

Mrs. Aitken stated that the Globe and Mail, Toronto, had approached her to do a story on school telecasts. Arrangements were made to accompany the text with appropriate photographs. The CBC Public Relations department have requested a full set of the photographs for use on Junior Magazine.

The President stated that this represented very useful contacts for the CBC and asked Mrs. Aitken whether she had found the Detroit City Men's Club as pro-CBC as before. Mrs. Aitken replied that she had addressed this group four times in the past and that this was an old established group that were mostly professional and business people. This group was extremely interested in our news coverage and how the Corporation went about keeping it unbiased.

22. Progress Report on Study Concerning More Effective Use and Sale of CBC Television Programs.

The President reviewed the report (previously given by Mr. Jennings to the Finance Committee) as contained in the agenda and pointed out that the Corporation was looking into a number of the questions which were outlined in this report.

The study has not yet been finished but it is expected that a final report will be available for the next meeting. The Corporation hopes to eventually have a central office where all the available programs would be catalogued. Regarding the possible sale of CBC programs to private Canadian stations, the President pointed out that this possibility had not been too encouraging because many of these programs have already been carried by our affiliates. As far as second stations are concerned, we have not approached them, but it would appear that they want to keep their own separate identity (Canadian television network).

Mrs. Carter inquired whether the Corporation had given any consideration to the possibility of selling programs to other countries. The President replied in the affirmative but stated that these countries expect these programs free of charge.

Mrs. Aitken stated that in the Toronto Star of February 11, there appeared an article outlining a new international program library which was set up by John Adaskin. The President stated that Management would look this up and review it.

At 10:00 a.m. the Comptroller (Mr. Davies) joined the meeting.

7. (Cont'd) Finance Committee Report

The Vice-Chairman assumed the Chair to permit Mr. Dunsmore to present the reports of the 27th and 28th Finance Committee meetings. Copies of the Committee's report and associated financial statements were distributed to Directors. Mr. Dunsmore read the report and, together with the President, answered questions raised by Directors.

In reply to a question by Mrs. Carter regarding the operations survey the President advised that a Management Audit group were conducting the survey.

Mrs. Armstrong inquired whether the Corporation ever had any reason to cash the bonds held as investments. Mr. Dunsmore replied in the negative, stating that it would not be advisable to cash these bonds since it would result in a loss of money to the Corporation.

Referring to salary adjustments for 1961/62, Mrs. Carter was of the opinion that the Corporation was not holding the line on salary increases while other groups, particularly in British Columbia, were attempting to level off wage demands. Mrs. Armstrong also felt that monies spent for additional wage increases could result in a two-year postponement in extending broadcast service in areas not already served. The President was of the opinion that this was an important question that deserved further consideration but nevertheless the Corporation cannot fall behind the salaries paid in outside industry. The Corporation's salary structure represents the middle range of salaries paid in industry. The constant