

Minister of Great Britain, and President Roosevelt, of the United States, were broadcast. Broadcasts made from overseas included the opening of the Glasgow Exhibition by His Majesty the King, the trans-Atlantic broadcast in connection with the New York World Fair, and cenotaph and commemoration services from London. An interesting broadcast was made by this Service on the occasion of the opening of the trans-Pacific radio-telephone service, when a special programme by Mr. Richard Crooks was relayed from New York City to New Zealand and rebroadcast over our network.

Relays.

Improvement was effected during the year in the handling of national relays throughout the five stations of this Service. Although the Post and Telegraph lines are not available for musical relays, it has been possible to schedule talking sessions at regular times daily throughout the network, giving complete satisfaction to advertisers and listeners. Several hundred network relays were broadcast throughout the year, probably the most outstanding being the relayed address by the Viscount Nuffield.

Talks.

Although it is not the policy of this Service to broadcast long talks, practically every visitor of note to this Dominion has been interviewed before the microphone. By this means listeners have obtained the views of world notabilities on a wide variety of subjects.

Welfare Sessions.

One of the most important phases of the activities of this Service has been the assistance given to various organizations concerned with community service and welfare. A comprehensive service has been rendered to the community in these sessions, announcements, and programmes, including broadcasts in connection with sickness and accidents, blood-transfusion services, safety-first propaganda, direct assistance in the raising of funds for ambulance services, and public-welfare societies generally. Radios have been installed in hospitals throughout the Dominion, trips and outings have been organized for orphans, and over £6,000 raised to assist various charitable and welfare organizations. In an appeal confined to Station 1ZB, Auckland, the sum of £1,000 was raised to equip a complete field hospital.

The community sings broadcast by Station 3ZB, Christchurch, were very successful, and resulted in the raising of £1,644 for distribution to various charities. In addition to material help in the raising of funds and obtaining of equipment, special entertainment sessions were also conducted for hospitals and similar institutions. Free time is also made available to organizations rendering national and community service.

Sporting Broadcasts.

The policy of the Commercial Service to give listeners a complete result coverage rather than commentaries on single events was maintained throughout the year. Every sporting fixture of note throughout the Dominion was covered on all stations by a complete telegraph service. These sports results were supplemented by summarized reviews, comments by experts on individual sports, and interviews with sporting personalities and teams. A feature of the sporting activities of the Service was the increased support given to amateur athletic bodies.

Maori Sessions.

The policy of developing Maori sessions was extended during the year, and additional research undertaken in connection with ancient Maori lore and the recording of traditional chants and songs. All Maori sessions were arranged and broadcast by Maori announcers retained on the staff of the Department.

Home-service Sessions.

Special programmes and service sessions for women were a feature of programmes broadcast during daytime hours. Regular sessions were broadcast throughout the year on specialized branches of home-science, cookery, shopping, household hints, and a variety of subjects of feminine appeal. In addition to these sessions, personalities associated with welfare institutions were brought to the microphone—in many cases by means of recorded talks by overseas experts, and in the rare occasions when these people visited the Dominion personal broadcasts were made.

Children's Sessions.

One of the most notable developments during the year was the improvement in the children's sessions by the introduction of a policy of education by entertainment. During these sessions, by novel presentations, children are being interested and thus encouraged to appreciate a better class of music. The co-operation of advertisers was obtained on the basis of our policy, and features on stamp-collecting and other general knowledge subjects with an educational bias were sponsored. Children's plays were written and produced by local children, and in all stations children are encouraged to take part in the actual programmes.

Film Broadcasts.

As the modern film is practically the sole source of new music, further extensions have been made in our policy of bringing to listeners excerpts from the best musical films. Outstanding productions are broadcast on actual relay direct from the film, and several experimental broadcasts have been made of full-length musical shows.

NEW STATIONS.

On 10th October, 1938, a new experimental provincial station was opened at Palmerston North. The equipment for the station was entirely constructed by the staff of this Service, and since its inception this station has operated from 6 p.m. to 10 p.m. daily, and on extended hours to cover special broadcasts. The station has been on a profit-earning basis since its inception, and its operation is providing much valuable data regarding coverage and programme requirements of provincial areas.