

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.

Through the immediacy of broadcasting, political and social action have been immeasurably speeded up and the geographical factor in the separation of nations vastly reduced in importance. By broadcasting, the proceedings of Parliament reach beyond the nation's frontiers, the town hall can embrace all citizens, and the walls of the concert chamber can be widened to seat the whole people.

The New Zealand Broadcasting Service in the past has endeavoured to improve standards of reception and to raise standards of talent. Despite the difficulties of recent years, considerable progress has been made in these directions; when stations have been established at three or four more points the coverage will provide reasonably good reception for the whole country; the standard of local talent required for broadcasting has been gradually raised, especially in regard to orchestral and dramatic work; and a considerable number of presentations have borne a not too unfavourable comparison with world standards.

So far broadcasting has been considered from a *national* point of view—that is, providing the best programmes available without much regard to the locality of artists or stations. The time is now opportune for the adoption of a supplementary policy—that of using radio as a *local* institution to serve as an instrument for developing the cultural life, artistic endeavour, and civic consciousness of towns and districts. The development plans therefore include provision for the establishment of a chain of low-powered local stations throughout the Dominion, outside the chief centres, which will to a considerable degree depend for their appeal upon local interest in the artists and their work, or the local significance of talks or relayed ceremonies. Local talent drawn upon for broadcasts over these stations need not be of as high a standard as is expected from the more powerful stations, so that a wider range of artists may be afforded the opportunity of being heard. It is hoped by this means to provide a stimulus to the various grades of talent, and help to foster choral, instrumental, and dramatic work throughout the community.

It is anticipated that local studios will become centres of artistic activity and bring the officers of the Broadcasting Service into touch with all the talent of the country.

Talent of sufficiently high grade discovered by these "local" stations will be broadcast by the more powerful "district" stations, and the high-grade "district" talent will be used on a "national" level. The highest grade of "national" talent will be used for touring, for festivals, and stage presentations. Thus will be provided a means of grading talent from that which is only acceptable for "local" stations up to that which is selected for touring, each stage providing a stimulus to the artists of the grade below. These "local" stations will be regarded definitely as serving the community interests of the immediate surroundings and will work as closely as possible with local organizations. They will act as extensions of town hall, concert chamber, and school-room, while retaining their own status as providers of entertainment and instruction.

By these means broadcasting will become fully integrated with the life of the community and offer stimulus and opportunity for that creative expression which is necessary to the healthy growth of a nation.

It is interesting to note that, in a comparison of the world's broadcasting systems Norman Corwin, well-known American radio author and winner of the Wendell Willkie Memorial Award, stated that in his opinion the nations making the best use of radio within their objectives are Russia, Britain, and New Zealand.

The network of the New Zealand Broadcasting Service when fully developed will be as follows:—

(1) *Stations.*—(a) International short-wave stations at Titahi Bay. These will be operating at an early date.

(b) National station—at present represented by 2YA—to provide a means of broadcasting Parliament, events of national importance, and outstanding artists.

(c) District stations—at present represented by 1YA, 2YC, 3YA, 4YA, 2YH, 3ZR, and 4YZ—will be regarded as serving interests of the larger districts of the Dominion—supplying their best artists to the National station and broadcasting the best of the “local” artists, sometimes rebroadcasting the National station and sometimes being rebroadcast by the National station.

(d) Alternative stations in main centres—at present represented by Stations 1YX, 3YL, and 4YO—which will present alternative programmes to those of the “district” stations.

(e) “Local” stations—small coverage stations located in the smaller towns and populated areas—to serve the immediate locality, to search out and encourage talent, and to act as a feeder of suitable talent to the “district” stations. The extent to which these stations will broadcast commercial programmes, if at all, will depend on local conditions.

(f) Commercial stations, which will present light programmes and provide listeners with an additional alternative programme to that available from the “district” stations in the main centres.

(g) Districts not within convenient distance of broadcasting studios will be visited by mobile recording units, which will record the work of artists, musical and dramatic organizations, as well as talks and local activities for broadcasting from appropriate stations.

(2) *Programmes.*—At least one local programme capable of first-class reception and an alternative “national” programme will be available to listeners, while those who are situated in or near one of the four main centres will, in addition, receive an alternative “district” programme and a commercial programme. The coverage thus provided will compare more than favourably with any network overseas.

(3) *General.*—The development proposals include plans for orchestral, dramatic, and art development. The extended use of “local” stations and mobile recording units working with educational authorities will encourage children’s efforts by granting broadcasting facilities for important school functions and outstanding work. Local stations will provide a unifying instrument for the entire community, stimulating civic consciousness and cultural endeavour, and embracing the interests of remote country districts.

The development of the Service as planned will provide a more adequate system for training and promotion of staff.

NEW STATIONS AND IMPROVEMENT OF COVERAGE

During the year under review a contract for the replacement of the present equipment of the four YA, four ZB, the Palmerston North, Greymouth, and Nelson stations was let. The contract also included a new “district” station for the Bay of Plenty and “local” stations for Whangarei, Hamilton, Wanganui, and Timaru.

The coverage of the National network will be improved, as the Bay of Plenty and West Coast (South Island) stations will each be of 10 kW. The new equipment of the main stations of the Commercial network will also be of 10 kW. The local stations at Whangarei, Hamilton, Palmerston North, Wanganui, Nelson, and Timaru will all be of 2 kW.

The replacement of the equipment of the present YA stations will enable the present transmitters to be completely overhauled and serviced. They will later take over the programmes of auxiliary stations. Listeners will then be able to tune into either the district station or the auxiliary station, and both will operate at the same output of 10 kW., except 2YC, which will be 60 kW.

BUILDING PROGRAMME

The Service received no allocation of building resources from the Commissioner of Works for new projects during the year. In order that the coverage and expansion plan, held in abeyance since the commencement of hostilities in 1939, could proceed it was decided to erect temporary accommodation by using buildings constructed primarily for war purposes. The Service will by this means provide transmitter buildings at Paengaroa (for the Bay of Plenty station) and Kumara (for the West Coast, South Island, station).

The completion of Broadcasting House in Wellington becomes imperative as the activities of the Service intensify and expand. The Head Office and Wellington stations are housed in nine different buildings, and the Service will continue to encounter great difficulties of co-ordination and administration so long as this position obtains. None of these buildings were planned for broadcasting activities, and in some cases the accommodation is extremely poor. Nevertheless, it is realized that there are many pressing community needs to be met before the erection of permanent broadcasting studios can be considered.

The building programme of the New Zealand Broadcasting Service also includes the erection of studios planned acoustically for broadcasting and of office accommodation in all towns where stations will operate. Negotiations have commenced for the purchase of studio-sites at various centres.

RECORDING STUDIOS

During the year the recording facilities at Auckland were improved by the installation of the latest equipment. Work on similar equipment for Christchurch and Dunedin was commenced, and the recorders should be available for installation at an early date. At present the recording-equipment at these two centres is limited in the use to which it can be put. The replacements will enable recorded programmes to be produced locally and the available talent in the two centres explored and developed, as is now being done in Wellington and Auckland.

MOBILE RECORDING UNIT

The first of two mobile recording units commenced activities during the year under review, and it is hoped to place the second unit into commission in the South Island shortly. Visits were made to Wanganui and New Plymouth. The unit forms part of the scheme for exploring and developing talent in centres which are not at present served by a station. Its activities include the recording of artists, choirs, events, and talks of interest for broadcasting from local, district, and national stations. The first trip met with very favourable reception, and the success of programmes broadcast later justified the plan for operating mobile recording units held in abeyance since 1942.

The Service, unlike other broadcasting organizations, cannot relay certain types of programmes as the telephone-lines will not carry the necessary range of frequencies. Until satisfactory relay lines are provided, the mobile unit will continue to cover certain musical festivities which take place in centres where there is no broadcasting-station. The unit has enabled officers to test and verify the reactions of listeners to the programmes broadcast by the various stations. Practically without exception the reaction of rural listeners has been most favourable.

RECORD-PRESSING PLANT

During the year a contract was let for the supply of a record-pressing plant. This will enable pressings to be taken from master disks of as many copies as required. Up to the present it has been necessary to send processing work to Australia.

PROGRAMMES

ALLOCATION OF PROGRAMME TIME

The following analysis of programmes for the week ending 28th February, 1947, was prepared in order to illustrate on a percentage basis the amount of time allocated to various types of programmes :—

	Per Cent.
Serious music	22·5
Light music	43·1
Modern dance music	10·3
Plays, sketches, and dramatic serials	6·2
Sporting commentaries	3·1
Talks : general, educative	2·6
News and commentaries	8·0
Church and devotional	2·1
Children's sessions	2·1

This analysis might differ from that of other weeks, but not to any appreciable extent, and it may be regarded as an average for the year.

SERIOUS MUSIC

An increased interest has been shown in serious music during the past few years, and with the return to peace conditions there has been a general development of musical activities. The return of musicians and staff to civilian life has been reflected in the high standard of musical broadcasts attained. It has been possible, too, to overcome to some extent wartime shortages in the music and record libraries of the Service, thus easing the difficulties of programme presentation.

As will be seen from the analysis referred to in the previous section, a considerable proportion of programme time was devoted to serious music. Selections from the work of the world's greatest composers and artists were presented, and listeners were provided with a wide and varied choice of programmes, both recorded and "live." An added stimulus to the serious music programmes has been given by the establishment of the National Orchestra and the engagement of overseas celebrity artists, developments which are referred to at greater length later in this report. There were seventy broadcasts of complete recorded operas. Broadcast for the first time in New Zealand, was Bach's "Art of Fugue," comprising three programmes of recordings. An interesting series presented by local artists was that of "Modern Song Cycles" from Station 2YA. Broadcasts of French music composed during and after the occupation period were featured from all National stations. These programmes were compiled from recordings loaned by the French Press and Information Service.

Special programmes included several received from the British Broadcasting Corporation, comprising works recorded by the B.B.C. Symphony Orchestra and the New London String Ensemble.

Though fewer shipments of disks were received from the United States Information Service this year, good use was made of those available. An interesting series received from this source was entitled "Concert Artists You May Not Have Heard" and introduced artists not previously heard in this country. Other programmes were a further series of "Contemporary Composers," and recordings of great American Symphony Orchestras and the Salt Lake Tabernacle Choir.

LIGHT MUSIC, VARIETY, AND BANDS

The high percentage of programme time allocated to light music continues to be justified by listener demand. Light operas and musical comedies maintained their popularity, and many selections were included in programmes. By arrangement with the copyright-holders, Gilbert and Sullivan operas were again broadcast.

Early in the year an N.Z.B.S. Variety Show, featuring New Zealand artists, was presented in the Wellington Town Hall, and relayed to listeners. Other variety sessions were prepared from the best local talent and overseas recordings. During the winter months community sings were broadcast, and a number of brass and pipe bands were heard.

Special weekly sessions of dance music by local players were broadcast from the studios of the four main National stations. A popular novelty was the inauguration of a weekly performance by a dance band and guest artist broadcasting before a studio audience. Additional dance programmes have been compiled from recordings.

NEWS AND COMMENTARIES

Broadcasting continued to provide listeners with a regular and reliable source of news and commentaries on world affairs. There was a considerable flow of material from overseas bearing mainly on international relations, reconstruction, and current political trends. Arrangements were made for the Radio Division of the United Nations to supply the Service with material relating to the work of that Organization, and reports on the sessions of the Assembly and the Security Council were broadcast. With the changed conditions of peace it was necessary to modify the daily news schedule, and the feature "American Commentary and News," previously rebroadcast five nights a week from San Francisco, was discontinued. Through the continued courtesy of the British Broadcasting Corporation four bulletins daily were rebroadcast from London by all stations. The main bulletin of the day was the 9 p.m. Newsreel, comprising overseas news, compiled by the Service and New Zealand news supplied by the Information Section of the Prime Minister's Department. The National stations continued to rebroadcast the B.B.C. Newsreel as a regular daily feature. A weekly bulletin of overseas news in Maori was broadcast from North Island Stations, and a local sporting summary was cabled to Australia each week and beamed from there to our Forces in Japan.

Overseas commentaries continued to be rebroadcast, a regular one being Wickham Steed's weekly talk on world affairs, which was presented by the main National stations on Sundays. The Service also continued its policy of broadcasting a weekly commentary on events in Australia.

During the American Congressional elections the Service was fortunate in securing the assistance of a visiting American political scientist, Dr. Dean C. McHenry. Dr. McHenry, who is Associate Professor of Political Science at the University of California, interpreted to New Zealand listeners the political trends in American public opinion.

During the political campaign preceding the New Zealand general election the Service broadcast addresses by candidates of the two main parties. On the night of the election special arrangements were made for the immediate announcement of progress and final returns from polling-booths, as they became available. When the state of the parties was provisionally known, listeners heard addresses by the Prime Minister, the Right Hon. P. Fraser, and the Leader of the Opposition, Mr. S. G. Holland.

In war years the Service was not able to maintain an adequate service for farmers, but there were some important innovations this year. One was the establishment of a regular weekly lunch-hour farming session from Station 3YA, Christchurch, in which the Department of Agriculture, Canterbury Agricultural College, and other farming organizations co-operated with the Service. This midday farm session was a success, and it is hoped that it will be possible to extend its range and scope during 1947. A second step in serving farming listeners was taken when a special weekly broadcast of farm news was inaugurated from the main National stations. This was compiled from information supplied by farming organizations, the agricultural colleges, and interested Departments. Regular reports of live-stock market activities continued to be broadcast. With the recommencement of wool sales the Service returned to its pre-war policy of broadcasting results direct from the sales for its country listeners.

TALKS

The problems confronting the world in its first year of peace were reflected in the talks broadcast during this period. The Service concentrated on presenting to New Zealand listeners an unbiased picture of a world rehabilitating itself. Talks on present conditions in many countries, including Great Britain, Albania, India, the United States of America, and Siam, were broadcast. With an improved staff position, the Service was able to rely less on overseas material and more on that provided by New Zealanders and visitors to New Zealand, but again we acknowledge our debt to the British Broadcasting Corporation for their courtesy in allowing us to rebroadcast many interesting talks.

The educational opportunities of broadcasting were not neglected. During the winter months series of talks were broadcast on such subjects as industrial engineering, the role of the University in the modern world, New Zealand's place in the Pacific, the development of the English novel, the place of the scientist in society, and the principles of criticism. Authoritative speakers were engaged to deal with these subjects, and their talks aroused much favourable comment.

The period between 8.45 and 9 p.m. on Sundays was again reserved for talks of national significance. Amongst those who broadcast in this session were Their Excellencies Sir Cyril and Lady Newall; Her Excellency Lady Freyberg; Viscount and Viscountess Mountbatten; Viscount Bledisloe; The Right Hon. Walter Nash; the late the Hon. D. G. Sullivan; the Hon. W. Parry; Norman Corwin, American radio author; Sir Theodore Rigg; Major-General H. K. Kippenberger; Commander R. G. A. Jackson, Senior Deputy Director-General, UNRRA; Mr. E. J. Riches, Economic Adviser to the International Labour Office; Mr. A. R. Cutler, V.C., High Commissioner for the Commonwealth of Australia; and Mr. John Green, Director of Farm Broadcasts for the British Broadcasting Corporation.

Book reviews, gardening sessions, and talks on housekeeping matters were continued. A series worthy of mention was that entitled "Kiwi to Civilian," designed to assist the ex-serviceman in his problems of rehabilitation.

Broadcast obituary tributes were paid to such figures as H. G. Wells, Sir James Jeans, Lord Keynes, Vice-Admiral Theodore Wilkinson, U.S.N., and Sir John Rankine Brown.

PARLIAMENTARY BROADCASTS

Proceedings in the House of Representatives continued to be relayed to listeners by Station 2YA. The national observance of the silent minute at nine o'clock each evening continued to be recognized, members of the House standing while the chimes of Big Ben were broadcast in the chamber.

Listeners were privileged to hear the swearing-in ceremony of the Governor-General Designate, Sir Bernard Freyberg, V.C., from Parliament Buildings. A relay was also carried out of the opening of Parliament by His Excellency the Governor-General.

The presentation of the Budget by the Minister of Finance, the Right Hon. W. Nash, and later the opening of the Budget debate by the Leader of the Opposition, Mr. S. G. Holland, were broadcast by the main National stations.

PLAYS AND FEATURE PROGRAMMES

Major productions broadcast totalled 242, as compared with 126 during the previous year. In addition, approximately 250 episodes of serials were produced. Arrangements were made for Station 1YX, Auckland, to broadcast two plays per month, and Stations 2YH, Napier; 3ZR, Greymouth; and 4YZ, Invercargill, will in future feature two plays per month instead of one.

There has been a great increase in the number of scripts submitted, and the following comparison with previous years is interesting: 1943-44, 227; 1944-45, 270; 1945-46, 651; 1946-47, 1,171 (477 by New Zealand authors). Unfortunately, the

general quality of the work submitted showed little sign of improvement. Of the total submitted, only 154 scripts were accepted for broadcasting, of which only 31 were by New Zealanders. The results of the play competition announced in May did not bring to light any talent unknown to the Service.

Thirty-six major plays were produced during the year, including works by the following overseas authors—England: J. Jefferson Farjeon, Emyln Williams, H. F. Maltby, Norman Edwards, C. Gordon Glover, Ursula Bloom, Mabel Constanduros, Harold Brighouse, W. W. Jacobs, Howard Agg, Edward Harding. Australia: Edmund Barclay, Maxwell Gray. South Africa: Margaret Lang. Egypt: Victor Andrews.

Serials recorded included fifteen episodes of "The Adventures of Topper," by Thorne Smith, and ten episodes of "High Jinks in History." Ten short stories were recorded. Among the forty-two special programmes recorded were "Radio at Your Service," the documentary "H.M.N.Z.S. Philomel," and a musical programme entitled "A Tale From the Middle Ages."

Sixty-four episodes of historical and literary serials were recorded for the Broadcasts to Schools Session. Included in this number were "The Grafted Rose," written by the Service, and "Stories Old and New" and "Song and Story From Everywhere," both adapted for broadcasting by the Service. Thirty-four news talks were prepared for this session.

During the year a recording studio was established by the Service in Auckland, and greater use can now be made of local talent in that centre for national programme purposes by the increased recording of plays, features, and talks for use at other stations.

OVERSEAS REBROADCASTS

Rebroadcasting again provided the means of bringing to New Zealand listeners many talks, actuality broadcasts, and commentaries on overseas events. Important among these was His Majesty the King's message to his people, preceded by the B.B.C. programme linking the British Commonwealth of Nations on Christmas Day. Addresses by prominent statesmen included those by the Right Hon. C. R. Attlee, the Right Hon. Ernest Bevin, the Right Hon. Winston Churchill, and President Truman. Proceedings from the United Nations Conference and the opening of the South Pacific Conference at Canberra were followed closely by many listeners, and keen interest was evident in such rebroadcasts as the description of the Victory Parade in London, The Atom Bomb Tests off Bikini, and the Judgment in the Nuremberg Trials. An item of particular local interest was the launching of the inter-Island express steamer, "Hinemoa," at Barrow In Furness.

OUTSIDE RELAYS OF LOCAL EVENTS

As a result of the extension of public activities which followed the end of the war the Service received an increased number of requests for relays of local events. It was not possible to broadcast all of these. However, many public ceremonies and functions, concerts, festivals, sporting highlights, memorial services, &c., reached the wider listening audience. Some of these broadcasts have been referred to in other sections of this report.

Relays of State luncheons and civic receptions included those given in honour of Their Excellencies the Governor-General Sir Bernard Freyberg, V.C., and Lady Freyberg; Their Excellencies Sir Cyril and Lady Newall; Viscount and Viscountess Mountbatten; Sir Keith Park and Lady Park; Captain W. E. Banks, R.N.; Major-General H. K. Kippenberger; His Excellency Archbishop Panico, Apostolic Delegate; the Right Rev. R. H. Owen, Bishop of Wellington; Mr. A. R. Cutler, V.C.; the Right Rev. W. H. Baddeley, Bishop of Melanesia; Monsieur Ziabkin, Russian Ambassador to New Zealand; and visiting American athletes and Australian swimmers.

Other relays calling for special mention are those of the unveiling of the Maori War Memorial at Pakipaki, the opening of the Disabled Servicemen's Training Centre at Riccarton; the opening by the Prime Minister of the New Zealand School of Physiotherapy at the Dunedin Public Hospital; the opening of the Maori Youth Centre at Auckland; the arrival of the Lancaster "Aries" at Ohakea; the turning of the first sod of the Upper Hutt - Rimutaka Railway Deviation by the Hon. R. Semple; the arrival of the inter-Island ferry steamer, "Hinemoa"; the opening of the Maori Centennial Meeting-house at Otakou; and a radio-telephone interview with Admiral Byrd.

SPORTING BROADCASTS

The number of sporting broadcasts increased from 393 recorded in last year's report to 557. In addition to commentaries on local events, the public were kept fully informed by frequent broadcast summaries of Dominion-wide results. The Commercial stations also provided a coverage of results by means of sports flashes and reviews. Many important overseas sporting activities were rebroadcast to New Zealand listeners.

The first visit of the M.C.C. cricket team to Australia since 1937 created considerable interest, and, by courtesy of the Australian Broadcasting Commission, listeners were able to follow the progress of each match from our stations. Ball-to-ball descriptions of portions of the tests were heard, as well as summaries by expert commentators. The four matches played by the M.C.C. team in New Zealand were fully covered by ball-to-ball descriptions and reviews. Commentaries on the six Plunket Shield games and a number of other representative matches were broadcast.

The various football codes were featured in broadcasts. Club and representative Rugby broadcasts totalled 153. The 2nd N.Z.E.F. team, the "Kiwis," played five matches after their return to New Zealand, and these, together with the eleven games played by the touring Australian team, were described. The Service transmitted a short summary of each provincial fixture, and full commentaries on the test games, to Australia by radio-telephone for rebroadcasting by the Australian Broadcasting Commission. Club and representative Rugby league games in Auckland, the matches played by the English league team, and, for the first time, club Soccer fixtures were broadcast from some stations.

Tennis broadcasts included commentaries on the American Davis Cup team games in Auckland, the provincial and New Zealand championships, and the Wilding Shield and Nunneley Casket Challenge matches.

Boxing relays included bouts at Auckland, Napier, Wellington, Greymouth, Christchurch, Dunedin, and Invercargill, and open-air fixtures conducted by the Hutt Valley Boxing Association. Wrestling broadcasts were again a regular programme feature throughout the season, and relays were carried out by six National stations.

In yachting the Service covered the National Championships for the Sanders and Cornwall Cups, and broadcast commentaries on the races for Idle Alongs and the Tanner Cup. Rowing interests were represented by broadcasts of the New Zealand Championships at Picton. The New Zealand Golf Championships at Palmerston North and the finals of the New Zealand Ladies' Championships were covered. Commentaries on the Cycling and Bowling National Championships were heard, while swimming broadcasts included the New Zealand Junior and Intermediate Championships at Invercargill, the Senior Championships at Nelson, and the visiting Australian swimmers, Misses Crittenden and McLean. The New Zealand Surf and Life Saving Championships were also featured. Broadcasts of the National Rifle Shooting Championships included a commentary on the final of the "King's Fifty." The tour of the visiting American athletes and the visit of the Australian sprinter John Treloar created considerable interest. The Service broadcast eleven meetings at which the visitors competed, in addition to the usual relays of the New Zealand and Provincial Championships. Racing broadcasts were extended to cover holiday racing at Gore and Wyndham and the Nelson Trotting Club's meeting. By courtesy of the Australian Broadcasting Commission, the Melbourne Cup and other races in which New Zealand horses were engaged were rebroadcast.

A survey of the chief week-end events in all fields of sport was broadcast each week. Particulars were supplied to Radio Australia for transmitting by short-wave to the Occupation Force in Japan, and recorded commentaries on sporting events were sent direct to the New Zealand Broadcasting Station there for presentation.

An innovation was the introduction by Station 2YA of a "Sporting Round-up" at holiday and other times when exceptionally large numbers of events of national interest were being held. In this programme listeners were provided with *résumés* and rebroadcasts of the highlights of all sporting activities throughout New Zealand.

BROADCASTING AND THE FORCES

Towards the end of 1946 the New Zealand Broadcasting Unit in Japan acquired facilities for the establishment of a broadcasting station to provide programmes for Jay Force. The station commenced operating on the 15th January, 1947, under the call sign of WLKW, later changed to AKAA. It was officially opened by Brigadier L. Potter, Commander, 2nd N.Z.E.F. (Japan). During the ceremony recorded speeches by His Excellency the Governor-General, Sir Bernard Freyberg, and the Commander-in-Chief, Lieutenant-General H. C. H. Robertson, were broadcast. The programmes have attracted the widest interest, and reports prove that the station is very much appreciated by New Zealanders in Japan. AKAA transmits for nine and a half hours per day: 7 a.m. to 9 a.m., noon to 2 p.m., and 5 p.m. to 10.30 p.m.

In collaboration with the Army authorities, a small concert party of New Zealand artists, organized and managed by the Service, was sent to Japan. It arrived on the 23rd March, and during its first week on the road in the New Zealand area delighted audiences with its presentation of singing, instrumental items, and comedy. During the party's tour it will play to all B.C.O.F. Component Forces, including the R.A.F. and the R.A.A.F.

Thirty-eight programmes of the series "With the Kiwis in Japan," consisting mainly of talks, interviews, sketches, and messages from personnel, were recorded in Japan and despatched by air-mail for broadcasting in New Zealand. Some three hundred members of Jay Force have taken part in the programmes already received.

A programme of particular interest to ex-servicemen was broadcast by all main National stations on Anzac Day. It was entitled "Anzac Comradeship," and consisted of an exchange of greetings between New Zealand and Australian ex-servicemen. A special Anzac message from His Majesty the King was also heard on Anzac Day.

RELIGIOUS BROADCASTS

National policy governing religious broadcasts is determined by the Central Religious Advisory Committee, which is representative of the national bodies of all churches broadcasting regular services. In the four main centres there are also local church committees whose main function is to decide how national policy can best be adapted to meet local requirements.

The Service desires to place on record its appreciation of the work of these Committees and the helpful co-operation received from them during the past year.

Relays of Church services each Sunday morning and evening, broadcast devotional services each week-day morning, and the observance of a silent prayer period during the chiming of Big Ben at 9 o'clock each evening were continued.

In addition to these regular broadcasts, a number of special services were relayed to listeners. These included Anzac Commemoration and Armistice Day Remembrance Services, the Annual Toc H Service of Re-dedication, a Memorial Service from the United States Cemetery in Auckland, a St. David's Day Service in Christchurch, and the Christmas Service by Combined Churches in Dunedin.

Sunday evening church relays included two services in Maori, one from St. John's Cathedral Church, Napier, conducted by the Right Rev. F. A. Bennett, Bishop of Aotearoa, and one from St. Joseph's Girls' College Chapel, Greenmeadows.

BROADCASTS TO SCHOOLS

This session, comprising a weekly schedule of two and three-quarter hours, has proved a valuable aid to teachers, especially in country schools, where library and other facilities are difficult of access. It is not possible to assess exactly the number of schools that listen to the programmes, but schools listed to receive booklets on the 31st March totalled 1,583 (approximately 65 per cent. of the primary schools in New Zealand), an increase of 180 over the previous year's figures.

The general policy in regard to broadcasts to schools is determined by an Advisory Committee of representatives from the Education Department, the New Zealand Educational Institute, and this Service.

The policy begun in 1943 of writing notes on broadcasts for the *Education Gazette*, which is distributed to teachers each month, was continued. In November an outline of the general plan of broadcasts for 1947 was published so that teachers could incorporate the programmes in their schemes of work. A time-table of the programmes for the year was inserted as a leaflet in the *Education Gazette* for February.

The sessions, which are planned in detail by the Service, deal with the following subjects: music appreciation, singing, rhythm for juniors, literature, history through literature, nature-study, book reviews, talks on news, social studies and science, and French lessons for post-primary pupils. Special talks were also given in connection with Anzac Day, Empire Day, and Arbor Day. Programmes were linked when possible with articles and stories in the Education Department's *School Journal*, which every pupil receives.

Three booklets were issued by the Service during the year—a general booklet, a music booklet, and a booklet in connection with French lessons. Owing to a shortage of paper, the first two were made available to teachers in schools only, and the French booklet in the ratio of one to every two pupils. In 1946 the same French booklet was used as for 1945, but the new booklet was planned to cover a fresh series of lessons for 1947.

The plan for music appreciation lessons was based on the Music Appreciation Scheme for post-primary schools, and the Education Department issued a post-primary bulletin in connection with these broadcasts.

During the year a questionnaire was sent to schools and met with a very good response. The comments and suggestions made will be considered in the planning of future programmes.

Visits to schools were made by the Officer in Charge of Broadcasts to Schools to discuss with teachers the presentation and reception of schools broadcasts, and to observe pupils' reactions. It was found that the reception in Auckland and Dunedin of recorded programmes broadcast over the national link-up from Wellington was not good, and it was therefore arranged, by taking extra copies of recordings, for the broadcasts to be made direct from the main stations in those areas. Every effort was made to ensure that the final production was as clear as possible.

The Education Department's Correspondence School broadcast two half-hour programmes a week. Arranged by teachers of the school, these sessions included talks on physical education, music, travel, &c., in addition to talks for supervisors.

WOMEN'S SESSIONS

The interests of women listeners, especially during daytime programmes, were well catered for. The session "For My Lady," broadcast four times a week by the National stations, gave brief *résumés* of the lives, and featured excerpts from the works, of many world-famous artists.

In the talks field women's sessions were built around authoritative talks prepared by the Association for Country Education at the University of Otago. Twice a week from April to November talks prepared by the association were broadcast on various aspects of home planning and management, including interior decorating, clothing, dietary

problems, and the care of young children. Talks with a broader theme dealt with the role of the wife and mother in society. One particularly successful series of this type, devoted to women's affairs to-day, called forth much favourable comment. For young mothers a series of talks on the psychology of the child described and explained behaviour traits in children.

Of a more general nature were talks on such varied subjects as the writing of children's books, the post-war British theatre, the famous fashion houses in Europe and the United States of America, and various topics relating to literature and history. The Service continued its policy of maintaining a balance between serious, informative talks, and those with a more general appeal, and an increasing number of visitors well qualified to speak from a woman's point of view about life in other lands were brought before the microphone. Post-war Great Britain, South Africa, India, and the East Indies were some of the countries discussed in this way.

Two special features were an address by Her Excellency Lady Freyberg on the "Lady Galway Guild" and the relay in connection with the presentation made by the women of New Zealand to Her Excellency Lady Newall. Other broadcasts included special programmes in connection with the Silver Jubilee of the New Zealand Federation of Women's Institutes, and the twenty-first birthday of the Women's Division of the Federated Farmers.

CHILDREN'S SESSIONS

Entertainment for the younger generation has an established place in the late afternoon programmes of the main National stations. In addition to radio adaptations of old classics, popular serials, and narratives, the sessions included a number of specially arranged musical programmes such as "Fairy Tales in Music," "Musical Echoes of Old France," "Some Half-forgotten Composers," and "Work in Song and Music." Subjects with an appeal to young listeners were dealt with in series of short talks. Among these were "Famous People and Their Nicknames," "Precious Stones and Gems," "Guardians of Sea and Air," and "Strange Stories But True."

A number of scripts by local writers were accepted for presentation in children's programmes, including the serials "Johnny Be Careful" and "The Lost Gold-mine," by G. K. Saunders, and "Buffinello," "Missie Ling," and "Timbertoes," by Ruth Park.

On Sunday evenings special children's song services were broadcast in collaboration with clergy of the various churches.

The Service wishes to thank the many people who throughout the year have given voluntary assistance to programme organizers in the presentation of children's sessions.

DEVELOPMENT OF NEW ZEALAND TALENT

The fostering of New Zealand talent is one of the chief ideas behind the proposed plan for local stations and the operation of mobile recording-units. It is hoped that the establishment of local, district, and National stations will provide artists with an incentive to improve their standard of performance so that they will qualify later for broadcasting engagements with the National station and for tours of the district stations.

The new recording-equipment at Auckland has enabled the use of New Zealand artists in the production of plays, serials, and other special broadcasts to be extended, and the installation of similar equipment at Christchurch and Dunedin will permit local talent to be similarly used and developed.

The tour of the mobile recording-unit created great interest and was planned primarily to contact talent in country places where access to a radio station was difficult. Where possible, recordings were played back to schools, bands, orchestras, and singers, who for the first time were able to hear and criticize their own work.

The Service again conducted a radio play competition. The first prize in the historical section was won by John Gundry, who also shared first prize equal with B. A. Snowden in the general section. E. N. Taylor's "The Man Who Phoned" was the best of the other scripts.

Late in the year the Service resumed the touring of New Zealand artists, and up to March, Bryan Drake, Dunedin baritone, Beatrice Taylor, Wellington soprano, and Valda McCracken, Dunedin contralto, had been offered tours of the YA stations. Opportunity was taken in some instances of including performances by touring artists in the Sunday programmes of the Commercial stations. In certain cases local musical combinations, such as brass bands and vocal ensembles, were recorded for presentation from several New Zealand stations.

Works of a number of New Zealand composers, including Wainwright Morgan, Tracey Moresby, Ronald Tremain, Claude Haydon, Douglas Lilburn, L. D. Austin, and Bessie Pollard, were broadcast. A special programme by three New Zealand composers, Frank Callaway, Mary Martin, and A. D. Heenan, was featured from one of the southern stations.

During the year 260 dramatic scripts and 217 novels, short stories, &c., were submitted by New Zealand authors, and 21 plays, 6 serials, and 4 short stories were accepted. Auditions for drama and announcing totalling 209 were conducted by the Production Section during the year.

The Service continued to engage concert orchestras and dance bands at the large centres. Practical assistance to local musical societies included the loan of music from the Service's library, and making available Service orchestras for performances by choral and other musical societies, thus ensuring a better standard of public and broadcast performance.

Relays of local music activities included competitions societies' concerts at the four main centres, and festivals conducted by South Otago schools, Auckland and Christchurch secondary schools, and Auckland, Christchurch, Dunedin, and Invercargill primary schools. Concerts broadcast included performances by the Auckland Teachers' Training College, the Auckland Technical College, the Dunedin Training College Choral Society, Hutt Valley Technical College, and the Christchurch Students' Orchestral Society.

The radio vocal tests conducted by the competitions societies continue to receive the support of the Service, and performances by the finalists were broadcast.

Programmes of the Sunday afternoon concerts conducted by the Service in Wellington during the winter months featuring organ recitals were extended to include local assisting artists.

In keeping with the established policy of encouraging New Zealand talent, broadcasting engagements were given to such local artists, societies, and musical combinations as had attained a reasonable standard of performance. There were 2,578 broadcasts by local artists and 674 recitals by local musical societies, choirs, and bands.

ESTABLISHMENT OF NATIONAL ORCHESTRA

The formation of the National Orchestra, a most significant contribution to the development of a national culture in the Dominion, was undertaken by the New Zealand Broadcasting Service during the year under review.

Following his appointment to organize and train the proposed National Orchestra, Mr. Andersen Tyrer conducted two series of auditions throughout the country of applicants for positions in the orchestra. From these applicants, over three hundred in number, sixty-five were selected, and invited to join the orchestra. The Orchestra assembled in Wellington on 24th October, 1946, and at this initial assembly Their Excellencies the Governor-General and Lady Freyberg were present to wish the new venture all success. The Right Hon. Walter Nash, Minister of Finance, expressed his hopes for the success of the Orchestra on behalf of the Prime Minister and the Government.

It was fully appreciated that if the four main centres were not to be deprived of a great number of their best instrumentalists to the consequent detriment of local musical activity the Orchestra should not remain continuously assembled at full

strength. A plan was therefore put into operation whereby a group of players from the Orchestra was stationed in each of the main centres for such time as the Orchestra would not be required to function as a whole. The groups dispersed to their centres early in November, 1946, and, in addition to undertaking broadcast programmes during the ensuing three months, they spent much time in preparation of the National Orchestra's repertoire. The greater part of the Orchestra remained in Wellington, training under Mr. Tyrer in preparation for the 1947 concert season. The full Orchestra reassembled in February, 1947, and commenced intensive rehearsal of the programmes selected for its first two public performances in the Wellington Town Hall. The Wellington inaugural concert was presented on 6th March, 1947, in the presence of the Prime Minister, members of the Cabinet, the Diplomatic Corps, and other national and civic dignitaries, together with a large audience of the public. The whole concert was broadcast by 2YA, and portions were rebroadcast by stations in other centres.

The second concert was given in Wellington on 12th March, 1947, under the conductorship of Mr. Andersen Tyrer, and the Orchestra made its third appearance on 29th March, appearing under Dr. Edgar Bainton, of Sydney, as guest conductor, and with Lili Kraus, overseas pianist, as guest artist.

On 14th and 21st March, the Orchestra gave its first two concerts for post-primary schools. Specially selected programmes, including an explanation of the functions of the various instruments of the orchestra, given in entertaining manner by Mr. Tyrer, provided for some 4,500 secondary-school pupils their first opportunity of seeing and hearing the work of a symphony orchestra of high standard. These concerts were given free of charge, and annotated programmes were provided for each member of the audience. The co-operation of the Education Department was secured to arrange for the allocation of seating in the hall and the organization necessary to assemble and seat the audience. Great importance is attached to the presentation of these concerts for younger people. Among them will be found not only audiences of future years, but also, it is hoped, the orchestral musicians of the future.

By the end of March plans were well advanced for presentation of concerts by the Orchestra in Christchurch and Dunedin. Three evening concerts were arranged for Christchurch, the first and third under the conductorship of Mr. Tyrer, the second to be under the guest conductorship of Dr. Edgar Bainton. Arrangements were also made for two schools' concerts to be presented in Christchurch. Two evening concerts were planned for the Dunedin season, and again two concerts for post-primary schools. Plans were also in preparation for the orchestra to visit Auckland for a somewhat longer season in June and July, 1947.

In its initial concerts the orchestra established itself with the public as an outstanding addition to the country's musical life, and great credit was reflected on the members of the Orchestra and Mr. Tyrer for the standard of work achieved at the beginning of the undertaking. It is too early at this stage to estimate the final effect the formation of this Orchestra will have on the musical life of the Dominion, but it is certain that it will be far reaching and entirely beneficial.

PUBLIC CONCERTS INTRODUCING CELEBRITY ARTISTS

The year 1946 marked the vigorous resumption by the New Zealand Broadcasting Service of another important activity, pursuing the policy of presenting at public concerts and recitals artists of world standing.

Among the artists thus presented in public concerts was Lili Kraus, a concert pianist who came to New Zealand with a high reputation from the Continent and Australia for artistic and brilliant performances. Her first tour, in June and July, 1946, was a conspicuous success from both concert and broadcast viewpoints, and the press combined with the public in expressing approval of the policy which made such concerts and broadcasts possible.

This tour was followed in August and September by the visit of Solomon, a British pianist who ranks among the finest performers of the present day. In the course of a four-weeks' tour Solomon gave eleven public recitals, and one concerto performance with an orchestra assembled for the occasion by the Service, which performed under the direction of Dr. Edgar Bainton, of Sydney. The whole tour was a noteworthy success. Solomon himself remarked that no other country in the world of comparable size to New Zealand could show so progressive a policy in bringing music of the highest standard within reach of the whole population.

The final tour of the 1946 season introduced Joan Hammond, a leading British soprano, to New Zealand audiences. Her tour, somewhat curtailed on account of illness, allowed of five public appearances, distributed among the four main centres. Her assisting artist was Raymond Lambert, a pianist from Australia. Their recitals were well received by both concert audiences and radio listeners.

The 1947 concert season opened with the appearance in Dunedin on 5th March of Lili Kraus, commencing a second concert tour of the main centres, presenting nine solo recitals and one appearance with the National Orchestra.

Prices of admission to these celebrity concerts have been retained at the minimum consistent with the obligation of the Broadcasting Service to the artists and the need for avoiding an uneconomic standard of price which might be construed as unfair competition with private managements, thus eventually depriving concert audiences of the opportunity of hearing artists which such managements might otherwise have brought to New Zealand. Nevertheless, generous price concessions have been granted to music students and secondary-school pupils, and appreciation has been freely expressed by music-teachers and educational authorities. It is regarded as a matter of first importance that younger musical enthusiasts should be given every encouragement to hear the masterpieces of music performed by the world's great artists.

It is satisfactory to report that the public response to the visits of celebrity artists has been favourable throughout. Attendances have been good, and the costs of artists' fees and management expenses of the concerts have been covered.

Apart from the opportunity given by the visits of these artists to many thousands of music lovers to hear the performances in concert halls, the actual broadcasts from concerts during the twelve months under review amounted to approximately fifty-one hours of the highest-quality music. These broadcasts could not have been provided without the inducement of public concert work to bring the artists to this country. The cost of such broadcasts would be prohibitive unless available broadcasting revenue were to be supplemented by revenue from public concerts.

OVERSEAS ARTISTS

In addition to the overseas artists mentioned previously in this report in the section dealing with public concerts as having been brought to New Zealand by the Service, tours of the National studios were arranged for a number of other overseas artists. In addition to artists brought to New Zealand by the Service every opportunity was taken to broadcast other overseas artists visiting the country under their own auspices or under private management. A number of overseas artists on concert tours of New Zealand were not available for broadcasting, but whenever arrangements can be made on reasonable terms overseas artists visiting New Zealand privately or under private management are engaged to broadcast. Among such artists engaged were Peggy Knibb and Dorothy Helmrich, Australian sopranos; Alan Eddy, Australian baritone; and Senia Chostiakoff, Russian tenor; Angela Parselles, Australian soprano; Jan Rubini, American violinist; Peter Dawson, Australian bass-baritone; Georges Thill, French tenor; and Jenny Howard, English comedienne. The British actor, Richard Parry, presented a special Welsh programme to commemorate St. David's

Day, and Edgar Moy, British composer and examiner, was heard playing his own pianoforte compositions. A highly appreciated series of lecture-pianoforte recitals was broadcast by Dr. Edgar Bainton, former Director of the State Conservatorium of Music, Sydney, New South Wales.

SPECIAL SERVICES AND CO-OPERATION WITH OTHER GOVERNMENT DEPARTMENTS

Broadcasting was used extensively in the interests of post-war welfare campaigns, such as CORSO's appeal for funds and clothing, food for Britain, and health stamp sales.

Appeals for missing persons, cars, and motor-cycles were broadcast at the request of the Police Department. Such services as navigational announcements for the Marine Department, time signals, flood and road reports, in addition to national and local weather reports, were continued. Announcements were broadcast for the Railways Department regarding delayed arrivals of express trains, and at the request of the Royal New Zealand Air Force several of the transmitters were maintained in operation, transmitting a signal as a navigational aid. The broadcasting of "Consumer Time" for the Stabilization Department was continued, and announcements for the Agriculture Department included statements on the availability of fertilizers.

The Service co-operated extensively with local Power Boards and helped in the conservation of electricity by broadcasting announcements to listeners to conserve all possible electricity during peak periods. At the request of the authorities responsible for the conservation of electric power, broadcasting was reduced at peak hours. Silent periods were observed daily, except Saturdays and Sundays, as follows :—

8.10 a.m. to 8.40 a.m., 1st April, 1946, to 29th October, 1946.

11 a.m. to 11.30 a.m., 29th April, 1946, to 30th September, 1946.

11.30 a.m. to 12 noon, 1st April, 1946, to 24th March, 1947.

5 p.m. to 5.30 p.m., 29th April, 1946, to 30th September, 1946.

5.30 p.m. to 6 p.m., 1st April, 1946, to 24th March, 1947.

On the 25th March the broadcasting hours were further reduced drastically, and stations only operated as follows : 9 a.m. to 11 a.m. ; 1.30 p.m. to 2.30 p.m. ; 6.30 p.m. to 10 p.m.

The power saved at the transmitters is not great, but although the power consumed by the average wireless set is less than that used by a 60-watt electric-light globe, the aggregate economy if all receivers are switched off is comparatively substantial.

RELATIONS WITH OVERSEAS ORGANIZATIONS

The B.B.C. again accorded the Service much valuable assistance, which is gratefully acknowledged. News, talks, and other features were regularly rebroadcast from the B.B.C. stations, and many excellent recorded programmes were received from the London Transcription Service of the Corporation.

The liaison between the Service and other broadcasting systems within the British Commonwealth was maintained. Programmes were prepared in New Zealand for the British Broadcasting Corporation, the Canadian Broadcasting Corporation, and the Australian Broadcasting Commission. These programmes have acquainted overseas listeners with the outlook of the average New Zealander on many questions.

Thanks are due to the Australian Broadcasting Commission and the Canadian Broadcasting Corporation for extending valuable facilities to the Service and to the United States Office of International Information and Cultural Affairs for music by great symphony orchestras and other recordings of outstanding musical and dramatic performances.

THE NEW ZEALAND LISTENER

The *New Zealand Listener* had a difficult, but again successful, year in all departments. Circulation continued to grow in spite of the check on sales imposed by paper shortage, and the advertising revenue was maintained.

Though the paper shortage gave deep anxiety throughout the whole year it was decided to expand the space devoted to programmes, and this policy is still in force. It is, however, being maintained at the cost of advertising space.

The journal continued to form a valuable link between licence-holders and the Service, and featured supplementary information which has contributed to the success of broadcast programmes. One of the special services given by the editorial department was progressive publicity for the National Orchestra. Another development during the year was the devotion of more space to country topics. Except during the winter months, a member of the literary staff visited the country nearly every week, and there is evidence that the articles covering these journeys were appreciated by other than country readers.

The circulation of the *Listener* is very buoyant, and further developments depend on better paper-supplies. The future supply is a little indefinite, but the *Listener* continues to be one of the most closely read journals in the Dominion.

COMMERCIAL ACTIVITIES

The year 1947 marks the tenth anniversary of the Commercial Division. During this period the ZB stations went through the preliminary stages of growth, but further development was interrupted by the war. For six of these ten years the resources of the network were unstintingly devoted to the New Zealand war effort. During this period radio played a prominent part in furthering this cause, and the facilities of the ZB Stations were devoted accordingly. During the year the country was in the throes of a rehabilitation period, and much of the best broadcasting time was set aside to further the causes associated with the nation's post-war readjustment.

PROGRAMMES

Policy.—The programmes of the Commercial stations are designed to provide popular entertainment of a type readily acceptable to a large section of the audience. Unlike the YA stations, the ZB network has no marked responsibility towards small minority groups as its existence as a sales medium depends upon its ability to attract large listening audiences. Emphasis, therefore, is placed on variety, the lighter forms of music, popular drama, sports' coverage, and what can be termed "general service sessions." These programmes are presented at all times with a due sense of responsibility to the listening public. There are no horror programmes that might have an adverse effect on some juveniles, and certain types of drama programmes are not broadcast before 8 p.m. Judging by comments made by overseas radio executives and producers the commercial programme standards are considerably stricter than those existing in many countries.

Non-sponsored Programmes.—Due to the popularity of the ZB stations as an advertising medium, practically all available time between 6 a.m. and very late at night has been allocated to advertisers, so that Sunday is the only day on which the Commercial Division can present "sustaining" programmes. These are as broad as the range of human interest, and comprise sessions of an educational nature, drama, sport news, choirs, and a balanced fare for listeners of all ages.

Women's Sessions.—As in previous years, special emphasis has been placed on the sessions devoted mainly to women's interests. In normal times no less than twenty-four of these sessions are broadcast each week, but these have been somewhat curtailed

due to electricity conservation instructions. Practical and scientific information is included concerning problems of food preparation, dressmaking, diet, health, home decorating, &c., in addition to general sales information.

Gardening.—Each Commercial station devotes time every week to home gardening. Such sessions are designed to assist the home gardener with advice on gardening conditions and problems affecting amateur gardeners in the various districts.

Sports' Session.—Most New Zealanders are interested in some form of sport, and stations cater very fully for this interest. In previous years the YA stations handled most of the sporting commentaries. During this year the ZB stations collaborated with the National stations in broadcasting commentaries on important boxing fixtures, and a listener research survey conducted by a private firm indicated that an increased ZB audience resulted. In the main, the ZB stations concentrated on providing an efficient "sport's flash" service of all results, with additional coverage for important fixtures such as the Melbourne Cup, National Golf Championships, regattas, &c., and arranged for sporting personalities to make microphone appearances.

Special Events.—With the release of some of our experienced staff from duties associated with the war effort it has been possible to increase work under this heading to a higher degree than for some years past. Such "event" broadcasts have ranged from a talk with a helicopter in flight to a description from the bottom of Wellington Harbour. Actuality broadcasts have included, among many others, the visit of the Gloucester Meteor, the stranding of the "Wanganella," an interview with a centenarian, a visit to a Chinese school, Christmas Carol singing by nurses, orphanage and old peoples' outings, special broadcasts in connection with disabled servicemen, studio broadcasts by Norman Corwin, members of the Byrd Antarctic Expedition, and visiting athletes from other countries.

Studio Interviews.—As in the case of special events, the year has seen increased activity in this field due to the return of more general international travel bringing more visitors to our shores.

Production of Plays. As in previous years, use has been made of radio programmes produced in New Zealand, but difficulties of securing suitable material for both plays and serials continue. The number of writers and artists capable of reaching the high standard demanded by listeners in dramatic programmes is very restricted in our comparatively small population. As was to be expected, the public trend in plays has veered away from war themes. Some New Zealand productions have reached a very high standard, and the majority of these have been heard as sustaining programmes on Sunday evenings. Every encouragement is given to our authors, and no attempt is made to prevent an author from selling his work overseas since we purchase the rights for New Zealand territory only. Apart from dramatic programmes, we have produced script programmes both for sponsored and non-sponsored sessions averaging more than two hundred sessions per station.

STAFF

Very few changes have taken place among executive officers, but considerable difficulty has been experienced in securing the services of other skilled personnel.

ELECTRICITY CONSERVATION

It was again necessary to reduce broadcasting hours to conserve electricity, and three silent periods were observed each day for some months. Towards the end of the financial year the shortage of power became acute and drastic cuts were made, broadcasting hours being reduced from eighteen to six and a half on week-days. The rescheduling of various programme commitments and the employment of staff called for

considerable planning, which was accomplished within forty-eight hours of the Cabinet decision being known. The loss in revenue resulting from these last severe power cuts amounts to approximately 40 per cent. of the turnover.

Opportunity was taken during reduced broadcasting hours to proceed with the various maintenance works that could not be kept up during the war years, and an increase was effected in the production of recorded material for later use.

TRANSCRIBED PROGRAMMES

The majority of transcribed programmes heard over the ZB stations originated from producers overseas, but the often-heard statement that they are mostly American is not in accordance with fact. During the year the number of episodes utilized on national programmes broadcast by the various ZB stations amounted to 8,908 quarter-hour episodes, and of this number only 584 were of American origin, which is but 6·55 per cent. of the total. In all, 74 series of complete programmes, 42 were of Australian origin, 20 were made in New Zealand, 2 in Great Britain, and 10 in America. Many books have been dramatized for radio and proved very successful. Radio programmes based on novels have often resulted in an immediate rush on lending libraries in areas where the particular programme may have been heard. The B.B.C. also provided a number of excellent programmes the best being the documentaries "The Harbour Called Mulberry" and "Radar."

ADVERTISING

The Commercial Division has practically reached saturation point in regard to advertising schedules. Nearly all time placements are occupied by advertisers, and a lengthy waiting-list contains the names of many national and local firms anxious to secure time on the ZB stations. The success of the Commercial Division as an advertising medium cannot be disputed in the light of the many success stories associated with our advertising which are on the files. There is ample evidence to suggest that additional broadcasting stations would be well supported.

ADVERTISING RATES

The advertising rates have not been increased since 1938, despite the fact that costs associated with broadcasting have risen considerably and the potential radio audience greatly increased. Most other advertising media have substantially increased rates, and it is suggested that a revision of our advertising rates could be readily justified. Plans are in hand to increase the power of the Commercial stations and thus give service to a wider audience.

COMMUNITY SERVICE

As in previous years, the ZB stations have actively associated themselves with the community life in their respective centres and, despite the pressure on their schedules, have devoted time and effort in assisting causes of both national and local importance. These causes have included: national savings, stabilization, Red Cross, food for Britain, outings for orphans and aged people, children's parties, health instruction, campaign for recruiting nurses, staff for the Government services, road safety, forest-preservation, electricity conservation, electoral notices, &c. The extent of this aid is perhaps not generally realized. Community services, if measured in advertising terms, would be valued at tens of thousands of pounds a year.

CONCLUSION

The Commercial Division of the New Zealand Broadcasting Service is a well-organized Department providing highly efficient service to the business community. The ZB stations perform a social and useful function and earn their own livelihood.

Last year saw a continuation of the pleasing and mutually profitable relationships between ZB stations, advertisers, and listeners. Many of the country's foremost advertisers have continued to use our stations, and at this time of stocktaking it is gratifying to note that a number of advertisers have used the medium of broadcasting since its inception in New Zealand. Now we are unable to accommodate all the firms desirous of using our facilities. Our thanks are due to our sponsors for providing many popular programmes at no cost to the New Zealand listeners. The added service which the Commercial Division gives to the listeners permits our Broadcasting Service to spend in other ways money which might have been required for varied types of programming.

FINANCIAL REPORT

Audited accounts for the year will be published in parliamentary paper B-1 (Pt. IV). Summarized information is given below, with figures in parentheses relating to the previous year:—

NATIONAL DIVISION

Total income for the year was £490,635 (£480,193), including radio licence fees, £459,515 (£441,371), and net profit on publication of the *New Zealand Listener*, £4,632 (£8,017).

Programme expenditure increased to £144,029 (£116,177), increase being mainly due to the establishment of the National Orchestra, payments to members of this and other orchestras absorbing £45,491 (£17,541). Other programme charges were £31,913 on talent, £4,340 on welfare and entertainment of the fighting Forces in New Zealand and overseas, and miscellaneous, £62,285.

With the addition of general administrative and running expenses, £172,283 (£140,367), total expenditure (including provision for depreciation) amounted to £334,728 (£276,009), surplus for the year being £155,907 (£204,184). Investments of surplus funds are unaltered at £1,830,000. Last year's report gave some indication that expenditure would increase when arrears of maintenance could be undertaken. A start has been made in this direction, being reflected in general administration and running expenses, which have increased by £31,916. Further increases can be expected as labour and materials become more freely available for development of this work. Capital commitments which did not come to charge during the year have been entered into under a programme of development, and these, together with further charges of a similar nature, which will be incurred as development advances, can be expected to make inroads on liquid resources which have been built up for the purpose.

COMMERCIAL DIVISION

Sales of station time again exceeded any previous year's return at £303,114 (£289,379) despite the fact that reduced hours of broadcasting due to power restrictions caused a loss of revenue towards the end of the year. Miscellaneous revenue of £6,626 (£6,191) brought the total income to £309,740 (£295,570). Free announcements to local and national community organizations were granted to a value of £9,919. The policy was continued of granting rate concessions to Government Departments and non-profit-making organizations, reduction in charges being valued at £11,536. It is of interest to note that no reciprocal advantage is gained in return for these concessions, full charges being paid for all services used by the Department.

In addition to talent and recorded features supplied by advertisers at their cost, programme costs totalled £32,660 (£20,893). General administrative and running expenses (including provision for depreciation) totalled £181,454 (£167,369), leaving a net profit of £95,626 (£107,308). A reserve of £55,600 has been provided to meet taxation on the year's profits, leaving Appropriation Account with an accumulated credit balance of £167,148.

GENERAL

Conditions during the war years created accounting difficulties which had to be surmounted by such means as were available, and there is now much to be done by way of development of the system of accounts to cope adequately with all requirements. Deficiencies in properly trained staff still represent a problem which becomes more pressing with general development of the Department. This has been met in some degree by the adoption of punched-card accounting-machines, and specially designed equipment from English sources, now on order, will enable mechanical aids to be applied extensively to present and future requirements. Accurate and speedy construction of the daily advertising schedules at Commercial stations and the compilation of data therefrom for inclusion in centralized books of account have presented problems since inception of the Service for which no fully satisfactory solution could be found. Despite the emergency conditions of the past years, the position has been under continuous study, and equipment has been devised and ordered which it is confidently believed will speed up the work and eliminate errors and consequent adjustments. With a view to taking full advantage of this improvement, proposals are now being examined for photographic reproduction of schedule data which would assure even greater speed and accuracy to be attained.

ENGINEERING SECTION

Twenty-three stations were in regular operation during the year, and these are listed in the following table :—

Station.	Studio Location.	Transmitter Aerial Energy.	Frequency.
		kW.	Kilocycles/sec.
1YA ..	Auckland	10.00	650
1ZB* ..	"	1.00	1,070
1ZM ..	"	0.75	1,250
1YX ..	"	0.15	880
2ZJ† ..	Gisborne	0.25	980
2ZM† ..	"	0.09	1,180
2YH ..	Napier	5.00	750
2YB† ..	New Plymouth	0.10	810
2ZA* ..	Palmerston North	0.25	1,400
2YA ..	Wellington	60.00	570
2YC ..	"	5.00	840
2ZB* ..	"	1.00	1,130
2YD ..	"	0.50	990
2YN ..	Nelson	0.03	920
3ZR ..	Greymouth	0.10	940
3YA ..	Christchurch	10.00	720
3ZB* ..	"	1.00	1,430
3YL ..	"	0.30	1,200
4YA ..	Dunedin	10.00	790
4ZB* ..	"	1.00	1,310
4YO ..	"	0.15	1,140
4ZD† ..	"	0.06	1,010
4YZ ..	Invercargill	5.00	680

* Transmitting Commercial Division programmes. † Owned by the New Zealand Broadcasting Service and operated under contract. ‡ Privately-owned stations subsidized by the New Zealand Broadcasting Service.

HOURS OF TRANSMISSION

The aggregate programme transmission time of all stations, both National and Commercial, amounted during the year to 82,270 hours. Of the scheduled time, 18 hours were lost due to technical defects in equipment and 64 hours due to failures of the mains power-supply, making a total of only 82 hours.

SHORT-WAVE TRANSMITTING SERVICE

Owing to the difficulty in obtaining labour and materials, the installation of the aerial radiating system and equipment has taken longer than was anticipated, but it is expected that this will be completed shortly.

EXPANSION AND RENEWALS

Orders have been placed overseas for new transmitting and studio equipment for the purpose of establishing certain new stations and also for replacing existing equipment which has almost fulfilled its useful life.

A new transmitting-station of 10 kW. output will be located in the vicinity of Paengaroa and will improve the service at present available to listeners in the Bay of Plenty district. This transmitter will be linked to a studio at Rotorua and, ultimately, to a second studio at Tauranga.

New stations of 2 kW. output are to be erected in Whangarei, Hamilton, Wanganui, and Timaru, but, in view of the shortage of building materials, it is expected to use accommodation of a temporary nature in the meantime.

The equipment on order allows for the replacement of the main National stations with transmitters of the same power as at present, and also for the replacement of the transmitters radiating the Commercial service programmes. The latter stations are to be increased in power to 10 kW. in the case of 1ZB, Auckland; 2ZB, Wellington; 3ZB, Christchurch; and 4ZB, Dunedin; and to 2 kW. in the case of 2ZA, Palmerston North.

The power of stations 3ZR, Greymouth, and 2YN, Nelson, is also being increased to 10 kW. and 2 kW. respectively.

When the transmitters of the main National stations have been replaced by this new equipment it is the intention to use the existing transmitters for a period for the auxiliary stations in the main centres. This will enable the power of Stations 1YX, Auckland; 3YL, Christchurch; and 4YO, Dunedin to be increased to 10 kW. each, and for 2YC, Wellington, to be increased to 60 kW.

The increase in power of the various stations mentioned above will result in improved reception in many districts.

MOBILE RECORDING-EQUIPMENT

This equipment, in the form of a special motor-van accommodating two high-grade recorders, has been completed and has been in use for several months. It has proved itself to be most valuable for the recording of special items at a distance from the main centres.

NETWORK BROADCASTS

It is still necessary to use the radio rebroadcasting method in most cases when it is required to link the stations for network broadcasts.

Representations have been made to the Department responsible during the last fifteen years requesting that high-quality circuits be made available for this purpose, as is done in other countries, but the position is apparently such that it may be some years yet before suitable circuits can be provided.

The present rebroadcasting method cannot be considered satisfactory as its success is dependent on the absence of fading and atmospheric and electrical interference, which on many occasions may be particularly severe when distant stations are being received.

JAMES SHELLEY,
Director of Broadcasting.

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