

School Broadcasts

School broadcasts make up one of the most important parts of public service broadcasting in Canada. Readin', 'ritin', and 'rithmetic have been joined by a fourth "R" -- radio, which is playing an ever increasing part in education.

Throughout the school year, the CBC, in cooperation with provincial departments of education, presents special programs to schools, related to the courses of study. Characters in history are brought alive: changed from names in a book, to living characters; advances in science are graphically described for the younger listeners; music by distinguished artists becomes an accepted part of school life. In addition to these provincial broadcasts, the CBC itself prepares and pays for a series of 25 or more National School Broadcasts, designed to strengthen the sense of Canadian citizenship in the younger generation. School children hear the stories of Canadian artists, in dramatized form; learn as though at first hand the stories of the men who founded this nation; and through the miracle of radio, are carried into a history as alive as though it were the present. The national school broadcasts are thoughtful and expensive productions, including, as an example, a complete dramatization of Shakespeare's "Macbeth," "Julius Caesar" and "Hamlet," which will be heard in the schools this season. Shakespeare's characters will come to life through the interpretations of professional radio actors, against a backdrop of special music written and conducted by a famous Canadian conductor. In 1945, the CBC won four first awards for dramatic productions, in the annual competition sponsored by the Institute for Education by Radio at Ohio State University, in the United States. In the 1946 competitions, the CBC carried off five awards, and in 1947, won three top awards, three honorable mentions and a special citation for a series of nature study broadcasts for junior students.

Educational broadcasts as a supplement to classroom teaching are also carried on the French network, under the title "Radio-College." Broadcasts from this series are being translated into several languages and broadcast to Europe through the CBC International Service, at the request of the United Nations, to meet the need for new educational material in the devastated countries.

Service to Farm Listeners

Similar to "Citizens' Forum," but of a more specialized nature, is "National Farm Radio Forum," which has developed into the greatest listening group activity in the world. Last year more than 1300 organized groups of farm people all across Canada listened to broadcasts in this series, and carried on their own discussions afterward. "Farm Forum" is produced by the CBC in cooperation with the Canadian Association for Adult Education and the Canadian Federation of Agriculture. It serves as a common meeting hall for Canadian farmers in all parts of the Dominion, who exchange views and get to know each other better by means of radio. Another aspect of public service broadcasting as it affects farm families directly is the daily noon hour broadcast provided for farmers in each region, giving them up-to-the-minute market reports and agricultural news.