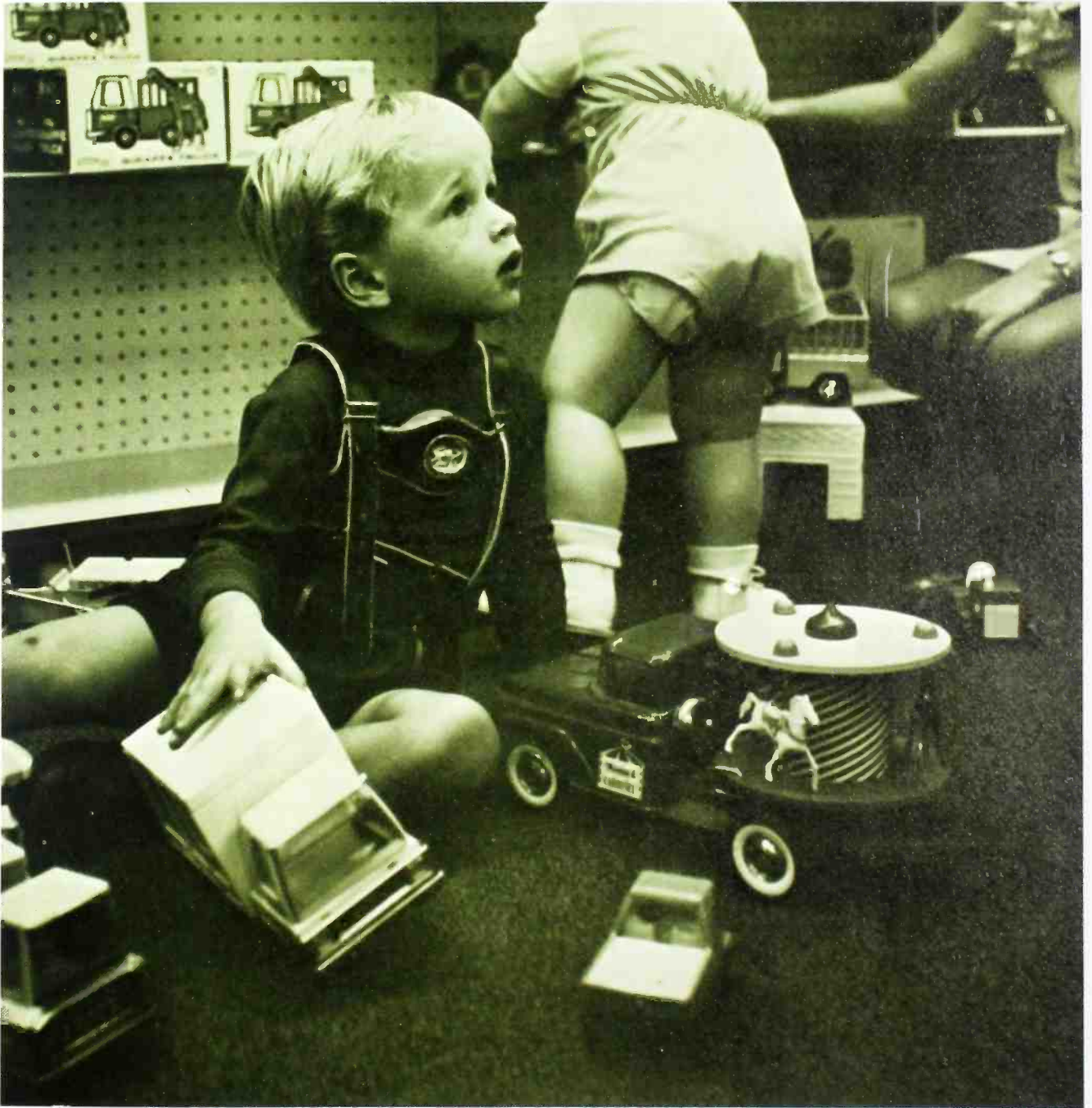


Broadcaster

OCTOBER 1970

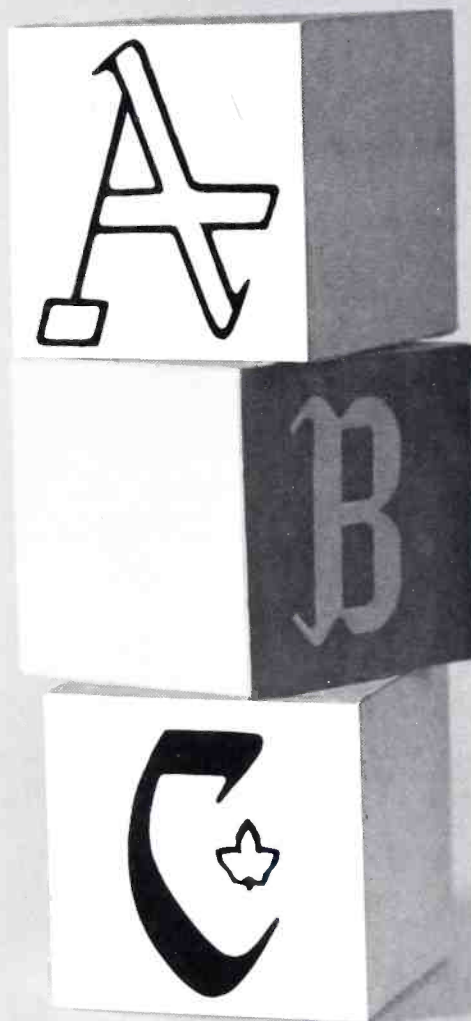


Scott Simons and a hundred other youngsters inspect the new toys at a Christmas-in-September preview at Irwin Toy Limited, Toronto.

TELEVISION DOES SELL **IRWIN** TOYS

(Story on page 18)

**BUYING TIME
RIGHT
ACROSS
CANADA?
easy as**



(Forget the "B")

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
NEW YORK • CHICAGO • ATLANTA • DALLAS • HOLLYWOOD • SAN FRANCISCO
ALL-CANADA RADIO AND TELEVISION LIMITED



New hardware needs new software

North American broadcasting's first half century is significant from two standpoints. First is the amazing development of the media (both radio and television) from a technical aspect. We have watched it grow from the original cat's whisker to color television, and now we have communications satellites lurking around the corner. (Story on Page 14). This is the hardware standpoint.

The second is as negative as the first is positive. It is the question of broadcasting's output — its programs — its software, which has improved pathetically little since the first squawk filled the atmosphere fifty years ago.

Undoubtedly these squawks, miraculous though they were at the time, would sound immeasurably better if they were heard over today's equipment.

But what of the squawks themselves? How have they kept pace, the programs that is, with the new and higher quality of today's equipment? What improvements are the programmers offering vis à vis the new hardware with its new sight and sound?

Years ago, frequency modulation radio solved the curse of static; television added the dimensions of sight and movement; then it advanced another step with its introduction of color. But what advances have been made in the quality of the end product, not in technical terms of the quality of the sight and sound, but in terms of program conception?

Has color television, for example, produced programs designed specifically for transmission in color, or is it simply dishing up the old black and white shows, with color added?

The technical advances of radio are subtler, less obvious from the outsider's point of view, than those of the video medium. Changes in radio programming have been marked not so much by innovations as by eliminations. In other words, the significant changes in radio programming do not point up what the sound medium is doing but rather what it is *not* doing.

Once such programs as the Canadian *Happy Gang*, the inevitable *Amos 'n' Andy*, such comedy efforts as *Charley McCarthy*, *Baby Snooks*, *Jack Benny* and *Eddie Cantor*, kept people at their sets — radio sets that is, night in and night out. *Lux Radio Theatre*, *The Rudy Vallee Show*, *the New York Philharmonic* and countless others were building up ratings before Elliott or Byram, Nielsen or Hooper were born.

And then what happened?

As television came in the door, somebody hauled the radio out of the living room. Why didn't somebody haul it back in again? This is a hell of a good question.

What actually happened was this.

Radio simply said: "The jig is up. The television monster has taken over. Somebody take me home!"

With the coming of television, radio realized that the day of the real broadcaster, the performer, was over because the TV performer had taken his place. So, in order to stage a resurgence, which it ultimately and effectively did, it replaced its performers with business men, who refashioned the medium into a newspaper of

the air, with its news and information (time, weather etc.), its sports and whatever else happened to be handy. Recorded music was useful, and economical, for use as a filler, and nobody seemed to object to it — much.

In point of fact, radio reshaped itself from a medium which had grown to be a part of everyone's life, into a continuing background of pleasant sound, about which it could be truthfully said — "It doesn't seem to offend anyone."

The worm turned a bit when outspoken commentators began rearing their heads to infiltrate endless periods of nothing music with occasional cantankerous relief.

What had happened?

When they pushed the radio out of the living room, the genuine professional people went with it — either into television or out to grass. (For example, one of the top men in the music field, Mart Kenney, never made the transition from radio into television and is now selling real estate in British Columbia.

In place of the old pros, came promotion and advertising people, cost accountants, and above all others, highly-trained statisticians, for rigging the ratings in the name of research.

Meanwhile television had its problems too. The high cost of Canadian programming, which by force of population had to be generically inferior to the American product, resulted in the wholesale importation of American films, better quality for less money, which found a ready acceptance among Canadian viewers.

So, all in all, Canadian creativity in the entertainment field is at a low ebb, except, that is, in one area, commercials.

Placed on display each year at both the Radio and Television Commercials Festivals, Canadian film and sound producers come up with the production of commercials which need take a second place to none. And here is the paradox or tragedy — call it which you will — of the whole problem.

People do not tune in commercials. They switch their sets to programs.

Regardless of the high quality of its commercials, it is the programs which win and build the audience. Therefore the most mediocre commercial on the background of a superior program, which everyone tunes in eagerly, will stand a far better chance of selling its product than a superior commercial on a nondescript program.

Money which broadcasters cannot or will not spend on programs is dissipated in great gobs on commercials, which would be many times more effective if some of their cost could be transferred into the program production department.

All in all, the radio and television program producer needs to be infected (or replaced) with the brain and initiative of a showman, trained to devise programs with the sole purpose of entertaining and informing people rather than selling their soap chips. Strangely this system would sell more soap chips too.

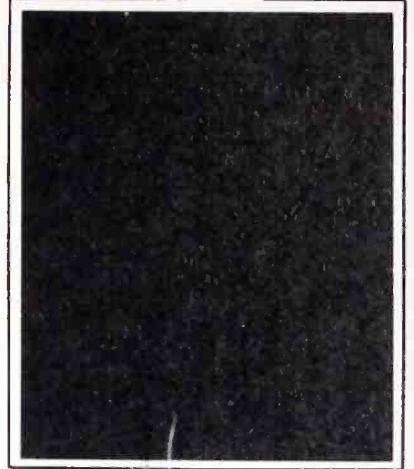


Have some new, 1970 CBC TV Network campaign strengthening information delivered to your office. Call your rep at:

Toronto 925-3311, Montreal 868-3211, New York - Enterprise 6961 (toll free)

CBC TV Network time is concentrated to go farther. For instance, you can now split your every-other-week 2-minute units into 1:30/:30 for major/minor scheduling. And you'll be delighted at the new discounts, easier to earn because they're calculated on a blend of fre-

quency/continuity. For added convenience, CBC TV Network now offers you a rate card with time, lines and origination charges all together, and a new computer for faster estimates. So hit the CBC TV Network extra strength bottle. It helps advertisers shine.



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Number 0002

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NEWSCAST

■ CN BUYS HOCKEY

Canadian National has announced a new field of corporate advertising with its participation in the sponsorship of a large number of televised National Hockey League games during the 1970-71 season.

H. E. Hampton, CN's advertising manager, says the content of the messages "will continue to reflect 'Canadian National in action — building the Canadian dream.'"

The corporate commercials will cover every phase of CN's many operations, all in color and all produced in Canada.

■ TIETOLMAN OFFERS TO TAKE ROSARY SHOW

For more than 25 years thousands of French Canadian radio listeners faithfully tuned to CKAC in Montreal to hear the 15-minute program *Le Chaplet*, the recitation of the Rosary. Station management in announcing the re-vamping of their programming said the Rosary was to be dropped on September 30 because of a decrease of more than 72 per cent in the number of listeners to the 7 pm program.

Then public reaction set in from outraged listeners and Jack Tietolman, owner of the French-language AM radio station in Montreal-Verdun, offered to carry the program seven days a week from 9 to 9:15 pm.

"Who sent you to us? Moses?" asked Archbishop Gregoire.

Le Chaplet continues, in stereo, on CKVL-FM, as a public service broadcast, on October 1 — the first day of the Jewish New Year celebrations for the orthodox Mr. Tietolman.

■ GOVT. WON'T NATIONALIZE TELECOMMUNICATIONS

Communications Minister Eric Kierans, speaking to the first National Conference of Canadian Bankers in Montreal, said the government has no intention of nationalizing telecommunications facilities. Rather the communications department was trying to develop policies to co-ordinate communications activities in the national interest.

One of the problem areas was separate development of the cable TV industry and the common carrier systems. Cable seemed to be "a very promising way of developing communications capacity in urban areas."

"And yet little is being done to find commercial communications application

for this broadband capacity."

"Cable TV operators, classed as broadcasters under the 1968 Broadcasting Act, had to be concerned with content and could not be concerned with developing the first requirement of a common carrier — the provision of a multiple-access communications facility to the general public."

Public communications companies, on the other hand, were excluded from ownership in cable TV firms under federal government regulations.

"Consequently," Kierans said, "the common carriers aren't interested in developing cable technology until they have assurances that cable can be used to its full potential."

■ THE NORTH WANTS NORTHERN TV

Many of the delegates at the recent Conference on Communications in the North verbally pummeled the CBC for its "frontier packages" — four hour taped television programs flown north from the network's Toronto studios. Delegates to the conference held in Yellowknife in the Northwest Territories said CBC's system did not take into account the kind of living conditions in the northern isolated settlements.

Television programming, which has been a sore point with northerners for years consists of a diet of southern-oriented programs that have nothing to do with them, they charge. Some of the CBC programs are shown three weeks late. It was suggested that CBC in Edmonton tape shows from the network and fly them to Yellowknife on one of the daily scheduled flights.

The three-day conference, co-sponsored by the Ministries of Communications and of Indian Affairs and Northern Development, the two territorial governments, groups from the universities of Laval and Alberta and the Arctic Institute of North America, was attended by over 200.

"You in the north," said Federal Deputy Minister of Communication Allan Gottlieb, "have a chance to learn from the human and ecological tragedies and atrocities of the past. Northerners must play a major part in determining their communications priorities because the day will come when important industrial centres will grow in the most remote parts of Canada."

Two dozen northern communities

will be linked with network TV when Canada's communications satellite soars into orbit from Cape Kennedy in 1972. The government's \$85 million Telesat system will provide two Arctic two-channel-plus ground stations to widen two-way radio telephone facilities.

■ JWT LANDS RED BARN ACCOUNT

The Red Barn System (Canada) Limited has appointed J. Walter Thompson, Toronto, as its first Canadian agency. Advertising was previously placed direct from the company's head office in London, Ontario.

"The objective of Red Barn," its president Jim Gibson told BROADCASTER, "is to become truly national, not just appear that way. Last year 20 new restaurants were added to the chain which now has one or more outlets in every city over 30,000 in Ontario. Sudbury will open this month. Outside Ontario Red Barn is in Burnaby, B.C., and in Hull, Quebec, bringing the chain's present total to 47.

"Expansion plans for 1971 call for 12 more restaurants to be built at a cost of approximately \$250,000 each. Half of these will be located in Ontario.

"The estimated total advertising and promotion budget for 1971," said Gibson, "comes to \$600,000."

JWT account manager John Gravel said TV will be the major medium followed by radio and newspapers. In the U.S., JWT's Chicago office has the Red Barn account.

■ ETV DEADLOCK IN OTTAWA

It took Toronto five years to get the first public ETV station on the air. In Ottawa the Board of Education is involved in a dispute with two cable TV operators that so far has prevented allocation of a cable channel for educational purposes there.

Skyline Cablevision Limited is licensed to cover the eastern half of Ottawa; Ottawa Cablevision Limited the western half.

Both companies have proposed original plans for ETV be scrapped in favor of a new plan to allow the two firms to broadcast educational programs on a channel available only to schools.

Ottawa school board chairman Kent Boucher refused the proposal insisting the channel be available to both schools and homes. Negotiations continue.

■ **HOBEL-LEITERMAN PRESENTS** Hobel-Leiterman Productions Ltd., a Toronto-based operation with a New York distribution subsidiary, has launched its fourth international co-production.

Hobel-Leiterman, the first Canadian film and television production company to break successfully into foreign markets with major TV productions, goes on the air this fall with its latest series *Here Come the Seventies*. The series will run in prime time on the CTV Television network and in syndication and educational distribution in U.S. and world markets.

■ **CABLE DESIGN AND CONSTRUCTION**

Urban Cable Systems Ltd., a new company with headquarters at Burnaby, B.C., has been formed to meet the growing demand for design, construction and maintenance of wired television systems in Canada and the U.S.

The company is headed by Gerald E. King. Others associated with the new firm are Clinton B. Cratty, Abraham Barg and Marcus Phillips.

The company will also undertake staff training programs as well as construction and maintenance and is prepared to contract for turn-key systems.

■ **THREE AGENCIES SIGN WITH NIELSEN**

Five-year agreements for Nielsen Broadcast Index (local markets) reports have been signed by three advertising agencies. Dancer - Fitzgerald - Sample and Blair Advertising have converted their standard agreements into long-term contracts and Grant Advertising has entered into a five-year agreement. This brings a total of 17 agency/advertiser five-year agreements that have been signed since Nielsen introduced a major price revision this past spring.

■ **PROGRAM FORMATS FOR AUTOMATION**

A new broadcast corporation, Peters Productions, Inc., has been announced in San Diego by Edward J. Peters, president. The new firm will create and produce program formats for automated radio stations throughout the country. Paul Schafer of Los Angeles is vice-president.

Peters Productions, Inc. will be "comprehensive, from music tapes to audience promotion. Stations subscribing to our full line service will receive completely formatted, success-proven music programming, a creative promotion campaign for all media, sales promotion materials, sales plans and aids, market analysis, plus engineering and management consultation", said Peters.

Potential subscribers to the system were not announced.

■ **PRO-CANADIAN NEED NOT MEAN ANTI-AMERICAN**

"Cable TV operators must provide as many Canadians as possible with an opportunity to use modern technology for dialogue and understanding," Harry J. Boyle, vice-chairman of the Canadian Radio-Television Commission, said recently. "We make no appeals for great expenditures of money, or equipment. Our appeal is for communication."

The Commission had been accused of anti-Americanism in trying to stimulate more Canadian production in TV but this was not the case, said Boyle. The relationship between the two countries was extremely difficult "and pro-Canadian can easily be mistaken for anti-American. But it doesn't have to be so."

■ **COMPUTER SCIENCE COURSE**

This month the University of Western Ontario's extension department began teaching a credit course in computer science using the facilities of Maclean Hunter Cable TV Limited. The experimental videotaped course is being cabled 55 miles from London to Sarnia and, said Professor Peter Suttie, "if it goes well, we have hopes for the future for other places."

■ **ALL NEWS IN COLOR**

CFPL-TV, Channel 10, London, is the first station in Canada to produce its entire output of news film in color, according to Ron Laidlaw, news director.

Three major daily newscasts — *News at Noon*, *FYI* and *PM News*, plus an experimental half-hour information program *Midweek Magazine* will be telecast entirely in color.

An MTV-30 Color Processor built by Treise Engineering of San Fernando, California was installed in late August and is capable of producing 40 feet of color film per minute.

■ **BOB SHORT HEADS CCTA**

The 14-year-old Canadian Cable Television Association gets a new, full-time president on January 1, 1971. Robert Short, 44, the founding president of St. Lawrence College with its 4,500 students centred in Kingston, Belleville and Cornwall, will establish a CCTA office in Ottawa.

In the past the association has been run by an elected board and its chairman, who is Ted Jarman. Now, with over 200 active member companies which represent 90 per cent of more than one million Canadian CATV subscribers, there are "tremendous opportunities and challenges facing the cable television industry," Jarman said.

A CCTA report says cable television

serves 23 per cent of the Canadian TV households, compared to only seven per cent in the United States. The Canadian annual growth cable service over the last two years is a phenomenal 45 per cent.

Bob Short is a member of the Professional Engineers of Ontario and Quebec; the Institute of Electrical and Electronic Engineers; the Engineering Institute of Canada; plus a variety of military and community associations.

■ **CRAMPTON REPEATS AS BES PRESIDENT**

The following have been elected officers of the Broadcast Executives Society, by its new board of directors: Bill Crampton, president of Wm. O. Crampton Consultive Services has been re-elected BES president; Vice-Presidents — F. K. Campbell, Vice-President of Marketing & Research, CTV Television Network Ltd.; P. D. G. Hopkins, Manager of TV Productions, Procter & Gamble Company of Canada Ltd.; W. B. McLean, President, Needham, Harper & Steers of Canada Ltd.

■ **POULIOT RE-ELECTED TO BN BOARD**

Jean A. Pouliot of CFQM-TV Quebec was chosen at the 17th annual meeting of the French-language association of broadcasters to serve a third two-year term on the board of directors of Broadcast News Ltd.

Pouliot, former president of the Canadian Association of Broadcasters, is completing his second term on the board of Broadcast News, a company providing news of The Canadian Press to private broadcasting stations throughout Canada. His third term will start next April.

Pouliot is a director of the ACRTF, the French-language broadcasting group whose annual meeting was held in Chicoutimi last month.

Other broadcaster directors of BN are its president, W. A. Speers, Selkirk Holdings Ltd., Vancouver; F. A. Lynds, CKCW, Moncton; Douglas Trowell, CKEY, Toronto; and Jack Davidson, CJAY-TV, Winnipeg.

■ **RETIRED**

Veteran editor Fred Murphy has retired after 42 years of service in the Vancouver bureau of The Canadian Press and Broadcast News. He started with CP Vancouver in 1928 as office boy, served with the RCAF from 1943 to 1945, was forced by ill health to give up direction of the BN regional service in 1967 after 22 years.

Said Charlie Edwards, BN's general manager, "Fred dedicated himself to serving his news colleagues to the best of his ability at all times."

NEWSCAST

■ NEW CARRIER-FREQUENCY SYSTEM FOR TV

A new carrier-frequency system for television transmission on coaxial cable has been introduced by Philips Electronics Industries Ltd., Toronto. The new TV 21d system provides convenient equalizing and amplifying facilities where long coaxial feeder-cable are required between a TV camera and the input to a VHF carrier system. Normal 75-ohm cable can be used without special precautions. Audio can be carried on the same coaxial cable.

■ VTR FOR PROGRAM LOGGING

The first videotape recorder designed for program logging and verification by television stations has just been introduced by AMPEX according to that company's national sales manager, Richard Sirinsky. The VL-7404 can record up to 38 hours of video programming on a standard 9¾ inch reel containing 3,000 feet of one-inch-wide video tape. Video, audio and time is directly recorded and the unit permits playback in real time, compressed time or still frame. High-speed playback allows review of 38 hours in one hour. This product will be available in Canada shortly.

■ SMALLEST COLOR VTR

Instavision, the smallest cartridge color VTR unit in the world, has been developed jointly by Tokyo Shibaura Electric Co. Ltd. (parent company to Toshiba of Canada Limited) and Ampex Corporation of the U.S.

Weighing just 15 pounds, the unit is 11 inches wide, 13 inches long and 4.4 inches high.

Operating from batteries or ordinary household current in color or black-and-white, Instavision is adaptable for open-face reel use as well as for cartridges.

Recording and playback of color images are controlled by a simple one-touch operation.

Instavision will be available on the Japanese domestic market by mid-1971 with an expected retail price of about \$550 (U.S.). Canadian projections are not yet available.

■ MAGNASONIC HAS COLOR CAMERA

Magnasonic Canada Limited has recently introduced the Ikegami color television camera, model VF-7001.

The Ikegami Tsushinki Co. Ltd. line will be marketed in Canada exclusively by Magnasonic Canada of Montreal.

Ikegami cameras have been used in the U.S. by CBS and NBC for a number of years.

■ TV USES AIRMED HEADPHONES

According to its exclusive Canadian distributor, Miles Associates, "every potential customer who has requested a sample Airmed headset, places an order." Developed initially for the aviation market, many major TV stations now use the British-made Airmed product.

This month two new studio headsets were introduced and the basic versions include 100 ohm carbon microphones, 4800 ohm individually-wired earphones and any length lead. The user may add earphone volume control, several different types of switches and the plug of his choice. Prices are competitive. More facts from Miles Associates, 2762 Slough Street, Malton, Ontario.

■ DAYLIGHT LOADING FILM PROCESSORS

A new line of film processors that feature daylight loading, compact size, silent operation, and economical processing of super 8 or 16mm film was introduced this month by Bell & Howell.

Called the FILMOpetite processors, the new line is designed to conform rigidly to film manufacturers' recommended specifications and is aimed at motion picture labs and all other users of movie film, microfilm and X-ray film. They offer color or black-and-white processing capability to TV stations, schools, government and industry.

The smallest processor is designed for cable or ETV operators where volume is small and compact size essential. Prices range from \$6,000 to \$18,000 (U.S.) depending on speed required and specific film process involved.

A new professional double super 8 movie camera was also introduced by Bell & Howell in the \$1,000 price range and is expected to have special application in television news and sports photography.

■ NEW SUPER 8 SYSTEM FOR CONSUMERS

Claimed to be the lowest priced sound-on-film movie system available anywhere, the Synchronex Corporation of New York city retails a new, Super 8 camera, sound recording unit and sound projector for \$320 complete in the U.S. The new Mark I produces films with perfect lip-sync which can be easily edited with standard equipment without disturbing the match between sound and picture.

Camera features include auto exposure control, fixed focus 12-24 mm fl.8 zoom lens, built-in Type A filter, and standard film cartridge loading (ASA 25 or 40).

All Synchronex films are made at 24 frames per second, the industry

standard for sound, compared to 18 frames per second for silent Super 8. A 50-foot cartridge of Super 8 film makes just under three minutes of finished sound footage. The company estimates the cost per finished minute to be about \$3.00.

More from Synchronex, 635 Madison Avenue, New York, N.Y. 10022.

■ SMPTE AWARDS

The Society of Motion Picture and Television Engineers presented four major awards at its Annual Awards Presentation.

The Samuel L. Warner Memorial Award recognizing outstanding contributions in the design and development of new and improved methods and/or apparatus for sound-on-film motion pictures was presented to Gordon E. Sawyer, technical director of Samuel Goldwyn Studios.

The Herbert T. Kalmus Gold Medal Award in recognition of outstanding contributions in the development of color films, processing, techniques, or equipment useful in making color motion pictures for theatre or television use has been awarded to Willi G. Engel, senior mechanical design engineer for Bell & Howell.

Jamison Handy, president of the Jam Handy Organization of Detroit, was the recipient of the Eastman Kodak Gold Medal which is awarded annually in recognition of outstanding contributions leading to new or unique educational programs utilizing motion pictures, television, high-speed and instrumentation photography or other photographic sciences.

Dr. Peter C. Goldmark was awarded the Progress Medal of the Society. This medal is awarded for outstanding technical contributions to the progress of engineering phases of the motion picture and/or television industries. The presentation to Dr. Goldmark of CBS Laboratories was in recognition of past contributions to the television industry and the record industry, and especially for the development of the electronic video recording system (EVR).

■ OBITUARY

Norman Hansen

Norman Hansen, director of the Canadian Broadcasting Corporation's natural resources department, died in New Westminster, B.C., at the age of 51 early this month.

Hansen produced the radio farm broadcast *CBC Country Calendar*, along with many special programs about agriculture and fishing.

He was a director of the Pacific National Exhibition and a member of the Agricultural Institute of Canada.

How long will the good (TV) life last?

There are powerful anti-television forces at work today which remain unrecognized. They will have a delayed but negative effect on television ad revenue in the next few years if the television industry does not act to countermand them. Sure, television stations are now enjoying high sales levels with relatively small portions of unsold time. But how long will the good life last?

HISTORY

Prior to the establishment of the CTV network, the independent "second" stations emerged in 1960/61 and created a competitive availability situation for both the CBC affiliates and themselves. The sales effort was brisk, enthusiastic, and backed up with research studies showing how effectively the station and/or the television medium could reach the desired audience. Radio sales were hit hard. The newspapers slept on.

Gradually but surely things began to change. The radio reps. improved their quality by hiring better people (often former television reps.) and aggressively pushed radio as a medium. Merchandising and in-store tie-ins were stressed. This offered the advertiser a plus that other media weren't providing. The newspapers began stirring by activating the CDNPA, to research newspaper reach, readership and ad effectiveness. They even started to encourage advertiser interest by improving R.O.P. color, using more editorial HiFi,

introducing Spectrocolor and developing flexform advertising (irregularly shaped ads).

WHAT'S HAPPENING NOW?

Here are the factors that I mentioned at the outset which are operating in opposition to a healthy future for television as an advertising medium:

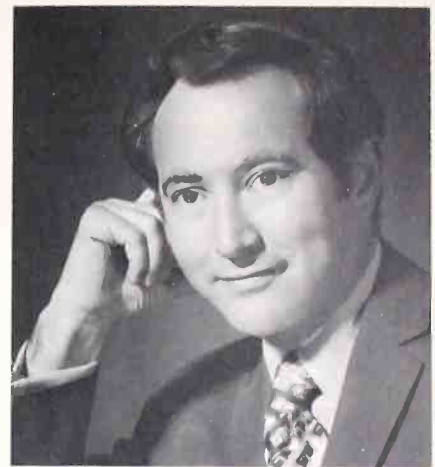
Sales Effort — Television rep. houses today are often complacent because they believe that the business will roll in regardless of effort. Reps. who do hustle, sell their schedule but no longer feel the need to sell the medium. Agency buyers complain about the reps.' apparent lack of interest. The account executives and thus the client/advertisers eventually become aware of the difficulties in buying television.

Unfavorable Press — The television columnists are unfortunately often anti-television. The critics in Western Canada and Montreal are not very vitriolic but the invective is intense in Toronto where a majority of advertiser head offices are located. More now than ever before I hear clients expressing concern about what they have read in the paper about television. These are a few examples of television column headlines taken from September issues which were reviewing the start of the fall season:

"Fall TV Season isn't offering anything new" — *Toronto Telegram*.

"TV's last call for leftovers" — *Toronto Telegram*.

"Carol Channing sinks in medioc-



Roy Chernoff is media director of McKim/Benton & Bowles Ltd., Toronto

rity" — *Toronto Star*.

"Red Skelton Show still dreadful" — *Toronto Star*.

Is it any wonder that our clients who participate in these programs find it difficult to generate a sense of esteem in their television advertising association?

The CRTC and the Department of Consumer Affairs — Both these government agents have, during the past year or so, made many public pronouncements which have tended to place restrictions on advertisers in their use of television. Food & drug commercials must receive approval from the CRTC and also from the CBC. Agencies and advertisers must take care not to violate the legislation dealing with misleading advertising. The CRTC's public concern for the quality of programming implies that the current quality is inadequate. The Canadian content rulings have certainly suggested to advertisers that program

Continued on page 10

broadcast recording equipment
for sale

- 3—Pye Mark V, 4 1/2" image orthicon cameras. One 10-1 zoom, one 2-8 zoom, one compliment of lenses — 2", 3", 5", 8".
- 1—Marconi Mark IV camera, complete with 10-1 zoom.
- 2—3m dropout compensators. Low band, Black & White.
- 1—Richmond Hill solidstate video switcher complete with effects generator and positioner.
- 2—Houston-Fearless, electric pedestals.
- 3—Sets of Vinten wheels and tripods.
- 1—Ampex VR 7000 video tape recorder.
- 1—Ampex VR 5000 video tape recorder.

Ross Jebson
Editel Productions Ltd.
59 Champlain
Place Bonaventure
Montreal, Quebec
866-8851

quality will deteriorate.

Commercial Clutter — Advertisers have always been discontent with the commercial content, but now it's become an anxiety. During the past few years both CTV and CBC stations have eliminated program billboards so that the maximum commercial content can be employed. The CBC having increased the content to four minutes in the half-hour two years ago, now allows 100% split minutes. Both the CBC and CTV stations must now cluster the commercials to give the viewer only two in-program breaks during the half-hour, but the advertiser is the loser. He no longer has isolated positions and often receives the fourth commercial position in a string of two back-to-back split minutes. The advertisers and agencies aggravate this situation by employing more and more 30 second commercials to help keep rising costs in line. Meanwhile, the clutter grows.

Cable Television — Perhaps the single greatest worry of television advertisers is the growth of cable television. Will the granting of cable licences in Calgary and Edmonton double the cost of advertising in Alberta? Will the proliferation of cable television re-

duce rating levels to the point when the medium can no longer deliver mass audiences at an economic cost? Very few people are assuring the advertiser that this won't happen in the near future.

Competition — While the television boys rest on their past laurels, the radio people are capitalizing on the advertiser's current uneasiness by promoting a "trend back to radio". Sales efforts by radio reps. and the Radio Sales Bureau have at long last employed research studies to show how effective radio can be. Standard Broadcast Sales, Major Market Radio and Stephens and Towndrow have all been promoting radio as an effective communicator in the knowledge that if an advertiser is persuaded to switch to radio, their stations will get a good piece of the action. Each rep. house is trying to get most of the business for their stations, but their combined effort is selling radio as an advertising medium.

Newspapers too have been actively providing data from a series of studies presented by the CDNPA. The more we know about a medium, the easier it is to make a case for it as a media choice. The new "Metro Market Newspapers" organization headed by Robin Hall will no doubt add impetus to the newspapers' drive for its share of national advertising.

The weekend supplements, now combined under the "MagnaMedia" umbrella are a stronger selling force than they were when competing with each other.

The same strengthening of sales organization has occurred in outdoor and transit advertising.

The new "controlled circulation" (free non-subscription) magazines, when bought in combination with the traditional subscription based magazines, are selecting mass demographic groupings with a wastage factor that is much lower than television is capable of delivering.

WHAT HAPPENS NEXT?

How television fares in the next few years depends on the television industry — the networks, and the station owners. Some of the current questions posed by advertisers, may be exaggerating the real extent of the problem, however they must be answered whether real or apparent. An example in this direction is the TVB's presentation on cable television which attempts to show that a good reach is still attainable even in a highly developed cable market.

A renewed sales effort backed up by relevant studies and supported by station management is needed. In my opinion a trend against television will develop if the current conditions go unchallenged.

SUMMARY AND CONCLUSIONS

• Your press is poor as evidenced by the television critics.

• The sales reps. and station owners appear to have become rich and complacent while competition is working harder to improve and document a case for their media.

• Government agencies are regulating how advertisers can use television.

• Commercial clutter is increasing.

• Cable television is growing with a resultant decline in the size of ratings.

• Advertisers who traditionally have spent most of their dollars in television are no longer automatically approving such media plan recommendations. The rationale for selecting television must be justified. A media plan recommending a second medium to support or complement television, is now easier for agencies to sell to television advertisers than it was a few years ago.

You have already seen some notable shifts away from television this year. New television advertisers or increased budget of traditional television advertisers may mitigate the impact this action might have this year and perhaps next year. But the forces are at work. Suddenly, a couple of years from now, some giant television advertisers may move to another medium. Once they do, it will probably take years to persuade them to return.

I suggest you do your persuading now, or, during the next four or five years, you won't know what hit you when television revenue starts sliding.

• • •

We were wrong

In connection with your August article entitled "English Market within a French Market" I think the English Capability figure should be 54% for Television Viewing, and 44% for Radio Listening. Just thought I would bring it to your attention.

— Malcolm G. Scott
(Malcolm Scott is general manager of CKCH Ottawa and he is so right. We got the numbers switched.)

• • •

Strictly Bi-lingue

J'ai lu avec attention and interest your editorial of last August. Congratulations.

J'espère que you will be read and particularly understood by many canadiens!

— Maurice Leclerc
(Maurice Leclerc is an account executive in the Montreal office of All-Canada Radio and Television Limited.)

STANDARD BROADCAST SALES



F. Peter Graham

R. L. Nason, Vice-President and Manager, Montreal Office, Standard Broadcast Sales Company Limited, announces the appointment of F. Peter Graham as National Sales Representative, Montreal.

Prior to his new appointment, Mr. Graham had been associated with a leading radio and television sales organization. Well-known in Montreal, he had previously been Montreal Manager for a leading Toronto newspaper.

President without precedent

By R. E. MISENER
Communications Associates

Lives there a man with soul so dead who never to himself hath said . . . "Boy, could I . . . write a book! . . . run a railroad . . . score the tie-breaker . . . out-swashbuckle a Fairbanks . . . could I tell 'em!" There's a bit of Walter Mitty in all of us, and given the opportunity to say his piece or do his own thing without fear of consequences, the average man might emerge a comparative giant, or at least shed the faceless characteristics of the Nebbish.

CCTA, the Canadian Cable Television Association, is entering into an important new phase of its development and entrusting a considerable responsibility for its affairs to a full-time, paid president. What a temptation to write an Open Letter and tell him how YOU think the job should be done before the mold begins its shaping process, applying its Dos and Don'ts . . . its Cans and Can'ts . . . the rigidities, blind spots and prejudice. Of course, in telling him how, you simply insinuate your own opinion, or prejudice.

Our sympathies go to all senior officers of trade associations for theirs is one of the tougher jobs. They have as many bosses and as many critics as the association has members; they are seldom given enough freedom and authority to do the job they'd like to do; and their lot, too often, is one of compromise and frustration. They must possess in abundance the qualities of tact, diplomacy, resilience, and great patience, which someone has defined as "a mild form of despair disguised as a virtue".

Hopefully the new top man at CCTA is amply endowed with these survival attributes, plus courage, vision, and a sensitivity towards the role of communications in cable, in a time of immense social change. Sounds a little pontifical, but that's the way it is.

CCTA has shown good judgment in its decision to set up a "head office" establishment and have as its senior officer a full-time administrator. The cable industry is just too explosive at this stage of its development for an elected president to run the affairs of the Association and his own business as well. Community Antenna Television has had a topsy-like growth history until just

the last couple of years. In the main it consisted of relatively small, owner-operated local enterprises in the business of supplying improved television pictures from a strategically located master antenna. The NCATA, now CCTA, essentially provided an information service to its members; news of the new technology and an increasing sophistication in equipment; the ways and means of providing a steadily improving master antenna service. Operators were almost entirely preoccupied with the hardware of the business.

However, as CCTA's new president takes office it seems likely that the priority position of hardware has slipped well down the list. The emphasis is no longer on "community antenna"; "communications in cable" is the today thing. The industry is slowly beginning the transition from its passive CATV existence to the world of the entrepreneur, the programmer, the software merchant. The hardware people have done their job well and cable's multi-channel capacity can change the entire environment of channel scarcity in which television broadcasting grew up. The public in its many forms, educators, special interest groups, community organizations, is increasingly aware of this expanding access to a microphone.

That hackneyed word "challenging" seems certain to be over-worked in describing the new front office job at CCTA. His will be no "ivory tower". With any luck he'll be besieged, and should be. "People talking to people" is a phrase which has popped up all over the place during the past year or so, principally to describe one of cable's foremost strengths in the provision of a community service.

Before people can use this developing facility to talk to people, they must first talk to cable operators. Cable operators must learn to listen like broadcasters, rather than community antenna merchants. This transition will not be easy. Cable people will profit from the experience of conventional broadcasters but can hardly be expected to achieve instant programming know-how.

The CRTC began to encourage local cablecasting in Chairman Juneau's address to the CCTA convention in May of last year. Since that time there have been many useful beginnings and the

CRTC has shown understanding and patience in not changing guidelines into regulations.

It begins to dawn after a few hundred words of thinking about an Open Letter to CCTA's new leader that telling him how to do the job is not all that easy, and might well be considered impertinent anyway. Falls perilously close to inviting the "If you're so smart why ain't YOU rich?" accusation. His is a job with almost no precedent and he may well have to draw the blueprint for himself.

He already knows he has a couple of hundred bosses who wish him well, God knows, but who will also be his severest critics . . . He will be required to represent the cable communicators to government, and to "the people", favorably and effectively. And being, among many things, a liaison officer, he must also reverse the process and report fairly to membership on his communication with the universe of the association's interest. The short form of a job description might look like this:

The job: President Canadian Cable Television Association.

Objective: To work with the Association, with government and with The People, to so develop, shape, and direct the evolution of communications in cable in Canada that the public interest is well served.

To repeat, sounds a little pontifical, but that's the way it is. We can't tell you how to do it, Sir, but we're willing to help.

AD GIRLS FOR AD MEN



CALL JANESE OLIVER

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

THE GIBSON GIRL

(Also Gibson male division)

57 Bloor West, Toronto, 924-7392

Gauthier heads ACRTF



Jean-Louis Gauthier of CHLT-TV Sherbrooke was elected president of the Association canadienne de la radio et de la télévision de la langue française at its 17th annual meeting in Chicoutimi.

Mr. Gauthier, who was a vice-president of the French-language broadcasters association, succeeds Paul L'Anglais of CFTM-TV Montreal.

Benoit Roberge, CKCN Sept-Iles, was elected vice-president of the ACRTF's radio section. Paul Audette, CJPM-TV Chicoutimi, was elected vice-president—television.

Henri Champagne, CHEF Granby, succeeds Roberge as secretary-treasurer.

Pierre Stein, CFCL Timmins, Ontario, and Jacques Goulet, CKAC Montreal, were re-elected as directors. New directors of the association are Lionel Tremblay, CFGT Alma, Quebec; France Fortin, CFCM-TV Quebec City; and J. A. Savoie, CHRD Drummondville, Quebec.

Quebec will guarantee citizens the right to information

Premier Robert Bourassa told the ACRTF convention in Chicoutimi last month that the field of communications offers unlimited possibilities since the advent of cable systems connected to private homes.

He said, however, that what remains unknown is the exact role of cable systems and their ultimate cost, since broadcasting enterprises for many years have devoted money and time to the improvement of programs supplied to the population.

As an example of the possibilities of cable communication, Mr. Bourassa mentioned that for the last two weeks a Montreal suburban community was supplying a series of programs about municipal affairs for its citizens.

He said the citizens concerned were better informed about public matters and thus better governed.

Mr. Bourassa spoke at the closing

dinner of the 17th annual meeting of the Association canadienne de la radio et de la télévision de la langue française.

He told the French-language broadcasters that through the influence they exercise they held in their hand the "quality of cultural life and the development of individual and collective personality."

The premier said official Quebec government policy in the field of communications is being worked out.

He said the Quebec Liberal Party in its 1970 election program committed itself to guarantee citizens the right to information and to define the role of government in the information field.

He said the Quebec government planned to work out with federal authorities means of participating in decisions concerning radio and television. The provincial government's policy would take those factors into account.

Broadcasting lacks innovation and adventure

State Secretary Gérard Pelletier said the considerable growth of electronic methods of mass communication is so rapid that it is often confusing.

He said, however, that it offers unlimited possibilities for popularizing culture and for greater participation in the democratic process. Unless increased participation by people in affairs of common interest is made possible, civilization as it now is known might collapse.

Pelletier was guest speaker at the 17th annual meeting of the Association canadienne de la radio et de la télévision de la langue française.

He told the group of French-language private broadcasters that their identification as being in the private sector of the industry did not relieve them in any way of public responsibility.

He said licences extended to them gave them the use of broadcast frequencies and channels that are public property and they should strive for innovation and imaginative use of the rapidly growing apparatus of communication.

He said cable systems not only present the hazard of massive importation of an alien culture from the United States but they also afford an opportunity for cultural "diversification" necessary for the survival of Canadian identity.

The state secretary said that sometimes while reading proceedings of the Canadian Radio-Television Commission he missed a "sense of adventure and innovation" on the part of private broadcasters.

Culture no longer is the privilege of any elite and the most powerful methods of dissemination are broadcasting and the cinema.

He said broadcasters have in their hands instruments by which public opinion is formed and by which citizens are afforded a means of expression. They should be concerned about virtually all forms of cultural activity in Canada.

Canada needs a true system of mass communication and broadcasters should be leaders in its development, he said.

WE ANSWER YOUR TELEPHONE DAY AND NIGHT BUSINESS or RESIDENCE

NEW ! PAGETTE RADIO PAGING
one-way radio tone-signal, or tone-signal plus voice message

OTAS
communications services

TORONTO 924-4471 OTTAWA 237-6262 MONTREAL 866-6921

TAS 70-1

No cable commercials in sight

Pierre Juneau, president of the Canadian Radio-Television Commission, said last month that cable systems will not be allowed to sell advertising, at least in the near future.

He told the annual meeting of the French-language broadcasters' association (ACRTF) that the CRTC did not take the view that cable systems should never be permitted to sell advertising time but no permission of the kind was imminent.

He said the commission knew that in Canada only a certain amount of money is available for advertising and that, for example, newspapers and broadcasting stations need advertising revenue.

The presence of numerous cable systems raised the question whether they should get revenue from advertising but also whether they should not depend entirely, as at present, on subscribers for financial support.

In any case, Mr. Juneau said the CRTC did not see why it should "blindly take for granted" that cable



systems should have support from advertising.

The CRTC president made the statement at the 17th annual meeting of the Association canadienne de la radio et de la télévision de la langue française.

He said the method of operation of cable systems was only one of many problems facing the commission in an age of quick change in a country having a particular situation due to proximity to the United States.

In due course, the commission would face the question of what sort of broadcasting production policy Canada should have. At present, no such policy exists although broadcasting laws

indicate general objectives and regulations outline the beginnings of a policy.

He said legislation limiting foreign ownership of broadcasting and distribution systems meant that \$150 million would have to be raised in Canada to increase Canadian ownership as required.

He said that in Quebec alone about \$30 million would have to be raised to adjust ownership according to the law and that figure did not include ownership transfer cases under study by the commission.

Juneau said the commission would have to decide whether broadcasting astrology programs conflict in any way with broadcasting regulations. Three formal complaints had been laid before the CRTC and it would have to see whether regulations cover astrology programs and apply the regulations if they do.

BROADCAST NEWS



Donald V. Covey

Appointment of Don Covey as Assistant General Manager of Broadcast News Limited was approved by the BN Board at its fall meeting in Montreal last month.

Covey, 54, has been executive editor since 1954 of the company serving Canada's private broadcasters with the news of The Canadian Press, Associated Press, Reuter and Agence France-Presse. The general manager is Charlie Edwards.

Covey joined the CP staff in Halifax in 1936 and has been with The Canadian Press, Press News and Broadcast News since except for 7 years; 2 years service with the Canadian Army and 5 years as a restaurant operator in Moncton, N.B. from 1945 to 1951, when he also acted as a correspondent for the Saint John Telegraph Journal.

He worked for CP in Halifax, Charlottetown, Sydney, Montreal and New York and has been in Toronto since 1953.

Imperial Tobacco is pleased about the audience delivered – and the cost-per-thousand – of Groupe Un Quebec. Why don't you give us a try?

GROUPE UN QUEBEC

CFGT — Alma

CHVD — Dolbeau

CFLM — La Tuque

CKLD — Thetford Mines

CFDA — Victoriaville

CKVM — Ville-Marie

CJMD — Chibougamau

CHLC — Hauterive

CJSA — Ste. Agathe-des-Monts

CFKL — Lac Megantic

CHGB — La Pocatiere

CKVT — Temiscaming

Hughes Aircraft signs for Canadian satellite

Telesat Canada and Hughes Aircraft Company of California have signed a 31-million-dollar contract to build Canada's first domestic communications satellite.

The signing in Ottawa came just two months after the federal cabinet approved award to the American firm, which outbid RCA Limited of Montreal.

Hughes has signed agreements with Northern Electric Company Limited of Montreal and Spar Aerospace Products Limited of Malton, Ontario, covering components.

Northern will provide the complete electronics system, including the communications package for the spacecraft. Spar will turn out spacecraft structures and give engineering support services.

Hughes is to supply three space vehicles — the first by October, 1972. Telesat Canada also said the second and third are to be delivered at four-month intervals after that.

In addition to the 31-million-dollar contract, Hughes will get "performance incentive payments" over the full life expectancy of the spacecraft. Hughes also is to pay penalties for late delivery.

Incentives and penalty rates were not announced.

Agreements also were completed for

Northern and Spar to provide electronics packages and structures for up to 15 more spacecraft which Hughes expects to sell on world markets.

Telesat calculated the Canadian content of the domestic satellite contract at more than 20 per cent.

Two satellites will be "parked" in space over the equator, each providing 12 radio frequency channels — ten for commercial use and two on standby. Each channel is capable of carrying one color television signal or up to 960 one-way voice channels.

The first satellite, already named "Anik One" in the planning, is to be launched in late 1972 and is to start commercial operations early in 1973.

Full commercial operation will start when the second satellite goes into orbit by mid-1973.

The third spacecraft will be held in reserve on the ground.

D. A. Golden, president of Telesat Canada, said the company will ask for proposals to build earth stations early in October.

The Earth Station Network will comprise 30 to 40 stations at first with main ones at Victoria and Toronto and smaller ones able to receive television signals in far northern communities.

Telesat, a joint undertaking of the

federal government, communications companies and, later, the general public, now is negotiating with the CBC and the telecommunications common carriers for lease of the satellite channels.

■ BES WILL EYE THE ECONOMY

Guest speaker for the November lunch meeting of the Broadcast Executives Society is a man who started at the Royal Bank of Canada as a junior clerk in 1921, and is now president of the Montreal and Canadian Stock Exchanges, Charles Bertram Neapole, FCBA.

Although he never attended university himself, he is a governor of the Sir George Williams University, Montreal and a director of the Quebec Deposit and Investment Fund and the George Washington Life Insurance Company, Jacksonville, Fla.

The speaker's subject will revolve around the current Canadian Economy. It will take place at noon at the Park Plaza Hotel, November 12.

■ CFPL BROADCASTING LTD.

AMONG 1970 CANADIAN FILM AWARDS

Named the best feature length film of the past year was director Don Shebib's **Goin' Down the Road** which starred Paul Bradley and Doug McGrath. They shared the best actor award in the feature film category and the screenplay won another Etrog for William Fruet, in the Canadian Film Awards.

Best actress was Genevieve Bujold for her role in *Act of the Heart* and her Etrog was received by her husband, Paul Almond, who was named best director for the film.

Act of the Heart also won Etrogs for best art direction, best musical score, and best sound.

Special awards went to CFPL Broadcasting Ltd. for courageous screen journalism in *The Erie Report*; and to Michael Rubbo of the National Film Board for *Sad Song of Yellow Skin*. The John Drainie Award for contributions to broadcasting went to Harry J. Boyle.

The Film of the Year Award went to the National Film Board for its cartoon, *Psychocratie*, which was also rated the best animated film.

In the non-feature category, the best actor award went to the Prime Minister of Newfoundland, Joseph Smallwood, for his performance in the film, *A Little Fellow From Gambo*, which was named the best public affairs film and won an Etrog for Julian Biggs, its director.

Linda Goranson was best actress for her role in *The Spike in the Wall*.

CJAD LIMITED



William F. Hambly



George E. Daniels

H. T. McCurdy, President, CJAD Limited, which owns and operates Radio Stations CJAD & CJFM, Montreal, announces the appointments of William F. Hambly, Vice-President and Director of Programming; and George E. Daniels, Vice-President and Director of Sales, CJAD Limited.

Mr. Hambly has been Program Director of CJAD and Mr. Daniels, Vice-President and Montreal Manager for Standard Broadcast Sales Company Limited.

One Canada for all Canadians

Condensed from a speech to the Broadcast Executives Society in Toronto, by Paul L'Anglais.

In the war of 1812 between the United States and Canada, had there been no French Canadian Militia, had there been no Canadiens to lick the Americans in no uncertain terms there would be no unity problem. There would be no Canada.

French Quebec is one of the two partners united by confederation in 1867, and not by a federation. As such, Quebec wants to be treated the same as the English, Scotch, Irish or European. The Canadien has known no other country but Canada for over 400 years; it's time to consider us as brothers and not as bastards, and the last gun to be fired for the unity of Canada will be fired by a French Canadian.

Notwithstanding sensational headlines that you're exposed to regularly in your newspapers, radio, TV, Quebec people are Canadian, and North Americans, who want their confederated bonds with the rest of the country reassessed so that a clear understanding will allow them to maintain their identity in what looks like a complex and sometimes foreign atmosphere.

You've got to remember that the population of Quebec is one third that of Canada, and that 80 per cent of Quebec is French-speaking, of Latin blood, and please, never forget that they don't speak patois. Neither do they speak Parisian French because it's just as bad to speak that as it is to speak Cockney. They speak correct French, and they want to be talked to in good French.

Quebec is a founding partner of Confederation and wants to be treated as such.

You've read about General Motors negotiating in St. Thérèse. Despite the advice given to them by Mr. Bourassa, and despite the fact that the contracts will be written in French, they will have trouble with negotiations because they insist on negotiating in English with personnel of whom 95 per cent are French. I think it's wrong.

We want the horizontal language, the language of communication across the country, across North America, to be

English because it makes sense. But we also want the horizontal language of exchange with France and with countries who are French or Latin, to be French because that also makes sense.

We don't want any of you to be bilingual if you don't want to. That's a matter of achievement. It's up to you. If you want the achievement of being bilingual, as a lot of you are, then God bless you. But in Canada, we would like the French-speaking Canadian to be at home in any federal court or federal office. If they cannot speak English, they should be able to be heard in their own language on matters that are federal. We are gradually getting there.

The message in Quebec is persuasion. In the rest of Canada it has to be legal. We want to protect the French minority in Canada in the same manner the English minority has been — is — and ever will be protected in Quebec.

The French fact makes Canada different. Instead of damning it, I think we should use it and use it intelligently because that's what makes us different.

Or else let us frankly become one, two, or five other united states of the U.S. What is the point, if we are going to be unilingual, if we're going to be the melting pot, as America has become, why not joining the United States? What we want is constitutional reassessment now, not 20 years from now — because then it will be too late.

When he was the Prime Minister of Quebec, the Honorable Mr. Bertrand said, "A strong Quebec in a united Canada is the goal the great majority of Quebecers aim at, and the next provincial election will demonstrate that."

As you know, it did, but to the advantage of Mr. Bourassa. One must never forget that although Mr. Bourassa got 72 seats in the National Assembly, 23 per cent of the popular vote was for the Parti Québécois.

Mr. Bourassa will succeed in making progress by being as autonomous as Mr. Taschereau. His Liberal predecessor

Continued on page 16

PAUL MULVIHILL & CO. LTD.



Robert J. Dale

Mr. Paul Mulvihill, President of Paul Mulvihill & Co. Ltd., takes pleasure in announcing the appointment of Mr. Robert J. Dale to Radio Sales Manager, Toronto.

After graduation from the Ryerson Polytechnical Institute, Mr. Dale worked for four years in a retail sales capacity for two Toronto radio stations.

He will be responsible for the co-ordination of all radio sales activity in Toronto.

CKX-TV BRANDON



Vince M. Dodds

Mr. A. S. Craig, Vice-President and Managing Director of Western Manitoba Broadcasters, is pleased to announce the appointment of Mr. Vince M. Dodds as Television Production Manager.

Mr. Dodds has been involved in the production field of CKX-TV as announcer and program host for several years.



Thomas E. McBride

J. Ronald Mitchell, Executive Vice-President of Moffat Broadcasting Ltd. is pleased to announce that effective September 1, 1970, Thomas E. McBride has been appointed General Manager of radio station CKXL, Calgary, Alberta division of Moffat Broadcasting Ltd. Since October, 1969, Mr. McBride has acted as assistant general manager of CKY, Winnipeg. He joined the Company in July, 1960, as an account executive and was appointed retail sales manager in March, 1966.

was against Ottawa, as Mr. Duplessis' National Union was against Ottawa, as Mr. Lesage was against Ottawa, as Mr. Johnson was against Ottawa, and as Mr. Bertrand was against Ottawa.

It's a question of autonomy — of logical, legitimate, pragmatic autonomy. About one year ago Mr. Bourassa said, "the federal formula is without a doubt the form of government which will guarantee the people of Quebec the highest standard of living . . . but this will only be realized under certain conditions. That is to say, we must correct the abuses and the mistakes which have lessened the value of federalism for 100 years."

As you may know, I am a recognized Tory and still profess to be a Tory. I hated Pierre Trudeau's guts when he was elected but he is doing a magnificent job. Nobody can railroad him whether it's from within or without his party. He put the issue this way, "If my premises are correct, nationalism cannot provide the answer. Even if massive investments in flags, dignity, protectionism, and Canadian content of television managed to hold the country together a few more years, separatism would remain a recurrent phenomenon, and very soon again new

generations of Canadians and Quebecers would be expected to pour their intellectual energies down the drain of emotionalism.

If, for instance, it is going to remain morally wrong for Wall Street to assume control of Canada's economy, how will it become morally right for Bay Street to dominate Quebec's or — for that matter — Nova Scotia's?

Offices promoting Quebec have been opened around the world. The Council General of Industry, founded by Mr. Bertrand almost a year and a half ago, unites 57 presidents of various companies in Quebec, English and French on about an equal basis. It meets once a month and is helping Quebec to have a little more common sense on the value of the Canadian and international markets.

The Canada Committee, to which I belong, preaches both the French fact and the English fact to both French-speaking and English Canadians. This Committee, which represents all segments of our professional, labor, business and cultural communities, is making yards.

We have converted five chapters of the Société de St. Jean Baptiste to endorse our principles. We believe in one Canada for all Canadians with the strength of two founding cultures enriched by many other traditions. We are penetrating into Ontario and the Maritimes and starting to open up the west.

I would like to recommend that most of us in Canada make the French fact an achievement, instead of a political football; that we be proud of Quebec's achievements instead of criticising them; that we treat the French minorities in other provinces as Quebec treats its English minority in Quebec; that the rest of Canada try to understand Quebec; and that we communicate.

I have pitched English in English to you since 1932; please, pitch to us in French a little more frequently.

Colgate Palmolive has found Group One Atlantic delivers the results desired at a cost-per-thousand that makes sense. Why don't you give us a try?

GROUP ONE ATLANTIC

CKDH — Amherst CJFX — Antigonish CKBW — Bridgewater
 CKDY — Digby CKEN — Kentville CKAD — Middleton
 CKCL — Truro CFAB — Windsor CJLS — Yarmouth

**Next issue:
 BROADCASTER'S
 Fall 1970
 Directory**

Only television can keep Canada together

Réal Caouette, leader of the Ralliement des Creditistes, told Canadian broadcasters that television is "the strongest way to get in touch with the people than anything else in the world."

Caouette told a luncheon of the Broadcast Executives Society that television should be "fighting to hold and keep Canada together from coast to coast."

As it is, "the west doesn't know the east of Canada and the east doesn't know the west of Canada" and "we know more about the United States than we know about our own country."

He credited his election to the House of Commons in 1962 and his subsequent re-elections to regular use of TV since 1959, "not just at election time" to explain his party's views and programs.

"By use of TV we don't even have to knock at the door. We go right into the living room and sit right down with the people."

Describing himself as a "fighter for free enterprise and personal initiative", Caouette received frequent applause and a standing ovation from the audience of about 86 persons for his talk which touched on various aspects of the Creditiste policy.

In both his address and at a news conference prior to the luncheon, Mr. Caouette spoke emotionally about Canada's economic problem.

"Our problem is not a problem of constitution . . . our problem is not a problem of language . . . the problem in Canada is an economic problem," he told the news conference.

"And we're not going to solve it by methods of the present government."

He said the public sector of the economy "should be financed by use of the Bank of Canada at no interest as we do for other countries in the world."

He told the broadcasters the Bank of Canada "should be ordered to make an equalization within our monetary system."

He described the proposals in the federal white paper on taxation as a program for "pure confiscation of personal and private property." He called

the proposals "communistic".

He said the government is telling people "we have to take away from those who have something and give to those who have nothing."

"Pretty soon we will have a lot of have nots and no haves in this country."

Caouette maintained that "free enterprise and personal initiative will develop any country in the world."

He also criticized the government for its handling of the student unemployment situation this summer when "400,000 youngsters were unemployed."

"If a third world war had been declared, the government would have found jobs for each and every one of them. In peace time they couldn't find anything."

PAUL MULVIHILL & CO. LTD.



Terry Williams

Mr. Paul Mulvihill, President of Paul Mulvihill & Co. Ltd., is pleased to announce the appointment of Mr. Terry Williams to the Radio Sales Division in Toronto.

He brings to his new position an in-depth knowledge of marketing and media sales. Mr. Williams joins the company from the sales force of a major consumer publication where he was responsible for the direction of national and retail sales.

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.

A Crossroads of the West

Swift Current is the shopping centre of Southwest Saskatchewan. A city within a city — the complex of fine motels, motor hotels, restaurants, service stations, and other complementary services straddling the Trans-Canada Highway at the approaches of the city, constitute one of Western Canada's finest and best equipped tourist communities. As a result the tourism trade is an important, growing facet of the economy. Motorists and tourists in increasing numbers make Swift Current a must stop east or west. The popularity of these excellent tourist facilities pays dividends by diverting these tourists to the over 100 modern retail outlets in the downtown shopping and business area.

"MEN'S LIB"

Of course we sympathize with anything the ladies do, but we thought the men should have their own thing, too.

So CKLC has liberated men from old-fashioned, humdrum radio listening by bringing them a host of male-oriented features.

Like CKLC's broadcasts of all the Argo Football Games, the first regular radio coverage of CFL Football ever in Kingston!

Like our Sports Editorials with Eastern Ontario's most controversial Sports-caster, CKLC's Ross Wotten!

Or how about the CKLC Softball Team which has just won the city softball championship!

Contact:

Radio House Limited (Canada)
Weed/Walton (U.S.A.)
about

CKLC

We've Got a Good Thing Going!

Television does sell IRWIN toys

Stories of the futility of television advertising for the toy business have been sparked by Reliable Toy Company Ltd. and fanned into flame by *MARKETING MAGAZINE*, champions of print advertising. Now they have been given the lie by Irwin Toy Ltd., Canadian-controlled Toronto toy manufacturers.

What it seems to have amounted to is that Reliable has manoeuvred itself into the receiving end of a great deal of free publicity, inspired by print ads in the newspapers, proclaiming to all who would read them that Reliable Toys cost less because no television advertising costs are charged against them.

Irwin's public relations director, Ed Hirst, says that this year his company is using close to 28,000 spots on 50 Canadian television stations, including KVOS-TV Bellingham, Wash., which serves Vancouver from across the line. These spots cost better than \$1.5 million a year.

One of the most successful applications of TV advertising for the toy business has been with items called "Brain Teasers", or, as they call them at Irwin, "shut up toys" (because it is easier to buy them than to persuade an insistent youngster to "shut up").

"Eleven years ago", Hirst said, "we started on TV with a \$20 thousand budget.

"The bank thought we were nuts.

"But toys have become a year-round business instead of just Christmas specials, so we gradually hoisted the ad-

budget to \$1.5 million from the original \$20,000, 95 per cent of it in television.

As far as the charge that TV advertising boosts prices is concerned, Hirst said: "The volume of business generated by television actually lowers the cost and makes advertised items suitable to place on sale as "TV Specials."

As an example of this, one of Irwin's associated companies in the States, Ideal Toy, couldn't keep up in the American market with the demand for their "Beautiful Crissy" doll, which rose to 85,000 a week. The American advertising was entirely television, and Irwin Toy was inundated with orders from across the Canadian border, which they had no way of filling, as they neither manufactured nor sold this item.

Obviously this Canadian demand can only have stemmed from Canadian viewers of U.S. stations.

Complaining letters from harrassed Canadian parents, wanting to know why "Beautiful Crissy" dolls could be obtained in the States but not in Canada, had the Canadian company in turmoil.

They can get them now though, because, this year, Irwin is making them right here in Toronto and distributing them all over Canada.

With 95% of its advertising budget placed in television, Irwin's financial reports show a 20% increase in sales for 1969 over 1968, and a further increase of 23% so far this year over the same period last year.

young men . . . LISTEN HERE!*

BBM March 1970 — Full coverage area
7:00 a.m. — 7:00 p.m. daily average

STATION	TOTAL MEN		MEN	
	AGE 18 +	AGE 18-49	AGE 18-49	AGE 50 +
*CKLM	12,000	*11,800 (95%)		600 (5%)
STN. "A"	13,800	6,900 (50%)		6,900 (50%)
STN. "M"	22,300	18,300 (82%)		4,000 (18%)
STN. "V"	23,600	9,600 (41%)		14,000 (59%)

*CKLM 1570 MONTREAL



and now a word from Bob Blackburn

TV regulations will be a self-inflicted blow

A year ago I started writing a column for this magazine. The subject was to be commercials. I was quite enthusiastic about the idea, without thinking too much about it, because I knew there were many commercials which were produced with talent, imagination, wit, and sometimes even good taste.

Well, so there were. There still are.

For that matter, though, there are good, kind, decent people in jails. But that's not the most fruitful place to go looking for good, kind, decent people.

And TV and radio spots are not the most fruitful place to go looking for talent, imagination, wit and good taste. They're there, all right, but when you start looking for them deliberately, they're buried under incredible masses of crudity, vulgarity, stupidity, dishonesty, avarice, prurience and other nasties. Much too much to bother digging through.

So it wasn't too long before I was begging the editors to let me branch out to other matters, and they most graciously complied. However, I wasn't able to shake the habit of actually paying attention to commercials, a habit which frequently (I mean this) fills me with sick despair.

Television is often harshly criticized as an industry for various crimes — failing to use the potential of the medium for public good, breeding violence and lust, teaching phony values, all that stuff. A good deal of this criticism of programming is soundly based.

But when it comes to sinning, the programs are whiter than the whitest wash when compared with the commercials.

No one has so grossly, so basely, so cynically, so irresponsibly misused the power of the most powerful medium as have the advertisers, who, ironically, make it all possible. Or most of it.

The hell of this is that the people who are doing it are just people. I imagine 90 per cent of them don't think they're doing anything really wrong, and the rest can comfortably use one or more of the rationalizations which are available for fast, fast, fast, relief of troubled conscience. (And I don't imagine it's any coincidence that they give so generously of their time, talent and substance when called upon

in the name of worthy causes.)

Somehow there seems to be a concept abroad, evidently one to which many in the industry subscribe, that this is the way things have to be, that's all.

Surely not. Consider mouthwash. For years we have been threatened with social disaster unless we prevented bad breath with mouthwash. Then came the word that mouthwash didn't prevent bad breath.

But have we seen any sign of embarrassment in the commercials? No, we've seen a subtle switch in the pitch — it now makes your breath *feel* fresh. That qualification is not emphasized, and the whole thrust of the commercials is still aimed at *suggesting* the product defeats halitosis, and plenty of people still believe it.

Do these advertisers still think they deserve respect?

I'm sure mouthwash must be good for *something*. Why not advertise it for that?

Heinz makes ketchup. It tastes good, and it makes a lot of the plastic food we get in cheap restaurants taste interesting (a minor miracle in itself). So Heinz has a series of reasonably amusing commercials which sell the taste and nothing else.

They don't claim it will shrink hemorrhoids or stop falling hair. They say it tastes good, and what the hell else do you want from ketchup?

I often wonder what happened to the concept of advertising as a public service. It hasn't exactly been worked to death on television.

The majority of commercials give the impression that they are part of some sort of conspiracy of secrecy. They seem deliberately planned to keep the public from finding out anything at all of consequence about the product. Keeping the public in the dark may not be as bad as misleading it, but it's pretty sinister, too, especially when you consider that commerce has never had a better tool with which to inform its prospective customers of the true merits (if any) of whatever is being sold.

Advertisers already are subject to a bothersome number of controls, and it remains something of a mystery why

they seem to be begging for more. God knows they've been warned time and again that more stringent regulations are always under consideration and that the only way to forestall them is by making them unnecessary.

In the past year, when the CRTC was regulating broadcasters into nervous breakdowns, it was pointed out time and again that they had been amply warned. Commission Chairman Pierre Juneau made it pretty clear that his bunch would rather go fishing than be bogged down in detailed chapter-and-verse regulation and enforcement. It may be later rather than sooner, but eventually television advertising is going to be hit with a staggering load of regulation, and it will be a self-inflicted blow.

STANDARD BROADCAST SALES



John Spragge

A. W. Stinson, Vice-President and General Manager, Toronto Office, Standard Broadcast Sales Company Limited, announces the appointment of John Spragge as National Sales Representative, Toronto.

A broadcast executive of wide experience, Mr. Spragge had been Vice-President, Member Services, Radio Sales Bureau, prior to his new appointment.



David E. Lyman

J. Ronald Mitchell, Executive Vice-President of Moffat Broadcasting Ltd. is pleased to announce that effective September 1, 1970, David E. Lyman returns to Winnipeg as general manager of radio station CKY. Mr. Lyman joined CKY in October, 1962, as production manager. In January, 1966, he moved to Calgary as program director of radio station CKXL division of Moffat Broadcasting Ltd. and since July, 1969, has acted as general manager of CKXL.

Ontario's ETV is on the air

Eventually, it will be available to about 2,700,000 TV-viewers inside the station's 3,200 square-mile south-central Ontario coverage area. Right now only about one-third of the potential audience, by using cable or ultra high frequency converters, can appreciate what it's like to watch educational (vs. commercial) television.

It's taken five long contentious years but it's worth it for sheer effort if nothing else. Originally, educational television in Ontario was developed by the Department of Education and financed by it. Over the last five years they produced and aired as much as possible. But the only outlets possible were stations CBLT (CBC) and CFTO (CTV) and together they offered relatively little air time for what was produced. For the most part, the only

viewers of all this dedicated and time-consuming effort were school children in Toronto.

Then, almost suddenly, Channel 19 went on the air, with an enormous library of 3,500 programs. The subjects catapult you from down-to-earth things like Canadian history, Canadian writers, gardening in an apartment, to Chinese cooking, the new math and the American space program. You can watch Sainte-Marie among the Hurons, learn psychology and geology, study French, art or ancient history, or finally get to enjoy Shakespeare, Chaucer, or maybe most important, your own children in a new light.

Channel 19 offers far more than scope of subjects though, it offers rich wealth rarely found on TV. "It comes," says the Telegram's Roy Shields, "as a pleasant shock".

With a license to broadcast 24 hours a day, Channel 19's programming already fills about 13 to 14 hours starting at eight in the morning, ending between 9:30 and 10:30 at night.

Programming breaks down this way: about 13% is directed to pre-schoolers, about 42% to primary school children and older, 30% to college and university students, 8% to teachers in training. The rest, about 7%, is devoted to people interested in French language programming.

Approximately 70% of Channel 19's full-time schedule will be Canadian, as defined by the Canadian Radio-Television Commission, compared to the 50% Canadian content required by CRTC from commercial stations for daytime, and 60% for prime time.

One of the prime reasons for Canada's first, full-time educational television station to go on the air is the determination of Ontario's Minister of Education, Hon. William G. Davis, who started over four years ago pushing for public ETV rather than the highly restricted closed circuit system to schools. If it's a compromise, it's working; the CBC holds Channel 19's license for broadcasting — the newly-created Ontario Educational Communications Authority is solely responsible for programming.

If you plan to advertise

*in Belfast, Brussels, Carthage,
Ceylon, Damascus, Dublin,
Dunedin, Gibraltar, Hanover,
Kimberly, Lebanon, Lucknow,
Tralee, Southampton, Zurich*

use **CKNX** Wingham
Rad'io-Television

**We reach them all (and more)
in Ontario's rich farming heartland**

Women



Hank Skinner is president of marketing-communications consulting firm, Skinner, Thomas and Associates Ltd., Toronto.

One of the more interesting scenes in a world which is becoming more and more tense is the resurrected women's theme of liberation. But one must really consider the leaders of this revolt. Notable is the lack of women of world leadership stature. As an example of this, what is the position of Mrs. Golda Meir, Mary Wells, Mrs. Joseph Kennedy, Mrs. Gandhi, Mrs. Vanier, Judy La Marsh, Madame Bandaronaike, Betty Furness, and others of their stature? They are conspicuous by their absence. Why are they absent? Simply because they are too busy!

If truly talented people, who have had the energy, aggressiveness, shrewdness, drive, competitiveness and emotional stability, disassociate themselves, then who are the people who are beating the drum for women? It rather suggests that this new revolt is led by losers who are frustrated by rejection of their talents and who are trying to make a name for themselves supporting a cause which most intelligent women will reject!

There are many bright, if not brilliant, women around the world. They desire recognition and the rewards of equality with men. And most of these women, in competition with men, do very well — because their mental abilities, not their feminine charms, have allowed them to succeed.

For the sake of argument, ask yourself how many young women, who want equality and recognition, really are innovative, who work overtime to achieve an objective, who make a positive contribution on a continuing basis. How many are there? Many secretaries would love to take on additional responsibilities, but how many can earn them, through their current job efforts? It takes more than just doing the job from nine to five, intertwined with social discussions and coffee and toiletry breaks.

Already the wails of "but we're never

given a chance" can be heard. To be objective, let us take a look at education prior to the odious task of working for a living. Most girls complete high school, and that is the end of the line. Some go on to University, but to what? To a general course which trains them for nothing, makes them pseudo-intellectuals, and provides them with a fund of matrimonial talent. Only a few take specialist courses in engineering, medicine, dentistry, law, accountancy, commerce and finance. Why? Is it that, mentally, most women cannot compete, or is it because universities

are biased? Defeatist women will cry the latter, but competitiveness is the real answer.

If women want to compete, then they must be able to compete equally. They must deserve to be considered — not simply because they are women and human beings, but as mentally able human beings, regardless of sex.

To be analytical, a study might be undertaken of the resumés of 100 women who feel they are well equipped, and compare them to 100 resumés of men who feel that they are well equipped to take on an executive task in any field where both sexes can be considered knowledgeable. As a consultant, I am sure that I can forecast the results, but let each draw his own conclusion.

There are unlimited opportunities for women in such fields as research, teaching, advertising, television production, entertainment, editorial, public relations, executive sales, office management, accountancy, law, medicine, dentistry, retailing, politics, personnel work, etc., etc. The normal feminine positions of secretaries, clerks, retail sales, waitresses, etc. are ignored, simply because they are considered female. Women have accepted many of these because their ability level stops at wher-

Continued on page 22

Radio and Your Bottom Line - # 3

Radio is: Sell on Wheels

Car Radio is really a major advertising medium in itself.

Nearly 8 out of 10 passenger cars in Canada are Radio equipped. That's about 4¼ million Radios in cars — more than the combined circulation of all of Canada's daily newspapers.

Ask RSB

Radio Sales Bureau, 12 Sheppard Street, Toronto 1, 363-2011

ever they stop in ambition.

There is simply no excuse for these people to scream in anguish over their lot, and to demand equality. It is a simple fact of life that their ability won't let them fulfill their ambition!

There are certain jobs which are impossible for women, e.g. construction and some production work. The physical demands are beyond them. But even here, there recently was a woman who gained her license as a crane operator! She had the aggressiveness, and drive, and ability to gain equality. A woman pilot gained the same distinc-

tion not long ago with a regional airline.

While these thoughts can be translated by militant women as the male outlook, it must be recognized by these women that men are better trained in their basic skills, and in many cases of management, the ability to think and communicate logically.

Never, in my readings on this liberation question, have I heard how hard women will work to achieve this goal. This seems to have been entirely overlooked in their presentations. Their theme seems to be — just give us equality — without a thought on how they expect to earn it. Some women will earn it,

most will fail dismally.

Everyone knows a number of women who are eminently successful. Whether they work, or manage a home, they are making a positive contribution through imaginative management of their chosen career. Certainly, their personal drive often raises the question of whether or not they have achieved the highest level, but then again, a man with the same capabilities has the same thoughts.

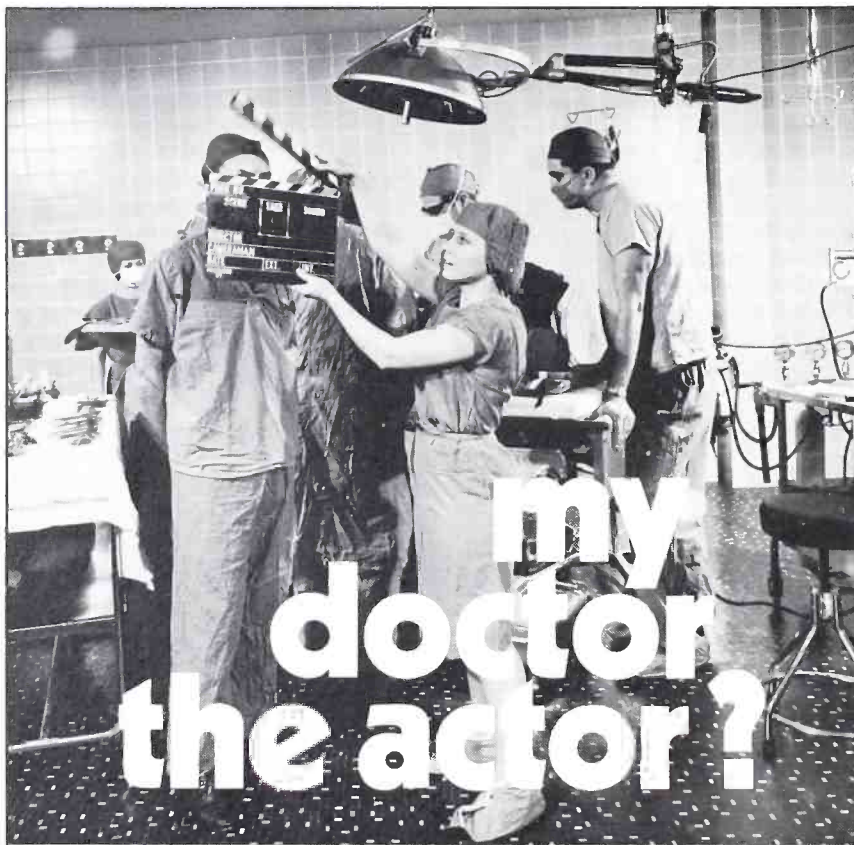
Ask most women the question, "Would you, if given the option, change your sex to male?" — and the answer will be a definite "No!" Women like being women, and having those things associated with the feminine mystique. A woman wants to be a woman first and foremost, and this so-called equality secondarily.

In observation over the years, many women in business try to cover inadequacies with feminism. Men quickly recognize this fault, and for that woman it is the beginning of the end. And for two reasons.

First, her real level of ability has been exposed, and second, she has resorted to employing a feminine approach. A man wants a woman to be a woman, not a man. He will respect her if she is logical, mature, emotionally stable and if she has the ability to do the job. If she can't provide these basic qualities, then equality will never come.

So, to women's liberation, one must agree that there should be equality where it is earned through the possession of those qualities already mentioned. But equality is impossible to the untrained, whether they be male or female.

My suggestion to the ladies of the liberation movement is to go home and do their homework. They should ask themselves why women of real ability do not seem to associate themselves with their movement. Is it because women of ability do not want to be associated with mediocrity?



Not really, but medical men are using television to keep on top of changes and developments in their profession. Since 1966 CFPL-TV, in co-operation with the Department of Continuing Education, Faculty of Medicine of the University of Western Ontario, has produced a series of programs for the doctor to view in his own home on his own TV set. Scheduled in the early morning or late night, the series does not inconvenience viewers of regular programming. These medical programs are another reason why we feel we can say ...

CFPL-TV serves London and Western Ontario ... completely.

 **CFPL-TV**
CHANNEL 10
LONDON CANADA

WE
COMMUNICATE!

ch10

LONDON — ST. THOMAS
CANADA — RADIO & TELEVISION
SALES INC.
U.S.A. — WEED/WALTON

Want Ads

WHAT DO YOU NEED?

Production Man?
Talk Host?
Copy Writer?
Well Developed Air Personality?
Programmer?
Morning Humourist?
Get all in one amazing economy package. Hire the incredible Mr. Flexible.
Box 374, Broadcaster

DEEJAY GAGS ON 3 x 5 CARDS

No other service like it. A REAL gag file. You get 150 basic topical gags per month on 3 x 5 file cards. All written by top professionals EXCLUSIVELY for the Professional Air Personality. No cornball, no topical that are out of date before you get them. Comes with pre-printed category divider cards and suggestions for use. Categories include Opening-Closing lines, DJ Plugs, Staff one-liners, Weird Gifts and much much more. FREE SAMPLES.

Gags Unlimited
P.O. Box 2561
Mobile, Alabama 36601

T.V. Production Company seeks man who knows Canadian Syndication and T.V. sales. Send complete details FIRST letter.
Box 370, Broadcaster

TRAFFIC DEPARTMENT
Looking for experienced TV or radio traffic worker? Resumé on request. Will re-locate.
Box 367, Broadcaster

RADIO-TV NEWSMAN with five years' experience wishes to re-locate. Now in major market. Fully experienced in news reporting, editing and reading. Also has experience with 16mm film . . . sound and silent.
Box 373, Broadcaster

ANNOUNCER
AVAILABLE IMMEDIATELY
4 years' experience in all phases of broadcasting. Single. 24. Will locate anywhere.
Box 369, Broadcaster

YOUNG SINGLE MAN
wishes to work 1,000 - 5,000 watt station. Have had some general training and particularly interested in modern contemporary music. Audition tape and resumé will be supplied.
Box 368, Broadcaster

I must step forward soon, to a challenge that may be yours to offer. I back my lead with graduation from an institute of technology, plus four years climbing the ladders of radio and television. I'm looking forward to a tough future, maybe yours.
Box 372, Broadcaster

NEWSCASTERS WANTED

2 experienced newsmen for metropolitan Radio Station in Eastern Canada. Must have reporting and writing capabilities as well as a top notch "on air" presentation.
Good working conditions, holidays and benefits in a "news-oriented" station. With reply please give full particulars with recent photo and salary expected.
Box 371, Broadcaster

RTNDA (Canada) Placement service

The Radio Television News Directors Association of Canada now has a Placement Service in operation.

The Placement Service is operated by Public & Industrial Relations of Toronto, free of charge to RTNDA. The address is: RTNDA Placement Service, Box 5220, Postal Station A, 17 Front Street W., Toronto 1.

Individuals may write the Service for application forms and upon sending \$2.00 (\$1.00 for students) to cover mailing and other costs, will receive a list of available jobs. As new ones are listed these will also be forwarded for a period of 30 days. Unless individuals specify that their availability is to be kept confidential, the information listed will be made available to any prospective employer.

Similarly station managements are invited to list any job openings.

Results have been good since the Placement Service started four months ago, exceeding comparable figures of the International RTNDA (U.S.) service in its inaugural year. The big problems are that not everyone knows the Service exists, and stations and individuals too often don't bother to report results obtained.

Rock around the clock

ONLY US
IN
MONTREAL

GFOX 1470

WE WORK LIKE WE'RE NUMBER ONE

Radio House... Toronto 481-5101, Montreal 866-2617



Sudbury wins new TV station

The Canadian Radio-Television Commission has announced approval of a five-year license to J. Conrad Lavigne Limited to operate a new TV undertaking, a CBC affiliate, in Sudbury on Channel 9.

Cambrian Broadcasting Ltd., also of Sudbury, received permission to disaffiliate CKSO-TV from the CBC television network and to affiliate with the CTV network. Cambrian was also granted five-year licenses to rebroadcast CKSO-TV programming at Timmins and Kearns, Ontario but denied their North Bay outlet request.

Since both Cambrian and J. Conrad Lavigne Ltd. had applied to provide CTV and CBC services respectively to North Bay, the commission denial of the Cambrian application was designed to give the two companies a chance to work out "the most effective solution" to maintaining a balance between the networks in North Bay. According to the CRTC, these application approvals come within the general objectives it seeks in developing alternate television service in Northern Ontario.

Other CRTC actions have produced a wealth of license renewals and previous decision definitions.

Approvals for CATV application and renewals, also in abundance, with individual stipulations were as follows:

- Fred Lang TV Limited to serve Kirkland Lake, Ont.
- La Belle Vision Québec Inc. to serve Trois-Rivières, Que.

All magnetic recording tapes are the same.

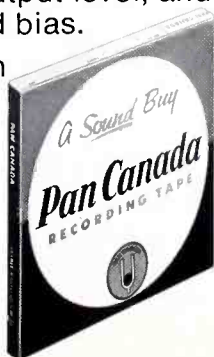
Wanna bet?

They only **look** the same. But with Pan Canada Recording Tape you can **hear** the difference. Thanks to things you can't see: like specific formulations that assist in giving superlative high frequency response, without sacrifice to signal-to-noise ratio or output level, and operating with a standard bias.

Get the best for less than most — Pan Canada Recording Tape.

KRAMER MAGNETICS LIMITED
1072 Rangeview Road
Port Credit, Ontario
Tel. 278-9851

Call or Write for
FREE brochure today!



- La Belle Vision Québec Inc. to serve Shawinigan, Que.
- Alberta Broadcasting Corporation Limited to serve Fort McMurray, Alta.
- Ottawa Cablevision Limited to distribute CFTM-TV Montreal and delete WHEN-TV Syracuse, N.Y.
- J. & K. Enterprises Ltd. to serve Nackawic, York County, N.B.
- Sidney Neal Thistle to serve Baie Verte, Nfld.
- Eastern Cablevision Limited to serve Truro and Bible Hill, N.S.
- Coratel Services Ltd. to serve Colchester Hospital, Truro, N.S.
- North Shore Community Television Ltd. to serve Campbellton, N.B.
- City Cablevision Ltd. to serve Fredericton, Nashwaaksis, Silverwood, Marysville, Barkers Point, N.B. area.
- Guérette Télévision Communautaire Limitée to serve Kedgwick, N.B.
- Guérette Télévision Communautaire Limitée to serve St. Quentin, N.B.
- Alexander Clayton Weatherby to serve St. Stephen and Milltown, N.B.
- Woodstock Community T.V. Ltd. to serve Woodstock, N.B.
- Oakville Cablevision Limited to add local origination.
- Charlevoix Video Inc. to serve St. Urbain, Que.
- Charlevoix Video Inc. to serve St-Paul, Que.
- Tele-Cable Charlevoix Inc. to serve Pointe-au-Pic, Clermont, La Malbaie, Que.
- L. & C. Cablevision Ltd. to serve Ladysmith, B.C. and some surrounding areas.
- Cowichan Valley T.V. Ltd. for a limited expansion and rearrangement of channels.

CRTC approval for adjustment of service areas was given to:

- Victoria Cablevision Ltd.'s Saanich, Esquimalt, Oak Bay, Victoria, B.C. undertaking.
- Davin Enterprises Ltd.'s Saanich, B.C. undertaking.
- National Cablevision Limited's Coquitlam undertaking.
- West Coast Cablevision Ltd.'s Burnaby undertaking.
- Canadian Wirevision Limited's Vancouver undertaking.

Decision approvals for TV stations were also received by:

- Alberta Broadcasting Corporation Limited for retransmission from the CBC-TV network at Maytower Alta., Crow Lake Alta., Alger Alta., and at Gregoire, Alta.
- Alberta Broadcasting Corporation Limited for retransmission of the CTV network at Amesbury, Maytower, Crow Lake, Alger, and Gregoire, Alta.

Some pressure on Canadian ownership and control was relieved at the end of August as a result of a CRTC announcement allowing more time for firms to meet the government regulation by extending the date of expiry of licenses to December 31, 1971. Licensees not meeting the Canadian ownership regulation calling for foreign interest in any broadcasting undertaking to be limited to 20% must submit applications for ownership transfers before February 12, 1971.

Tired of tying up big \$70,000 cameras on panel shows?
See this new CGE camera, about half the price,
at the CCBA, Oct. 25th.



FEATURES:

- Automatic size and centering. Locks registration tight.
- 72 linear integrated circuits.
- rock stable color balance maintained by unique AGC circuits.
- printed yokes
- Rated performance at 150 foot candles.
- 100% video at 30 foot candles.
- built-in color bars
- separate mesh 1" lead oxide tubes
- 10 - 1 zoom

Advanced color pick-up system gives studio camera performance in most broadcast situations.

- you don't have to be a pro to make good pictures with the TE-201
- half the price of bigger cameras
- weighs only 39 lbs.
- so stable it will operate 30 days without adjustment

This Camera has a lot of guts. Get the complete inside story.

*Broadcast Equipment Sales
Canadian General Electric
100 Wingold Avenue
Toronto 395, Ontario*



CANADIAN GENERAL ELECTRIC

An imaginative convention? What next?

Unaccustomed as is The Desk to giving with the accolades, CCBA's veepee and convention chairman, Doug Trowell, who is also veepee and general manager of CKEY Toronto, has scored a first in coming up with a regional convention agenda which is nothing short of imaginative.

One of the most noticeable features is the large number of outsiders who are sponsoring various items and attributes of the Ontario and Quebec (English) broadcasters' twentieth annual convention. Also worthy of note is the long list of knowledgeable speakers who will hold forth for the delegates.

The convention kicks off with delegates and guests being transported at noon Sunday, October 25 from the Inn on the Park to the Ontario Science Centre, by London buses, supplied by Julie's Restaurant. Here, besides a tour of the Centre, will be a cash bar for the thirsty. While at the Centre,

CAPAC will treat them all to brunch.

Then the buses will return members and their friends to the Inn, in lots of time for a siesta (or another smash) before President Bob Redmond's reception in the Centennial Ballroom, sponsored by stations CFRB, CHCH-TV, CHFI AM/FM, CHUM AM/FM, CKEY and CKFM.

The Ontario government will be hosts for a gourmet dinner on this Sunday evening, where Provincial Secretary Bob Welch and his wife will deliver greetings from Queen's Park.

The rest of this jam-packed Sunday evening will be devoted to tours of equipment displays and other hospitality suites, with due lubrication.

Monday morning, the proceedings start bright and early, at 8.45 a.m., with opening remarks from Presidents Bob Redmond (CCBA) and Bill McGregor (CAB). At 9.30 a.m., J. Allan Finlayson, sales manager of the Education Division of Xerox of Canada Ltd., will conduct a participation demonstration of how well people listen, titled appropriately "Effective Listening".

Major Market Broadcasters are pouring coffee for the 10.45 a.m. break.

Then, at 11 a.m., the convention will split up for Radio and TV panels.

For TV, Cliff Wingrove of CFPL-TV, London, will head up a discussion on "Canadian Content for Contented Canadians".

For radio, J. Lyman Potts, Canadian Talent Library, will carry the torch for "Canadian Music and Recording".

At noon, members will sponsor their own pre-luncheon cash bar.

At 12.30 p.m., they will sit down for their Keynote Luncheon, with Charles B. Templeton opening his own sluice gates for his keynote address. Sponsors of this will be the Metro Toronto Council.

Participatory Resource Groups, open to members and associate members only, are slated for the 2 p.m. session. There will be separate radio and TV groups and some combined, under the baton of John Funston, CKSL London.

Subjects are:

(1) CRTC: Radio — Douglas McGowan; TV — Robert Nicholls

(2) BBM: Bill Byram

(3) SALES: Radio — RSB — Ced. Haynes; TV — TvB — Ross Downey

(4) PROGRAMMING: Radio — ARCAD Records Ltd. — Don Martz; TV — CTV — Arthur Weinthal "The Selective Program in a Network World."

(5) BROADCAST LEGISLATION: — Peter Grant, Barrister

At 3.30 p.m., Radio & Television Representatives will serve afternoon tea at the tables.

After the "Participating Resource Groups" have completed their participation, the meeting will adjourn to the equipment and hospitality suites.

Tuesday October 27, the call to order will again be heard at 8.45 a.m.

At 8.55 a.m. the convention will hear from Harry J. Boyle, CRTC's vice-chairman.

Standard Broadcast Sales Ltd. are springing for refreshments at the tables at 9.20 a.m. (Make mine bacon and two eggs lightly over.)

At 9.45 a.m., Doug Trowell will be host for a forum called "Imperatives of the Seventies".

The first speaker, Lloyd A. Dennis, co-author of the Hall-Dennis Report on Education, has chosen a descriptive title, "Education and Learning".

Walter Currie, prominent Canadian-Indian educator, former president of the Indian-Eskimo Association of Canada, will speak on "Minorities — The Indian-Canadian Citizen."

Dr. Lita Betcherman, director of the Women's Bureau of the Ontario Department of Labor, will speak on "Women's Changing Role."

James A. Karfillis, a barrister involved in the University of Toronto Pollution Probe and counsel to "Group Action and Stop Pollution", will speak on "Pollution and the Quality of Life".

June Callwood, with five books to her credit and a sixth in the typewriter, president of the Canadian Liberties Association and founder of Yorkville Digger House, will speak on "Youth".

Stephens & Towndrow will play host at the tables at 3.30 p.m.

Co-hosts for the annual dinner reception at 6 p.m., will be Canadian Breweries Ltd. and Rothmans of Pall Mall Canada Ltd.

At 7.15 p.m., Senator Keith Davey will be special guest at the annual dinner, during which CCBA's awards will be presented. Entertainment will be provided by Salome Bey, star of "Spring Thaw"; the Canadian All-Star Jazz Band, led by Peter Appleyard; Lloyd Edwards at the organ and Bill (what-can-I-do-for-the-good-of-the-industry?) Walker as emcee.

Buzz me if you hear anything, or better still, be there!

Dick Lewis

The matchmaker



Bringing national products and Edmonton consumers happily together for over 35 years

Contact:
RADIO·TELEVISION REPS LTD.

Show window for Canadian talent

Canadian Radio and Television program producers, advertising agencies and advertisers have a golden opportunity to attract international attention to their own work and that of the whole Canadian industry.

Deadline for entries in the 11th annual International Awards, honoring the world's best radio and television advertising of 1970 is December 11, 1970. By this date films and tapes must be in the hands of Oliver H. Crawford, Executive Director, Hollywood Radio and Television Society, 1717 North Highland Avenue, Hollywood, Calif. 90028, which is again sponsoring the Awards. Material entered in the competitions must have been broadcast, at least once, between December 1, 1969 and December 1, 1970.

Gerald J. Leider, general chairman of the International Broadcasting Awards, expresses pride in the fact that "a record 3,505 entries from 45 nations were represented in our competition last year".

In the light of the efforts now being made here to find foreign markets for Canadian programming, this project seems to offer a ready-made show window in which to display our wares all over the world.

Categories of commercials eligible for entry in the competitions are:

Television: English and non-English 60, 30 and 10 seconds, animations and combinations, any length; humor, videotape, public service, local and series of three — any length.

Radio: 30 and 60 second musical and humorous; 30 and 60 second other techniques; local; series of three.

Trophies will be awarded for the best commercial in each category; certificates will be awarded to all finalists; Sweepstake Awards will be made in Television and Radio to the commercials judged best among the category winners; Special Trophy Awards may also be made, at the discretion of the judges, from among all entries, for technical excellence, best use of color and best use of music.

Canadian catalyst for this project is Charles S. Chaplin, Vice-President, TV Sales, Warner Brothers Distributing (Canada) Ltd., 70 Carlton Street, Toronto 2. Charlie will welcome requests for further information.

Convery new Hayhurst president

W. Palmer Hayhurst, chairman of the board of F. H. Hayhurst Co. Limited, has announced the appointment of Frank W. Convery as president.

A director of the Toronto-based advertising agency, and a vice-president since 1960, Convery, age 45, was educated at Ridley College in St. Catharines, Ontario, and later served as a pilot in the RCAF — Fleet Air Arm. He completed his B.A. and also a course in marketing-management at the University of Western Ontario.

Convery joined Hayhurst as an account executive in 1950, was appointed director of account services in 1964, and in 1967 was elected to the board of directors.

Daniher moves to Lovick

Clayton Daniher has become the new president of James Lovick Ltd. replacing A. M. (Scotty) Shoultz who moves from that post to become chairman of the board. John G. Rowland remains Lovick's executive vice-president.

In his 14-year service with Hayhurst, that agency has grown to an estimated billing level of \$22 million. Lovick currently bills an estimated \$24 million.

The Reps have it.

80% of rep houses have Telex.
So do 20 top agencies. Telex is big in business communications. Particularly in the communications business.

With Telex you can send, receive and confirm avails, schedules and prices. Instantly.

With Telex you'll be able to write "instant letters". Without the delay and cost of typing and mailing. Telex receives 24 hours a day — unattended. No minimum, pay-as-you-use tolls apply.

(P.S. — Broadband, Telex's big brother, can transmit voice quality sound across Canada in seconds.)

CN-CP offers many more specific benefits to the broadcast industry. Call a CN-CP expert soon.

TELEX



CANADIAN NATIONAL—CANADIAN PACIFIC
TELECOMMUNICATIONS

““ Much may be done in those little shreds and patches of time which every day produces, and which most men throw away ””

Well said, Caleb Colton (of the English clergy, some 200 years before radio)! And how true.

Every day, between 10 a.m. and 3 p.m., 8 p.m. to Midnight, and every Weekend, advertisers are letting precious time slip through their fingers. Because CFRB's prime time is spoken for. And they think prime time somewhere else is the answer.

It would be . . . if "somewhere else" had the drawing power CFRB has. But it doesn't. In fact, CFRB's un-prime time commands a larger audience (between the ages of 25 and 64) than most Toronto stations do at their peak. Reason enough, don't you think, not to dismiss our 'shreds and patches' so easily. And reason enough to make good use of them.

CFRB 1010
On CFRB, all the time is prime

Represented by: STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Avenue West, Toronto 7, Ontario (416) 924-5721
1407 Mountain Street, Montreal 25, Quebec (514) 849-2454
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654 Madison Avenue, New York 10021, N.Y. (212) 838-5774