

The Board took note of the fact that the Maritime coverage plan was linked to the future of the Dominion network, through the proposal that station CBC Sackville be allocated the frequency of 860 kc/s presently occupied by CJBC Toronto, the key station of the Dominion network.

Television - Northern Manitoba

The Director of Engineering analysed the reduction in the estimated cost of this project arrived at as a result of recent technical discussions between engineers of the Corporation and the Manitoba Telephone System. The Board noted that the proposed cost reductions were to be achieved through acceptance by the CBC of lower standards and reduced safeguards and that they represented no financial sacrifice on the part of the province.

The President outlined the view put forward by one of the permanent members of the BBG that the current CBC coverage extension formula based upon cost-per-home is inadequate and that the Corporation should give special weight to the role of broadcasting as an agency in the settlement and development of "frontier" areas of the country. The Board recognized that this conception of the function of broadcasting carried serious implications for the Corporation. If it were accepted, the Corporation would be placed in the position of making important judgments in non-broadcasting matters. The Chairman expressed the view that, if it got away from the present formula for planning coverage extension, the CBC would be taking on responsibilities that were more properly the function of the BBG. There was general agreement in the meeting that the present Corporation policy should not be departed from to meet the current situation in Manitoba.

Dr. Morton noted that there had been a discrepancy between the population figures put forward by the Province of Manitoba and by the Corporation in evaluating the need for television coverage. He asked if these had been reconciled. The Director of Engineering pointed out that the Corporation used the latest figures available from the Dominion Bureau of Statistics while the province was using figures arrived at through its own agencies; the discrepancy would continue as long as calculations were based on different data.

The Board reiterated its decision that the current demand for television service by the CBC to Dauphin-The Pas-Flin Flon should be dealt with in the framework of existing policy. In effect, the Corporation would be prepared to undertake such a project when the needs of areas having a lower cost-per-home index had been met.

Dr. Morton said he agreed with the decision of the Board in this case but that he felt the Corporation should take cognizance of the special needs of remote areas of the country and of the fact that broadcasting, especially television, could play an influential part in northern development. He realized that the Corporation, the BBG and the Government all had an interest in this matter but he did not wish to see it fall between stools. The President suggested that the proposed BBG Advisory Committee on Public Broadcasting, on which the Corporation would be represented, would be the logical place to explore this problem further. The President also referred to the Government's Inter-departmental Committee on Northern Development on which the Corporation is represented. This committee does not concern itself with anything falling within provincial boundaries, but concentrates upon territorial problems.

The Board considered the respective roles of the CBC and BBG in initiating plans for extension of coverage into remote areas and recognized that it would be undesirable for the Corporation to allow the initiative in determining what it will do and how it will spend its budgets to pass into other hands. Mr. Dupuis suggested that the Board should declare that its policy was to provide service in remote areas and let the Government decide whether funds would be allocated for the purpose. In further discussion it was noted that the allocation of a certain portion of its budget for purposes of coverage extension is primarily a decision for the Corporation to make and that this allocation was related to the CBC's other capital and operating obligations. At the conclusion of discussion it was moved by Dr. Morton, seconded by Mr. Dupuis

THAT Management study the factors applying to extension of television and radio coverage to outlying development areas and report to the Board at its next meeting. CARRIED.