

- (8) What plans does the Corporation have for the International Service in the future?
- (9) What will be the departmental organization to accomplish these plans?
- (10) Is the annual expenditure of the International Service (slightly over \$4,000,000) justified?
- (11) Is the 84-hour program week to 25 or 30 different areas a satisfactory amount?
- (12) Are there other ways by which the mandate can be accomplished, i.e., through an extension of the services now being performed by the domestic French and English Services Divisions?

The President said that the matter of the International Service has been raised on a number of occasions within both the CBC and Federal government. The latter particularly during periods of austerity when savings in expenditures were being sought. However, with the integration in April, 1968 of the International Service into the Corporation, it was faced with the recommendation that the Sackville shortwave transmitting plant needed expansion in order to carry out the I.S. mandate. From time to time since this rehabilitation commenced, the question has frequently been raised as to how the new plant could best be used to fulfill the role of the International Service in the future. The President noted that all questions raised by Mr. Menard were relevant and suggested that he would undertake to formulate terms of reference for a task force review in order that a thorough examination could be made of the future aims the Corporation should try to achieve in the international broadcast field. The Board agreed with this procedure.

ENGLISH SERVICES PROGRAMMING

The agenda report covered radio and television programming by the English Services Division for the months of October and November 1971. It was noted that programs such as "To See Ourselves" and "The Tenth Decade" have been well received. In the case of the latter numerous requests have been received from Canadian universities for prints. This suggestion is being explored to determine whether a wider film distribution among various levels of education could be accomplished at least on a cost-recovery-basis.

The BBC series of six programs entitled "Elizabeth R" which commenced on December 5 is expected to receive audience acclaim. The President felt that the practice of including commercials throughout the episodes was regrettable because they detracted from the enjoyment by interrupting the program continuity. He was of the opinion the sponsors might gain more audience acceptance if they had followed the practice of inserting two commercials only at the beginning and ending of each episode as was done by the sponsors of the prestige series "The Six Wives of Henry VIII".

Mr. Wilson noted that radio listeners in his area have complained about the lack of CBC news at 8:00 am and 6:00 pm on Saturdays and Sundays. Mr. Hallman explained that CBC radio has never extended the format of "The World at Eight" and "The World at Six" during the weekends because it is considered to be a "soft news" period. Referring to the development of Radio 1, it was noted that this new service concept does not include the extension of newscasts during the weekend either. The President suggested and the Board agreed that Management should consider re-assessing the value of maintaining the service continuity of the "World at Eight" and "World at Six" on a seven-day basis rather than weekdays only.

Referring to the 1972 CFL rights, Mr. Hallman advised that the Corporation submitted a bid of \$1,125,000 but were outbid by CTV's \$1,142,000.