

National Film Board Field Services.—To encourage further responsibility for film services by local, regional and provincial organizations, the National Film Board offers an information service which includes instructional material* on how to organize film services, specialized film libraries (health, medicine, industry, recreation, etc.), and practical assistance by district field representatives. National Film Board field representatives coach the community film councils in organization of local film services and may, when needed, loan projection equipment and films.

The rural community has followed the urban pattern of locally operated film services but its progress toward independence has been less rapid. Many rural areas still rely on the National Film Board either to provide film showings or to supply film programs.

Film programs for both children and adults in rural areas are released monthly by the National Film Board. The programs usually include a discussion film, a film on agriculture, and other films suited to the rural classroom. The programs are accompanied by supplementary materials: posters to advertise rural showings, teachers' guides which accompany classroom films, and discussion guides to encourage discussion of any film subject of particular interest or import to the audience.

Section 3.—The Educational and Cultural Functions of the Canadian Broadcasting Corporation†

The Canadian Broadcasting Corporation devotes a considerable portion of its broadcast time on the English- and French-language networks to programs of an educational nature directed to both children and adults. When possible, education and entertainment are combined.

Pre-School Broadcasts.—Through the establishment of the CBC's *Kindergarten of the Air*, pre-school-age children in Canada have the opportunity of gaining some of the benefits of kindergarten training. The program, conducted daily Mondays to Fridays, is designed for children of from 2½ to 6 years of age. It is planned with the advice of kindergarten experts and representatives of the Canadian Home and School Federation, the Federation of Women's Institutes and the Junior League. While the program is designed primarily for home listening, it has also been found useful in organized kindergarten groups and classes. It teaches children many stories, songs, mental games, keeping-fit exercises, information about animal life and nature study and encourages good habits of hygiene, eating and relaxation.

School Broadcasts.—During 1948-49, through the facilities of the CBC, schools throughout Canada were provided with at least 30 minutes daily of broadcast programs specifically planned by departments of education to meet classroom requirements. The number of classes listening to the broadcasts was approximately 20,146 made up of 429,087 students. There were 6,764 free receiving licences issued to schools during the year ended Mar. 31, 1950, by the Department of Transport.

During the 1949-50 season the CBC presented 25 programs in the National School Broadcasts series, each of 30-minute duration, including programs for Grades III to X and special programs for high-school students. New features introduced included four dramatized broadcasts on world order and world peace, called *Citizens*

* *Film and You*, an instructional film, and *Films Serve the Community*, a filmstrip, are available from NFB field staff.

† Prepared under the direction of Dr. Augustin Frigon, C.M.G., General Manager, Canadian Broadcasting Corporation. The non-educational services of the CBC are outlined in Part VII, Sect. 3, Chapter XX.