

NORTHERN SERVICE - FCP PROGRAMMING IMPROVEMENTS

The Board noted with satisfaction the changes and improvements made to the FCP programming during a typical week in November 1971 compared with a week in January 1970 as displayed in the agenda.

INTERNATIONAL SERVICE

The President recalled that at the August meeting, Mr. Menard requested that a report be prepared on the International Service covering program schedules and formats including changes which have been made to the service in recent years together with a statement of its objectives. This report was presented to the October meeting but deferred for consideration until the present session.

The Director General, External Services (Mr. Walker) presented the report and summarized those sections pertaining to objectives. As well, he reviewed the history of the service since its inception in February 1945. He noted the various operations that are provided through shortwave transmissions and the supplemental service given by means of taped programs and transcriptions. Recently, capital improvements have been undertaken through the rehabilitation of the Sackville transmitting plant by the installation of five new 250 kw. transmitters. He explained that two shortwave receiving stations located at Ottawa and Vancouver monitor shortwave receiving reception from various countries throughout the world. In addition, the department is constantly engaged in the provision of I.S. program schedules to international audiences as well as tabulating the audience-size information available from the large numbers of letters received which establishes listening trends and shows the kinds of programs that attract listeners to the International Service.

Mr. Walker further explained that annual reviews of service priorities between present target areas and new horizons are undertaken with the Department of External Affairs. Recently the Department confirmed the continuing value of existing language services; supported the extension of English and French services to south and southeast Asia; endorsed the increase in Hungarian service as well as Spanish and Portuguese to Latin America; and placed a high priority for the early establishment of a half-hour weekly Japanese-language service.

Mr. Menard observed that the report contained a considerable number of facts principally of an historical nature and indicated that he had a few basic observations and questions to place before the meeting requiring careful review by Management such as:

- (1) The necessity to articulate the mandate which is "to provide a continuing expression abroad of Canadian identity" in order that it can be translated into some meaningful program terms.
- (2) What specific objectives have been developed for the International Service?
- (3) Expanding further point No. 2, are they the best way to meet whatever obligations the Corporation is required to fulfill?
- (4) What amount of funds are expended and what program activities are realized from these expenditures?
- (5) What is the nature of the relationship between the Corporation and the Department of External Affairs?
- (6) What sort of priorities do External Affairs put on the short-wave service?
- (7) As a result of budget cuts made in the past and the present proposal to commence a Japanese-language service together with extensions in the English and French-language services to southeast Asia, would it possibly have been better to continue some of the services which were earlier dropped in favour of the new services proposed?