

AGED ONE YEAR

Wellington's "Commercial" 2ZB

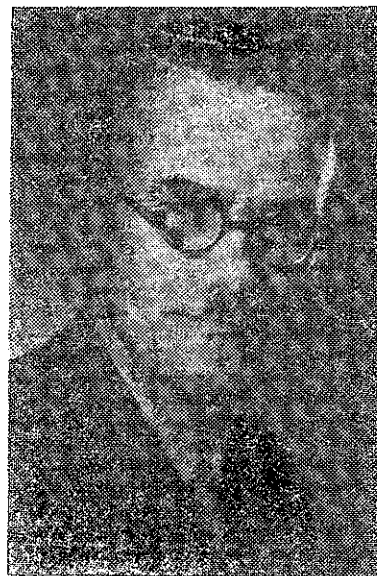
Plans a Week of Birthday

Entertainment—And a Big Party

Special To The "Record"

By

NORMAN McLEOD



MR. K. W. KILPATRICK
Station Director in the hectic days.

THIS week the Wellington Commercial radio station, 2ZB, will celebrate its birthday by presenting a series of special programmes, and on Sunday, May 1, an ambitious Maori concert at one of the city's largest theatres. More than 80 performers will take part in the entertainment, which is expected to be one of the most spectacular ever produced in the capital.

Listeners will recall that commercial broadcasting was introduced to New Zealand at Auckland on October 29, 1936, and that it met with an almost immediate local success. That success, however, did not by any means make the sponsors of the service completely confident that success of the same degree could be repeated in other parts of the Dominion. It was felt that New Zealanders were conservative and that a favourable response to radio advertising was particularly doubtful in the south. The establishment of 2ZB, therefore, was considered to be the crucial moment in the development of a national commercial service.

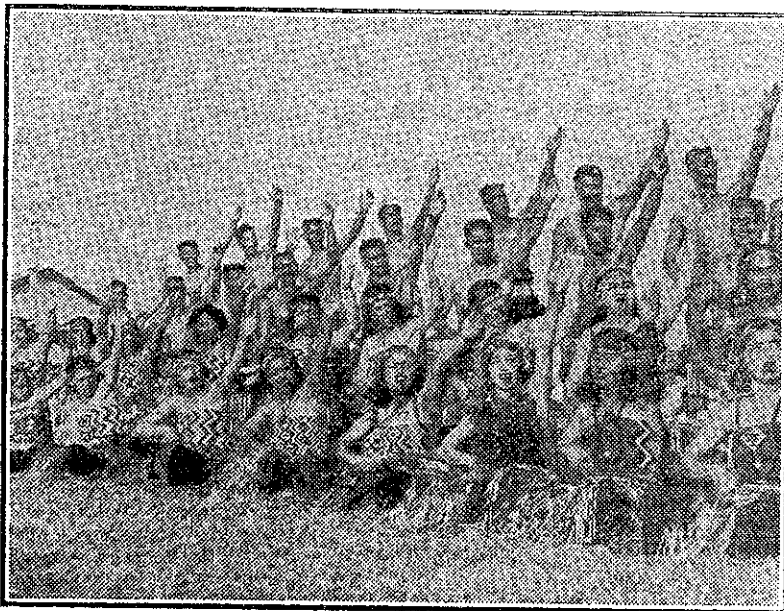
Realising that a great deal would depend on first impressions, no effort was spared to perfect the Wellington station's first broadcast. Strenuous rehearsal and thorough organisation of every detail resulted in one of the most memorable listening days in Wellington's radio history. The attention of the listening public was immediately attracted and held. From that date commercial radio realised that it could be organised successfully on a Dominion-wide basis.

From Tuesday this week the progress of 2ZB will be recalled in a series of broadcasts, which will close on Sunday with a presentation of the

Maori play, "Reo iri Rangi," at St. James Theatre, Wellington. This "2ZB Cavalcade of the Year," as it will be called, makes mention of the best of the year's broadcasts in chronological order. On the opening night, the months of May and June will be featured; on Wednesday, July, August and September; on Thursday, October, November and December; on Friday, January and February; on Saturday, March and April.

The programmes have been specially arranged, and will recall many excellent and popular sessions.

THE highlight of the birthday week will, however, be "Reo iri Rangi" (The Voice of the Heavens). The play is a spectacular dramatisation by Oriwa Tahu Hadson, of the great migration of the Maori race in the fourteenth century. It will be interpreted by over 80 Maori singers, actors and dancers, drawn from every tribe in New Zealand. Practically all the performers have, at one time or another, toured in other countries with celebrated groups of Maori entertainers.



THE RATANA CONCERT PARTY.
All have toured overseas.

WRITTEN in four acts, "Reo iri Rangi" is really divided into two main parts, first of which will deal with the ancient Maori, the second part being devoted to the Maori of modern times. Costumes have been specially designed.

After an opening chorus the company will sing, "Reo iri Rangi" behind the curtain to describe for the audience the long voyage to Hawaiki, where, on arrival, the curtain is raised. On the marae in Hawaiki the chief will be accompanied by the party in the "Contemplation of the Migration."

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