

THE VOICE OF CANADA

The International Service of the Canadian Broadcasting Corporation broadcast for 90 hours each week in sixteen languages throughout the year ended March 31, 1957, it is reported in the 21st Annual Report of the CBC.

"Varied and up-to-date programmes gave listeners abroad a fairly complete picture of life in Canada and stated clearly the official views and aims of this country in regard to the happenings on the international scene," the Report states.

Describing the regular services of CBC-IS, the Report states that shortwave programmes to Eastern Europe are broadcast in Russian, Ukrainian, Czech, Slovak, Polish and Hungarian. The International Service broadcasts daily in these languages with the exception of the Slovak and Hungarian programmes which are on the air from Mondays to Fridays only. In addition to these shortwave transmissions directly from Sackville the BBC rebroadcasts International Service Czech programmes on Saturdays and Sundays over both medium and shortwave. The programmes contain objective world-wide and Canadian news and varied descriptions of life in Canada. These broadcasts also devote time to refute and correct misrepresentations of communist propaganda.

The Report explains that the work of the English Section is more complex than that of the other language sections because its broadcasts are not directed to any one country or region. With shortwave programmes, relays and transcriptions, the English Section serves all the Commonwealth countries as well as the nations of Asia, the United States, the Caribbean area and the Republic of Ireland.

Shortwave programmes in English are broadcast daily for two hours in three services--to Europe, to America and to Australia. The basic ingredients of the programmes are news, commentaries and reports of happenings from all over Canada. The latter is prepared by the staff of the English Section programme Canadian Chronicle, which is broadcast threetimes a week and is one of the oldest and most popular International Service shortwave programmes. The items of this programme are frequently used for relay as in the daily BBC programme Radio Newsreel, which depends almost entirely on Canadian Chronicle for its Canadian reports. At intervals this programme is circulated on tape for rebroadcast in other Commonwealth countries. Canadian Chronicle items are used by other language sections, and the staff, as the co-ordinating unit for outside broadcasts of the International Service, is responsible for visits by teams to industries and NATO training centres and also arranges regional tours of the country.

In addition to the example of relays mentioned above the English Section prepared and relayed a variety of items for use in BBC pro-

grammes on such subjects as women's affairs, farming, industry, and science; the Section also sent specially prepared programmes for the BBC regions, such as BBC Scottish and Welsh services. Relays by the English Section took on particular significance in reporting the activities of prominent visitors to Canada. Especially successful were the interviews and addresses given by President Sukarno of Indonesia, Prime Minister Bandaranaike of Ceylon and Prime Minister Nehru of India. The statesmen were interviewed both in English and in their own language. The broadcasts were relayed to the countries concerned with the co-operation of the BBC and the Australian Broadcasting Commission.

The Interest shown abroad in Canadian programme items has led the English Section to institute a monthly tape service which now is being used regularly by radio organizations in the United States and Australia as well as seven Commonwealth countries in Africa and Asia.

The Transcription Service in English has again expanded during the past year and is now offering its third series of programmes which touch practically every phase of life in this country, from descriptions of life in the Arctic to Canadian poetry. More than 50 radio organizations in the world have come to use this service regularly.

Within the framework of the transcription service the English Section produces regularly a weekly press review called Over the Back Fence. This 15-minute programme is broadcast across the United States by the 37 member stations of the National Association of Educational Broadcasters (NAEB). It quotes editorial opinion of Canadian newspapers on topics of common interest -- particularly Canadian-U.S. relations-- and also brings commentaries by well-known Canadian journalists. The English language section has also been able to fill requests for programmes dealing with special events in Canada and has supplied many U.S. stations with transcriptions of Canadian music.

FRENCH SECTION

The French Section again expanded its transcription and relay service to complement direct shortwave broadcasts. Shortwave programmes in French were broadcast daily for 30 minutes. News, commentaries and actuality reports from all over Canada make up a large portion of the programmes which have become more topical and lively through increasingly close co-operation with the CBC French network.

The regular catalog of spoken-word transcriptions in the French language contains 36 half-hour programmes which are first used on the shortwave broadcast and are later rebroadcast by most of the 44 overseas outlets which