

Specifically, the Committee recommended that "The Board of Directors should give immediate consideration to an administrative reorganization and the restoration of clear authority and responsibility to the central headquarters in Ottawa."

Definite steps were taken to meet the intent of the Committee's suggestion, although not exactly as suggested by the Committee.

In making the changes Management had four objectives in mind:

(1) to strengthen program liaison between Head Office and the field; (2) to assign specific programming responsibilities for CBC networks and stations; (3) to further clarify and develop operating policies and (4) to provide for a continuing evaluation of our operations.

These were all areas of major proportions and responsibility. The division of the "line" responsibility was relatively easy as the Corporation's field operations fell naturally into three areas: Network Broadcasting, English; Network Broadcasting, French; and Regional Broadcasting. Three General Managers were appointed -- one for each of these areas.

These three men comprise the direct line of authority running from the President's office to the field. They are responsible directly to him, or to the Vice-President -- the President and Vice-President functioning as one unit.

It is the job of the General Managers to run the day to day operations of the Corporation. In their respective areas they have direct responsibility for all CBC programming operations and field administration. Programming is their first responsibility.

Five staff Vice-Presidents were appointed to the areas of Programming, Administration and Finance, Corporate Affairs, Engineering and Operations, and as an Assistant to the President.

These Vice-Presidents meet the Corporation's need for the services of a senior staff engaged full time in the establishment, interpretation and review of policy; in the continuing assessment of operations; in long range planning, and in the provision of specialist services as required.

The 1959 Committee was especially interested in the line of program responsibility and areas of authority.