10

Pending the arrival of Mr. Bowles, Dr. Edgar Bainton, former Director of the New South Wales Conservatorium of Music, accepted a temporary appointment as Conductor. We were grateful to Dr. Bainton for the valuable and successful service he gave during this period.

SPECIAL SERVICES AND CO-OPERATION WITH OTHER GOVERNMENT DEPARTMENTS

Extensive use of broadcasting facilities was made by other Government Departments, local bodies, and charitable organizations.

Announcements of public interest were broadcast for the Electoral Department, the Transport and Railways Departments, Labour and Employment Department, and the Social Security Department. The Service continued to broadcast weather reports and time signals, and there were reports of wool sales and stock market reports.

Other community services were the broadcasting of navigation and flood warnings and police messages for missing persons and motor-vehicles.

Publicity was given to the Tuberculosis, Hydatid, Anti-drowning, and Health Stamp Campaigns. The Service co-operated extensively with local Power Boards in announcements concerning the conservation of electricity.

RELATIONS WITH OVERSEAS ORGANIZATIONS

The Service gratefully acknowledges the valuable assistance received from overseas broadcasting organizations. The close liaison with the other Commonwealth organizations was maintained. News, talks, and other features were rebroadcast regularly from the British Broadcasting Corporation, and the Service received a number of outstanding programmes from the London Transcription Service of the Corporation.

The South African Broadcasting Corporation, the Canadian Broadcasting Corporation, and the Australian Broadcasting Commission also extended valuable facilities.

The Service also wishes to acknowledge programme material received from the American Embassy and the French Legation. The music and recordings loaned to the Service are often unobtainable from any other source.

The New Zealand Listener

There was an increased supply of newsprint available, and in April, 1949, the size of the *Listener* was increased to forty-eight pages. Additional space thus became available for radio news and comment and for features of general interest. Full use could not be made of it until the staff shortage was overcome; but near the end of the year the literary staff was strengthened, and since then the *Listener* has been able to print more news from the whole field of broadcasting.

Although the journal's main function is to print the radio programmes, and information which helps listeners to hear broadcasts with full appreciation, it has also become widely known for its interest in the arts and for its broad interpretation of life in New Zealand. This side of the *Listener* has not been neglected. Encouragement has been given to our own writers, attempts have been made to improve radio comment (one of the newest and most difficult forms of radio criticism), the journal's columns have been opened to free and lively discussion, and books and films have been reviewed seriously though not heavily.

A number of changes in layout have been made, and further improvements are being planned. Advertising rates were increased from 1st July. Revenue from that source, together with buoyant sales in a year of expanding circulation, helped to offset the higher cost of newsprint and to keep the *Listener* in a satisfactory financial position.