

Mr. FISHER: You have not changed your printers since June, 1957?

Mr. FRASER: Not for C.B.C. Times, no. We get tenders on the other publications—at least three on each publication—but you cannot move around a weekly publication like Times as you can a “one-shot” publication. You get tenders and carry on with the same printer for some years, because there are also associated services.

Mr. McGRATH: Is it your responsibility to put out special promotional material for a special program?

Mr. FRASER: Yes.

Mr. McGRATH: What does that consist of?

Mr. FRASER: Again, Mr. McGrath, it would depend entirely on the program—what we were trying to achieve.

Mr. McGRATH: For example, a special production of C.B.C.—Folio, for example—which is going to cost the corporation a lot of money and for which, quite naturally, the corporation would like to draw the widest possible audience?

Mr. FRASER: Yes, we would sit down and look at this. We would talk it over with the program people first. We would see what the aim was, what was trying to be achieved, and we would then draw up a promotional program within our limitations both as to money and as to staff. Samples of this type of thing might be, again, air promotion, special spots, and that type of thing. It might be newspaper advertising, or it might not; it might be magazine advertising, or it might not. It might be special mailings to interested groups—a letter, if you like—or a letter to the secretaries of these groups that we know are interested in this type of program. This would go on to include other items.

Mr. McGRATH: Do you not think it would cut down on your budget considerably if you were to use the newspapers: they could provide the same service and save you the cost of printing and processing?

Mr. FRASER: Are you comparing it now with C.B.C. Times?

Mr. McGRATH: No, not C.B.C. Times.

Mr. FRASER: The newspapers do carry a tremendous amount of information which we supply. As a matter of fact, there has been a tremendous increase since the advent of television of the weekend supplement, concerned mainly with television, I might add, and very little with radio.

Mr. McGRATH: For example, Farm Forum—you could appeal to the rural weeklies in Canada, could you not, to get your message across?

Mr. FRASER: We do that also. This publication is a simple pamphlet. It is put out and used, as I understand it, by the farm people to aid in their organizational work and to get people interested in listening. They, in essence, become press agents for the corporation.

We are working through organizations, and they are very helpful to us in distributing information about programs. We do a lot of that.

Mr. McGRATH: It is my understanding that there are no promotional ads in Canadian dailies to promote, from a commercial point of view—with a commercial appeal—audience in a specific—

Mr. FRASER: Yes, this is done; but it is done on a—

Mr. McGRATH: —small scale?

Mr. FRASER: Small scale campaign basis, and a great deal of it is done—as we mentioned a moment ago—by the advertising agencies themselves in connection with commercial programs. We do not think we should duplicate