

*News-dissemination.*—Dissemination abroad of New Zealand news received first attention when the office was established. It was obvious that if news of New Zealand current events was to be published abroad it must, by reason of our great distance from the chief centres of population, be sent by cable, and in a form and under circumstances that would win for it publication. This was the scheme undertaken, and which undoubtedly success has attended. Britain has been given first and paramount attention in this matter. Newspaper clippings received from an agency in London show the gratifying extent to which the news is published. All the most important Dominion happenings, records of progress, and evidences of prosperity can now be regularly found in most of the newspapers of the United Kingdom. At no expense to the Dominion there is further distribution of the news items over Canada, the United States of America, and other countries. A limited service is maintained with South Africa. Australian papers are well supplied by their own special correspondents resident in New Zealand. A certain number of special and news articles are mailed to Great Britain, and there usually find publication. Both the cable and mail services are still possible of considerable expansion as time goes on, and attention is being given to this very important matter. The effect of the publication of this New Zealand current news (supplemented by the items of special correspondents of three leading London dailies) has been to create a greater interest in Britain in New Zealand affairs—which is apparent from the increased independent comments and articles upon the Dominion which appear in the British Press generally. This news service has proved very inexpensive, and yet is one of the most important branches of publicity.

*Literature.*—Just prior to the establishment of the office a set of booklets dealing comprehensively with the Dominion and its primary industries was produced. The main booklet has been brought up to date and reprinted, and exhausted stocks of the other booklets are being similarly replenished. These publications are chiefly for circulation among possible immigrants, and for sending to interested inquirers. They will require supplementation by others. Tourist literature is being produced in conjunction with the Tourist Department as speedily as possible. A folder on Rotorua has been published, and another, depicting the attractions of the southern lakes, firds, and mountains, is now in process of production in the Government Printing Office. A third will deal with New Zealand generally as a country for tourists, and others will follow. Much also is required in the way of various sporting publications, showing the attractions the Dominion has to offer in that respect. It should be stated that the Government publications are designed for abroad, and not for circulation within New Zealand, on the principle that localities should provide their own literature and advertisements to attract visitors, the Government limiting its activities to inducing the people to come to New Zealand.

*Photography and Cinematography.*—The Government Photographic and Cinematographic Section was co-ordinated with the Publicity Office in May, 1922. With this change all the photographic work of other Departments was co-ordinated in this office, except in regard to special requirements for which certain Departments themselves make provision. The photographic and lantern-slide work of the Tourist Department, at the request of that Department, was also taken over. This Department's negatives, numbering about eight thousand, were overhauled, and only the best were retained. This entailed the necessity for the substitution of others, and the activities of the section have been largely devoted to the addition of these new negatives. A considerable portion of the Dominion has been systematically covered, and the work should be completed before the end of this year.

In regard to cinematographic work, a new cinema-camera has been obtained from London, and a thoroughly up-to-date and convenient studio has just been completed. The photographic studio has likewise been refitted, and provision made for a very much greater output at a considerably reduced expense.

*Publicity Channels Abroad.*—All publicity propaganda effort is futile unless pamphlets, photographs, and cinema-films are read or seen overseas by the right classes of people. To secure effective channels of distribution is one of the most important functions of the office. This enterprise also involves considerable expense. Substantial fees, for instance, have to be paid in the case of many American hotels to enable folders to be placed in their literature-receptacles. Up to the present other sources of distribution have been utilized. Scenic or other propaganda film cannot be sent on circuit through the United States of America free, as in New Zealand. Arrangements have recently been made to supply certain leading gazette-producing firms with short selections of our film for inclusion in their "budgets." This is done by these firms free of charge. The difficulty, however, is to successfully negotiate in regard to these matters from a distance. In Great Britain better results are hoped for, and special effort to introduce our film there will be made in conjunction with the Empire Exhibition. Comparatively heavy duties on prepared negative film, which is chiefly what the film-houses require, both in America and Great Britain, militate considerably against publicity operations.

*Advertising Abroad.*—The office has secured the fullest data which will enable it to prepare at short notice schemes for advertising in countries abroad, and provide estimates of the cost of same.

*Empire Exhibition Publicity.*—The preparation of all publicity work for the Empire Exhibition has been entrusted to this office, and an allocation of £5,000 made therefor from the Exhibition vote. This work is at present in progress. The programme is a most comprehensive one.

*Publications and Publicity Committee.*—The Publicity Officer is Secretary of the Publications and Publicity Committee, which was set up in September, 1921 (as a result of the Economies Committee's recommendations), "to review all departmental publications and papers before being printed." The Committee consists of—The Public Service Commissioner, the Secretary to the Treasury, the Under-Secretary for Internal Affairs, the Government Printer, the Government Statistician, and the General Manager of the Tourist and Health Resorts Department. Frequent regular meetings have been held.