(d) Distribution

(i) The National Film Board distributed 54 film titles directly or indirectly concerned with the United Nations and UNESCO. These films were shown to a total audience of 623,294.

(ii) The Canadian Broadcasting Corporation carried regular reports and programmes concerning the work of the United Nations and UNESCO. Special programmes designed to improve international understanding were also broadcast. Sixteen programmes supplied by UNESCO were broadcast during 1953, but the Corporation is able to make little use of UNESCO material.

(iii) The daily and periodic press printed many articles and news reports describing the UNESCO programme.

(iv) UNESCO publications were distributed by the Department of External Affairs. More latitude in the distribution of these publications might stimulate wider interest in Canada. The Courier was praised by many Canadian organizations.

3. Voluntary International Assistance

(a) UNESCO Gift Coupon Plan - A national conference was convened to discuss the plan and the United Nations Association in Canada agreed to do promotional work and serve as the Canadian clearing centre for UNESCO gift coupons. Splendid results have been achieved in some localities but, on the whole, the plan has made slow progress. This is partially a consequence of non-acknowledgment of gift coupons which destroyed the direct contact between donor and recipient and had a discouraging effect on organizers and participants. Among the many organizations actively interested in Canadian participation were: the Canadian Association for Adult Education, the Canadian Library Association, the Federated Women's Institutes of Canada and the Chemical Institute of Canada.

(b) Travel Coupon Scheme - Although there are no currency restrictions in Canada, the National Federation of Canadian University Students agreed to serve as the Canadian clearing centre for travel coupons in order to help UNESCO acquire hard currency for the issue of more coupons in soft-currency countries.