

RADIO COMMISSION MANAGER

The first business of the newly appointed Board of Governors of the Canadian Broadcasting Corporation was to recommend to the government a general manager. This duty has been carried out with promptitude and the name of Major Gladstone Murray of the British Broadcasting Company suggested.

It has been no secret since it became evident that Canadian Radio reorganization was to be effected that Major Murray was being widely advocated as the man qualified to fill the post of general manager. A Canadian by birth and education, his brilliant university career carrying him to Oxford as a Rhodes scholar, he served through the war and then went into newspaper work. It was in 1922 that he joined the B.B.C. as director of public relations and manager of publications. Two years later he became acting controller of the B.B.C. programmes and last year was made controller of Spoken Word and Empire Broadcasting, including the departments of News, Politics, Talks, Adult Education, Schools Education, Religions and All Empire short-wave programmes. It will be noted that Mr. Murray's experience is co-extensive with the B.B.C. and that he has served in every department of broadcasting. The outstanding success of the British Corporation in blazing these new trails is an explanation of the reputation which has gathered about the Murray name not only in those countries which have gone in for public ownership of radio, but those where it has become a great private monopoly.

In his capacity as an experienced radio executive, Mr. Murray was brought to Canada at the invitation of Prime Minister Bennett in 1933, to survey the radio set-up and make recommendations which in his opinion would give Canada the best broadcasting service possible. That report in clear and incisive language recommended a reorganization much on the lines of that which has been effected, with a board of governors and a single chief executive charged with full responsibility for operation.

This report indicated, as had his previous experience, a complete belief in the retention of radio as a public utility. That belief with Mr. Murray is not based only upon theory. It is based upon years of experience with such a system, years in which Mr. Murray's flair for business, his grasp of situations, his powers of imagination, his ability to do things and to get things done have

played not a minor but a major part, sometimes a decisive part in the achievements which have made of the B.B.C. a living immediate force in Great Britain, and a co-ordinating link around the Empire.

Mr. Murray will find in Canada a body of opinion at least matching his own in favor of retaining public ownership of radio. The strength of that opinion may be gauged by the fact that it has met, since the first days of the Aird Commission down to the those of the last Parliamentary committee, the opposition of private interest advocates and has again and again worsted their best laid schemes. Indeed, the private interest advocates have not yet got their army out of the trenches from action in seeking as favorable a position as possible for private ownership where they could live and get ready to fight another day.

He will find a Board of Governors new to the business and as anxious as he himself can be to make radio in Canada a success. He will find considerable spade work done during its term by the Commission, its achievements at least considerable enough to indicate that the C.B.C. may have a great future. He will find not only a government, but a Parliament which has shown itself overwhelmingly in favor of radio as a public utility.

This does not mean that Mr. Murray as general manager will step into a place where it is roses, roses all the way. No one can wisely discuss radio in Canada without holding in mind radio in the United States, where two great and powerful and successful private companies hold before their own nation and the world the banner of private ownership. Especially do they hold it before Canada, and especially do they seek to include the Dominion in their private territory.

There are, further, the geographical hazards in Canada and those of sparsity of population. A total income of \$1,500,000 is but a fraction of that enjoyed by the B.B.C., while the territory to be covered is many times as great.

All these things Major Murray knows, as well as numerous other phases which make the Canadian situation distinctively if not comfortably Canadian. In the face of this and in the face of a considerably reduced salary compared to that which he now receives, he has not sought strenuously to deny that he is willing to come to Canada. Part of the reason is that he loves his native land, which is not a bad qualification. Part of the reason- is found in the history which he

has already made, a history which indicates that he has the pioneering urge in his blood. He finds in radio a flexible instrument venturing into new worlds. In Canada, it promises wider and even more magnificent adventures.

So far as prediction may be based upon known circumstances, Major Murray is the man of the hour for Canadian radio, and the Board of Governors is to be congratulated in wasting no time in seizing its first and most significant opportunity.

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