go and it limited each recording to something like ten to fifteen minutes. A recording was a real hassle and when you made a recording unlike tapes today, you could not edit it and that was it, and so recordings were not a common part of broadcasting. Recordings of speech, talks and interviews were usually done on air "live" because of the problems in recording them. Tape recording came in after the war and in fact the tape recording we have today on magnetic tape was a direct product of the war, it was developed by the Germans during the war and is part of the reparations at the end of the war, the British Government was given the German tape recording industries, and they subsequently developed that, and it is a major part of broadcasting now and virtually every programme on air is recorded on tape; that changed the whole music recording industry in that in the early disc days the orchestra or the singer or whatever it was had to get it right in one hit, now they might take two or three goes at it. They could not do a little piece of their recording whether it was a major classical work, or even a pop song, they could not do half a minute and get that right, as it is done now, they had to get the whole thing right in one hit. When they finally did that, it was accepted as a take and that was it.

Tape has meant that performance by musicians and so on, the end result can be more perfect, but it is a fairly artificial thing in a way, and a lot of people, a lot of musicians think so anyway, the whole of broadcasting is like this, or I suppose that is not quite true now because we have moved to a different era, what I was going to say was that it would be fairly rare to hear live interviews, mostly they would be recorded and edited, but we seemed to have moved to a different thing, now where immediacy is the most important thing, and the telephone is used we devised more. The telephone system is better than it used to be of course, the quality of the actual telephones themselves and the lines are great compared to what they were, so it means with modern equipment we have developed you can hook a telephone on to the system and you can do interviews straight away, so most of the current affairs and news items are done by the telephone. I suppose that is the next generation after tape in a way tape is still the thing that has caused most of the change, but we are currently now moving away from tape into digital storage using computer type storage devices, which really just make it easy for the station, but as far as the listeners are concerned it is a sort of transparent thing, they would not know if it was on tape or digital. Really the major technological change in radio is not all the jazzy microphones we have got, turntables and compact discs and all that, it has been the development the transistor radio, and this has completely changed the way people listen to radio.
In the 30s, 40s, 50s to listen to radio people made quite a big investment in a radio set which was a major part of the furniture in the house and they sat around it the way we do with television now and listened to it. Programmes were developed in such a way, they knew the audience was probably sitting down taking a lot of interest in it, listening to it intently. Now with the transistor radio and the clock radio and the easily portable units, the type of programming had to be changed because radio became a secondary sort of thing and of course television had an effect on this too. People used radio as just a background device, so I think that has been the greatest technological change, the transistor radio.

H.B. Have there been major changes in the studios in Newcastle?

J.B. I suppose the biggest change in Newcastle was the establishment in the 1940's the early 1940's I think, of our second station, 2NA here at Newcastle. First off 2NC was the only station, and it took a mixture of programmes from parent stations 2BL and 2FG in Sydney, and in the 1940's the second station in the network was established 2NA, and it had the lighter programme similar to commercial stations on one station and classical programmes or talks on the other one. Originally it was the other way around 2NA was the light type programme and 2NC the more classical thing but there was a swap around in the 60's, 2NC now has a programme format which is not all that different to a commercial station whereas 2NA looks after more the in depth discussion type programme because we later added another station to the network we added ABCFM. The idea of ABCFM is to broadcast high quality classical music. Because of the technical reasons that make FM a better quality service than AM stations, it is obvious that you have music on FM and the spoken word type programme on 2NA, so currently the ABC set up in Newcastle is 2NC for light adult contemporary type music and news 2NA carries more in depth spoken word type programmes and more serious look at issues, and ABCFM is the network that carries classical music.

H.B. Apart from broadcasting what else has the ABC being involved in, in Newcastle?

J.B. The ABC's prime reason for existing is broadcasting; very early in the piece it was decided that one of the activities the ABC should become involved in...to provide extra material for broadcasting, was to promote and establish concerts, and indeed the ABC became the largest entrepreneur in the world. We produced many thousands of concerts a year throughout Australia and in Newcastle we had upwards of twenty concerts a year in a few different series, one series was the celebrity series as it was called. It was built around a group of concerts by the Sydney Symphony Orchestra which is part of the ABC and in all capital cities the ABC maintained a Symphony Orchestra, and they did this in the early days because recordings were pretty poor. They were on old 78's which gave you a maximum of three and a half to four minutes per side so you can imagine trying to play a fifty minute Symphony. That meant a huge pile of 78 records and the technical quality was pretty poor anyway.
To extend the range of classical music into broadcasting the only real way was to make it yourself. That's one of the reasons why the ABC established these orchestras, and as part of that they provided public concerts and we had a whole series of them in Newcastle, and they were very popular, not only the orchestra playing, but world class soloists were brought to Australia by the ABC and in Newcastle for many many years the concerts were probably the main feature of the cultural scene. At one stage it was difficult or impossible almost to go to a concert, unless you were a subscriber, and had been in fact for some years. Each year when it was time to renew the tickets the existing subscribers were given the opportunity to renew their tickets, and if any tickets became available usually if some of the died or moved out of the district, there were great queues of people who queued up overnight to get these tickets, so the concert series became very popular.

We also in Newcastle recorded a lot of Newcastle people both classical type people, conservatorium staff and students and graduates and more popular stuff. We had a whole series of brass band recordings, and local singers. We went through a stage when we recorded a lot of that and the ABC promoted concerts which were very popular, in those areas we have sort of tended to go away from that now, because of the changes in the style of the station, and because of the fact it is no longer necessary for the ABC to do it, there are other people doing it, for example Musico A Viva put on a very strong concert series so the need for the ABC to do it has gone away, and the ABC because it has kept growing big, big and bigger and absorbing more money all the time, I think there was a lot of pressure brought to bear to rein it in a bit, and say "You are a broadcasting organisation and that is what you should be doing". Associated with broadcasting was a lot of promotional activities and a lot of these things, for instance we sponsored things like Garden Fairs, and these were regarded as part of the broadcasting thing, part of the promotional activities. One of the big problems is that we have not got the money to advertise, and promote ourselves as the commercial stations do, so we have got to use other methods like promoting Garden Fairs, Carnivals and things like that is one way we go about it.

Another area the ABC is now into, for many years people would hear particularly a talk or and interview, and they would write to the ABC or ring up and say "I did not really catch it all" or "I would like to get a little more information on it, can I have a transcription of the item?", and for many years someone would sit down with a reel of tape in the ABC and they would transcribe it, and these transcriptions would be sent out to the people who requested them. This service was one of the first things that was cut back, when a really serious look was taken at ABC funding, it was a service that was cut back but this did not stop people writing and asking ABC and so a couple of ABC departments continues to do these transcriptions, but they charged for them, usually it meant a stencilled sheet or photo copied sheet, and they charged the public for these sheets, and this led eventually to the establishment of ABC marketing. A lot of these things were put in book form or tapes and this has led to the establishment of ABC shops, which now extend throughout the whole of Australia, and now there is one at Newcastle a Charlestown shopping centre, which is a major shop now, and a major source of income for the ABC. Its prime function was to provide the facility for people to get copies of a broadcast they had heard, all the other bits and pieces that go with the shop are probably just tagged along to make more money.
H.B. Have the programmes changed very much in Newcastle over the years?

J.B. Yes there has been quite a change over a few years. I suppose television had a fairly significant effect on programming, it took the ABC quite a while to realize that people were not listening to radio as they used to in pre-television day, because of portable radio and things like serials and stories and that type of thing, that people had to sit down and concentrate on, disappeared there was more emphasis on music particularly on 2NC, 2NC had mainly a music format and the idea was it was just a background, 2NA was a fairly terrible mish mash of all sorts of things, one of the major problems the ABC always faced was the requirement to broadcast Parliament, and depending on the periods since 1940 when Parliament was first established as a broadcast, this moved from station to station. This upset the schedules of the stations a lot and it meant the station adjusted their programmes for Parliament. Another requirement we had was school broadcasts, and it was necessary to broadcast these programmes to schools, that was a sort of service thing, and if you were not particularly interested in that school broadcast, you could not listen to the station.

It was found on radio, unlike television, with television people look at a programme guide and say "Ok I will watch that programme on one channel and when that is finished, I will go to another channel and I will watch that programme". On Radio people very rarely change stations; research has shown this. People either switch the radio on or off, they do not decide "Ok I will listen to 2NC for a while then I will go back to 2KO then back to 2NC", they normally put it on one station, and that is where it stays, and they either listen to radio or they don’t. If we have something on people don’t like to hear, so then they switch the radio off. There was a great effort then to make sure you never put anything on the station particularly 2NC that would turn people off, so we had a fairly bland programming style. This is all changed now, where it has been decided that there is plenty of music around on commercial stations, particularly with the introduction in Newcastle of commercial FM, and the need for new, talks and information is more important now so 2NC has developed a style where during each session there is a lot of information, a lot of news, and a lot of interviews, on the programme and music only forms a minor background to the day’s transmission.

H.B. Of course John, you have seen a lot of staff come and go since you came to Newcastle.

J.B. Yes we have about twenty or thirty people working at the ABC all the time, so over the years there has been a lot of movement. In this there is not as much movement between the ABC and commercial stations, as there is between commercial stations, so you tend to get movement between ABC stations throughout the country or you get people in and out of the media, coming into the ABC and going out again, but since I have been here, when I first arrived, we have had about half a dozen managers, who have moved around a bit. Terry Calhoun the first manager when I came here, he went to Canberra as manager ACT branch, and later became the ABC’s manager for North America, and we have correspondents throughout the world and Terry was manager there. He has since retired from the ABC, but is very active in music, and history and is currently working with the Australian National Library on oral history for the ABC.
Tom Roberts who had been the manager in Albury came to Newcastle and followed Terry, and Tom worked here in Newcastle, Tom did a lot to bring 2NC into the modern type of broadcasting, away from those early ABC days. Tom retired in the area, and lives on the Central Coast, and is still active in broadcasting or he has been recently, and he does some sessions for the senior citizens club on 2NUR, Tom is pretty much involved in radio still. Another manager who followed Tom was Andrew Buchanan, who was an announcer in Brisbane and came to Newcastle mainly to get away from the heat I think, I think he was transferred to Newcastle while he was on holidays, he came back from holidays and looked at his roster, and discovered that instead of reading the news he was acting in Newcastle, this is the way it used to work sometimes.Anyway Andrew was here for quite some time and really enjoyed the place, and then went back to Brisbane, where he is now manager of ABC radio activities, for the whole of Queensland. He was followed by Peter Wall, who really I think intended on coming here for a short stay, he is back in Sydney, he is manager of 2BL. What the ABC has done, has broken up a lot of programme units, and the stations into small groups, and this was one of the problems the ABC had in the past, where it was just a huge organization, and lots and lots of people had input into each station.

Now we have the situation, where the manager Newcastle or the manager 2BL more or less has total responsibility for that station, well that’s where Peter Wall is. He was followed by Errol Silver who has gone back to Canberra, where he worked for a long time, and we have now a new manager in Newcastle. This is rather an unusual sort of setup for the ABC in that Murray Finlay is now our manager. Murray is probably the best known media personality in the Hunter area. Murray was the very first announcer on MNB, became their senior news reader and senior executive of the company. He managed their new station that they established in New Guinea, and came back from New Guinea and worked at DDQ in Queensland, and because he wanted to come back to Newcastle, he was available when we were looking for a manager. We are very pleased that we have got him there. Having someone like Murray in the place who had no previous experience in the ABC, but who had had an enormous depth of experience in Broadcasting generally is quite a refreshing change for the ABC and we hope for great things there.

There has been a huge range of other people there, some of them very well known, people like Chesney Gardner, Hec Scott, who died the other day, Hec was News Editor in 2NC for many many years, Jeff Moore did the breakfast session for many years and read news and was very popular. The announcers come and go, and there are a few of them that people remember a lot and others you forget fairly soon. I suppose our current breakfast announcer David Sayers, I think people will remember him for many years, a lot of people do not like him but a lot of people do. The ABC in the past discouraged personalities in announcers, when I first joined the ABC an announcer was someone who read the script that was put in front of him, he had no personality, he had a standard sort of delivery, that was fairly precisely laid down, and the idea of having personality announcers just did not happen in the ABC, but that’s all changed now, and there are quite a few personalities in the whole setup.
H.B. What do you think the role of the ABC is, in the future for Newcastle?

J.B. Well that is a very hard thing to say. I think the whole future of the ABC is not absolutely clear at the moment. Funding has become a big hassle, but we are currently planning to move to a new building, this has been temporarily put off, but I think it will probably still happen soon. We will move into a new building, and I think that what is happening with the ABC, the whole system has changed in a way. For example we have a satellite earth station now, which means we are in instant contact with any other ABC office in Australia. We can instantly move material from one place to another very quickly, and the ABC has realized, that people like things to be local, it is OK having a national organisation but most people are interested in things going on in their own town or their own city, and they are not really all that concerned about what is happening somewhere else. Unless it is some major importance, and this has been one of the difficulties with the ABC being a national organisation, we have tended to concentrate on the national issues and forget about the local things.

Changes particular in 2NC and the radio metropolitan stations mean that we are local now on 2NC almost all the time. We go on the air first locally at 5AM in the morning, and we continue until 10PM, every day and from 10PM until 5AM, the programme comes from various parts of Australia, and we contribute some of the programme via our satellite dish, from our studios here in Newcastle to the whole of the rest of the ABC. The emphasis is on local broadcasting, and I think it has to stay that way, and if it ever goes away from that, the stations will fail, and people will not listen. Some of the commercial networks have tried this. There were some classic examples of some of the Sydney and Melbourne stations trying to network, and it was a complete failure, so unless we continue to have enough funds to have local programming there is probably not a lot of point in the ABC having local stations, and putting in little bits and pieces, we have got to do the whole thing, and it has got to be seen that 2NC is a Newcastle station and not part of a whole national network. The ABC has learnt that in a few cases, one of the classical cases was the attempt by the ABCtv to establish a national news, it has gone back to a State generated bulletin now, and the same sort of thing happens to radio. It is clear that people want things that do happen locally, to be reported locally, the demise of newspapers particularly local newspapers, and the aggregation of TV stations, I think this is going to be much more important and if this philosophy is realized, stations like 2NC have an important future ahead of them. But if it is not, then I think the ABC would probably disappear and dissolve into a network that just provided a high level of classical music and perhaps an esoteric type of talk on 2NA, and really would have little relevance to the general person in the community.
HISTORY ASSIGNMENT

THE ABC IN NEWCASTLE

Summary:
Broadcasting in Australia began when the first radio transmission was received in Australia from Great Britain in 1918. It was sent by the Marconi Company from Caernarvon in Wales and received by Mr (later Sir) Ernest Fisk at Wahroonga in Sydney. There were various demonstrations between 1920 and 1924, the year 2FC and 2BL opened in Sydney. The stations were operated by the Australian Broadcasting Company. The company later opened 2NC, in Newcastle in 1930.

In October 1929, the Scullen Government decided to nationalise broadcasting, however, they were defeated in the next election and it was left to the new U.A.P. Government, of J. Lyons to introduce the Australian Broadcasting Act in 1932. Under this Act the newly established Commission was given certain powers: "To provide and broadcast adequate and comprehensive programmes and to take in the interests of the community all such measures as, in the opinion of the Commission, are conducive to the full development of suitable programmes" (1) Other powers were listed in the Act, also there were limitations, "The Commission was not allowed to broadcast advertisements". (2)

2NC, Newcastle commenced broadcasting in a room above a warehouse in King St; today they are located at 47 Newcomen St, the building has been renovated over the years as technical and staff needs changed. Many people have come and gone since Adrian Jose the first Manager, names such as Chesney Gardner, Hec Scott, Pat Murphy, Terry Calhoun, Tom Roberts. Some of the present staff have been there for twenty years, Marjorie Biggins, John Bracken, Judy Nolan, now Manager of the ABC shop Charlestown. Geoff Moore will always be remembered for his years on the breakfast show. All these people are familiar names to most Newcastle people.

The ABC in Newcastle maintains a high local profile, because that is what Regional Broadcasting is all about.
The A.B.C. commenced broadcasting in Newcastle on the 19th December 1930, the studio consisted of one airless little room, above a tea warehouse in the Inglis building in King St. The first Manager was Adrian Jose, (He was to become the first Chairman of the Broadcasting Control Board) and even before the first broadcast, he was busy looking for another location. There was a fault in the line bringing the programme from Sydney, so no one heard the station sign off, at the end of its first day's transmission. The Sydney line used to fail quite regularly in those days. The Beresfield transmitter had only half a dozen recordings, to test the line and to play when it failed, so these records, mostly loud marches, became well known to the Newcastle listeners.

Ten years later the A.B.C. was relocated to Newcomen St. An historic old church was demolished to make way for the new building, and at the request of church authorities, a memorial plaque "Site of the first Methodist Church AD 1845" was erected. It is there today, on the building at 47 Newcomen St. Dick Freeney was the manager at the time of the move.

Even in the early days the A.B.C. tried to encourage local talent. In 1934 local artists were asked to perform at a concert for broadcasting on 2NC, the fee for singing was one guinea which was a considerable sum in those days.
The first news broadcasts were gathered from newspapers. Adrian Jose was not a journalist and did not have time to go and find news for the station. In 1947 the ABC, established its own independent news service and eliminated newspapers as a source of information; lightweight portable recorders were used instead of pens. The first regional news office was set up in 1947, with Mr Bill Morgan as Editor. This service concentrated on local council and industrial news; there was a lot of industrial unrest at the time, and council meetings were often very rowdy affairs.

2NA was established in the early 1940's. When 2NC was the only station it took a mixture of programmes from 2BL and 2FC in Sydney; when 2NA began it had the lighter programmes similiar to commercial stations, and 2NC the more classical programmes but there was a swap around in the 1960's. 2NC now has a programme format of popular music and "news/talk", and 2NA has the more serious and indepth programmes. Another station was added to the network, ABC-FM; its purpose is to broadcast high quality classical music.
Another area the A.B.C was involved in was the presentation of concerts to provide extra broadcasting material. The A.B.C. became the largest classical music entrepreneur in the world, and produced thousands of concerts. In Newcastle we had upward of twenty concerts a year; they were built around the Sydney Symphony Orchestra. It was very difficult in the early days to record a symphony of fifty minutes; the old 78's lasted 3 to 4 minutes and it meant a huge pile of records, and the technical quality was poor, so the only way to extend the range of classical music into broadcasting was to make it yourself. The A.B.C. maintained an orchestra in most capital cities. World class soloists were brought to Australia, and in Newcastle you had to be a subscriber to go to the concerts. They were very popular and tickets only became available if someone died or left the district. Sunday concerts by Newcastle artists were very popular and provided the chance for local musicians to be heard on the radio. The need for these concerts no longer exists as other people such as Musica Viva put on a very strong concert series, and the A.B.C. due to budget constraints, has had to give up their concerts.

The A.B.C. to keep up with the local scene promoted Garden Fairs and Carnivals, and similar community activities. The A.B.C. mobile studio was a colourful addition at these shows and the public had the chance to see the face behind the voice.
The equipment in the studios has been constantly updated to keep up with the times; it is all transistorised and tape recorders are the big difference. In early days say from the 30's to the 50's, recording was a difficult and cumbersome task; equipment was heavy, it took a long time to set up and it had to be carried around in trucks. It needed a lot of power, and a skilled operator to operate it, tape recorders have made all the difference. The station has come a long way technically since the early days; they now have an earth station, which means instant communication via satellite with any A.B.C office in Australia.

The A.B.C. in Newcastle has a staff of between twenty and thirty people; there have been a lot of changes over the years, since 1930, when Adrian Josh was the first and only staff member. He was followed by Dick Freeney who came from South Africa. Terry Calhoun was the next Manager; he went to Canberra as Manager ACT branch and eventually became the A.B.C Manager for North America. He was followed by Tom Roberts, who retired to the central coast, and is still involved in broadcasting with 2NURFM. Andrew Buchanan was the next Manager; he came here from Brisbane and eventually returned there as Manager of radio activities for Queensland. Peter Wall was here for a short time he is now Manager of 2BL Sydney, Errol Silver followed; he is now in Canberra. The present Manager is Murray Finlay, who has had a long career in Hunter Broadcasting. He was the first announcer and newsreader for NBN and also became the Manager of their new station in Port Moresby; he wanted to come back to Newcastle, and now is managing the A.B.C in Newcastle.
Many Newcastleans will remember people like Chesney Gardner, Pat Murphy, Geoff Moore, who did the breakfast show for so many years; Hec Scott who was the sporting editor for many years. All these people contributed in their own way and made the A.B.C in Newcastle what it is today. Listeners either love "Auntie" or love to hate "Auntie", but she is still doing what she does best...bringing the widest variety of programmes including Australia's most credible news service to the greatest number of people, and that is what broadcasting should be all about.

Bibliography...Tape of 2NC's 50th Anniversary courtesy of the ABC Archives Sydney.


I, John Bracken, give my permission to Newcastle University to use this interview, or part of this interview, for research, publication and/or broadcasting (delete one if required) and for copies to be lodged in the Newcastle University archives for the use of other bona fide researchers.

Signed

Date

Interviewer