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GOVERNMENT INFORMATION SERVICES

BRITISH GULANA

REPORT FOR THE YEAR 1959.

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REPORT OF
THE GOVERNMENT INFORMATION SERVICES

FOR 1959.

INTRODUCTION

In 1959, the Government Information Services increasingly attempted to present overseas the image of British Guiana as a place which will welcome investors and thus aid the Development Programme, and was also increasingly concerned with cultural liaison and the projection of national feeling within British Guiana.

During the year the G.I.S. was in correspondence with agencies both in the United Kingdom and the United States of America, seeking how best British Guiana could improve its overseas output of basic information. The G.I.S. was closely linked with the plan to improve British Guiana's tourist potential and at the end of the year one of the senior officers of the department was on a Government mission in the United Kingdom discussing the problems of the country's successful projection.

As British Guiana moves towards self-government, there is a growing need to stimulate and foster the spirit of nationhood, and in accordance with the principles laid down at the Conference of Information Officers held in March in Paramaribo, it is the role of the Information Services to deepen this pride of nationhood. The G.I.S. was, therefore, fully involved at planning and executive levels with matters such as the celebration of 1959 History and Culture Week, the promotion of the first British Guiana Drama Festival, the activities of the Adult Education Association, the emphasis on cultural programmes being developed by the second broadcasting service, B.G.B.S., and activities of industrial promotion at home and abroad being planned by the Ministry of Trade and Industry.

There were two main information growing points, the development of television discussions and plans to erect a Government recording studio and increasingly in these and in other matters the advice and facilities of the department were made available to the Ministries.

The G.I.S. continued its liaison with kindred bodies such as the British Council, the Extra Mural Department of the University College of the West Indies and the United States Information Service. The Chief Information Officer served as a Chairman or member on the committees, directorates and boards of the Guianese History and Culture Week Committee, the B.G. Tourist Committee, the Public Free Library, the Carnegie School of Home Economics, Board of Film Censors, Council of the Adult Education Association, the B.G. United Broadcasting Company Limited and the Standing Committee for the Preservation of Historical Monuments.

The total vote provided in 1959 for running the Department was \$173,059.

The Projection of British Guiana Overseas

Much thought was given during 1959 to the problem of improving British Guiana's Overseas Public Relations, with a view to attracting potential investors as well as tourists, and at year end the Senior Information Officer who was going on leave had been assigned the task of making a preliminary survey to find out how the existing overseas public relations operation could best be overhauled and extended in the United Kingdom.

During the year news and background information were regularly supplied to local correspondents of overseas newspapers and news agencies, and also sent overseas to broadcasters and journalists interested in colonial questions. "Guiana Diary", a regular summary of news, was sent by

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air mail to the West India Committee who duplicated it in London for distribution to a select list which includes Members of Parliament. Full advantage was also taken of the visits to the country of journalists, broadcasters and persons operating in the public relations field. (A list of such visitors is given at Appendix "C"). Such individuals were assisted with their arrangements for interviews and in co-operation with industry, tours were arranged for them to see the varied life of the country.

Photographs and articles were also regularly supplied to journals in the U.K. and North America and material of a more permanent nature, e.g., the B.G. Annual Report, was distributed to overseas libraries.

Experience has shown that student opinion is an important element in overseas projection, and students proceeding abroad were supplied with basic information material before they left British Guiana. Several of these students at their request continued to receive information newsletters throughout the year.

CONFERENCES

During the year officers of the department represented British Guiana at three important conferences, two overseas and one held in B.G., having a bearing on information work.

Regional Conference of Information Officers

The Chief Information Officer, Mr. A.J. Seymour, represented British Guiana at a regional conference of Information Officers sponsored by the Caribbean Commission in collaboration with the Government of Surinam. With the theme of the "Footsteps to Friendship" the conference aimed at the fostering of regional friendship through the spread of information. The conference discussed the wide range of problems facing efforts towards the exchange of information, and the establishment of cultural liaison among the countries served by the Caribbean Commission.

The Chief Information Officer who had earlier assisted with the planning of the conference was elected to be its Vice-Chairman and delivered one of the feature addresses.

The G.I.S. co-operated with other participants to stage concurrently with the conference an exhibition on the theme "Life In Our Lands". A section of this exhibition was devoted to publicity and informational media produced in the area - newspapers, magazines, brochures, posters, reports, etc.

The report of the conference has been received and its recommendations are being considered and implemented wherever possible.

London Conference on Radio in Education

After her training course in information work, Information Officer, Miss Celeste Dolphin, was attached to the school department of the B.B.C. to assist with the preparations for the London Conference on Radio in Education which was held at Broadcasting House from July 21 to July 28, 1959, under the joint auspices of the Colonial Office and the B.B.C. This conference was arranged by the Colonial Office, in co-operation with the British Broadcasting Corporation, to give officers from a variety of territories concerned with school broadcasting, an opportunity to learn from the experience of the British Broadcasting Corporation, to exchange ideas and to discuss common problems and difficulties. As British Guiana representative, Miss Dolphin was chosen to lecture to the conference on "Direct Teaching by Radio" with illustrations on tape recorded from actual schools radio work in British Guiana. She also "chaired" one of the groups into which the conference divided for the closer study of certain subjects and assisted in drafting the Resolution on the continuation of the Colonial Schools Transcription Unit which was

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formally passed on the final day of the conference.

Conference of Extra-mural Tutors of the U.C.W.I.

The Chief Information Officer (Mr. Seymour) and the Senior Information Officer (Mr. Searwar) were invited to and participated in the session on Adult Education Mass Media of the annual conference of Extra Mural Tutors of the U.C.W.I., which was held this year in British Guiana.

TRAINING

As in previous years officers of the department going on leave used a portion of their time to broaden their grasp of information work and to acquire new techniques.

In the course of the year officers on leave in the U.K. and the U.S.A., studied the broad field of information work and the specialised techniques of radio and television production, educational broadcasting, film production and community development.

In addition, officers of the department who had been on training spent some of their time in passing their knowledge to persons engaged in the broad field of adult education.

A significant feature of the year was the growing demand on the services of officers of the department to assist with the training of Government officers engaged in extension work, leaders of voluntary organisations, and others engaged in the broad field of adult education work.

Visual Education

Typical of this aspect of the year's work were the training courses in visual education with which Mr. R.L. Young, Films Officer, assisted. Mr. Young had in the previous year returned from a year-long course in Communications Media at Indiana University. These courses reflect a growing awareness of the value of visual aids in education.

The Films Officer was also the Co-director of Studies for three seminars in the use of documentary film which were held by two visiting American Film Specialists from Ohio and Iowa State Universities. The visit of the Specialists was sponsored by U.S.I.S., and during their stay they held seminars in the use of documentary film for teachers and Government extension officers.

Adult Education and Radio

Later in the year the Senior Information Officer (Mr. L. Searwar) and Information Officer (Miss C. Dolphin) also assisted the Adult Education Association with a seminar on "Adult Education and Radio" for persons engaged in that field.

Teacher Training in Schools Broadcasts

During the year in continuance of a scheme begun two years ago five teachers were seconded to the Division for six months at a time to study the techniques of schools broadcasting. These teachers when they returned to their schools assist other members of staff in the use of schools broadcasting as a teaching aid.

Observation of Department's Work

Mr. Oliver Jackman, Information Officer, Barbados, and Mr. Owen Mathurin, Acting Information Officer, Trinidad, visited British Guiana after the Surinam Information Conference to observe the operations of the Department at first hand.

PRESS AND PUBLICATIONS DIVISION

Press Conference

The most significant development on the side of press liaison during the year was the regular weekly press conference by Dr. Jagan, Minister of Trade and Industry, in which questions ranging over the broad field of Government were discussed. These and other Ministerial press conferences are arranged by the division and are attended by reporters of the daily press and the radio and by "stringers" for overseas news agencies.

The British Guiana Bulletin

This fortnightly Government newspaper remained sensitive to the main trends of social and economic development in the rural areas. The principal aims of the paper which is distributed mainly in the rural areas where the circulation of the daily press is still small, are:-

- (a) to bring to readers in rural areas, in simple terms, reports of the achievements of village communities, and the development of the spirit of self-help and co-operation within the ambit of the Development Programme;
- (b) to lay emphasis upon the opportunities being created for "the small man" to improve his condition; and
- (c) to develop self-reliance and self-confidence among the population emphasising the responsibility of one citizen to help the other.

The improvement in presentation of the "Bulletin", the result of printing by offset lithography by the new contract printers to the B.G. Government, drew expressions of appreciation from readers both in British Guiana and overseas. This improvement in printing also permitted the introduction of a new feature - the preparation of the middle pages spread as photo-posters depicting the work of various Government Departments. Departments and subjects covered in this way are given in Appendix "B".

Children's Newspapers

A Children's Newspaper (which is in effect a special issue by the "B.G. Bulletin") featuring articles by pupils of primary schools and articles specially written for them, was issued three times during the year. It is distributed through schools and is very much in demand.

Guiana Diary and Informatives

This weekly summary of B.G. News together with the more occasional service of "Informatives" was sent regularly overseas to journalists, broadcasters and students.

Survey of Press Trends

The Division maintained during the year the fortnightly survey of press trends distributed to a select list. A weekly news "roundup" covering the more important public activities was introduced for Sunday morning broadcast over station B.G.B.S.

Industrial Newsletters

A monthly Industrial Newsletter which was started in 1958 mainly for overseas distribution to editors of economic journals is also now reproduced in the Chamber of Commerce Journal. The Newsletter records the quickening of industrial development in the country and the progress of Government's development programme.

Publications

During the year the Division undertook publication of "Teddy the Toucan" an illustrated booklet for schools by Mrs. Joy Allsopp, a work which won the first prize in the 1959 History and Culture Week literary competitions. The Division also collaborated with the Photographs Officer on the production of a six page calendar for 1960 and with the Department of Agriculture in producing the B.G. Farm Journal.

Communiques and Newscasts

In addition to the normal work of handling the releases of Government Ministries and Departments, the Division also issued to the Press and Radio, releases based on a wide range of information material received from Commonwealth Information Posts. In selecting items for release preference is given to material in respect of which parallels can be found in British Guiana or which for other reasons is of special interest to Guianese.

BROADCASTING GENERAL

It began to emerge during the year and was brought to sharp focus towards year end that Government Broadcasting would be required to play a special role in the presentation of Government's policy. The daily press, mainly urban in circulation, maintained throughout the year a critical attitude to the Government. Increasing resort was, therefore, had by Ministries to the medium of radio for the explanation and defence of Government's policy especially as this medium alone reached the rural audience regularly and continuously.

The New British Guiana Broadcasting Service (B.G.B.S.)

The most important development in radio during the year was the operation by the British Guiana United Broadcasting Company of a second radio station - the British Guiana Broadcasting Service - which is on the air daily from 6.00 a.m. to 1.00 p.m. and from 4.00 p.m. to 10.30 p.m. This station aims to provide radio fare of a less popular type than that provided on "Radio Demerara" under the pressures of commercial sponsorship.

PROGRAMMES

British Guiana Broadcasting Service.

The important feature in Government radio programmes during the year was the development of a new set of programmes for the second radio station, B.G.B.S., which began broadcasting in January. It was not possible with limited staff to develop many new programmes and the result was that the G.I.S. presented transcribed programmes from many sources on the new time made available. Live G.I.S. programmes on this service included the following:-

NEWSCAST

Daily at 7.00 a.m. with a weekly news Roundup on Sundays at 8.45 a.m.

MUSIC

Moments For the Music Lover - A series based on recorded music and designed to give the listener a deeper appreciation of music.

DISCUSSION

To Start You Talking - A series of unscripted radio discussions based on topics selected from titles in the Penguin series of pocket books. The books were supplied in advance to the panel taking part.

/POETRY ...

POETRY

Poems I Like - A weekly series during which prominent (and not so prominent) persons chose and introduced poems.

Radio Demerara.

The programme pattern was maintained on Radio Demerara of news, talks, magazine programmes for rural and popular audiences and programmes for specialised audiences - trade unions and local government bodies. The strictly information needs of Government continued to be met by twice daily newscasts, daily five minute background talks and by the weekly radio talk - "Sunday At Noon" - which was given from time to time by Ministers of Government and Heads of Departments. The magazine programmes aimed to provide entertainment of a popular type. Thus on the one hand "Rural Notebook" continued to provide talks of special interest to farmers and especially rice farmers, and was also a vehicle for extracts from ministerial addresses given in the rural areas. On the other, "Radio Magazine" included a series of talks such as "Great Moments in Sport" in which prominent B.G. sportsmen told of their most stimulating experiences.

The Newsletter, "Housewives' Club" issued from time to time in connexion with the programme "Mainly For Women" continued to be a valuable vehicle for the encouragement of listener participation.

LIAISON

Radio Demerara and B.G.B.S.

Relationships with Radio Demerara and B.G.B.S., continued on a cordial basis, the department drawing heavily as usual on the services of the Company's technical staff.

British Council, U.S.I.S. and the University College of the West Indies.

As in previous years, the British Council and the U.C.W.I., made valuable contributions to the strictly cultural and adult education side of Government Broadcasting. Typical programmes were the British Council's "Talking About Books" and the U.C.W.I.'s Radio Education Unit series on Drama, "Characters in Conflict". With the increase in radio time available to Government on B.G.B.S., several U.S.I.S. programmes of a cultural nature were also used. One series in which the most eminent figures in the free world discussed "The Frontiers of Knowledge", had a wide following among serious listeners.

B.B.C.

As in every year since the establishment of Government Broadcasting, the B.B.C. continued to be the most valuable source of programmes and of advice on a wide range of topics. The visit of Mr. Anthony Martin, Programme Organiser of the B.B.C. Caribbean Service, early in the year enabled the department to discuss at first hand British Guiana's need in respect of that service and the re-broadcasting of Caribbean programmes locally. Programmes of the Caribbean Service are now carried twice weekly on B.G.B.S.

Colonial Office Recorded Tapes

A new service of short recorded talks for use in magazine programmes was introduced during year end by the Information Department, Colonial Office, and is already being heavily drawn upon. "Bulletin From Britain" is especially useful.

UNITED NATIONS

United Nations Radio

With the expansion of Government radio time an increasing amount

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of U.N. transcriptions was used during the year and was a valuable addition to the information and adult education side of broadcasting.

The Trade Union Council and Conference of Village Chairmen

As in previous years the G.I.S. provided radio time in which the Trade Union Council and the Conference of Village Chairmen arranged with the assistance of the Division programmes on Trade Union and Local Government Education. Difficulties in respect of programme content and of regular supply arose during the year and it became necessary to re-emphasise the essentially educational character of these programmes.

Library

The Division still draws very heavily on the gramophone disc library of Radio Demerara, but the Division's own record library continued to grow throughout the year.

Government Recording Studio

With the award of tenders for the construction of the Studio Building and the provision and installation of equipment it became clear that the funds provided were inadequate. Supplementary provision by way of further C.D. & W. grant has since been sought and approved. At year end construction work on the building had begun and the equipment was on order.

Fees For Performing Rights

During the year, the Performing Rights Society notified the management of Radio Demerara and B.G.B.S., that fees had been increased. Under the Agreement, fees in respect of Government and B.B.C. programmes are payable by Government.

Audience Research

In 1958 proposals had been discussed for a radio listenership survey in British Guiana and Mrs. Clare Chase, M.A., Director of Market Research of the Trinidad Public Relations and Marketing Firm, D.M. Searle Company, had made a preliminary survey. This survey was to be jointly financed by the B.G. United Broadcasting Company and Government, and the B.B.C. who had indicated their interest were also willing to participate. Several factors during the year including the question of finance, the decision to defer the introduction of television and the lack of a clear pattern of listening habits to B.G.B.S., caused a postponement of the project.

Television

Following enquiries during 1958 by certain television interests, Government decided to permit the introduction of television, and it was proposed that television should be developed as a commercial undertaking. Several enquiries were received and full proposals for the establishment of a television service had been received from three companies - B.G. Television Limited in association with the Associated Television Limited of London, the B.G. United Broadcasting Company, Limited, in association with Associated Re-diffusion Limited of London and the Columbia Broadcasting System of the United States of America and the Caribbean Television Corporation of New York.

During the year, however, A.T.V. found it expedient to withdraw its application on account of increasing commitments in other directions particularly as regards staff. After much further consideration of the whole question of the introduction of television, Government announced in September that it "has now reconsidered the matter and has decided that having regard to existing economic conditions in the Colony the introduction of television must be deferred for the time being."

Staffing

The Broadcasting Division during 1959 returned to the full strength for the first time in many years, and indeed was further strengthened with the addition of an Assistant Broadcasting Officer. At the end of the year there were five producers in the Division as follows: 1 Senior Broadcasting Officer, 2 Broadcasting Officers, 2 Assistant Broadcasting Officers.

BROADCASTS TO SCHOOLS

In 1959 Broadcasts to Schools in British Guiana completed its fifth year of operation. Although 226 Primary and Secondary Schools are known to be "receiving" the broadcasts, only 197 of this number qualified as "Listening Schools"; the basis for qualification being, the systematic return to the Broadcasts to Schools Unit of the G.I.S., of not less than 50% of the number of Weekly Report Cards issued to a school during a term. Following the pattern established at the inauguration of the service, two daily quarter hour talks or dramatised programmes were presented five days of the week, emphasis being laid on the British Guiana scene, its history, civic institutions, its Human Geography and its flora and fauna. The schedule also includes two series of simple singing lessons for the Lower and Middle Divisions and there is a weekly Current Affairs programme dealing with subjects topical at home and overseas. These Current Affairs programmes continue to be most popular both with the teachers and pupils.

New Series introduced at the beginning of the School Year were (a) WORKING FOR A LIVING (Upper Division and Secondary Schools) intended to indicate to pupils in their last years at school some of the employment opportunities in various fields of work; (b) PEOPLE, PLACES AND THINGS (Middle Division) dealing with certain aspects of the History and Geography of British Guiana in such a way as to encourage the child to have wider interests and provide useful general knowledge; (c) WHEN I WAS AT SCHOOL (Middle Division) in which the school child was "introduced" to some of the people holding the most responsible positions in our community; (d) ROMANCE OF ENGLISH (Middle Division) an attempt to encourage good speech and dealing, among other things, with words often mispronounced in urban and rural areas; (e) STORIES AND RHYMES (Lower Division) a BBC Transcription Programme, which was later substituted by (f) LISTENING TIME, G.I.S. originated, a light hearted programme featuring familiar music on Friday afternoons; and (g) ten programmes on SHAKESPEARE produced by a visiting Drama Adjudicator, Mr. Graham Suter during his visit to British Guiana were transmitted to Secondary Schools.

In addition to the two series scheduled for Secondary Schools, special Saturday evening broadcasts were arranged (for the benefit of organised listening groups) of the twelve programmes under the title of "The Battle of Agincourt" based on Shakespeare's Henry V, itself an English Literature set book for the 1959 Overseas School Certificate Examination.

The Children's Booklet, LEARNING BY RADIO, with illustrations of animals and plants to be coloured by the Primary School children, complete with words and melodies of songs to be learnt, continued to be a useful and attractive adjunct to the broadcasts. The second and third issues of the CHILDREN'S NEWSPAPER, published by the Government Information Services were made in September 1958 and April 19, 1959 respectively while at the beginning of the school year each school was supplied with a free copy of the B.G. produced song book TWELVE SONGS FROM GUIANA, specially prepared to help teachers with their own singing classes and school choirs.

NOTES FOR THE TEACHING STAFF containing background information for programmes, suggestions for preparation, experiments and follow-up activities, were provided for teachers in charge of Listening Classes in all schools. Schools which did not qualify for a place in the Register

of Listening Schools received a token supply of these NOTES, as they did of all the broadcast literature produced by the Unit. Valuable comments and suggestions for future programmes were received on the Weekly Report Cards and by letters sent in separately by Headteachers. The Unit also provided material (culled from broadcasts to the Lower Division) for the printing of a second booklet on NATURE STUDY for reference by teachers, a most important contribution this was to general teaching matter, as there is not yet available for schools a text book on the Nature Study of British Guiana.

With the co-operation of the Department of Education and with a view to widening teacher-participation in the service, the Broadcasts to Schools Unit continued the scheme (begun in 1956) of training batches (two at a time for a period of six months) of Primary School Teachers in microphone and other broadcasting techniques. From the beginning of the year, also, a qualified teacher was seconded to the Government Information Services as Assistant to the Schools Broadcasting Organiser.

The third of a series of county Seminars on Broadcasts to Schools (introduced early in 1956) was held at the Anna Regina Government School on Tuesday, February 17, 1959, when some 80 teachers from the Essequibo Coast and Essequibo Islands attended the three sessions of the day. The purpose of the seminar was to provide a short intensive study of the techniques used in the production and presentation of the service, and to enlarge the scope of teacher-participation.

1959 saw the introduction of a Second-Tier on the Advisory Committee on Broadcasts to Schools. It was felt that the work of this Advisory Committee (whose functions include advising the Chief Information Officer on the content of the broadcasts and assisting in maintaining liaison with schools and the teaching profession) would be greatly supported and usefully assisted by the setting up of a Sub (Advisory) Committee to function as a Working Committee, consisting of teachers actually engaged in receiving Broadcasts to Schools in their respective classes.

Visits were made to schools by members of the Advisory Committee. The visits by the G.I.S. Schools Unit were restricted by limited travelling allowances; but the visits made underlined earlier impressions that the Friday Afternoon broadcasts needed to be more in the nature of entertainment and that many would-be "Listening Schools" were handicapped by radios being "out-of-order". At the end of the year as many as 30 school radios were reported in a state of disrepair. Regular maintenance of school radios continued to be a problem in spite of a modest sum of money on the estimates of the Department of Education to meet necessary repairs.

There is need for at least two additions to staff at technical and clerical level, in order to maintain the rigid discipline of a Broadcasts to Schools Time-table without undue tension and strain. Limited recording facilities and late recording sessions at Radio Demerara operate against freshness of approach and trying out new ideas. However, the staff continue to exhibit a splendid team spirit, substituting enthusiasm for any lack of knowledge; but the training by the more experienced members of the newcomers on the staff went on, on the job, and round the clock. The work of the Unit in British Guiana has had very favourable comment from knowledgeable persons in other territories. It is generally recognised that British Guiana is in the forefront in this field in the Caribbean.

British Guiana was among the 20 territories represented at the Conference on Radio Education arranged by the Colonial Office in conjunction with the British Broadcasting Corporation. The Radio Conference, the first of its kind ever held for people participating in School Broadcasting in Overseas Territories, was held in London in July 1959. The main theme of the talks centred around the role of broadcasting as a medium of educating students in schools and colleges. The British Guiana representative had the honour of being asked to deliver

a talk on "Direct Teaching by Radio" to Conference and was chosen Chairman of one of the three groups to report back to Conference at the end of each session. After a week of most useful and informative lectures, talks, playbacks and discussions, Conference agreed that while "Broadcasts could not replace the Teacher" ... radio could "Supplement the Lesson and do much to enrich and stimulate both child and teacher."

FIELD SERVICE

The operations of the Field Service during 1959 were highlighted by a number of special assignments. These included the explanation of two major policy decisions of Government, coverage of the official visit to Nickerie by the Minister of Labour, Health and Housing, and publicity exercises supporting the Department of Agriculture's policy of crop diversification.

In February "Operations Poster" provided a round-the-clock exercise for officers of the Field Service. This poster campaign explaining Government's Budget proposals was carried out from Crabwood Creek on the Corentyne to Charity on the Pomeroon.

Another special assignment centred around History and Culture Week Celebrations. Prior to the week's celebrations, the District Information Officers were engaged in planning programmes. During the week, full coverage was given to the several events which took place and to the projection of suitable B.G. films. District Information Officers in East and West Demerara also actively assisted in organising and running the Patrick Dargan Shield Debate in connexion with the week.

Other special assignments included the coverage of Coconut Field Days on the Corentyne and on the East Coast, Demerara, of a Cocoa Field Day at Atkinson and of the Open Field Day at the Central Agricultural Station at Mon Repos.

Visits

Occasional visits were paid to settlements up the Corentyne, Berbice, Mahaicony, Mahaica, Demerara and Pomeroon Rivers. In May, through the courtesy of B.G. Airways Limited, and at the request of the Interior Department, a team of three G.I.S. Officers including the Acting Information Officer (Field), paid a visit to the Upper Mazaruni District to give general coverage to the area. In August, the District Information Officer for East Berbice accompanied the Minister of Labour, Health and Housing on her official visit to Nickerie. The District Information Officers were also in the accompanying official team on occasions when Ministers of Government visited districts in their official capacity.

To round off the list of special assignments there was the distribution of 4,000 copies of Dr. Jagan's Sunday-at-Noon broadcast explaining the Government's position in regard to the strike of Government employees. Each officer distributed 1,000 copies of the text of the broadcast in an operation lasting from December 12 to December 15.

Normal functions of the Service

The Field Service continued its operations in the rural areas maintaining the two-way flow of information between headquarters and the outlying districts, as well as in interpreting and explaining Government's policy and assisting the Government to keep in close touch with any reactions or misapprehensions of the public to policy statements. In addition, the officers continued to act as agents of the District Commissioners and to encourage residents to work on self-help and community development schemes. The functions of the Field Service are gradually becoming more clearly defined both in the minds of villagers and of members of the district team, and as this takes place, the District Information Officers have been able to carry out their duties with greater efficiency.

The District Information Officers continued their policy of working closely in collaboration with other field officers with whom they undertook several field trips thus associating themselves with the work of the Agriculture, Public Health, Co-operative, Local Government and Social Welfare Departments. They also attended several meetings of Local Authorities, Regional Development Committees and Community Councils and assisted in planning programmes for agricultural fairs, community education projects, as well as in publicising a number of important events and achievement in the rural areas. This closer collaboration with the district officers resulted in two main benefits - a better understanding by villagers and district officers of the role and function of the District Information Officer in the community and the provision of an on-the-spot check for District Information Officers' stories.

Staffing and Leave

Consequent upon the retrenchment of two District Information Officers in February 1958, the operating strength of the Field Service was four District Information Officers and one Information Officer (Field), who, in addition to supervising the District Information Officers, also co-ordinates the activities with the work at Headquarters, in the Press, Photographs, Films and Broadcast Sections.

In June, the Information Officer (Field) Mr. R.E. Thompson, who was on vacation leave resumed duties taking over from Mr. V. Jones, District Information Officer, Essequibo, who had acted as Information Officer (Field). At the beginning of October, Mr. B. DeRushe proceeded on vacation leave and Mr. M. Dundas who had formerly served as District Information Officer was seconded from the Department of Agriculture to act.

While he was on leave the Information Officer (Field) attended with 25 other overseas officers a course in Community Development and Adult Education conducted at the Institute of Education of the University of London.

Film Shows

The Department's policy in emphasising the educational aspect of film shows has gradually gained acceptance in collaboration with the district officers. The shows for the most part have been given at the request of an officer of the Government who introduces the film and conducts a discussion afterwards. On this principle, special film shows have been arranged by officers of the Drainage and Irrigation, Agriculture, Health and Co-operative Departments. Films have also been shown in support of the several community education projects throughout the coastland.

General

The officers maintained their weekly despatch of material to Headquarters comprising stories, newscasts, photographic negatives and tape recordings for use in the G.I.S. Bulletin, the newspapers and the G.I.S. radio programmes.

FILMS DIVISION

Films

Early in the new year, the Films Officer who had a few months before returned to the department from an audio-visual leadership training course at Indiana University, made a country-wide survey of film needs at the district level. He took the opportunity during visits to discuss and explain to Government extension officers the value of visual aids in their work. This survey became the basis of the film making programme.

Three films were completed during the year. They are: (1)

/Mackenzie ...

"Mackenzie - The Bauxite City" portraying the life of that mining town; (2) "People With A Future" and (3) "Education For Progress" portraying aspects of social development among Amerindians in the North West and Upper Mazaruni districts respectively. Two other films on fish cultivation and the work of a self help group were also shot and are now being processed. Preliminary work was also done on films on poultry rearing and cacao propagation.

At year end the Division carried through successfully an experiment in which a newsreel sequence on the arrival of the new Governor Sir Ralph Grey was shot and was processed and made available for showing with sound track the same evening.

Filmstrip

Filmstrip offers special opportunities in extension and adult education work and during the year an experimental 35 mm filmstrip was made on the work being done at the Central Agricultural Station at Mon Repos.

A number of filmstrip projectors and screens are on order made possible by a C.D. & W. grant and it is hoped considerably to develop the use of filmstrips in 1960.

Film Library

The year marked a considerable expansion in the use of the documentary film in adult education and extension work. Voluntary organisations, extension officers in every field including industry and agriculture, all drew on the film library for assistance with their programmes. Thus, the sugar estate welfare officers used films extensively during their Home and Family Week celebrations. Films were also used during Canada Week which was organised in connexion with the visit of a team of Canadian businessmen industrialists and also during Guianese History and Culture Week.

The film lends itself ideally to background briefing sessions and the department was frequently asked during the year to assist in such sessions planned for visiting delegations.

Ninety two educational film shows were arranged by headquarters staff in urban and suburban areas. At such shows the films are usually introduced by a Chairman and is often followed by a discussion, with the result that there has been a growing audience appreciation of the medium.

The Film Library was supplemented during the year by films lent by the Canadian Trade Commissioner, the Overseas Film Library in London, United Kingdom Information Office in Trinidad and the Indian Commissioner's Office in Trinidad.

PHOTOGRAPHS DIVISION

For the year 1959, 1,255 negatives and 3,140 prints were produced by the Photographs Division. These photographs exhibited a wide range of subjects and helped to illustrate practically every aspect of public activities.

The quality of output of photographs continued to improve, owing to the standardisation of new techniques employed. There was an increase in the use of the G.I.S. photographs by the press and various Government Departments to illustrate reports, brochures, and Christmas cards, etc. Teachers from the various Government Schools used photographs as an important medium by which to illustrate their lectures.

There was a significant improvement in the quality of the

negatives supplied by the Field Division, resulting in greater use of their photographs by the press, Bulletin and other agencies. The output of colour transparencies showed an increase over the 1958 figures.

A feature of the Division's activities for the year was the joint cine coverage of the arrival of the new Governor, Sir Ralph Grey, and the processing of the 16 mm cine material in the office dark room.

Requests from overseas agencies continue at the same high level, with a greater demand for photographs showing industrial development.

Mr. Vernon Murray, free-lance photographer, was employed for a period of six months as relief for the Photographs Officer who visited the United States of America on a scholarship in 16 mm motion picture production sponsored by the International Co-operation Administration.

ADVERTISING

The department placed in the British Guiana press 9,879 column inches of advertising on behalf of Government departments to the value of \$17,714.71.

On behalf of West Indian Governments 835½ column inches of advertisements were similarly placed to the value of \$1,799.40.

DISTRIBUTION

During the year, 714,637 copies of B.G. and overseas publications were distributed both in British Guiana and overseas, this number being made up as follows:-

British Guiana Bulletin	440,000
Guiana Diary	19,928
Informatives	5,292
Industrial Newsletter	747
News Roundup	676
Commonwealth Today Magazine	41,500
Annual Departmental Reports	12,026
Annual Report of British Guiana 1958		299
" " " " " 1957		179
" " " " " 1956		173
B.G. Land of Opportunity 1958	732
H.E's Speech at Opening of Legco.	1,740
Calendars	3,000
Learning By Radio	180,000
Miscellaneous items	7,345

G.I.S. material continued to be despatched according to the under-mentioned distribution list:

General List A (British Guiana)	5,372
" " B (West Indies)	177
" " C (United Kingdom)	229
" " D (U.S.A.)	88
" " E (Br. Commonwealth excluding Colonial Office List)		23
" " F (Foreign Territories excluding U.S.A.)	39
" " G (Colonial Office excluding West Indies)	49

An analysis of the distribution of the British Guiana Bulletin in British Guiana is as follows:-

AREAS	BULK	SINGLES	SCHOOLS	TOTAL
Upper Demerara River	389	29	447	865
West Coast & West Bank Demerara	1,247	130	490	1,867
East Bank Demerara	848	136	215	1,199
East Coast Demerara	2,712	179	1,070	3,961
Lower Corentyne	1,632	150	676	2,458
Upper Corentyne	3,052	237	1,360	4,649
Essequibo Coast & Is.	1,725	143	928	2,796
North West District, Rupununi & Upper Essequibo	541	25	473	1,039
Georgetown & Environs	845	957	630	2,432
	12,991	1,986	6,289	21,266
West Indies	67	137	-	204
United Kingdom	61	171	-	232
Colonial Office & British Commonwealth	8	50	-	58
Outside British Common- wealth	-	22	-	22
United States of America	17	66	-	83
	13,144	2,432	6,289	21,865

LIBRARY

During 1959, the Reference Librarian performed the usual functions, including the revision, in collaboration with the Press Officers, of the sections about British Guiana in a number of standard reference books. Work was also begun on the revision of the basic information Booklet "Fifty Facts About British Guiana" published some years ago by the Department and it should prove possible to publish a new edition early in 1960. There were 62 additions to the stock of books on information techniques and on British Guiana. Enquiries involving reference to the library continue to average between 8 and 12 per day.

AGENCY FOR CENTRAL OFFICE OF INFORMATION, LONDON

Weekly Air Bags were received regularly containing one copy of important reference papers and publications. Surface bags containing numerous books, booklets, leaflets, photo posters and printed reference material were also received.

Copies of Biographies and reference material were filed for reference purposes.

Keesing's Archives and Commonwealth Survey were kept indexed.

Photographs were also filed for reproduction in the B.G. Bulletin, the press and for use by Government Departments.

Distribution of the various publications and posters were made to the Public Library and branches, Government Departments, Schools, Youth and other organisations. The coloured posters were the most popular.

Film strips were also received and lent to schools, social organisations and Departments.

"Commonwealth Today", one of the most popular of the C.O.I. six weekly magazines continued to be in great demand, the supply being increased to 5,300.

"Calendar of Britain" of which there was a limited supply was also distributed.

L.P.S. and feature articles were also received and reproduced in the Bulletin, G.I.S. radio programmes and filed for General Information.

A weekly bag containing all General Broadcasting and School Broadcasting scripts, Bulletins, Weekly Newspapers and Communiques was sent to Colonial Office.

OTHER ACTIVITIES

The Government Information Services revised the relevant sections of reference books including Colonial Office List, Statesman's Year Book, Whitaker's Almanac and Encyclopaedia Americana.

STAFF CO-OPERATION

The activities of the Government Information Services often involve overtime hours of work, given with the loyal and willing co-operation of the members of the staff.

A.J. Seymour,
Chief Information Officer.

APPENDIX "A"

Staff at December 31, 1959.

<u>Post</u>	<u>Officer's Name</u>	<u>Period of Duty</u>
Chief Information Officer	A.J. Seymour	1. 1.59-31.12.59
Senior Information Officer	L.A. Searwar	do.
Information Officers	Miss C. Dolphin (Adm.)	do.
	R.E. Thompson (Field)	do.
Films Officer	R.L. Young	do.
Photographs Officer	R.A. Fung	do.
Senior Press Officer	W.L. Carto	do.
Press Officers	H.W. Josiah	do.
	G.R. Randial	do.
	W.A. McAndrew (Actg.)	do.
Broadcasting Officers	V.C. Forsythe (Senior Broad- casting Officer)	do.
	Miss C. Croal	do.
	Miss L. McArthur	do.
Assistant Broadcasting Officers	Miss R. Hazel	do.
	Miss G. Tiam-Fook	do.
Librarian	Miss L. Gordon	do.
Assistant Librarian	Mrs. W. McWatt	do.
District Information Offi- cers	V. Jones	do.
	P. Haynes	do.
	A. Persaud	do.
	B. DeRushe	1. 1.59-31. 8.59
	M. Dundas (Actg.)	1.10.59-31.12.59
Driver-Projectionist	E. Mitchell	1. 1.59-31.12.59
Accounts & Advertising Clerk	C. Farinha	do.
Secretary	Miss D. Rodrigues	do.
Senior Clerical Assistant	Miss Y. Carter	15. 1.59-31.12.59
Clerical Assistants	Miss A. Mittelholzer	8.10.59-31.12.59
	Miss J. Jordan	1. 1.59-31.12.59
	Miss D. Nedd	8. 9.59-31.12.59
	Miss E. Miranda	1. 1.59-31.12.59
	Miss S. Brewster	do.
	Miss G. McLean	do.
	Miss K. McLean	do.
	Miss M. Steele	28. 7.59-31.12.59
Temporary Clerical Assis- tants	Miss H. Burnett	1. 1.59-31.12.59
	Miss K. Jansen	8. 7.59-31.12.59
	Miss S. Naraine	2.10.59-31.12.59
Class I Clerk	C. Walcott	1. 1.59-31.12.59
Class II Clerk (Temporary)	L. Isaacs	29. 6.59-31.12.59
Messengers	B. Taylor	1. 1.59-31.12.59
	E. Edun	do.
	H. Bobb-Semple	do.
	Satnaraine	do.
	E. Limerick	do.
Chauffeur	C. Gouveia	do.

Temporary Typists employed during the year - Miss O. Waldron
Miss G. Marques
Miss L. Blackmore

Mr. Ivan Van Sertima, Class II Clerk on the staff of the Education Department on secondment to the G.I.S., acted as Press Officer during the year.

Mr. Vernon Murray acted as Photographs Officer vice Mr. R. Fung on vacation leave.

APPENDIX "B"

B.G. Bulletin - Middle Page
Spreads

- (1) The Agriculture Department
- (2) The Co-operative Department
- (3) Telecommunications Improvements
- (4) Plans for Fruit Cannery on Essequibo Coast
- (5) The Education Department
- (6) The Medical Department
- (7) Black Bush Polder
- (8) Government Minor Industries Limited
- (9) Improvements in Amerindian Living Standards
- (10) The Carnegie School of Home Economics
- (11) The Marketing Division
- (12) The B.G. Credit Corporation
- (13) Dr. Jagan's broadcast on London Financial Talks
- (14) The Public Free Library
- (15) Highlights of the League of Coloured People's
Fair
- (16) The Geological Survey Department
- (17) History and Culture Week Celebrations
- (18) Drama in History and Culture Week
- (19) The G.I.S. at work
- (20) Dr. Jagan's Broadcast on F.U.G.E. Strike

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APPENDIX "C"

Visitors

- Mr. Anthony Martin, Programme Organiser of the B.B.C.
- Mr. Oliver Jackman, Information Officer, Barbados.
- Mr. Owen Mathurin, Acting Information Officer, Trinidad.
- Mr. Frank Healy, Public Relations Consultant of Canada.
- Mr. Robert W. Wagner and Mr. Orlando Knudson, American Film Specialists.
- Dr. Patrick Malone, S.J., President of St. Mary's University, Halifax, Leader of a Party attending a Seminar at the U.C.W.I., sponsored by the Canadian and West Indian Committees of the World University Service.
- Mr. Hugh Morrison, Supervisor of the Radio Education Unit of the U.C.W.I.
- Mr. David Murdoch of the Overseas Press Service Division of the Central Office of Information.
- Mr. Harry Dilrosum, Senior Information Officer of the Government Information Services, Surinam.
- Mr. Oliver Woods, Colonial Editor of the "Times".
- Mr. William Clark of the "Observer" and Independent Television.

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