

# CBC Wants More Public Funds To Beef Up Canadian Programs

OTTAWA (CP) — The Canadian Broadcasting Corporation wants more public money to beef up its Canadian programming and to enable it to make greater efforts in the color television field.

The publicly-owned corporation's annual report, tabled in the Commons, sets out short- and long-term objectives and says "if these are to be met without reducing the existing level of service, additional public funds will be required."

Several of the objectives concern increasing Canadian TV programming in the evening hours with a consequent reduction in programming from United States networks.

"All our history shows that Canadianism carries a price tag and broadcasting is no exception. If the national broadcasting service is to play the part in our country's life that it should, its dependence on commercial revenues must decrease."

Reporting its financial position for the fiscal year ended March 31, 1966, the corporation said operating expenses totalled \$133,447,000, and another \$713,000 went to repay loans to the federal treasury.

GIVEN \$97,044,000  
Parliament provided an operating grant of \$97,044,000, gross advertising revenues totalled \$33,563,000 and other revenues amounted to \$795,000. After allowing \$4,739,000 in unexpended funds.

The report says a new chapter in Canadian broadcasting is about to open with a declaration of government broadcasting policy in a white paper and continuing Commons committee examination of broadcasting, films and assistance to the arts.

Among its objectives, the CBC says more programs of substance should be broadcast on French and English TV networks in the peak evening hours — 8 to 10 p.m. — which now are almost exclusively used for light entertainment "of the commercial type."

On color television, the CBC says it should keep pace with

other broadcasting organizations in such technical developments as color, stereo FM and satellite transmission.

It forecast that when color TV starts this fall there will be a minimum of 30 hours weekly on English and 15 hours on French networks.

Viewing cities will be Vancouver, Edmonton, Winnipeg, Toronto, Montreal, Ottawa and St. John's, Nfld., along with virtually all cities in which there are CBC-affiliated stations. Halifax may be delayed due to "technical problems."

French network color will be available in Quebec, Montreal, Moncton, Ottawa and Winnipeg.

# Dramatic Memories Evoked By Normandy Beaches Visit

ARRAS, France (CP) — The members of the spot in a field where his right arm had been almost severed by a German shell.

The North Nova Scotia Highlanders Regiment had gone inland with the object of capturing Carpiquet, a field near Caen. In trying to break through the line of German tanks the highlanders company led by Kennedy had been badly mauled by enemy fire.

Kennedy, 51, recalled that he took a knife out of his pocket and asked his batman to cut off the arm, which was hanging by

10 The Guardian, Charlottetown, Wed., July 6, 1966.

der with the North Shore New Brunswick Regiment, won the Military Cross in Normandy. His wife, Mina, who lost her only brother four days after the D-Day landing and who accompanied MacRae on the tour, placed a Canadian government wreath at a cemetery where 2,044 Canadians are buried.

The parliamentarians, who began their tour of the battlefields with 50th anniversary ceremonies commemorating the agonizing First World War Somme campaign, moved from Normandy to Dieppe Sunday where a wreath was placed at the War Memorial just outside the harbor town.

They placed another wreath Monday at Vimy Ridge, scene of a heroic Canadian stand in 1917. The party travels to Rome Tuesday to re-visit the Second World War battlefields of Civitona and Casino, then to Amsterdam and finally to England July 13. They return to Canada July 17.

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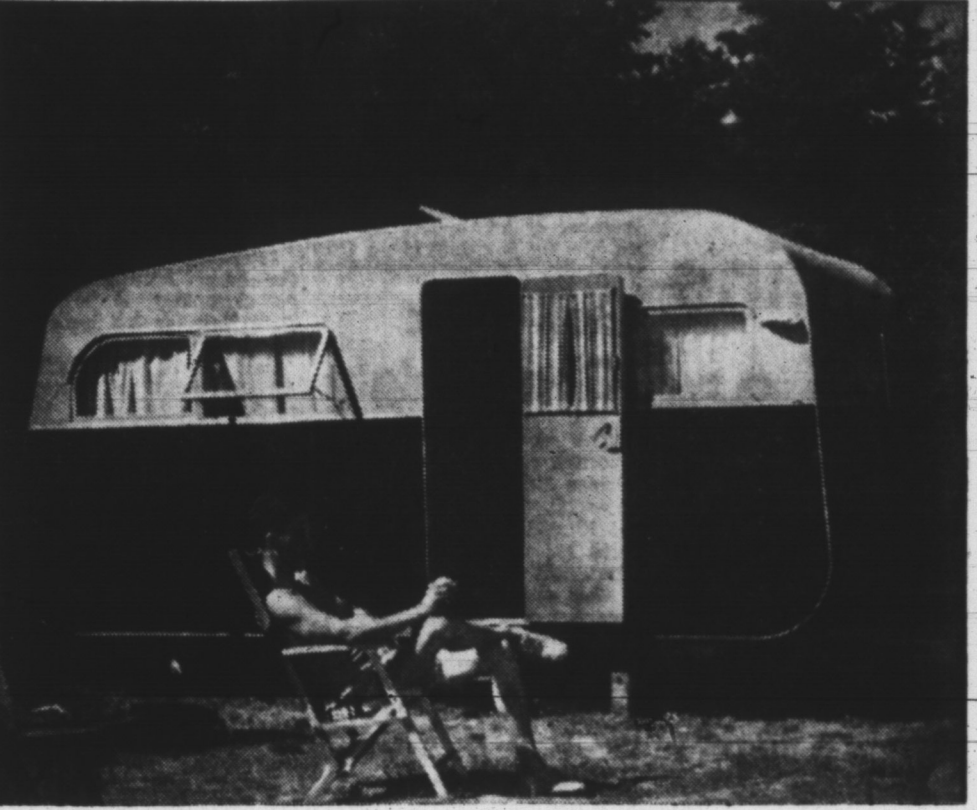
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