

1947
NEW ZEALAND

ANNUAL REPORT
OF THE
NEW ZEALAND BROADCASTING
SERVICE

FOR THE TWELVE MONTHS ENDED 31st MARCH, 1947

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

I HAVE the honour to submit the annual report on the operations of the New Zealand Broadcasting Service for the year ended 31st March, 1947, in accordance with the provisions of section 18 (1) of the Broadcasting Act, 1936.

The change-over from wartime to peacetime broadcasting, and the implementation of some of the plans for improved service which were held in abeyance during the war years are outstanding features of the past year's operations. During this period the National Orchestra was formed and presented its first concert; the Mobile Recording Unit made tours of country areas; and transmitting-equipment on order for replacement and extension commenced to be delivered. Transmission hours at Stations 2ZA, Palmerston North; 2YH, Napier; and 4YZ, Invercargill, were further increased.

The value which the Service renders to the community will be appreciated from the fact that licence figures continue to increase, the increase for the year being the largest recorded for seven years.

A total of 416,544 licences were issued, an increase of 22,645 for the twelve months.

DEVELOPMENT OF SERVICE

EXTENSION SCHEME

It is recognized that social and cultural developments are an essential factor in the successful readjustment of the community to post-war conditions. Creative expression is to a great degree the measure of a nation's stature, and it is considered that broadcasting should contribute to the stimulation of such creative expression, especially, but, of course, not solely, in relation to the musical, literary, and dramatic arts. The power of radio in the modern world is such that by its agency the thought and action of a community may be unified to an extent never before approached in the history of peoples.