

1934.
NEW ZEALAND.

SECOND ANNUAL REPORT

OF THE

NEW ZEALAND BROADCASTING BOARD.

(FOR THE YEAR ENDED 31ST DECEMBER, 1933.)

Presented to both Houses of the General Assembly in pursuance of Section 21 of the Broadcasting Act, 1931.

REPORT.

To the HONOURABLE ADAM HAMILTON, MINISTER OF TELEGRAPHS, Wellington.

SIR,—

The members of the New Zealand Broadcasting Board present their second annual report relating to the year ended 31st December, 1933.

The outstanding event of the year was the opening of a modern transmitter at Gebbie's Pass, near Christchurch, this being the first important step in the Board's coverage scheme.

That 1933 has been a year of progress is borne out by an increase of 27 per cent. in the number of radio receiving licenses.

GENERAL.

HOURS OF TRANSMISSION.

The following table shows the increase in the hours of transmission from the Board's stations since taking over control of the service on the 1st January, 1932:—

	Hours of Transmission. (Rate per Annum.)			
At 1st January, 1932 10,612 hours.
At 1st January, 1933 16,484 hours.
At 1st January, 1934 23,036 hours.

From the foregoing it will be seen that in two years the Board has increased the hours of transmission by 117 per cent.

During 1933 fifteen hours of transmitting-time were lost as a result of power failures and technical failures.

PROGRAMMES.

Throughout the year efforts to improve the standard of programmes were maintained, and it is beyond doubt that considerable improvement has been effected, more particularly in recent months. Formerly it was necessary, in preparing programmes, to pay due regard to the fact that most listeners could receive only one station. To-day, however, the Board's programme-builders have far more scope, and are able to group items in a more logical and orderly sequence. This greater liberty and consequent improvement followed from the introduction of alternative services and from the opening of the new 3YA transmitter, for as a result of these innovations most listeners have now a choice of two or more programmes. Except under unusual circumstances, items broadcast simultaneously from the four main transmitters now differ in type, and, as the programmes from the alternative stations contrast with those broadcast from the principal stations, in most localities listeners possessing modern receivers have a very wide choice.

Ten recorded British programmes were obtained from the British Broadcasting Corporation, and the broadcasting of these during the year evoked many appreciative letters from listeners. Arrangements are in train to secure regular supplies of similar programmes, which will afford listeners an opportunity of hearing the best British artists.

Complete grand operas, in the form of recordings, are now regular features in the programmes, and the enthusiasm with which these broadcasts have been received has encouraged the Board to explore every avenue in an endeavour to add to a repertoire that is already extensive.

During the year 1,427 different local artists were heard from the Board's stations, and forty-seven performances by musical societies and choirs were broadcast.