

that New Zealand stands to gain if information about the way of life of her people and the achievements of her democracy are known and appreciated overseas, particularly in the United Kingdom and North America.

18. Particular subjects requiring promotion, such as the attraction of tourists or immigrants and the marketing of New Zealand produce, are the responsibility of the Departments or organizations concerned, although in these matters the Information Section has been asked to provide certain assistance. Such objectives are, in any case, assisted by the general background publicity about New Zealand with which the Information Section concerns itself.

19. An effective method of promoting the spread of information about New Zealand is to provide facilities to visiting journalists and to assist them to gather information they are seeking. Similar assistance is given to film-producers and lecturers who wish to make New Zealand their subject.

20. Publicity organization within New Zealand on matters of national importance has been entrusted to the Information Section. "Aid for Britain" publicity is now on a reduced scale, but the Information Section still furthers this objective as opportunities occur. The Information Section was responsible for arrangements for pressmen, photographers, and newsreel companies during the projected Royal Tour of New Zealand; accreditations, travel, accommodation, and communication facilities for local and overseas personnel entailed considerable organization, but the plans then made should be of value when Royal Tour arrangements are resumed. The Information Section also had in hand the preparation of souvenir material for the Royal Tour.

JOURNALISTIC WORK

21. The journalistic staff is divided between those in the newsroom (the activities of which were described in paragraph 7), and those whose duty it is to meet the needs of Departments, to prepare the material for overseas use, and to be available for general matters such as those outlined in paragraphs 19 and 20. This subdivision of the staff was not separately established until January, 1949.

22. Assistance has been given to Departments in the preparation of press statements. This year, in addition, fifty feature articles and articles providing factual background on various phases of New Zealand activity have been written. Many of them have been prepared at the specific request of overseas journals.

In other cases they have been supplied to New Zealand offices overseas, who have succeeded in placing them to advantage in publications. They have dealt with a wide variety of subjects—social, economic, agricultural, industrial, cultural, sporting, and tourist. In addition, over forty photographic feature articles have been prepared for illustrated journals overseas, often to meet specific requests. Material furnished in this way has been published in leading magazines in the United Kingdom, United States of America, and Australia.

23. The Information Section has given varying degrees of assistance to Departments in the production of booklets and pamphlets and periodicals.

A new booklet was produced for the Immigration Department for the information of intending British settlers, and a further publication for the same Department is being prepared. For the Tourist Department a pamphlet on Wairakei was prepared, as well as a quarterly named *Guests*.

For the Internal Affairs Department the editing and production was undertaken of a booklet on "Safety in the Mountains." Other Departments assisted with publications were Rehabilitation, Island Territories, Forestry, and Public Service Commission. For overseas use a revision is now being made of "New Zealand Facts and Figures," and a quarterly, *New Zealand Information*, is to be published. Fact sheets containing basic information about New Zealand are prepared to answer the numerous inquiries such as those from school-children overseas.