

The Vice-President of Corporate Affairs represents a new office for the Corporation. One combining several functions, both old and new.

In the area of established functions, Information Services and Public Relations now report to Corporate Affairs.

The new functions have been brought about largely by the changes which have been made in the over-all broadcasting system.

For example, a considerable amount of liaison is required with the Board of Broadcast Governors. It is the responsibility of Corporate Affairs to carry out this liaison and also to prepare or co-ordinate the preparation of any representations which the Corporation might wish to make to the BBG.

This office is also responsible for the preparation or co-ordination of material for Parliament, Parliamentary Committees or for individual members of Parliament who may be seeking information.

#### IV -- Coverage

The 1959 Committee made recommendations concerning the extension of CBC coverage in radio and television to areas still unserved.

The Committee suggested that the Corporation should give precedence to unserved or poorly served areas.

In general the Corporation agrees wholeheartedly with this broad principle and is following it as a matter of policy.

From time to time, however, factors may arise which require consideration from the standpoint of the over-all service.

The Corporation well recognizes the basic importance of television coverage. The demand for television service is far beyond anything experienced in radio.

Unfortunately it is a demand to which there is no easy and inexpensive answer.

Through a combination of public and private stations, Canadian television coverage has been developed more rapidly than that of any other country.

Despite this, two major problems still face the Corporation in the development of the national service. These are outlined in the CBC's annual report for 1959-60, which says:-