

Programming starts with policy. It is the function of the Vice-President of Programming to originate or review all program policies, or changes in policies, and to recommend on these matters to the President.

They are then referred to the CBC Board of Directors. Once approved they are passed down by the President to the General Managers to be implemented.

On these matters there is a clear line of responsibility and authority from the President through clearly defined channels to the production studio.

However, the responsibility of the Vice-President of Programming does not end with the acceptance of a recommended policy. A close watch is kept on the manner in which that policy is implemented by the production points.

It is a responsibility of his office to keep all program and sales activity continually under review as well as to carry out major studies on a wide variety of matters relating to programs and sales.

Long range over-all program planning is also the responsibility of the Vice-President of Programming.

His office maintains a continuing liaison with senior program staff across the country and provides them with specialist advice and services as required. This is carried out in full consultation with the General Managers who have the direct program responsibility.

Major program matters affecting all areas are handled by a Program Council at Head Office. Members of this Council are the three General Managers and the Vice-President, Programming who acts as chairman.

The Vice-Presidents of Administration and Finance and of Engineering and Operations carry out their responsibilities in a very similar manner. They recommend on policies and establish standards and operating procedures to be followed by field points all across the country -- and also evaluate the work of the field staff. Long range planning is another of their functions.

Since the 1959 Committee brought down its report, new systems of field checks have been established by the offices of these Vice-Presidents. Both the field and Head Office management groups have found them most useful and helpful.