

Smith and Sons: Mr. Paul Azaroff, 1965-69 as Distribution Officer. Visual Education Center: Mr. Don Wilder, Cinematographer, 1944-58; Mr. Hans Moller, 1955-69, Executive Producer of Filmstrip Unit; Mr. Grant McLean, 1945-67, film-maker in many capacities; executive, 1966-67, Acting Government Film Commissioner; Mr. Gordon Burwash, 1950-54 and 1960-67, Writer, Actor, Producer.

[English]

DISTRIBUTION CONTRACTS, NFB AUDIO-VISUAL MATERIALS

Question No. 1,690—**Mr. Nowlan:**

1. Was there any public invitation to tender made by the National Film Board on the distribution contracts for audio-visual materials in any region and, if so (a) which (b) by region, how many tendered?

2. In the event there was no public invitation to tender in any or all of the regions, how many distributors, by region, were (a) considered (b) approached by National Film Board personnel?

[Translation]

Hon. Gérard Pelletier (Secretary of State): I am informed by the National Film Board as follows: 1. Public invitation to bid was not requested. National Film Board personnel in offices across Canada were asked to approach and/or submit names of companies which were deemed by NFB worthy of consideration.

2.	(a) Distributors considered	(b) Distributors approached
Prairies, B.C. and N.W.T.	25	10 in Prairies 2 in B.C.
Ontario	35	7
Quebec and Atlantic Provinces	28	15 in Quebec 1 in Atlantic Provinces

[English]

NFB AUDIO-VISUAL MATERIALS—FORMAL SUBMISSIONS BY DISTRIBUTORS

Question No. 1,691—**Mr. Nowlan:**

By region, when and how many distributors submitted a formal written submission to the National Film Board and, in particular, gave a commitment in writing to a marketing plan as stipulated by the criteria set out in answer to Part 1 of Question Number 1,014?

[Translation]

Hon. Gérard Pelletier (Secretary of State): I am informed by the National Film Board as follows: Marketing plans were submitted as follows: Western Canada (2): 1 on October

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16, 1969, 1 on November 7, 1969; Ontario (3): 1 on November 17, 1969, 1 on November 26, 1969, 1 on December 12, 1969; Quebec and Atlantic Provinces (2): 1 on November 19, 1969, 1 on December 16, 1969.

[English]

AWARDING OF DISTRIBUTION CONTRACT, NFB AUDIO-VISUAL MATERIALS, TO VISUAL EDUCATION CENTRE

Question No. 1,692—**Mr. Nowlan:**

1. Using the criteria established by the National Film Board to select its distributors as set out in the answer to Part 1 of Question Number 1,014, and in the case of Ontario, was a bid received from any company which (a) had a more broadly based and better established reputation than Visual Education Centre (b) did not duplicate the product of the National Film Board (c) was approximately equal to Visual Education Centre in enthusiasm and proximity to the market (d) specialized in marketing audio-visual software as well as audio-visual hardware (e) was stronger in financial resources, had more experienced sales representatives, and substantially greater marketing experience?

2. On balance, does the firm Anglophoto Limited meet the National Film Board's criteria better than Visual Education Centre and, if so, on what grounds was the contract awarded to Visual Education Centre or, conversely, on what grounds was the submission of Anglophoto rejected?

[Translation]

Hon. Gérard Pelletier (Secretary of State): I am informed by the National Film Board as follows: 1. (a) No. (b) Yes. (c) Yes. (d) A bid was received from a company which did market hardware as well as audio-visual software but in terms of what NFB considered specialization in audio-visual software marketing, the company in question was not a software specialist. In fact, the salesmen of this company were at the time of selection devoting most of their time to hardware sales effort. Visual Education Centre was actively producing and distributing only software materials. (e) Yes, a bid was received from a company with stronger financial resources and with representatives who had longer sales experience than those of Visual Education Centre, but these salesmen were not, in the Board's view, as specialized in educational audio-visual software; and hence did not offer suitable experience in the marketing of audio-visual educational software materials. Visual Education Centre, on the other hand, has specialists who are best experienced in understanding the relationship of audio-visual software to educational requirements.