

## Supply—C.B.C.

was designed to use radio as a means of communication that can bring an entire country together on a special occasion. The mail response showed that many people were impressed by the sense of unity that emerged.

In this same section C.B.C. reports that special coverage of the International boy scout jamboree at Niagara-on-the-Lake was provided by C.B.C. radio and television, and by the C.B.C. international service. Television coverage included production of three inserts for such American series as N.B.C.'s "Wide, Wide World" and the C.B.S. series, "Let's Take a Trip". During the 1955-56 fiscal year there was also the production of last year's Shakespearean festival at Stratford for "Wide, Wide World".

On the subject of news, the C.B.C. reports that on January 1, 1956, the C.B.C. news service put out its 5,579th national news bulletin in both English and French, marking its 15th anniversary. In radio, the news service prepares 70 newscasts each day from newsrooms in St. John's, Halifax, Montreal, Toronto, Winnipeg and Vancouver.

During the year television news continued to expand. Now in its fourth year, it produces 13 newscasts each day based on the world-wide collection facilities of the Canadian Press, British United Press, Reuters, Associated Press, United Press and Agence France Presse. C.B.C. reports progress this past year in the development of a nation-wide collection and exchange of spot news-film with seven private stations participating along with the C.B.C. Walter Blackburn, of CFPL and CFPL-TV in London was the first chairman of the Canadian television news film co-operative. Under this arrangement stations cover events in their own areas and, in return, receive 10 minutes of film daily, including C.B.C.'s foreign coverage, for use in their own newscasts.

In widening coverage abroad, negotiations for exchange arrangements were opened with the Australian Broadcasting Corporation, which is scheduled to start T.V. this fall, and an exchange has already started with the Independent television news in England. These supplement agreements with the British Broadcasting Corporation, and with the National Broadcasting Company and the Columbia Broadcasting System in the United States. Free-lance cameramen gave increasingly better service on Canadian events, which continued to occupy about half of television newscasts.

C.B.C. reports that the talks associated with radio's national news bulletin and news roundup have built up a loyal and appreciative audience. In this section it notes that talks are the simplest and most direct method

of communicating the ideas and experiences of individuals, and also of bringing about an exchange of opinion between people many miles apart.

The talks and public affairs section of the report is the longest in the section devoted to programs, and it is in this area that the report notes the greatest number of individual program contributions to the networks from all production points across the country. It is in the area of public affairs that the report mentions two weekly series prepared by the national film board in French, "Regards sur le Canada" and "Passe-partout", and two in English, "Perspective" and "Window on Canada".

In the area described as women's interests, the C.B.C. reports the inauguration of a parallel to radio's "Trans-Canada Matinee" on television. It is a daily program called "Open House". On the French television network the type of viewing provided by "Open House" was presented on several weekly telecasts: "Rêve, réalité," "La Cuisine de la bonne humeur", "Pour elle" and "Michelle Tysseyre".

The report says radio school broadcasts attracted larger audiences than ever before. There was a larger demand for the school broadcast manual for teachers, with 72,000 being distributed for the 1955-56 school year. C.B.C. says that the provincial departments of education also report an increase in the size of the school broadcast audience. C.B.C. explains that the national advisory council on school broadcasting has been actively exploring the classroom potential of television. As a result of encouraging response from teachers as the result of previous experimental series, C.B.C.'s school broadcast department was busy at the end of the fiscal year preparing a further experimental classroom television series to go on the air very shortly.

C.B.C. reported that during its 15th season "Radio-College", which was awarded the Henry Marshall Tory trophy for 1955, maintained its reputation as a university of the air. Four new chronicles on music, famous art institutions throughout the world and religion were added to the previous six. The series on art institutions was produced by the B.B.C. and the French and Italian broadcasting system.

On December 8, 1955 the oldest of the radio farm families associated with the regional farm broadcasts presented each day celebrated their four thousandth broadcast, with the original cast still intact. This was the Craigs of the Ontario farm broadcast. Similar radio families are associated with the regional farm programs in British Columbia, the prairies, and the maritimes.