

1946
NEW ZEALAND

ANNUAL REPORT OF THE NEW ZEALAND BROADCASTING SERVICE

FOR THE TWELVE MONTHS ENDED 31st MARCH, 1946

Presented to both Houses of the General Assembly pursuant to the provisions of the Broadcasting Act, 1936

REPORT

I HAVE the honour to submit the annual report on the operations of the New Zealand Broadcasting Service for the year ended 31st March, 1946, in accordance with the provisions of section 18 (1) of the Broadcasting Act, 1936.

Until hostilities ceased great demands continued to be made on the Service in connection with the war effort. Listeners were kept accurately and promptly informed as to the progress of the war by news bulletins, commentaries, and talks, and war-effort campaigns and appeals were assisted by special programmes and publicity. Talks and messages recorded by New Zealand servicemen in both the European and Pacific theatres of war provided a link with our Forces overseas.

When war ended time became available for more normal programmes, and the return of staff from service with the Armed Forces made it possible to re-introduce some of the features of pre-war programmes.

A programme analysis of the total transmitting-time of the fourteen stations of the national network for the week ended 31st March, 1946, shows that the time was occupied as follows:—

Serious music, 19.3 per cent.

Light music, 46.3 per cent.

Modern dance music, 5.7 per cent.

Plays, sketches, and dramatic serials, 6 per cent.

Sporting commentaries, 4.7 per cent.

Talks: general and educative, 4.7 per cent. (including schools broadcasts).

News and commentaries, 8.2 per cent.

Church and devotional services, 2.3 per cent.

Children's sessions, 2.8 per cent.

The separate policies of the National and Commercial stations have been continued. Wherever practicable activities have been co-ordinated, but further