

1943

NEW ZEALAND

ANNUAL REPORT

OF THE

NATIONAL BROADCASTING SERVICES

(FOR THE TWELVE MONTHS ENDED 31st MARCH, 1943)

Presented to both Houses of the General Assembly pursuant to the Provisions of the Broadcasting Act, 1936

REPORT

This report is furnished in two sections, the first dealing with the National Broadcasting Service and the second with the National Commercial Broadcasting Service.

SECTION I.—NATIONAL BROADCASTING SERVICE

I have the honour to submit the following report on the operations of the National Broadcasting Service for the period 1st April, 1942, to 31st March, 1943.

Receiving Licenses.—During the year 368,165 receiving licenses were issued, a decrease in the year of 3,094. This decrease may be attributed to a number of factors, among which will be the wartime limitations imposed on radio-dealers in regard to materials and man-power, while many men with the forces will not have needed to renew their licenses owing to temporary rearrangement of their home circumstances.

Hours of Transmission.—The total transmission time of stations was 52,177 hours. Only 38 hours were lost owing to technical faults and power-failures.

Programmes.—The National Broadcasting Service was at 31st March, 1943, supplying programmes to sixteen stations. Technical details are as shown on page 2 of the report for the year ended 31st March, 1941.

Two privately-owned stations are subsidized by the Government.

Amalgamation of Technical Services.—Primarily to release trained radio technicians for work more directly connected with the war effort, the technical sections of the National Broadcasting Service and the National Commercial Broadcasting Service were amalgamated. The combined technical services are now controlled by the National Broadcasting Service, the actual cost of technical services supplied to the Commercial Service being charged against that Service.

Broadcasting and the War.—Greatly increased use was made of broadcasting in furthering the war effort, embracing talks by Government and other prominent speakers, special programmes such as "We Work for Victory," "It is War," and intensive campaigns in connection with a variety of war matters, such as war loans, national savings, patriotic fund appeals, recruiting, civil defence.

Broadcasts from certain foreign stations were monitored, and the information received, including information about New Zealand prisoners of war, was communicated to the appropriate authorities.

Frequent broadcasts of news and commentaries kept the public in touch with the progress of the war, while increased rebroadcasts of personal messages and talks from New-Zealanders overseas provided a constant link with our forces overseas. Apart from time devoted to these wartime activities, the normal broadcasting programmes of music, entertainment, and information remained available, thus providing a valuable aid in the maintenance of public morale.

News and Commentaries.—By the courtesy of the British Broadcasting Corporation news broadcasts from London have been rebroadcast eight times daily, together with commentaries and war talks. Additional rebroadcasts of overseas news were made when news flashes of importance were received.

The presence of American forces in the Dominion and the importance of understanding the American point of view in war and post-war action by the United Nations has led to the introduction, by arrangement with the United States Office of War Information, of a specially prepared commentary rebroadcast from America on five nights of the week.

At 9 o'clock each evening the main stations broadcast the N.B.S. Newsreel, and at 7 o'clock news by courtesy of the daily newspapers, as well as sports results, market reports, &c. The broadcasting of a weekly summary of overseas news in the Maori language was introduced.

Talks.—Rebroadcasts of talks by distinguished speakers overseas were a very important feature of the programmes. Among these speakers were His Majesty the King; the Right Honourable Winston Churchill; President Roosevelt; Field Marshal Smuts; the Right Honourable D. Lloyd George; Mr. John G. Winant; Mr. Cordell Hull; Sir Stafford Cripps; Mrs Winston Churchill; Mrs. F. D. Roosevelt; the Honourable Walter Nash, New Zealand Minister at Washington; the New Zealand High Commissioner in London, Mr. W. J. Jordan; rebroadcasts of talks by leading British commentators, such as J. B. Priestley and Wickham Steed, continued to be popular. A B.B.C. feature of special value to New Zealand was a series of talks on civil defence.

In New Zealand His Excellency the Governor-General was heard in a national talk and a New Year message to the Dominion. A number of broadcasts were also made by the Prime Minister, while speakers from Parliament, the Services, and other sections of the community broadcast on a number of subjects connected mainly with the war effort.

Among overseas visitors to broadcast in New Zealand were Mr. W. Bankes Amery, of the British Ministry of Food; Mr. C. W. Hamann, Deputy Chief Engineer, British Ministry of Home Security; Mr. A. D. Wilson, Assistant Fire Force Commander, National Fire Service of Great Britain; Dr. Charles O. van der Plas, leader of the delegation representing Her Majesty the Queen of the Netherlands at the Tasman Ter-Centennial celebrations in New Zealand; and Mr. N. C. Tritton, Pacific representative of the B.B.C.

Health talks prepared by the Department of Health and Winter Course Educational talks were again featured. The services of the Local Advisory Committee in connection with the Winter Course talks are gratefully acknowledged.

Obituary tributes were paid to many eminent men and women, including Sir James Allen, Mr. S. Saunders, Professor C. Coleridge Farr, Professor H. J. Denham, and Commander Frank Worsley.

Special talks prepared by the Service on places in the news included Ceylon, Syria, Tunis, Bath, Madagascar, and the Volga.

Overseas Rebroadcasts.—A listening watch was kept on overseas stations, and daily talks, commentaries, and programmes were rebroadcast or recorded for future use. Among other rebroadcasts were the ringing of the church bells in Great Britain and Northern Ireland to celebrate the victory of the Eighth Army; "Salute to New Zealand," a special B.B.C. programme on Dominion Day; the enthronement of Dr. Temple as Archbishop of Canterbury; a description (with recorded extracts) of the Solemn Requiem Mass at Westminster Cathedral for the late Cardinal Hinsley; a programme featuring the New Zealand Forestry Unit in Great Britain; a programme from the City of Edinburgh to Dunedin; a birthday tribute to Sir Bernard Freyberg; and the Melbourne Cup Race.

Broadcasting and the Forces.—By means of our Broadcasting Unit with the forces in the Middle East and the generous co-operation of broadcasting authorities overseas personal greetings and talks by New-Zealanders serving overseas were frequently broadcast in New Zealand. Over 4,550 personal messages to relatives and friends were broadcast in the programme "With the Boys Overseas," this number being nearly double that broadcast in the previous year. Of these messages, 3,139 were from the forces in the Middle East, 640 from Great Britain, and 771 from Canada and the United States of America. Owing to the increasing number of greetings an additional programme each week was introduced. In addition to personal greetings, many members of the forces overseas recorded discussions, personal experiences, and commentaries, and 86 of these were broadcast. A number of the personal greetings and talks were from members of the Maori Battalion, and these were broadcast in a special programme.

Arrangements have been made for sending a Broadcasting Unit to the Pacific area to obtain messages and talks by members of our forces there.

Recorded talks on subjects of New Zealand interest were supplied to the B.B.C. for broadcasting in England and to the Broadcasting Unit in the Middle East for broadcasting to members of the New Zealand Forces in Africa.

In New Zealand the Service is co-operating with the Army Department of Education and Welfare in providing music and entertainment for the forces. Camps and posts throughout the country are being supplied with musical performances (orchestral and vocal), variety concerts, and gramophone recitals organized by the Service.

The broadcast signalling instruction for trainees for the Air Force was continued, and there was a weekly programme for members of the Air Training Corps.

Music.—Regular programmes of recorded music by the world's leading composers and artists were broadcast, as well as the best available local artists, musical societies, and choirs. 2,107 broadcasts were made by local artists and 708 by local musical societies, choirs, bands, &c.

Music by New Zealand composers was broadcast, in which works by Douglas Lilburn were outstanding.

A poem, "Landfall in Unknown Seas," written by Allen Curnow in connection with the Tasman Ter-Centennial celebrations, was presented in a special musical setting composed by Douglas Lilburn and played by the N.B.S. String Orchestra, conducted by Andersen Tyrer.

A number of school choirs were broadcast.

Among overseas artists to broadcast were Peter Dawson, Dorothy Helmrich, and Ignaz Friedman. Peter Dawson and Ignaz Friedman, jointly with the N.B.S. Orchestra conducted by Andersen Tyrer, gave successful public concerts arranged by the Service in aid of patriotic funds.

There were 52 broadcasts of complete operas from recordings.

Plays and Feature Programmes.—In addition to many serials and feature programmes, 104 major dramatic productions were broadcast, including works by Galsworthy, Moliere, Clifford Bax, Victor Hugo, F. Armstrong, H. R. Jeans, and many plays by the New Zealand playwright, W. Graeme-Holder.

Of the 304 scripts considered, 226 were accepted, 106 being by New Zealand authors. Special presentations included "Cavalcade of the United Nations," "Three Years at War," and "A Memorial to Michael Joseph Savage." The last-named programme was broadcast on the day that the memorial to the late Prime Minister was unveiled at Bastion Point, Auckland. Productions were recorded for presentation each week in the school broadcasts under the titles "Adventures in History," "Legends of Umbopo," "Tales by Uncle Remus." Recorded B.B.C. feature programmes were broadcast, including "The Stones Cry Out," "Great Parliamentarians," "Regimental Flash," "His Majesty's Ships."

Light Music, Variety, and Bands.—Variety programmes from the best overseas recordings and by local artists and combinations were broadcast. Community sings were broadcast and special sessions of dance music by New Zealand players from studios and cabarets. Various bands, including that of the R.N.Z.A.F. and bands from military camps, were broadcast, and variety concerts arranged by the Service for the forces were relayed from military camps.

Outside Broadcasts.—Many relays of events of national interest were carried out, including the laying of the foundation stone of a training centre in Wellington for disabled servicemen by His Excellency Sir Cyril Newall; the opening of a Women's Services Club in Wellington by Her Excellency Lady Newall; receptions throughout the country to Brigadier-General P. J. Hurley, the United States Minister to New Zealand; receptions to the Netherlands delegation to the Tasman Ter-Centennial celebrations; funeral services for the Honourable H. T. Armstrong, late Minister of Public Works; and the unveiling of the memorial to the late Prime Minister, the Right Honourable M. J. Savage at Bastion Point, Auckland.

Parliamentary Broadcasts.—The proceedings of the House of Representatives were regularly broadcast, with strict observance of wartime restrictions relative to matter not available for broadcasting.

The national observance of a minute's silent prayer at 9 p.m. during the chiming of Big Ben was recognized by the members of the House standing while the chimes were broadcast in the Chamber.

Religious Broadcasts.—From the main centres morning and evening Sunday services were broadcast, also devotional services each morning and a short evening wartime prayer service each Wednesday. Special intercessory and other services were broadcast and public meetings arranged in connection with the campaign for Christian Order. The National Day of Prayer was recognized by the broadcasting of services and special programmes. The broadcasting of the chimes of Big Ben at 9 p.m. each evening for the observance of silent prayer was continued. The thanks of the Service are due to the Central Religious Advisory Committee and to the local Church Committees for their valuable co-operation in the arrangement and conduct of religious broadcasts.

Broadcasts to Schools.—The broadcasts to schools during 1942-43 were organized on a national basis. Policy is determined by a Committee representing the National Broadcasting Service, the Education Department, and the Educational Institute, and the programmes are organized by this Service.

During 1942 there were three half-hour broadcasts to primary schools each week. In 1943 the programme has been extended to four half-hours per week.

Owing to the paper shortage booklets were not supplied to pupils, but a music booklet was issued to teachers in both years. In 1942-43, 856 schools, representing approximately 60,660 pupils, listened to these broadcasts.

During 1942 the French programmes recorded in 1941 were repeated and booklets issued to pupils. A new set of lessons and a new booklet have been prepared for 1943. One hundred and seventy secondary schools and 7,634 pupils listen to these broadcasts.

The Education Department's Correspondence School broadcasts a weekly session to its pupils throughout the country.

Women's Sessions.—Talks specially designed for women covered housekeeping and travel, the bringing-up of children, literature, and the war effort. Weekly talks on the "Home Front" were introduced to advise women on difficulties created by the war, beginning with price fixing and stabilization. The Association for Country Education (University of Otago) again presented sessions for the benefit of housewives. New Zealand women were also kept informed of conditions affecting women in Britain. Popular talks were given regularly on health in the home, prepared by the Department of Health. The daily session "For My Lady" has included serial dramas and many programmes on great musicians, singers and composers.

Sporting Broadcasts.—Sporting broadcasts were continued, though on a restricted scale. A number of matches between units of the forces were broadcast. The club and representative Rugby matches broadcast numbered 123. Cricket matches, racing and trotting meetings, and other sporting fixtures were also covered.

Special Services.—Extensive use was made of broadcasting in furtherance of the war effort. Regular and co-ordinated broadcast publicity was undertaken by means of talks, special programmes, and announcements on many aspects, including liberty loans, national savings, recruiting for the forces, and for the Women's Land Service, waste salvage, civil defence, registrations for war work, seasonal workers, and an intensive campaign was conducted in connection with the Comforts for Fighting Forces Appeal, terminating in a radio telephone all-station appeal which realized £50,000 in donations.

At the request of the Chiefs of Staff of the Forces announcements of time were made by stations on the basis of the twenty-four-hour clock, as well as the twelve-hour basis, in order to make the public familiar with the method of time calculation which would be largely used in an emergency.

Normal sessions such as gardening talks, book reviews, &c., were continued, but for security reasons weather reports and birthday greetings to children were not broadcast. 606 requests for information regarding missing cars and motor-cycles were broadcast and 302 appeals relative to missing persons.

Programme Analysis.—The allocation of time to various types of programmes and services has not been substantially altered, except for an increase of time for broadcasts connected with the war and a reduction in sporting broadcasts consequent on the restricted sporting events.

National Broadcasting Service Recordings.—Owing to uncertainties in the supply of material it was necessary to curtail recording activities, the main recording done being that connected with war news and commentaries and special events of national importance. In these categories many hundreds of records were made during the year, which will be of great historic and programme value in the future.

"The New Zealand Listener."—Paper-supply difficulties made it necessary to reduce the *Listener* again from forty to thirty-two pages, and to limit the circulation. The *Listener*, however, remains one of the most widely circulated and closely-read weekly journals in the Dominion. Programmes of all stations were still printed in considerable detail, and space was found for advance publicity for important broadcasts. Although lack of space made it impossible to maintain all its public services, the *Listener* still co-operated with the Air Force in signal training, with the Education Department in teaching by correspondence, and with the Health Department in educating the public in the simple laws of health. Every issue devoted space to the war and national morale by special articles and editorial comment.

Relations with Overseas Organizations.—The B.B.C. again accorded the Service much valuable assistance, for which the Service makes grateful acknowledgment. Permission to rebroadcast the Empire stations was again available, and many excellent recorded programmes were sent to New Zealand by the B.B.C. At the invitation of the B.B.C. the Service supplied material for inclusion in B.B.C. programmes on Trafalgar Day and Christmas Day, and programmes of greetings from British children in New Zealand to their parents in Great Britain. Commentaries on certain aspects of New Zealand affairs were cabled at intervals for inclusion in the B.B.C. programmes, and the Corporation also included in its programmes for New Zealand Forces overseas recorded material sent to England by this Service. The visit to New Zealand of the Liaison Officer of the B.B.C. Pacific Service, Mr. N. C. Tritton, was welcomed, and many problems of mutual interest were profitably discussed.

Thanks are due to the Australian Broadcasting Commission for extending valuable facilities to the Service, particularly in the short-waving from Sydney to England of the Service's contributions to B.B.C. programmes. From our studios the Right Honourable the Prime Minister transmitted by radio telephone to Australia a speech in a war-effort programme arranged by the Australian Broadcasting Commission, which included also speeches by the Prime Ministers of Australia, Canada, and South Africa.

Thanks are also due to other overseas broadcasting services, particularly for the facilities afforded New-Zealanders with the forces overseas to broadcast messages to New Zealand, which are recorded and rebroadcast.

Technical.—Great difficulty is still being experienced in obtaining technical equipment of all kinds, and in consequence no new development is possible at present. All available equipment is needed to maintain the existing services, and the technical staff is taxed to the utmost in operating and maintenance duties. During the year the Government's decision to amalgamate the technical staffs of the two services was given effect to. This made it possible for twenty-two technical officers to be released for service in the radio section of the armed services or for radio work in other Government Departments. The saving in staff was made possible principally by moving the Commercial Service transmitter into the same premises as the YA stations. At Auckland, Christchurch, and Dunedin this was done. The buildings were able to accommodate the additional transmitters, and the existing masts provided suspensions for the aerial systems. Under the new conditions the service is working smoothly and efficiently.

The change of premises in Wellington ordered by the War Cabinet for reasons of safety imposed a major job on the technical staff. It is to their credit that all the studio control equipment was transferred to the new site in such a manner that the listener was unaware the removal was taking place, there being no interruption to the service. Many difficult problems arose due to shortage of spare equipment, and much elaborate improvisation was necessary. The new premises have many advantages over the old ones, one of which is the elimination of street-noise interference in the programmes. The listening watch on overseas stations has been extended during the year, and the provision of a more efficient receiving station is planned. It is expected that early in the new year the station will be available.

Financial Report.—The Revenue Account for the year ending 31st March, 1943, and the balance-sheet appear in parliamentary paper B.-1 [Pt. IV].

The revenue for the year amounted to £605,408, which comprises license fees, £549,423; receipts from sales of and advertising in *New Zealand Listener*, £30,366; interest, £14,270; rents of lands and buildings, £1,018; and recovery of technical services at cost from the National Commercial Broadcasting Service, £10,331.

Expenditure for the year was £231,047, leaving a surplus of £374,361. The chief items of expenditure were—programmes, £89,345; operation of stations, £47,044; administration, £37,271; *New Zealand Listener*, £25,060; depreciation, £26,391; Broadcasting Unit with New Zealand Expeditionary Force overseas, £2,296; miscellaneous, £3,640.

The fixed assets at the beginning of the year were valued at £215,881. Additions amounted to £31,867, depreciation was £26,391, leaving a balance of £221,357 at the end of the year.

A further £380,000 was invested during the year to provide for future development, and to overtake arrears of construction and equipment which have been held up owing to war conditions, making a total of £1,180,000 now invested for this purpose.

JAMES SHELLEY, Director of Broadcasting.

SECTION II.—NATIONAL COMMERCIAL BROADCASTING SERVICE

The year under review has been an important one from the entertainment and the commercial points of view, as well as from that of this Service's part in the war effort. There is abundant evidence that the Commercial Stations' programmes not only maintained, but increased, their popularity with listeners; the revenue for the year reached a new peak; and the effective service rendered in the interests of the nation's war effort was widened and improved beyond that of previous years. As in America and in Australia, commercial broadcasting in New Zealand is "On Active Service," and, despite the limitations of contractual programme commitments, the organization has been made easily adjustable so that its whole resources can be utilized for war purposes at the shortest notice. In this connection appreciation is expressed of the co-operation of national and local advertisers in the necessary adjustment of programme schedules.

Advertising.—Commercial broadcasting in New Zealand is now in its seventh year, and the business community is providing concrete acknowledgment of the splendid results obtained, in the form of increased appropriations. Many advertisers formerly disinterested in, or even antagonistic to, commercial radio are now making use of this medium of publicity; and this is not wholly due to the restriction on press advertising.

Increasing attention is being paid by advertisers to the quality of their programmes, and they are conscious not only that the type of production used affects their results, but also of their responsibility to provide high-grade and varied entertainment in the interests of wartime morale. As a result, the Service is currently broadcasting the best programmes from the leading production studios in Australia and America. Two of these programmes—one Australian and one American—are now in their seventh consecutive year of broadcasting.

All available time in the evening schedules has been sold, and there remains but little in the morning and afternoon schedules. Due to the extraordinary demand for time, it has been necessary to introduce a modified form of rationing in order to maintain a balance between advertising and programmes. Incidentally, this indicates that, due to the initiative of the sales force, the long-held opinion of advertisers that there is no effective audience on Fridays and Saturdays has been proved incorrect, and the results obtained from broadcasts on these days are comparable with all other results.

In the past year there has been a noticeable change in the trend of advertising copy; some of the major national advertisers are now confining their copy to messages designed to ensure that the continuity of their goodwill is not broken by any temporary shortage of their marketable supplies.

A major step forward in the advertising field has been brought about through the Medical Advertisements Act, and this will have particularly satisfactory results as far as the Commercial Broadcasting Service is concerned. While a strict censorship policy has always been in force, there are now definite and equitable lines on which to work.

Advertising Revenue.—The total revenue for the year amounted to £232,375, being an increase of £7,861 on the previous year. Details are as follows:—

Station.	National.	Local.	Total.
	£	£	£
1ZB, Auckland	38,758	36,264	75,022
2ZB, Wellington	32,795	24,185	56,980
3ZB, Christchurch	25,839	23,903	49,742
4ZB, Dunedin	21,863	17,430	39,293
2ZA, Palmerston North	4,900	6,438	11,338
Total	124,155	108,220	232,375

The progressive increase in advertising revenue since the Service commenced operation in October, 1936, is:—

	£	
1936-37	6,462	(six months for one Station only).
1937-38	98,418	(two Stations only for full year; two Stations for six months).
1938-39	161,166	
1939-40	171,547	
1940-41	205,952	
1941-42	224,514	
1942-43	232,375	

Programmes.—The programmes from the Commercial Service during the past year were varied and interesting as well as entertaining, and were all generally acceptable to what might be called the average listener. There is no undue preponderance of any type of programme; a typical evening's schedule including an historical drama, an aviation story, a musical programme, a general knowledge "quiz," a crime thriller—all interspersed with recordings of a pleasant and varied nature. Although the prime function of the Commercial Service is to entertain, many of the programmes are educative and of practical value to all sections of the community.

Special attention has been paid to programmes in which a studio audience or the listeners themselves may participate. Particularly in the case of the former, contestants are able to win cash prizes, the record for the past year being a prize of £24, which was won by a competitor in a general knowledge "quiz" at Station 2ZB, Wellington.

War and Patriotic Activities.—The use of the Service by the various sections in charge of the Dominion's war effort invariably increased the results obtained, and the Service played a valuable part in assisting to direct public opinion and activity into the desired channels—in other words, to convert war potentiality into war actuality. Prominent among the campaigns in which the Service assisted were those for the Liberty Loans, National Savings Campaign, recruiting of women for the armed forces, salvage drives, &c. Each Station was active in programmes connected more locally with the war effort, such as the provision of broadcasts by servicemen, and, as at Station 4ZB, a special programme designed to entertain the workers on the night shifts in factories.

Local Talent.—During this year increased use has been made of local talent, and every effort made to discover and encourage New Zealand artists. A variety of programmes were produced by the Service, some of which were purchased by sponsors for commercial programmes. At all Stations broadcasts by local artists were regularly arranged, including vocalists and instrumentalists (male and female), choirs, dance orchestras, brass bands, &c.

Community Service.—Despite the restrictions imposed by the limitation of time available, a full service of social and economic value to the community was maintained. This covered such programmes as the Christmas and Easter Shopping Guides, Health Talks, the Diggers' Sessions, Gardening and Sports Sessions, the Christian Order Campaign, the coverage of the Manawatu floods in May last by 2ZA, and various announcements of importance to listeners from Government Departments and other public bodies.

The Service played a large part in the campaign of the Internal Marketing Division to dispose of the surplus apple crop in 1942. Special programmes were devised and a thorough coverage was arranged which contributed largely to the success of the campaign.

The approximate value of the courtesy broadcasts made during the year amounts to £21,932.

Charities of every description have been assisted, and in this connection special reference might be made to the Radio Theatre Shows conducted in Wellington by the Service in association with Theatre Management, Ltd. Under this arrangement the company and the Service organized these shows absolutely free of cost so that the gross proceeds of each function were handed to the charity concerned. The total amount raised by these monthly Radio Theatre Shows is now approaching £2,000.

At all times the Stations of the Service endeavour to identify themselves with the life of the community they serve, so that through the medium of entertainment and service listeners may obtain a fuller realization of their personal and civic privileges and responsibilities.

Special Programmes.—Special occasions, such as anniversaries of people and events, were recognized by appropriate programmes, and the representatives of the Service in Australia and America are under obligation to keep the Service posted on and to secure for it programmes of unusual interest. In this category there was broadcast during the year a special programme commemorating China's National Day; an outstanding American programme—"We Hold These Truths"—which was broadcast by all American networks on the occasion of the Bill of Rights Day; a broadcast by the Vice-President of the U.S.A. entitled "Tribute to Russia," this programme being a recording made at a mass meeting in Madison Square Garden, New York; a special programme commemorating the anniversary of the Red Army; "These Three Men," which was produced by the Service using New Zealand talent, and based on an American script.

During the recent visit to New Zealand of the film comedian Joe E. Brown on behalf of the Special Service Division of the U.S.A. War Department, a recorded interview with Mr. Brown was broadcast by all the Stations of the Service. This incomplete list of programmes indicates that the Service is anxious to, and has the facilities to, present topical programmes which are outside the usual run of sustaining programmes.

Children's Sessions.—Special attention was paid to the Children's Sessions with a view to combining the entertainment and education requirements. Every opportunity was provided for children themselves to take part in their sessions, and the services of the most suitable persons were secured to speak to the children on a variety of topics. General knowledge "quiz" programmes were also used, with highly satisfactory results. Children's choirs have been formed and trained by the Stations, and evidence is not wanting that the ZB Children's Sessions are listened to with much eagerness.

Overseas News.—Throughout the year all Stations rebroadcast nine B.B.C. news sessions daily. Latterly the B.B.C. headlines at 8 p.m. have been replaced by the American News Session from KWID, San Francisco.

Sports.—The Service continued to provide a complete coverage of sports results by means of the now familiar "ZB Sports Flashes." All classes of sport are covered, and controlling bodies have frequently expressed their appreciation of the service. Regular talks by sports announcers and previews of racing fixtures form part of the sports service. Sports programmes of a "quiz" nature were also broadcast, such programmes being readily acceptable to the advertisers. On the 31st January last the Service broadcast the first all-American Baseball game to be held in this country.

Broadcast of American Programmes.—Immediately upon the arrival of American troops in New Zealand contact was made with the Special Service Division of the U.S. War Department with a view to arranging programmes for the benefit of the American troops. Within a few days of their arrival "The American Hour" was planned and took the air the following Sunday night. The programme comprised the very latest recordings from America and was compered by a non-commissioned officer of the Marine Corps. This programme was instantly popular, and continued so until superseded by recorded programmes received from the States. By arrangement with the Special Service Division, recordings of the most popular American programmes were air-mailed—and later sent by surface mail—these programmes being given the best available listening times on Sunday nights, which, the Service was advised, was the night on which most Servicemen could listen. Before long it was obvious that these were the most eagerly-listened-to programmes of the week, and a further arrangement was made whereby American troops in New Zealand would get the benefit of the entire output of American programmes. This Service is pleased to have had the opportunity of organizing entertainment for American troops, and further developments of this service are pending. Both in Auckland and Wellington arrangements were concluded with the American Naval and Marine Corps Headquarters for the recording of programmes by American servicemen for despatch to America. The Auckland programmes entitled "Paging Uncle Sam" were produced in association with the U.S. Navy, and in Wellington the Marine Corps programmes, "Semper Fidelis," were produced in association with the U.S.M.C. Both these series of programmes were highly successful, and the recordings have been despatched to the U.S. War Department, Washington, which will arrange for their broadcasting on the American network. In both Auckland and Wellington the Commercial Stations have placed their services at the disposal of the American Forces in many directions, for which the warmest appreciation has been expressed.

One of the most important American programmes was "This is War," which on arrival in New Zealand was found to be so valuable from the propaganda point of view that arrangements were made to broadcast it simultaneously over both the Commercial and National networks.

Women's Sessions.—Four special women's sessions were broadcast daily from Monday to Friday inclusive—viz., the Morning Recipe Session, the Shopping Reporter Session, the Home Service Session, and the Health and Beauty Session. All four combined to provide a complete service to women listeners, and their commercial value is evidenced by the fact that they all carry the maximum of advertising announcements. These sessions are frequently used for broadcasts in the national war effort of special interest to women—*e.g.*, waste salvage, women recruiting, ergot-collection.

C. G. SCRIMGEOUR, Controller.

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