

*C.B.C.'s Expenditures on Press & Information Service for Education*

I am anxious to correct another wrong impression which may have been created by one paragraph in the evidence of Mr. Carson on June 1st, he said:—

Publication of the Annual Report of the C.B.C. for the fiscal year ended March 31st, 1943, was delayed unwisely we believe until March, 1944. A belated study of that report with particular reference to "Promotion and Information Service" (pages 19 to 22) clearly demonstrates that, unlike the publishing industry and its customers the C.B.C. as a government body enjoys unlimited privileges in the use of paper and in the expenditure of its surplus funds for promotion, direct mail and other selling activities.

This statement is completely erroneous. In the first place, the C.B.C. has no so-called "Promotion and Information Service", nor is it so referred to in the Annual Report. It is a Press and Information Service. The C.B.C. does not enjoy unlimited privileges with respect to the use of paper. It is subject to the restrictions imposed by the Paper Controller as are other organizations.

Not a cent of expenditure under the section mentioned went for commercial promotion. It was spent for printing a limited number of schedules in an endeavour to keep the press informed of what was being done by the C.B.C. and for educational pamphlets and leaflets to better inform listeners as to some of the more important programs which might be heard.

Here are the more important of the publications:—

"Young Canada Listens"—a 32 page school manual printed in co-operation with the Association for Adult Education and for use by the Provincial Departments of Education in the extension of school broadcasts.

"Radio-College"—a booklet released to French-speaking schools using the broadcasts presented on the French network.

"Monthly Guide to Educational and Cultural Programs"—a small folder which circulates to schools and a limited number of people particularly interested. A small two-colour brochure to feature the winter and spring series of the National Farm Radio Forum and which went to farm organizations and to principal Forum secretaries throughout Canada.

"C.B.C. Ideal Daily Diet Chart"—10,000 copies.

"Vitamin Gardening Booklet"—30,000 copies.

"Music for Young Folk"—a 16 page manual to accompany the Music Appreciation Series over the Ontario network.

There were a number of other minor publications. The entire lot represents but the merest fraction of what the C.B.C. should be spending in this field if the most effective use of its expenditures on programs is to be made.

*Lack of Press Publicity Must Lead to C.B.C.'s Own Publication*

The co-operation which the C.B.C. had hoped to receive from the press and which was discussed at some length during the meetings with the publishers in 1938, has certainly not been forthcoming. Single line, two or three word listings of the most important and expensive programs, whether commercial or sustaining as now appear in the daily papers, give listeners no idea of the importance of national radio programs. It is well known that in certain sections of Canada there are tacit understandings by the various newspapers that as little prominence as possible shall be given to radio.

The C.B.C. spends annually a very large sum of money on sustaining programs, but so far has been quite unable to secure any worthwhile press publicity. We do not blame the publication though we do feel certain many of