

Mr. FRASER: We might get him to join the public relations staff.

The CHAIRMAN: Make him the chief?

Mr. PICKERSGILL: You had better file that offer.

Miss AITKEN: In reference to these one and a half million letters, is the C.B.C. influenced by them, and do you answer them all? I think most people write in to protest.

Mr. FRASER: Oddly enough, this does not appear to us so. I believe of that number about 70,000 require a separate and individual answer per year. The balance come in in some connection with contests, and others just make a straight comment which requires no reply. However, about 70,000 do.

These again are summarized and passed on to the program people who take these, along with surveys, into consideration in trying to assess public opinion.

Miss AITKEN: I personally have added considerably to that one and a half million letters in the last two or three weeks, because when anybody called me to complain about a certain Toronto program, I suggested that they write directly to the C.B.C.

Mr. FRASER: I do not know whether to thank you or not.

Mr. PICKERSGILL: I would like to ask Mr. Fraser if these digests of opinion are passed on in the first place to your own board of directors or executive committee, and if this information is made available to the Board of Broadcast Governors?

Mr. FRASER: The information is not made available to the Board of Broadcast Governors, but it is made available to our directors.

Mr. FISHER: The Board of Broadcast Governors would be within its rights in asking for it?

Mr. FRASER: I am not certain about that. This is a service provided by the corporation and paid for by the corporation. It is provided to its people.

Mr. FISHER: I would like to ask you about a couple of cases where the C.B.C. gave in to popular demand. If requests should pour in, and there is a program and they are irritated with it, and these requests would come in, when does it reach the stage where you feel there is enough of a crisis situation that you would get in touch with the people who have the power to alter the thing, and decide to go ahead.

Mr. FRASER: This is done immediately. We have a standing rule at all our operational points, when there is unusual public reaction,—and this must be left to the judgment of the people—but immediately there is unusual reaction, it is telexed to our main office and it is then brought up immediately either at a meeting, or it is brought to the attention of the president or at a meeting of the senior management committee where it is discussed.

Mr. FISHER: What is your relationship with the Couchiching conference.

Mr. FRASER: There is no relationship with them at all, other than the fact that our staff would publicize Broadcasts in that connection.

Mr. FISHER: Was your staff responsible last summer for the publication in which reading material was set out in relationship to the Couchiching conference?

Mr. FRASER: I would think not. Our work would confine itself, I believe, to pre-publicity of the broadcasts.

Mr. FISHER: You spoke earlier about library services.

Mr. FRASER: These are reference libraries across the country.

The CHAIRMAN: Before there are any further questions may I suggest that your questions be as short as possible and that the answers be as short as possible because we would like to complete this whole agenda this morning.