

October 28, 1959
(Afternoon Session)

The meeting resumed at 2:30 p.m.

Organization

The Board continued its review of the President's report as set forth in the agenda, noting particularly the statement of progress on eight priority matters approved at its last meeting. Progress in connection with Head Office organization was reviewed at length.

The President noted that the lack of an appointment to the position of Vice-President, Programs and Sales, had focused press attention on this area. He went on to state that the appointment of this vice-president and of the key programs and sales officers under him would complete the Head Office organization. The implications of appointments in the Programs and Sales area were discussed at some length. Mr. Leeson said that in his opinion it would be very difficult to find a man for this position who would have suitable qualifications to be properly effective in both areas. The President noted that the functions falling within this area of responsibility included general programming, sales, audience research and station relations. If these functions were not coordinated by a vice-president appointed for the purpose, coordination would have to be provided by the President or Vice-President.

Mrs. Aitken suggested that a change of title should be considered for this vice-presidential position. There was discussion of the difficulty of reconciling in the public eye the different interests of programs and sales. There was some feeling that the dropping of the word "sales" from the title would be an advantage from the public relations point of view, though in fact the Director of Sales would still report to this vice-president. The President expressed the view that a change in title would undoubtedly give rise to many press questions about reasons for the change but that, in the long run, the change would be advantageous. In his view the important thing was to appoint someone to the position whose stature and reputation were such as to reassure the public that the objectives of the Corporation would not be lost sight of. Mr. Dupuis pointed out that the present form of the title was reassuring to the business community and that it was consistent with the recommendations of the 1959 Parliamentary Committee. He favoured it in its present form.

The Chairman asked if the situation would not be met by the appointment of two people on the same level, one with exclusive program responsibilities and the other responsible only for sales. In his view the two functions should be separate but equal. The President pointed out that splitting the functions which had been combined in the present organization pattern would increase the span of control and, thus, begin to defeat the basic organizational purpose.

Dr. Morton said he had misgivings about the title in its present form. If it meant that programs and sales were of equal importance, it misrepresented the basic policy of the Corporation. It was his view that the two could not be co-equal in a public service corporation and that to make them so would be a fundamental change in CBC policy. Discussion followed in which it was pointed out that program and sales considerations would sometimes conflict and that it might be difficult for a vice-president to reconcile such conflicts. The meeting recognized that such conflicts had to be reconciled at some level in the Corporation as a matter of policy.

Noting that the new vice-presidents were in the \$15,000 to \$16,000 salary range, Directors were of the opinion that it would not be possible to get a qualified man from outside at this salary and that, accordingly, Management should make its choice from within the Corporation.

After a brief period of further discussion the meeting agreed to return to the subject again during its October 30th sessions.

At 4:20 p.m. the Assistant Secretary joined the meeting.