

Election Broadcast. Prior to the election, instructions were broadcast relative to enrolment. During the campaign, speakers from various parties had opportunities of addressing electors over the air. On the days of the election for the Maori and European constituencies full progress results were broadcast as they were received by the Chief Electoral Officer. The stations remained on the air until 2 o'clock on the Sunday morning following the polling for the European constituencies, when addresses were given by the Right Honourable the Prime Minister and the Honourable the Leader of the Opposition. Details of the election results were broadcast at regular intervals on the day following the elections.

Thanks are due to the Chief Electoral Officer and the Post and Telegraph Department for their valued co-operation on these occasions.

Development of New Zealand Talent. During the year the passing of the Statutes Amendment Act, 1943, extended the powers of the Minister "to include power to do all such things as he considers to be in the interests of the community for the purpose of developing and improving broadcasting talent."

Every effort was made to assist authors and musicians to develop, and the services of experienced officers were made available in criticising constructively any radio plays which were submitted.

During the year recordings were made of the Tokomaru Native School Choir. The operetta "The Sleeping Beauty," by special arrangement with the Rev. G. E. Dallard, the author and composer, was recorded for presentation in the Children's Sessions.

Among special performances arranged of the work of local composers and writers was the broadcast by the National Broadcasting Service String Orchestra of "Elegie to Celebrate Moana-Nui-a-Kiwa Ngarimu, V.C.," written by Mrs. D. Baddeley, with music by the Rev. T. R. Rawle, and arranged for mixed voices and orchestra by Mr. Thomas Gray.

Narrative and lyric poems, radio plays, short stories, and descriptive sketches by members of the Forces were also sponsored with the A.E.W.S., and some of the contributions were of high quality.

Financial Report. The Revenue Account for the year ended the 31st March, 1944, and the Balance-sheet as at that date appear in parliamentary paper B. 1 [Pt. IV].

The revenue for the year amounted to £512,474, which comprises license fees, £434,067; receipts from sales of and advertising in *New Zealand Listener*, £31,544; interest, £18,632; rents of lands and buildings, £803; and recovery of technical services at cost from the Commercial stations, £24,428.

Expenditure for the year was £285,163, leaving a surplus of £227,311. The chief items of expenditure were: programmes, £101,846; operation of stations, £69,880; administration, £44,864; *New Zealand Listener*, £27,319; depreciation, £29,082; Broadcasting Units with the New Zealand Expeditionary Force overseas, £4,428; troop entertainment in New Zealand, £5,818; miscellaneous, £1,926.

The fixed assets at the beginning of the year were valued at £221,357. Additions amounted to £6,415, and depreciation was £29,082, leaving a balance of £198,690 at the end of the year.

A further £220,000 was invested during the year to provide for future development and to overtake arrears of construction and equipment which have been held up owing to war conditions, making a total of £1,400,000 now invested for this purpose.

COMMERCIAL STATIONS

The year under review has again been a progressive one in all spheres, and the Commercial stations have continued to play an important part in the war effort. The programmes have maintained their popularity with the listener, and the total revenue for the year reached a new peak. The amalgamation of the Services was completed without any interference to advertising schedules or programme policy.

Commercial Broadcasting and the War. Increased use was made during the year of the Commercial Broadcasting facilities to implement the war effort. This included national-service talks, campaigns for the Women's Land Service, salvage of rubber, paper and cleaning-rags, meat ration, the Royal New Zealand Air Force recruiting, dig for victory, electricity conservation, stabilization, and Liberty Loans. Many advertisers incorporated in their programmes messages which had a bearing on the various campaigns listed above, while other advertisers donated their complete time to the furthering of these aspects of the Dominion's war effort.

News and Commentaries. In common with the National stations, news broadcasts from London have been rebroadcast seven times daily, and additional news flashes have been relayed when news of importance has been received. The rebroadcast of "What the American Commentators Say" was featured each evening.

Advantage was taken of the United States War Department's activities, and many programmes featuring world-famous artists were broadcast for the benefit of Allied Servicemen in this country.

Advertising. Receipts from advertising amounted to £258,205. Many advertisers who have been constant users of the facilities of Commercial Broadcasting continued to sponsor programmes which have built up a large following among listeners. Increasing attention was still manifested by these advertisers to the quality of programmes, and they were conscious not only that the type affects their sales, but also that to provide a high-grade and varied entertainment was in the interests of wartime morale.

Programmes. An analysis of the allocation of time to various types of programmes and services discloses that a reasonable balance has been maintained between advertising and entertainment.

Feature Programmes. Particular attention was paid to the quality of programmes used, and every effort was made to provide a varied entertainment for the listeners. First-grade programmes have been obtained from the leading production studios of Australia and America. In addition, many excellent B.B.C. productions were regularly broadcast. A pleasing feature was the rapid increase in the use of New Zealand productions. Many of these programmes were written by New-Zealanders and produced in the studios of the Commercial stations. At present ten New-Zealand-produced features are being broadcast, and it is anticipated that further expansion will take place in this direction in the future. In addition to the dramatic presentations, a wealth of popular entertainment, including programmes presented by the world's leading comedy stars, has been presented.

Children's Sessions. The shut-down period observed to reduce power-consumption interrupted the presentation of the Children's Sessions. Nevertheless, these continue to combine entertainment and education. Every encouragement is given to children to take part in their own sessions, which frequently feature general-knowledge problems. Children's choirs have been formed in some centres, and promising results have been obtained.