

centre across Canada there are, of course, numbers of established, experienced and professional musicians; and if they are to remain in their own region, or in Canada for that matter, they must have opportunities to make a living. Therefore, newcomers in the radio field may find the going slow -- but the Corporation provides as many opportunities as it can for them to be heard, and various recital periods throughout the week on regional or national networks give these younger artists a chance to make themselves known. In addition to these periods, the CBC began in 1947 another series of talent-finding programs titled "Opportunity Knocks," in which promising singers, musicians and actors competed for the votes of studio and listening audiences. Winners of the various series were given network programs of their own.

While the bulk of commercially-sponsored programs carried on CBC networks are devoted to light music, notable exceptions are broadcasts of the "Pop" concerts of the Toronto Symphony Orchestra, and "Singing Stars of Tomorrow". Following coast-to-coast auditions this series again presented some forty Canadian vocalists and awarded scholarships. Through the co-operation of the Columbia Broadcasting System, the New York Philharmonic concerts are carried on a non-commercial basis on Sunday afternoons, on the Trans-Canada and French networks. Both networks also carry the Saturday afternoon opera broadcasts from the Metropolitan Opera House in New York.

One of the strongest arguments advanced for the creation of a nationally-owned broadcasting system was that it would be a powerful means of education. This is kept constantly in mind by officials of the Corporation, and many programs are planned in cooperation with public bodies with this end in view.

The CBC has endeavored to provide a constant flow of informative talks on a very wide range of subjects . . . home economics, Canadian art, the pros and cons of world government, child care, special series for women on building a happy home life, Canadian literature, popular science . . . all these and many more. The CBC Talks and Public Affairs department regularly plans and supervises from 30 to 40 quarter and half-hour broadcasts weekly on national and regional networks, not including daily commentaries on purely local topics.

Important questions of the day are presented to listeners in the form of commentaries, discussions, quiz shows, interviews, and documentary or semi-dramatized programs. It has been found that many programs in the field of public affairs have audience ratings on a par with many commercial programs designed only as entertainment.

One of these is "Citizens' Forum," listened to each week during the fall and winter season by organized groups all across the country. The program is presented in cooperation with the Canadian Association for Adult Education, and consists of study bulletins to provide information, and broadcasts to stimulate discussion. Each week, listening groups report their opinions, which are summarized on the air the following week. Several times a year, a national report of forum opinion is broadcast, presenting a valid summary of Canadian opinion on important subjects.