

The progressive increase in advertising revenue since the Service commenced operation in October, 1936, is:—

	£	
1936-37	6,462	(six months for one Station only).
1937-38	98,418	(two Stations only for full year; two Stations for six months).
1938-39	161,166	
1939-40	171,547	
1940-41	205,952	
1941-42	224,514	
1942-43	232,375	

Programmes.—The programmes from the Commercial Service during the past year were varied and interesting as well as entertaining, and were all generally acceptable to what might be called the average listener. There is no undue preponderance of any type of programme; a typical evening's schedule including an historical drama, an aviation story, a musical programme, a general knowledge "quiz," a crime thriller—all interspersed with recordings of a pleasant and varied nature. Although the prime function of the Commercial Service is to entertain, many of the programmes are educative and of practical value to all sections of the community.

Special attention has been paid to programmes in which a studio audience or the listeners themselves may participate. Particularly in the case of the former, contestants are able to win cash prizes, the record for the past year being a prize of £24, which was won by a competitor in a general knowledge "quiz" at Station 2ZB, Wellington.

War and Patriotic Activities.—The use of the Service by the various sections in charge of the Dominion's war effort invariably increased the results obtained, and the Service played a valuable part in assisting to direct public opinion and activity into the desired channels—in other words, to convert war potentiality into war actuality. Prominent among the campaigns in which the Service assisted were those for the Liberty Loans, National Savings Campaign, recruiting of women for the armed forces, salvage drives, &c. Each Station was active in programmes connected more locally with the war effort, such as the provision of broadcasts by servicemen, and, as at Station 4ZB, a special programme designed to entertain the workers on the night shifts in factories.

Local Talent.—During this year increased use has been made of local talent, and every effort made to discover and encourage New Zealand artists. A variety of programmes were produced by the Service, some of which were purchased by sponsors for commercial programmes. At all Stations broadcasts by local artists were regularly arranged, including vocalists and instrumentalists (male and female), choirs, dance orchestras, brass bands, &c.

Community Service.—Despite the restrictions imposed by the limitation of time available, a full service of social and economic value to the community was maintained. This covered such programmes as the Christmas and Easter Shopping Guides, Health Talks, the Diggers' Sessions, Gardening and Sports Sessions, the Christian Order Campaign, the coverage of the Manawatu floods in May last by 2ZA, and various announcements of importance to listeners from Government Departments and other public bodies.

The Service played a large part in the campaign of the Internal Marketing Division to dispose of the surplus apple crop in 1942. Special programmes were devised and a thorough coverage was arranged which contributed largely to the success of the campaign.

The approximate value of the courtesy broadcasts made during the year amounts to £21,932.

Charities of every description have been assisted, and in this connection special reference might be made to the Radio Theatre Shows conducted in Wellington by the Service in association with Theatre Management, Ltd. Under this arrangement the company and the Service organized these shows absolutely free of cost so that the gross proceeds of each function were handed to the charity concerned. The total amount raised by these monthly Radio Theatre Shows is now approaching £2,000.

At all times the Stations of the Service endeavour to identify themselves with the life of the community they serve, so that through the medium of entertainment and service listeners may obtain a fuller realization of their personal and civic privileges and responsibilities.

Special Programmes.—Special occasions, such as anniversaries of people and events, were recognized by appropriate programmes, and the representatives of the Service in Australia and America are under obligation to keep the Service posted on and to secure for it programmes of unusual interest. In this category there was broadcast during the year a special programme commemorating China's National Day; an outstanding American programme—"We Hold These Truths"—which was broadcast by all American networks on the occasion of the Bill of Rights Day; a broadcast by the Vice-President of the U.S.A. entitled "Tribute to Russia," this programme being a recording made at a mass meeting in Madison Square Garden, New York; a special programme commemorating the anniversary of the Red Army; "These Three Men," which was produced by the Service using New Zealand talent, and based on an American script.

During the recent visit to New Zealand of the film comedian Joe E. Brown on behalf of the Special Service Division of the U.S.A. War Department, a recorded interview with Mr. Brown was broadcast by all the Stations of the Service. This incomplete list of programmes indicates that the Service is anxious to, and has the facilities to, present topical programmes which are outside the usual run of sustaining programmes.