

## Section 2.—The Educational Functions of the Canadian Broadcasting Corporation and the National Film Board

**Educational Functions of the Canadian Broadcasting Corporation.**—Many hours of educational and semi-educational programs are broadcast annually on radio and television facilities of the Canadian Broadcasting Corporation. Whether these programs are directed to children, to youths or to adults, entertainment is combined with information whenever possible. Spoken-word programs, presented as readings, talks, discussions, documentary programs, dramatizations, or in forms combined with music, cover a wide range of interests.

The educational activities of the Corporation take three different forms—broadcasts for use in primary and secondary schools, programs designed to serve students at college and university level, and broadcasts designed for general adult education; in addition, programs for pre-school children are broadcast. Included, in the first group, are national programs of enrichment for students in all provinces and also programs regionally or locally planned in co-operation with the provincial or local Departments of Education for use in the particular province or community involved. In the second group, productions are carried out in co-operation with colleges and universities, some of which form part of recognized credit courses. Programs in the third group are general in character and are intended to inform adults in the broad areas of Canadian society, citizenship, economic development and the arts.

At the national level, Canadian school broadcasts are planned in co-operation with the Canadian Commission on School Broadcasting composed of representatives of the CBC and provincial education authorities. Two councils, one for French and one for English, have been established to work in close co-operation with the French and English languages services of CBC/Radio Canada. The CBC pays the entire cost of national school broadcasts; direct costs of provincial school broadcasts, both radio and television and including talent and writing, are absorbed by the Departments of Education; and indirect costs of production and distribution are paid by the CBC.

At both the national and provincial levels, the education authorities and program planners of the CBC jointly establish series of programs directed to the interests of various student groups. Many different subjects are included and the most advanced production techniques of broadcasting are employed in their presentation. In other programs, more simple techniques are involved but, in all productions, imagination and production experience are involved to make school broadcasts as interesting and exciting as possible.

From the inception of school broadcasting in Canada, both the CBC and the Departments of Education have recognized the need for having ample advance information concerning the nature and intent of the broadcast, so that the teacher is prepared to integrate the broadcast with the established learning process. Information on each program, suggestions for exercises and, as the case may require, bibliographies of additional reading material are made available. Programs for in-class use are broadcast during school hours and university-level programs are often scheduled in the evening time period although the main university-level output of the French television network is broadcast on Saturday and Sunday mornings.

For the year 1966-67, on English television, national school telecasts occupied two half-hour periods a week, provincial programming from three to five half-hour periods a week, and informal adult education approximately two and a half hours a week. English radio presented approximately five hours a week of educational enrichment, exclusive of general literary, musical and dramatic fare, and in-class school broadcasts totalled about two and a half hours a week in each province, a half hour of which was national school programming.

Formal educational programs on Canadian school telecasts included a look at federal, provincial and municipal politics; they showed some challenges to young Canadians (problems of conservation, of sprawling cities, of water, of the North); and they gave *An*