

CONFIDENTIAL

A G E N D A

2nd Meeting of Program Committee  
Ottawa, April 5, 1959

1. Introductory Statement on the National Program Service
2. Reports Arising out of First Meeting
  - (a) Policy re Sponsorship
  - (b) Commercial Sales Policy and Practice
    - Appendix I - Discounts for Canadian television programs
    - Appendix II - Costs of Canadian television programs
    - Appendix III - Costs of Comparable U.S. programs
3. Assessment of Mrs. Aitken's Survey Report
4. The Question of Measuring Audiences
5. French Networks - Implications of the Strike
6. English Networks - Highlights
7. Program Evaluation
8. Mrs. Aitken's New Survey
9. Programs of Crime and Violence
10. Submission to Speakers of Parliament re Broadcasters' Gallery