

NZBS and Aid for Britain

THE NZBS is playing an important part in the *Aid for Britain* campaign. Both the National and Commercial stations are giving the drive their full support by directing messages to particular audiences. A senior officer of the Service has been appointed to link up broadcasting with the general publicity work which, at the moment, falls under four main headings—increased production of maize, conservation of petrol and increased commercial and home growing of potatoes. The campaign is expected to last for at least two years.

In calling for increased maize production, the audience to be reached is between Gisborne, Wairoa and North Auckland. Ten announcements have been prepared to be heard in turn, so that listeners will not become bored or indifferent, as they might be with the repetition of a single announcement. Then there are 12 separate announcements aimed at the private motorist who is asked to reduce his petrol consumption, and others appealing to the commercial car-user.

At present increased commercial potato-growing affects Canterbury and Manawatu producers and 16 separate announcements are heard daily from the Christchurch and Palmerston North stations. But home potato-growing is being treated on a national basis and announcements about it come from 16 stations.

Those stations whose programmes include special sessions such as talks for

gardeners, for women, and for the sporting community, have been supplied with special material for the use of announcers during ordinary broadcasts. The gardening sessions will concentrate on potatoes; in sports sessions, particularly just before and during week-ends, there will be earnest appeals to the motorist to go easy on his fuel, and in the women's sessions the accent will be on lengthening the potato rows in the domestic garden. During the campaign there will be special feature programmes, some of a documentary nature, and some in the form of a "report to the nation" on general progress.

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Centennial Story

BY the time Otago's Centennial celebrations get under way, no one in the province who has a radio, and who lives within range of 4YA, should be able to plead ignorance of provincial history. From Tuesday, October 7, until the third week in March, 1948 (with a short break for the Christmas holidays), 4YA will broadcast weekly talks designed to build a complete background for the Centennial.

Dr. A. H. McLintock, official historian to the Otago Centennial Committee, will speak on the first Tuesday of every month, tracing the main thread of provincial development. The other Tuesdays will be taken by separate speakers dealing either with the history of the various districts in Otago or with some special aspects of its story.

Following Dr. McLintock's opening talk, entitled *The Discovery of Otago*, the Rev. H. O. Bowman will speak, on October 14, on *Early Shipping at Port Chalmers*. On October 21 the story of the two famous Maori Otago chiefs, Tuahawaiki and Taiaroa, will be told by Barbara Angus, and the subject for October 28 will be *Pioneering from a Woman's Point of View*, by Mrs. Eileen L. Soper. Listening time will be 8.30 p.m. After the 9.0 p.m. news on October 10, 4YZ will also broadcast Dr. McLintock's first talk.

PHOTOGRAPHY

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