

CHILDREN'S PROGRAMMING

During the above schedule review, the success and continuance of the daily one-hour U.S. children's program "Sesame Street" featured on the English TV network raised the whole question of children's programming and the amount of exposure that is given to content which is not entirely Canadian in nature. Mr. Delorme noted the excellence of this series but pointed out that he could not see any evidence to suggest that the Corporation was eventually planning to replace this very popular format with an equivalent Canadian produced vehicle even of a lesser or shorter duration. He suggested that in view of the importance that is being placed on Canadian content in program production, children's programming was an area where meaningful gains could be achieved. He felt that the Corporation should be planning to give as much attention to this area of programming as it does to its adult oriented vehicles which are designed to foster an awareness of a Canadian identity. He noted that this was also a segment of the audience which would be most sensitive to our Canadian goals and where the Corporation could additionally achieve another objective, i.e., the encouragement and development of Canadian writing and performing talents. While recognizing the many commendable CBC productions such as "School Broadcasts", "Chez Helene", and "Tour de Terre" and the reputation they have gained internationally, Mr. Delorme asked whether there was any policy or systematic effort being made by the English and French network divisions to recognize children program needs and ensure that experts in this field were available to achieve these objectives.

The President agreed this was a most important question deserving thorough and careful review and to this end the Directors requested that Management assess the pre-requisites needed in the development and production of children's programming. They asked the criteria be detailed as to the training and development of producers as well as determining the quality and quantity of internal resources available for advising in the development of programming concepts for children. In addition, it was suggested that Management should obtain from external pedagogical sources an assessment of the validity and the direction that CBC children's programs take to help children develop and prepare themselves in an entertaining and informative manner to meet the demands of the juvenile, adolescent and adult worlds.

As a preliminary step for the next meeting, it was agreed that Management would prepare a general outline as to how the global review could be approached by both English and French-language Services scheduling the comprehensive analysis for a later Board meeting.

March 24, 1972
(9:00 am - 3:00 pm)

REPORT OF BOARD MONITORING COMMITTEE -
MAISON DE RADIO-CANADA

As requested at the February meeting, Mr. Delorme distributed to the Directors a report on the stewardship of this special Committee that was set up to work closely with the Management team in the guiding of this major construction project. The report reiterated the Committee's terms of reference; as well as giving a summary of the Committee's responsibilities and activities during its eighteen meetings held during the last four years; and the supervision of the Art Work Advisory body currently engaged in selecting works of art for the new building.

Mr. Delorme noted that as would be seen on inspection by the Board later today during its tour of the building, the consolidation project has reached the stage of substantial completion. With all technical contracts awarded and barring any unforeseen difficulties of equipment delivery and settlements of the current NABET labour dispute it is anticipated that the full facility would be operational by the fall of this year. The report indicated that the contract with the Management contractor for the building construction showed that it would be completed 4.6% overbudget of the original \$35,325,000 contract for an estimated completion total of \$36,925,000 which is considered to be a satisfactory performance for a project of this magnitude. The total project