

(e) Staff Training

In presenting this report, Mr. Coderre noted that the pre-occupation of Management with the Public Affairs crisis of the last few months has resulted in a delay in implementing the new training programme. A rescheduling of activities is presently under way to get this programme started.

(f) Delegation of Authority

It was explained that the delegation detailed in the agenda report would result in a reduction of the workload at Head Office and would place more responsibility on the Regions and Divisions in the specific areas listed.

BILINGUALISM IN THE CBC

The Directors agreed to defer consideration of this subject until their next meeting.

September 9, 1966  
(9:00 am - 4:00 pm)

WHITE PAPER ON BROADCASTING, 1966.

The Board studied in detail Management's initial views on this document. The V/P Asst. to the President elaborated on Management's comments under the various headings. Throughout the review, various suggestions by the Directors were noted by Mr. Fraser for inclusion in a revised draft to be considered at the next meeting. The Board was of the opinion that wherever the White Paper seemed to show ambiguity or lack of clarity of basic principles, the Corporation should adopt the interpretation which was most consistent with its own philosophy and policies and comment accordingly. Such an approach was more likely to be helpful to those responsible for formulating new legislation than a critical one.

The President explained the difficulty of carrying out the Corporation's mandate which results from the conflicting elements of program mix, commercial revenue and the requirement that the CBC encourage and foster a Canadian identity. He recalled that the Directors had encountered this problem on many occasions when considering why more programs could not originate from the regions and why more serious public affairs programs could not be scheduled at better times. He noted that even now, in spite of all the efforts to Canadianize the English TV schedule to a greater extent, more than 50% of programming between 8:00 and 10:00 p.m. is American-produced. This comes about because the Corporation requires a large commercial revenue to meet its operational needs. This is and has been Management's greatest obstacle in attempting to increase Canadian content. Considering the total output of TV programming in Canada, the Canadian effort lacks impact because of the deluge of U.S. programs which present the American way of life. The net effect of this from CBC and private broadcast facilities is to Americanize rather than to Canadianize. It is a losing battle unless more money can be provided to counteract the U.S. competition available (a) on Canadian private stations, amounting to two-thirds of their programming (b) to the 55% of the Canadian population located along the Canada/U.S. border with direct reception from U.S. stations. From the sponsors' point of view, audience-size and attractiveness to American-produced programs, is the deciding factor. The Directors felt this serious situation should be clearly presented in the final memorandum to the Cabinet.