

A variety of programs were transcribed and made available to foreign broadcasting organizations. Radio Moscow broadcast a program on the symposium held by the Arctic Institute of McGill University, which included an interview with the Soviet representative. They also received a number of other transcriptions, including actuality reports about wheat shipments to Russia recorded on Soviet ships in Canadian ports. On a request from Czech Radio, the International Service arranged for Canada's contribution to the *Year of Czech Composers* by recording a special performance in Montreal of Janacek's *Sinfonietta*. Programs were prepared dealing with political developments in Ottawa, including the opening of Canada's 26th Parliament. The NATO Conference of May 1963 was reported directly from Ottawa in a multitude of languages in daily cable feeds to the broadcasting organizations of NATO and other countries. The monthly 15-minute television program *Canada Magazine* was distributed to a greater number of broadcasting organizations.

International Relations.—The CBC in 1963-64 continued its activity in the field of international exchange and export sales of programs. Among the more interesting of these was the sale of *The Open Grave*, an allegory associated with the Easter story. After much controversial publicity, the program was bought by the British Broadcasting Corporation and was successfully shown on its television network. Subsequently, negotiations took place with broadcasters in the Republic of Ireland and the Netherlands for the purchase of this program. The National Broadcasting Company bought ten CBC-TV *Parade* productions for showing on the NBC-TV network during the summer of 1964.

CBC will be one of the participants in an international television exchange project organized by the CBS network in the United States. The CBC entry is a one-hour concert featuring France's avant-garde composer-conductor Pierre Boulez, with the *L'Heure du Concert* Orchestra, in a program of 20th century music by Stravinsky, Debussy and Boulez.

Intertel, of which CBC is a founding member, continued production of hour-long documentaries for distribution in the member countries and the world abroad. During the past year, CBC contributed two documentaries to this series—*One More River*, a study of negro-white attitudes in the southern United States, which won the CBC Wilderness Award, and *What Price Freedom*, an examination of Algeria a year after independence.

CBC personnel seconded from their positions in Canada have continued to assist in the development of television and radio broadcasting service in the newly emerging nations of Asia, Africa and the West Indies. Technical and executive staff have been made available to these countries to assess their requirements and advise on the establishment of broadcast service. Much of this work has been undertaken in co-operation with the External Aid Office of the Canadian Government. During 1963-64, CBC staff members worked in Ghana, Malaya, Jamaica, Sarawak and East Asia, and requests were being considered for assistance to Laos, Nyasaland, Cyprus and the Cameroons. In addition, broadcast trainees from these countries have had on-the-job training at CBC production points across Canada in various functions applicable to broadcasting—news services, farm and school broadcasts, press relations, financial operations, administration, technical and programming matters, production, audience research and station management. Trainees have come from Norway, Greece, Pakistan, France, Indonesia, Japan, Burma, Colombia, Sarawak, Morocco, Malaya, Turkey, Granada, the West Indies and many other countries.

Finance.—The CBC, being a Crown corporation, is financed through public funds authorized by Parliament and through commercial advertising. In the year ended Mar. 31, 1964, commercial revenue accounted for about 30 p.c. of the Corporation's income. It is recognized that such revenue cannot be expected to grow significantly beyond this level, since there are no large untapped sources of advertising revenue available to television and the CBC continues to follow a policy whereby certain programs are not available for sponsorship (including news, talks and public affairs, farm and fisheries broadcasts, school broadcasts, religious and institutional broadcasts) and also deliberately restricts the quantity of commercial messages. The Corporation's efforts to increase commercial revenues are at no time allowed to influence its program decisions.