

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

Many hours of educational or semi-educational programs are broadcast annually by the Canadian Broadcasting Corporation in the English and the French languages. Whether these programs are directed to children or adults, entertainment is combined with information whenever possible. Spoken-word programs cover a very wide range of interests and are presented as readings, talks, discussions, documentary programs, dramatizations or in forms combined with music.

Preschool Broadcasts.—Though many story programs for preschool-age children are broadcast purely as entertainment, a special series has been developed to give young children, particularly in remote areas, many of the benefits of kindergarten training. This series, *Kindergarten of the Air*, is broadcast Monday to Friday for children from three and a half to six years of age. 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, it includes stories, songs, mental games, keeping-fit exercises, information about animal life and nature study, and encourages good habits of hygiene, eating and relaxation. The program is intended primarily for home listening but has been found useful in many organized kindergarten groups and classes.

School Broadcasts.—In an average school year more than 1,000 school programs, mostly in dramatized form, are broadcast to all parts of Canada. The CBC provides facilities for thirty-minute daily programs specifically planned by departments of education to meet classroom requirements. These supplementary aids help teachers to stimulate student imagination and strengthen motives for study. The National School Broadcasts series are planned by the National Advisory Council on School Broadcasting to promote among students a stronger consciousness of Canada and its achievements. During the 1954-55 season seven such series were planned for students from Grade IV to senior high school. These were: *Voices of the Wild*, on Canadian wildlife; *This Gift of Freedom*, a series to help students to a better understanding and appreciation of Canada's democratic way of life; *I Was There*, a series dramatizing outstanding events in Canadian history; *Julius Caesar*, a full-length performance of the Shakespearean drama; *Life in Canada Today*, a series of features on the work of Canadians; *Commonwealth Round-up*, comprising four programs on interesting aspects of other Commonwealth nations with specially recorded effects contributed by the broadcasting organizations in the United Kingdom, Australia, South Africa and India; *Music in the Making*, a series of five broadcasts in which a new approach to music appreciation was used—a composer, Wolfgang Mozart, tells about his life with particular emphasis on one of his works, *The 39th Symphony*, a movement of which was played in each program.

The first experimental television programs for school use were presented during November 1954. These were eight telecasts planned to provide a visual supplement to classroom study in social studies, literature, science and art. They were divided into two series, one for Grades V-VI and one for Grades VII-VIII. They were presented in an early afternoon period, and carried (on kinescope) by five CBC owned and 12 privately owned TV stations. Teachers were supplied in advance with a manual giving detailed information about each telecast and advice on its utilization. Approximately 513 classes including 18,000 students, covering eight provinces, saw the telecasts. A report on the teachers' evaluation of the experiment was published by the CBC under the title *Television in the Classroom*. It recommended further experiment with classroom TV.

School broadcasts in the French language are presented thrice weekly by the New Brunswick Department of Education for French-speaking schools in that Province.

Particulars of school broadcasts are contained in the manual, *Young Canada Listens*, published annually by the CBC.

* Prepared under the direction of J. Alphonse Ouimet, General Manager, Canadian Broadcasting Corporation, Ottawa. Other aspects of CBC services are outlined in Chapter XX.