

APPENDIX "L"

QUERY BY MR. EGAN CHAMBERS M.P. RE INTERNATIONAL SERVICE BUDGET ITEM
"PRINTING OF PUBLICATIONS"

Answer—This item covers mainly the cost of printing the International Service schedule, distributed free to listeners on their request. It is issued seven times a year. It contains program information in the various languages of the Service, including frequencies of broadcast. The mailing list comprises nearly 200,000 addresses. The cost runs somewhat under \$4,000 per issue. The issue printed close to the end of any fiscal year is charged in that fiscal year or the succeeding one, depending on receipt of invoice. This accounts for the somewhat low figure for 1956-1957.

The year 1957-1958 was the year of the Brussels International Fair. In keeping with our practice of providing copies of our schedule for distribution at the Canadian booth of major international fairs where the Department of Trade and Commerce is represented, and where such publicity can promote our audience, we arranged an additional run of schedules to cover the duration of the fair and the large number of visitors expected. We consulted the Government Exhibition Commission as to the minimum number required and so ordered. This increased the annual schedule printing figure from approximately \$28,000 to \$36,000.

An additional cost during this year was the purchase of several years supply of the External Affairs booklet "Canada from Sea to Sea" (15,000 English, 5,000 French) at a cost of \$3,400. Such publicity material is used for mailing to groups among our listeners, such as teachers, study groups, etc., where the information will serve to answer authoritatively the range of questions such listeners ask.

There were also smaller additional printing expenses under this item for the printing of Spoken Word Transcription Catalogues (English, French, Spanish) where none were printed the preceding year.