

24. The journalistic staff are in a position to advise and assist the Departments in regard to the use of other publicity media, and are involved in the drafting of instructions in some film work, the scripts for film strips, the titles for photographic displays, and the arranging of radio publicity.

NATIONAL PUBLICITY STUDIOS

25. One of the principal objects in the establishment of the National Publicity Studios was to provide a centralized agency which could be used by those Departments requiring the production of all classes of art, photographic, and allied material. Pending the completion of accommodation in the city, it has not been possible to fulfil this function completely owing to cramped working-conditions and the inconvenience of the Miramar location. In spite of this, however, considerable progress has been made in the three years since the establishment of National Publicity Studios as a separate organization—already over twenty Departments are using the facilities offered by the Studios.

26. The following schedule gives some idea of the extent of these services :—

(a) Art section—

- Exhibition design and construction.
- Displays.
- Dioramas.
- Model-making.
- Animation.
- Poster design and production.
- Booklet design.
- Fine arts.

(b) Photographic and film strip—

- National Photo Library.
- Camera work, including colour film-strip design.

(c) Laboratory—

- Printing and enlarging.
- Photo murals.
- Film-strip production.
- Micro-file.
- Colour processing.

Details of principal production during the year are set out hereunder :

27. *Art Section.*—The designing and producing of Government courts for the New Zealand Industries Fair at Christchurch and the Centennial Show¹ at Dunedin in 1948, were considerable undertakings. The courts in each case featured “Aid for Britain” and were very favourably commented on in both cities. Portable display units were also prepared for the “Aid for Britain” campaign.

Industrial exhibitions are prepared by the Information Section on the instructions of the Department of Industries and Commerce, which convenes an inter-departmental committee on exhibitions.

28. Regular despatches are made of window-display material to London, and units have been prepared featuring the following subjects :—

- New Zealanders for the Olympic Games.
- New Zealand Cricketers.
- Wool.
- Dairying.
- Scenic.
- Education.
- Social Security.
- Prospects for Immigrants.
- Nursing in New Zealand.