

*Special Campaigns.*—A number of special campaigns were handled during the year, but emphasis was placed upon the United Nations Appeal for Children, Aid for Britain, and Electricity Conservation. The Commercial Division handled all written material broadcast in connection with the United Nations Appeal, and members of the staff were active in the local campaigns, one member, indeed, being appointed the South Island Organizer. Every effort was made to promote the campaign, and at a southern station a penny bank erected in the lounge raised over £1,000 for this purpose. At the conclusion of the campaign the organizer attributed the excellent results in no small measure to the part played by the Service.

The Aid for Britain Campaign was also featured prominently by the Commercial stations. A considerable amount of publicity was given to various sections of the campaign, and a series of documentary programmes describing the various fields of primary production were broadcast from the main National and Commercial stations. The Service must record its appreciation of the ready assistance given by other Government Departments in the preparation of these programmes.

*Special Programmes.*—These included the Inter-Dominion Quiz, in which Australia defeated a New Zealand team, and the farewell broadcast by Sir Laurence and Lady Olivier. A special series of programmes about Norfolk Island, with the title "The Isle of the Singing Pines," was presented. The material used in these programmes was recorded on the island earlier in the year.

Commemorative programmes dealt with United Nations' Day, Hallowe'en, the origin of All Fools' Day, the twentieth anniversary of the first flight across the Tasman Sea, and the achievements of Lord Rutherford. Material in the Turnbull Library in Wellington provided a series of historical programmes entitled "Our Fathers Have Told Us."

Special efforts were made to provide unusual programmes during the Christmas and New Year period. The major seasonal programmes were created by members of the staff, and each station handled special assignments in addition to the programmes provided by Head Office. There was a special Returned Services programme, and a one-hour documentary on New Zealand life, "Fernland, Forest, and Farm." Special request sessions were broadcast for children in hospitals, and members of station staffs visited the wards.

In Auckland a drive, which was initiated in association with the Junior Chamber of Commerce, equipped a health camp with sports gear.

An ambitious programme was presented in a southern centre on New Year's Eve, when an estimated crowd of four thousand people took part in a barbecue arranged by the station.

*Controversial Broadcasts.*—"Citizens' Forum," designed to present interesting and controversial subjects, was continued during the year. Programmes were handled on a local basis by each station, which utilized the services of local speakers. The subjects discussed included the following: "Can We Avoid a Slump?" "Should Unionism be Compulsory?" "What is the Cause of Industrial Unrest?" "Is Advertising Wasteful and Uneconomic?" "What Can We Do to Reduce Divorce?" and "Does the Radio Serial Have an Adverse Effect on Children?"

*Outside Broadcasts.*—Stations have always been encouraged to associate themselves with community life, and as a part of this policy many outside relays of local events were carried out during the year. The majority of these were of purely local interest, such as University capping processions, back-stage relays from travelling companies, ploughing competitions between young farmers, A.T.C. training, and other events.

*Women's Sessions.*—Special attention was given to improving the women's sessions. The two existing afternoon sessions were amalgamated to form a special session "Women's Hour." The new programme developed considerably during the year. Sections were