

1950  
NEW ZEALAND

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ANNUAL REPORT  
OF THE  
**NEW ZEALAND BROADCASTING  
SERVICE**

FOR THE TWELVE MONTHS ENDED 31st MARCH, 1950

*Presented to Both Houses of the General Assembly Pursuant to the Provisions of the  
Broadcasting Act, 1936*

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I HAVE the honour to submit the annual report on the operations of the New Zealand Broadcasting Service for the year ended 31st March, 1950, in accordance with the provisions of section 18 (1) of the Broadcasting Act, 1936.

The year was one of further expansion in the Service, and with the opening of three of the new composite stations featuring advertising and non-advertising programmes at Hamilton, Whangarei, and Wanganui the plans begun in 1947 for improving coverage and enabling broadcasting to play a greater part in the life of the community were advanced a step further. Many appreciative comments have been received on the part these composite stations are taking in local community life. A new 10 kW. station was opened at Rotorua to serve the needs of the Bay of Plenty listeners. The station at Gisborne commenced operation as a composite one, and new transmitters of higher power were installed at this station and at New Plymouth, Nelson, and Palmerston North.

Events of particular interest that were broadcast during the year were the concluding stages of the tour by the Italian Grand Opera Company presented by the Service in conjunction with Messrs. J. C. Williamson, Ltd., the broadcasting of the British Empire Games held in Auckland, and the tour of the New Zealand Rugby Team through South Africa.

The popularity of broadcasting was again reflected in an increase in licence figures. There were 451,426 licences held on the 31st March, 1950, an increase of 17,412 over the figures for the previous year. This compares more than favourably with the 1948-49 increase of 11,323.

On the 22nd April Sir James Shelley retired from the position of Director of Broadcasting. Many well-deserved tributes were paid to Sir James for his work not only in broadcasting, but in educational and cultural activities. I should like to record my appreciation of the assistance given by Sir James Shelley when I succeeded him, and also for honorary services he has rendered the New Zealand Broadcasting Service since taking up his residence in London.