

The meeting discussed briefly the dubious success and the difficulties that were encountered from the thirteen episode series entitled "La Feuille d'Erable" and the unintentional opposition that was provoked by the interpretation of historical events and the manner in which the native Indian situation was portrayed.

The meeting noted with satisfaction the coverage that had been given by both networks to the recent Olympic Games held in Sapporo, Japan. However, the President reported that he had heard one criticism about the availability of decisions regarding some of the events in which Canadian athletes had participated and fared well from American stations via cable in advance of CBC coverage. He suggested that the text of this local CBC radio broadcast be acquired for Management's information.

PUBLIC RELATIONS

On behalf of the Board, the President welcomed Mr. M. Berger, President of Berger, Tisdale, Clarke & Leslie Limited and Mr. R. Landry of Beauregard, Landry, Nantel et Associates Inc., the two public relation consulting firms engaged to review the Corporation's requirements in this area. The President explained that it had been his intention to submit their reports for discussion to the Board's Public Relations Committee but due to the transportation problems resulting from the recent Air Controllers' strike it had been necessary to cancel the scheduled meeting. As a result, it was decided that the full Board should receive these documents and have a preliminary exploration of the findings as well as an appreciation of the background and approach taken in the conducting of these studies.

Both Consultants in turn highlighted their reports, explained the magnitude of their research and presented their reasoning for the various recommendations that developed from their study of the public relation requirements at all levels of the Corporation's structure. Following discussion of specific points mentioned in the report, the President thanked the Consultants for their capsule assessments of the total project which enabled the Directors to become acquainted with some of the shortcomings that must be remedied if the Corporation is to have a vital public relations effort at all levels of operations and a presence in both long-term planning as well as in the day-to-day decision-making process.

The Directors agreed that the matter be referred to the Public Relations Committee for more extensive exploration and discussion with the Consultants, and that the Committee report back to the Board their conclusions and recommendations for consideration and authorization at the earliest opportunity.

REGIONAL PROGRAM EXCHANGE

The Directors received the semi-annual report on the volume of CBC-produced English and French-language TV programs exchanged between CBC and affiliate stations for local showing during the period August to December, 1971. A total of 939 English-language episodes from numerous series produced by various CBC TV stations locally were distributed during this period thus contributing to the flow and exchange of cultural and regional information entertainment. In addition, 517 French-language network episodes of varying fare were carried undubbed on many of the CBC's English-language stations across the country.

PROGRAM COUNCIL ACTIVITIES

Mr. Ouimet reviewed the agenda paper highlighting the current subjects presently being examined by Council. Mr. Ouimet drew the attention of the Board to the work that Council has initiated with respect to the use of the other official language on CBC English and French stations or networks. Various methods of simultaneous translation or superimposition are to be examined so that a policy might be developed outlining how and when statements and speeches should or should not be translated when broadcast.