



OPENING IN AUCKLAND AND WELLINGTON THIS WEEK

THE YEAR IN RADIO

Reports Of Broadcasting Services

SATURATION POINT APPROACHING?

A SUGGESTION that New Zealand was reaching saturation point in the proportion of radio receiving licences to population was made in the annual report of the National Broadcasting Service, presented to both houses of the General Assembly this month.

The increase in the number of licences issued was smaller this year than it has been for ten years: 9,770 as compared with 27,097 for the year ended March 31, 1940.

Eighty-six per cent. of the houses in New Zealand are equipped with radio receiving sets, states the report—a ratio higher than in any other country of the Empire.

To the 355,480 licensed listeners, the report says the NBS gave 52,818 hours of transmission time from fourteen stations operated by the Service. Only 36 hours of this time were lost owing to faults or failures.

The impact of the war is discussed throughout the report. It has affected the programmes by increasing the number of special programmes, news bulletins, and commentaries available or required to be broadcast, reduced somewhat the time spent on broadcasting sports commentaries, reduced time available for entertainment and thrown additional duties upon technical staffs and equipment, although both these last have been reduced by the need for giving precedence to other war requirements. "In spite of this," states the report, "there has still been available normal broadcast fare of a cultural, entertaining, or informative nature. It has been recognised that, although broadcasting is a powerful medium for the furtherance of the war effort, there should be maintained in the programmes a due proportion of entertainment and diversion, otherwise the listening habit might diminish, with a consequent loss in the effectiveness of broadcasting as a stimulating and unifying medium in the national interest."

Development of Music

The most interesting section of the report, apart from those covering the war effort, is that dealing with the development of music during the year. Many special broadcasts are recalled, and the Director (Professor James Shelley) records in some detail the work done by the Service, in collaboration with the Centennial committees and Department of Internal Affairs, in arranging and broadcasting concerts and other performances by the Centennial Orchestra and visiting soloists.

In addition, an analysis of programme time shows that music still receives by far the greatest percentage of attention. Serious music has had 13.7 per cent. of programme time, light music 42.4, modern dance music 7.8, and old time dance 0.1.

These figures were secured from an analysis of the combined programmes of the seven main national stations for a sample week towards the end of the year. Other items covered by them were:

news, parliamentary broadcasts, reports, and announcements: 19.8 per cent.; talks, general, educative, and including broadcasts for schools: 3.9 per cent.; children's session: 3.7 per cent.; plays and sketches: 5 per cent.; sporting commentaries: 0.4 per cent.

GOOD PROFIT FOR CBS

A NET trading profit of £52,000 for the year ended on March 1, 1941, is shown in the annual report of the Commercial Broadcasting Service presented to Parliament the other day. Considerably increased business was done at all the five stations, the income from the sale of station time being over £200,000. Out of the net profit, more than £37,000 has been set aside to meet taxation on the year's earnings.

"Although the service is in its fifth year, the particular period under review is of special significance in that it represents the first complete year of operation under the stress of war conditions," states the report. "The hazards which it was anticipated might be associated with advertising over the air in wartime did not materialise, and it was confirmed that in the handling of advertising over the air the Commercial Broadcasting Service could be relied upon to exercise that measure of control and responsibility which should characterise broadcasting at a time of great national emergency."

The report adds that the authorities used the facilities of the Service for the broadcasting of national service talks and announcements, and in addition nearly 10,000 free announcements were given to patriotic and charitable objects and announcements regarding the nation's war effort. The Service initiated the novel form of charity appeal known as the "Radio Telephone Appeal," which resulted in £48,760 being raised for worthy causes with comparatively little cost to the organisations concerned.

Free Service

Commenting on the year's activities of service, the CBS controller, C. G. Scrimgeour, remarked that it was important to remember that since the CBS received no portion of the radio licence revenue, its programmes and services were available to listeners free of cost.

Contrary to another belief held by some listeners, the controller added, the CBS also paid for all the services normally paid for by commercial firms, and received no concession from other government departments.

One pleasing feature of the year's activities, said Mr. Scrimgeour, was the use being made of local talent. At the moment there were several feature programmes by local artists on the air, and more were being planned.

Special services to listeners included time service, notices regarding missing motor cars, Placement Service announcements, innumerable Government notices, assistance to various campaigns and many charity announcements. These last covered a wide field. In one month no fewer than 882 free announcements were made.

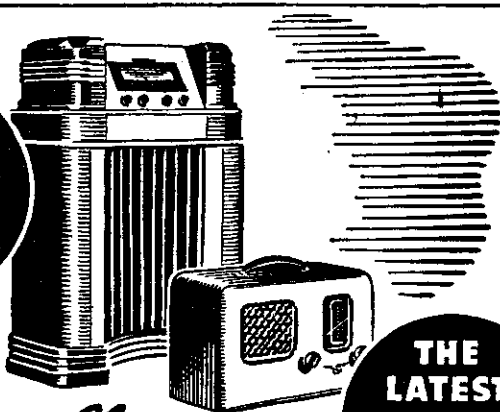
THE
LATEST
IN
COUNTRY
RADIO

The
Amazing New

1.4 VOLT SETS

Battery operated radio has been completely revolutionised by the wonderful new 1.4 volt valve. It disposes of the inconvenient and costly-to-run accumulator in country sets. It makes possible the new portable sets that really are portable—it enormously improves performance.

Made in New Zealand



THE
LATEST
IN
PORTABLE
RADIO

and considerably reduces operating costs. For the latest in Country Radio or Portable Radio, hear the new 1.4 volt sets equipped with the famous extra long life EVEREADY Batteries.



Ask your Radio Dealer
to Demonstrate
1.4 Volt Radio

A National Carbon Company Product

62/4/28

EVEREADY
TRADE-MARK
RADIO and Torch BATTERIES

Pulmonas
2-WAY RELIEF
FROM COUGHS-COLDS
SORE THROAT-
FLU

Relief by (1) inhalation and (2) absorption through the blood stream. All Chemists and Stores, 1/1, 1/7, 2/7.