

A number of changes have been made in Canada's broadcasting system within the past two years. There is a new Broadcasting Act, a newly-created Board of Broadcast Governors, and also a new Board of Directors for the Corporation. None of these changes, however, has altered the basic role of the Corporation as the publicly-owned programming and broadcasting organization serving the national interest.

The Corporation has a mandate from Parliament under the Broadcasting Act, to carry out a national broadcasting service. To do this the Corporation believes a national broadcasting service must observe four basic principles. It must:-

1. BE A COMPLETE SERVICE covering in fair proportion the whole range of programming; bringing things of interest, value and entertainment to people of all tastes, ages and interest, and not concentrating on some aspects of broadcasting to the exclusion of others.
2. LINK ALL PARTS OF THE COUNTRY in two ways: (1) through the inclusion of a wide variety of national and common interest in its program services; (2) by using its physical resources to bring the national program service to as many Canadians as finances allow. Whether Canadians live in remote or heavily populated areas the national system should serve them as adequately and equitably as possible.
3. BE PREDOMINANTLY CANADIAN IN CONTENT AND CHARACTER. It should serve Canadian needs and bring Canadians in widely-separated parts of the country closer together, contributing to the development and preservation of a sense of national unity.
4. SERVE EQUITABLY the two main language groups and cultures, and the special needs of Canada's various geographical regions.

These represent the Corporation's basic aims or principles which have been stated in various ways and approved by Parliamentary Committees and Royal Commissions on Broadcasting over the years, including the 1959 Committee. They were in no way changed, nor were the Corporation's programming responsibilities changed or abrogated by the new Broadcasting Act.

The prime responsibility of the Corporation continues to be the production, distribution, and broadcasting of programs with all that this entails in the way of program initiative, development and service.