

## SPECIAL SERVICES AND CO-OPERATION WITH OTHER GOVERNMENT DEPARTMENTS

National campaigns, such as the Aid for Britain and health stamp appeals and (in preparation as the year closed) the United Nations Appeal for Children, were supported by considerable broadcast publicity from all stations.

As required, the Service assisted the work of many other Government Departments by providing a means of immediate communication with the public. Announcements regarding missing persons and vehicles, broadcast at the request of the Police Department, totalled 1,221. Such services as navigational announcements for the Marine Department, time-signals, flood and road reports, in addition to national and local weather reports, were continued. Notices were broadcast for the Railways Department regarding delayed arrivals of express trains and the Economic Stabilization Commission's "Consumer Time" was a regular programme feature.

The Service assisted local Power Boards by broadcasting announcements asking listeners to avoid using power unnecessarily, and, at the request of the authorities responsible for the conservation of electricity, broadcasting was again curtailed. From the 1st April to the 2nd June, 1947, broadcasting was restricted on week-days to 6 hours 30 minutes per day from each station. Following an improvement in the power situation, this was increased on the 3rd June to 9 hours 40 minutes, and on the 27th August stations reverted to their normal broadcasting hours, but were still subject to daily close-down periods at times of peak load.

## THE NEW ZEALAND LISTENER

The *New Zealand Listener* increased its circulation and extended its influence during the year. The scarcity of paper compelled *The Listener* to restrict its size and turn away advertising, and the high cost of paper—now nearly three times the pre-war level—was not offset by any increase in advertising or circulation rates. In spite of these obstacles, and substantial increases in outgoings, including the rates paid to contributors, *The Listener* balanced its budget. Until the world situation allows it to accumulate enough paper to carry all the advertising that is offering it must maintain its present conservative policy in all departments.

## COMMERCIAL ACTIVITIES

### ADVERTISING

The general increase in some consumer goods was reflected in advertising sessions, where the institutional programmes associated with the war years had disappeared, and sponsors were once again anxious to attract the maximum audience. As in previous years, sponsored programmes continued to include a wide diversity of types, including quiz, comedy, musical, variety, sports, and drama.

Once again the Commercial Division was unable to place all the advertising offering, and some firms have been on the waiting-list for years. As the Service has been operating on a full schedule for a considerable time, and there were very few cancellations by sponsors, the possibility of accommodating these potential advertisers is remote, and the waiting-list is being added to each year.

The twelve months under review brought many difficulties since drastic reductions in broadcasting hours, due to the power shortage, resulted in a considerable loss of revenue. At one period the loss was approximately 40 per cent. of normal revenue.

Head Office Sales Organization was strengthened by the appointment of a Supervisor of Sales, whose duties will be to give advertisers and agencies even better service than they have had in the past, and generally to supervise time sales.