

Now in our twenty-fifth year of reaching people who reach people

FOR DISTINGUISHED SERVICE TO CANADIAN BROADCASTING in 1965 *Canadian BROADCASTER this*



Photo by Alex Gray

Here are the representatives of the five winners of Canadian Broadcaster's Beaver Awards for distinguished Service to Canadian Broadcasting in 1965, who were presented with their plaques at the Canadian Broadcast Executives Society luncheon July 7. From the left: Gerry Acton, CAB Program Exchange; Russ Ramsay, CJIC-TV Sault Ste. Marie; Bill Crampton, CFTO-TV Toronto; Doug Pearson, CJOH-TV Ottawa; Bill Butler, CKPM-Radio Ottawa.

Country music rings the cash registers

To provide an answer to the question, "What's so great about Country Music?", the Canadian Broadcast Executives Society invited the Country Music Association's number one choice as guest speaker, Dr. Nat T. Winston, Jr., who was described as the "Will Rogers of the music industry" from Johnson City, Tennessee. He is also Commissioner of Psychiatric Services for the Tennessee Department of Mental Health.

Winston was introduced by CBES vice-president Gordon Ferris, who said, "Here is a head-shrinker who plays the five-string banjo."

Speaking in a rapid-fire drawl, punctuated by a series of hillbilly-type gags that kept the audience howling, Winston divided the reasons for the greatness of country music into three distinct areas:—the sound, the stars and the fans.

"The sound of country music has achieved universal acceptance by all classes of people because of its ABC simplicity and down-to-earth truthfulness," Winston said.

Its real stories about real people, heartbreak, payday and Saturday nights have brought it

down out of the hills and into the hearts of city people too. He cited Hank Williams, Gene Autry, Hank



Dr. Nat T. Winston, Jr.

Snow and Eddie Arnold as examples of clean living citizens who had brought country music to the masses and built empires for themselves.

Greatest for sponsors

Winston said Canada's broadcast executives didn't need reams of surveys to know the sound of country music made the cash registers ring, and "was the greatest thing for sponsors since the refrigerator door opener appeared on TV".

The exemplary lives of the stars on the *Grand Old Opry* accounted in part for its 41 years of continued success in radio.

"They don't thrive on gossip, phony romances and lurid personal details in the press, such as some people in Hollywood. They believe in God, Mother and the Flag (in the case of Canada, the Queen) and always do what is expected of them," he said.

Hillbillies Lester Flatt and Earl Scruggs were good family men, but when asked if they were married always replied, "No, we're just good friends."

All levels of adults

Winston said the third element in the success of country music was the fans, who encompassed all levels of adult society and were

fiercely loyal. It was this element that brings higher ratings and bigger profits to the buyers of country music shows.

"In this fertile valley of programming, broadcasters can find corporate satisfaction in the knowledge that country fans are with you to the end—that will never come," he said.

Radio, television and albums

He completed his entertainment with a demonstration of his ability on the five-string banjo, which he described as the only stringed instrument native to North America, and the most primitive. He noted the fifth string was shorter than the other four, and made a sound that was delightfully out of tune.

Winston said he had made many appearances with his banjo on national radio and TV, and had released two albums of instructional records through the Sears-Roebuck organization.

"That makes me the only five-string banjo player in Sears' catalogue, or taking it one step further, the only psychiatrist in all the outhouses of America," he said.

IN MONTREAL NEWS IS ALL GO AT NINE EIGHT O

Through the worldwide resources of CBS, CKGM now carries the really big names in news broadcasting — names like Mike Wallace, Walter Cronkite, Lowell Thomas, Douglas Edwards. Add these to the local and national news team of CKGM staff men and you know just how great radio is. This is why Montrealers are tuning to 980 in ever increasing numbers. Here's buying power that can be yours when you include CKGM in your Montreal radio planning.

Take advantage of the double impact of CKGM's am/fm sales power now available on one combined rate card. For example: from 8.00 a.m. to 4.30 p.m. Sundays, CKGM am/fm combined audience is now first in all BBM survey periods compared to the AM audience of the other two English stations.



Representatives:
Stephens & Towndrow Ltd.
Toronto, Montreal
The Devney Organization Inc., New York



Mike Wallace Walter Cronkite Lowell Thomas Douglas Edwards Bill Faulkner Vince Gallant Bob Holiday Gil Christy

Sight and Sound

The freeze on licenses for new competing television stations is lifted, as of now, Transport Minister Pickersgill told the House of Commons, July 5, the day after the White Paper on Broadcasting was tabled by Secretary of State Judy LaMarsh.

For the past two years the Board of Broadcast Governors has not recommended any new TV stations in areas already served by one station. Mr. Pickersgill said new applications will now be heard by the BBG and will be evaluated on the basis of their revenue potential. He said applicants would have to satisfy the government that their advertising revenue would be adequate to support a proper level of public service programming.

He noted the White Paper, outlining the government's proposed policy on the future of broadcasting, reserved alternate channels for the CBC in Victoria, B. C., Saskatoon, Sask.; Sudbury, Ont. and the Saint John-Fredericton area of New Brunswick, but said the BBG would consider applications for alternate service from any other areas.

The minister also said the BBG would continue to receive applications for community antenna TV systems (CATV), pending approval of legislation bringing the CATV industry under BBG jurisdiction, as set out in the White Paper.

William Guild has announced his retirement as president and general manager of Station CJVI Victoria which he has been operating for the past 14 years.

Guild, who is 56, has been in the broadcasting business for the past 35 years, having started as continuity writer at CKOC Hamilton. While there he wrote one of the earlier network dramatic programs, *Black Horse Tavern*.

At CKOC he rose to the position of sales manager and then transferred to CJOC Lethbridge, where he was manager. His next move was to CJVI in which organization

he is also a stock holder.

Active in association work through the years, Guild was president of the Western Association of Broadcasters (1948-9), moving over to the parent Canadian Association of Broadcasters of which he was also president (1949-50 and 1950-1). During his presidency of the CAB, he was at the helm for the Massey Commission on Arts, Letters and Sciences.

He says he will remain as a member of the board of directors of CJVI.

Ken Goddard, for the past two years assistant manager and sales manager of CJCA Edmonton, succeeds Guild as general manager of CJVI. He has been in the business in Calgary and Edmonton for the past 15 years.

Succeeding Goddard as general sales manager of CJCA is Jack Sayers, already a sales executive of that station.

Standard Radio Limited has announced a further expansion of its broadcasting activities with the launching of Standard Broadcast Productions Limited.

W.C. Thornton Cran, president, said the new company will be a wholly-owned subsidiary of Standard Radio (CFRB Toronto and CJAD Montreal) and will operate a domestic and international 24 hour news reporting service for subscribing Canadian stations. He named J. Lyman Potts vice-president and general manager of SBP.

Cran said within seconds of an item being received in the CFRB newsroom (the key station of the new service) a voice report will be transmitted to subscribing stations from coast to coast.

"Voice reports and actualities from Parliament in Ottawa, Canadian news and the world-wide facilities of NBC News will be included in the service," Cran said.

He said subscribing stations will also transmit local news of national interest back to the anchor station, CFRB, for re-distribution. Cran said in addition to CFRB and CJAD, CKNW Vancouver, CFQC Saskatoon, CKCK Regina and CJOB Winnipeg are already in the hookup, and more stations will be joining August 1, so every major market would be served.

BOOKS By Mail

Book Dept.
CANADIAN BROADCASTER

WANTED Manager

for new AM station in Central Ontario.

Must be able to create and administer complete program schedule, organizing community and live talent broadcasts, represent station in all public affairs.

Good salary plus equity position to right man.

All replies treated in utmost confidence.

Box A-871
Canadian Broadcaster
217 Bay St., Toronto 1

Len Pulver's Air News Service, operating from the Ontario Provincial Legislature with voice reports on Ontario government affairs, has just added CKFH Toronto to his list of Ontario stations.

Len's service provides voice reports and actualities by telephone as they occur. During the sessions they work from the Legislature press gallery, but between sessions they maintain contact with the ministers and their deputies, and this, Len says, "is when we find out who really runs the province."

Besides his reports from the Buildings, Len arranges with each of his subscribing stations to string for him. During the Dalton murder trial in Sault Ste. Marie, they received twice-daily reports from CKCY in that city.

Pulver says the first two years have been quite a grind, but he feels his project is on the rails now and is planning to open an Ottawa bureau this fall, at which time, as he puts it, "we shall be covering the nation."

The Canada Starch Company Ltd. has appointed Spitzer, Mills & Bates as advertising agency for several of their product lines, including *Mazola Corn Oil*, *Crown Brand Corn Syrup*, *Knorr Soups*, *Canada Bread*, *Benson's Corn Starch* and *Hellman's Mayonnaise*, *Salad Dressing* and *Sandwich Spread*.

S M & B was also recently appointed agency for Mars Limited of England, and the agency says it is currently working on budgets and development plans for *Mars Candy Bars*, *M and M Treats* and *Maltesers*.

The Montreal staff of S M & B moved to new enlarged offices July 1, in the Stock Exchange Tower at Place Victoria. The agency says this move represents a 100 per cent increase in office space and the 8000 square feet will also provide a 130 per cent increase in private-office facilities.

In the past year, S M & B has increased staff by 51 persons, added 24 new products and raised billings by 26 per cent.

ANNOUNCEMENT

CFCF RADIO APPOINTMENT



S. B. Hayward, Vice-President, Broadcasting Division, Canadian Marconi Company, is pleased to announce the appointment of Ken Dobson to the position of General Manager, CFCF Radio, Montreal.

Mr. Dobson has twenty years' experience in the Broadcasting Industry, both radio and television, including two years as Sales Manager of CFCF Radio. He rejoins CFCF Radio after three years as manager of CHSJ, Saint John, New Brunswick.

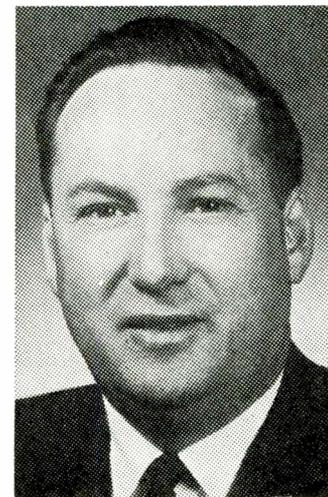
ANNOUNCEMENT

CJCA APPOINTMENTS



JOHN L. SAYERS

Mr. Dalt Elton, President of the Edmonton Broadcasting Co. (CJCA), is pleased to announce the appointment of John L. (Jack) Sayers to the position of General Sales Manager. Prior to this appointment, Mr. Sayers was the Retail Sales Manager for CJCA. In 24 years of broadcasting, Mr. Sayers has filled major positions in stations from Vancouver to Toronto. He has also earned prominence serving as the Past President of the B.C. Association of Broadcasters, Past Director of the Canadian Association of Broadcasters, and as the Past Chairman of the Vancouver Ad and Sales Bureau.



WALTER EVERITT

Mr. Walter Everitt has been appointed to the position of Retail Sales Manager. Mr. Everitt recently celebrated his twentieth year with CJCA. Prior to his association with CJCA he served in the Royal Canadian Navy (during World War II). Mr. Everitt was Assistant Retail Sales Manager at CJCA.

Station and Red Cross combine in TV Home Nursing course



Discussing the action for the first episode of "TV Nurse", on the studio set at CHSJ-TV Saint John, N. B., are "guest nurses" Patricia Jardine, R.N. and Dorothy Wasson, R.N., B.N. The producer of the series is Mel Johnston of CHSJ-TV and the "guest patient" is Cindy Estabrooks.

A Canadian registered nurse may become a nationwide television personality if the Canadian Red Cross Society has its way with a new TV series of half-hour tapes, entitled *TV Nurse*, produced at CHSJ-TV, Saint John, N. B.

The home nursing course experiment features Elaine Hazen, R.N., P.H.N., of Saint John, who has her own weekly program on CHSJ-TV, and marks the first time the Red Cross has tried television as a direct teaching method

SASKABOOM

It is understandable that our Chamber of Commerce and the other boosters of Saskatoon use all the most extravagant adjectives to describe our boom. After all, moving up from absolutely nowhere to "Potash Capital of the World" in just a few years is exciting. And the wheat boom we are now enjoying is the realization of our first dream.

But we won't let anybody change the city's name to 'Saskaboom'. That could blight the berry crop!



radio saskatoon*

*The most listened-to station in Saskatoon and for hundreds of miles around. See any BBM of the past few years.

for care in the home.

Elvino Sauro, publicist for the National Public Relations Office of the Canadian Red Cross Society said over 1600 people enrolled in the TV course, paid a one dollar entry fee, received the Red Cross manual and workbook, and wrote open-book tests after the third, sixth and tenth lectures.

"After watching the weekly shows, the viewers were brought together in Saint John and 35 rural areas to write the tests based on knowledge derived from the TV series," Sauro said.

He said the Red Cross was satisfied the Saint John "experiment" was an excellent way to teach home care, especially to rural people who were not normally in direct contact with public health nurses.

The 10 tapes each run 26½ minutes to fit the average commercial format, and were produced by Mel Johnston of CHSJ-TV, in co-operation with the New Brunswick Branch of the Red Cross. Both hospitals in Saint John, St. Joseph's and Saint John General, also collaborated on the scripts. The series features a guest nurse or doctor each week, and even guest patients, usually in a home sickroom scene. The titles of the ten lectures are:

- Episode 1. When Illness strikes.
2. The Patient's Day.
3. Food for the Family.
4. Posture.
5. Medication and Treatment.
6. Protect Yourself.
7. Approach to Individual Living.
8. Baby Care.
9. Safety in the Home.
10. Emergency Care in the Home.

The TV station provided all facilities, studio personnel and the titling for the Red Cross series; the Red Cross provided the videotape, the volunteer actors and compensation for technicians overtime. Enrollment was advertised by CHSJ-TV but all paper work was handled by the Regional Branch of the Red Cross. Sauro said any broadcasters across Canada wishing to use the series should contact the Director of Nursing Services, at their Regional Branch of the Red Cross.

Miss Hazen made it clear in the opening episode that the series was not a professional training course for nursing, but merely would show simple skills that can benefit the family at home. For as she said, in summing up one of the episodes, "Life is like a ship. It can go off course, or even keel, when illness strikes."

About 40 members of the Canadian Red Cross, nurses, directors, public relations staff and executives met at Robert Lawrence Productions, Toronto, June 14 and 15, to view the *TV Nurse* series, evaluate its standard of production and its success as a direct teaching method.

Sauro said one reason the series would appeal to Canadian TV stations is because it is 100 per cent Canadian content.

TV must justify public acceptance

"The reach, impact and immediacy of television journalism have won it extraordinary public acceptance and trust. The massive audiences it draws to witness great public events attest eloquently to its status."

The speaker was Walter D. Scott, chairman of NBC, and he was addressing students, alumni, faculty and communications leaders at the University of Missouri's School of Journalism, last month.

Scott, who graduated from the school in 1936, and returned to receive an Honor Medal for Distinguished Service to Journalism, cautioned that the very attributes which gained TV its superior place in the medium of journalism, placed upon TV a special obligation to earn the public trust imposed on it.

He said its strength in some areas should serve to remind us of its shortcomings in others, and he cited specific areas where TV networks and stations could improve their journalistic capabilities.

● *Develop more specialists among reporters.* Newspapers carry experts in many fields including religion, medicine, art and architecture, and TV staffs should be beefed up to have reserves available for fast-breaking stories.

● *More creative use of cameras to pictorialize events.* The easy route to news coverage is the interview or spoken report, and as TV is a visual medium, more background and significance should be given to events. "Don't just show the comings and goings of statesmen, instead of the issues that confront them," he said.

● *Be wary of sensationalism.* TV creates its own problems, in that its very power of presenting an event on the screen gives it importance and makes it news.

While conceding TV journalism had much to learn, Scott said only a dozen years ago newscasts were only of 15 minutes duration.

"Today, 90 minutes is the rule on some stations, and hour-long news specials in prime time are routine on NBC. Occasionally, we have pre-empted an entire evening of entertainment to examine a single issue," he said.

Scott said NBC now has over 800 people in news bureaus and crews around the world and they produce more than 25 per cent of the total NBC network programming, on an annual budget of over \$70 million.

"This makes us the largest single supplier of programming in the nation. And it's not just the increase in volume or scope that has marked the explosive growth of TV journalism, but the fashioning of new forms of presentation and new techniques of coverage that are the greatest promise of the creative developments ahead."

B

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Bureaucracy bungles broadcasting

Nearly 40 years ago, the Aird Commission on Broadcasting decided that there was "unanimity in Canada on one fundamental question—'Canadian radio listeners want Canadian broadcasting'."

No one can quarrel with an effort to encourage Canadianism, but the "White Paper's" manner of implementing it is a horse of a different color.

The "White Paper" poses this question:

"How can the people of Canada retain a degree of collective control over the new techniques of electronic communication that will be sufficient to preserve and strengthen the political, social and economic fabric of Canada, which remains the most important objective of public policy?"

How, indeed?

To us the answer is simple. Canadian media of communication must dispense entertainment and other material of greater appeal to Canadians than the American programs which are so readily available to them.

But the "White Paper" is trying to make a case for the forced feeding of material which is "basically Canadian in content and character", whatever that means, by claiming this is the "unanimous" desire of Canadians.

With the utmost respect we submit that, for at least two reasons, its case is fallacious.

(1) Unanimity in Canada refers to the "unanimous" opinion of the relatively limited number of people who appeared before the Aird Commission and subsequent tribunals, plus the truly "unanimous" voice of the Canadian newspapers of the day, all eager to do anything they could to impede the new medium of advertising—radio—which was looming up as a threat to their revenues.

(2) It is not true—as the Aird Commission said and the "White Paper" implies—that Canadians really want Canadian broadcasting, if broadcasting means programs. This is shown clearly by the overwhelming popularity of programs and program material brought in from the U. S.

Incidentally this is not by any means confined to broadcasting, since precisely the same thing applies in the case of books, magazines, motion pictures and live theatre.

Is it not really a fact that Canadians want entertainment which entertains them, regardless of its origin, and that no "Paper", white or even pink, will influence their tastes?

To what extent and how are the suggestions in the "White Paper" going to help maintain Canadian identity on the air?

The intelligent proposal that a new and stronger Board of Broadcast Governors be empowered to authorize licenses instead of just recommending them to the cabinet—where they risk becoming political footballs—is overdue. But can a BBG, in any guise, *make more Canadians listen to more Canadian programs?*

In considering renewal of licenses, is the opinion of the Governors valid in assessing the

desirability of past programming techniques in terms of *making more Canadians listen to more Canadian programs?*

Will "minimum standards of public service and Canadian content", required by the proposed regulations, *make more Canadians listen to more Canadian programs?*

Will singling out broadcasting, among all industries, and requiring that stations be basically Canadian-owned *make more Canadians listen to more Canadian programs?*

Will the entry of the Federal Government into the field of educational broadcasting *make more Canadians listen to more Canadian programs?*

Will the application of government regulations to community-antenna television systems, rather than the relaxation of impractical regulations on broadcasting of all kinds, *make more Canadians listen to more Canadian programs?*

The fact of the matter is that, just like any other form of entertainment, broadcasting is a highly personal matter, a matter of personal and individual taste, developed during childhood, at school and at home, and no power on earth, no legislation or regulation is going to exercise any influence on the habits and tastes of the people

The Secretary of State, the Hon. Judy LaMarsh, is to be commended for her "White Paper" which is an intelligent, forthright and equitable manner of handling the problems of Canadian broadcasting *under existing conditions*. But this only skims the surface of the problems.

It takes it for granted that we have to live with the extraordinary regulating (under the Act) of a BBG, beyond the rational and reasonable code of all other businesses, the Criminal Code.

It looks at the inordinate extravagances and internal bickerings of the CBC on the premise that there must be a CBC.

It accepts as a fact that a do-it-yourself system of forcibly-fed Canadian programs of "high" quality, but regardless of their appeal, will be publicly accepted and engender patriotism.

Because broadcasting is, innately, a person-to-person medium of communication, people don't listen to systems, government or otherwise; they don't listen to networks; or stations even. Whatever the system, the network or the station, *people listen to people*.

By the same token, the highly successful administration of the present, and basically futile, Act has been accomplished *in spite of* the Act but *because of* the interest, intelligence and understanding of the BBG.

In spite of the BBG's strengthened position, its problems will not be automatically solved by the new legislation proposed. Nor will those that have so long beset the broadcasters. All this is because of the "White Paper's" assumption that Canadians unanimously want Canadian programming is not only wrong but the main cause of these troubles.



MacLaren buys major interest in U.K. advertising agency

MacLaren Advertising Company Ltd. has purchased a major interest in an English advertising agency—Dunkley and Friedlander Ltd. of London.

In making this announcement last month, MacLaren President George G. Sinclair said in Toronto this was the first instance of a Canadian agency buying control of a foreign advertising company, and the two were brought together "in the belief that agencies restricted to one economy are simply not going to flourish in the next 10 to 20 years".

He said the purchase included two other English companies; Dunkley and Friedlander Product Development Ltd. and D & F Research Ltd., as well as an interest in D & F Spa, another product development company in Milan, Italy.

The London agency will be renamed MacLaren, Dunkley & Friedlander Ltd., and Sinclair said it expects to handle \$4,000,000 in English billings this year. He said this would bring MacLaren's total international billings for 1966 to \$46,000,000 and, according to *Advertising Age*, would make them 42nd largest agency in the world.

Leaders in advertising

Sinclair said, because of its affluence, North America has been the leader in advertising and marketing, but Europe is fast catching up and demanding the same kinds of consumer goods popular here.

"Ease of communication is creating common demands and common tastes throughout Europe and America. Common markets are likely to result in valid products being in demand in all countries, no matter what the country of origin," he said.

He cited examples of the new trend for commercials to cross international boundaries and still be effective, including the Esso Tiger campaign and a toothpaste that had equal appeal in Sweden, Australia and Italy.

Sinclair said one of the important factors in favor of expansion into international markets was "the extremely constructive nagging from Ottawa telling Canadian business to get out into the big world".

He felt too few Canadian companies have done so and that it is easier than some imagined.

He predicted MacLaren's would enter other countries in Northern

Europe and the Low countries. He said the Milan branch was an experiment on how to do business in the Mediterranean area, which is rather bewildering us at the moment.

"We also opened a branch in Nassau, Bahamas, a year ago as a test to learn how to deal with people in a different economy," he said.

Under the American gun

Sinclair said Canadian advertising was startlingly good and the most efficient in the world, because we are constantly exposed to U. S. advertising from Madison Avenue

where budgets and commissions are many times those available to us. "We have to be as good for far less money," he said.

The only staff change necessary in the new purchase will be the appointment of F.H. Horler, general manager of MacLaren, as chairman of MacLaren, Dunkley and Friedlander in London. Horler has moved to London.

Sinclair said many new techniques in advertising are being developed in England, "and we intend to introduce these innovations in North America".

MVR Videodisc

Ampex and MVR bury the hatchet

The Videodisc Recorder, which provides instant replay and stop action in televised sports events, has won this year's Emmy Award for "Individual Achievement in Engineering Development" from the Academy of Television Arts and Sciences.

The Emmy was presented last month to Kurt R. Machein, in Hollywood, president of the MVR Corporation of Palo Alto, California, who developed the MVR Videodisc Recorder. This was the third major award won by MVR, since its founding in 1961.

In 1963, MVR won the *Master-design* Award for its portable MVR 10 Videotape Recorder, from the McGraw-Hill Publishing Co. This same model also won *Pacesetter* Award for Industrial Design presented at the Western Electronic Show, also in 1963.

Numerous systems have been used in the past two years to achieve the replay facility on TV sports programs, but Videodisc is the first machine that can actually stop on a single "frame" of videotape.

A CBC homemade replay device was first used on the NHL Hockey telecasts in October 1964. This consisted of mounting a series of tension arms and guide rollers on two Ampex Model 1000 videotape machines operating side by side, simultaneously. The rollers were arranged so that there was exactly 225 inches of tape between the recording heads of the two machines.

One machine recorded the hockey game, and the second was placed on continuous playback. With 15 inches of tape passing per second, it took exactly 15 seconds for the image to be played back by the second machine. When a highlight or goal occurred in the action, the producer could switch to his replay and televise it for the fans 15 seconds later.

Meanwhile, MVR and the Ampex Corporation announced jointly June 10 they have reached an agreement settling all litigation between them.

MVR had claims against Ampex under the anti-trust laws, and Ampex had trade secret and patent infringement claims against MVR, in connection with the production and sale of the Videodisc recorders.

Under the settlement, MVR has dismissed its anti-trust claims against Ampex and acknowledges the validity of the contested Ampex patent and is enjoined from future production of videotape recorders using the patent.

MVR has entered into a patent license agreement with Ampex which grants rights to use various Ampex patents and continued production and sale of the Videodisc recorders.

Two PR firms make mutual arrangement

Marshall-Taylor Productions Ltd., the Toronto public relations firm, has announced a liaison has been completed with Ray Torresan and Associates Ltd., Vancouver.

The two companies say they will represent each other in these two major markets and be better able to serve clients with national interests.

1

First...by far... in advertisers' preference in booming Edmonton, home of the fabulous Klondike Days.

2

In fact, the largest TV audience of any Western Canadian TV station.

3

...add "One" and "Two"—and you have "Three"... popularly called "3TV" in Edmonton. CFRN-TV... "where successful campaigns are launched!"

**CFRN-TV
EDMONTON
ALBERTA**

CFRN-TV
BROADCAST HOUSE,
EDMONTON, ALBERTA.

Representatives:
Radio-Television Representatives Ltd.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

TORONTO 433 Jarvis St. WINNIPEG 171 McDermott

University of Alberta wins WAB award

Four representatives of the Western Association of University Broadcasters showed up at the WAB Convention at Jasper last month for the presentation of the WAB-WAUB Broadcasting Award which was won this year by the University of Alberta (Edmonton) Radio Society for the program, *On Campus*. The program was a factual documentation concerning the re-appointment of two professors whose tenure at the University was in doubt due to a local political situation. The program presented the points of view of both the professors and the Board of Governors without editorial slant.

The WAUB Award, now coming into its fifth year, consists of a framed scroll, accompanied by a cheque for one hundred dollars. It is presented to the University Radio Society for the best program, technically and in content, submitted by the Student Radio Societies of Western Canada from Manitoba to B. C.

Five taped submissions were offered this year to the panel of judges, headed by Roy Currie, manager, Radio Station CFQC, Saskatoon.

Commenting on the submissions, Currie said: "Of all the entries auditioned, *On Campus* demonstrated more imagination, initiative and good hard technical work.. .it would have been a credit to any commercial radio station."

Public rapport

Peter Walls, who, as WAUB chairman, is working head of the organization, pointed out that the WAB Award has spiked enthusiasm with all western universities, which have established radio societies, and which are WAUB members. Each society is under student control, who both staff and operate it. Their objectives are to maintain a strong rapport through themselves between their universities, the public and the professional broadcasting industry.

As of last December, the University of Saskatchewan (Saskatoon) became the first western university to acquire a license for a station—CJUS-FM—and this Ken Sebyrk—WAUB president—points

out is a milestone in university broadcasting, which they all hope will be followed up with the establishment of similar stations in other universities.

aimed at tomorrow's undergraduates, produced in co-operation with the Extension Department of the University, discussing problems the new student must face and



On hand at the WAB Convention last month for the presentation of the WAB awards were four representatives of Western universities. Left, Roy Currie, chairman of the WAB University Awards Committee; Ron Lowe, University of Saskatchewan, the winners, Director of CJUS-FM; Ken P. Sebyrk, Director, University of Alberta Radio (Edmonton); Peter Walls, University of Alberta (Edmonton), WAUB Chairman; Don Sarochan, producer.

Ron Lowe, student-director of CJUS-FM, reports that throughout the six months they have been on the air, they have experienced no trouble whatsoever staffing the station with volunteer students, who have been eager to pull their weight, even during summer vacations, when they leave their holiday jobs in the city and put in their free evening time at the station. This has enabled CJUS to maintain its 4 pm to midnight schedule.

Through involvement with the Canadian Educational Radio System, consisting of four stations; CFUS Saskatoon, CJRT Toronto, CKWM Kentville, CKLB Oshawa, they are exchanging a large number of programs of an educational and cultural nature. CJUS contributes three of its own productions — *Traditions in Choral Music* tracing choral music and its origins; *Who Knows?* a panel program of professors who answer questions of a scientific nature; *Varsity Profile*,

what he may expect on graduation into his chosen profession.

While the station project was in the idea stage, University officials were inclined to wonder about the advisability of placing as powerful an instrument in the hands of the students as a broadcasting station. "Now, six months later," Lowe says, "they are extremely satisfied. In the words of the controller, J.A. Pringle, 'operation of CJUS-FM has been done in a very capable and mature manner deserving much commendation'."

FCC

Must offer opposing view

The constitutional right of free speech on television and radio would be abridged by new rules proposed by the Federal Communications Commission in the U. S., according to complaints laid before the FCC, by the National Association of Broadcasters.

The NAB has asked the FCC not to impose two new rules pending under a so-called "fairness doctrine". The proposed rules would require a broadcaster to send within one week to a person or group attacked in a broadcast, a tape, transcript or summary of the program with an offer to respond; and to provide a political candidate, within 24 hours, a script, tape or editorial attacking him, with reasonable opportunity for him or his spokesman to reply.

Speaking for the NAB, Douglas Anello, general counsel for the association, said broadcasters always have accepted the moral obligation to be fair and without bias.

"The industry objects to waiving this moral obligation transmuted into a legal one, under which the FCC will determine what is fair and what is not—and what punishment shall be meted out to those judged unfair," Anello said.

He said the rules would be the "type of administrative fait that has been the classic tool of censors from the beginning of communications".

Anello told the FCC that the U.S. Constitution guarantees a free press and freedom of speech, and neither the Congress nor the FCC "may diminish, lessen or reduce the right of free communication".

"These rules would discourage treatment of controversial matters on the air and force broadcasters to give away their only saleable commodity—time. They would be faced with the alternative of presenting responsible sides under threat of government sanctions or avoiding such presentations altogether. In any event, the results of such rules would be the antithesis of what they hope to accomplish," Anello said.

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Canada and U.S. will regulate CATV

The Federal Governments on both sides of the border have now indicated they intend to legislate and then regulate the mushrooming growth of the Community Antenna Television industry (CATV).

In Canada, the government's "White Paper" on broadcasting is quite specific that all TV programs whether fed over the airwaves, transmitted by community antennae or via microwave and cable, come under the heading of broadcasting, and, as such, "will be treated as components of the national broadcasting system, subject to licensing regulation and control by the Board of Broadcast Governors."

In the U. S. last March, the Federal Communications Commission reached the same conclusion and announced a set of guidelines, by which it revealed its intention to regulate CATV systems.

This was followed in mid-June by nine days of hearings and closed-door sessions by the House Commerce Committee in Washington, who subsequently wrote a bill confirming the FCC's authority to impose the regulations and added a few more.

Meanwhile, a federal judge in New York ruled that CATVs were liable for copyright infringement. Judge William Herlands found the Fortnightly Corporation, a CATV operator in West Virginia, was liable for infringing United Artists' rights in films licensed by UA for showing in five cities, but picked up by Fortnightly's wires and shown in two additional centres.

Up to now, CATV systems have been picking up regular broadcasters' signals and piping them over wires and local antennae into subscribers' homes for a fee averaging between \$4.50 and \$5.50 per month. CATVs have not been paying the broadcasters for the material so used.

Moves to metro areas

CATV systems began about 15 years ago and were originally

aimed at rural viewers in fringe areas who had trouble picking up distant city stations, but lately they have been moving into metropolitan areas and now, in the U.S., it is estimated they serve about six million people. It is this feature that has panicked regular broadcasters, who said: "CATV is having ruinous effects upon the broadcasting industry." (*Broadcaster, May 26*).

Meeting in convention at Miami Beach at the end of June, delegates of the National Association (NCTA) promised a long hard fight on the floor of Congress, and if necessary, the Senate.

Frederick W. Ford, president of NCTA, said: "This bill gives the FCC power to control the free speech of CATV operators, and prevents the public from receiving any TV programs except as they are fed to them by broadcasters."

He also indicated Judge Herland's copyright ruling would be appealed, and taken to the Supreme Court, if necessary.

In any event, most CATV operators felt that "the free ride" of the last 15 years is over and if CATV is forced to pay for programs, it might delete the broadcasters' commercials from its transmissions, and possibly insert commercials and programs of its own.

Foreign and multiple ownership

Another element appeared in the Canadian CATV situation that is not a common problem in the U.S. industry - foreign ownership. The "White Paper" says the new, all-powerful BBG will be required to insure an adequate degree of Canadian control over CATV and will also decide questions of multiple ownership of the systems. It says a study is now going on regarding the ability of Canadian CATV to supply strong signals from U.S. stations that could otherwise not be received.

Up to now, the 500 odd CATV systems in Canada have only needed an inexpensive Department of Transport license to operate, and thus did not come under the Broadcasting Act's Canadian content regulations. Two U. S. controlled companies, Famous Players Corporation and the Columbia Broadcasting System, are listed as having substantial interests in Canadian CATV.

Last week, it was reported at least one Canadian station has an interest in a cable system in its own broadcast area. General Manager Stuart Griffiths, of CJOH Ottawa, said his company owned 25 per cent of *Skyline Cablevision*, and Famous Players owned another 17 per cent.

"It's a case of if you can't beat 'em, join 'em," said Griffiths.

In June, E.R. Jarman, president of the National Community Antenna Television Association, said his group was doing, at considerable expense, the first comprehensive statistical analysis of the Canadian CATV industry.

"Primarily, this study is intended to provide the NCATA with the factual information essential for the preparation of our submission to, or for any discussions with, the Parliamentary Committee on Broadcasting, the BBG or any other agency of the Government," Jarman said.

He said the report that his group was spending a large amount of money collecting statistics regarding suitable markets (*Broadcaster, May 26*) was misleading and open to misinterpretation by the membership.

Regarding the survey, Jarman said in view of its prime purpose and since it has not yet been fully completed, "the release of any data at this time would be unwise."

In July 1964, the Minister of Transport asked the Board of Broadcast Governors to examine applications for CATV systems, "to see whether they were unlikely to make the operation of any existing station uneconomical or inhibit the provision of Canadian alternate TV service in the area concerned."

In its annual report for the fiscal year ending March 31, 1966, the BBG states it examined 82 CATV applications and found 72 of them, in its judgment, would not inhibit the provision of alternate service or make existing stations uneconomical.

In any event, the governments have now signified their intentions and have drawn up their proposed legislation on both sides of the 49th parallel regarding CATV systems. But we are still a long way from anything being written in the lawbooks.

Supply

Multiplex subsystems for COMSAT stations

A Japanese company, Nippon Electric Co. Ltd., who say they are the second largest telecommunications manufacturing firm in the world, has become the successful bidder to supply *Multiplex Subsystems* equipment for the COMSAT earth stations at Brewster Flat, Washington and Paumalu, Oahu, Hawaii.

The announcement of the successful tender was made by Dr. Koji Kobayashi, president of NEC, and amounts to \$442,412,000 worth of equipment. Both earth satellite stations are expected to be completed this year and will link the U.S. communications system with Asia and the Far East.

COMSAT officials said the contract received full approval of the Federal Communications Commission and was signed May 23.

At the signing ceremony, Dr. Kobayashi said this was "another significant step toward total universality and compatibility of communications and a primary prerequisite to better understanding and peaceful co-existence throughout the world."

NEC had already supplied other equipment for COMSAT, but Dr. Kobayashi said this was by far the largest order ever awarded by COMSAT to a non-American company as a result of open tenders. He said NEC had also supplied telecommunications equipment for the Bell System, ITT, Varian Associates, Hughes Aircraft, Honeywell and the Transpacific submarine Cable Company.

He revealed that NEC had made successful tenders for micro-wave and broadcasting systems in Australia, India, Pakistan and other countries, and credited much of its success to "American-styled marketing methods and tools." He said in March 1966, NEC signed a contract with the International Telecommunications Union in Geneva to build an earth station at Ahmedbad, India, with funds supplied by the United Nations Development program.

It was announced in Geneva, ITU will present the experimental station to the Government of India, as a gift, and NEC will train Indian technicians to man the operations as part of its "engineering, marketing and merchandising" program.

Dr. Kobayashi said there is a growing movement among countries of the world, especially in Africa, to expedite the construction of telephone, telegraph and television networks by adopting satellite communications systems and his company expects to make major contributions to this activity.

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Would silence pirates -- but how?

British members of Parliament have asked the government to silence the pirate radio stations ringing the coast, in the wake of a murder and the hijacking of one of the stations.

Since there is no commercialism on the BBC, an ever-increasing number of unlicensed stations have been setting up shop in old forts and on anchored vessels outside territorial waters, bombarding the British public with music and commercial messages.

Reg Calvert, 37, owner of a pirate station called *Radio City*, was killed in the home of Major Oliver Smedley, a former politician and war hero, who also has commercial radio interests. Smedley has been charged with the murder. Meanwhile, an unidentified group raided *Radio City*, located in an old fort in the Thames estuary, and put it off the air.

With pressure mounting for the government to act with force against the pirate stations, House Leader Herbert Bowden promised legislative action, but hedged on when this would happen.

Despite increased threats of government action, the latest and most powerful off-shore radio ship, *Olga Patricia*, (with anonymous Canadians among its financial backers) has started commercial operation. Armed with two 55,000 watt transmitters, the *Olga* is beaming lush music for housewives on one frequency called *Britain Radio*, and the *Top 40* pop numbers on another wavelength called *Swinging Radio England*. The ship is anchored more than three miles off the East coast port of Harwich. Range is estimated to cover all of Britain and a good part of Western Europe.

Big business

Although many of the pirate stations are apparently shoestring operations, the *Olga Patricia* is reported to have cost \$9,000,000 and represents big business, Canadians, Britons and Americans each contributing one third of the capital outlay.

Managing Director William Vick, a Texan, estimated operating costs at about \$55,000 a month.

"But our profits will be higher than any other station's, because we are more powerful and our two separate transmissions give us two entirely different audiences," said Vick.

Another pirate station, in operation for some time, *Radio Caroline*, made an estimated profit of \$3,000,000 a year, while *Radio London*, owned by a Bahamas Trust that includes Canadian money, covered its original investment of \$1,500,000 plus operating expenses, in the first 18 months.

Speaking about the proposed legislation, Vick said the pirate radio operators don't yet know what form it will take, so don't yet know what kind of worrying they should be doing. However, he revealed the operators have drawn up contingency plans in connection with most possible avenues of government action.

Making a distinction between the public and the government, Vick said: "We're here with the

consent of the public. If they don't want us, the advertisers wouldn't use us and we'd have to close down. We like to think of ourselves as respectable, honest businessmen."

However, he declined to name any of the backers of his station but said some were well-known businessmen who would be flooded with requests "to invest in the wildest schemes if their names came out".

CBC outstrips Film Board in film production

The CBC has outstripped the National Film Board as the most important film maker in Canada and must adjust to that fact by centennial year, according to a private survey made by Robert Anderson & Associates of Aylmer, Quebec, for the Federal Centennial Commission.

In a report made public June 21, the survey said the distribution system of the NFB is inadequate and the CBC spends millions of dollars a year on films that are shown once on TV and then shelved or thrown away. It concludes the government should consider setting up "a body superior and unrelated to either of the existing agencies to look into the whole situation."

The \$10,500 survey, made by the Aylmer film production and consulting firm, was presented by Centennial Commissioner John Fisher to the Commons Committee on Broadcasting, Film and the Arts. Fisher said the report is now under study and urges:

- Establishment of a National Film Archives. CBC films are often destroyed for lack of space and the Canadian Film Institute's private collection is deteriorating for the same reason.

- Rapid passage of a bill to set up the Canadian Film Development Corporation, with \$10,000,000 to help finance and distribute feature films. (This bill received first reading in the House of Commons, June 20.) The report said producers are ready and waiting and can make feature films available by 1967 if the bill is speedily passed.

- Examine and redefine the role of the National Film Board. NFB production importance has diminished as the CBC's increases and as the provincial governments set up their own film boards.

- Make a policy decision on distribution. A crash program is needed to see distribution of CBC

and NFB films serves all areas, "in building public sentiment for the centennial year." The report forecast the most important function of the NFB in 1967 will be distribution of films through its 40 offices across the country, and said many organizations that want and would benefit from the films cannot get them at present.

Fisher said the Centennial Commission is approaching private enterprise with specific suggestions for films, but said in the Toronto area, only 40 out of 200 companies approached so far had expressed interest in sponsoring centennial films.

The report revealed that the CTV private network intends to inject centennial material into its regular programs in 1967, rather than sponsor specials, but was planning a 26-week series on the Canadian way of life and a 20-week color entertainment series built around Expo '67.

Fisher felt CTV would play a major role in support of centennial year since it may have "a good deal of broadcast time to offer".

90-mile microwave links COMSAT with U.S. Telephone

Comsat expects to launch a satellite in the Pacific coast area in September, and establish service to the western United States.

Meanwhile, General Telephone and Electronics, New York, announced they will complete a 90 mile micro-wave link with the Comsat earth station in Brewster Flats, Washington, by August.

The micro-wave will tie in the satellite to the U. S. telephone systems, including Bell and independent companies.

Jap team films Canadian Commentary

A Japanese Broadcasting Corporation film team arrived in Canada June 28 to film in color a six part documentary series on Canada as it approaches Centennial year.

The three man team is headed by JBC Foreign Editor Takeshi Ishida and will spend two months in this country crossing Canada from Vancouver to Charlottetown and as far north as Inuvik.

Their first assignment is called *Frontiers Unlimited* and will show *Canada Day* celebrations in Ottawa. In their second program they will show Charlottetown and Montreal, in an episode called *Century of Progress*. The third program will be on *Canadian Identity* and will feature Quebec City.

The Big West is the title of the fourth documentary and the team hopes to portray Canada's booming West and its economic effects on Japan. For the fifth episode, they fly to Inuvik to film the Arctic in a program called *Awakening Northern Territories*, and the last episode will examine Canada's *Present Day Diplomacy*.

JBC is a public corporation and operates two Japan-wide TV networks with a total of 80 stations. Producer of the series is Masaki Suzuki and the cameraman is Masaji Tsuzuki.



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Close the deal and exit quickly

Some salesmen are afflicted with an ailment I'd like to call "lingeritis."

The illness can be fatal to a sale but fortunately there is a sure cure for it. In fact, the "patient" who follows instructions can make a very fast recovery.

But first let's examine the symptoms of "lingeritis."

Salesman Sam Smith has just closed a deal with one of the toughest buyers he has ever met. Victory followed one of Sam's most brilliant presentations and he is basking in the glow of self-acclaim.

Sam also has a warm feeling for the customer. The man who had seemed so forbidding an hour ago, strikes our hero as downright gracious and kindly.

The salesman is so overcome with it all that he can't seem to leave. He lingers in the buyer's office, hoping thereby to show his gratitude for the order. He lights up a cigarette and pours out his feelings.

Sam has an advanced case of "lingeritis."

"Doesn't sound so bad," you say? Well, let's see what happens.

As Sam chatters on, Mr. Brown, the purchaser, is beginning to have some second thoughts about the deal.

"Fifty dozen filing cabinets is a lot to buy from one outfit. That other company—the one in Ohio—also has a good line. Maybe I should have split the order. . . I caved in too easily for a guy who is supposed to be tough."

The thought is father to the deed.

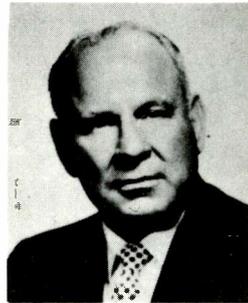
"You know, I've been thinking it over," Brown interrupts. "I believe it's better to give half this order to the Green Company. We ought to give our customers a choice."

A few seconds later Sam is rewriting his order, his heart heavy and his brain numbed in disbelief.

Don't take it so hard, Sam. It could have been worse. You could have lost the entire order.

Exit on cue

Sam, of course, stayed too long. After writing up the order, he should have said "thank you" and left. The buyer's acceptance was the salesman's cue to be on his way. The latter has nothing to gain and everything to lose by hanging around.



This is the twenty-sixth in a series of 36 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How to Correct Them". His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink".

When you've made the sale, pick up your marbles and get out. Dawdling is dangerous. It gives the buyer a chance to reconsider his decision—to reverse himself. Perhaps he gave you the order with mental reservations. He could get cold feet five minutes later.

This happened to me in my own selling career. Anxious to show my appreciation to the buyer, I couldn't bring myself to leave a certain office. While I strove to make small talk the customer suddenly remembered that he was supposed to look at a rival line the next day. I wound up by tearing up the order form since he said, "It wouldn't be fair to buy without seeing what the other fellow has got."

On another occasion, the buyer decided to check with a vice-president who said "no." This was after I had written the order and was mentally spending the commission.

A similar fate overtook Ted Bickery, a sporting goods salesman. Ted had been an outstanding college athlete and liked to discuss sports with his customers.

One day, after writing up a beautiful order for skiing equipment, Ted remained for a half hour talking to the dealer about conditions on nearby ski slopes. Suddenly, the owner's face grew thoughtful.

"You know," he remarked, "we didn't have too much snow last year and it might be the same this year. Think I'll cut that order in half."

Ted was crushed. He had been counting on that sale for a new dining room set. And it did not help his spirits when he learned that there was plenty of snow in the dealer's area that year.

Another friend of mine, Nick Masters, made the same error with a big paint account. As Nick was lolling around the buyer's office after the sale, the phone rang. It was Nick's competitor calling the customer with an alluring discount offer. The buyer took it on the spot and Nick was frozen out.

"I know this guy would never have reneged once I was out of his office," Nick told me later. "But I was like a clay pigeon when the competitor phoned. The dealer said he was sorry but you can't send kids to college on sympathy."

Exit with style

Timing plays an important part in selling. There is a right time to call, a right time to talk, a right time to listen and a right time to close.

There is also a right time to leave the buyer's office—and a right way to leave.

I've seen giving you vivid examples of what happens to the salesman who overstays his visit.

This doesn't mean, however, that you have to flee the buyer's

office like a burglar after closing the sale. Make your exit smoothly and with style. Leave a lasting impression in his mind. Thank him warmly for the order and reassure him that he made the right move. Let him know that you enjoyed doing business with him and that you look forward to seeing him again.

I attend the theatre quite frequently and at the same time pick up many ideas and techniques adaptable to selling. A case in point is the exit line.

Have you ever noticed how distinctive is the exit of an actor? There is real artistry in the simple act of walking off stage. He departs on cue because he has said his lines.

Of course, his exit is called for in the script. And there is the lesson for salesmen. In a way you have a role to perform in the interview. Your cue to leave comes when the sale is closed. But there is more than that. You must exit with grace and charm. I might add that this is just as true when you don't get an order. Accept your defeat like a gentleman and score points for the next call. Don't storm out like a sorehead. Smile—even though it might hurt a bit.

Ask the buyer if there is anything he doesn't understand or if he wants additional information. If not, thank him for his time and leave. Even the greatest salesman can't win them all.

Coming: -

Selling Sincerity

The salesman who tells his customer that he (the customer) is more important to him than his own company is using the wrong tactics. Such insincere statements will not be believed by the buyer. Further, such an approach is usually the dodge for a weak salesman. Treat the buyer in a friendly manner, but there is no need to grovel beside him.

Ken Harker, a wallboard salesman, once waited six months for a buying committee to decide on a \$300,000 order. When the decision came it was against him. The committee called him in and gave him the bad news.

Ken betrayed no outward emotion. He thanked each committee member personally for his consideration of his presentation. They were so impressed with his aplomb

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and good grace that they never forgot him. Ken lost the battle but won the war. A year later that same firm handed him a half million dollar order. Of course, his presentation was tops but so was that of his competitors. It was Ken's personality that turned the trick.

Consideration for the buyer

The salesman who overstays his visit is also taking a selfish attitude. There is more than his time involved here. The buyer's time is important. When he has given you the order he expects you to be on your way. It might even be embarrassing for you to remain. His next caller may be your competitor.

The customer may not be so rude as to dismiss you, but if you're perceptive you can spot the signs of his impatience. His manner becomes less cordial, his answers become shorter. He glances at his watch or fidgets with papers on his desk. Don't wait until he actually ushers you

out. It could come to that if you stay too long.

King for a day

The salesman who lingers on after getting the order, is often indulging himself. True, he feels grateful to the buyer, but he is also flushed with his own success to the point of bliss. For the moment he is King. He sees no need to go out and sell more merchandise. He wants to relax in his customer's office and savor his triumph.

This is a shortsighted view. Remember, even if you nail the biggest order of your life, you're still only King for a day. It isn't a lifetime sinecure. The time you spend in the buyer's office chewing the fat (and possibly losing the sale you made), you could be calling on another prospect. There isn't so much time in the day that you can afford to waste it. Make every moment count. One sale doesn't give you permanent security. You can be sure your competitors are not idle while you are making your prolonged exit.

George Blane, a mutual funds salesman, said that he always intensifies his efforts after a big sale.

"My natural tendency is to goof off after a big one," he explained. "That's why I try doubly hard that same day to score again. I actually force myself to continue as if nothing had happened. I'm afraid that if I let down once it will become a habit."

The policy, incidentally, has made George one of the highest earners in his field.

On invitation

There are times when you may be invited to stay by the customer. He may want you to meet others in the firm or perhaps to have lunch with him. He may even desire to discuss future business.

If you can spare the time, by all means go along with the request. Of course, there is still a danger he may renege on the order, but it's a chance you must take. The time you spend with the buyer may give you a permanent entrée into that company. It could lead to a friendship that will mean business for years to come.

If you can't spend the time, decline with thanks and ask for a rain check.

And that's the story of the disease called "lingeritis." Do you think you have it? Let's find out. If you can answer "yes" to at least eight of these questions, you'll get a clean bill of health:

YES NO

1. Do you leave shortly after getting an order?
2. Do you leave graciously, with thanks to the buyer?
3. Do you take a pleasant leave even if you don't get an order?
4. Are you considerate of the buyer's time?
5. Do you usually recognize a buyer's desire to dismiss you?
6. Do you keep on at top effort after getting a sizeable order?
7. Do you keep your composure after losing an order?
8. Do you accept a buyer's friendship when offered?
9. Are you aware of the importance of timing in salesmanship?
10. Is selling time precious to you?
11. Do you use your time wisely?

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Canadian farms are a lush market

"The travelling radio salesman may not meet the farmer's daughter, but will come upon a rich source of green-like money for his clients when he sells them his station's coverage of the lush farm market," says Larry Heywood, director of member services for the Radio Sales Bureau, in a synopsis of Canadian Farm Market Data he prepared for RSB members.

Heywood said a study of 352 farm homes in 1959 by the Ontario and Federal Departments of Agriculture revealed that farmers' wives regard farm radio broadcasts a must, as important to them as the homemaking data they also derive from radio. In the Ontario survey, the farm wives ranked the media in the following order: farm press, radio, television, magazines and newspapers.

"The farmer's demands have never been higher for living conveniences and farm family spending now rivals that of city dwellers. They tend to buy big ticket items, mostly for cash. They are quality conscious and generally buy the better grades of merchandise," Heywood said.

Heywood derived his Canadian farm statistics from numerous sources, including the *Financial Post Survey of Markets 1965-66*; the *Canadian Statistical Review (DBS)*, October 1965; *Canadian Market Data*, Maclean-Hunter, 1965; RSB's Radio Bumper Crop, 900 extra markets; and the Ontario and Federal Departments of Agriculture Survey, 1959.

Cash receipts are growing

The RSB report shows farm cash receipts were a record \$3,-

464,000,000 in 1964 and were expected to pass \$3,500,000,000 in 1965; that tractors on farms increased 244 per cent in the 20 years preceding 1961; 33 per cent of the farms had two or more tractors; 63 per cent of farms had one or more trucks; operations and depreciation on these tractors, trucks and other machinery accounted for 28 per cent of farm total operating costs; that by 1961, over 85 per cent of farms had electrification; and one out of four farm households had a home freezer, compared to one out of ten urban dwellings.

Heywood said machine power, modern techniques, and the upsurge in electrification have brought the amenities of the farm home closer to urban standards, and the uptrend in farm prosperity is mirrored in booming machinery sales and corresponding advances in everyday home purchases.

Debt-free and good listeners

The statistics showed 70 per cent of farms totally free of mortgage debt and 62 per cent free from non-mortgage debt. Heywood said such freedom from major financial obligations gave many farmers more spendable income. He felt the owner-operator farmer, as a consumer, was far better off than the statistics indicated, because he could class many major purchases as wholly or partly operating expenses while the city dweller had to pay for such items entirely out of personal income. Thus, the personal income of the farmer is far less committed than that of the urban dweller.

In his sales presentation guide,

Heywood said the typical farm home listens to radio a weekly average of 35 hours and 21 minutes, but this climbs to 41 hours on farms with radio-equipped cars or trucks.

"Radio reaches him where he is beyond the reach of other media, in the barn, in the fields or in his truck, and the Radio Farm Director is a trusted and dependable individual in the eyes of the farmer. They respect his judgment and information, such as crop and livestock reports, road conditions, transportation schedules and tips on successful operation.

"They need to know about the products and services he recommends, and can afford to buy them. Such reliance and response make radio a persuasive spokesman for your message which is delivered in the friendliest of settings against a backdrop of service and earned goodwill," Heywood said.



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Service

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

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---------------------	-----------------------

Bigger business - more stations - no prosecutions

Revenues from radio broadcasting in Canada increased by 17.9 per cent in the past three years, states the Annual Report of the Board of Broadcast Governors, for the fiscal year ended March 31, 1966. This figure is made up from financial statements supplied by 186 private radio stations which reported an increase of revenues in 1964 of 10.5 per cent and in 1965 an increase of 6.8 per cent. In the same period, operating profits for the stations were up 34.1 per cent in 1964 and 13.9 per cent in 1965, making a total growth of 52.8 per cent in three years. The report says 40 stations reported operating losses in 1965.

In television, 51 stations reported an aggregate total revenue of almost \$69,000,000 in 1965. Advertising revenues rose 34.9 per cent in the three year survey, made up of increases of 16.3 per cent in 1964 and 18.9 per cent in 1965. Aggregate total profit of the 51 stations last year was reported at just over \$13,000,000. Six stations indicated they operated at a loss in 1965.

Greatest single improvement was in the nine major market television stations whose revenues were up 43.6 per cent over the three years, with increases of 20.3 per cent in 1964 and 23.3 per cent in 1965. All nine major stations recorded operating profits last year, the aggregate increasing 18.5 per cent in 1964 over 1963, and 79.7 per cent in 1965 over 1964.

Many new applications

The BBG reports it made recommendations to the Minister of Transport on 149 applications submitted in 1965 and as of March 31 had another 51 still to be referred under Section 12 of the Broadcasting Act.

The Board heard 21 applications for new AM radio stations during the year; seven were recommended for approval, 12 for denial, and two decisions were reserved.

CBC low power relay transmitters were approved by the Board for 23 locations in Ontario, Quebec, Manitoba, British Columbia and Nova Scotia.

New FM radio stations were approved for nine centres, and three were denied. New TV stations were approved in 1965 for Geraldton, Ont. and Port aux Basques, Nfld. TV rebroadcasting stations were approved for 26 areas; two were denied and two are being reserved for decision later.

All 55 applications for boosts in power or other changes in facilities in radio and TV were recommended for approval in 1965.

There were 129 applications for changes in ownership of stations or share ownership of broadcasting companies and the BBG made recommendations on all of them. Only three were denied. 31 of the applications were heard at public hearings.

During the year, the Board recommended for one year renewal the licences of 72 radio and TV stations or relay transmitters; approved four applications to operate radio networks and a number of other requests for short term networks (30 days or less).

Concerning color

By March 31, 1966, the BBG had granted 16 stations approval to carry color television programs in four categories. Five stations, CBLT-TV Toronto, CHCH-TV Hamilton, CFTO-TV Toronto, CKCO-TV Kitchener and CFCF-TV Montreal, were recommended for approval to carry color by every means possible, including film, tape and live color origination.

The Board also approved the applications of CFCF-TV Montreal and CFCN-TV Calgary to carry educational programs, but reserved its decision on applications by CHYM Kitchener and CHLT Sherbrooke to disaffiliate themselves from the CBC radio network.

The BBG reports there are now 653 broadcasting stations of all kinds in Canada, including the Yukon and Northwest Territories.

The radio, television, English, French, network and non-network and armed forces outlets break down as follows:— CBC, 57; CBC auxiliary (relays), 162; private stations, 137; private auxiliaries, 138; and non-network, 159.

Regarding regulations, the BBG reports that under Section 11 of the Broadcasting Act the AM radio regulations were amended to request financial information and require the consent of a person before his interview may be broadcast. The FM regulations were amended also to request financial information and that certain material must be kept for four weeks. New TV regulations also solicit financial information, and set the maximum amount of time for commercial messages in

any hour. (12 minutes rising to 13, but the extra minute must be compensated for in the previous or succeeding hour).

The Board says satisfactory explanations were presented in every instance of infraction of the regulations in 1965, and none were prosecuted. However, the BBG warns it is examining the logs of all stations and making tapes to check operations from time to time and for comparison with the logs submitted.

BBG Color

Second stations may disturb markets

Thirty-three more television stations have been recommended for approval to broadcast in color, as a result of hearings by the Board of Broadcast Governors in Ottawa, June 20.

The recommendations for approval were announced in three categories, as follows:

- **Category A.** Authority to transmit programs only, received through either the CBC or CTV.

CKRN-TV Rouyn, P.Q.; CKRN-TV-1 Senneterre, P. Q.; CKRN-TV-2 Val d'Or, P.Q.; CKRN-TV-3 Ville Marie, P.Q.; CKRN-TV-4 Matagami, P.Q.; CHAB-TV, Moose Jaw, Sask.; CHRE-TV Regina, Sask.; CKX-TV Brandon, Man.; CHSJ-TV Saint John, N.B.; CHBC-TV Kelowna, B.C.; CKPR-TV Port Arthur, Ont.; CKBI-TV Prince Albert, Sask.; CKSO-TV-1 Elliot Lake, Ont.; CJFB-TV Swift Current, Sask.; CKCW-TV Moncton, N.B.; CKCD-TV Campbellton, N.B. and CKAM-TV Upsalquitch Lake, N.B.

- **Category B.** Authority to transmit color film programs and announcements, and commercials on film or slides, as well as network color.

CBFT-TV Montreal, P.Q.; CBMT-TV Montreal, P. Q.; CBNT-TV St. John's, Nfld.; CBXT-TV Edmonton, Alta.; CBUT-TV Vancouver, B.C.; CBWT-TV Winnipeg, Man.; CBHT-TV Halifax, N.S.; CBVT-TV Quebec, P.Q.; CBOT-TV Ottawa, Ont.; CBOT-TV Ottawa, Ont.; CKNX-TV Wingham, Ont. and CKVR-TV Barrie, Ont.

- **Category C.** Same as category B, and also authority to operate color videotape equipment.

CBWFT Winnipeg, Man.; CKMI-TV Quebec, P.Q.; CJON-TV St. John's, Nfld. and CJPM-TV Chicoutimi, P. Q.

There were no applicants at this hearing for category D, which would include color telecasting by all means available, including local live programming.

In its announcement of June 29 the BBG reiterated a statement it made November 18, 1965 as follows:

"It is the general view of the Board that licensees who wish to add to their service by offering programs in color should be permitted to make the expenditures they consider appropriate for the purpose. However, in situations in which television viewers are now limited to one channel, the Board attaches a high priority to the provision of alternative service at the earliest possible moment. In all situations in which viewers are limited to one channel, it should be clear to the applicants that in making the investment in color facilities they do so at the risk of later disturbance of the market by the introduction of a second service."

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WINNIPEG
171 McDermott

Color comes sooner

September 1 is new date

Trial color television programming will begin in Canada September 1, one month earlier than originally announced, Secretary of State Judy LaMarsh told the House of Commons, July 13.

She said the earlier date had been requested by broadcasting organizations, particularly the Canadian Association of Broadcasters, and was due to speedy advances in color changeover both in the CBC and private stations.

"The earlier date will thus allow color television to be brought in with the advent of the fall programming schedules," Miss LaMarsh said.

She noted that stations already authorized to telecast color had been running trial programs and shakedown after regular broadcast hours since July 1, but said trial color programming could be run during regular broadcast hours after September 1, and all colorcasters would be expected to have their transmissions meet full technical requirements by January 1, 1967.

Miss LaMarsh said the CBC will have to adjust to the earlier schedule with no increase in its budget, in line with Government policy recently announced in the White Paper on broadcasting.

L. R. "Bud" Sherman, PC

Winnipeg-South (and director of news and public affairs at CJAY-TV Winnipeg before he was elected to the House of Commons in the last general election) welcomed the Minister's announcement, but said he and his party felt extension of TV service to the North and other unserved areas should still have priority.

"However, color television can still make an important contribution to Canadian unity, by showing viewers across the country in living color the beauties of this land and all its regions," Sherman said.

David Lewis, NDP York-South, agreed with Mr. Sherman but said he hoped the limitations placed on the CBC would not allow the

Announcer opportunity!

CHOK, Sarnia, Ontario seeks a reliable General Purpose Announcer with newscasting interest. Excellent working conditions and company benefits.

To start September 12.

Contact Program Manager.
Phone 344-1121.

private stations to pull too far ahead in the field of color.

Miss LaMarsh said by March 1967, CBC capital expenditures for color are expected to amount to about \$14,000,000, with opera-

ting costs increasing by about \$2,000,000.

"Within a year of its inauguration, 11,390,000 Canadians will be within reach of CBC-owned color television facilities," she said.

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Applicants must have thorough knowledge of all technical matters pertaining to operation of AM and FM sound broadcasting, including FM-SCA and Multiplex, AM propagation and studio techniques, etc. Single men preferred but not essential. Must pass medical for semi-tropical climates. Working knowledge of monochrome TV useful.

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BIG AND GETTING BIGGER

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*Nielsen broadcast index

STATION TOTAL AUDIENCE						
number of homes delivered averagely per ¼ hour						
MON. thru FRI.			SUN. thru SAT.			
FEB. '66	8-12pm	12-4pm	4-6pm	6-8pm	8-10pm	10-mid
	00	00	00	00	00	00
CFCM	23	305	557	720	753	405
CKMI	47		66	110	93	47
that other station	47	232	214	270	382	246
FEB. '65						
CFCM		363	528	612	626	388
CKMI	29		44	74	76	45
that other station	61	177	199	268	409	245

AVERAGE ¼ HOUR CENTRAL AREA AUDIENCE	
PRIME TIME 8.10 PM	
FEB. 1966	
CFCM	58%
CKMI	9%
THAT OTHER STATION	what ever is left %
FEB. 1965	
CFCM	52%
CKMI	8%
THAT OTHER STATION	what ever was left %



MOST HOMES AND MOST PEOPLE ARE TUNED TO
CFCM-TV CKMI-TV TELEVISION DE QUEBEC (CANADA) LTEE

REPS.: HARDY RADIO AND TELEVISION, Montreal and Toronto • STEPHENS AND TOWNDROW, Vancouver
A. J. MESSNER & CO. LTD., Winnipeg • FORJOE-TV, INC., New York

Has largest library of radio commercials

The Radio Sales Bureau has available more than 1000 commercial messages, in 53 categories, which it says is the largest and most comprehensive library of radio commercials in Canada.

The commercials, on tape, are available to RSB member stations and may be used for a number of suggested reasons, such as thought starters in the creative department; to play for clients so they can hear what the competition is doing; to be included as samples in station presentations; to open the ears of holdouts, and to listen "for the sheer joy of hearing what radio can accomplish as it plays on the stage of the human mind."

Some of the 53 subjects include automobiles, beverages, cosmetics, department stores, farm equipment, paints, real estate, rugs, tourism and wall paper. A dozen or more commercial tapes are available on each subject. About 300 commercials in 12 categories are available in French.

There is also a special category that includes Commercial Festival winners for 1963, 1964 and 1965; speeches, promo announcements, Bob and Ray, Mel Blanc on creativity, electronic sounds, and public service (traffic safety).

RSB will supply up to three commercials to members for \$1.50; up to seven commercials for \$2.00; up to 15 commercials for \$3.00 and up to 30 commercials for \$5.00, postage not included.

RSB says it is not necessary to

order a complete category, and selection may be made by applying for the detailed category sheets, supplied by RSB. However, the bureau says all of them are proven performers where it counts, in the market place.

Technical

Underseas cable links N. & S. America

Work has commenced on the first underseas cable link between North and South America, according to telephone companies in the United States and Venezuela, participating in the venture.

American Telephone and Telegraph Co., and Compania Anonima Nacional Telefonos de Venezuela announced the cable will be available for service about August 1, and can handle 80 simultaneous telephone conversations at one time. It will extend 550 nautical miles from St. Thomas, U.S. Virgin Islands, to Maiquetia, Venezuela. Another cable will join St. Thomas to Florida and complete the communications link.

At present, the two continents currently are connected only by high frequency radio, and the number of calls annually is expected to double within a year.

"67,000 calls were placed between the two countries in 1965,

and we expect this to double in 1966 and reach 225,000 annually by 1970," said Jorge Armand, president of the Venezuelan national telephone service.

Details of the project were announced by Lowell F. Wingert, vice-president of the long lines department of A. T. and T., who said construction of the system will cost over six million dollars.

He said the British cable ship *Alert* had sailed from Southampton with cable, repeaters and other equipment manufactured in England by Standard Telephone and Cables Ltd., a subsidiary of International Telephone and Telegraph Company.



WHAT AND WITH WHICH?

Pity the poor researcher who stumbled onto a teen-age girl watching TV, with a transistor glued to one ear and a telephone to the other and a record player purring in the background.

-:Dr. Nat Winston
CBES Luncheon

FOWLER PARODY

In broadcasting, programs count for nothing—the only thing that really matters is bureaucracy.

CKLG BUMPER STINKERS

"Help stamp out Mondays."

CANDID COMMENT

He's a writer for the ages—the ages of four to six.

-:Dorothy Parker

CALLING ALL DEPTS. OF EDUCATION

You could tell the youngster was a Canadian because he could reel off the names of all the presidents of the United States since George Washington.

AUDREY STUFF

Then there's the gal who was so dumb she was sure her pain couldn't mean she was pregnant, because she knew she wasn't married.

SYNTHETIC COURAGE

When he stepped to the podium, trembling in his shoes for fear his speech to this audience of professors would flop, the chairman, in an effort to help him, said: "It's all right, old man. They're expecting very little of you."

DEFINITIONS DEPT.

Somebody once defined "honorarium" as a "twenty-dollar word designed to dress up a ten-dollar editorial fee."

-:Bennett Cerf

PRO PATRIA

Now that we have our own flag, will somebody tell our co-patriots the second line of "Oh Canada" is not "tee-da — tee-dum — tee-dee."

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Production Manager,
CKXL,
Calgary, Alberta

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Program Director
CHTK RADIO LTD.
Box 3000
Prince Rupert, B. C.

One TV, one FM and three AM get nod of approval

One new television station, one new FM radio station and three new AM radio stations were recommended for approval by the Board of Broadcast Governors following the June hearings.

The applications for six other AM stations were recommended for denial and power boosts for two existing stations were turned down.

The recommendations for approval made by the BBG were as follows:-

New AM Stations

Ste. Agathe des Monts, P. Q., by a company represented by Jean M. Legault.

Shaunavon, Sask., by Frontier City Broadcasting Limited.

Powell River, B. C., by a company represented by Robert L. Cartmell.

New FM Station

Vancouver (French) by the CBC.

New TV Station

Causapsca, P.Q. by La Compagnie de Radiodiffusion de Matane Ltée.

New TV Rebroadcasting Stations

Wawa and White River Ont. by the CBC. Coleman, Alta., by Lethbridge Television Limited.

Bowen Island, B.C., by B.C. Television Broadcasting System Limited. Spences Bridge, B. C., by Spences Bridge Community Club.

Boss Mountain, B.C., by Twin Cities Television Limited.

New Low Power Relay Radio Transmitters

Pine Point and Norman Wells, NWT, by the CBC.

Power Increases, Radio

CHRD Drummondville, P. Q., (Radio Drummond Ltée), to 10,000 watts on 1480 kilocycles from 250 watts on 1340 kilocycles.

CKPT Peterborough, Ont., (Barrie Broadcasting Co. Ltd.-Radio CHUM 1050 Ltd.) to 5000 watts day and night from 1000 watts day and 500 watts night.

CHEX Peterborough, Ont., (Kawartha Broadcasting Co. Ltd.), to 10,000 watts from 5000 watts, daytime.

CJSP Leamington, Ont., (Sun Parlor Broadcasters Ltd.), to 10,000 watts from 1000 watts, daytime.

CKEY Toronto, Ont., (Shoreacres Broadcasting Co. Ltd.), to 10,000 watts from 5000 watts, night.

Studio Location Changes

CHAB Moose Jaw, Sask., by CHAB Limited.

CKRB St. Georges East, P.Q., by Radio Beauce Incorporated.

Power Increases, Television

CJCB-TV-1 Inverness, N. S. (Cape Breton Broadcasters Ltd.), to 9400 watts video and 4700 watts audio from 6000 watts video and 3000 watts audio. CBAFT Moncton, N.B., (CBC), to 163,000 watts video and 33,000 watts audio from 10,060 video and 5030 watts audio.

CKSO-TV Sudbury, Ont., (Cambrian Broadcasting Ltd.), to 100,000 watts video and 13,700 watts audio from 30,000 watts video and 16,000 watts audio.

CKSO-TV-1 Elliot Lake, Ont., (Cambrian Broadcasting Ltd.), to 19,000 watts video and 3800 watts audio from 3400 watts video and 1700 watts audio.

Miscellaneous

CKPG Prince George, B. C., (Radio Station CKPG Limited), to establish a 250 watt standby transmitter.

CKOM Saskatoon, Sask., (Saskatoon Community Broadcasting Limited), to establish a 250 watt standby transmitter.

Montreal, P. Q., by a company represented by Guy Corbeil, to change the power of proposed FM station to 95,000 watts on 93.5 Mcs., from 100,000 watts on 98.5 Mcs.

Squamish, B. C., by BC Television Broadcasting Co. Ltd. to obtain ownership of TV rebroadcasting station CHAR-TV-1.

Sioux Lookout, Ont. (CBC) to increase power of Low-Power Relay Transmitter to 40 watts from 20 watts.

Yorkton, Sask., by Yorkton Broadcasting Co. Ltd., to join a network to carry baseball games of the Minnesota Twins Baseball Club of the American League.

The BBG recommended denial of the applications for the following:-

New AM Stations (Denied)

Levis, P.Q., by a company represented by Adrien Begin.

Saskatoon, Sask., by a company represented by Donald J. G. Mackenzie.

Oshawa, Ont., by a company represented by Richard P. Matthews.

Ajax, Ont., by a company represented by William Jones.

Waterloo, Ont., by a company represented by Gerald Phillip Moser.

Kitchener, Ont., by a company represented by James D. Dixon.

Power Increases (Denied)

Niagara Falls, Ont., (Radio Niagara Ltd.) to 50,000 watts from 10,000 for station CJRN.

Collingwood, Ont., (Barrie Broadcasting Co. Ltd.) to 1000 watts from 250 watts, daytime, for station CKCB.

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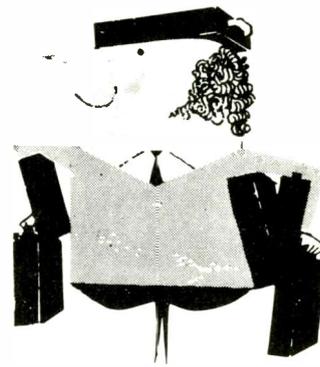
ANNOUNCEMENT CJVI APPOINTMENT



KENNETH C. GODDARD

Mr. G. Gaetz, President of Island Broadcasting Company Limited, is pleased to announce the appointment of Kenneth C. Goddard as General Manager of CJVI. Mr. Goddard comes to Victoria from CJA Edmonton, and originally CFAC Calgary.

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Director, Media and Research
Vickers & Benson Ltd.
Toronto.*

. . .drop you a line to let you know how well your publication is read within the company.

*John D. McLean
Advertising Manager
Canadian Kodak Company Ltd.
Toronto 15.*

.I would like to compliment you on publishing articles on selling in what we generally consider is a broadcast trade paper.

*D. S. Broome
Advertising Manager
Rothmans of Pall Mall
Canada Ltd.
Toronto*

. . .my subscription for another year's series of your magazine of highly interesting advertisements which you publish along with your editorial comments on the broadcasting scene.

*Ross MacRae
Vice-President
Director of Broadcasting
Cockfield, Brown & Co. Ltd.
Toronto.*

. . .items for broadcasting stations telling of their activities in production, public service, community effort and even promotion and merchandising make interesting and informative reading for agency and client personnel.

*Arthur C. Harrison
General Manager
Hardy Radio & Television Ltd.
Toronto.*

. . .I would like to protest an inaccuracy. . .

*J. Scott Feggans
Advertising Manager
Dominion Stores Ltd.
Toronto.*

... Could you send my subscription to my home?

*D. E. Gillespie
President
Baker Advertising Ltd. ”*
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