

## COMMERCIAL ACTIVITIES

*War Effort.*—Organizations associated with the war effort continued to make as great a use of our facilities as in war years, and it was therefore still necessary to refuse advertisers some of the most favoured times on the air in order that these periods might be used for such publicity. Special efforts were made in connection with stabilization, electricity-conservation, national savings, and war loans. On Anzac Day a telephone appeal was conducted for the National Patriotic Fund. The Division again had the co-operation of advertisers, who on occasions generously made their time available for publicizing these activities.

After the cessation of hostilities the times reserved for war publicity were needed to continue certain activities allied to the war effort. Time is at present occupied by national savings, war famine relief, and stabilization.

*Programmes.*—A programme highlight of the year was the visit of Gracie Fields. Performances by this artist were sponsored on the ZB network, and the fee was donated to patriotic funds.

Another overseas artist featured was the ex New Zealander, Jack Davey, who, supported by a company of New Zealand artists, toured the four main centres and broadcast programmes on behalf of a national advertiser.

The celebrations on VE and VJ Days were suitably covered by the Commercial stations, which remained on the air for lengthy periods.

Two highly successful talent quests were sponsored, each involving an expenditure of some hundreds of pounds by the advertisers. In Auckland over a thousand entries were received.

With the cessation of hostilities it has been possible to handle outside broadcasts. Special relays included regattas and other sporting fixtures, the Anzac Dawn Service, the City Markets, the City Mission, festivities on VE and VJ Days, as well as Christmas and other holidays. Scenes on the arrival of troopships have been described, and programmes have been broadcast from the military wards of hospitals.

Many interesting personalities broadcast from the Commercial stations, including Rear-Admiral Paul Hendren, U.S.N.; Sir Charles Marr, of Australia; Mr. Justice Davis, High Commissioner for Canada in Australia; General G. I. Carpenter, of the Salvation Army; Mr. Isador Goodman, South African pianist; Captain Davey, formerly Master of the "Awatea"; and Mr. W. J. Jordan, High Commissioner for New Zealand in London.

In Dunedin the National and Commercial Divisions combined in operating a broadcasting studio at the Winter Show Buildings. This has proved one of the centres of attraction at the yearly winter show.

Interest continues in listener participation programmes, particularly in the quiz type, in which considerable sums of money have been won.

The Head Office circulating record library has been used extensively by stations for all types of programme work.

*Specialty Sessions.*—Specialty sessions were continued. They comprised sessions for sportsmen, gardeners, housewives, bachelor girls, and motorists. Much time was devoted to improving the material broadcast in these sessions.

A service operates at the present time whereby associate material for women's sessions is prepared at Head Office. Scripts on nutrition, dental hygiene, mothercraft, and slimming are written by the Head Office copywriter, who specializes in research on women's topics. Before being broadcast these scripts are approved by the Health Department. Sessions of this nature offer useful community service, particularly to country listeners, who receive only periodical visits from their District Health Nurses.