

The CHAIRMAN: It is hardly fair to expect the press to give effective publicity year after year without charge, any more than the broadcasting companies can be expected to give their services free. It was stated yesterday that this tourist industry, with proper development, should bring in \$500,000,000 within five years. Do you think that can be developed by a series of feature articles?

Mr. CHARLESWORTH: No. I am just outlining something that I think would be a contribution towards that.

Hon. Mr. HOCKEN: Do you think it is within our financial competence to make arrangements for tourist publicity with the N.B.C.?

Mr. CHARLESWORTH: It just depends on what kind of a deal you want to make. If you had a full hour such as we are giving now, it would be a very costly matter on a pay basis. We are always willing to co-operate in the matter of securing artists and organizing programs. I think possibly the N.B.C. might be willing to give a reasonable rate in the future.

The CHAIRMAN: With a view to stimulating the tourist traffic this summer, and taking into consideration the fact that the Chicago Fair is continuing, do you not think it would be wise to consider a spot radio campaign, consisting of a fifteen or twenty minute program, once a week for June, July and August?

Mr. CHARLESWORTH: I think that might be a very good thing.

The CHAIRMAN: Do you think that could be worked out by your Commission?

Mr. CHARLESWORTH: Yes. You would have to decide what you wanted. I would be in favour of seeing what could be done with both networks. Besides the N.B.C. there is the Columbia Broadcasting System, which covers certain territory that the N.B.C. does not reach. We would be willing to help you out if you decided what you wanted. Our staff are pretty expert on the matter of spot announcements. We are in constant touch with New York, with both networks, and if you decided to make an appropriation for that purpose we would give you all the help we could.

The CHAIRMAN: It seems to me from the evidence we have heard, that we must give consideration to that. I am sure I voice the wishes of the Committee when I say we would like you to prepare a memorandum, and let us have it by Saturday, as to the cost of spot programs across the United States for June, July and August.

Hon. Mr. HOCKEN: What do you mean by spot programs?

The CHAIRMAN: Brief programs at certain points, like New York and other big centres.

Mr. CHARLESWORTH: I am afraid I would have to communicate with New York. All our dealing with the United States have been on a purely exchange basis; we have never discussed charges or costs at all. I do not know what it could be done for, but I could have both networks send men to Ottawa to meet this Committee and give figures.

The CHAIRMAN: No, we do not want to do that. We want to work in the closest possible co-operation with the various departments and services in Ottawa, and we would rather have a recommendation from you. We do not want a big project for this year, but something small and reasonable that will appeal to the Government.

Mr. CHARLESWORTH: I can get in touch by long distance telephone with both organizations in New York this afternoon and ask them to let me know the approximate cost of, say, a five-minute spot program.

The CHAIRMAN: I would say five, ten and fifteen minutes, but not more than fifteen minutes. There are certain centres that we must concentrate on.