

*Special Services.*

In addition to the frequent broadcasting of prices realized at the wool sales, wool-growers were given the opportunity of hearing broadcasts of the bidding at auction from several of the sale-rooms.

Special weather reports for farmers were given throughout the lambing and shearing seasons, and talks of special interest to the agricultural community were still further increased in number.

Regular book reviews and talks for motorists were given throughout the year.

Talks on gardening are now regular features of the programmes and lead to ever-increasing correspondence.

During the year 417 appeals were broadcast for information regarding missing persons or persons whose whereabouts were required on account of the serious illness of relatives.

Several successful concerts were arranged by the Board's staffs in aid of the Mayors' Relief Funds, and appeals for many other worthy charitable objects were sponsored.

*Religious Services.*

Church services, morning and evening, are now being broadcast every Sunday at the four main centres, while short devotional services are broadcast regularly on week-days.

*News.*

By courtesy of the daily newspapers in the four main centres, a news service of considerable value to country dwellers has been maintained. Special care is taken to make the news of value to primary producers, and to that end full reports of cattle-sales and of prices of produce are broadcast regularly.

*Programme Analysis.*

The following analysis indicates the proportion of programme time occupied by various types of items broadcast during the year.

Item.	Percentage of Programme Time.
Music—	
Serious .. .. .	17.26
Light .. .. .	42.88
Modern dance .. .. .	9.00
Old-time dance .. .. .	0.99
Plays and sketches .. .. .	3.38
Sporting commentaries and sporting talks .. .. .	2.73
Talks : General, educative, including school broadcasts .. .. .	7.65
News, weather and market reports, announcements, &c. .. .. .	7.25
Church and devotional services .. .. .	3.76
Children's sessions .. .. .	5.10
	<hr/> 100.00

## ADVISORY COUNCIL.

The following gentlemen were appointed to the Advisory Council by His Excellency the Governor-General to serve throughout 1934 :—

Mr. J. H. Owen, Wellington (Chairman),	Mr. W. A. Waters, Palmerston North,
Mr. A. B. Chappell, Auckland,	Mr. C. R. Russell, Christchurch,
Mr. J. S. Anchor, Hamilton,	Mr. H. Booth, Dunedin,
Mr. F. T. Davis, New Plymouth,	Mr. A. W. Jones, Invercargill.

Since the Board's last report, four meetings of the Council were held and many matters of importance to the Service were discussed.

## RECEIVING LICENSES.

The increases in the number of radio-receiving licenses during the past five years in the Dominion are shown hereunder :—

	Number of Licenses.	Percentage Increase.
31st December, 1929 .. .. .	50,273	..
31st December, 1930 .. .. .	60,162	19.6
31st December, 1931 .. .. .	71,453	18.7
31st December, 1932 .. .. .	88,993	24.5
31st December, 1933 .. .. .	113,053	27.0
31st December, 1934 .. .. .	148,284	31.0