

Broadcaster

DECEMBER 1969



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“... time to set aside the misunderstandings, prejudices and hostilities of the past; to bring together on an informal and continuing basis the accumulated skill and experiences of broadcasters, the regulatory bodies and the political world.”

Taken out of the context of last month's CAB brief to the Preparatory Policy Conference of the Liberal Party in Canada in B.C. this, in a clear and concise manner, pinpoints a basic solution to the method of coping with the problems of the broadcasting industry. It deals not so much with the specific problems and their solutions but seeks an end to the incessant investigations of broadcasting, which aim to have the problems sorted and solved by professional investigators rather than professional broadcasters.

The brief, reprinted in full on pages 100 to 103 in the November *Broadcaster*, makes a cool and mature appraisal of the decisions Parliament must make relating to the industry's complex problems. It does not suggest answers to these problems, because it feels this is the function of Parliament. However it suggests, logically it seems to us, that instead of the endless succession of public investigations by various tribunals and others, all facets of broadcasting – public (CBC), private (CAB) and the regulators (CRTC) – indulge in a “continuous process of informal consultation, taken in an atmosphere of good will, of mutual respect, of striving for ways and means that will enable us all to ‘make certain that broadcasting in Canada continues to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada’.”

What the CAB brief is attempting to do – commendably we feel – is *not* to interfere with the policies defined in the Broadcasting Act, which, under the act, are the function of the CRTC. What it wants, in simple language, is to help the regulators administer the act in a practical and workable manner, by the establishment of lines of communication, on an informal and human basis, between those who regulate and those who are regulated, so that each may have an intelligent understanding of the problems of the other.

What needs drastically to be fostered is a recognition from both sides that the act and the regulations are there for the betterment of Canadian broadcasting, for the public and for the industry too. It must be clearly understood, *by both sides*, that this ideal state of affairs can only be attained, not by means of whip-cracking on the one hand and devious evasions on the other. There must be agreement on both sides about what is to be achieved, and then a conglomerate and co-operative effort on the part of each to devise intelligent and pragmatic methods of achieving it.

Since the CRTC was established in 1968, there has

been a deplorable, but perhaps under the circumstances natural, lack of communication between the industry and the Commission.

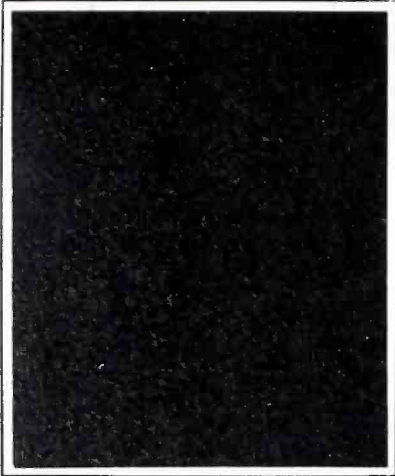
Quite naturally the new Commission had to go through a period of finding out what it was all about. In the same period, the broadcasters felt they had to tread lightly until they could determine that manner of regulation it was to which they were to be subjected. Each side has achieved this to a surprising degree. But, staffed as they are, from the Commissioners down, with people whose knowledge of broadcasting is a combination of idealism and artistry, and entirely devoid of an awareness of the practical commercialism which has to be part and parcel with the Canadian system, there is small hope that the CRTC will be able to provide a practical administration of the industry without help from that industry.

For years, private broadcasters have been held back by a fear of the consequences if they dared to argue, disagree even, with whatever regulatory body was current at the helm. Industry history records that when they made representations for a private radio network, the so-called “privilege” of mentioning prices in aired advertising or campaigned for an independent regulatory body in place of regulation by the CBC, they have prepared forthright and rational briefs aimed at going right out after what they wanted. But inevitably, on the eve of the hearing, they have watered down their demands into timorous hints, to the point where the authorities could not figure out exactly what they wanted, and so gave them nothing.

All that was needed then and all that is needed today is a rapport – communication – dialogue – call it what you will – between the industry and its regulators, where the latter group says: “Here is what we want to do, gentlemen – encourage Canadian programming, curtail multiple or foreign ownership or restrict importation of American programs by Cable-Television, to which the practical broadcaster replies: “Here is a way I think you can do it.”

The CAB, made up of most of the private broadcasters, seems to have come up with a method of accomplishing all this. It faces the fact squarely that the industry is regulated by the CRTC. This is the way it is and this is the way it will be. So it suggests the transformation of the function of the Commission from that of a punitive (\$50,000 fine or imprisonment) do-this-or-else tribunal into a co-operating pilot who decides upon what channels the ship shall take, and then taking advantage of the industry's knowledge of the reefs and shoals through which it must sail, stands by to help them keep their ship on the course.

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and now a word from Bob Blackburn

More than a dozen years ago when I was starting to get set in my ways, I quit switching and settled on the brand of beer I drink today.

All those years, not one of the thousands of beer commercials I've seen has given me the smallest inclination to switch brands, except maybe one. That was the campaign which featured members of various he-man occupations and the slogan, "When a man says Redcap, it says a lot for the man." I got particularly tired of watching one character who was forever building bridges and rushing off to the pub. But it was the slogan that really got me, and the reason it made me want to switch brands is that my brand is Redcap.

What stopped me from changing was simply that I don't know of any other brand that doesn't also have some foolish and embarrassing commercials. Considering the fortunes the breweries spend on elaborate, technically superb productions, I've never been able to understand their inability to sell me beer. Hell, they don't even make me thirsty.

I suppose it's all a hangover from the peculiar history of beer advertising in this country.

I could understand in the old days, when only institutional advertising was allowed, that the best a brewer could hope for was to tie his name to an image of enjoyment of the good life in a good country.

But when restrictions were eased, instead of selling beer, the brewers went on selling image. Granted, they still aren't allowed to depict the product or its consumption, but they *are* allowed to sell it, and they don't really try. They sell football and barbecues and romance and horseplay, but they don't sell beer. Not to me, anyway.

When I see Ed McMahon pitching Budweiser on the *Tonight Show*, I become faint with thirst, and when I go to the U.S., that's what I drink. Granted, he's allowed to show the product, but they still can't show him drinking it, and these foolish restrictions need not be crippling. The point is that the man sells beer and nothing else.

There are, of course, a few exceptions. When Carling tells me people all over the world are drinking Black Label, I listen, but that sort of direct selling is rare. Certainly, there's nothing about the sight of a bunch of variety performers traipsing across a map of Canada that's going to send me running even to the fridge, much less

the beer store. The most it's likely to do is give me the time to pour a gin. Could it be that all those beer commercials are actually paid for by liquor interests?

Surely no type of commercial is more worthy of the contempt of the viewer than the one that sells the "best" laundry product. One can only assume that the manufacturers consider the average housewife an utter fool. And the fact that this sort of advertising goes on forever may indicate that they're right.

On the face of it, it's just incredible to me that one product after another can be touted as being better than all the competition in such a barefaced way. Since only one can deliver the whitest and brightest wash, it's apparent that every other manufacturer is lying in his teeth.

(Interestingly, a Toronto radio station, CKFH, pointed up the idiocy of this kind of advertising in a campaign that claimed, "We *must* be number two, because everybody else is number one.")

It isn't simply that the commercials blandly lie about being best. They also promise performance they can't deliver.

I'm prepared to believe, because there are laws about this sort of thing, that when a carefully prepared stain is effortlessly removed by product "A" in a carefully controlled demonstration, while brand "X" is bombing out, something like that may actually be happening.

But chaps, we *use* these products, and we know most of them are moderately efficient, but we also know that they do not quite perform the magic feats you promise.

No thinking viewer can watch this sort of junk without realizing that impossible claims are being made, and that it would be foolish to have any respect for the people who are making them.

Such advertisers are showing contempt for the consumer, and it's proper that the consumer should throw it right back.

There's more involved here, though. Television right now is enjoying a perhaps unearned public faith. The polls tell us that the public relies on and believes in television news above any other source.

I wonder how long any medium can sustain such a fine and envious image when it is also being used to bombard us with flagrantly transparent deceptions.

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COUNTS

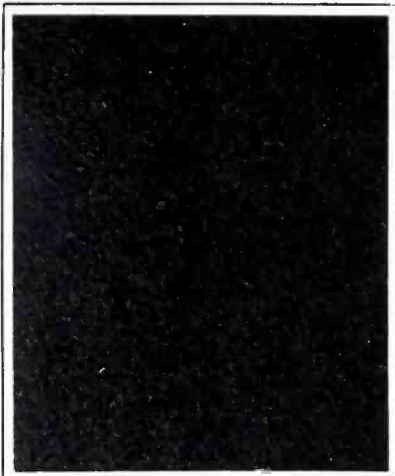
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PAUL MULVIHILL
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TORONTO MONTREAL

The promise of International Co-Production

by Barbara Holleran

People are talking.

In broadcasting circles they're even beginning to ask questions. Things like, "Will there ever really be a Canadian film industry?", "Can we possibly keep our talent on this side of the border?", and, "Why don't we tell it like it is? Canada is small potatoes and will never be able to compete in TV production with the States and Great Britain!"

Right! We never will. We never will because: the U.S. television market is 200,000,000 strong. Canada's market is 20,000,000 (with 6,000,000 French-speaking). Also, distribution in Canada requires 1,500 more microwave miles (with attendant greater expense), not to speak of 5½ time zones as compared with 3 in the U.S.A. (This requires time zone delays at considerable expense.)

As for costs, the picture, unexamined, looks good because production costs in Canada are still slightly lower than in the U.S. However, the sad fact is that film stock, processing, studio facilities, and

electronic apparatus are either equal to or greater in cost than their equivalent south of the border, and in all manpower areas the tendency to compete with our southern neighbors will inevitably erode whatever minor advantage remains. Musicians, actors, singers, dancers, producers and directors are all subject to the same economic pressures. (Wage parity is the name of the game.)

Did you know that Canadians insist on better quality in the shows they view? Therefore, in both entertainment and documentary material an unusually higher percentage of the production must go into insuring better quality. With the money flying in so many other directions, is it any wonder that Canadian producers become discouraged?

Another bete noire of Canadian producers is that there are no Canadian stars. There are international stars who happen to be Canadians, but we have reached the point in the international communications and entertainment

explosion where we can find new national stars. The exception, of course, can be found in totalitarian nations whose governments have closed their borders to communications in either direction. International stars, put on their pinnacle by the movie industry, have long been recognized as such, but today international TV stars are as well known to the general public as the domestic products they advertise. Then names Tom Jones, Petula Clark, Patrick Macnee, Diana Rigg are today as familiar in Des Moines and Moose Jaw as Lorne Greene, Sammy Davis, and Bob Goulet are in Manchester and Glasgow.

Perhaps the only proximity to a national star system in Canada lies in the field of news and sports. Immediately recognizable across Canada are such men as Johnny Esaw, Harvey Kirck, Ron MacAllister, and Norman DePoe. In this area lies the country's only hope for a totally indigenous type of program. (Drama, variety and other entertainment material is by its nature international in interest.)

"Canada will never be able to compete in TV production with the U.S. and Great Britain". Having learned this expensive and painful lesson well, Canadian producers are beginning to complete this sentence: "If you can't lick 'em . . ." and are winning an expenses-paid trip to the international marketplace.

The answer, of course, lies in co-production. This premise, upon which many broadcasters and producers hope to develop a viable production future in Canada, is simple. It has been proven to work by no less prestigious an entrepreneur than Sir Lou Grade, who was knighted for his contribution to export of programs from the United Kingdom.

Here, in five points, is Sir Lou's formula:

1. Produce domestic programs at the quality level of the best the largest market undertakes (U.S.A.), hoping to fill a soft spot in one or other of the U.S.'s network lineup.
2. Write off a substantial portion of the budget against the use in your own broadcasting area.
3. Sell aggressively in all other markets of the world (Australia, Canada, etc.).
4. Sell to CBS, NBC, ABC — but, failing that —
5. Try to recoup via the ever more practical syndication market.

Presumably, any broadcaster, having done his homework by establishing programming with the audience and delivering it in the U.S.A. at a lower price, can arrive at the point of being invited to enter into a co-production alliance with one of the American giants. Now he is really in the ball game.

WE HIT YOUR TARGET MARKET



CKY on target with your Target Market

BBM PROVES IT!

CKY is Manitoba's Adult Station and aims directly at the Adult Target Market! BBM ratings prove it. Adults listening and responding to informative radio.

Isn't that your target market? Put your selling message on CKY . . . Manitoba's most listened-to station . . . and reach Manitoba's largest daytime adult audience.

Call Major Market Broadcasters Limited, Toronto, or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice-President, National Sales in Winnipeg.



THE WINNING ONE

Winnipeg

50,000 Watts

Manitoba

*March 17 - March 30, 1969

CFCN TELEVISION APPOINTMENTS

Naturally enough, the vested interests and the stakes at the U.S. network level make this the toughest market to crack. However, ATV and Grade have done it. In addition to *Danger Man*, *Tom Jones*, summer replacements like *Showcase*, *Liberace* and *The John Davidson Show*, Grade has managed to co-produce numerous film projects, including "Strange Report" with NBC. Since everybody "takes a turn" in a venture of this kind, some of the creative control must inevitably be shared and indeed, some of the production will emanate from production centres other than London, Los Angeles or New York.

Needless to say, the financial gamble on such a venture is awesome. Because of the top quality requirement of the big leagues, the overall budget for a dual network venture can run as high as \$350,000 for a single hour. That's a lot of scratch, and it's somehow comforting to walk hand in hand to the bank with a big boy like NBC.

However, if the possible dream becomes impossible, the syndication market shows exciting signs of life (Step number 5 to Success Via Lou Grade Formula). Because audiences are demanding greater originality, more and more stations and groups of stations are disenchanted with post network re-runs. The implications of the financial impact of cigarette money withdrawal may blow the market wide open. The prospect of additional time being returned to the U.S. affiliates exists, thereby creating a programming void crying to be filled. The alternative for the networks, in order to maintain profit for the shareholders, would be to reduce program standards. Obviously, this course would not be acceptable either to viewers or advertisers.

Even the giant U.S. networks may seek co-commitment with Canadian, British, and other broadcasters in order to maintain production budgets with a pre-guaranteed layoff against licensing in these areas.

And so it appears that no less a power than Fate is taking a hand in the future of the Canadian Television Industry. We adjust to the talent loss; we become satisfied with a less lucrative industry; we accept international oblivion; or we "join'em". Canadian talent in all areas of production could shine beside the already established international lights, and Canada's production centres could team with talent from all areas of the world, bringing work for our actors, greater opportunity for our musicians, expanded horizons for our writers — and a rapidly flowing river of dollars for an industry which must now stand up and be counted or face the continuing loss of its most creative people.



Donna Stochinsky



Ian Parker

E. W. "Ted" Chapman, President, CFCN Television Limited, wishes to announce the following CFCN-TV appointments: Donna Stochinsky, Director of Public Relations, and Ian Parker, News Director.

Prior to accepting this position, Mrs. Stochinsky was for eight years Vice President and Managing Director of Peggi Adams Agencies Ltd., a modeling agency and charm school in Edmonton.

Mr. Parker was with CFTO-TV in Toronto for five years, rising from reporter to Public Affairs Producer. He then worked as National Assignment Editor for the CTV network for a year prior to accepting this position with CFCN.

GOT A MINUTE?

We'd like to help you sell it.

The 1970's will offer a new and exciting challenge to all of us. Why not join the Pace Setters and keep in step with the Hardy family of unique Radio & TV stations.

CALL —



The CRTC denies cable the use of microwave to import U.S. programming

The text of the Commission's announcement issued December 3, 1969.

The problem facing the Commission is not whether the technology of microwave should be used to help the development of cable television. It is to decide whether the use of additional techniques should be authorized to enlarge the coverage area of U.S. networks and U.S. stations and therefore their advertising markets in Canada.

The rapid acceleration of such a process throughout Canada would represent the most serious threat to Canadian broadcasting since 1932 before Parliament decided to vote the first Broadcasting Act. In the opinion of the Commission, it could disrupt the Canadian broadcasting system within a few years.

The fact that through force of circumstances many U.S. stations now cover other parts of Canada, and that some of them seem to have been established mainly to reach Canadian audiences does not justify a decision of the Commission which would further accelerate this process.

In consequence the Commission will not licence broadcasting receiving undertakings (CATV) based on the use of microwave or other technical systems, for the wholesale importation of programs from distant U.S. stations and thereby the enlargement of the Canadian audience and market areas of U.S. networks or stations.

However, the Commission feels strongly that no part of the Canadian population should be penalized in order to preserve a theory or to protect vested interests: either financial interests of investors in private broadcasting or privileges accumulated by particular groups in public broadcasting. The Canadian broadcasting system is worth safeguarding only if it provides the Canadian population with essential services which could not be provided otherwise. It would not make sense to protect a Canadian system based essentially on the retailing of programs "using predominantly non-Canadian creatives and other resources."

Certainly Canadians should not be denied access to the best material available from other countries. Any broadcasting system must remain constantly open to ideas coming from other parts of the world. Nevertheless the efforts of Canadians to maintain an independent broadcasting system can be justified only if this system achieves the high expectations established by Parliament in the Broadcasting Act of 1968. The Commission is of the opinion that the Canadian broadcasting system, whose development the Commission must regulate and supervise, must now improve rapidly or risk disappearing as a system. To ensure its survival it is more and more apparent that it must increase the extension of services which the population requires, and improve the quality and variety of these services.

Decisions concerning applications for second television service will be expedited by the Commission in the coming weeks. These will cover areas such as Kamloops, Kelowna and Sudbury.

Studies concerning all other areas will be accelerated. However, it is important to recall that there are still regions of the country where there is no first television service either in English or in French and that the Commission will give priority to such areas.

Where second television service already exists, the Commission will consider all plans which have been or will be brought to its attention in order to accelerate the development of Canadian broadcasting services including CATV. The Commission will also accelerate its planning studies and will consult with broadcasters, including cable broadcasters and other interested parties, to determine the most effective way of achieving continuing development of cable broadcasting in Canada in harmony with the rest of broadcasting.

Such a development should include all regions of the country including those where cable broadcasting is not now

available such as the interior of British Columbia, parts of the Prairies, Ontario and Quebec, and the Atlantic Provinces.

The Commission is of the opinion that this development along an East-West axis is imperative in the public interest.

On May 13, 1969, in its announcement on cable television, the Commission said:

"Cable Television, which began as a service to remote communities with reception difficulties, has now become a major factor in the Canadian broadcasting system and has a potential for a wide range of services in all communities. These community programming services can be of a complementary rather than a competitive nature to those already provided by other broadcasting services."

It was also the view of the Commission that the present period in cable television development requires a flexible attitude on the part of the Commission and readiness to adapt its policies rapidly to changing situations.

Without limiting the scope of possible revisions to its CATV policy the Commission is of the opinion that in the consultations that will take place, particular attention should be given to the question of creating networks of cable systems to help develop original programming.

In conclusion, the Commission is convinced that acceleration of the present trend of extending coverage of U.S. networks and stations in Canada and importing programs wholesale from the U.S. networks and stations by using microwave or other techniques will, in a relatively short time, risk disrupting the Canadian broadcasting system as established by the Broadcasting Act of 1968 and as developed in Canada since the Aird Report of 1929 and the Broadcasting Act of 1932. The implementation of the present decision will require a considerable effort to produce the programs required to achieve successful communication among Canadians. This decision rests on the conviction that there is in Canada the talent and the ability in the various fields of expression and knowledge to make effective use of a complex communication system. Broadcasting in Canada can and must express the originality of Canada and Canadians. The Commission is determined that the hope and spirit embodied in the Broadcasting Act of 1968 will be successfully achieved.

For CRTC thinking
behind this decision
see page 36.

Southam Press advanced 15% in November

While equity markets in Canada boomed higher in early November, the rise was followed by weakness late in the month triggered by falling markets in New York. The largest single element affecting investor psychology is probably that of continuing concern over stringent monetary policy required as part of government anti-inflationary policies. Lack of progress in settlement of the war in Vietnam is a contributing factor.

The T.S.E. Industrial Index is currently more than 10% above its extreme low for the year reached in mid-summer, whereas by comparison, the Dow Jones Industrial average has re-acted back down to its early summer low and is currently some 10% below that figure. The Communications group has similarly fared well by comparison with American markets as well as the broad Canadian market indices.

The better relative action of the Canadian market in recent weeks can be traced to White Paper incentives to buy Canadian equities. The proposed new corporate tax credit applicable to individual shareholders enhances the after tax yield to Canadian investors. While this has had a larger effect on shares of companies which pay out a high percentage of earnings and are usually regarded as income stocks, another factor has contributed to the market strength of growth stocks which pay out a modest proportion of earnings. Most of the communication stocks fall within the latter group. Many Canadian pension and mutual funds have tended to invest a significant proportion of their funds in U.S. growth stocks. In order to avoid penalty, these institutions must increase the Canadian content of their portfolios. This is likely to result in continued good support for Canadian growth equities. General market acceptance of the communication stocks seems likely to benefit from the above conditions as well as the fact that they are net beneficiaries of a continued high rate of inflation. This is because advertising revenues are closely related to total levels of consumer expenditure, regardless of whether the increase in dollar terms is made up of physical volume or price increases.

Over the month of November, the best performer in the communications

group was **Southam Press** which advanced some 15% to around \$66. **Maclean-Hunter Limited** rose more than 10% into a new all-time high range of \$20. **Selkirk Holdings** was also strong and gained more than 10% to \$15½ per share. Lesser changes ranging up to 5% were the case with **Western Broadcasting**, **Famous Players and Standard Broadcasting**, **Bushnell Communications** and **Chum Limited** (the latter trading on a new split basis) were unchanged.

Western Broadcasting's revenues for the six months ended September 30th were \$2,218,933 up 9.5% from \$2,024,815 in the comparable 1968 period. While operating profits and investment income increased by almost as large a percentage, depreciation was up nearly 49% and interest on bank indebtedness incurred to purchase shares in B.C.-TV increased by \$25,075. This latter item does not qualify as an income tax deductible expense. The net result of these factors was that net earnings increased a modest 1% while earnings per share declined from \$0.44 to \$0.42 based on a larger number of shares outstanding.

Western has received approval from the CRTC and has completed the purchase of 37.2% interest in **Express Cable TV Limited**, North Vancouver.

Maclean-Hunter Cable TV Limited

has filed a preliminary prospectus with the Ontario Securities Commission covering a proposed offering of debentures, preferred shares and common shares in unit form. This will represent Canada's first public company solely engaged in cable television. The new company represents a spin-off of the CATV cable interests now owned by **Maclean-Hunter Limited** who will still retain a majority interest in the new company.

We have not previously commented on **Allarco Developments Limited**, an Edmonton-based multi-line company. Allarco has owned 49% interest in CHQT-AM, Edmonton, and has arranged to acquire an additional 25% interest giving it majority control. CHQT represents a relatively small proportion of total operations. Allarco became a public company with its common stock offered at \$12 last May and is currently trading at about \$7½ on the Toronto Stock Exchange.

At the time of writing the CRTC pronouncement on restriction of microwave importation of U.S. signals has just been announced. The implication in terms of future growth for CATV operations is not yet clear. This development created uncertainty which resulted in downward market movement for the communication stocks.

Cover Story

Following the success of the Bobbie Gentry special, *The Sound and The Scene*, aired last October, the CTV Television Network in association with Glen Warren Productions and 20th Century-Fox Television, this month completed production on two more.

The shows, titled, *Special Gentry I* and *Special Gentry II*, were produced in the studios of CFTO-TV, Toronto.

Guests on the first show included John Hartford, Ritchie Havens, and the Stople Singers, comedian Bill Rose and Canadian folk singers Ian and Sylvia. The second program featured the Canadian group the Sugar Shoppe, Bobby Goldsboro, Rick Nelson and comedian Fannie Fragg. Both programs were produced and directed by Tony Charmoli, whose credits include assistant producer-director on the *Danny Kaye Show* and on *Elizabeth Montgomery Special* for the 1970 season. Co-producer-writer was Canadian Bernie Rothman, with Robert Kline as executive producer and Canadian Rudy Toth as musical director.

As with the first special, both shows are slated for telecast over CTV and syndication in the U.S. Air dates have not been announced. On our cover, Miss Gentry is seen doing a solo number during the taping session.

Season's
Greetings



Meilleurs
Voeux

NEWSCAST

Chercover Re-Appointed CTV President

Murray H. Chercover was reappointed president and managing director of the CTV Television Network at the November 28 annual general meeting of the shareholders and board of directors, in Montreal.

Further appointments were: Keith Campbell, vice-president, marketing; James Packham, vice-president, finance administration.

The directors elected were: Bruce D. Alloway, manager, CFRN-TV Edmonton, Alberta; John W. H. Bassett, president and chairman of the board, CFTO-TV Toronto, Ontario; D. G. Campbell, executive vice-president, CFCN-TV Calgary, Alberta; H. A. Crittenden, vice-president and managing director, CKC-TV Regina, Sask.; F. A. Lynds, president and managing director CKCW, Moncton, N.B.; D. W. G. Martz, vice-president, broadcast division, CFCF-TV, Montreal, Que.; E. F. McDonald, president, CJCH-TV, Halifax, N.S.; W.D. McGregor, vice-president and general manager, CKCO-TV Kitchener; Ralph S. Misener, president, CJAY-TV, Winnipeg, Manitoba; J. R. Peters, president, CHAN-TV, Vancouver B.C.; Geoff Stirling, chairman of the board, CJON-TV, St. John's, Newfoundland.

CRTC Policy Relative To Common Carriers

Earlier this month the CRTC issued the following decision relative to the licencing policy to common carriers:

The Canadian Radio-Television Commission has considered the relationship between the common carriers and CATV operations for some time, and has recently had the opportunity to hear further comments by both the broadcasting industry and certain common carriers.

The CRTC has concluded that it would not be in the public interest to encourage common carriers to hold licences for CATV systems, however, the Commission recognizes that the common carriers play an important role in the development of cable television and therefore the CRTC hopes that the co-operation between the common carriers and the CATV industry will be maintained and expanded in order to ensure that CATV systems would have the ability to provide the necessary service to the public while maintaining control over their systems.

The Commission hopes that agreements between CATV operators and common carriers will reflect

the concern of the Commission as expressed above and will assist in the development of the Canadian broadcasting system. The Commission also expects that any such agreements entered into by licensees will not inhibit the ability of licensees to implement the policy expectations of this Commission with regard to the development of CATV.

The Commission also realizes that under certain circumstances smaller common carrier companies may be the only entities capable of providing a CATV service as operators in certain of Canada's smaller population centres, and the Commission will therefore consider any such applications for licences for CATV systems by common carriers on their individual merits.

New Richard Hudnut Product to J.W.T.

A. Z. Pengelly, Manager of Corporate Marketing and Community Services for Warner-Lambert Canada Limited has announced the appointment of J. Walter Thompson Company Limited, Toronto to introduce a new Richard Hudnut product "Lasting Beauty."

"Lasting Beauty", is a make-up finish designed to be applied over make-up and to eliminate the necessity of touch-ups for hours by the wearer. It is currently being introduced to the Ontario market using a comprehensive television campaign, and full color advertising in magazines. Supervisor for J W T on the account is Rick Gallop.

Warner-Lambert has also appointed J W T as control agency for all spot television media advertising. Other agencies involved in Warner-Lambert advertising programs include: Spitzer, Mills & Bates Ltd., Toronto; McKim/Benton 7 Bowles, Limited, Toronto; Ronalds-Reynolds & Co., Toronto and Ogilvy & Mather (Canada) Ltd., Toronto.

Davidson Named National Sales Manager CJAY-TV

C-JAY-TV Winnipeg announces the appointment of W. J. (Bill) Davidson as National Sales Manager. He will be located in Toronto with offices in the Stovin-Byles building, 400 Jarvis Street.

According to the station, the appointment is designed to provide advertisers and agencies with

updated information on the Qinnipeg market. It will also provide specialized servicing of C-JAY clients, and immediate decisions on audience delivery plans.

Warner-Lamber Appoints Deltakos

P.S. Howsam, general manager of Warner-Chilcott Laboratories Co. Ltd., a division of Warner-Lambert Canada Ltd., has announced the appointment of Deltakos, a division of J. Walter Thompson, an advertising agency for its ethical drug products.

The appointment is effective immediately and will include Coly-mycin, Manadelamine, Peritrate, Tedral, Brondecon, Cholelyl, Coly-Mycin Otic, Depronol, Mebeverine.

Deltakos was organized as a division of J. Walter Thompson Company, a year ago to provide advertising and marketing services to companies active in the ethical drug, medical and scientific fields.

Richards joins Mel Welsh

Neville Richards has joined Mel Welsh Advertising Limited as an account executive.

Richards has an extensive agri-business background. Most latterly this included a position as Advertising and Sales Promotion Manager of Allied Farm Equipment, Inc., North America's largest independent wholesale farm implement distributing company. Earlier he had been Head of Agricultural Products with Elanco Division of Eli Lilly & Co. Ltd.

Richards was the original editor of Garden Supply and Equipment dealer and later became an editor of Good Farming magazine and Farm Equipment Dealer.

Prior to his arrival in Canada he was associated with one of England's leading manufacturers in the agricultural chemical business.

Hazel Bishop Appoints Burton Sohigan

Mr. Al Faverman, president of Bishop Industries announced that a quarter million dollar budget has

just been awarded to Burton Sohigan of Canada by Hazel Bishop Cosmetics.

Burton Sohigan have initiated a comprehensive market analysis of all the Hazel Bishop products including such household names as Lilly Dache perfumes. Plus White Toothpaste, Vita Nail, Formula 77 Hair Spray and the complete line of Hazel Bishop Cosmetics including face powders, eye liners and lipsticks.

Burton Sohigan will be taking a look at the buyers, and they will review the fast changing attitudes toward social and fashion customs of the sixties and project the trend for the next decade.

It is hoped the Hazel Bishop survey of the Social Habits of the Canadian Female will yield much new information. Will she be more aggressive? hair – long or short? Will color television urge her to wear more eye makeup? Will she have a wardrobe of wigs?

Then the differences in regional buying habits will be explored. As a result of the study Hazel Bishop expects to modify existing products and come up with a whole kit of new beauty aids.

Distribution concepts are being studied. Variety and chain stores, independent drug stores, department stores are all being checked as to buying preferences by age and social economic levels.

Hazel Bishop expects the survey will lead to a brand new total marketing concept. Media selection is now being studied and will be finalized after completion of the survey.

S. W. Gwartzman is account supervisor.

CRTC Hearing Dates

The Canadian Radio-Television Commission has announced the dates and locations of its Public Hearings for the first half of 1970:

<i>Date</i>	<i>Location</i>
From Feb. 10, 1970	King Edward Hotel, Toronto
From April 14, 1970	Skyline Hotel, Ottawa
From May 26, 1970	Calgary Inn, Calgary
From June 16, 1970	Skyline Hotel, Ottawa

The matters to be considered at each Public Hearing will be announced separately.

Queens Graduate Awarded J.W.T. Fellowship

James L. Johnson, M.A. 23, a former resident of Ottawa, graduate of Queens University, Kingston, has been awarded the \$1,500 one-year J. Walter Thompson Company Limited Fellowship at the University of British Columbia, Faculty of Commerce and Business Administration.

NEWSCAST

At the present time he's enrolled in a one-year program at U.B.C. leading to his master's degree in Business Administration. He intends to specialize in marketing research and ultimately obtain a Ph.D.

The J. Walter Thompson fellowship is intended "to contribute to the development of managerial resources in Canada and particularly in the field of marketing."

Berndt Joins J.W.T.

Richard J. Kostyra, media director of J. Walter Thompson Company Limited, Toronto, has announced the appointment of Richard C. Berndt as Media Group Head.

Immediately prior to joining J. Walter Thompson Company, he was media director with James Lovick Ltd., Toronto, a position he held since 1966.

As a media group head with J. Walter Thompson, his account assignments will include Labatt's, Ford Car and Truck, Firestone, Champion and New Holland.

Agencies To Discuss Government Policy On Advertising at B.E.S. Luncheon

The January 8th luncheon meeting of the Broadcast Executives Society at the Park Plaza Hotel, Toronto, will devote itself to the advertising industry's response to the government's accelerated probing into advertising.

Three prominent advertising agency presidents will take part in a panel discussion responding to government policy as outlined by Mr. Henry: W. H. Wiles, president, Institute of Canadian Advertising and president, Tandy Advertising Ltd.; G. G. Sinclair, immediate past president, Institute of Canadian Advertising and president, Maclaren Advertising Co. Ltd.; E. C. Daniher, president, F. H. Hayhurst Co. Ltd.

The panel will be moderated by R. B. Rhodes, vice-president marketing, dessert division, General Foods Ltd. and a director of the Association of Canadian Advertisers.

There will be an opportunity to ask questions from the floor.

Third Quarter Set Sales up 14%

TvB of Canada reports that during the third quarter of 1969, television set sales were up 14.0%

over the corresponding period in 1968. 'Made-In-Canada' sets were up 18.7%, while producers sales of imported sets reported a decrease of 14.2%.

Sales of 'Made-In-Canada' color receivers total 123,414 for the first nine months of 1969. This figure represents an increase of 88.0% over the corresponding period last year. Figures for imported color sets are not available at this time.

A New Production Company in Windsor

R. Douglas has announced the opening of Canada's newest recording company, Polaris Productions, at 3935 Tecumseh Rd. E. Windsor 19, Ontario.

Their aim is to groom and expose the fine talent Canada has to offer the world. They are open for business and welcome help in securing the whereabouts of Canada's undiscovered executives possessing exceptional talent.

They plan to do a large volume in the commercial and advertising fields. Their studies will be run on a reservation basis and will be in operation seven days a week to accommodate both clients and talent. The company says they will specialize in demo tapes, commercials, special recordings, studio recordings and location recordings.

A Data Storage Vault

DATA Security Company, a division of Polycom Systems Ltd., is currently completing a storage centre at 200 Commander Boulevard, Scarborough, Ontario.

This, according to the company, is the first commercial data storage operation of its kind in Canada, and will be opened in January.

The specially designed building, offers computer users protection against the loss or damage of duplicate paper and magnetic tapes, disks and data cells, punched cards and program documentation.

The facilities are also available for economical storage of other valuable semi-active or inactive records.

The company is also offering storage space for companies and institutions to store duplicates of architectural and construction drawings, microfilms, X-rays and medical records, films video tapes, and other valuable reference material.

Recent J.W.T. Appointments

D.C. Robertson, vice-president and general manager of J. Walter Thompson Company Limited,

Toronto has announced the following appointments.

Jarvis (Jerry) B. Henry is now representative on the Ford account. A native Torontonian, Jerry has a B.A. degree from Queens University Kingston, and has extensive experience in the advertising field. Formerly with Foster Advertising, Jerry was senior account manager on the Gulf Oil account. Previously he was sales promotion manager for Ontario and the West for Canadian Breweries Ltd., and Dow Brewery Ltd.

A. G. (Tony) Miller has been appointed an account representative on the Warner-Lambert group of products assigned to J. Walter Thompson by that company.

These include: Listerine Antiseptic Mouth Wash, Listerine Antiseptic Spray, Listerine Lozenges, Clorets and Lasting Beauty Make-up Finish.

Miller, a native of New South Wales, commenced his advertising career after graduation from Sydney (Australia) University. He came to North America as an account executive in New York and moved to Canada in 1965.

Ottawa Cablevision Appointments

The appointments of William E. Homes as assistant manager and J. Richard Bertrand as advertising and public relations manager have been announced by John S. Reid, managing director of Ottawa Cablevision limited.

Holmes, advertising and sales promotion manager since joining the company in 1966, will continue to retain the office of sales manager. In addition, he is general manager of Pembroke Cablevision Limited, a wholly owned subsidiary of Ottawa Cablevision Limited.

Bertrand's responsibilities will include co-ordinating and directing the company's new television cablecasting facilities for Ottawa and Pembroke.

Prior to joining Ottawa Cablevision, Mr. Bertrand specialized as an advertising and public relations consultant.

Texaco Renews Insight News

The CTV Television Network has announced the renewal of Insight News Agreement with Texaco Canada Limited.

The agreement provides for Texaco to sponsor any special news report which breaks into or pre-empts regular programming, and to have the

first opportunity of sponsoring pre-planned news specials of all kinds.

During the first year of this agreement, Texaco Canada Limited have, through CTV, brought to Canadians specials including the flights of Apollo X, XI and XII and the Investiture of the Prince of Wales, to mention a few.

Seventh Canadian Radio Commercials Festival — February 5

A Retail morning and a National afternoon. That, in broad terms, is the program format for the Seventh Canadian Radio Commercials Festival on February 5th, at Toronto's Inn-On-The-Park.

When a morning session for retailers was tried experimentally last year, it was so successful that John Spragge, RSB's director of member and sales services, and morning session chairman, has organized an even more ambitious program for retailers, writers and radio salesmen.

John Bermingham, vice-president of CKLC-AM/FM, Kingston, leads off with comments on retail creativity — a subject he is well equipped to handle. Over the past seven years, Mr. Bermingham has carried off eleven national and international broadcasting awards. His radio commercials have been honored in four of the past six Canadian Festivals and he recently received an Award from the Tenth Annual American Radio and Television Festival in New York for an entry which was judged one of the three best Radio station commercials in North America.

"The Vancouver Market" is the title of a composite report to be made by spokesmen for half a dozen stations serving that area. CKNW, New Westminster, and five Vancouver stations — CKLG, CKWX, CKVN, CJOR and CHQM — are working up a co-operative presentation dealing with their programming policies and philosophies, retail sales activities and what they predict for the Radio advertiser in Canada's booming West Coast market.

"The Retail Radio Explosion," a panel discussion moderated by Spragge, is a frank appraisal of radio from the retailer's point of view, Bob Cauley, assistant general manager of Kentucky Fried Chicken, will participate with Keith Elliott, advertising director for Woolco Department Stores, and Del Jackson, president of Jackson Motors in Barrie and Kitchener, and Wentwork Motor Sales in Hamilton.

"These men use a lot of radio," Spragge says, "and they'll have plenty to say about radio's place in the advertising scheme of today's retailer." After each advertiser has spoken for five minutes there will be a brief question period.

Wind-up presentation is "Radio for the Retailer," which RSB is producing expressly for the morning session. It will contain examples of the latest and most productive selling techniques selected from RSB's Sound Library, as well as tips

For the finest in solid state amplifiers ...look and listen to Gates

AUTOMATIC GAIN CONTROL AMPLIFIER

The most flexible unit you can buy! Features include: Selective "fast, medium, slow" recovery times; a better than 30:1 compression ratio; up to 15 dB expansion; separate expansion and compression disable switches; separate input and output attenuators. All silicon solid state and field tested. Model No. 994-6629.



FM LIMITER

Instant peak control! Features include: 30 dB extended control range; fast attack time; low distortion; selectable "fast, medium, slow" recovery times; a higher than 30:1 compression ratio; separate input and output attenuators; readily accessible circuit components; unique dynamic recovery circuit. All silicon solid state and field tested. Model No. 994-6631.



AM PEAK LIMITER

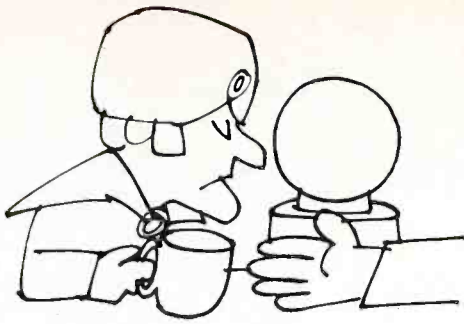
Peak limiting without clipping! Features include: 3 to 5 micro-second attack time; 30:1 compression ratio allows 99.5% negative modulation without over-modulation; automatic phase reversal with asymmetrical limiting and positive peak modulation levels of 110% or 120% with negative peaks limited to 100%. Completely solid state and field tested. Model No. 994-6543.



For more information, write
GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto office: 19 Lesmill Road, Don Mills, Ontario



GATES



Predictions for the '70s

There's a greater challenge ahead because of programming.

Murray Chercover, CTV

Advertising is consumer communication; and those two words serve both as a definition and as a direction sign for advertising in the next decade. Consumers, of course, are customers, or potential customers; so I would expect the next few years to see an end to all the balderdash about "the

war" between consumers and business. That's a phoney phrase about a phoney war. Customer goodwill may be but a dollar entry in the balance sheet, but in practical terms businessmen rate this as one of their most valued assets.

However, as the North American economy has expanded and diversified, many customers have felt lost and alienated. They miss the person-to-person contact of an essentially rural economy. Their

preferences, opinions and views remained important — but the significant change in the last five years has been that consumers have once again become *aware* of their importance. They have become articulate — and in a variety of ways they are making their voice heard.

At both the federal and provincial levels, governments have set up official channels to protect consumer rights. With the expected rate of technological change and product innovation, governments may be expected to expand their areas of interest; for in a very real sense every member of parliament is an elected consumer representative.

All this sensitivity should result in better communication. Advertising will reflect the increased concern of business and government with consumer requirement, demands, aspirations and problems. Advertising will become more responsive and more responsible; and this will be a significant social gain, because the innovative nature of our now industrialized economy will give rise to increased advertising volume.

In essence, ahead lies a period of perceptive listening, leading to more effective communication.

R. E. Oliver — The Canadian Advertising Advisory Board

We at the CBC hope this year to initiate some new information programs moving in new directions. They will take time, effort, imagination and money to bring off successfully, but if we want the medium to be truly a two-way street of communication we will have to begin now.

Eugene Hallman — CBC

Agencies will probably change somewhat in the 1970s, but I suspect the radical changes predicted by some people will not come to pass. I predict that agencies will continue to be the main creators and placers of advertising . . . and the account man will still be around to quarterback the agencies' efforts as well as provide marketing counsel to clients.

Barry Thomas — McKim/Benton & Bowles

The biggest threat to the advertising business is private home entertainment. How do advertisers exploit public entertainment systems? How do we get into those heads?

David Harrison — Maclaren Advertising

One medium that I believe is underrated is pay television, I think there will be a rebirth here. I do anticipate a relatively

Marketing and advertising people sometimes (often?) get the feeling that the other side, or another agency has greener fields.

If you want to find out about those distant fields, or just want to talk about your career — call us, we're attentive, and confidential, too!

SKINNER, THOMAS, AND ASSOCIATES LTD.

50 Holly Street, Toronto 7, Ontario, Canada
Tel.: 416-487-7124

diminishing role for the advertiser. I do not believe that media expenditures will keep pace with the total growth of the economy.

*Michael Hind-Smith
- Foster Advertising*

In the next ten years in the agency business, people will take a second look at the administrative function and decide to stay with the creative or whatever their position is. This person will do the work of two, and there will be fewer more senior people doing the work.

Manny Brown - Vickers & Benson

ACTRA is anxiously awaiting the CRTC governing content of radio and TV programming. At present private radio has no obligation to the country, and they should.

Paul Siren - ACTRA

Radio stations must be prepared to pay the creative people what they're worth. By still doing this, their production costs will be lower than any other medium. Their overhead is low.

Ced Haynes - Radio Sales Bureau



What is the future of small agencies?

Small agencies will more than likely, if they are smart, become larger agencies. A few years ago, people claimed that small agencies did not have a future, but more and more agencies are opening every day. There is a large future for large agencies.

George Murray - Ogilvy & Mather

There'll always be a place for the small agency, but when they get larger, they'll merge with larger agencies. There may be fewer agencies due to this.

Manny Brown - Vickers & Benson

Roses is Red
Viluts is Blue
So Let's Blow a hunret 'n'
fifty bucks just to up 'n' say

**A Merry Christmas
To You**

Radio & Television Sales Inc.
MONTREAL TORONTO VANCOUVER

The Composers, Authors and Music Publishers

Members of CAPAC and
affiliated societies
throughout the world

EXTEND BEST WISHES
FOR CHRISTMAS AND
THE NEW YEAR

to

THE CANADIAN BROADCASTING
INDUSTRY

**COMPOSERS, AUTHORS AND PUBLISHERS
ASSOCIATION OF CANADA**

1263 Bay Street, Toronto
1245 Sherbrooke Street W., Montreal

Small agencies such as agency boutiques will survive providing they employ good people, e.g., an artist, a writer, a top salesman. There is need for the small agency who thinks in many directions. The ones who stay narrow in their thinking will not stay.

David Harrison
- *Maclaren Advertising*

There is a definite future for small agencies, specializing in certain lines. The medium size agency is in jeopardy.

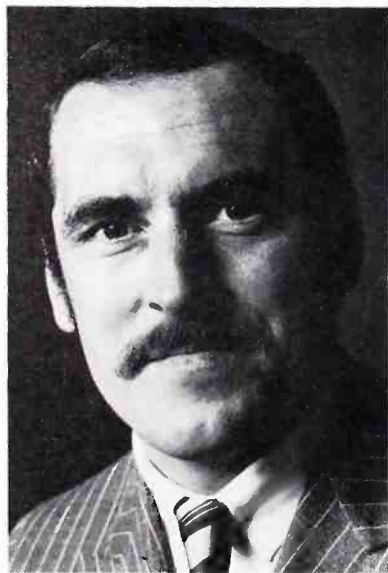
W. C. (Kerry) Kumpf
- *Baker, B.B.D. & O.*

To be blunt, the future is black for small agencies. Their opportunity is being drained and their scope narrowed as more and more companies merge to become divisions of conglomerates - often under one agency. Only the large, fully-integrated agencies, with their capability for total service to clients will survive. The small firms are in a squeeze between a growing specialization in the advertising business - a trend requiring more qualified people, and continuing improvement in the calibre of client marketing personnel.

It is becoming increasingly difficult for them to attract top-quality people, who naturally gravitate toward larger agencies.

Public relations, sales promotion, media buying, research, packaging

V & B DIRECTOR



Terry O'Malley

Vice-President and Creative Director, Toronto office of Vickers & Benson Ltd., has been elected a Director of the Company; J. Bryan Vaughan, President, announces.

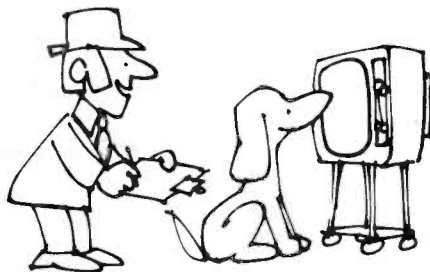
Mr. O'Malley has been with the agency for six years and during that time has contributed significantly to its growth.

technique, diverse creative talents in copy and art and the best in production - all of these things are being demanded by today's advertiser, much of which cannot be provided by the small agency. It is volume that can provide these things, as more merger minded agencies are discovering.

Richard J. Kostyra
- *J. Walter Thompson*

The 1970s will be the heyday of the small creative agency.

Lee Masters
- *Goodis Goldberg & Soren*



What is the future of rating services?

Ethnic populations and audiences of certain radio and television stations do not warrant special treatment. If the family is new to the country there will always be someone in the family who can speak English and can fill out a ballot. In a recent survey the Mother tongue was one of the questions asked on the ballot. Every nationality possible was accounted for, proof that ethnic audiences do not require specific treatment.

BBM has made a huge study for every area in Canada, and they are aware of the effect that cable television will have. Our study is personalized; each and every person is listed and classified.

Bill Byram - B.B.M.

The rating situation is so outdated, so unattractive to someone who is a newcover to broadcasting and the country. Fifty per cent of the people in Toronto are ethnic, other than Anglo-Saxon. To change the situation, the survey should knock at every door, with a group of multi-lingual people, and talk to each person in the household. The survey should be done in minute detail. A group of surveys on each nationality should be taken. then a percentage of the surveys.

I'm sold out until December, and I've

had promotions which have brought tremendous results. Now big sponsors are beginning to wonder if the ethnic races are being changed. The survey will have to be changed. And Toronto is the *only* place in Canada for which it would apply.

Johnny Lombardi - CHIN, Toronto

It is indeed a shame that an industry as large as broadcasting has its entire ratings based on only one system. I feel there should be a second source, and it should be different. Various systems should complement one another.

Ethnic groups are underrated; most don't understand the existing form. Yet, there is no method available that would be economically feasible.

University groups do not get ratings. They should prove to be a great radio and TV audience, but because they do not show up in the phone book, they do not get rated.

Wes Armstrong - CHUM, Toronto

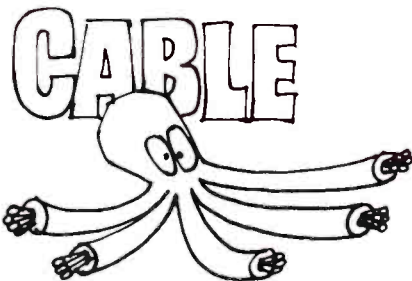
Cable will bring a new kind of rating, feasible with two-way lines, which haven't been installed yet. The question is, how much of what people are watching is being absorbed? As the country grows, the ethnic problem will die as education increases.

Ross MacCreath - All Canada

There will be some method of instant rating figures, by some electronic method that allows you to somehow send out signals to sets or homes. How good this will be is another question. Demographics will be more and more important.

Denny Whitaker

- *Major Market Broadcasters*



Assuming commercials can be sold, what effect will cable have in Canada?

Cable television will probably have advertising. Fundamentally regulated pressure will permit advertising. All markets will be local. The small

merchants will survive longer than they otherwise would. However, cable will rival radio rates. In the next ten years, several stages could develop with cable TV.

Cable TV could well become one of the weapons to combat fear. A new camera could be constructed to aid police departments and civic authorities in the reduction of crime.

The second stage would be an antennae and entertainment service offering some programs. They could offer a movie channel, a French channel, a news channel, etc.

The third stage could be termed as "rent-a-channel". A number of different people could have access to TV as a common carrier. On the local level, church organizations, union meetings, government services would rent a channel for a day, an hour, or a year, and rent instantly. Cable TV would create into programming input the vast resources of community service. It may never work, it may never happen, but there's always a possibility.

Ted Rogers – Rogers Cable TV

Cable television will fragment the market, and most definitely will be the coming thing. Most stations will experience an overall audience increase because of this fragmentation, and because of augmentation of advertising.

Bill MacGregor – CKCO-TV, Kitchener

Cable will not fragment the market, it will fill an entirely different function. However, some cable companies feel that if they are to originate the program, the cost must come from somewhere, and perhaps commercials would be the answer. However, cable is a new medium, and it can offer advertising services to small advertisers who probably couldn't afford it or think about it before. Cable can afford to offer it at a lower cost at a lower level. I don't think broadcasters should worry about cable. They're two different industries, and they can co-exist.

Ross MacGregor

– MacLean Hunter Cable

At present cable television will have no effect on the magazine industry, and it's too early to tell what will happen should advertising be sold on cable.

John Crosby

– Magazine Advertising Bureau

Cable television will fragment the market for TV broadcasting. Any area is going to come down to a fractional part of what it was. It will harm broadcast stations as far as advertising dollars are concerned. Cable TV will become another medium, but it will not replace any of the other media.

Art Harrison – Hardy Radio & TV Ltd.

Cable TV will not affect the agency business. However, once the CRTC has managed to talk cable operators into originating programs, and advertising can be sold on cable, then the media buyer will have a bigger market to buy from. Cable will be another factor, not another medium. I suspect that in ten years you won't know a cable TV operation from a TV station.

Jack Graham – Spitzer, Mills & Bates

Cable will affect programming, because selection will be so diversified. It's here, why fight it?

Paul Mulvihill – Paul Mulvihill & Co.

Cable TV is giving more viewers to CFTO than ever before. Because of our location in Agincourt, people were getting ghostings, herringbone, and banding; now with the help of cable TV, we have more viewers than ever before.

Ted Delaney – CFTO-TV, Toronto

Cable TV will be more than a TV system; it will be used in the home to shop; the scope is unlimited.

J. N. Milne

– Institute of Canadian Advertising

Cable television programming will undoubtedly grow from being a



"By the time we get home from church we don't have time to make dinner so we have TV dinners in front of the set."

The Ray McDougall family successfully raise cattle and hogs on their farm near Glanworth, Ontario. Every Sunday they go to church . . . have dinner . . . and keep up to date with the latest developments in farming on CFPL-TV's Roy Jewell Farm Show and Country Calendar.

CFPL-TV serves Western Ontario — "completely."

 **CFPL-TV
LONDON
CANADA**

community service to some form of regional, and ultimately national cable network. Advertising will undoubtedly follow, even though it is now prohibited. There are three opportunities I see in cable:

(a) The small advertisers in a metro area like Toronto for localized advertising support.

(b) Major national advertisers to heavy-up advertising exposure in areas where audiences have been fragmented.

(c) Finally, and most important of all, cable as a vehicle for major professional sports franchises for which the consumer will pay direct and which the advertiser will no longer be required to support due to spiralling costs.

Michael Hind-Smith
- Foster Advertising

If Canadian cable companies are forced to do considerable programming of their own (with or without advertising) it will muddy the water somewhat - and reduce TV advertising values.

Barry Thomas
- McKim/Benton & Bowles

Cable must be a part of the broadcasting industry and assume the same responsibility as public and private networks in producing programs for Canadian viewing audiences.

Paul Siren - ACTRA

Cable TV will become a medium, a big part of future communications in the U.S. and Canada. At present there are 926,000 subscribers to cable television. It could conceivably double in the next five to ten years.

Eugene Fitzgibbons
- Famous Players Canadian Corp.

In the installation of television cable, we should offer the services to Canadian markets who have only one network or station. The cable should be Canadian. Let's service our own markets before we fragment them with U.S. services.

Gordon Ferris - Radio-TV Reps

Cable TV will become a medium - a broadcaster but a medium once it gets into the advertising area.

W. K. (Kerry) Kumpf - Baker, B.B.D.O.

The audiences will be smaller, and therefore the advertising dollar will be spread over a larger area. Audiences will be more selective.

Bill Byram - BBM

Cable television is extremely confusing to me, and I think to everyone. It all depends on who is stabbing the ox.

Lee Masters - Goodis, Goldberg & Soren

Burgeoning CATV and cable systems are already making it quite clear that the customers are looking for maximum station-program choice and good signal quality.

E. S. Hallman - CBC

(Please note: These interviews were taken prior to the CTRC ruling of early December.)



What kind of people will be employed in the next ten years - experienced or educated?

Educated people will come first, followed by experienced.

Jim Hennelly - James Lovick

Advertising agencies will be hiring a combination of experienced and educated people. It will depend on the area. Account executives and writers will more than likely be highly experienced, and educated, while clerical people may be well educated but they may or may not be experienced.

George Murray - Ogilvy & Mather

People coming into radio should be interested in electronics, not necessarily educated in university. Experience still counts. However, the need to train people who are coming into the market is necessary, instead of scalping other markets.

Doug Trowell - CKEY, Toronto

It may sound old-hat to say today's conditions will be obsolete tomorrow. Nonetheless, it is true. And if we do not keep up to date through developments in education, we will be replaced by those who do.

For example, where are the media, copy and account men of the pre-television years? Those who were in tune with the times and appreciated the advantages of change, are the profession's leaders today. Do you ever hear of the others?

Richard J. Kostyra
- J. Walter Thompson

CFCN TELEVISION APPOINTMENTS:



Ron Nordquist



Grace Dafeo

E. W. "Ted" Chapman, President, CFCN Television Limited, wishes to announce the following CFCN-TV appointments: Mr. Ron Nordquist as Director of Engineering and Operations, and Miss Grace Dafeo as Program Manager.

Mr. Nordquist has been with CFCN-TV for nine years. For a year prior to this promotion, he held the position of Operations Manager. Before that, he was Technical Operations Supervisor.

Prior to accepting this position with CFCN-TV, Miss Dafeo was a Production Assistant with CFTO-TV in Toronto. For seven years before that, she was Assistant to the Production and Program Manager, CFCN-TV.

Agencies will likely hire more, better-educated people to match similar trends on the client side.

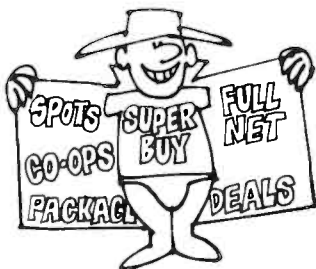
Barry Thomas
— *McKim/Benton & Bowles*

The kinds of people required are those who have an interest in expertise communications. There is no room or function for any other kind of person.

Lee Masters
— *Goodis Goldberg & Soren*

Young men in media will be university grads, however there is a great need for young girls without university education, which is growing and will continue to do so.

Jack Graham — *Spitzer, Mills & Bates*



What is the future of media buying services?

Media buying services will be used primarily by small and medium sized agencies. Large agencies will want to control media services.

W. C. (Kerry) Kumpf
— *Baker, B.B.D.O.*

Media buying services will continue to grow in association with the small "creative boutiques". They clearly play a useful role in the buying aspect and head-to-head negotiation where there is a clear profit motive — profit incentive to make the best deal.

Media clerical staffs will decrease for all agencies.

The only major agencies, perhaps twelve, will continue to maintain a staff of senior media specialists whose function it would be to evaluate for planning purposes, computerized data and inter-media comparisons, based on judgment and experience.

Michael Hind-Smith
— *Foster Advertising*

I believe there is room for a very limited number of media buying services, primarily to handle media work for small agencies — and occasionally work for medium and large agencies on an overload basis. However, the financial leverage available in U.S. spot TV is not nearly as prevalent here in Canada, what with the CBC's no rate cutting policies

Continued on page 24

A Question for Advertisers and their Agencies:

WHO "DESIGNATES" TELEVISION MARKET AREAS?

FROM BBM COMES THE ANSWER:

YOU DO!

Other audience measurement services have their ADI (Area of Dominant Influence) and their DMA (Designated Market Area). These are arbitrarily defined areas with boundaries fixed by the measurement services, for which figures are published in the syndicated rating reports.

Users of BBM reports know that for some non-metropolitan markets BBM has already been reporting data for expanded Central Areas, based on the concept of dominance. Examples are Rivière du Loup and Sherbrooke in Quebec; Prince Albert, and Kelowna-Kamloops.

Most agencies and advertisers have their own views on which areas should or should not be designated as part of a particular television market.

This is where the complete flexibility of BBM's nearly 300 Areas or building blocks brings a specific advantage.

For the past two years BBM has been developing its own exclusive television market data, and this has been examined by the Research and Development Committee.

It became apparent that there was little agreement as to how the boundaries of these exclusive market areas should be defined. From this grew the conviction that a flexible approach would be best, allowing each member to construct his own market from the BBM blocks.

This is where **YOU** come in.

YOU ARE THE DESIGNATOR OF THE AREAS YOU REQUIRE

You tell us exactly which BBM areas you define as comprising a television market, and we will produce for you a special market report, giving ratings by time period for men, women, teens and children for that entire area.

Should you wish to omit some areas, or add others, this can be done just as easily.

For a tailor-made service designed to fit your particular marketing needs, come to BBM.



BBM BUREAU OF MEASUREMENT

120 EGLINTON AVENUE EAST, TORONTO 12



Broadcast Executives Society President Bill Crampton (left) shakes the hand of well-known broadcast personality Bill Walker at the BES annual Xmas party held at Toronto's Inn-On-The-Park, December 9. Walker was honored with a life-time membership for his many years of service to broadcasting. Gordon Ferris, responsible for arranging the black tie affair looks on.



Jack Glazier, Advertising Manager, Ford Motor Company of Canada, finds time to relate an amusing incident to CTV sports director, Johnny Esaw, at the BES party.



Affectionately known as Stone Face, Ross McCreath, All-Canada's GM (second from left) shatters the image with a broad smile, much to the amusement of other BES Xmas party guests, CAB's Ruth Hancock (left) Mrs. Walter Machny, Don Martz and Walter Machny of CFCF, Montreal Walt was also celebrating his birthday, although he declined to say which one.



This terrible trio, from left to right, Jim Inch, NBC-TV; Dave MacLaughlin, CBS-TV and John MacDonald, Screen Gems, distinguished themselves by volunteering as male models for fur coats from the Jean Coutot fur salon, shown during the BES Xmas party. They were probably discussing the merits of the female models who escorted them down the ramp!



Bill Byles (standing) chats with BES Xmas party guests (left to right) Mrs. Tony Pitt, Graham Lawrence, Mrs. Ian Grant, Tony Pitt, Mrs. Graham Lawrence.



Enjoying themselves at the BES Xmas party are, left to right: Rick Lee, Kevin Eccleston, Sandra McKee, Michael Hind-Smith, Mrs. Don MacPherson, Padi Kerr and Don MacPherson.



CHSC's Bill Stoeckel (left) is apart from discussion with other BES Xmas party guests (left to right) Mrs. Norm Bonnell, Norm Bonnell, Mrs. Paul Mulvihill, Paul Mulvihill, Mrs. Bob Redmond, Bob Redmond and, with back to camera, Mrs. Stoeckel.



Rosemary Clooney drawing a winner in the "CJON, Newfoundland - Canada's Sixth Largest Market" contest. From left to right are: Georgia Huntley of Stephens & Towndrow Co. Limited, Rosemary Clooney, George Carter and Mrs. Ruth Stewart, Stephens & Towndrow & Co. Limited. The winner, R. A. Adlam, director of marketing of Boyle-Midway (Canada) Ltd., won a 4-day all-expense deep sea fishing trip for two off the coast of Newfoundland.

RCA Canada presents CFCF Radio with a golden copy of one of the recordings included in the CFCF Golden Anniversary Album. The presentation was made during Golden Anniversary Week, November 2nd to 8th, honoring the 50th Anniversary of Canadian Radio, pioneered by CFCF in Montreal. On the left is Ken Ayoub, sales manager, RCA Customs Services, and on the right is Eddy Trainor, general manager of RCA Customs Services. Receiving the award is Jim Kidd, program director of CFCF Radio.



At the Moffat Broadcasting Canadian Talent Awards in Vancouver, George Cooper, Polydor Records (Canada) Ltd. has his hands full with two award trophies. Left to right: James M. Pryor, chairman of the board, Moffat Broadcasting Ltd.; Mr. Cooper; Randall L. Moffat, president, Moffat Broadcasting Ltd.



A fifty-foot long letter urging selection of London, Ontario, as host for the 1973 Canada Games is delivered by CFPL Radio to Health Minister John Munro (at microphone), in a ceremony in front of the Parliament Buildings. More than 27,000 residents of London and district signed the petition, originated by CFPL Radio.



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and the strong sales position of major market private stations.

Barry Thomas
- McKim/Benton & Bowles

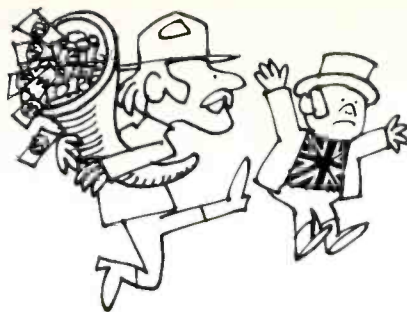
Undoubtedly, media buying services do function for small advertising agencies unable to provide their own expertise in this area. But these services offer little benefit to the advertiser, who should demand that his agency employ their own personnel to ensure he gets the best quality and quantity offered by media. The quantity should not be diluted by the obvious expense of an additional agent.

At J.W.T., we attach primary importance to the buying function.

R. J. Kostyra - J. Walter Thompson

There's room in Canada for one media buying service. They'll be used as an overload system in the future. Should an agency be overloaded with work, they'll call in the services of a media buying service. Specialized services such as this will be available in other fields - creative services, public relations, account executives, all to be used when an agency is overloaded and requires extra people for a limited time. Media Buying services will not be independent.

Manny Brown - Vickers & Benson



How can Canadian talent be developed?

First, we must interpret Canadian talent as such. Is this Juliette singing a Rogers and Hammerstein number, or is she singing a Canadian number, written, composed and played by Canadians. The English people did not become famous for reading Shakespeare, they became famous because they had Shakespeare. Canada is going to move ahead, right now they have outstanding people doing great things in the U.S.; Gordon Lightfoot, or the chap who wrote "Hair" - Galt McDermott.

Before legislation passes any law about Canadian musical content on radio stations, let's find out what Canadian content is.

John Mills - CAPAC

Music is one market, and the opportunities were never more numerous. A hit in Canada should be a hit anywhere. A record should be played because it's worth playing.

Harold Moon - B.M.I.

The technical talent and the creative talent is being developed now, and we can measure up almost anywhere. We have to have the industry here, and we have to hold the talent here, or bring it back. We must market it internationally. Programs must be designed to sell. Production prices are lower here than in the U.S., they're on a par with Europe. American producers are tempted by the low price and many are coming up here to produce because they can do it much more reasonably.

Roger Beaudry

- Pathe Humphries of Canada

Canada will never compare to the States, because of population. If we get one hundred million, they'll have four hundred million. If we had the capital, and if the talent were promoted properly, of course Canadian talent as such could flourish.

The CBC promotion of talent is sick. If I had my way we'd have a half dozen

shows on Canadian talent, and we could see something from Lethbridge, something from Halifax, etc.

Bobby Gimby - Composer

At best, they'll be co-productions with the occasional fluke slipping through. Potentially the best possibility for new guys coming into the production business might be in the area of cable programming. We might find a level that is quality but isn't dependent on U.S. programmes.

John Ross

- Robert Lawrence Productions

Capital is not the problem, developing the talent is the problem. We have to develop the opportunities to hold the talent.

Bruce Ledger

Screen Gems (Canada) Ltd.

The CBC should play the role it was designed to play. The CBC shouldn't be competitive with commercial stations. The money should be spent on Canadians. The CBC forgets about the areas where it's the only channel or the only station. We have the talent! Whatever happened to shows like the Hit Parade, CGE Hour, Talent shows, and dramas? People watched and enjoyed them. For every so-called big production, the CBC has five producers.

The trouble is there's a terrible apathy of Canadians for Canadian talent. Canadian is Canadian, not British, but Canadian. The CBC is afraid to build a star. Juliette was the closest. She was well received. Why did they take Don Messer off? He had a following and his was the only show of its kind on the air. There's an old saying "if it's a hit on the CBC, it has a short life; if it's a bomb it could go on forever." They've got to start spending the bulk of their government grant on Canadian Talent. They cannot be allowed to force Canadian talent over the border.

The CTL is great, but as a composer it's extremely difficult to get my music published. For years I was offered jobs across the line, and for years I refused. I've had two jobs at the CBC this year, neither were particularly remunerative (one was \$37.50).

Lou Snyder

- Canadian Composer and Musician

The trend towards centralization of television production, particularly in Hollywood will continue to accelerate with the result that there will be fewer employment opportunities for musicians, singers and actors in other areas. Canada will continue to lose skilled performers who, of necessity, must pull up stakes and settle where the action is. The Canadian government can stem the exodus by enacting legislation

From twenty-nine
Quinte broadcasters —

The best to you
this Christmas!

CJBQ RADIO

VOICE OF THE
BAY OF QUINTE,
BELLEVILLE & TRENTON

which will require foreign producers to shoot some features in Canadian studios.

Modernized recording and film studios should encourage increased employment for the creative and performing arts in the production of TV and radio commercials, and in the phonograph record field. There are no geographical or political barriers to the creation of hit songs and hit records, and in the 70s Canada should take its long delayed but rightful place as a contender in the world recording sweepstakes. This should greatly benefit Canadian composers and songwriters and permit them a share of the lucrative royalties from mechanical and performing rights. The role that private broadcasters are playing in the discovery, employment and promotion of Canadian talent will continue to grow and the industry that spawned Lorne Greene, William Shatner, Paul Anka, Wilf Carter, Denny Vaughn, Hank Snow, Alan Young, Larry Mann, Fred Davis, Billy Vann, Bill Walker and hundreds of other great Canadian performers will go on enriching and strengthening the cultural and economic fabric of Canada.

Lyman Potts - CTL

We can support Canadian production. Smaller nations, such as Sweden have; why not Canada? If we can divert millions that are being spent to import U.S. production prime time on TV and in movie theatres to Canadian production, there would be a great deal of capital available. It will be necessary for Canadians to find a style and format that will be interesting and uniquely Canadian fare at a much lower cost than the U.S. style of program fare demands, and of course which the very large American market is able to retain.

Paul Siren - ACTRA

Why the hell should British music be classified as Canadian? We have the people and the talent. If the government gives a substantial length of time, say three to five years in which this can all come about, then it can be done. It must be made into a Canadian recording company to offer the opportunities. However, the talent must be professional enough to offer what the public wants. They're the arbiters. The thing is to get the facilities and the production people who go to the states. At present it's a difficult task to get a studio and people. We have to find out (a) what works, (b) how to produce it, (c) make it work. We have to meet the demands and be idealistic.

Doug Trowell - CKEY, Toronto

The most recent perceptive determinations by the CRTC with respect to the importation of foreign

- To — Our Stations
- Our Clients
- The Advertisers
- And Their Agencies

Our Greetings for the Season

And

Best Wishes for the Exciting, Stimulating

“Seventies” — All of Them

Radio-Television Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

COLOR TELEVISION CJFB-TV

SWIFT CURRENT
SASKATCHEWAN

- CHANNEL 5—SWIFT CURRENT
- CHANNEL 2—EASTEND
- CHANNEL 2—VAL MARIE
- CHANNEL 10—RIVERHURST
- CHANNEL 7—SHAUNAVON

Ask WALTER BUFFAM,
Sales Manager . . . or
Radio-TV Reps, Ltd.

WHY...

do over 80% of CBC Network advertisers add CJFB-TV to their schedules?

BECAUSE...

The booming Swift Current market area is served by one weekly newspaper with a 1968 circulation of 6,178*. Tv Basics, 1968/69, indicate 37,700 television homes available to national advertisers in the CJFB-TV coverage area. CJFB-TV, the *only* national medium dominating the wealthy South West Saskatchewan market. The *one* media buy for marketers intent on efficiently tapping this potential market rated 90%* above national average.

* Source: 1968/69 Survey of Markets.

programming gives hope to the broadcaster's role in the area of public service. True art is universal, and if we recognize this and don't make Canadian stars but make a proportion of our programming for whatever is the world market place.

Murray Chercover - CTV

Whatever we're doing to promote Canadian talent, we must not lower the standards of International talent, merely to promote Canadian talent as such. We must promote Canadian talent in such a manner that we will not lose our competitive edge.

Vaughn Bjerre - CHFI, Toronto

There will be a gradual increase in Canadian production, but I don't think there will be a great rash of Canadian production until a Canadian produced show makes it big on a U.S. network, then there will be more done for less money, providing it can satisfy viewers in the U.K. and the U.S. with fresh ideas in production out of Canada.

Jim Inch - NBC Canada Ltd.

I agree.

Paul Siren - ACTRA

As far as Canadian production is concerned, as long as we can co-produce with big American companies you'll see a lot more. Right now CFTO is co-producing with 20th Century Fox, the Bobby Gentry series and Famous Jury Trials for Canadian and American consumption. CFTO has a contract with CBS. We did a pilot for the Married Youngs, and every role is filled with Canadians. The pilot is well received in the U.S. market.

Canadian production will not flourish without the aid of the U.S. We are 21 million people spread from coast to coast, linked up by microwave. It's too expensive to think of doing our own production by ourselves.

Ted Delaney - CFTO-TV, Toronto

AD GIRLS FOR AD MEN



CALL JANESE OLIVER

For specialized staff in Radio, Television, Advertising, etc.

THE GIBSON GIRL

57 Bloor West, Toronto, 924-7392

Canadians can match up to American production of commercials. They have the abilities and the techniques that are as good as the Americans. The Canadian, because he is from a small country has to be better, he has to be smug.

J. N. Milne

- Institute of Canadian Advertising

Programming will change. Public Affairs and documentaries will increase. There'll be more Canadian production. This will be forced by Cable.

Ross MacCreath - All Canada



What is the future of the computer in the broadcast and agency business?

The key to the use of computers is to be able to forecast over a period of say five years that the use of such equipment will result in cost savings (i.e., staff) over that period of time. There is presently not enough volume in any one medium or any one advertising agency (with the possible exception of MacLaren's in the agency category) to warrant investment in major computer capacity.

The most hopeful avenue for usage of computers is in the consortium project of which Foster is a part, along with several other major Canadian advertising agencies. This is necessary in order to meet the competition of those U.S.-owned agencies operating in Canada who do have access to computer capacity, through home offices in New York, etc.

Michael Hind-Smith - Foster Advertising

If stations can improve traffic systems, to give maximum availabilities months in advance, and if computers are the answer, fine.

Charles Fenton - Stephens & Towndrow

At present computers are used by media and accounting systems. As they become more sophisticated, they'll be able to make media decisions. Computers can create jobs for people.

They can speed things up and help reduce human error.

Manny Brown - Vickers & Benson

Computers will be an important part of agencies. They'll be used in the clerical, advertising billing, research and marketing areas.

George Murray - Ogilvy & Mather

Computers definitely have a future in radio traffic. They will give instant answers for cost, availabilities, total costs, and in future radio there will be more availabilities, because programs will be more diversified, so computers will take the place of several people.

Doug Trowell - CKEY, Toronto

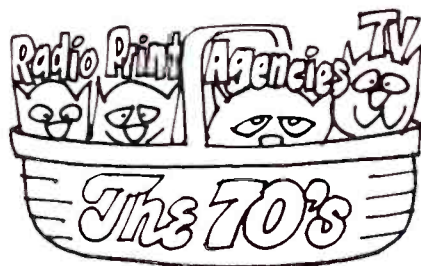
Radio stations individually or in groups will have computers. The entire traffic, bookkeeping and accounting systems will be computerized. And I foresee no reduction of staff, but there will be different jobs.

Wes Armstrong - CHUM, Toronto

Computers will become common place with most Canadian agencies, in the early 1970s but will handle mainly financial analysis, e.g., estimating, billing. Some use (not experimentation) of computers for media planning and buying will follow.

Barry Thomas

- McKim/Benton & Bowles



What is the future of radio, print, agencies and television in the '70s?

There's no medium that's as flexible as radio. Radio commercial planning today is as flexible as the weather. Radio will move with the people. There's an immediacy with radio that's not available in any of the other media.

Ced Haynes - Radio Sales Bureau

Formula radio has no future in Canada. Stations who use it do not communicate with the public. The programming is too tight with music and commercials to communicate.

Gordon Ferris - Radio TV Reps

Radio stations grow stronger all the time. Cable television will cut into TV, and radio stations will get more business.

Waldo Holden
— *Standard Broadcast Sales*

TV sets will have to be manufactured with cable in mind.

B. Coyne — Metro Cable

There would be more responsible attitudes on the part of media people to promote sound media research.

Bob Harris — F. H. Hayhurst & Co.

Radio stations will be specialized in major competitive markets. Radio is always going to be with us. Format radio makes an interesting program spectrum which is of interest, because it plays the music they want. Radio is the medium for targeting audiences. You can buy the type of listeners you want, to push your product.

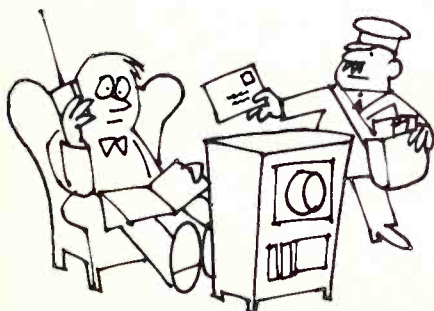
Vaughn Bjerre — CHFI, Toronto

How many newspapers have opened up in the past few years? ... none.

Charles Fenton
— *Stephens & Towndrow*

Television networks and stations, technologically speaking, are middle-aged. The 70s are going to test the great television networks of North America. They may already be going obsolete in both economic and service terms.

E. S. Hallman — CBC



What will be the top medium in dollar valuing?

The media situation will change. However, it depends on how you estimate the cost. Right now the top media are direct mail, newspapers and TV. Quite conceivably television will hold its rank and increase its rank.

Radio and direct mail will hold their rank. National publications will have the hardest time.

George Murray — Ogilvy & Mather

The broadcast media will take over very, very slowly, in fact you won't notice it, perhaps not even in the next ten years.

Ian Campbell — Cockfield Brown

In the 70s TV could become the top medium, now with color, motion, sound and demonstration. The problem is TV rates.

Bob Harris — F. H. Hayhurst

It will change. The majority of clients who spend a million dollars per year will do their own media planning, media buying and media scheduling. Those who spend less than a million dollars per year will buy from specialist media companies because it is going to become an increasingly numerical operation. In TV or radio, we have moved away from program sponsor identification.

Lee Masters
— *Goodis, Goldberg & Soren*

I believe TV will continue to garner most national advertising dollars. I don't foresee any major breakthrough by one medium that will make a significant difference to its national advertising revenue rankings.

Barry Thomas
— *McKim/Benton & Bowles*

Looking five years ahead, I think probably the aspects of change have been over-emphasized. We are all future-oriented and we must be aware of change and plan for it.

One area of media which is constantly overrated, in my opinion, is direct home — satellite-to-home transmission and reception of television signals. I don't really see this playing a greater role than, for example, short-wave radio does right now.

The top media and volume forecast in the next ten years will undoubtedly be an audio-visual medium, i.e., some technical variation on a vastly larger scale of our present television system supplemented by cable inputs. Due to rapidly advancing technology and the considerable areas which fall under government regulation, it would be impossible to forecast volume in the next ten years. In general I would be inclined to be cautious.

Michael Hind-Smith
— *Foster Advertising*

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Is a pioneer entitled to his profit or must the idyll end?

by Leslie Millin
Staff writer, The Globe & Mail

Paradoxes are always intriguing, and two of the better puzzles of broadcasting were rolled out at the November hearing in Ottawa of the Canadian Radio-Television Commission.

One of them involved Sudbury, and the paradox that the more broadcasters serve their local area, the less likely they are to be financially healthy. The other involved the problem of the extent to which a private broadcaster can be charged with responsibility in a case where the Canadian Broadcasting Corp. should obviously provide service but cannot or will not do so.

The CRTC heard four applications for a new television station licence for Sudbury, and 10 applications for a cable television system there. One of the applications for the station licence was made by the CBC, which wants to own and operate the Sudbury station.

The single existing Sudbury station, CKSO, was up for licence renewal at the same hearing, and had various comments to make on the other 14 applications — indeed, was a minority participant in one of the cable applications.

Those comments largely consisted of explaining how injurious a new television station would be to CKSO's financial health, and how injurious even a cable system would be to a station that has served Sudbury so well for so many years. And so forth.

The people of Sudbury have been screeching for years to get more television service. It is remarkably important to them, as a couple of slightly nervous politicians from the area attested. Sudbury is, to my knowledge, the only city in Canada whose citizens have organized a march on the CRTC offices.

CKSO says that if the CRTC licences a second private station, and the second station affiliates with CTV, CKSO will be ruined. And a ruined station clearly cannot provide much local service.

If a second station must be licenced, CKSO would no doubt prefer that it be a CBC owned and operated station, which would provide the minimum of competition to a CKSO that would then be free to affiliate with CTV.

But would this be justifiable, in view of the CBC's current financial problems, which make it most unlikely that a CBC-owned station would go to great lengths on local service?

If the arguments presented by CKSO are correct, then the more the CRTC tries to provide additional local service for Sudbury, the more CKSO is going to be hurt. If the CRTC licences both a second television station and a cable system, then presumably both stations will be hurt.

But what if the cable operators are right in their view that CKSO probably will not be hurt all that badly? And what of the view I did not hear publicly expressed, but held by some broadcasters, that CKSO has enjoyed a protected market long enough?

If a station has been in a protected market for years, should it not expect that at some point the idyll must end, if for no other reason than that it cannot possibly supply, no matter how earnestly it tries, the television needs of an important industrial centre?

On the other hand, can it not argue that a pioneer is entitled to the profits of his daring?

It will be an interesting problem to unravel. My guess would be that it will not have a simple solution, and that when the commission announces a decision, it should be studied carefully; Sudbury is not a unique situation.

Windsor, on the other hand, is a unique situation.

CKLW-TV has been for years very nearly a U.S. station. (CKLW-AM for practical purposes is a U.S. radio station.) The people of Windsor have decided that this isn't good enough. So

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has the CRTC, which months ago ordered the sale of the radio and television stations to some acceptable party.

CKLW-TV has not, according to its owners, been a money maker. About 20 prospective purchasers were approached; only two showed any real interest: Maclean-Hunter Ltd., and Baton Broadcasting Ltd.

Maclean-Hunter originally dropped the idea after considering it, but after John Bassett agreed to buy (for \$5-million U.S.) he was able to persuade Maclean-Hunter to reconsider and come in as an equal partner.

Quite a few citizens of Windsor were pretty upset about it, since they felt that only a CBC owned-and-operated station could offset the barrage of television from Detroit, and that the CBC therefore had no excuse not to buy.

The CBC felt it had the best possible excuse: a total absence of money.

What, then can we make of the paradox that a publicly-owned network with a clear mandate to encourage Canadians to feel like Canadians cannot step into Windsor, while private broadcasters are able to lay down better than \$5-million in Canadian funds to take over a station that American entrepreneurs could not make pay?

Well, there is a wild card in this deck. Some references were made at the hearing to a Maclean-Hunter application for a UHF station in the Chatham area, but they were a little vague.

The Maclean-Hunter people seemed to feel that if they didn't get the UHF licence, they wouldn't really want to be in Windsor. Bassett said the UHF licence was important. His counsel, E. A.

Goodman, said that failure to obtain the UHF licence would not prejudice the application for CKLW-TV.

A UHF station around Chatham, you see, could probably lay down some kind of a signal into Windsor — not necessarily a good signal, but a signal. If it could reach the head-end of a Windsor cable system, it could penetrate the Windsor market.

Since the UHF station could carry all that lovely, profitable U.S.-obtained programming that CKLW can not, it would put a wholly different face on the business of running a private television station in Windsor.

The CBC would never operate that way. It is prepared to move into Sudbury because it is convinced that even with its more costly operating methods — which it admits to — the CBC could operate there without a loss.

It estimates that operating in Windsor could cost up to \$1-million a year, on top of the \$5-million it would have to pay for CKLW-TV.

Mark Farrell, publisher of the *Windsor Star*, told the CRTC that the people of the Windsor area are paying about \$2-million a year in taxes that go to the CBC — but I fear that is not a statistic that will impress the CBC head office in Ottawa.

By the time this reaches print, I will be an employee of the Canadian Radio-Television Commission. But it was written before I joined that organization, and is purely based on the thoughts and reflections of a journalist who has taken an interest in broadcasting. In no way should it be taken to represent the view of the CRTC.



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King Shu Sheng Tan

Paz En La Tierra A Los Hombres
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THE STATUS OF CANADIAN COLOR TELEVISION

Source: TvB Canada — based on data supplied by Marketing Data Corporation.

COLOR PENETRATION BY LANGUAGE SPOKEN

	Possess May '69 %	Intend to Purchase %
English	11.3	4.5
French	8.0	5.7
Other	6.3	2.6

GROWTH OF COLOR TV HOMES

	CANADA		UNITED STATES	
	Number	%	Number	%
1965	20,000	0.4%	2,810,000	5.3%
1966	80,000	1.6%	5,220,000	9.0%
1967	160,000	3.2%	9,000,000	16.3%
1968	300,000	5.9%	13,700,000	24.2%
1969	460,000	8.8%	18,660,000	32.0%

* Color sets and programming in the United States commenced in 1954.

COLOR PENETRATION BY EDUCATION OF HEAD OF HOUSE

	Possess May '69 %	Intend to Purchase %
Grade School or less	6.8	1.8
Some High School	8.7	5.5
Graduated High School	12.1	6.3
Special Course	14.7	6.5
Some College	15.2	7.1
Graduated College	9.0	4.3
Post Graduate Studies	24.3	3.3

COLOR FACILITIES OF CANADIAN STATIONS — September, 1969.

Network Feed	70
16 mm Film	45
Color Slides	45
High Band VTR	36
Low Band VTR	30
Local Origination	25

COLOR PENETRATION BY HOUSEHOLD INCOME

	Possess May '69 %	Intend to Purchase %
Under \$2,500	3.8	0.4
\$ 2,500-\$ 4,999	3.9	3.1
\$ 5,000-\$ 7,499	7.4	2.9
\$ 7,500-\$ 9,999	10.5	5.0
\$10,000-\$14,999	13.4	8.5
\$15,000-\$19,999	22.0	9.7
\$20,000 and over	34.0	9.9

COLOR PENETRATION BY REGION

	Possess May '69 %	Intend to Purchase %
Atlantic Provinces	3.7	3.1
Quebec	7.5	5.8
Ontario	12.3	5.2
Prairie Provinces	12.1	4.2
British Columbia	12.0	2.1
Total Canada	10.1	4.7

COLOR PENETRATION BY TYPE OF DWELLING

	Possess May '69 %	Intend to Purchase %
Owned	11.1	5.0
Rented	7.6	4.0

for the retailer on how to get the most from every advertising dollar he invests in radio.

Certificates awarded to radio stations for outstanding retail commercial entries will be handed out between presentations. The station trophy winners will be announced during the afternoon.

Bill Straiton, vice-president, creative services for Foster Advertising Limited, is chairman of the afternoon session.

"It's going to be exciting, dramatic and definitely unusual. We intend to use radio's own techniques to create an environment unlike any previous Festival workshop. I guess you could call it a listening environment."

The fact that program participants are being brought in from distant parts, he said, reflects the national character of the Festival.

"The first speaker will be from Griffiths-Gibson. Now there's a production house that's making waves — a real comer from the West Coast with an impressive list of commercials to its credit.

"Then it's my turn. I'm going to talk about radio being the hardest medium to write for because it deals in verbal symbols.

"Following me — Frank Harris. His production company which operates out of St. Louis is a leader in sound research and has pioneered the use of electronic sound in communicating color, texture and movement. Some of North America's biggest radio advertisers are using material developed by Frank Harris to make their commercials more visual. You'll be seeing some of it with your ears during his presentation.

"Allan Alch, who stopped the show when he was Festival speaker in 1965, will be back to talk about humor in advertising. He used to be with Freberg but now he's on his own and one of the most successful creators of Radio commercials in the business. Alch is a very funny man and an exceptionally fine speaker.

"Next, a presentation from Nimbus Nine, Toronto. The topic will be music that sells, with emphasis on what this live-wire outfit is doing in a creative way for its clients among Canada's radio advertisers.

"Wind-up speaker is Bea Shaw head of Bea Shaw productions in Hollywood. In addition to being young and attractive, Bea is very, very talented. She'll bring samples of her best work — commercials she's done for Lincoln-Mercury, Chevrolet, Western Airlines and others."

Everything will be carefully timed, Straiton said, with speakers starting on time just as though they were on the air. Sandwiched between speakers will be an announcement of winning entries and the presentation of certificates and trophies to agencies and advertisers. Radio stations that make it to the bull's-eye of the winner's circle will receive their trophies, the station certificates having been handed out during the retail morning session.

There will be no Awards Banquet. After the afternoon workshop ends at 5:15, a cocktail reception will conclude the Seventh Canadian Radio Commercials Festival.

Recent Warner Bros.-Seven Arts Sales

Bill Moyer, General Manager, Canadian Television Distribution of Warner Bros.-Seven Arts announced ten new sales including, the Avengers, Mister Roberts, Cheyenne, F. Troop, 77 Sunset Strip and Boston Symphony Concerts, all which were recorded during November.

Stations signed were CFCN, Calgary, Alberta; CKVR-TV, Barrie, Ontario; CBX-TV, Edmonton, Alberta; KCKW-TV, Moncton, New Brunswick, CHOV-TV, Pembroke, CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CFQC-TV, Saskatoon, Sask.; CJFB-TV Swift Current, Sask.; and CHAN/CHEK-TV, Vancouver/Victoria, B.C.

Spitzer, Mills & Bates Appointments.

Mrs. Margaret Sedlack has joined Spitzer, Mills & Bates Limited as Associate Media Director. Prior to this appointment, Mrs. Sedlack was formerly with Ronalds-Reynolds & Co. Her experience covers a variety of consumer goods accounts.

John Wood, has also joined the agency as an account executive. Previously he was product manager with Quaker Oats Company, and most recently, account executive at J. M. Eastman & Associates Ltd.

Re-Actions to CRTC's Cable Decision

Ted Rogers, president, Rogers Cable TV Limited, Toronto, termed the Commission's decision "absolutely correct".

"I'm a Canadian; I'm a nationalist. I personally don't think we should be able to receive any foreign programs here at all. It's difficult for the people in Calgary, where there is very little program choice, but surely we can produce enough programs in Canada".

Ross McGregor, general manager, Toronto Cable TV Limited, said a total ban on microwave

transmission of U.S. programming would be a serious economic blow.

"This is the greatest source of creative programming in the world and to deprive people of this is inconceivable. I think that if the CRTC were to implement a ban like that, there would be such a public outcry it would not last."

Ray Reiersen, Alberta Telephones Minister, was "disappointed".

He said the Alberta Government had been hopeful that signals from the three American networks could be carried to Calgary and Edmonton by a ten-city microwave network that would give Alberta, "the same medium of television as enjoyed by Toronto, Vancouver, Montreal and other major cities."

Murray Chercover, president, CTV Television Network, supported the CRTC decision, saying that if cable operators were permitted to go ahead with full broadcasting of U.S. programming it would almost certainly mean the immediate elimination of the Canadian system.

Graham Spry, honorary president of the Canadian Broadcasting League, Ottawa, said the CRTC took what he called a courageous, necessary and determined approach in deciding to ban the wholesale importation of American TV signals to Canada.

Stressing that he was making a personal comment, Spry noted that cable subscribers were increasing at the rate of 4% per month. This threatens to fragment audiences for Canadian stations, render numerous stations less viable or obsolete and, in the long run, disrupt the CBC and CTV networks.

Stanley Knowles, NDP Winnipeg North Centre, said the CRTC's decision was "tokenism" intended to appease broadcasters and others who might have suffered from increased U.S. competition with microwave.

It was unfair to allow those near the border to enjoy a wide range of U.S. programming while those in more remote areas were denied the same services. "I want the Secretary of State to instruct the CRTC to cut off American programming all throughout Canada to the same degree," he said.

Canadian Cable Television operators strongly condemned the decision by the Canadian-Radio-Television Commission to ban the use of microwave relays for importing United States programs.

The president of the Canadian Cable Television Association, **Claude R. Boucher,** said in a statement the CRTC decision is an infringement on "basic Canadian rights." Mr. Boucher, a cable operator in Port Arthur, Ontario said: "Canadians will never tolerate (this) kind of censorship."

The association represents about 300 of the 315 cable TV operators in Canada.

Boucher said the CRTC is restricting the variety of programs that cable systems could carry. This, he added, is "self-defeating because it undermines the economic base of cable TV and thereby seriously limits the industry's ability to make more Canadian programming available."

Pierre Juneau, CRTC Chairman, said when he announced the Commission's decision that microwave usage would "accelerate the wholesale importation of U.S. programs" and destroy existing Canadian networks.

He also indicated that the Commission might decide in future to limit the amount of U.S. fare now being carried on cable systems in areas near the border where American channels can be picked up on regular cable systems or antennae without microwave.

Mr. Boucher said almost one million Canadian families have expressed the wish to receive American programming along with Canadian networks by becoming cable TV subscribers. He added: "The surest way to destroy the Canadian broadcasting system is to force it upon the public with orders to succeed or die."

Cable operators were among the strongest proponents of microwave usage when they appeared before the CRTC at public hearings in Vancouver and Ottawa this fall.

Many broadcasters, however, argued that small local stations would not be able to withstand the competition from U.S. networks that would come with microwave.

Edmonton City Council (David Ward, Alderman) called the decision "discriminatory" and said the council should use whatever means are necessary to get the CRTC to change the decision and should press Prime Minister Trudeau. Alderman **Morris Weinlos** said the only reason the decision was made was to "keep Canada poor, particularly Western Canada."

Keith Barry, regional program director, CBC, Halifax, said "we agree with the CRTC decision because there's so much more to the potential use

of cable than just making it easy to bring U.S. programs to areas which can't receive them by other means.

If this were the only practical reason, he said, "then, in fairness to the viewers, there would be nothing to object to."

Barry said it was a tough, courageous decision by the CRTC and it will remain a matter for continuing study.

"They don't want to make short-term decisions which might have a destructive effect."

Ralph Connor, vice-president and general manager, CKSO-TV, Sudbury, said the decision was disappointing because his company (Cambrian Broadcasting Co.) holds a 45% interest in a proposed cable TV company. However, as a broadcaster, he felt it was the first step in creating a truly Canadian broadcasting system.

Pat Mahoney, Liberal, Calgary South, told reporters it is "almost Orwellian" for the CRTC to censor TV for half the country.

"Calgary and Edmonton, Regina and Halifax, would be pleased not to be selected as hot houses for cultural experiments," he said.

"I just can't believe the government would condone the attitudes expressed by Mr. Juneau."

Gordon Archibald, president, Maritime Telephone and Telegraph Company, said the firm plans to put a revised application before the CRTC for a cable licence. The original application was made on the basis of U.S. networks being available. The new application will not hinge on the availability of U.S. programming.

John Loader, executive vice-president of the Canadian Cable Television Association, said, "The Canadian Radio-Television Commission has acted in a manner clearly unconstitutional and contrary to the broadcasting act."

Discussing the way in which the CRTC regulates the broadcasting industry, Loader said, "the industry is governed by press releases."

"It is unconstitutional for a governing body to implement regulations on any group without first gazetted these regulations in the proper order. The

CRTC in releasing its new policy statement on microwave last week has once again acted in a manner which is unprecedented for such an authority.

"Despite the fact that the CRTC are independent of parliament, they should still act as servants of the public, not their masters," he stated.

"The cable association is not raising the microwave issue per se, for our own membership, but we feel the actions of the CRTC are contrary to the public interest. The minority of Canadians will be affected by the latest policy announcement banning microwave.

"Hundreds of cable television subscribers have called our members in a state of confusion when it was suggested that U.S. TV signals would, in the future, be removed from all cable operations now in service."

Association of Canadian Television and Radio Artists in a telegram to the CRTC said:

"National Executive of ACTRA, joins the majority of Canadians in congratulating Commission on recent ruling regarding denial of microwave for cable transmission. We welcome the many farseeing, Canadian-minded reactions in the press, indicating a realization by the Canadian people of the importance of this decision and those to follow which will aid the survival of Canada as a nation. ACTRA views this decision as part of a series of rulings and regulations limiting foreign program content to ensure survival of Canadian broadcasting portraying Canada by Canadians. We offer our wholehearted support and assistance."

W. J. (Bill) Hughes says Canadian Radio-Television Commission refusal to allow microwave links carrying United States television programming into Canadian regions far from the U.S. border is inequitable but economically imperative.

The general manager of radio station CKNW, New Westminster, and executive vice-president of Western Broadcasting Company Limited told a Vancouver service club the decision imposes discrimination by accident of geography.

However, he said granting the requests of cable television operators would have meant an onslaught of American TV shows and "the death warrant of our Canadian television service."

Mr. Hughes said that when a family installs cable its TV viewing habits are transformed. He said that in Vancouver, watching of Canadian stations drops and 40 per cent of the time the subscriber watches Seattle stations.

He said Canada could have had cheaper rail and air service and consumer goods by tying itself to American systems but he asked if it would have been possible to have a Canadian nation if less costly methods were always chosen.

Additions To The G.G.S. Staff

John Chisnell has joined the Toronto office of Goodis, Goldberg, Soren as account executive. Chisnell serviced accounts for three years with S. H. Benson (Nigeria) in Lagos, Nigeria, and was with S. H. Benson in London, England, for three years before that.

Steve Catlin has joined the Toronto office as copywriter. Most recently Catlin directed research for a Toronto food processing company. Born in Savannah, Georgia, he attended college in the United States and has been in Canada for about two years.

New Color Figures From BBM

One in nine of Canada's households now has a color television set. This represents an estimated total of 645,000 color television households.

The estimate comes from a massive survey of over 95,000 households conducted by BBM in September, 1969.

Based on surveys over the past three years, BBM projections indicate that by January, 1970, some 725,000 homes will be equipped with color television — or one in every eight homes across the land.

The Province of Ontario has already reached that level of penetration, as have all the western provinces except Manitoba.

At mid-September, the BBM study found Alberta leading all other provinces, with an estimated 14.5% of its homes having color sets.

Although the levels in Canada's Atlantic provinces are lower than elsewhere, the growth rate there is higher than the national average. In Nova Scotia, the number of homes with color television is up 250% over the previous year.

Of 19 metropolitan and major urban areas, the highest levels of color TV saturation are in Regina, Calgary and Edmonton — all of which have between 17 and 20 per cent.

Offer to Purchase CFOM

The directors of Quebec City's only English-language radio station, CFOM, which threatened to shut down last August because of financial difficulties, are studying two purchase offers.

A group of Québec citizens have formed a corporation to help out CFOM, which has a mandate to continue only until March 31st.

Ross Goodwin, president of Goodwill Broadcasters Corporation which owns CFOM, confirmed yesterday that a purchase offer had been made through Gordon Sinclair Junior, president of Montreal radio station CFOX.

Mr. Goodwin did not reveal the price. No details about the second offer were available.

CFOM directors are scheduled to meet in about two weeks and it is expected they will decide the station's future at that time.

A decision must be made by February 10th, when the CRTC holds its next public meeting at which time the Commission will either renew or cancel CFOM's operating permit.

Mather Wants Free Political Time

The NDP member for Surrey, Barry Mather, has presented a bill in the Commons that would require television stations to give candidates in federal elections 15 minutes free broadcasting time.

The bill, given routine first reading, says the free time should fall between 6 p.m. and midnight "on a day or days after day fixed for a general election or a by-election. . ."

Robichaud Supports Plea For TV In Northern N.B.

Premier Louis J. Robichaud says he fully supports efforts being made to expand both English and French television service in northeastern New Brunswick.

The premier says his office has received a considerable number of representations from northeastern New Brunswick residents seeking improved television service.

He says the area is the only part of the province that is limited to one-channel service and is still denied access to the National French-language television service.

IES Symposium Set for May 1970

The 1970 Sixth Annual Theatre, Television and Film Lighting Symposium sponsored by the Illuminating Engineering Society at the Hollywood Roosevelt Hotel, Hollywood, California, will be held May 24, 25, and 26th.

Ink and air in communication

John Dauphinee, age 56, a newsman for the past 35 years, 33 of them with The Canadian Press, has taken over as general manager of CP and chief executive of Broadcast News, succeeding Gillis Purcell, who retired last month.

Basically a newspaper man, Dauphinee became exposed to radio in 1940, when he wrote the night news, then prepared for the CBC by CP.

Perhaps this may have prompted his admission that, while he had worked mostly on the newspaper end of the news business, he felt he was essentially a newsman, whether the medium was ink or air.

The title of chief executive of Broadcast News is not significant, he said. The two companies overlap in their association; somebody has to keep an overall eye on the whole works and "I'm it." Charlie Edwards virtually founded BN, developed it, ran it and is running it now, as ever, he said.

The new CP chief can see no hangover from the old newspaper vs. radio hostility. In fact he feels Broadcast News has created much better relations between the two news arms, because the newspapers now realize they can no

longer be first with the news, so they have stopped worrying about this and concentrate on what radio does not do — examine the bare news item and expand on it — as they say, in depth.

Newspapers feel the bigger the story and the more attention it has been given by radio and television, the greater the reader interest becomes," Dauphinee said. "The two media compete frantically for advertising dollars but, as far as CP is concerned, they are completely complementary to one another."

Old animosities may still exist between press and broadcasting with a few individuals on both sides resenting one another, but as John Dauphinee sees it, these are strictly individuals and there are no real problems of this nature left.

He sees it significant that though the Broadcast News contract does not require station subscribers to feed their local news to BN, as is the case with newspapers and CP, in actual fact, more than 200 stations do provide news to the CP/BN news pool. Conversely, newspapers across the country provide their news to BN, through CP, for use on the air — usually before they can print it.



"Both broadcasting stations and newspapers could definitely improve on the quality of the news material we feed them," Dauphinee said.

"We would like our reports to be 100 per cent, but the human element presents a problem.

"Especially in the case of international news, a great deal of the BN copy has to be based on the newspaper wire, simply because there is no broadcast wire in many parts of the world, and this is the only way certain news can be made available.

"In the case of subscriber stations' demands for all the news while it is happening, the Broadcast News rewrite staff is under tremendous strain, and there are times, I admit, when copy could be better — though probably later, and less. However," he added, "station news editors could and should improve on what we feed them."

Except for voice reports, Dauphinee feels it doesn't make economic sense to have two reporters covering precisely the same story — one for the newspapers taking CP and the other for stations subscribing to BN.

"An Associated Press man in Moscow is essentially laying down news for newspapers and then it has to be processed for broadcasting. For example, for use on the air, it has to be condensed sharply.

"I don't know where it is done any differently," he said, "but maybe a hundred years from now . . .

This effusion started out to be a profile of The Canadian Press' new chief, John Dauphinee, and has ended as a recital of his views about news, especially by radio.

But this *is* the real John Dauphinee, whose life is just that — news — interlarded that is with his wife, Alison, a 30-year-old stock-broking son in Hartford, Conn. and — I nearly forgot — dachshunds, of which they are now wild about their fourth.

Buzz me if you hear anything.

Dick Lewis

A broadcaster's broadcaster, Bob Reinhart, has allied himself with *Broadcaster* as Special Projects Editor. Full details will be announced in the January issue, but it may be said now that, because all the ramifications of broadcasting revolve around programming, *Broadcaster* has sought out and is happy to have found a man with Bob's extensive background in the field.

Starting in radio as an announcer operator with CKCR (now CHYM) Kitchener in 1937, after wartime service with the Canadian army and several station jobs, Bob became program director of CFPL, London, and then undertook programming work on that concern's then new television outlet.

His knowledge of programming stems not only from program management, but as newscaster,



performer, host, commentator, narrator program and finally station manager of CFPL-TV.

Bob is also blessed with an unusual ability to put his thoughts lucidly on paper. These we shall eagerly share with our readers, starting next month.

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- (1) It would impede the establishment of additional Canadian stations in the marginal and the smaller markets.

Canadian CONTEMPORARY NEWS System



Mitch Lefave

Peter K. Dickens, Eastern Regional Manager, Canadian Contemporary News System, announces the appointment of Mitch Lefave as Eastern Regional Editor. Mr. Lefave, who joins Contemporary News after considerable radio news experience in Windsor, is responsible for selecting, processing and feeding international and Eastern Canadian news material to the entire system, from regional headquarters at CHUM, Toronto.

The appointment represents continuing expansion among leading radio news departments of the Canadian Contemporary News System: "Coast to Coast Canadian."



- (2) It would eventually represent serious harm to existing stations by increasing the penetration of U.S. advertising. As CATV systems reach maturity within the next 5 to 10 years, the U.S. continental advertiser would be able to purchase through the U.S. networks and stations a significant percentage of all Canadian homes as an addition to their U.S. audience. The Federal Communication Commission regulation of the U.S. cable systems is much more restrictive and it is doubtful that there would be comparable reciprocal coverage of Canadian stations in the United States.

A local station's rate card and its revenue bear a close relationship to the audience it delivers in prime time. If a cable system substantially fragments the audience of a station by importing one or more attractive outside signals, it will be reflected in a less attractive "buy" for the national and national selective advertiser and hence reduce the station's revenue. The cost which the station charges per thousand viewers is increased and this is especially important in the smaller markets where the "cost per 1,000" is already high.

The full impact on the local station would take some time to be felt due to the length of time required to fully wire the community for CATV and to obtain the subscribers. The amount of the loss of revenue would depend on the relative size of the wired audience in relationship to the entire coverage of the station, and the extent of fragmentation of the audience.

Thus the value of advertising on U.S. stations would be increased and the "cost per thousand" for advertising on Canadian stations would be higher. As a consequence the tendency of Canadian firms, U.S. owned firms in Canada and exporters to Canada, to purchase time on Canadian networks and stations

would be reduced, thus decreasing the ability of these stations to support a high standard of Canadian programming.

- (3) The growth of marginal local Canadian stations would be increasingly impeded as a result of reduced revenue, or lack of growth of revenue. Some local stations could be expected to become satellites of larger Canadian stations, just as the CATV systems would in effect be multi-channel-city-coverage-satellites of distant U.S. and Canadian stations.

It has been suggested that the provision of Section 12A of the Income Tax Act, (R.S.C. 1952 C. 148 as amended) which apply to the publishing industry might also be made to apply to advertising time purchased on broadcasting stations. This is a misleading thought. No Canadian statute could have any effect on an American company which would buy time on an American television station in order to reach a Canadian audience, even though this would be made possible by the intermediary of Canadian cable companies. The amount of advertising purchased on Canadian stations to advertise American products represents a revenue of over \$80 million for the year 1968, or over 75 per cent of all national television advertising. This amount is for time charges only; it does not include the cost of producing the programs or the commercials in English and in French.

Space Broadcasting

The argument is sometimes advanced that since direct broadcasting from space to home receivers will very soon be in operation there is no point in attempting to hold any line on the importation of programs from distant foreign stations. A few comments are in order.

Space broadcasting to specially augmented home receivers in rural areas could be technically feasible approximately by 1975. The TV receiver would require a parabolic antenna about 10 feet in diameter and a special front-end converter. Although political, economic and allocation problems could delay it considerably beyond that time, it is far from certain at this time if this type of system would supplement rather than be an alternative to cable systems as cable would be necessary to obtain a satisfactory grade of service in the noisy city environment. The future feasibility of direct-to-home space broadcasting using unaugmented receivers is indefinite at this time due to the very large and very expensive satellites and rocket launchers required.

Cable Television in Canada

The situation as of September 1, 1969, prepared by the Canadian Radio-Television Commission.

The salient fact about cable television in Canada in recent months is its extremely rapid growth. Of the 4 million urban households in Canada, 926 thousand were subscribing to cable television on September 1, 1969, almost one in four. This represents an annual growth rate of 45 per cent since September, 1968.

Looking from coast to coast, cable has had a most uneven development. In British Columbia, every second urban home subscribes, in Newfoundland, or in Nova Scotia, not one in two hundred. The average system in the Maritimes or in regional Quebec has only slightly more than a thousand subscribers. In Southwestern Ontario it is over 5,000. The average national system has 2,900 subscribers and grosses \$150,000 a year in subscriber fees.

It may not be meaningful to talk of an "average" system. Seven Canadian systems have over 30,000 subscribers — bigger than any in the United States. At least 20 systems gross over half a million dollars per year. If 63 of the 317 systems are above the national average of 2,900 subscribers, 254 are below average and 87 have less than 200 subscribers.

At present, 35 systems are offering programs by cable that have not been received off air; some of these programs are films, some are bingo games, some are educational television programs provided by the local authorities, some are studio disc jockey shows, council meetings, talks by the mayor or parish priest.

BRITISH COLUMBIA

In British Columbia, every second urban home is on cable. Every second Vancouver home is on cable. In the larger cities, Victoria, Powell River, Penticton, Trail, Nelson, six to eight homes out of ten are on cable. The world's largest cable television system, with close to 100,000 subscribers, is in Vancouver. No other state or province in the world would appear to be as densely saturated by cable as British Columbia. Last year, the annual growth was 37 per cent.

Once we leave the Metro areas of Vancouver and Victoria, there are no large cities in the Province, and the average size of the 50 regional systems is only 1,140 subscribers. Since many of these systems must maintain expensive

and elaborate mountain-top antennas, some of which can only be reached for service by helicopter, the average regional system provides only a modest revenue. In spite of this, many of the systems are either involved in cablecasting (producing local programs) or are preparing to begin this season.

PRAIRIE PROVINCES

Unlike the rest of Canada, much of the population of the Prairies is located considerably north of the U.S. border. Nor are there any large border cities to beam three or four powerful U.S. network signals deep into the country. Consequently, only five per cent of the urban homes in the three provinces are on cable, and aside from Winnipeg, the growth has been slow. Winnipeg, which had no cable in 1968, now has two systems with a combined reach of over 13 thousand homes. Aside from Winnipeg, the average Prairie system has a thousand subscribers, hardly up from last year's 950.

Of the six large metropolitan areas of Canada still without cable, four are in the Prairies: Edmonton (120 thousand homes), Calgary (107 thousand homes), Regina (45 thousand homes) and Saskatoon (42 thousand homes). Of the others, Windsor (62 thousand homes) is amply covered with a wide range of local signals from both Windsor and Detroit, and Halifax (50 thousand homes), like its western sisters, is beyond the range of U.S. signals even with the most powerful antenna.

ONTARIO

In absolute numbers, Ontario's 400 thousand subscribers lead the country, and probably the continent. However, the urban penetration of 24 per cent is less than half of British Columbia's 53 per cent. The province was late in discovering cable, but its recent growth has been extremely rapid. Metro Toronto has grown from 17 to 85 thousand subscribers since June, 1968, and the growth rate for the entire Province in the past twelve months was 64 per cent. Penetration in some larger Metropolitan areas is high: London 80 per cent; Kitchener 50-60 per cent; Peterborough 68 per cent; Port Arthur-Fort William 67 per cent; Cornwall 61 per cent.

TELEVISION DE QUEBEC
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France Fortin

Jean A. Pouliot, managing director of Television de Quebec (Canada) Limitee, takes pleasure in announcing the nomination of France Fortin as public relations delegate. Mr. Fortin's new duties will be added to those he presently performs as director of the public affairs department.

BULLETIN

CHLO Radio

LONDON - ST. THOMAS

St. Thomas Chrysler now No. 2 car dealership — took only 5 months. Owner Cec March credits **CHLO** for success. **CHLO** sells semi-trailer of potatoes for A&P in 2 hours. **CHLO** could have sold 3 loads.

Business great . . . November up 28%, December '69 showing substantial increase over last December.

CHLO program director, Paul Ski, recently received award helping make "Which Way you Goin' Billy" No. 1 record in London area. This Canadian record by Poppy Family became No. 1 nationally.

All here as **CHLO** wish you a happy and prosperous New Year.

Seasons' Greetings

Frank Hurley
Sales Manager

CANADA - RADIO & TELEVISION
SALES INC.
U.S.A. - WEED & COMPANY

Continued on page 38

Additions To The G.G.S. Staff

John Chisnell has joined the Toronto office of Goodis, Goldberg, Soren as account executive. Chisnell serviced accounts for three years with S. H. Benson (Nigeria) in Lagos, Nigeria, and was with S. H. Benson in London, England, for three years before that.

Steve Catlin has joined the Toronto office as copywriter. Most recently Catlin directed research for a Toronto food processing company. Born in Savannah, Georgia, he attended college in the United States and has been in Canada for about two years.

New Color Figures From BBM

One in nine of Canada's households now has a color television set. This represents an estimated total of 645,000 color television households.

The estimate comes from a massive survey of over 95,000 households conducted by BBM in September, 1969.

Based on surveys over the past three years, BBM projections indicate that by January, 1970, some 725,000 homes will be equipped with color television — or one in every eight homes across the land.

The Province of Ontario has already reached that level of penetration, as have all the western provinces except Manitoba.

At mid-September, the BBM study found Alberta leading all other provinces, with an estimated 14.5% of its homes having color sets.

Although the levels in Canada's Atlantic provinces are lower than elsewhere, the growth rate there is higher than the national average. In Nova Scotia, the number of homes with color television is up 250% over the previous year.

Of 19 metropolitan and major urban areas, the highest levels of color TV saturation are in Regina, Calgary and Edmonton — all of which have between 17 and 20 per cent.

Offer to Purchase CFOM

The directors of Quebec City's only English-language radio station, CFOM, which threatened to shut down last August because of financial difficulties, are studying two purchase offers.

A group of Quebec citizens have formed a corporation to help out CFOM, which has a mandate to continue only until March 31st.

Ross Goodwin, president of Goodwill Broadcasters Corporation which owns CFOM, confirmed yesterday that a purchase offer had been made through Gordon Sinclair Junior, president of Montreal radio station CFOX.

Mr. Goodwin did not reveal the price. No details about the second offer were available.

CFOM directors are scheduled to meet in about two weeks and it is expected they will decide the station's future at that time.

A decision must be made by February 10th, when the CRTC holds its next public meeting at which time the Commission will either renew or cancel CFOM's operating permit.

Mather Wants Free Political Time

The NDP member for Surrey, Barry Mather, has presented a bill in the Commons that would require television stations to give candidates in federal elections 15 minutes free broadcasting time.

The bill, given routine first reading, says the free time should fall between 6 p.m. and midnight "on a day or days after day fixed for a general election or a by-election. . ."

Robichaud Supports Plea For TV In Northern N.B.

Premier Louis J. Robichaud says he fully supports efforts being made to expand both English and French television service in northeastern New Brunswick.

The premier says his office has received a considerable number of representations from northeastern New Brunswick residents seeking improved television service.

He says the area is the only part of the province that is limited to one-channel service and is still denied access to the National French-language television service.

IES Symposium Set for May 1970

The 1970 Sixth Annual Theatre, Television and Film Lighting Symposium sponsored by the Illuminating Engineering Society at the Hollywood Roosevelt Hotel, Hollywood, California, will be held May 24, 25, and 26th.

Ink and air in communication

John Dauphinee, age 56, a newsman for the past 35 years, 33 of them with The Canadian Press, has taken over as general manager of CP and chief executive of Broadcast News, succeeding Gillis Purcell, who retired last month.

Basically a newspaper man, Dauphinee became exposed to radio in 1940, when he wrote the night news, then prepared for the CBC by CP.

Perhaps this may have prompted his admission that, while he had worked mostly on the newspaper end of the news business, he felt he was essentially a newsman, whether the medium was ink or air.

The title of chief executive of Broadcast News is not significant, he said. The two companies overlap in their association; somebody has to keep an overall eye on the whole works and "I'm it." Charlie Edwards virtually founded BN, developed it, ran it and is running it now, as ever, he said.

The new CP chief can see no hangover from the old newspaper vs. radio hostility. In fact he feels Broadcast News has created much better relations between the two news arms, because the newspapers now realize they can no

longer be first with the news, so they have stopped worrying about this and concentrate on what radio does not do — examine the bare news item and expand on it — as they say, in depth.

Newspapers feel the bigger the story and the more attention it has been given by radio and television, the greater the reader interest becomes," Dauphinee said. "The two media compete frantically for advertising dollars but, as far as CP is concerned, they are completely complementary to one another."

Old animosities may still exist between press and broadcasting with a few individuals on both sides resenting one another, but as John Dauphinee sees it, these are strictly individuals and there are no real problems of this nature left.

He sees it significant that though the Broadcast News contract does not require station subscribers to feed their local news to BN, as is the case with newspapers and CP, in actual fact, more than 200 stations do provide news to the CP/BN news pool. Conversely, newspapers across the country provide their news to BN, through CP, for use on the air — usually before they can print it.

A broadcaster's broadcaster, Bob Reinhart, has allied himself with *Broadcaster* as Special Projects Editor. Full details will be announced in the January issue, but it may be said now that, because all the ramifications of broadcasting revolve around programming, *Broadcaster* has sought out and is happy to have found a man with Bob's extensive background in the field.

Starting in radio as an announcer operator with CKCR (now CHYM) Kitchener in 1937, after wartime service with the Canadian army and several station jobs, Bob became program director of CFPL, London, and then undertook programming work on that concern's then new television outlet.

His knowledge of programming stems not only from program management, but as newscaster,

performer, host, commentator, narrator program and finally station manager of CFPL-TV.

Bob is also blessed with an unusual ability to put his thoughts lucidly on paper. These we shall eagerly share with our readers, starting next month.



"Both broadcasting stations and newspapers could definitely improve on the quality of the news material we feed them," Dauphinee said.

"We would like our reports to be 100 per cent, but the human element presents a problem.

"Especially in the case of international news, a great deal of the BN copy has to be based on the newspaper wire, simply because there is no broadcast wire in many parts of the world, and this is the only way certain news can be made available.

"In the case of subscriber stations' demands for all the news while it is happening, the Broadcast News rewrite staff is under tremendous strain, and there are times, I admit, when copy could be better — though probably later, and less. However," he added, "station news editors could and should improve on what we feed them."

Except for voice reports, Dauphinee feels it doesn't make economic sense to have two reporters covering precisely the same story — one for the newspapers taking CP and the other for stations subscribing to BN.

"An Associated Press man in Moscow is essentially laying down news for newspapers and then it has to be processed for broadcasting. For example, for use on the air, it has to be condensed sharply.

"I don't know where it is done any differently," he said, "but maybe a hundred years from now . . .

This effusion started out to be a profile of The Canadian Press' new chief, John Dauphinee, and has ended as a recital of his views about news, especially by radio.

But this is the real John Dauphinee, whose life is just that — news — interlarded that is with his wife, Alison, a 30-year-old stock-broking son in Hartford, Conn. and — I nearly forgot — dachshunds, of which they are now wild about their fourth.

Buzz me if you hear anything.

Dick Lewis



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Continued on page 38

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Sales Manager

CANADA - RADIO & TELEVISION SALES INC.
U.S.A. - WEED & COMPANY

ITEM	CANADA	BRITISH COLUMBIA	PRAIRIE PROVINCES	ONTARIO	QUEBEC	ATLANTIC PROVINCES
Total Households	5,532,000	608,000	946,000	2,036,000	1,470,000	462,000
Urban Households	4,094,000	456,000	600,000	1,645,000	1,157,000	248,000
Cable Households	926,000	247,000	31,000	401,000	239,000	8,600
Cable Penetration – All Households	17%	41%	3.3%	17%	16%	1.8%
– Urban Households	22.6%	53%	5.0%	24%	21%	3.3%
Number of Cable Systems	317	63	20	98	128	8
Average Subscribers – 1968	2,100	2,960	943	2,860	1,445	890
– 1969	2,900	3,920	1,570	4,100	1,850	1,070
Average Growth	38%	31%	66%	30%	37%	20%

SOURCE: Canadian Radio-Television Commission.

Canadian
CONTEMPORARY NEWS
System



J. L. (Jack) Derouin

Paul D. Akehurst, General Manager, Canadian Contemporary News System, announces the appointment of J. L. (Jack) Derouin as Parliamentary Correspondent.

Mr. Derouin is an experienced broadcast journalist who comes to his new position following 4 years with CFRA Contemporary News.

The appointment represents continuing expansion among leading radio news departments of the Canadian Contemporary News System: "Coast to Coast Canadian."



Continued from page 37

In the Southern part of the Province (south of Orillia and Pembroke), the average system has 5,400 subscribers; brings in three or four different U.S. signals, at least two different Canadian signals; and generates a gross income of around \$300,000 per year. Several are already offering services on more than 12 channels, and six out of ten are either in cable casting, or plan to be by the end of the current year.

In Northern Ontario, the average size of the 32 systems drops to 1,400. Some, but not all, systems receive one or two U.S. channels, one English language Canadian signal, and perhaps a French language CBC signal. Many of the larger Northern systems are either engaged in cable casting or have announced plans to start this season.

QUEBEC

The Province of Quebec has 128 of the 317 commercial domestic cable systems in Canada. Many of these are in small rural communities, and have been in operation since the fifties. A number of systems offer two to five channels to 80 or 90 per cent of the community – which may number only a few hundred homes. In the Gaspé, for instance, only one of the fourteen systems has more than 400 subscribers, and the average size is less than 200 subscribers. Even in the Eastern Townships, where a full range of U.S., English and French language signals is generally available, the 50 systems average less than 1,000 subscribers. Again, many of these systems include over 70 per cent of their communities' households among their subscribers, but only three of them have more than the national average size of 2,900 subscribers.

North of the St. Lawrence River and Montreal, where U.S. signals become harder to obtain, the average system

serves nearly 1,300 subscribers, though 42 of the 55 Northern systems offer no U.S. signals at all. Only seven of the 120 regional systems are engaged in cable casting, and only seven others plan cable casting this season. Considering that the average regional Quebec system has only a thousand subscribers, has little hope of growth, probably grosses less than \$40,000 annually, and faces extensive modernization expenses, the comparative slowness in entering the cablecasting field is understandable.

Montreal, on the other hand, has two of the country's largest systems, and both have been active in cablecasting for many years. The Montreal systems are growing rapidly – last year's growth rate was 43 per cent, and nearly 120 thousand Montrealers subscribed. In addition to local programming, they receive the 3 U.S. networks, the National Educational Television (NET) programs from the U.S. on weekday evenings, two local French language signals, two local English language signals, the French language station from Sherbrooke, and the private Ottawa station through a satellite transmitter at Lancaster, Ontario.

ATLANTIC PROVINCES

In all of Newfoundland there is but one small system, located on the Atlantic coast. In all of Nova Scotia, there is but one small (but growing) system, in Truro. There are no cable systems as yet in Prince Edward Island. There is no cable in Central or Eastern New Brunswick. However, in the St. John River Valley – and below the Gaspé border, there are half a dozen vigorous if relatively small companies providing a choice of signals to nearly 8 thousand homes. In the past year, the average Maritime system has grown 20 per cent to nearly 1,100 subscribers.

PENETRATION OF CABLE TV IN CANADA

As of September 1, 1969

(by Provinces, and in cities of over 10,000 homes)

(Note: Does not include hospital systems and Master Antenna Systems)

	Households (000) in area	Total number of CATV Subscribers (000)	Penetration (%)
NEWFOUNDLAND	100.0	.3	0.3
St. John's	22.0	---	---
NOVA SCOTIA	188.0	.6	0.3
Halifax	50.0	---	---
Sydney - Glace Bay	23.0	---	---
NEW BRUNSWICK	146.0	7.8	5.3
Moncton	15.4	---	---
St. John	27.0	---	---
QUEBEC	1,470.0	239.0	16.0
Montreal	726.0	117.0	16.0
Quebec	104.0	10.0	10.0
Chicoutimi-Jonquiere	21.4	---	---
Trois-Rivieres	23.0	10.4	45.0
Sherbrooke	20.1	13.0	61.0
Shawinigan	15.0	6.5	43.0
St. Jean	10.6	---	---
Drummondville	10.5	2.4	22.0
ONTARIO	2,036.0	401.0	17.0
Toronto (Metro)	654.0	85.0	13.0
Ottawa - Hull	143.0	64.0	45.0
Hamilton (Metro)	136.0	27.2	21.0
London	66.0	52.6	80.0
Windsor	62.0	---	---
Kitchener (Metro)	57.0	34.3 approx.	50-60 approx.
Sudbury	29.0	---	---
St. Catharines	33.0	1.9	6.0
Oshawa-Whitby	38.0	7.1	24.0
Port Arthur-Fort William	28.0	18.6	67.0
Sault-Ste-Marie	20.0	unknown	unknown
Sarnia	20.0	5.1	26.0
Kingston	19.9	---	---
Brantford	18.6	8.3	45.0
Niagara Falls	18.0	---	---
Welland	16.7	---	---
Brampton	16.0	4.0	25.0
Peterborough	16.0	11.0	68.0
Guelph	15.7	8.8	52.0
Cornwall	12.2	7.5	61.0
North Bay	12.0	3.4	28.0
Timmins	10.4	.08	1.0
MANITOBA	266.0	14.6	5.0
Winnipeg	150.0	13.1	9.0
SASKATCHEWAN	264.0	5.8	2.0
Regina	45.0	---	---
Saskatoon	42.0	---	---
ALBERTA	416.0	11.0	3.0
Edmonton	120.0	---	---
Calgary	107.0	---	---
Lethbridge	10.7	3.1	29.0
BRITISH COLUMBIA	608.0	247.0	41.0
Metro Vancouver	301.0	151.0	50.0
Metro Victoria	59.0	39.5	67.0
CANADA - TOTAL	5,532.0	926.0	17.0

CKEY APPOINTMENT



Peter M. Baines

Peter M. Baines has been appointed as national representative for Canadian Program Services/Music. He brings to the company experience in both the music and publishing fields. CPS/Music is a system of objective music programming for radio stations, using listener research for music selection, and a computerized print-out for a balanced, consistent presentation pattern. CPS/Music was described as "the first phase of our planned expansion into the field of modern systems operations" by Douglas C. Trowell, President of Dominion Broadcast Programming Services Limited, a subsidiary of Shoreacres Broadcasting Company Limited. Shoreacres also owns and operates 590/CKEY Radio in Toronto, and is a wholly-owned division of Maclean-Hunter Limited.

MARCONI PRODUCTION



Mrs. Sheila Clarke

John Krug, Manager, Marconi Production, is pleased to announce the appointment of Sheila Clarke as Commercial Producer.

Mrs. Clarke brings considerable experience in commercial production to her new position. Her extensive background is a valuable addition to Marconi Production's expanding services to national advertisers.

Fearless forecasts and trends of the '70s



H. A. (Hank) Skinner is President of the marketing consultants firm of Skinner, Thomas & Associates Ltd., Toronto.

A fearless forecast has to be done on the basis that being right 51 per cent of the time makes you a genius.

Because communications experts need to look at both long and short-term trends, my crystal ball gazing takes in the next decade as well as specific predictions for the year 1970.

So, with a touch of elbow grease, a polish of the ball, a crossing of the toes — and away we go . . .

First, the '70's:

• Canada will get pushed around by the U.S. even more than now because

our political leaders have either sold out or have no guts. Negotiations (if you can call them that) will be started to make North America a common market.

• People will get lazier and lazier.
• It will become almost impossible to get a job in marketing or advertising by 1979 if you're over 40.

• The Conservative party in Ontario will win the next election despite its present cabinet.

• There will be yet another assassination of a major figure in the U.S. and a limited form of civil war will follow.

• A major conflict will erupt between China and India.

• Trudeau will have a tougher time the next time around, provided the other parties get new leaders.

• Canada will become even more socialistic.

• Ron Basford and Edgar Benson will be asked to resign.

• The title, President, for the top man in a U.S. company's Canadian subsidiary will disappear.

• Drivers' licenses will be tougher to get and keep.

• 200 mph super-trains will give airlines a lot of competition. They'll fight back with jumbos and lower fares.

• There will be increased violence in Quebec, and a lot of industry will move out. There'll be panic selling in real estate.

• The United States will extend its space program with a manned exploration of Mars. The Russians at the same time will operate a space station on the moon, very close to a U.S. station of four men and one woman.

• Canadian universities will be forced to up-date curricula, teaching methods and at the same time, reduce costs. Education in general will get the eagle-eye from irate taxpayers.

• Sealed containers guided by Bell Canada cable impulses will be sent underwater to Europe, as a new method of trans-Atlantic shipping.

• Church properties will become available for commercial use, simply because the church has fallen out of favour and is out of step with the modern world.

• Television as presently known will drastically change its format to compete with the new video cassettes and cable.

• The next step after instant foods is instant nutritional pills for quick meals.

• Newspapers will come out in book form for easier handling and distribution.

• The war on pollution will get much hotter. Electric and steam cars will make a big comeback.

• Toronto will get an NFL franchise.

• Sex movies will go the limit in pornography.

• Pot smoking will become legal. One U.S. tobacco firm has already registered the name "Acapulco Gold".

• Maverick executives will take over from the organization men.

Shorter term, here are my fearless forecasts for the glorious year 1970:

• Procter & Gamble in Canada may decide to go North American in its marketing efforts like Quaker Oats and Eagle/NorthRite.

• Wheat farmers in the West will go on strike, creating a real problem for everyone.

• The tax reform white paper authored by Mr. Benson will be changed drastically to help rather than kill the small businessman.

• Major management changes will occur at Maple Leaf Gardens in Toronto.

• The Montreal Canadiens will win again in 1970.

• There will be less persecution of pot smokers in 1970.

• Further scandals will occur in the financial community.

• Western oil stocks will take off in 1970.

• One or more major Canadian ad agencies will be sold outright (not like the Baker-BBDO merger). Maybe Ronalds-Reynolds, Goodis, Goldberg, Soren or Vickers & Benson?

• Some major accounts will switch agencies, and the losers will be in serious financial difficulty.

• The image of police departments will be under increasing public disapproval. Major changes will be initiated at the municipal and provincial levels.

• Two new magazines will be launched with great expectations and no money.

Well, that's a few shots to get the year started. For some of my wilder forecasts, call me for a private seance!

Next month, we're going to talk about newscasters and disc jockeys.

CFCN TELEVISION APPOINTMENT



V. SCHAFER

E. W. "Ted" Chapman, President, CFCN Limited announces the appointment of V. "Vic" Schafer as Manager of CFCN Lethbridge.

Prior to accepting this position, Mr. Schafer was with CHCT Calgary. His background also includes ten years with CHAT Medicine Hat, one and a half years as Station Manager.

Mr. Schafer's appointment is effective as of October 1st.

CLASSIFIED

NEWSMAN OPPORTUNITY

10-thousand watt Southwestern Ontario station requires an experienced newsman strong in delivery and beat work. Send complete resume and audition tape to:

Box 303, Broadcaster

Eastern Canadian TV station is looking for a writer/producer, experienced in production of local and national TV commercials. Min. 5 years' experience preferred. Resume, samples, salary requirements in confidence to:

Box 305, Broadcaster

WANTED TO PURCHASE

Radio station purchaser is an experienced announcer with wide field experience. Is prepared to spend \$200,000 to \$250,000. Write or call:

Mrs. M. Gillis
Mees & Docherty Realtor
962 Kingston Road
Toronto, Ontario
698-5646

PROGRAM DIRECTOR

A station in a medium sized market requires fully qualified and experienced Program Director.

Duties: The program director will assume control and responsibility of all program and production aspects of this Number One AM station. Responsibilities include direction of production manager, music director, copy dept., traffic dept., and promotion dept.

Qualifications: Applicant must have good background and experience in MOR programming. Aggressive nature is required as well as imagination and management ability.

Salary: \$12,000 plus depending on experience and background.

Please forward resume and tape to:

Box 302, Broadcaster

NEWSCASTER AVAILABLE

1 year's experience in Lake Simcoe area, seeking relocation in Ontario. Resume and audition tape upon request.

Box 301, Broadcaster

AVAILABLE NOW !!

Young announcer seeks position with medium market MOR station — 4 yrs. exp. — prefer Ontario.

Box 307, Broadcaster.

INTERESTED?

We need an experienced Announcer with mature voice and all-round capabilities. Attractive salary and surroundings are offered. Send Tape and Resume to:

Box 306, Broadcaster

WANTED

Experienced announcer, preferably strong on news, for progressive New Brunswick radio station. Good salary and working conditions. Forward air check and resume to:

Box 304, Broadcaster

FOR QUICK SALE

General Electric B&W Film Chain comprising: G.E. Camera (4DC8-A-1), 2 Synchronyte Projectors, Dual Slide Projector, Opiplexer, C.C.U., Picture and Wave, Form Monitor, Power Supplies — all in good condition.

This chain was operating as a satisfactory station unit on Nov. 15, 1969.

Any reasonable offer will be considered.

Address offers to Chief Engineer, CKX-TV, Brandon, Manitoba.

CONTINUITY EDITOR

Progressive Western Canada Radio-Television station has an opening for experienced Continuity Editor. We place great importance on this Department and offer good wages, the best working conditions and many company benefits. Apply in writing to:

Production Manager,
CKX Radio-Television
2940 Victoria Avenue
Brandon, Manitoba



We require a **QUALIFIED ENGINEER** to take complete charge of our Engineering Department. The person we are looking for must have experience and be reliable. To the right person, we offer \$9,000 plus per year, pleasant working conditions, group insurance, major medical and other employee benefits. Please write to:

C. G. Stanczykowski, President
CFMB Radio 1410 Montreal
2015 Drummond St.
Montreal 107, P.Q.

All applications will be kept in strict confidence.



Place aux femmes — — forum for la Canadienne

by David Brody

Take a night-club atmosphere at ten in the morning — small tables, candle-light, the tinkling of a piano trio. Add the vivacity, perception and sensitivity of a hostess called Lise Payette, the wit of a host by the name of Guy Provost, and a different guest artiste every day. Mix these ingredients together and you have *Place aux Femmes*, one of the liveliest and most popular programs on the French Radio Network of Radio-Canada.

Lise Payette, assisted by Guy Provost, captures the spirit of French-Canadian women both by revealing them to themselves and by introducing them to stars and personalities whom they admire. The format of the program is completely informal, relaxed and spontaneous. There is a provocative question of the day such as "How far will a man go to succeed?" or "Which is the better age: twenty or forty?" — a question usually concerned with affairs of the heart or with fashion trends. The question is put to a few members of the invited audience and a semi-serious, often humorous interchange usually ensues. This is followed by a performance by the guest singer or instrumentalist who is then interviewed by Lise Payette and Guy Provost. And the whole program is punctuated by the melodies of a brilliant young trio: Francois Cousineau at the piano, Roland Desjardins on the double-bass, and Guy Parent on the

drums. Guy Parent has recently returned from a two-week tour to Paris with the internationally famous French-Canadian singer, Jean-Pierre Ferland.

But in spite of the entertaining format, the attractive ambiance and the up-beat music, it is without a doubt Lise Payette who carries the show. She is a feminist par excellence — proud to be a woman, proud of the contribution women are making to society, and bubbling with self-assurance and 'joie-de-vivre'. At the same time, she is essentially feminine — attractive to look at and intelligent to listen to. The questions she asks her guest-celebrities and her audience could not be more direct. But Lise Payette appreciates full well when to say "when"! Never do her questions become an interrogation; and never does she allow her interviews to become embarrassing. Her finely-timed sense of humor, her sensitive perception of other people's reactions, her honesty and subtlety have given audiences of *Place aux Femmes* continuous pleasure for over four years.

Acting as her foil is Guy Provost, one of the best known actors in French-Canadian show business. He represents the man's point of view in what is otherwise a completely feminine domain. In common with Lise Payette, his charm and quick wit are great assets to the show.

Place aux Femmes has won international recognition. In September, 1967, the program was awarded the prize for the "Best Radio Program in its Region" by *TV-Radio Mirror* of New York; and the year before, in 1966, the team of *Place aux Femmes* toured some of the bases of the Canadian Armed Forces in Europe.

An annual occasion in the life of the show is "The Most Handsome Man of the Year" contest. A personality familiar to French-Canadiennes is duly elected and crowned. The next "coronation" takes place at the Place des Arts in Montreal on February 14, 1970 — St. Valentine's Day.

Place aux Femmes as the name suggests, is a Radio-Canada production devoted entirely to the views, entertainment and enlightenment of French-Canadian women, and as such, it has a vast following. On an average, there are nearly 150,000 listeners to the program every day, Monday through Friday, or sixteen or seventeen French language stations across Canada. Much of the polish of the transmission must be attributed to the calm efficiency of producer Jacques Cossette. But perhaps the successful recipe for *Place aux Femmes* is to be found in two of its objectives: to say aloud what many women think secretly, and to aim to make the complete emancipation of French-Canadian women acceptable to French-Canadian men.

Greetings for 1970

FROM

CFCM-TV  **CKMI-TV**
TELEVISION DE QUÉBEC (CANADA) LTÉE

A colorful New Year is shaping up in Quebec City, where Santa has just dropped off beautiful new RCA color cameras.

We can now produce local live shows in color and round out our already colorful programming schedules... continuing to be the most popular combination of French and English private broadcasting stations in Quebec City.

Now that our Christmas bag is full, the twin color stations in Quebec wish you and yours...

A JOYFUL CHRISTMAS AND A VERY HAPPY NEW YEAR





CFCM-TV (French) CKMI-TV (English) HARDY RADIO & TV LTD. TORONTO, MONTREAL, WINNIPEG, VANCOUVER

CFCM-TV (French) (Programs only) PAUL L'ANGLAIS INC. TORONTO, MONTREAL

CFCM-TV (French) CKMI-TV (English) FORJOE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES



*Happy Ho-Ho-Ho
from your friends at*

CFRB  **1010** and **CKFM**  **99.9**

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