

*Press Carried Same Advertising*

This campaign, based mainly on the charge that the C.B.C. was selling out Canada was very general throughout the country, though it did not find its way into all sections of the press. However, the very interesting thing to notice is that at the very moment members of the press and particularly the periodicals press were censuring the C.B.C. wholesale for alleged prostitution of Canada to United States interests they themselves were carrying large advertisements for many of these very same companies, advertisements which in some cases featured the new programs. And they are still doing so.

Immediately after the meeting in Toronto in January 1938, the General Manager of the C.B.C. consulted members of the Board of Governors and sold his formula to them. The Board, I believe discussed the matter with the Minister. About three weeks after the first meeting Mr. Murray met a select committee of about fifteen press representatives. At that meeting he reiterated almost the exact words which he had used before with respect to his formula. He explained his discussions with the Board and announced that as a result of these discussions his general statement had now become a matter of Corporation policy. He added as follows and I paraphrase again:—

*Second Meeting in Toronto*

Now gentlemen, what I should like to have your assistance with is this; where am I to find this revenue? Shall we go out in Toronto and Montreal among advertisers and agencies and enter into direct competition with you for it from Canadian sources or shall we continue to take much of it from the sources which we are at this moment receiving it? This is a very definite and immediate problem in which I need your guidance.

Various opinions were expressed. It was suggested that the Commercial Manager of the C.B.C. might develop civic programs from such institutions as the City of Toronto or public corporations like the Hydro Electric. The C.N.R. and the C.P.R. which have always been fair game for those needing financial help might be approached. However, before the meeting closed it was recognized that these sources were at best extremely problematical and it was agreed practically unanimously by the representatives of the press that if the C.B.C. must have the money, then it would be preferable to keep on taking it from the source from which it was then being derived, viz., programs originating in the United States rather than to intensify competition at home for the advertiser's dollar.

In the meantime, both the Chairman of the Board of the C.B.C. and the Minister issued statements indicating limitations to the amount of money the press felt it might lose and the agitation subsided overnight. The great issue of Americanization was over.

It was, of course, only natural that the larger proportion of the first network programs should originate from the United States where many of these were already being broadcast. (Actually 40 per cent of all networks contracted for up to February 1, 1938, were of Canadian origin). In due time, Canadian originations overtook in number American originations and two years ago accounted for 61 per cent of commercial originations on the C.B.C. network. The programs then as now were the pick of productions from the U.S.A. and were then as now in great demand by Canadian listeners.

*Press High-Pressured C.B.C. and Minister*

What I am endeavouring to point out is that it was in an atmosphere of intensified pressure from the newspapers, and especially the magazines, to control C.B.C. commercial operations, that this declaration of C.B.C. requirements was made by the then General Manager, and having made it he felt