

CBC's DEDICATED DICTATOR WILL RETIRE



Wherever one sits—pro CBC or against it—the announcement of the resignation of the corporation's 58 year old president, J. Alphonse Ouimet, is a jolt.

Even those of us who have felt this man ruled the CBC, the broadcasting industry, the talent and even the audience, with a rod of iron—he once inspired a luncheon speaker to say “leave the television problem to God or that higher authority, the CBC”—had the profoundest admiration for his ability and, above all his dedication to what he believed was a benefit to Canada—parliamentary committees and Royal Commissions notwithstanding—the CBC.

Timing the date of his retirement—or, more likely, transfer to some other field of endeavor—to synchronize with the introduction of a new broadcasting act, he said:

- His decision to resign his office was a personal one, and was not connected with any current problem.

- “It's time to let the CBC do its job.”

- Side issues, such as the furor over *This Hour Has Seven Days*, diverted people's attention from one basic fact—“The service is operating and operating well.”

He also said there's not a chance in the world he will turn up in politics after spending 32 years with the CBC, avoiding just that.

He doubted very much that he would take a position connected with private radio or television, but expressed high interest in the role of French Canadians in the civil service but had made no firm plans for the future. Then he added: “Don't think of me as sitting in a rocking chair somewhere.”

In the letter of resignation he addressed to the Prime Minister, he mentioned a desire to “return to a more normal private and family life before it is too late to enjoy it.”

He also expressed the opinion that “. . .the new legislation will eventually simplify the task of the corporation and its executives”. . . and that in view of his (unstated) personal plans “. . .it would be unfair to the corporation and to myself to accept responsibility for this challenging assignment, if such were offered, and then to drop right out in the middle of it.”

Most private broadcasters have crossed swords with Al Ouimet before the Board of Broadcast Governors, and more often than not, he has emerged triumphant after these *meées*. But not one of these broadcasters ever felt anything but respect for this powerful advocate for what he believed in so firmly, and often, in bedroom sessions at conventions, have been heard to say: “I wish that old s.o.b. was on our side.”

—R. G. L.

SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . . .
Accounts, Stations and People

■ As of Friday, October 7, the representation outside Toronto of CKEY Radio by All-Canada Radio & Television Ltd. ended. This came about as a result of All-Canada taking on the national representation of CHFI-AM and CHFI-FM effective Monday October 17. CHFI was previously repped by Air-Time Sales Limited.

CKEY has represented itself in Toronto since 1961 and despite All-Canada's attempts to the contrary it is the station's policy and will remain the station's policy to maintain self representation in Toronto, from where they derive 80 per cent of their national revenue.

At press time Doug Trowell, CKEY's general manager, said no decision had yet been made as to future representation. However, he hinted that they were considering the opening of their own sales office in Montreal and seeking another rep for the rest of Canada and New York. The alternative is an association with a rep house similar to that which they have just terminated with All-Canada. . . representation in all centres except Toronto.

■ Some recent appointments at the client level include:

Harry D. Pratt, formerly assistant to the president, to director of marketing planning, Pepsi-Cola Canada Ltd.

Robert H. Smith, formerly advertising manager, to senior product manager, grocery division, Standard Brands Ltd.

Duncan K. Stewart, to advertising manager, Standard Brands Ltd.

■ Garfield "Garf" Spetz, a former

ANNOUNCEMENT



Mr. Jack Moffat, President of CHAB Ltd., is pleased to announce the appointment of Vern Traill as Station Manager of CHAB Radio, Moose Jaw, Saskatchewan. Vern Traill joined the sales 1961 in staff and assumed the position of Retail Sales Manager in early 1964. Mr. Traill's appointment as Station Manager is effective immediately.

United Press International staffer on Parliament Hill, has joined the news staff of CJOH-TV Ottawa. A former reporter with the Winnipeg Free Press and the Regina Leader Post, Spetz travelled extensively with Prime Minister Pearson during the 1965 federal election campaign.

■ From their test sessions over the last few months Schwerin Systems Limited has compiled data on the multiple ownership of television sets in Toronto, Vancouver and Montreal (French). Here is what they found:

	Total Sample	More than One Set
Toronto	6555 (100%)	1966 (30%)
Montreal	2441 (100%)	1049 (43%)
Vancouver	1168 (100%)	339 (29%)

■ CFTO-TV Toronto has just started on a spectacular color production for CTV of Shakespeare's *Henry V*. The two hour long performance, featuring the same cast of 52 actors and actresses who played the Stratford version, is expected to be shown on the CTV Network in mid-January.

■ The success of last January's RSB/RAB sales and Management Conference in Montreal has prompted the decision to hold two more such sessions early in 1967—one in Toronto, January 16 and 17, the other in Vancouver, February 6 and 7. Attendance at the sessions is restricted to member stations and rep houses.

■ Ray Peters, president, British Columbia Association of Broadcasters, reports that next BCAB Annual Meeting will be held at the Harrison Hot Springs Hotel April 3, 4 and 5, 1967.

■ Theme of the 1966 ACRTF convention to be held in the Westbury Hotel, Toronto, November 7, 8 and 9 is "Where to Quebec".

Following business meetings Monday morning the open meetings will get underway at the luncheon with a keynote address by Quebec Premier Daniel Johnson.

The afternoon will be a look at "Where to Broadcasting" with guest speakers: Dr. Andrew Stewart, BBG; Alphonse Ouimet, CBC; Gérard Pelletier, MP and Jean Pouliot, CAB. These speakers will answer questions during the latter part of the afternoon.

Tuesday morning will be devoted to looking at various aspects of Quebec—cultural, human, commer-

cial and financial. Speakers will include Gaby Lalande, Young & Rubicam; Roger Duhamel, the Queen's Printer, Brigadier Guy Gauvreau, president, Place Bonaventure; and Wilbrod Bherer, president, Canadian Vickers.

Tuesday afternoon will be an examination of several successful radio and television campaigns. The cocktail party and annual dinner will follow in the evening.

Wednesday is a closed session for ACRTF members with a discussion of station problems—programming, production, national and local sales and management.

■ The second annual course in broadcast advertising, sponsored by the Canadian Broadcast Executives Society, gets underway October 25 at the Ryerson Polytechnical Institute. The 20 session course is under the direction of Syd Perlmutter.

■ ABC Films of Canada Limited has moved to new and larger executive offices at 45 Charles Street East, Toronto 5. Telephone number 925-3271.

■ WXQR-AM and WXQR-FM, the *New York Times* radio stations, have named Broadcast Communications Group, with headquarters in New York City, as their national sales representatives. The stations will continue to be handled by Andy McDermott Sales in Canada.

■ Ron Brown, media research manager at Foster Advertising Limited, has been appointed research manager at TvB Canada Limited, effective November 1. Prior to joining Foster in February of this year Brown spent a number of years in a British advertising agency, C. Vernon & Sons, as a media group head.

■ Sixty-two radio stations across the country are sharing in the \$333,000 advertising campaign, launched October 1, to promote a fall consumer contest for the confectionery division of the William Neilson Company.

Using the "Big 9" theme (after Gordie Howe's number) the contest is timed to coincide with the opening of the hockey season. Wherever possible "number nine" dominates the contest. It runs for nine weeks . . . with a \$9,999 first prize. . . 999 second prizes. . . 999 third prizes. . . 999 fourth prizes. Entrants simply

send in nine different wrappers from Neilson's chocolate bars.

Neilson's advertising agency is F. H. Hayhurst Co. Ltd., Toronto.

■ Last week the Canada Centennial Commission, through its advertising agencies (Vickers & Benson, Toronto and Canadian Advertising in Montreal) released to all radio and television station representatives the details of their advertising expenditures for next year.

Ralph Draper, in charge of media planning on the account at V & B, told *Broadcaster* that the total broadcast budget had been equally split between radio and television and while he would not release figures, no other medium was receiving more than either radio or TV.

The budgets were divided as follows: The money allocated to each province was determined by the percentage of the Canadian population within each province. The allotment to individual stations was decided on station audience performance according to BBM. This resulted in all television stations being on the list and all those radio stations for which BBM can supply figures.

For any radio station which is not on the list, Draper said there is a slush fund, provided those stations can provide satisfactory evidence of audience reached by the end of this year.

Draper also pointed out that these budgets are net dollars, since the agencies are being paid on a fee basis and that payment to stations will be made in 11 equal monthly payments.

At V & B account supervisor is Wally Halder and Garry Duke is account executive.

■ Innumerable rumors notwithstanding, Bill Stephens and Ernie Towndrow are back together as Stephens & Towndrow.

Fred Ruegg, CBS vice-president, radio station administration, told *Broadcaster* that, effective last Friday, Towndrow has resigned as president of Sonus Ltd. and rejoined the S & T team. He said he, personally, was delighted to see Towndrow back in business with his partner of some 14 years, Bill Stephens.

Regarding rumored mass resignations of stations, Towndrow pointed out that all their stations had signed two-year contracts when CBS bought S & T. These contracts expire in six months, he said, and he has no knowledge of any of their stations contemplating changes of representation.

Effective last Monday, Bob Munro is no longer with the organization, Towndrow added.

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS
TORONTO 433 Jarvis St.
WINNIPEG 171 McDermott

PEOPLE in the NEWS

BRYAN VAUGHAN, president of Vickers & Benson Ltd., has been elected by the advertising business in Canada to serve as president of its 200 member trade and professional association, the Institute of Canadian Advertising, which also represents 50 agencies who handle 85 per cent of the nation's \$400 million national advertising budget.

He started in communications at Whitney Public School, Toronto, where he launched a paper, *The Whitney Whisper*, and printed it on his own press. He got his AB as an able-bodied seaman instead of his BA at university. He started work at the age of 16.

As a newspaperman, Vaughan

ran the gamut from office boy to city editor of *The Toronto Star* and was an editor of *The Star Weekly*.

In the government service, he was Deputy Information Director of the Wartime Prices and Trades Board.

In public relations, he headed Public Industrial Relations Ltd. and was president of the Canadian Industrial Relations Society.

He is immediate past president of the Canadian Arthritis and Rheumatism Society and is a trustee of the Ontario Cancer Institute and Princess Margaret Hospital, Toronto Arts Foundation and an executive committee member of the Art Gallery of Ontario. He is active in church work and most leisure time is spent with his wife and family of seven children at their hideaway near Toronto.

He is a member of the Toronto Club, Toronto Hunt, Muskoka Lakes Golf and Country Club, etc.

Bryan Vaughan is a firm believer in professionalism in the advertising agency business. He says, "The ICA's educational and other member services are working under forced draft to enable agencies to anticipate and keep ahead of the rapid changes taking place in markets and marketing methods."



J. N. "JACK" MILNE, in his biography, is described as a misplaced Queen's Professional Electrical Engineer who after 20 years with Canadian General Electric found himself in the research department of Canada's largest advertising agency, MacLaren, where now, 11 years later he is vice-president and director of research.

This engineer cum-researcher is well qualified for his recent appointment as Chairman of the BBM Bureau of Measurement, since, when not worrying about MacLaren problems, he serves as a director of Canadian Advertising Research Foundation, a director of the Bureau of Outdoor Measurement, Dean of the Toronto Division of the Canadian Advertising Agency Practitioner Diploma Course; president of the Professional Marketing

Research Society; president of the Professional Men's Investment Association in Oakville, where he lives.

He is also co-chairman of the 1967 American Marketing Association's National Conference which is to be held in Toronto.

In his "spare time" Jack enjoys golf with his wife Hilda and skiing with his three children, Virginia, a graduate of Queen's; John, a student at Queen's and Peter, a grade 13 student—still uncommitted.

BROADCASTER OF THE YEAR



Wes McKnight, vice-president, CFRB Toronto, was named the Broadcaster of the Year by the Central Canada Broadcasters Association at their annual convention in Toronto this week. The presentation took place last Tuesday, 40 years to a day since he first entered the broadcasting business.



JOHN OLIVER BLICK is back in broadcasting!

Jack Blick who forsook school teaching to take on a job as CFRN Edmonton continuity writing—he had to find out what "continuity" meant first—has just launched CJRW—Radio Winnipeg.

After taking time out to win the war in the RCAF, Jack started CJOB (after his own initials) in the Manitoba metropolis, and there parleyed a dream into a hatful of money mainly by serving Winnipeg with all his might and main, as well as by hiring some damn good salesmen.

When Jack sold 'OB to the CKNW New Westminster crowd, he agreed to stay out of broadcasting for five years. This period ended last July 31, and "I didn't manage to get back in again until August 2,"

Jack told *The Broadcaster* (Note: August 1 was a holiday!)

In his press release Jack states, "Radio Winnipeg will concern itself with any local problem, large or small, from lost cat to missing bike to the city's most important fund drive."

With traditional modesty, Jack continues: "...RW music will be of the enduring variety, placing no restriction on categories, but simply promising the very best music of every type.

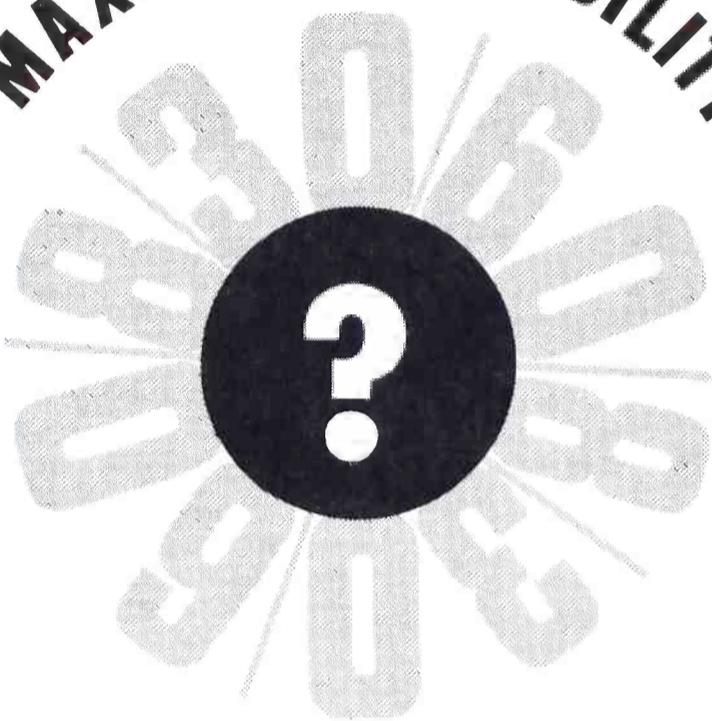
"If it's Rock," he says, "it will be the finest. If it's Bach, the music will be performed only by those who play Bach as it should be played."

From 7 am to 8 am, those who miss the news every 15 minutes will hear the headlines at 7:07, 7:22, 7:37 and 7:52.



**ONLY
SPOT TELEVISION
PROVIDES**

MAXIMUM FLEXIBILITY



When you buy these stations selectively you can run any commercial, of any length, for any desired duration. You can purchase spots in and around programs which deliver a select audience. This way, you reach the maximum audience—and you achieve maximum sales impact. You just can't beat the flexibility of spot television.

**CKVR-TV BARRIE • CFCL-TV TIMMINS
WKBW-TV BUFFALO • CKCW-TV
MONCTON • CHOV-TV PEMBROKE**



PAUL MULVIHILL & CO. LIMITED • Toronto • Montréal

Board of Broadcast Governors

**Secondary television service
is BBG's primary objective**

The Board of Broadcast Governors has placed a high priority on the provision of alternate television service as soon as possible, in those areas of Canada still restricted to one channel, and says it will turn its thumbs down on any applications for other broadcasting services that might delay alternative TV service to as many Canadians as possible.

In a public announcement October 5, the BBG said it was considering the recommendations laid down in the White Paper on broadcasting which said: "The government is prepared to consider issuing licenses on the recommendation of the BBG, subject to the reservation for the use by the CBC of TV channels in Victoria, B.C.; Saskatoon, Sask.; Sudbury, Ont.; and Saint John-Fredericton, N.B."

The BBG states any immediate applications for new stations in any areas other than these four must be privately financed, and says it realizes the viability of the proposed new services provided by

private stations and CBC affiliates will depend upon the commercial revenues available.

In this connection, the BBG is undertaking a marketing survey in areas where one TV service only is now being offered, studying the costs of introducing and maintaining two channels and the advertising revenues that might be available. The Board hopes to complete its study by February (1967), and will then hear applications for new services, possibly on the basis of some priority.

The governors said the policy not to recommend third TV stations will remain in effect for the time being, unless the applications are for educational outlets.

The Board laid down certain guidelines regarding policies it may be expected to pursue:

1. The BBG will ensure the continuation of local television service to those who now receive it.
2. In dealing with alternate service, the BBG will not endanger the ultimate pattern of a CBC outlet and a private outlet wherever such service is available.
3. The Board will, be concerned about the development of satellite distribution of TV signals and the effect of this on the extension of television services.
4. The BBG will not recommend for approval applications for AM radio stations where local radio and TV service is already available, but will continue to hear applications for local radio in centres where no stations are now licensed. (At the Winnipeg hearings in September, eight out of eleven applications for new AM radio stations were recommended for denial.)

ANNOUNCEMENT



MICHAEL MEZO

Airtime Sales is pleased to announce the appointment of Michael Mezo to the position of vice-president in charge of sales. Mr. Mezo will be located in the Toronto office.

Airtime is Canada's major independent radio representative house and Mr. Mezo's appointment represents another in a continuing series of forward moves.

**GOOD IMPRESSIONS
in
PRINT**

- Printed Promotions
- Mailing Pieces
- Brochures, etc. etc

Print Division

CANADIAN BROADCASTER

N.J. PAPPAS AND ASSOCIATES

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NOISE CONTROL POWER DISTRIBUTION
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Canadian Broadcaster

Advertisers can't advertise without the media

The broadcasting industry of the United States, through its National Association of Broadcasters, has been exploring a new code of rules, which, if it is adopted, will *have* to be observed by cigarette manufacturers if they want to avail themselves of the *privilege* of using broadcast advertising.

This paper is not concerned with the evils, if such there be, of cigarette smoking, but it is filled with deep admiration for an industry which has the intestinal fortitude, or just plain guts, to protect itself and the public, which is its real master, in the face of a very real danger of displeasing some of the advertisers who control its revenues.

In actual fact, distasteful and harmful advertising is in the minority, so curbing it will remove unfair competition with the ethical majority and should strengthen the medium for them.

The state of subservience which has always existed on the part of those who sell a commodity towards those who buy it is utterly absurd. Some media men's treacherous philosophy — "we must do nothing to offend the advertiser or his agency" — is illogical to a degree and dangerously harmful to all media.

It results in broadcasters and publishers allowing material to be aired and printed which reflects negatively on the station or publication, and is knowingly permitted because these communicators have an exaggerated idea of the importance of ingratiating themselves with the advertisers.

Of course advertising is necessary to a station or publication because it is virtually the only source of revenue the media have.

But the media are equally important to the advertisers, who must have radio and television stations, newspapers and magazines, if they are to stay in business themselves.

The longer the salesmen of time and space pursue a policy of kow-towing to time and space buyers (agencies and advertisers), the longer they will be encouraging certain of them to make inordinate demands of them, some of which cannot fail to devalue and debase their stations and publications in the eyes of the public, and public acceptance and approval are as essential to the stations and publications as they are to the advertisers themselves — if they only knew it — at.

Canadian advertising media are given to engrossing their Codes of Ethics on elaborately ornamented scrolls. But these codes are designed simply as smoke screens to ward off the bureaucratic critics who would like to see business curbed, by act of

parliament, more than anything else in the world.

But when the smoke disperses, what have you left? Flabby and toothless documents, gracefully illuminated, but devoted to rails against sin and eulogies in favor of motherhood.

Broadcasting and publishing are not just means of carrying advertisements. Not by act of parliament or order in council, but by their very nature, they are successors to the old Town Crier, who used to keep the public regaled with information.

People engaged in the work of these media see in their callings more than a means to make money. They are dedicated to the task of improving the lot of the public with news and entertainment. Also, a part of this task — but a very important part of it — is helping bolster the economy by informing the people about products and services by means of advertising. And the degree of public acceptance of their efforts may be gauged by the public's patronage of the advertisers and the consequent increase in the media's own advertising revenues.

Dedicated broadcasters and publishers face up with a self-imposed responsibility to insure that their news is honest and truthful; that their entertainment is clean and enlightening; and of equal importance, that no outside influence will permit it to be otherwise.

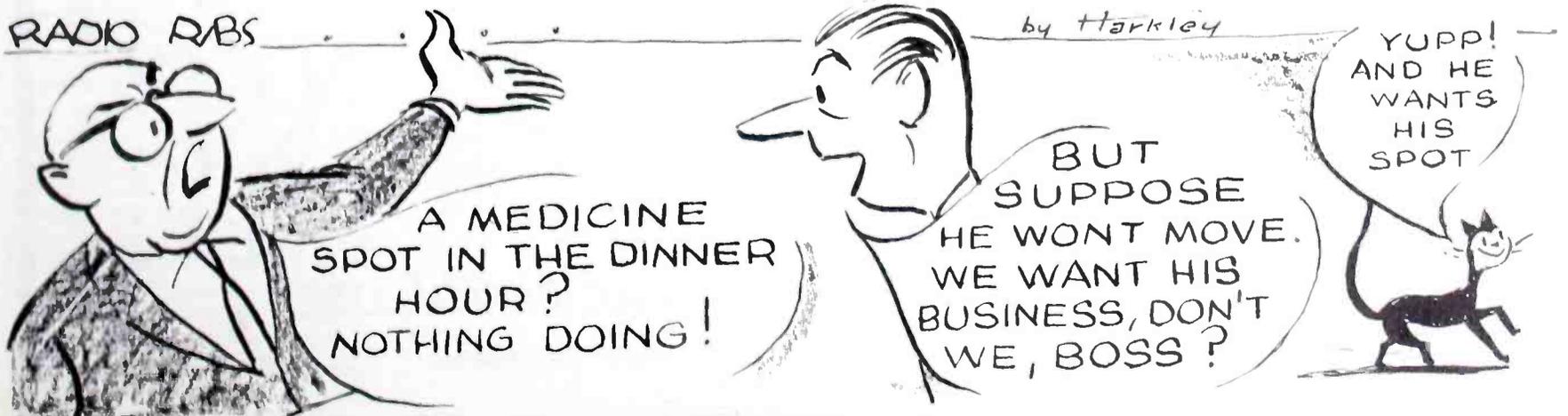
The purification process we are advocating is not directed only towards the media people, though these are those who stand to lose the most if it does not happen.

Conversely, while the media have the most to lose, the advertisers have at least as much, if not more, to gain.

Obviously, the impact made by advertising depends on the message it contains. But biblical quotations scrawled on the wall of the bathroom in a house of ill fame are not likely to impress those who are exposed to them.

For this reason, advertisers should not only refrain from tasteless advertising themselves, but, for the same reason, they should make sure their advertising is exposed where it will not be contaminated by advertising of questionable character, perpetrated by others.

Reputable business is the only battlement against socialization, and advertising is the bulwark on this battlement. But it has to be reputable advertising — for the good of those who buy it and those who sell it alike.





Dr. O.J. Firestone

Gross annual expenditures by advertisers in Canada may reach the one billion dollar mark by 1970, and a billion-and-a-half by 1975, predicted Dr. O.J. Firestone, professor of economics at the University of Ottawa.

Dr. Firestone, who was the speaker at this month's Canadian Broadcast Executives Society luncheon, quoted the figures from his new book, *Broadcast Advertising Expenditures in Canada, Past and Future Growth*, a study he undertook for the CBES, underwritten by Stovin-Byles Television Limited.

"The question that advertising executives will want to ask themselves is, are we ready to tackle such tremendous expansion in business over the next decade, and will we be able to give industry and the public generally the proper

Doubling of ad revenues in coming decade will triple capital from new sources

services to insure that these large amounts are efficiently spent and achieve the desired results?" Dr. Firestone said.

1965 billings were \$733,000,000, and he saw a probable rise of 150 per cent or more in the next decade. He advanced ten reasons for such an unprecedented growth possibility—the expanding population and changing age factor; the increasing rate of family and household formation; growing urbanization; rising incomes; variations in income distribution; growing consumer expenditures; more intensive industrialization; higher imports, a stepped-up flow of improved products and more public advertising.

Dr. Firestone cited projections of the Economic Council of Canada that call for a population rise of 24 per cent (from just under 20 million to 25 million) by 1976 and a gross national product rise of 117 per cent (52 billion to 112 billion).

He gave the following possible range of growth of advertising expenditures in the broadcast media in the next ten years: Television, an increase from \$91,000,000 to as much as \$335,000,000, or a boost of 269 per cent; Radio, a rise from \$69,000,000 to \$195,000,000 or an increase of 183 per cent. He said assuming the CBC maintains its present ratio of 25 per cent of television commercial revenues, and four per cent of radio advertising receipts, private broadcasters could expect increased spending of up to 223 per cent from \$135,000,000 to about \$437,000,000).

A changing pattern

The corresponding figures for advertising expenditures going to other media show a hike of as much as 135 per cent, from \$525,000,000 to \$1.2 billion. One of the reasons he undertook the survey is because so much had been written on the "supply" side

of broadcasting and not enough on the "demand" side—the kinds of service that will be demanded of the industry in the next ten years. He said to meet this demand may involve a tripling of capital investment, with the bulk of the money coming from domestic sources, such as increased net earnings, additional borrowings, and new equity capital. He foresaw new capital coming from large investors, institutions and individuals if some stations go "public".

"This changing pattern of financing, as far as private broadcasting is concerned, may bring new problems to the fore under the heading of concentration of ownership, particularly joint ownership of publishing interests and foreign ownership in the hands of a few international corporations," he said.

The key problem facing the whole industry would be how to expand the available air time to meet the tremendous growth of

BIG AND GETTING BIGGER

COMPARE THESE FIGURES* WITH THIS ONE

*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 TOWNDRON, Vancouver
 A. J. MESSNER & CO. LTD., Winnipeg • FORJOE-TV, INC., New York

demand for commercials from business, government and non-profit institutions. In the case of the CBC, the point could be reached where there would be too much commercial time "that could infringe on its ability to serve fully and effectively the national objectives of a broadcasting service in Canada".

Dr. Firestone noted that advertising expenditures in the past 15 years had outpaced the gross national product, in spite of four recessionary periods. He said at the present time, of every dollar spent on advertising in Canada, 36½ cents goes to newspapers, 23½ goes to broadcasting (television - 13½ cents, radio - ten cents), 13½ cents to periodicals, 20 cents to other printed media, and seven cents to outdoor advertising. He compared these figures to 1950, before the advent of TV, when only ten cents went to broadcasting, 3½ cents to outdoor, and the remaining 86 cents was used for print media.

U. S. comparison

Comparing Canadian spending with that of the U.S., Dr. Firestone said per capita advertising expenditures annually were \$76.00 below the border and only \$36.00 here. He gave several reasons for this:

- The U.S. domestic market is 13 times the size of Canada's, and is the largest single market in the world, which requires a relatively greater outlay to market the huge volume of goods and services the country produces.

- The bulk of U.S. advertising is done by national accounts who allocate larger budgets than the smaller Canadian companies.

- The U.S. consumer is advertising-prone, and more receptive to new products or ideas.

- There is a spill-over of U.S. advertising into Canada, since half our population lives close to the border, with direct access to American radio, TV and periodicals.

- Costs per thousand are claimed to be higher in the U.S., because of greater fragmentation of media, but potential customers are more affluent than their Canadian counterparts and the higher CPM is recouped by greater sales.

Dr. Firestone said he was only briefly summarizing the main points of his 350 page book, about to be published by the University of Ottawa Press. In the preface to the volume by Hon. Maurice Lamontagne, MP, the former secretary of state calls it a "complement to the report of the (Fowler) Committee on Broadcasting", and says the supply and demand analysis is the most original contribution of the book.

Head table guests at the CBES luncheon included: Dr. Andrew Stewart, who thanked the speaker; Jean Pouliot, Ken Soble, George Sinclair, Floyd Chalmers, Clifford Sifton, John Bassett, Hal Roach, Jack Glasier, Henri Audet, Allan Waters, Ralph Misener, Warren Reynolds, Bryan Vaughan, Ray Collins and CBES President Frank Buckley, who chaired the meeting.

Office Specialty Manufacturing Co. Ltd.

Feels color important for office furniture

Office Specialty Limited, manufacturers of office furniture in Newmarket, Ont., say they are the first company of their kind in Canada to use TV as an advertising medium. And they have jumped directly into color.

F.H. Hayhurst Co. Ltd. has just completed two sixty second color commercials, which the agency describes as highly sophisticated in their approach, each designed to complement the other. The commercials are being screened with the news on CBLT-TV and CFTO-TV Toronto.

"We're out to reach a highly select audience of architects, purchasing executives and senior management, initially in the Toronto area which is the fastest growing segment of the office furniture market," said Jack Malcolm, manager of marketing services at Office Specialty.

"Color is one of the big selling factors in the office equipment industry these days. Twenty-five years ago everything was olive drab or battleship grey. Not any more. Now we offer customers a wide variety of colors and combinations, even choices of texture in upholstery. That's one of the reasons we are in color television right from the start of colorcasting; black-and-white just doesn't tell our story," he said.

Malcolm said if the Toronto campaign is successful, his company would consider going nationwide in color television.

The first commercial illustrates Office Specialty's versatility in furnishing anything from a single office to an entire building and uses a delivery truck in an early morning scene. It was made in Toronto by Robert Lawrence Productions.

The second color spot uses an "op-art" format with optical effects and shows the wide range of furnishings available. It was produced by John Lowry Productions at Kleinburg Studios, Ontario.

ANNOUNCEMENT

News

Fred Lynds heads BN for fourth year

Fred Lynds of CKCW Moncton was re-elected at the AAB Convention to represent the four Atlantic provinces on the board of directors of Broadcast News Limited.

Broadcast News is the Canadian Press subsidiary serving Canada's private broadcasters with the news of Canada and the world by teletype and voice reports.

It will be the fourth two-year term for Fred Lynds, a former president of the Canadian Association of Broadcasters. He was re-elected a BN director during the annual meeting in Charlottetown.

Other directors of Broadcast News are H. G. Love of Calgary, St. Clair Balfour of Toronto; Tom Burham of Jonquière, Quebec; Aurèle Gratton of Ottawa; Ralph Connor of Sudbury; W.J. Blackburn of London, Ontario; R.A. Graybiel of Windsor, Ontario; W.A. Speers of Vancouver and J.R.H. Sutherland of New Glasgow, Nova Scotia.

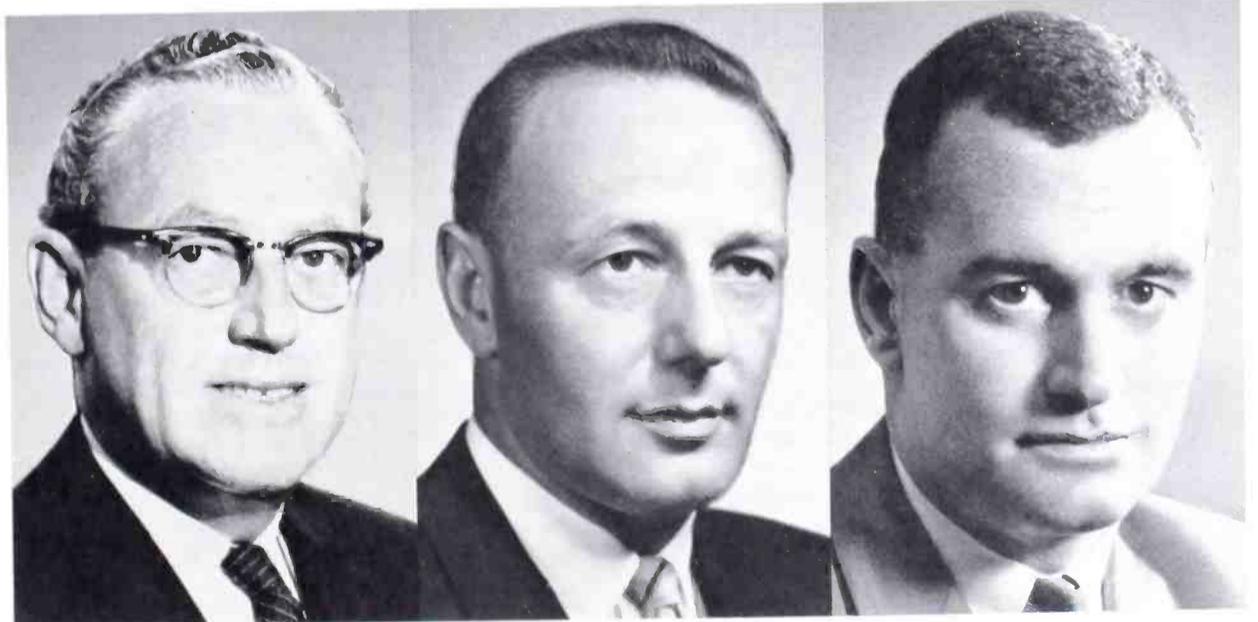


DON BROWNING

Mr. Jerry Forbes, General Manager of Radio Station CHED in Edmonton announces the appointment of Mr. Don Browning as National Sales Manager. Don brings to his new position wide experience in national sales and promotion.

ANNOUNCEMENT

McKIM ADVERTISING LIMITED EXECUTIVE CHANGES



H. D. ROACH

B. F. JOHNSTON

D. G. SWENY

At a recent meeting of the Board of Directors of McKim Advertising Limited, Mr. H. D. Roach was appointed Chairman of the Executive Committee. Mr. B.F. Johnston, formerly Manager of the Montreal office, was appointed President succeeding Mr. Roach. Mr. D. G. Sweny was appointed Executive Vice-President. Mr. Sweny will also continue as Manager of the agency's Toronto Branch.

**An examination of the advertiser's problems of protecting his spots
against conflicting products**

Lack of product protection alarms advertisers

How much "product protection" does an advertiser have these days, when he buys commercial broadcast time on Canadian networks, or stations? This paper posed the question last week to numerous executives at agencies, rep houses, research organizations, stations and companies buying large segments of air time. The almost unanimous answer was—very little.

Stations used to try to give at least a 20 to 30 minute protection spread between competing commercials, or commercials with conflicting appeals; but today the executives report it's down to ten or 15 minutes and not even the CBC is willing to give an advertiser a written guarantee of product protection of any length, although the corporation contract specifies in writing the CBC "will endeavor to provide a 15 minute spread, but cannot guarantee it."

Weakest link

All those questioned see product protection as a matter of some concern at the present time; a

problem that may grow worse before it gets better.

Ralph Hart, advertising manager for Lever Bros Ltd., said it has become a serious enough problem already for organizations like the ACA-ICA and the CAB to get together right away with the stations and reps to help find a solution to this, the weakest link in the chain of broadcast advertising from creation to consumer. He felt if there was a tightening up of the traffic departments of some stations, and greater co-operation by the agencies, there could be a more efficient flow of traffic from the advertisers to the air.

"It will obviously not be an easy matter for the stations to manage, as they are not basically responsible for the problem, only the control of it," Hart said. He and several other advertisers conceded that with more and more diversification of products in certain companies that rely heavily on broadcasting—such as the soap, food and drug industries—crowding is taking place in almost every category.

Wants guaranteed ten minutes

Bill Inch, director of advertising at General Foods Ltd., said he would like to see a "guaranteed ten minute spread between commercials of competing products, and no two in the same half-hour program". He felt this may be hard to achieve as with time availabilities short and the networks selling spots instead of programs, it is a sellers' market and the stations can just about name their own terms.

"Too little spread negates the effect of our advertising, and that of our competitors, too," he said. His company regrets the diminishing of protection and would like to see it maintained in all media.

Broadcasting better than others

Dave Sutherland, media director at Vickers & Benson Ltd. agreed. "It's a waste of time for an advertiser to pay for time and space in close juxtaposition with a competitor. They neatly cancel out each other," he said. He admitted broadcasting has attempted some form of protection, in contrast with other media, and if something went wrong it was usually a genuine oversight. But he saw the need for some form of policing, especially in Toronto, where he said there is no guarantee of what ran on the air, or when.

Co-operate or else

Connie Peck, media director at Goodis, Goldberg & Soren, another agency who say they are vitally concerned with the matter, said: "Protection is a station problem. If they wish to tighten up, we'd be more than happy to oblige. It may be compounded by last minute scheduling changes by agencies, and the number of agencies involved. However, if the stations won't give the agencies what they want, there won't be co-operation," Mrs. Peck said.

Bad for broadcasting

George Murray, vice-president at Ogilvy & Mather (Canada) Ltd., said the problem certainly warrants editorial coverage at this time, as there is a tendency, especially by prosperous stations in large markets, to reduce protection, or refuse voluntary effort altogether.

Regarding tightening up, Murray cited one station that found new

time availabilities in its own schedule during a six week "clean-up", and the costs more than paid for themselves in the end.

Agencies would gladly co-operate with the broadcasters in the protection field, "and try to keep it as clean as we can". He said conflicting commercials were bad for broadcasting as they tend to undermine the faith of the viewers, and harm the products and even the companies.

Reps always catch hell

Several broadcast representatives had a good deal to say on the subject, "for it's the reps who are always getting hell".

Art Harrison, Toronto manager of Hardy Radio & TV Ltd., said stations of the Canadian Association of Broadcasters offer "vertical protection" only, and try for a ten minute spread in TV. He said horizontal protection is impossible, and the situation was really tight in the soap lines.

Multi-sponsorship confuses

Gordon Ferris, president of Radio-Television Representatives Ltd., felt the situation was much improved over the past broadcasting year, "and no longer a major problem". He said protection was a matter for the traffic departments of stations and they were doing their best to give a 10-15 minute spread. He cited multi-sponsorship and multi-products of the same sponsor as contributing to the confusion.

Prime time problem

Paul Mulvihill, president of his own rep company, thought protection was only a major problem in prime time, and that it could be solved by keeping the local schedules flexible by running the stations on a ROS (run-of-schedule) basis.

Piggy-backs should be non-conflicting

Piggybacks came in for criticism by Ross McCreath, vice-president and general manager of All-Canada Radio & Television Ltd., and Waldo Holden, president of Standard Broadcast Sales. Holden said he feels piggybacks haven't done a good selling job for years, as the mind of the viewer can only absorb so much. He felt only two commercials should be run back-to-back



If your brother is a

*Barber or a Clinical Psychologist,
tell him about SASKATOON.*

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical booms. People for every trade, profession and business are needed to make a bigger, better Saskatoon.

These new people have two things in common with the old-timers:

- 1. High pay*
- 2. Preference for the sound of CFQC.*

Every day there's better business for advertisers on the most popular (by far!) station in Saskatoon and for hundreds of miles around.



radio saskatoon

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

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TELEPHONE 613-237-1038

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TELEPHONE 604-437-1141

in this way, and they should be non-conflicting and by the same company and announcer. McCreath said piggybacks should be booked well in advance so the stations would know about sudden changes of products.

McCreath felt protection was a theoretical problem that depended a lot on the experience of the traffic department at individual stations. He said checking up on what was run afterward was difficult, unless there was a man in the field. Advertisers and agencies could never be sure what was shown at a local break in a network show. "Station affidavits of performance don't show what the competition ran," he said.

Two monitoring services

Two organizations are currently providing a monitoring service to advertisers. Miles Leckie, executive vice-president of Elliott-Haynes Research Ltd., says his company monitors stations twice a year, in October and February for two weeks each, from 9:00 am to sign off, and provides copy-checks, commercial confirmation and market research of the competition to several big companies. He said the dates of monitoring of up to 24 TV stations, including the top 12, are not pre-announced.

Leckie said the commercial log-jam cannot easily be handled by the stations as they have booked from 200-1000 individual items, many not specified as to individual products.

In the Metro-Toronto area, seven and a half miles of audio tape is expended every day in continuous

monitoring by Copy Comparisons Ltd. in Cooksville, Ontario. The company monitors each radio station at least eight hours daily, and the three TV stations, CBLT-TV, CFTO-TV and CHCH-TV, from 6:30 pm till 11:30 pm, 363 days a year (the only exceptions being Good Friday and Christmas). They also monitor Montreal through an agent there.

President John Bryant said CCC provides the advertisers with a chronological list of commercials, length, back-to-back or isolated positions, station breaks and breakdowns in audio or video.

One advertiser who uses the service is Sterling Drug of Aurora, Ontario. Advertising manager Joe Kiefer said: "Nobody is too happy about even a 10-15 minute spread, but the problem is one of good availabilities in prime time. There is not an awful lot we can do about it because of the growth of the industry. We are always tuned in mentally to see another competing commercial quite near ours."

Barry Donnelly, assistant supervisor, CBC English network, said protection is a growing problem as companies continue to diversify, and he felt as far as broadcasting is concerned, "We have a degree of believability now that is good for us and the advertiser. Let's not ruin it."

In this connection, Bill Inch of General Foods, who is also a co-chairman of the broadcast committee of ACA-ICA, said regarding the problem of product protection: "We hope to get going on it right away."

Canadian Talent

Joint campaign enriches Crippled Kids



The Toronto Sick Children's Hospital and CHUM's Kids' Crusade Foundation are several thousands of dollars better off today, thanks to the combined efforts of Radio Station CHUM and the Toronto Telegram's youth supplement, "After Four", coupled with the support of over 16,000 Toronto teenagers.

Saturday, September 24, *The Toronto Telegram* and CHUM Radio pooled their talents to stage *Toronto Sound* at the Maple Leaf Gardens — a 14 hour long talent show featuring popular music groups from the Toronto area.

By any yardstick the project was a success. The show was a sellout. CHUM and *The Telegram* provided the means for unknown Canadian talent to get some exposure; the Maple Leaf Gardens concession booths had the biggest single sales day since 1931 and the kids had fun.

Representatives of record companies from both sides of the border

were on hand and while they did not make any spectacular finds, all agreed the program was well handled, and a move in the right direction to developing and keeping Canadian talent home.

Many felt that, if the *Toronto Sound* idea could be continued about once every six months and expanded into other cities across the country, it would pay dividends for their record companies as well as the aspiring artists.

Even the Toronto Police Department, who had some 75 officers on hand, were happy. As one inspector said, "If the kids are in here they are not out on the street."

Quebec minister lampoons Ouimet for proposed motel at CBC h'qrs

A Quebec cabinet minister has criticized the plan announced by CBC President Alphonse Ouimet to build a temporary motel on the site of the proposed CBC headquarters in the east end of Montreal.

Edgar Charbonneau, minister without portfolio in the department of industry and commerce, said: "This is yet another phase in the continuing plan to put off building the CBC complex in the east end, until they can finally terminate it altogether."

Mr. Ouimet had said a 1500 room motel would be constructed shortly, to be completed in time for Expo '67, and that the project would be dismantled afterward.

Charbonneau said the Federal Government knew about the motel plan, and that Secretary of State Judy LaMarsh gave permission for the construction about a month ago. Miss LaMarsh's office announced the motel would be dismantled after Expo '67, and would not affect the excavation of the CBC headquarters.

The president of Montreal's executive committee, Lucien Saulnier, said he had been approached by Mr. Ouimet, and that

his committee would give its permission to build the motel only if the project involved no delay in the CBC construction plans.

GOOD FIGURES. . .

2,171,000
Weekly Hours Tuned

See - August McDONALD

In Vancouver —

C-FUN



Height - 5'5"
Weight - 110 lbs.
Hair - Red
Eyes - Brown
Bust - 35"
Waist - 24"
Hips - 35"
Dress Size 9 or 10
Shoe Size 7½ AA

More sports on the stadium means more sports on the air

Both amateur and professional sports events are carving up bigger slices of available television time this year than ever before, and in many cases they have an additional selling advantage in 1966—color.

October 1, CHCH-TV Hamilton kicked off the first of its new series of college sports events, under an arrangement with the Ontario-Quebec Athletic Association that calls for televising at least six university football games, ten hockey games and four other special undergraduate events during the 1966-67 sports season.

R. Craig McIvor, president of the O-QAA, said since the formation of his association in 1955, embracing colleges in Montreal, Kingston, Guelph, Toronto, London, Hamilton and Windsor, no serious effort, other than isolated cases, had been made to televise college sports until last year when CHCH-TV experimented with football and

hockey games from the University of Toronto.

McIvor said the O-QAA expects to benefit from the coverage in two ways: the publicity derived from televising three or four of the 21 sports in which college championships are held, and the funds from the sale of rights to CHCH-TV for the games. No one university receives the fees directly from the Hamilton-Toronto station, but all ten colleges in the association will benefit from a strengthened central organization to which the money is to be paid, McIvor said.

Sponsors of *Canadian Sports College* are the Canadian Forces, through Vickers & Benson. Twenty-four events are scheduled to run through to next March 11 at a cost of \$250,000.

Nationwide weekly coverage of college sports could be a reality by the fall of 1967, if present plans of the Canadian Intercollegiate Athletic Union work out. Bill Prentice, president of Beedham, Prentice & Basford Ltd. (public relations adviser to the CIAU) said he is currently negotiating with both the CBC and CTV networks on such a proposal.

Meanwhile, Prentice told *Broadcaster* he has lined up TV coverage of the *Century Week College Championships*, to be held in 12 sports in Edmonton and Calgary, in March 1967. Prentice said there are now 38 Canadian universities competing in football, and more in hockey and basketball, and they have been playing "intersecting games across Canada for the past three years." He said on TV the universities would be rated on a top-ten basis weekly by athletic directors, as it would be impossible to have all 38 colleges play against each other.

The *Century Week* programs would be an experiment for TV, he said, and he hoped it would lead "to the best coverage possible on a regular network basis in 1967". He felt professional sport was becoming somewhat over-exposed and highly specialized and that the "color of undergraduate hi-jinks and play for the game's sake" could add a lot to the sports scene.



Signing the final contracts on a \$250,000 Canadian College Sports television package are Al Bruner of CHCH-TV, J.P. Loosemore of the Ontario-Quebec Athletic Association, O-QAA President, R.C. McIvor and Group Captain R. Trummer, Director of Recruiting for the Department of National Defense.

On the pro side

On the professional front, a record number of Canadian Football League games have been scheduled for both the CTV and CBC networks. CTV is carrying 31 games in Western Canada and 29 games in the East, exclusive of playoffs. CBC has lined up 15 games, all on Saturdays, of which four will be seen only in the East and another four only in the West. CTV will carry four playoffs and CBC three. Both networks will simultaneously broadcast the Grey Cup Final from Vancouver, November 26, commencing about 12:30 pm eastern time.

CFL sponsors are again John Labatt Ltd. and General Motors Products of Canada Ltd., on a segment rotation basis. However, Labatt does not buy sponsorship in Western Canada, and General Motors did not start until September 17, before which 22 games had been played. Open segments are usually sold locally by the net stations.

In the fledgling Continental Football League, five "away" games of the new Montreal Beavers are being telecast by CFCF-TV, between August 27 and November 20. The games are emanating from Philadelphia, Charleston, Orlando, Richmond and Wheeling, all in the U.S. No television contract has yet been signed by the Toronto Rifles, although their home and away games are scheduled on CKEY Radio, Toronto.

For the first time over Canadian airwaves, the National Hockey League's Toronto and Montreal games will be seen nationally in color. About 35 games will be televised from each arena, Maple Leaf Gardens and the Forum, and special new lighting has been installed in both stadia. CBC continues to show the Saturday night games, while the midweek telecasts will be handled again by the CTV network. Individual stations have the choice of taking the games from either Toronto or

Montreal, and in French or English.

Meanwhile, the hockey league has announced a three-year multi-million dollar deal to televise NHL games over the CBS network in the U.S., commencing February 10, 1967, on a game-per-week basis. No breakdown in costs in the estimated \$3.6 million deal was revealed by Bill Jennings, chairman of the NHL television committee (and president of the New York Rangers), but he called it "the biggest television sports deal ever, outside of baseball and football." He said all games will be shown in color and will include regularly scheduled games and playoffs.

Jennings said interlocking games with the new division teams would be included in 1967, when that schedule gets underway.

Present NHL teams are: Toronto, Montreal, Detroit, New York, Boston and Chicago. The second division teams commencing next year are Los Angeles, San Francisco, Pittsburgh, Philadelphia, Minneapolis and St. Louis.

Owner Jack Kent Cooke of the Los Angeles *Kings* has just completed a multi-million dollar broadcast deal of his own. He has signed a ten year radio-TV agreement with Atlantic-Richfield Ltd., a petroleum company, for exclusive broadcast rights for his NHL hockey team, and also his teams in the National Basketball League and the newly formed North American Soccer League. Neither Atlantic-Richfield nor California Sports Inc. (Cooke) disclosed financial terms of the contract, but it is believed to involve at least \$5,000,000 for the hockey *Kings*, the basketball *Lakers* and the soccer *Zorros*. It was not confirmed whether Atlantic-Richfield had a financial interest in the \$14,000,000 indoor arena Cooke is building in Los Angeles to house his teams, but auxiliary rights already granted include commercial rights to the scoreboard, time clock and other advertising locations in the arena.

ANNOUNCEMENT

VICKERS & BENSON



RALPH G. DRAPER

Mr. Draper's appointment as a Vice-President of Vickers & Benson Limited is announced by Bryan Vaughan, President. Widely known in advertising and marketing circles, Mr. Draper supervises a group of accounts and also serves on the advertising agency's media review board.

Say you saw it
in
The Broadcaster

Three new AM apps approved but eight are nayed

Applications for eight new AM radio stations were recommended for denial and three for approval, as a result of the public hearings held in Winnipeg by the Board of Broadcast Governors, September 13 and 14. In a public announcement October 5, the BBG gave its recommendations on 43 applications submitted at the hearings.

The Board recommended approval of power increases for two radio stations and four television rebroadcasting stations. Applications for two new FM stations, four new TV rebroadcasting stations, and numerous transfers of stock and changes of studio location were also recommended for approval.

AM stations (approval)

- Dolbeau, P.Q. (George Villeneuve) 1000 watts day, 250 watts night, omnidirectional on 1230 Kcs.
- Sherbrooke, P.Q. (Jean Nadon) 10,000 watts, DA-2, on 1510 Kcs.
- Leamington, Ont. (Sun Parlor Broadcasters Ltd) 250 watts, DA-N, nighttime only, on 730 Kcs.

AM stations — (denial)

- St. John's, Nfld. (Broadcasting Communications Ltd.) 500 watts, omnidirectional, on 980 Kcs.
- Corner Brook, Nfld. (Colonial Broadcasting System Ltd.) 10,000 watts, DA-1, on 790 Kcs.
- St. Basile de Portneuf, P.Q. (CJLR Inc.) 250 watts, omnidirectional, on 1590 Kcs.
- Winnipeg, Man. (Keystone Broadcasting Manitoba Ltd.) 10,000 watts, DA-2, on 1190 Kcs.
- Brandon, Man. (Gary Kirton) 1000 watts, DA-2, on 1220 Kcs.
- Kamloops, B.C. (Robert R. Leckie) 1000 watts day, 500 watts night, DA-1, on 610 Kcs.
- Prince George, B.C. (Ronald A. East) 1000 watts DA-1 on 620 Kcs.
- Prince George, B.C. (John Skelly) 10,000 watts DA-N on 620 Kcs.

Power increases (radio) — (approval)

- Hamilton, Ont. (Wentworth Radio Broadcasting Co. Ltd.) CKOC — from 5000 watts to 10,000 watts, DA-2, on 1150 Kcs.
- Victoria, B.C. (Capital Broadcasting System Ltd.) CKDA — from 10,000 watts to 25,000 watts, DA-1, on 1220 Kcs.

Power increases (radio)—(denial)

- Vancouver, B.C. (Radio C-FUN Ltd.) power increase and change antenna site of CFUN from 10,000 watts DA-N to 50,000 watts DA-2 on 1410 Kcs.

Studio changes —(approval)

- Campbellton, N. B. (Restigouche Broadcasting Co. Ltd.) move studios CKNB from 110 Water St. to transmitter site at McLeods, N.B.
- Hamilton, Ont. (CHIQ Ltd.) move studios of CHIQ to 140 King St. East, Hamilton.
- Oakville, Ont. (CHWO Radio Ltd.) move studios of CHWO to 490 Wycroft Rd., Oakville.
- Parry Sound, Ont. (Muskoka-Parry Sound Broadcasting Ltd.) establish studio at Parry Sound for stations CKAR Huntsville and CKAR-1, Parry Sound.

FM stations —(approval)

- North Bay, Ont. (Edford Bruce McLeod) 5860 watts ERP, EHAAT 225.5 ft. on 93.7 Mcs.
- Windsor, Ont. (Radio Windsor Canadian Ltd.) 100,000 watts ERP, horizontal and vertical polarization, omnidirectional, EHAAT 276 ft. on 88.7 Mcs.

FM stations —(denial)

- Laval, P.Q. (Roland Saucier) 100,000

watts ERP, omnidirectional, EHAAT 398 ft. on 105.7 Mcs.

- Prince George, B.C. (Robert Thomas Harkins) 2640 watts ERP, omnidirectional, EHAAT 80 ft. on 100.5 Mcs.

TV rebroadcasting stations — (approval)

- Marathon, Ont.(CBC) to receive off-air pickup from authorized rebroadcasting station near Manitowadge and retransmit on Channel 11-, ERP 7660 watts video and 1532 watts audio, EHAAT 932 ft. directional.
- Big River, Sask. (Central Broadcasting Co. Ltd.) to receive off-air pickup from CKBI-TV Prince Albert, and retransmit on Channel 9, 5 watts, directional, subject to the applicant operating as part of a CBC network.
- Revelstoke, B.C. (A. Gordon Tanner) to receive off-air pickup from CHBC-TV Kelowna, and retransmit on Channel 9, .25 watts, directional, subject to operation as part of a CBC network.
- Mica Creek, B.C. (A. Gordon Tanner) to receive off-air pickup from rebroadcasting station approved for Revelstoke, and retransmit on Channel 5, 5 watts directional, subject to operation as part of a CBC network.

TV power increases —(approval)

- Stephenville, Nfld. (CBC) to increase ERP of CFSN-TV from 294 watts video and 147 watts audio to 11,600 watts video and 2320 watts audio; to change antenna site from EHAAT minus 23.78 ft. to EHAAT 1231 ft., and change from omnidirectional to directional on Channel 8.
- Corner Brook, Nfld. (CBC) to increase ERP and change antenna site of CBYT-TV from 197 watts video and 98.5 watts audio to 10,600 watts video and 2120 watts audio; to change antenna from omnidirectional to directional and EHAAT from minus 476 ft. to 490 ft. on Channel 5-
- North Bay, Ont. (Tel-Ad Co. Ltd.) to increase the ERP of CFCH-TV, from 28,500 watts video to 119,000 watts video and from 14,250 watts audio to 61,000 watts audio, and from EHAAT 459 ft. to EHAAT 420 ft., directional on Channel 10-
- Elliott Lake, Ont. (CBC) to increase ERP and change channel of CBFST -3, from channel 9+ to channel 12+; ERP from 10,800 watts video to 18,600 watts video and 5400 watts audio to 3720 watts audio, directional, EHAAT 532 ft.

Low power relay transmitters — (approval)

- Val d'Or, P.Q. (CBC English) 40 watts on 570 Kcs.
- Coleman, Alta. (CBC) increase power of existing transmitter to 40 watts.

Stock and ownership transfers—(approval)

- Ottawa, Ont. (CFRA Broadcasting Ltd.) to transfer ownership of CFRA and CFMO-FM to a company to be incorporated by Mrs. Kathleen Ryan.
- Fort Frances, Ont. (Border Broadcasters Ltd.) to transfer all of the issued common shares of capital stock in the company.
- Vancouver, B.C. (CKWX Radio Ltd.) to transfer all of the common shares of capital stock in the company to Selkirk Holdings Ltd.
- Peachland, B.C. (Robert Chapman) to transfer control of CHFT-TV-1 to Mrs. Olive Thwaite.
- Carleton, P.Q. (Baie de Chaleurs Television Inc.) licensee of CHAU-TV Carleton and seven rebroadcasting stations, to transfer 5200 common and 860 preferred shares of capital stock in the company.

Miscellaneous applications — (approval)

- North Bay, Ont. (Northern Broadcasting Ltd.) to change the daytime radiation pattern of CFCH, on 600 Kcs. 10,000 watts day, 5000 watts night, DA-2.
- Edmonton, Alta. (Radio Station CHQT Ltd.) to establish and operate a 250 watt standby transmitter at CHQT studios on 1110 Kcs.
- Brandon, Man. (Western Manitoba Broadcasters Ltd.) to increase the ERP of CKX-FM from 29,000 watts to 58,000 watts, on 96.1 Mcs.; and change antenna from EHAAT 396 ft. to EHAAT 408 ft.
- New Westminster, B.C. (Radio NW Ltd.) permission to form a network to carry football games during the 1966 season.

CBC disaffiliations

In its public announcement, the BBG stated it had sought the advice of its special advisory committee on technical criteria regarding disaffiliation of private stations from the CBC networks. The Board says it will continue to review applications for disaffiliation on their individual merits and the technical criteria available, and not attempt to establish a theoretical formula that would apply automatically. In this connection, the BBG made one recommendation for approval and one for denial of disaffiliation of two stations, as follows:

- Sherbrooke, P.Q. (La Tribune Inc.) application of station CHLT to dis-

affiliate from the CBC French network was recommended for denial.

● Kitchener, Ont. (Kitchener-Waterloo Broadcasting Co. Ltd.) application of CHYM to disaffiliate from English network of the CBC was recommended for approval.

Color approvals

Three more applications to broadcast in color have been recommended for approval by the Board of Broadcast Governors. In a public announcement October 7, the three television stations given the green light were listed as follows:

- CATEGORY A. (authority to transmit color received through a network only).
- CFCR-TV Kamloops, B. C. (Twin Cities Television Ltd.)
- CKSA-TV Lloydminster, Alta. (CKSA T.V. Ltd.)

CATEGORY B. (authority to transmit network color plus film programs, announcements, commercials and slides, etc.)

- CBAFT Moncton, N. B. (CBC).

The BBG says there were no applications in Categories C and D.

ANNOUNCEMENT

STANDARD BROADCAST SALES APPOINTMENT



W. LAWRENCE HEISEY

Waldo J. Holden, President, Standard Broadcast Sales Company Limited, announces the appointment of W. Lawrence Heisey as Executive Vice-President.

Mr. Heisey obtained a B.A. in Economics at Trinity College, University of Toronto, followed by an M.B.A. at the Harvard Graduate School of Business Administration. His entire business career has been with Procter & Gamble Company of Canada Limited, latterly as Manager of the Advertising Production Division. He was formerly a Director of the Association of Canadian Advertisers and an Executive Director of the Bureau of Broadcast Measurement.

Mr. Heisey's appointment is the latest in a series of important developments in the expansion of Standard Broadcast Sales Company Limited, one of the largest broadcasting representative organizations in Canada.



Experienced in presenting imaginative ideas, case histories and a wide range of factual information to help you produce **EXTRA SALES** through **MORE SKILFUL USE OF RADIO**

RADIO SALES BUREAU

321 Bloor St. E., Toronto 5

Phone 924-5701

**RESPONSE
IS A
FRIENDLY
REACTION**



Every advertiser wants a consumer reaction, but it must pay off in sales. Hardy men have the information and background necessary to help you place your message where profitable response is assured.



HARDY
RADIO & TELEVISION

RADIO & TELEVISION STATION REPRESENTATIVES

Toronto Montreal
Winnipeg Quebec

Say You Saw It
in
THE BROADCASTER

*CHCH signs \$1 million contract
for Ampex-designed color mobile*

CHCH-TV Toronto-Hamilton, which enjoys the dubious distinction of being in competition with five major networks, has given a hint as to its future plans by awarding a contract to Ampex of Canada Limited to design and manufacture a 35 foot color mobile program production centre, the cost of which will exceed a million dollars.

In addition to two Ampex VR-1200 High Band Color Videotape Recorders, the equipment package will contain a control console, synchronizing equipment, monitors and an internal communications system. It will utilize six of CHCH-TV's Marconi Mark VII Color Cameras but have the capacity to handle 12 if necessary.

Designed for all-weather operation, the mobile unit will contain its own power plant for operation in areas where hydro power is unavailable. When at home base, it will tie in with existing facilities at CHCH-TV, thereby providing the station with the flexibility of another control room.

The station will use the new mobile unit for extensive on-location productions in color. Al Bruner, CHCH-TV's general sales manager, said that they are principally interested in program production and do not want to get into the commercial production field.

Bruner pointed out that CHCH-TV has purposely not built a large

station production plant because crews and studios anchored in one place are not sufficient for them to compete in their situation.

The new color mobile will provide the station with the flexibility to produce programs on major sports events, drama festivals, musical shows and events of interest from practically anywhere.

**Pouliot lauds Dutil
for anti-Levesque stand**

The president of the Canadian Association of Broadcasters, Jean Pouliot, has sent a telegram to Henri A. Dutil, general secretary of the Quebec Liberal Federation, congratulating him for "the way he publicly disassociated himself" from recent statements by the former Quebec welfare minister René Levesque regarding private radio and TV, and the Roman Catholic Church's so-called monopoly in the welfare field (*Broadcaster, August 18*).

Mr. Pouliot's telegram also thanked Mr. Dutil for "the manner in which he made the facts clear in the light of the truth".

He said the general reaction to Mr. Dutil's stand left little doubt that Liberals worthy of the name would support his courageous position.

Levesque had said on a television program he thought there should be provincial control over broadcasting in Quebec, and that the issuance of broadcasting licenses by the Board of Broadcast Governors was "a farce and a hypocrisy".

Dutil, in his statement, said he regretted Levesque's recent criticism of the Church, and added that Quebec Liberals had in recent years received a pretty square deal from the private broadcasters, including much free time on the air.



NOTE TO ADVERTISERS

When you can trace no results from your radio or television spots, which your competitors use with such great effect, don't damn these media until you have taken a long look at the copy you have been using.

EMPLOYMENT WANTED

Agressive salesman with good record would like to join sales staff of broadcasting station. References exchanged.

REPREHENSIBLE BEHAVIOR

The program director had the disc jockey up on the carpet for rattling the paper during his ad-libs.

CONTINUED

What the above-mentioned PD had probably never learned was that the best spontaneous remarks have to be studiously and carefully prepared and rehearsed.

JUST RETRIBUTION

Then there's the agency man who was too busy to return the phone call of someone who said he was with the Blank Insurance Company, so the insurance man gave his company's advertising account to another agency.

BOOMERANG

The advertising copy contained such phrases as "right now", "run-don't walk", "delay is dangerous", "procrastination is the thief of time". The only thing was they were so late getting it in that it was left off the schedule.

AUDREY STUFF

Then there's the gal who was so dumb she thought "Stop Press" was some new kind of drip-dry material.

WHAT PRICE FREEDOM?

He proclaimed to all who would listen that he was an independent producer, which seemed strange to most people, because he had so little to be independent about.

OAKS FROM ACORNS

He was quite taken aback when he ran into the rumor that he and two other broadcasters were about to open a rep office of their own, until it occurred to him that it might be a very good idea—so he did.

WANTED

Sales Manager for Major Market Television Station. Supply full details to:

Box A-909
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

PROMOTION PERSON WANTED

A major Eastern Radio and Television station is looking for a bright, experienced promotion person, male or female, to become involved in many areas of radio and television production. The person we are looking for should be able to write ad copy, on-air copy, and press releases; plan promotion campaigns, and perform public relations duties, etc. The successful applicant will be a self-starter, able to work without constant supervision.

If you feel you meet these qualifications, send résumé and salary expected to Box A-912, Canadian Broadcaster.

Replies will be held in strictest confidence. Our staff is waiting to welcome the right person.

**AVAILABLE
PROGRAM MANAGER WITH
EXTENSIVE INDUSTRY
BACKGROUND.**

Box A-913
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED

Staff announcer for radio-TV station, must be experienced. Excellent salary. Send air-check and details to:

Frank Bird,
Program Director,
CKX Radio-TV,
Brandon, Manitoba

Atlantic to Pacific - U.S. border to Eskimo igloos

CBC radio network services will soon extend from sea to sea - to sea. That third sea is the Arctic Ocean, and at a press conference in Toronto, September 29, CBC Director of Radio Jack Craine said after November 30 live radio services will be extended to Inuvik in the Arctic, which up to now has been served only by a rebroadcasting station.

Craine said CBC radio was the Volkswagen of the broadcasting industry. "We are not here to advertise new models, but more properly, the superb standard features we have available all year round," he said.

Regarding enlarged radio services, Craine said the CBC is installing a permanent cable circuit for live transmissions from Europe, and the repeater stations in Northern Ontario are being beefed up. He said CBC-FM in Toronto is moving to 94.1 mcs. on October 30, and CIBC Toronto is celebrating its second anniversary as a French station October 1.

Craine said although CBC entered late into FM, there was a speedup program going on for more powerful outlets, and stereo.

Other highlights announced by Craine were:

- More and bigger armed forces concert parties to overseas bases.

- A popular music song-contest on Sunday nights with a \$2000 prize.

- A new transcription unit to feature stereo in the French and International services.

- A new library of original Canadian music, released in co-operation with RCA Victor, featuring 18 long-playing records by 32 composers.

Craine said he had just returned from a conference in the U.S. where he saw "fantastic electronic systems for the information explosion," and heard discussions on radio's part in the new satellite society, and the use of sub-channels for educational broadcasting. He cited one station in New York where sub-channels are used daily by groups of lawyers, churchmen and educators.

The press conference ended with the taping of the *Gordie Tapp Show*, during which many coming program highlights were revealed.

The new features are: CBC news every hour but one, per day. (Craine said the 9:00 pm slot is kept open to provide an extended time option for longer programs that might run more than an hour).

The World at Six. A daily half-hour news summary in all time zones, with both hard news and cultural features.

The return of *Cross Country Checkup*, the national open-line show with a new hostess, Betty

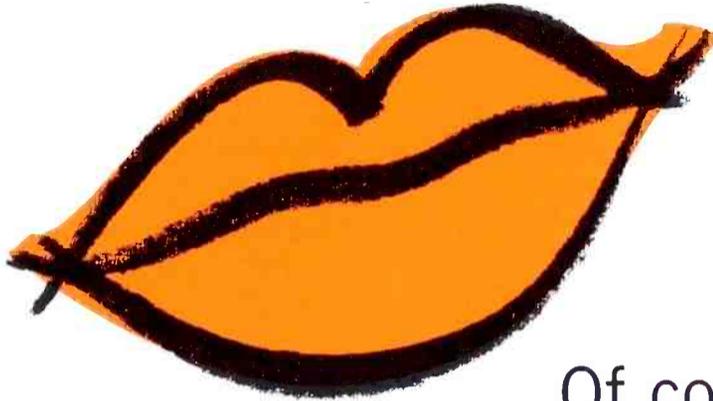
Shapiro of Montreal.

Evening block programming, featuring the regions of Canada on Wednesdays, and major live concerts on Thursdays. Host - Sir Ernest Macmillan.

Increased drama (AM and FM).

Eight plays per week, including *CBC Stage, Midweek Theatre and CBC Tuesday Night.*

Centennial programs, to include Royal visits, four original Canadian operas, and the Pan-American Games.



Of course CFCN-TV
is in love with color -
(but we're not about to
kiss-off black and white)

Just because 70% of our top-rated programs are in color this year, we're not forgetting the big audience that sees us in sharpest black and white. So whether you're using the added impact of color, or producing commercials in black and white, they're transmitted best and furthest on CFCN-TV, Calgary's prime television station. Six powerful satellites sell a vast and prosperous market.

Covering and coloring southern Alberta - beautifully!

CFCN 4 TV CALGARY

TTC-2

Want a Man?

Want a Job?

TRY A SMALL AD in

Canadian Broadcaster

Agencies reps and broadcasters abuse the ratings

Condensed from an address to this week's CCBA Convention

by David E. Gillespie, president, Baker Advertising Agency Limited, Toronto.

Ratings and the organizations that produce them have been under severe criticism by broadcasters, advertising agencies, the Congress of the United States of America, not to speak of the general public who find their favorite television program cancelled or their favorite morning radio wake-up disc jockey off the air.

We appoint an expert to examine BBM survey techniques, sample construction and sample size. We are quick to condemn a given rating service because of some sampling irregularity we heard about once. And what is the result of all this investigation and criticism?

BBM got a reasonable bill of health from the exhaustive investigation. The problem lies in the fact that no one has come up with a system that can effectively measure the size and composition of the audiences listening to or watching broadcast programming. Present systems all have limitations which, if understood, could render ratings extremely useful as they now exist; but misunderstood,

as they are by most broadcasters and agencies, very dangerous.

Thus most of the problem lies, not with the ratings themselves or the organizations that produce them, but with the people who endeavor to use the ratings.

It is important for you to individually and collectively take more interest in ratings. By interest I do not mean to support the rating services or even subscribe to them, I do mean, in your own best interest, to foster the proper use of rating reports.

Rating reports are being misused by most agency personnel today. They are being misused by most rep houses, and they are being misused by a good number of broadcasters.

Variations and limitations

A number of broadcasters use ratings to improve their programming content. If the ratings show that competition is ahead in a given time period, they oftentimes change programs or program format in order to capture some of the

competitive audience.

Most broadcasters use the ratings when trying to arrive at proper rate increases. They try to increase rates for various time periods that are popular in terms of the ratings.

Yet in the very use of ratings, very few broadcasters understand statistical variances and the limitations of the ratings in terms of accuracy. You should not use ratings unless you fully understand when a figure is significant or not. I have sometimes seen broadcasters bring in a survey taken by another rating house and tell me that they paid to have a special survey taken after BBM or McDonald showed them in second or third position. This extra survey really wasn't necessary as there was not enough statistical variance between the first and second survey to prove anything.

These extra surveys cost a lot of money and you can imagine who is the winner in a survey contest—the rating house.

Advertising agencies purchase all kinds of rating reports and likewise spend many thousands of dollars each year in an effort to provide their clients with more efficient buys in media. However, most agency personnel who are responsible for purchasing time on your stations with the aid of ratings and the aid of audience profiles which are extrapolated from the same ratings, are also not qualified in the science of statistics.

Most agency personnel find ratings a crutch—and this is very easy to understand.

The advertising profession is more abstract than most other areas of business endeavor. Opinion and judgment play such a major role in determining what makes an

ad or commercial good or bad. In the same instance, opinion and judgment in the selection of a medium mix play a major role.

Tools — not facts

There are too few facts in the advertising profession on which to make decisions simply because advertising as a profession is more of an art than a science.

Thus when something appears on the horizon that appears to replace judgment with fact, the agency will lunge for it.

However, the major problem with agencies is that they use ratings as facts rather than tools. No rating figure is absolute and thus not a fact. There are too many instances where agencies would be wiser to use no ratings at all than use them as fact.

The best way to explain ratings is to compare them with the game of roulette. If you have 38 positions on the board and you spin the wheel, you have one chance in 38 that your number will appear. If you play two chips on the board you have one chance in 19 that your number will come up. Those of you who play roulette in Las Vegas know however, that your number will not appear once every 38 spins of the wheel. One day your number might come up 20 times, the next day only twice. However, if you sat at the table year in and year out, your number would in fact average an appearance on an average of once in 38 spins of the wheel. These are the odds.

The very same principle applies to ratings.

Depending on the size of the sample and the method of sampling, there are so many chances out of 100 that the figure reported in the

(continued on p. 15)

**The
Largest
Audience
of any
Western
Canadian
Television
Station**

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EDMONTON
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Representatives:

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OSHOWA

The industry may not jump for joy

CCBA delegates who were waiting for the secretary of state, Hon. Judy LaMarsh to disclose government policy regarding CBC, BBG and other facets of Canadian broadcasting, were treated instead to a genially amusing and highly successful effort on the part of the minister to make friends with the industry with only hints about what the government has up its sleeve.

"It is our firm intention to strengthen the unique role the CBC must play in promoting the Canadian fact. . . that the private broadcasters, while getting a fair shake of the dice, should recognize their obligations in the public interest."

Hon. Judy brought the house down with an analogy about the contented faces on a flock of sheep after spending a night with a ram in their midst, and said, "My colleagues and I in the government were highly gratified to see quite a lot of contented faces after the publication of the White Paper

and we hope. . . that the new legislation. . . will have even more satisfactory results.

"We are not so naive as to suppose that everyone in the industry will jump for joy at the outcome, but the contented faces we most want to see are those of the general body of Canadian listeners and viewers. . ."

Speaking on specific issues, Miss LaMarsh said, "The intention is that these (community antenna and cable television) should be regarded as constituent parts of the national broadcasting system and therefore subject to regulation and control by the BBG."

On educational television—"A firm line will have to be established, by agreement with the provinces, to distinguish scholastic or curriculum broadcasting from the more general field of enlightenment and public affairs."

On the same topic she said that UHF channels will have to be

brought into service to meet the demand for facilities by educational television.

On CBC commercial revenue, "We have accepted the basic recommendation of the advisory committee that the CBC should seek to maintain, but not increase, its present share of the TV and radio advertising markets."

On regulations, "It seems to me that, since the earliest days of broadcasting in this country, there has been virtually unanimous agreement that we in Canada should

have a national system comprised of both a public and private sector and that, while the mandate of the public sector must predominate in some respects, recognition should also be given to the legitimate interests of private broadcasters."

As to regulation, "What we have set forth in the White Paper is a clear and unequivocal policy decision that this power and authority will rest with, in my mind, the only logical source, namely the Board of Broadcast Governors."

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS  SHOWS
 TORONTO 433 Jarvis St. • WINNIPEG 171 McDermott

CKTB ST. CATHARINES ONTARIO
 SERVES THE NIAGARA PENINSULA WITH BETTER LISTENING
 DELIVERS THE PROSPEROUS HUB CITY OF THIS RICH PENINSULA
 WILL BOOST YOUR SALES
 Reps: Paul Mulvihill & Co. Ltd. RADIO 610
 Toronto - Montreal

CCBA Convention (continued from p. 14)

ratings is entirely wrong. There are so many other chances out of 100 that the figure quoted is plus or minus several rating points.

But in no case should a figure be taken as absolute as the number of chances in 100 that the figure quoted as absolute is too few. To treat a figure as absolute is to bet with poor odds.

Where do we go from here?

We have people using ratings who use them incorrectly. And yet we have no other form of measurement.

A rating cannot be likened to the print media's Audit Bureau of Circulation.

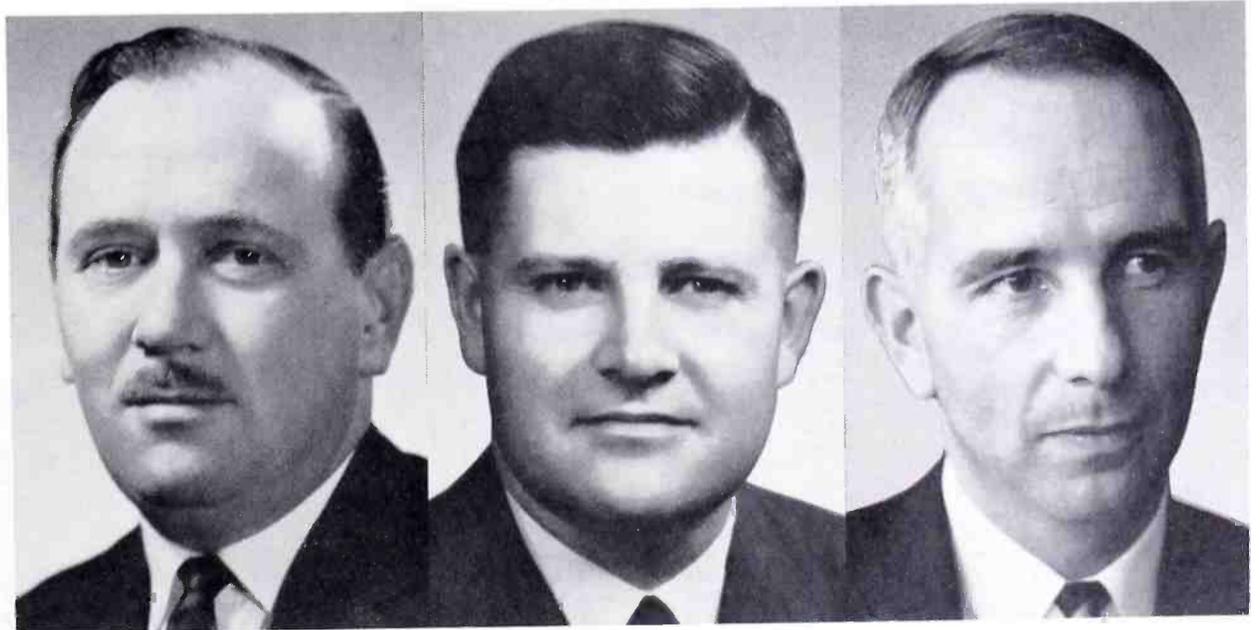
Several of the leading rating houses have tried to caution people in the use of rating reports. But nonetheless it goes on more often than not. What can you do? What can I do to stop the incorrect use of rating reports?

Very few of the users of rating

reports are statisticians and we're not about to turn them into statisticians overnight. The human being is trained to see a number as absolute. To ask a person not to read a figure 9 as nine is asking the impossible. Therefore, there is only one way to solve the problem and that is to apply pressure, collectively and individually on the rating services to report their ratings in an entirely new way—a way that the average media buyer cannot misuse them.

ANNOUNCEMENT

McKIM ADVERTISING LIMITED



J. L. FOLEY

R. S. CLEWES

H. H. GILBERT

Mr. B. F. Johnston, President of McKim Advertising Limited, announces the appointment of Mr. J. L. Foley as Montreal Branch Manager, Mr. R. S. Clewes as Director of Account Services, Montreal and Mr. H. H. Gilbert as Director of Account Services, Toronto.

Mr. Foley and Mr. Clewes are presently Directors of the Agency and Mr. Gilbert has recently been elected to the Board.

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 Answers your phone whenever you are away from your office or residence.
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What is THE CAB PROGRAM EXCHANGE?

The Program Exchange is Private Broadcasting's undertaking to develop and give national exposure to Canadian talent -- writing, production, presentation.

Private radio and television broadcasting stations across Canada -- all members of the Canadian Association of Broadcasters -- combine, at their own expense and without financial consideration, to share the best of their programs with their listeners and viewers from coast to coast.

The Program Exchange gives national scope to worthwhile Canadian material, but preserves the local identity and flavour of the individuals who originate it.

The Program Exchange is growing steadily. Thanks to the co-operation of CAB Member Stations, it is enlarging its scope, both in quantity of material and expanse of coverage.

GERRY ACTON

Manager, CAB Program Exchange

12 Richmond Street East

Toronto 1

CANADIAN ENTERTAINMENT

Christmas Carol Library
Barbershop Harmony
Windsor Symphony Children's Concert
Saskatoon Junior Symphony
Recorded Jazz
Créations Canadiennes

PUBLIC INFORMATION

Let's Ask the Doctor
Stay in School Promotion
Traffic and Firecracker Safety
Eclairiez-moi s.v.p. (Open Line)
It's a Fact
True or False
Know Canada Better
Your Future
Canada at Work - Canada at Play
Interviews and Discussions
Profiles of Important People

OPINION

Don Jamieson Comments
Station Editorial Exchange

ADULT EDUCATION

Ryerson Polytechnical Institute
International Teach-in
Alcohol and Drug Addiction
Free Press vs. Free Trial
Target the Moon
Canadian Home and School Organizations
Canadian Highway Safety Council
Canadian Medical Association
Central Mortgage & Housing Corporation
Religious Organizations

INTERNATIONAL

British Broadcasting Corporation
World Report
Call from London
Dateline London
International Sports Magazine
International Business Review
Radio Nederland
This Wondrous World
Agricultural Column
United Nations Radio
Scope
Human Rights Day Concert
UN Day Concert