

THE CANADIAN

Broadcaster

DECEMBER 1968



"A GIFT OF MUSIC"

Personality Power:



1280 CHAM,
Hamilton.

CHAM has the best-known radio personalities in the Hamilton-Burlington area.

From left to right, Bill Lawrence, RO Horning Jr., Norm Marshall (seated) Earl Bradford, Sandy Hoyt, Baden Langton and Gary Lautens. Just to name a few.

These top personalities have complete in-depth knowledge of their market. So that when CHAM plays good music, covers sports, or reports local and national news, it's done exactly right. Right for the Hamilton-Burlington market.

Which pays off. Although CHAM is only one year old, we're growing faster than we expected. (Just like our sister station — CHFI in Toronto, which now has the second largest adult audience in that city.) And we'd like to point out that:

CHAM was recently selected to be the only radio station with a studio in the Burlington Mall. That's an honour. And an indication of our popularity.

And people keep telling us they like us. They stop

our personalities on the street.

They say nice things about CHAM to their friends. They write letters. And more and more businessmen want to advertise on our station.

All of which goes to show that if you have the right personalities talking to the market in the right way, you can build a good, solid audience on thin air.

CHAM is doing it. Buy us and see. Nationally represented by Rogers Broadcasting Limited. Toronto — 362-1441. Hamilton—528-0181.

1280 Cham in Hamilton

Owned and operated by Rogers Broadcasting Ltd.
CHFI 680/CHFI-FM 98.1 / 1280 CHAM/Rogers Cable TV

THE CANADIAN

Broadcaster

DECEMBER 1968



"A GIFT OF MUSIC"

HAVE WE GOT NEWS FOR YOU!

Depend on it. Radio CFRB Toronto has the reputation for being "Ontario's Authoritative News Voice". For experience, authenticity, and mature reporting, the CFRB News organization is one of the best in the business.

CFRB's professionals work hard to keep it that way ...

to keep Canada's largest radio audience aware of what's going on ... in Toronto, Ottawa, the province, the country, and the world.

This is another reason why CFRB can do a sound selling job for you in Toronto, Canada's largest retail market ... by itself or as a vital part of your marketing mix.

For availabilities, call:

Standard Broadcast Sales in Toronto or Montreal;

Western Broadcast Sales in Vancouver or Winnipeg;

Canadian Standard Broadcast Sales Inc., New York.

CFRB 1010

Ontario's authoritative news voice

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ANNOUNCING
**FM
Stereo**
Broadcasting

50 hours weekly
from



TRAIL, B.C.

The Kootenay District's
first Private AM Station
—since 1931—

now introduces

FM Stereo Music to
Southeastern British Columbia

**"Great Radio for
Kootenay Country"**

represented by



All-Canada Radio & Television Limited

| | | |
|-----------|---|---------------|
| TORONTO |  | NEW YORK |
| MONTREAL | | CHICAGO |
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1968 in review

Broadcaster's issue-by-issue synopsis of the industry's history in the passing year

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He named George Forester Davidson, 58, to the post. His running mate, Laurent Picard, 40, named vice-president, will also act as the Corporation's general manager, handling decisions involved in day-to-day operations.

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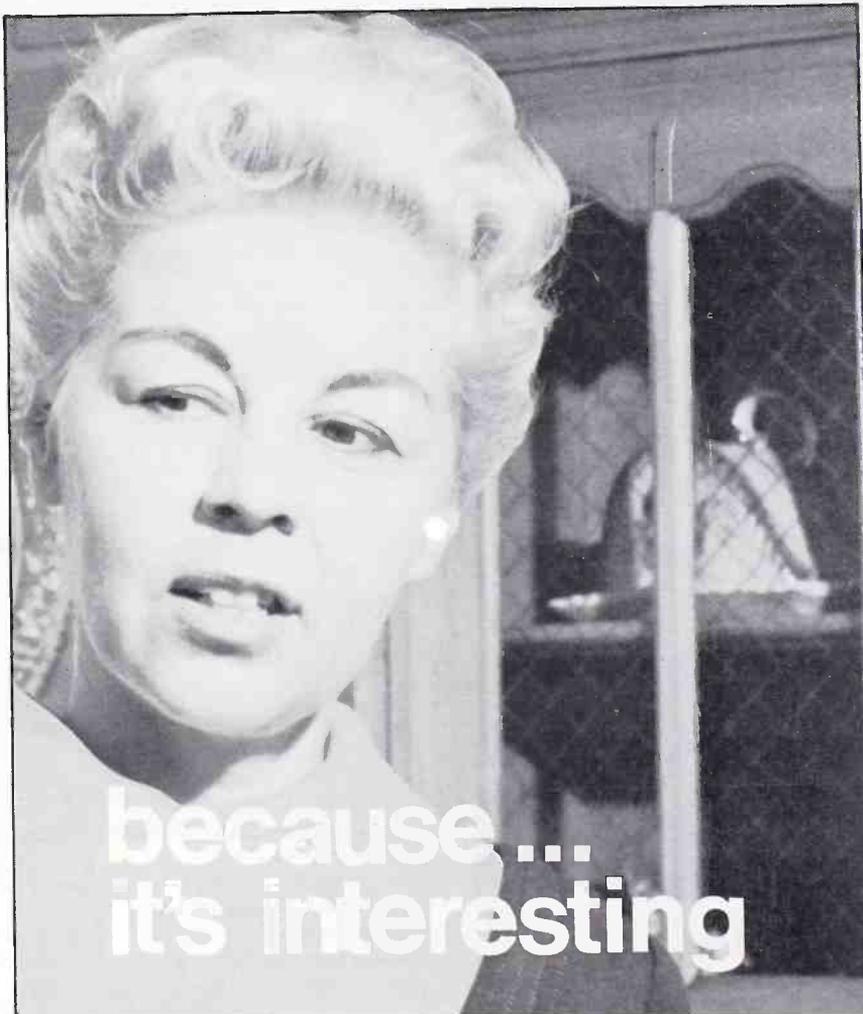
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 **CFPL-TV
LONDON
CANADA**

...continued

Happy Gang and the *Wayne & Shuster Show*. The passing of James E. Lovick, 60, chairman of the board, James Lovick Ltd., who had been in the agency business since the early 30s, and pioneered the first network radio shows in western Canada, was also reported.

■ ■ **THE ETV ISSUE** was tossed to the Commons Committee on Broadcasting in a draft bill presented by the then Secretary of State Judy LaMarsh, who proposed establishment of a Crown Corporation to build and operate ETV transmission facilities across Canada. Most of the provinces, meanwhile, showed a surging interest in ETV and many continued to plan and produce their own programs.

FEBRUARY 22, 1968

Michael Hind-Smith, vice-president, media and broadcasting, Foster Advertising Ltd., Toronto, elaborated on *What's ahead in television in the nineteen seventies?* He forecast a revolution in programming concepts to enable "conventional" television to survive.



HIND-SMITH

In place of continuing series, he foresaw a rise in "longer-form" programming in particular for motion pictures; a return to shorter series of a more experimental or special nature; a new form of zany, turned-on "young comedy"; live, on-the-spot reports of news as it happens from all parts of the globe, "to record, reflect and interpret the world around us"; and "a continuing growth in competitive sport on television."

■ ■ **L. E. (LARRY) OUELLETTE** was named chief of the Quebec service for Broadcast News Ltd., after serving as Quebec news editor since BN was established in 1954.

■ ■ **USE OF JOINT STUDIO FACILITIES** to program the two national TV networks in one city, was proposed to the BBG as a means of bringing CTV network service to Lethbridge, Alta.

■ ■ **EVEN THE BEST ADVERTISING** won't sell a poor product, John S. Straiton, president and creative director, Ogilvy & Mather (Canada) Ltd., told a University of Toronto *Myth & Madness* seminar on advertising.

"Because the public ignores or rejects ineffective advertising," he said, "the advertising you see today is very much a mirror of our society."

■ ■ **URGING ACTION** by the BBG or its successors, Senator C.R. McElman (N.B.) warned that possible dangers might arise from multiple-ownership of news media, such as the interests of K.C. Irving in the Maritimes.

McElman said the BBG or its successor should carefully consider suggesting to Irving that he divest himself of effective financial control over radio and TV stations.

He said such action might, in due time, be a prerequisite to any favorable consideration for renewal of broadcasting licenses for the stations involved.

MARCH 14, 1968

An eight-page brief, submitted by the CAB to the Commons Committee on Broadcasting, queried whether or not millions of dollars should be spent by the government to provide broadcast facilities for ETV.

■ ■ **STAFF RECRUITMENT** for ad agencies is a major problem, most media directors agreed, when interviewed by James Montagnes, but all were emphatic that "media is the best department to join to advance fastest in the agency field."

■ ■ **PREMIER DANIEL JOHNSON** revealed his plans for a provincially owned and operated radio-TV network, *Radio-Québec*, which he proposed to establish by reactivating an Act passed by the provincial legislature in 1945 and which had lain dormant since that time.

■ ■ **OPENING A NEW MARKET** for Canadian TV production, Krantz Films of New York created a new corporation, Tape/Net, headquartered in Toronto, under direction of Bernard (Bunny) Cowan. The new corporate division was set up to produce and distribute 20 hours of diversified Canadian first-run color programming per week, with eight top Canadian TV series made available to U.S. TV stations.

MARCH 28, 1968

Jerry Goodis, president of Goodis, Goldberg, Soren Ltd., Toronto, aired his views on today's commercials, which, he said, should have impeccable fantasy or down-to-earth reality.



GOODIS

■ ■ **THE QUESTION** of "whose baby is ETV, federal or provincial?" was again brought before the Commons Committee on Broadcasting by former broadcaster Don Jamieson, Liberal member for Burin-Burgeo (Nfld.)

■ ■ **DR. ANDREW STEWART**, who retired as chairman of the BBG after ten years service, was appointed chairman of the Alberta Universities Commission. A former lecturer at the University of Alberta, he was president of the university from 1950-58 when he left to accept the BBG post.

■ ■ **ALL-CANADA RADIO & TV LTD.** announced creation of The Harold Carson Research Awards, in memory of the pioneer broadcaster and founder of their company. The awards will be administered by the Broadcast Research Council.

■ ■ **HARD-AND-FAST** policy decisions involving ETV should be delayed by the federal government for several years, CBC president George Davidson told the Commons Committee on Broadcasting.

■ ■ **HEADING UP** the newly-formed CRTC is Pierre Juneau, former vice-chairman of the BBG. Named vice-chairman of the new regulatory agency is Harry J. Boyle, long-time broadcaster. Other full-time members appointed were Mrs. Pat Pearce, broadcast columnist, Harold Dornan, reporter, ad exec and PR man, and Réal Thérien, broadcast consultant. Ten part-time members were named.

APRIL 11, 1968

This issue recorded a staff report of the highlights of the National Association of FM Broadcasters annual convention in Chicago.

■ ■ **CANADA'S OWN** satellite communications system may be operational by 1971 or '72, under a proposal

NIELSEN *Network* TV REPORT



Nielsen Television Index

STARTING THIS FALL . . . THE
NEW "VIEWERS IN PROFILE" NETWORK REPORT
EXPANDED REPORT . . . LARGER SAMPLES . . . NEW FORMAT

National and Regional
Audiences in 17
demographic splits

Men and Women
Reported by Three
Age Groupings

Lady of House with/without
Children—her age and
Family size

Network audiences by
individual consumer
groups *and* households

Cumulative and average
audiences for all
multi-day programs

Programs ranked by total
viewers, men, women, teens,
children and households

BACKED BY THE WORLD-WIDE NIELSEN ORGANIZATION'S 44-YEAR EXPERIENCE

A. C. NIELSEN COMPANY OF CANADA LIMITED

Don Mills — 429-2222

Montreal — 842-8688

...continued

contained in the government's White paper released April 1 by Industry Minister Charles Drury. It called for a mixture of government and private funds in a \$100-million venture to provide Canada with a system that could make TV, telephone and data communications available coast-to-coast and into the far north within the next four years.

The proposal left room for participation by NTV Communications Corp. in their quest for a third national TV network, and by the Trans-Canada Telephone System and CN-CP Telecommunications for a domestic satellite system.

■ ■ **FIRST PUBLIC HEARING** of the newly-created Canadian Radio-Television Commission began April 23 at the Château Laurier in Ottawa.

APRIL 25, 1968

Spring Directory Issue—and R.J. (Bob) McCleave, PC-Halifax, began his first report from Parliament Hill under the caption *Dateline Ottawa*, in which he suggested that "television and radio reporting of Parliament would be the best weapon to reform that institution."



MCCLEAVE

■ ■ **"IF AN AGENCY** is to measure up to its clients' expectations, it must also know, and state, what it has to have from the client over and above a budget and a target...unfortunately most of the communication on this subject is done within each group rather than between the groups." Ray Collington, vice-president and manager, Cockfield, Brown & Co. Ltd., Toronto, said this sums up "What an Agency Expects of its Clients", in a detailed analysis at an advertising conference at York University.

■ ■ **JERRY GOODIS** says "there must be a reason for funny commercials," and suggests a whimsical approach... "because it offers the viewer fast,

fast relief from the nightly parade of commercial pomposity.

"Certainly poorly produced humor has no place in television advertising—but there is a place for real humor from the hands of professionals," he said.

■ ■ **J.K. THOMAS**, a practising business psychologist and executive director of ICA's Advertising and Marketing Personnel Bureau told how a university student should equip himself to enter the business world, and what they want from a prospective employer.

■ ■ **"SOMETIMES YOU CAN GET** a glimpse of the future by taking a good hard look at the past," W. A. (Bill) Speers, retiring president of the BCAB told the annual convention at Harrison Hot Springs, B.C.

Speers, a long-time broadcaster, and now vice-president, Selkirk Holdings Ltd., heading their BC Division from Vancouver, reviewed some of the early regulations as they applied to radio, and urged all-out support of the CAB in the work being done for the good of the industry.

■ ■ **FROM THE TEACHERS'** viewpoint, Edward J. Monahan, associate executive secretary, Canadian Association of University Teachers, gave his side of the ETV picture and suggested ways of improving the role television plays in the development of formal education.

■ ■ **LEONARD SPENCER**, retired broadcast engineer, who served as chief operator of Canada's first broadcasting station, CFCF Montreal, tells of the "Birth of the TV Miracle—1925", with appropriate pictures.

MAY 9, 1968

At the ACA Conference, Dr. Harold Poole, former ad agency exec, who now heads the executive development program, Faculty of Business, Queen's University, Kingston, received the Canadian ad world's highest honor by being named winner of the 1968 ACA Gold Medal.

■ ■ **JAMES WILLIAM BALDWIN**, marketing co-ordinator, Imperial Tobacco Co. Ltd., Montreal, was elected president of the ACA for '68-'69.

■ ■ **THE DEATH OF DAVE HILL**, member of the CAB Quarter Century Club, and long-time employee of Capital Broadcasting System, occurred in Victoria, B.C. He joined CKDA

Victoria in 1949 and served as manager from '54-'59.

■ ■ **MIVILLE COUTURE**, well-known French-Canadian radio personality, died in Montreal. Beginning as a comedy announcer with CHRC Quebec and CJBR Rimouski in 1938, Couture joined the CBC in '41 and conducted his own show, *Chez Miville*, on the French network.

MAY 23, 1968

Reports on the CAB Assembly in Montreal and photos of award winners were spotlighted in this issue. J. Ray Peters, president of CHAN/CHEK-TV, Vancouver-Victoria, B.C. was elected president of the CAB for '68-'69.

■ ■ **DR. FRED A. LYNDS**, president and general manager, CKCW AM-TV Moncton, N.B., was elected president of Broadcast News Ltd.

■ ■ **EUGENE S. HALLMAN**, vice-president, programming, CBC networks, Ottawa, was named vice-president and general manager of the English networks division, and stationed in Toronto.

■ ■ **AN AGENCY SURVEY** conducted by James Montagnes reported that branch offices have become a necessity for both large and medium-size agencies. "The trend towards branch offices or affiliated firms is due to continue," agency execs reported.

■ ■ **CHFI AM-FM Toronto** signed Pan-Am World Airways as sponsor of its twin helicopters which provide morning and evening traffic reports to Toronto motorists, who now hear from six 'copters in the air each day.

JUNE 1968

With this issue we became a monthly. The cover story announced "a new French voice for Ottawa" with the launching June 3 of CJRC Radio Capitale, another link in the chain of radio stations owned and operated by Raymond Crépault, well-known Montreal broadcaster. This issue also featured the first *Finance* column covering activities in the investment field relating to the broadcast industry.

■ ■ **CFOM QUEBEC**, only English-language radio station in the provincial capital, was reported ready to fold August 1, "after almost 20 years service to the steadily-dwindling

**What did
we start
with the
30-second
spot?**

A significant development has occurred in Canadian and U.S. television during the past year. It could have an important effect on the way you think in the future. Because we have been closest to it, (in fact we started it), we feel obligated to ensure the full implications of this revolution are brought to the attention of our clients.

The Event:

In late 1966, the 30-second single product commercial was introduced to television. It was designed to replace the 60-second piggy-back or multi-product commercial as a basic advertising unit.

The Effect:

TV stations began to adopt the new policy. The single product or integrated product line 60 continued to be available, however it was no longer necessary for 30's to be booked in pairs in order to take advantage of the full range of available time periods. *The 30-second single product commercial was becoming the standard.*

1. It was ideally suited, for it meant shorter payout periods for new product introduction, a rebalancing of the profit and advertising (P & A) relationship on gross spread so that there was more P and less A.
2. It made it possible for more low volume brands to afford television.
3. It allowed greater advertising weight against the best potential customers for no more money.
4. It eliminated seasonal and regional advertising waste.

The Creativity Aspect:

They said it couldn't be done. A few years ago, everybody seemed to think a commercial had to be a minute long. Some creative people thought 2 minutes would be better. However, for a combination of reasons many advertisers were forced to find ways of using less than minutes. And it worked. Reports came back

that many 20 and 30-second commercials were actually better than the 60's in the same pools ... so just about every advertiser started developing some short length commercials.

Now, more than half the total product commercials are produced in short length. More than half our total demand is for short length.

Factors Favoring 30's:

1. *Television efficiencies are improving because short length commercials cost less.* Conceptually, advertising value at the media level is measured by the cost of showing the message to the 1,000 people you want to see it. For some strange reason, many so-called experts get bogged down in mechanics. They do strange things like compute media values on 30-second announcements by counting only half the people who receive the message (i.e. they figure that a 30-second message shown to 1,000 people is the same as showing a 60-second message to 500 people).

But it just isn't true. And this concept is a hang-over from print, where with good reason, people observed that the bigger the ad, the more people will see it.

For the same reason that all business correspondence should be free of extraneous information, we think TV commercials should be free of padding as well.

2. *There is a greater number of different times to pick and choose, for your product run.* This choice represents another aspect of efficiency. With more times to pick from, the chances are better that your quality of schedule will improve. That is, you are able to get spots that deliver a greater number of the true prospects for your product.

3. *The hidden inefficiencies of piggy-backing are being destroyed.* As you probably know, a piggy-back (or shared commercial) generally occurs when one company buys a 60-second spot time period, and then broadcasts two 30-second commercials, for separate products,

in that 60-second period.

The reason for piggy-backing in the past, boiled down to two considerations. First, individual 30-second announcement times were not usually available. And on most stations, the price of a 30-second announcement was almost the same as the price of a 60-second announcement.

However, the real cost of piggy-backing is greater than the price of the 60-second commercial shared evenly by two brands. There are inefficiencies that some experts ignore, and others just plain don't see. These inefficiencies are generally caused by seasonal, regional and compatible audiences.

The basic premise behind the brand system is that no two products are identical. Their seasonal patterns vary, their regional popularity varies, and the people they want to tell their message to, differ.

Therefore, when two brands marry into a piggy-back, and book time that way... there is always a measure of compromise in their media scheduling. The extent to which each brand is forced to deviate from the ideal media schedule, is the extent to which the parent company is spending money inefficiently.

The new 30-second rate base eliminates the need for brands to compromise their scheduling. Each brand can seek the kind of audience it wants, at the time of year it wants, with the number of commercials it wants—without the hidden inefficiency caused by compromise.

In summary, the 30-second single product commercial offers:

- (a) Lower CPM's.
- (b) Independent schedule for brands to follow own objective
 - (i) Avoid seasonal, regional differences
 - (ii) Avoid demographic compromise.
- (c) Greater selection of availabilities.
- (d) Smaller absolute budgets enable use of TV by more advertisers.

If you think that portions of this article contain food for thought for you, people who work with you, for your advertising agencies, or for your clients — we will be glad to provide you with free reprints.

The Past:

We have made it a practice to research trends, carefully analyze them for cause and objective, and then find a solution that works for everyone's benefit.

Among the more than a dozen significant accomplishments in our track record are: The scheduling of top movies in prime time; the research and development of the "longer, uninterrupted movie" commercial format; and the use of reach and frequency in selling television.

Two years ago we were also the first station in North America to reposition the pricing of 30-second commercials to make them more attractive. Since then, dozens of stations in Canada and the U.S. have followed suit, and there is a lot of controversy as to the mechanics of operation.

The plan contained in our rate card, and explained in this article, is the definitive solution to the problem, and the most significant and exciting concept we've ever pioneered.

We're planning and looking into a lot more than the innovation we have just told you about. But, then that's why we never stop starting things.

NTV Marketing



The people who market CHCH-TV,
Toronto/Hamilton and CHLT-TV, Sherbrooke.

We never stop starting things.

1968 in review

...continued

English-language minority group" in the area, and "having consistently lost money". (Public support rallied and a new company was formed to try and obtain the license, move to a new location, and keep the station operating.)



SOSKIN

■ ■ **TED SOSKIN**, president and general manager, CHQR Calgary, was elected president of the WAB for '68-'69 at the annual meeting in Jasper, Alta.

■ ■ **TVB'S SPURRED-UP** activity to sell television, not just talk about it, was outlined in a charted report on the benefits of spot television, as explained by bureau president, Ross Downey. The new sales impetus came about following the pull-out of the CBC and CTV networks from bureau membership.

■ ■ **JAMES MONTAGNES** tells how the PR field has expanded, with many firms becoming offshoots of advertising agencies, some being affiliated and others being operated entirely apart from the parent firm.

■ ■ **JERRY GOODIS** berated plagiarism in the creative end of the ad agency business, terming the lifting of ideas in the creation of commercials as "low piracy on the high seas of advertising."

■ ■ **VICKERS & BENSON LTD.**, Toronto, won the *Gold Bessy* award for the best commercial in the sixth annual Canadian Television Commercials Festival, with *Bucket*, created for the Construction Safety Association of Ontario.

■ ■ **CN-CP TELECOMMUNICATIONS** told the story of their *Broadband* Exchange Service, used as prime news carrier for 34 radio stations across Canada.

■ ■ **THE CRTC SET** August 31, starting in 1969, as the end of the standard fiscal year for all radio and television stations.

JULY 1968

The future of cable TV was outlined in a report of the NCATVA convention in Victoria, and the cover story marked the launching of Canada's newest cable television system by Rogers Cable TV Ltd. in Toronto.

■ ■ **THE DEATH OCCURRED** in Toronto of James Wesley 'Wes' McKnight, prominent Canadian broadcaster, who was associated with CFRB Toronto for over 30 years, joining the station in 1928, becoming sports director and finally station manager in '59. Although retired for two years, he had remained as a consultant for 'RB.

■ ■ **BERNARD OSTRY**, CBC supervisor of talks and public affairs, resigned to accept a post with the CRTC in Ottawa, where chairman Pierre Juneau said he would be "concerned with the general area of programming."

■ ■ **BROADCAST JOURNALISM** has emerged as a key factor in the successful operation of a radio or TV station, but "news must keep pace with the changing times and trends," Gene McPherson, vice-president, Avco Broadcasting Corp., Cincinnati, Ohio, told the WAB convention.

■ ■ **USE OF A 'SYSTEMS APPROACH'** to advertising research, with all media measured simultaneously rather than each alone, will provide the greatest growth stimulus to broadcasting in the years ahead, Melvin Goldberg, vp, planning and research, John Blair & Co., New York, told the BES in Toronto.

AUGUST 1968

Pending completion of an FM survey undertaken by the CRTC, the Commission ruled that licenses for 26 FM stations would be valid until March 31, 1970. Applications for new FMers will be heard on the basis of their "contribution to the program developments sought by the Commission."

■ ■ **ERIC KIERANS**, postmaster general, was named Minister of Communications by Prime Minister Trudeau, with the post office, satellites and telecommunications coming under his responsibility.

■ ■ **THE OBITUARY** column reported deaths of four well-known personalities in the broadcast field: Rolfe Leonard Barnes, former president and general manager of CJCA Edmonton, and president of Wired Music (Western) Ltd.; Melwyn (Mel) Breen, veteran CBC-TV drama producer; Rex H. Frost, broadcaster, writer and photographer; and Stephen Boyd (Bud) Hayward, vice-president, Canadian Marconi Co. and manager of the broadcast division.



HAYNES

■ ■ **RSB PRESIDENT** Cedric P. (Ced) Haynes laid his cards on the table and said "put up or shut up."

"Unfortunately too much of my time, and to some extent the time of others, has been engaged in mending fences, trying to retain membership and trying to increase membership."

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"ICE" means "COLD" . . . ALSO

Trinor

Isolated
Captive
English

DELIVERS 38,500 "I.C.E." listeners per average quarter hour in Breakfast Roto

Ask SBS Regional Division how we can make 38,500 "I.C.E." listeners "hot" for your product.

Trinor CJKL Kirkland Lake
CFCH North Bay
CKGB Timmins

What a client expects

"AN UNWANTED MEDIUM is a poor vehicle for an advertising message. A wanted medium is a poor vehicle for an unneeded message in that medium. Ideal communication is a wanted message that ties in with a needed medium for that purpose," and being able to make the right choice for the best spread of the client's budget is what determines the difference between an efficient and an inefficient media man.

John S. Bull, vice-president, and director of marketing, Colgate-Palmolive Ltd., Toronto, asked the Canadian Media Directors' Council "how many media men could tell which medium, at what times, with what message would be most effective in influencing their own wives' purchasing behaviour?"

"If you can't," he said, "really answer the question accurately for your wife, how can you answer it for 7,000,000 adult consumer housewives across Canada, each with different media needs and media attitudes?"

Then, he said, "is this not where you should be concentrating your efforts, rather than on the pragmatic type of research which always seems to give the obvious message?"

Bull told the media men that "copywriters are having a ball finding new ways to shock people out of

their natural lethargy towards advertising per se. Media men are still doing estimates to the nearest penny.

"Do you not think the time might be right," he asked, "for the agency's media department to get out from behind their Fridens and find out what consumers really want and need from each medium, and learn how best to use that knowledge to influence the purchasing decision for the client's product?"

He said "media men need better salesmen for what media can do, all other things being equal.

"I will unhesitatingly say that I personally have seen more success stories written by better, common sense, efficient media planning than I have by the so-called "dramatic copy change."

Bull said he often felt that media people and his agencies' media departments "let creative people oversell what they can do for the client while they under-sell what media can do for a client's sales curve.

"Media men must be realists," he said. "Perhaps it is alright for copywriters and merchandising planners to be dreamers, but the money is invested with the media man. It is quite alright to invest some of the money speculatively, but like any

good investment portfolio, keep some of it in gilt edge investment, some of it in high return but secure media, and only an affordable portion in speculation.

"Concentration of buying power in media is as important a factor as it is in the buying of anything else today. The media man who loses sight of the buying power factor is not being true to his client or his trade, in my opinion," said Bull.

"Neither worship the god of reach nor the god of frequency," he said. "Strive for balance and don't succumb to the anguish of the over-priced medium or to the desire to be a nice guy with every representative who calls on you."

Speaking as an ex-media man, "and one who believes very much in the importance of your function in our total advertising and marketing effort," Bull said, as a client, some of the faults found with agency media departments were that "there is a lack of close integration and overall account planning between the agency's account and copy group and the media planner... there is not much feeling of togetherness between the agency account executive and the agency media man, and, agency media departments tend to be too much detail oriented."

the MARKET that's GOING PLACES by AIR now

Pembroke Airport is the busiest terminal on the Royalair Montreal, Pembroke, Peterborough, Toronto, St. Catharines, daily flight schedule. WHY?—because Pembroke is a GOING MARKET—that's why! It's military, government and business executives are on the move—and so is PEMBROKE—with MORE people . . . ! and MORE money!



'BOOK ON BOARD NOW' WITH

CHOV-TV

**CHANNEL 5 - PEMBROKE
AND SELL THE UPPER OTTAWA VALLEY
FROM OTTAWA TO NORTH BAY**



PAUL MULVIHILL & CO. LIMITED
TORONTO . . . MONTREAL

PROGRAMMING THAT WILL SATISFY the widely-divergent whims and tastes, and points of view, of Canada's radio and television audience is almost impossible, CBC president George F. Davidson told the Kiwanis Club of Ottawa.

You can't please all of the people all of the time, but, Davidson said, "the problem is deciding what kind of programs to emphasize and which to eliminate, while still catering to a broad range of tastes.

"The test of whether any public broadcasting entity is achieving its purpose or not lies in the quantity, the quality and the impact of its programming."

Davidson pointed out that no program is immune from criticism. "Change the format ever so slightly, change the hour of presentation, and the letters and phone calls of critical comment come pouring in with regular predictability.

"Sports-minded viewers criticize the CBC's emphasis on long-hair programs. Music lovers, ballet and

drama addicts on the other hand, complain that CBC programming is muscle-bound, a dreary desert of athletic display and contains 'so little for the mind', and spirit as to be, in fact, little different, little better than the out and out commercial networks of our own country and of the USA."

Less quantity— more quality

Davidson said he'd be "the last to deny, or even to question the validity of many of the complaints and much of the criticism which flows across my desk with respect to CBC programming.

"Possibly the CBC would be better advised to produce fewer hours and better programming. Any broadcasting enterprise that puts out over its radio and television stations in the course of a year nearly a hundred thousand hours, 12 years of broadcasting materials, must inevitably be broadcasting a good deal of indifferent, some mediocre, and probably some poor program material.

"The difficulty is to decide on what program material to eliminate, what kinds of programs to accentuate and produce in greater quantity and better quality, without in doing so giving rise to more of the same kind of criticism and without neglecting the legitimate interests of important segments of the Canadian viewing population."

He suggested broadcasters should think positively and concentrate on quality, as he referred to viewer reaction to what had been seen or heard on CBC television the night before.

"There is a danger, however, that the negative types of criticism may be given undue emphasis as being fairly representative of the total cross-section of Canadian opinion so far as our television programming is concerned.

"Could we not apply 'the power of positive thinking' to our assessment of television program values, and not allow our judgment to be distorted by an excessive reliance on the negative voices raised in reaction to what we broadcast?" he asked.

Problems and challenges

"Advances in technology impose continually new requirements upon us," Davidson said.

"The advent of color within the past few years necessitates new

investment in plant and equipment to give our public corporation the color capability that it requires to bring the best in color programs, both Canadian-made and foreign-made, to our viewing audience.

"At the present time," he said, "not more than five per cent of television sets in Canada are color sets, and these are concentrated largely in three or four of our major urban centres.

"This has its inevitable effect on the assessment of the priority to be given to color conversion, but there can be no ignoring of the ultimate requirement and CBC must take account of this in its current and future planning."

Communication by satellite is among the problems and the challenges facing the broadcasting industry as a whole, and in particular, the Canadian Broadcasting Corporation, as it faces the problem of capital facilities planning for the years immediately ahead, he said.

CHSC St. Catharines programs "adult sound"

CHSC ST. CATHARINES, ONT. went on the air in March of 1967, but long before that its founder and president, Robert E. Redmond, determined that the station would have an adult sound, based on easy-listening music, first-rate news, and mature voices, said Francis Kirton, program director.

"With over thirty radio signals coming into the area, including three well-established Niagara Peninsula stations, he believed that this was the one sure way to capture and hold a large segment of the audience, both locally and in the large portion of Southern Ontario covered by CHSC-FM's 50,000 watts," said Kirton.

"A completely new building was erected, housing the most modern facilities. Separate AM and FM studio and control-room blocks were designed, both using stereo equipment. Thus, when the stations are simulcasting, with programming originating in the AM station, the FM listener receives the full benefit of stereo. All commercials are produced in stereo, and incidentally, CHSC won three awards at last year's Radio Commercials Festival. The station has two FM equipped station wagons, which can originate actualities from anywhere in

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

*From twenty-nine
Quinte Broadcasters
the best to you this
Christmas.*

**THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON, ONT.**

ask Major Market Broadcasters

What's New in Color Cameras?

..The **PHILIPS PC 80**

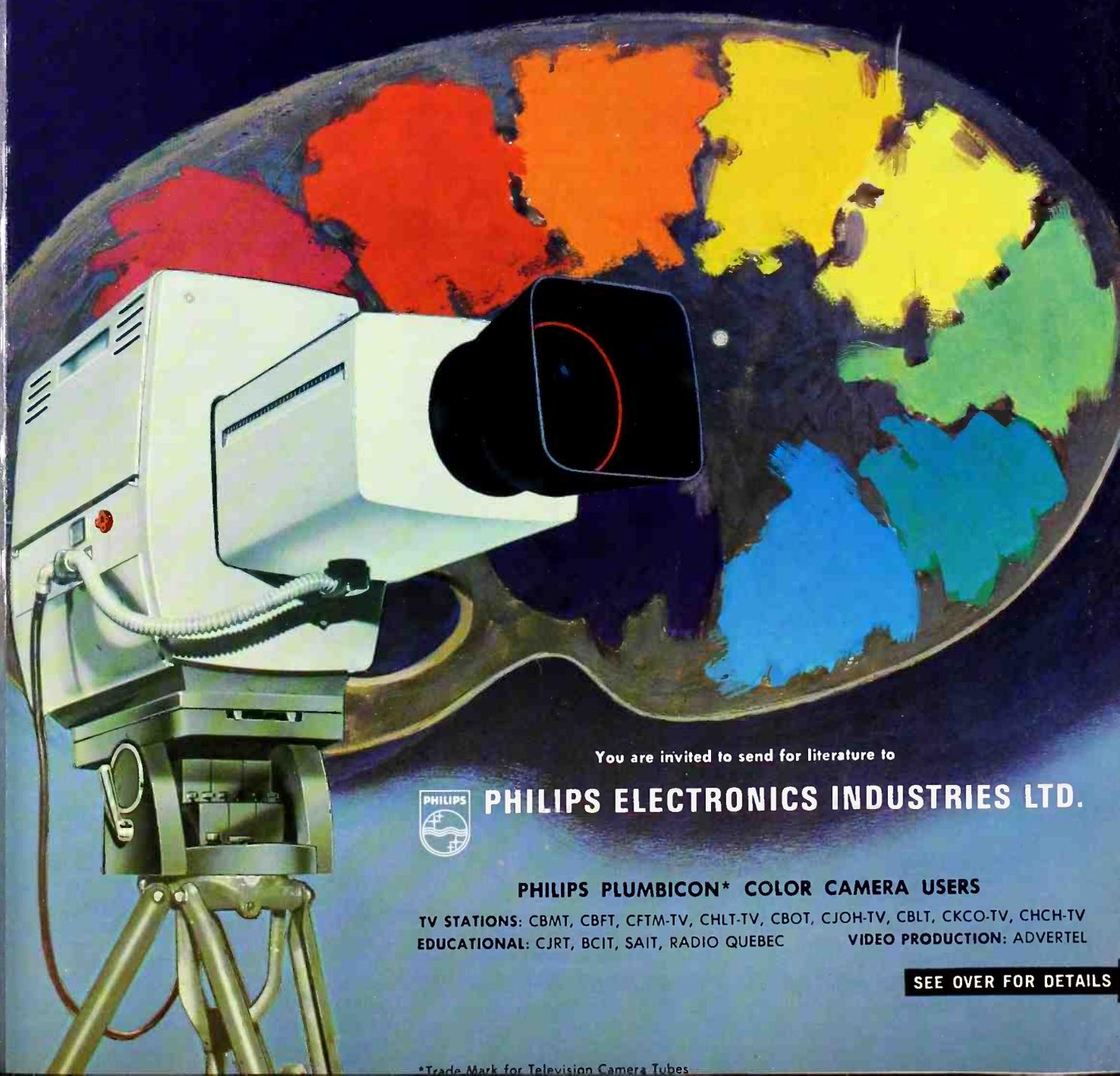
TYPE LDK 3

(SUCCESSOR TO THE PC60)

Performs with FLYING COLORS

- In the Studio
- Out-of-Doors (Night and Day)
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TV STATIONS: CBMT, CBFT, CFTM-TV, CHLT-TV, CBOT, CJOH-TV, CBLT, CKCO-TV, CHCH-TV
EDUCATIONAL: CJRT, BCIT, SAIT, RADIO QUEBEC VIDEO PRODUCTION: ADVERTEL

SEE OVER FOR DETAILS

New in Color Cameras

THE PHILIPS PC 80 TYPE LDK 3

Successor to the Philips PC 60

FEATURING

- Three-tube camera with integrated "contours-from-green" principle
- XQ 1020 separate mesh Plumbicon tubes for better overall resolution and excellent highlight handling
- More efficient prismatic color-splitter and linear matrixing for optimum colorimetric response
- Utmost flexibility in camera optics
- Dynamic focusing for better overall picture sharpness
- Built-in test signal for camera line-up
- Single camera cable with a length of up to 1000 metres
- Modular type CCU in three separate sub-assemblies for high operational flexibility
- Integral contour extractor, linear matrix, encoder and color bar generator for vectorscope-less encoder adjustment
- Solid-state circuitry employing ultra-stable silicon-type transistors

The Philips PC 80 is a third-generation Plumbicon Color Camera for studio and outside broadcast use. It represents a major advance in camera design based on many years of successful experience with previous versions of three-tube Plumbicon Color Cameras.

THE CAMERA UNIT

As in previous models, the camera housing is of strong cast aluminium alloy with hinged covers for easy access to the interior.

A wide range of high-quality servo-controlled and manually controlled zoom lenses is available. Most of these lenses are suitable for use of range extenders. There are two independent, motor-driven filter wheels between lens and color beam-splitter, one for color-correcting filters, the other for neutral density filters.

The color beam-splitter is the well-known prism-block with its two internal reflections per channel. Introduction of linear matrixing has allowed the use of a more efficient color beam-splitting prism.

The separate-mesh Plumbicon tube, type XQ 1020, operates with increased beam-current. This results in better overall resolution and considerably extended linear transfer characteristic, so that excessive highlights can be handled without severe loss in resolution. Dynamic focusing improves sharpness in picture corners. Field effect transistors in a special cascade circuit in the input stages of the camera amplifiers ensure outstanding signal-to-noise ratio.

The deflection and focusing assemblies are screened by mu-metal enclosures to eliminate the effects of external magnetic fields on registration accuracy. They are framed in precisely machined castings with vernier adjustments for optical focusing and picture rotation.

The complete deflection units are fixed firmly in position on factory-aligned base plates. They can be removed easily from the camera for tube replacement, after which, only normal line-up procedure is required.

Stability of electronic circuitry has been emphasized; wide line voltage and ambient temperature variations can be accommodated; effects of temperature variations in long camera cables do not affect camera performance.

Apart from some presets, the camera has no setting-up controls; complete line-up of the camera chain can be done by the CCU operator.

A calibrated sawtooth from the test generator in the camera can be switched by the CCU operator to each camera amplifier for setting up the complete video processing channels. A protective circuit in the camera switches the chain to stand-by if any horizontal or vertical scan failure occurs.

The electronic viewfinder, a self-contained black-and-white picture monitor with 7-inch rectangular tube and 16 kV HT supply, provides brilliant, sharply-focused pictures. Any combination of R, G, B or Y, G, EXT video signals can be selected for display. The viewfinder can be hinged out of the camera housing for easy access.

The "on-air" cueing system consists of an illuminated ring surrounding the lens inside the ray-shade,

and the usual tally lights on the camera and the CCU. Talkback facilities are provided for communication between camera, CCU and production room.

THE CAMERA CONTROL UNIT

For maximum operational flexibility the CCU is in three separate sub-assemblies: Electronics Unit, Local Control Unit and Power Supply Unit, linked by cables at the rear. These sub-assemblies can be accommodated either in a standard 19-inch rack or in three separate 19-inch cabinets.

THE ELECTRONICS UNIT

This unit has been divided into functional sections and arranged in small modules, containing circuitry for: video processing, including contour enhancement, pulse generation and timing, vertical scanning, focusing and beam alignment, picture switching, test signal generation, communication, signalling and remote control.

The modules have ample front panel test points for signal monitoring.

Module extenders are stored in two spare module positions.

Advanced video processing techniques ensure outstanding precision and stability of performance. The processing channels include the following:

- cable length compensation for a camera cable length up to 1000 metres
- spurious pulse cancellation
- green tilt correction (green camera channel only)
- master gain switching
- color balance switching (or painting)
- white clipping
- automatic black level control
- horizontal and vertical contour enhancement
- linear matrixing for negative lobe compensation
- horizontal aperture correction
- white limiting (adjustable to "sharp" and "soft" operation)
- adjustable gamma correction

One set of R, G, B signals and composite color signals, with and without sync, are available in addition to signals for monitoring and encoding. The unit also provides a NAM (non-additive mixed) signal, built-up from the largest amplitude and the lowest black-level information from the red, green and blue video signals, which can be used for "simple" waveform control systems, automatic exposure control circuits or "centralized camera matching".

Remote control is possible for all important operational functions, to suit local requirements.

THE LOCAL CONTROL UNIT

This unit consists of a pull-out drawer with easily accessible operational, setting-up, and color registration controls. The negative green signal can be displayed on the picture monitor to facilitate an accurate color registration setting. The unit has a self-contained color waveform monitor with 5-inch rectangular picture tube. Waveforms can be displayed side by side, superimposed, separately or in any combination, line or field sequential. For special checks, the oscillograms can be spread over the entire width of the screen.

THE POWER SUPPLY UNIT

The regulated power supply circuitry is contained in six modules. The voltage supplies for video and scanning circuits have been separated to minimize interference. All power supplies for the camera are automatically adapted to the various lengths of camera cable used.

The line voltage for the camera viewfinder and the lens drive system is regulated by a motor-driven variable transformer.



COMPLETE TECHNICAL SPECIFICATIONS AVAILABLE ON REQUEST



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PROFESSIONAL ELA DEPARTMENT

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Telephone: (514) 744-5871

4107 11th Street, S.E., Calgary, Alberta
Telephone: (403) 243-7737

the Peninsula, and feed them back to the station," he said.

The program policy is as follows: In all separate FM periods, and from 1 pm on AM, music is played in groups of two and three, with commercial insertions limited to five per hour. Music is lush, but always with a beat. Both older and more recent standards are featured, with the best of the current releases. From 6 am to 1 pm, music is played singly, with more commercials inserted, and a more up-tempo sound is developed by the use of more bright numbers. A great deal of emphasis is placed on services, such as weather, sports, road conditions, and community activities, in this period.

"This format obviously met with the approval of the listeners," Kirton said. "A BBM survey was taken in the station's first two weeks of operation, and showed a sizeable audience. The next BBM, taken six months later, showed a marked increase, and the third, taken after the station had been on the air just under a year, showed a commanding lead over the other three stations in the Peninsula—at times totaling more than their combined audiences.

"Over the year and a half, CHSC's sound has been refined. The music has been kept up-to-date, program ingredients have been added, very carefully, and CHSC-AM features a telephone show from 9:00 to 10:30 am. This program, which has the prominent St. Catharines alderman and nationally-known advocate of women's rights, Laura Sabia, as host, was an immediate success, and is CHSC's highest-rated program, bringing in calls from Hamilton and Toronto, as well as all over the Niagara Peninsula," he said.

"CHSC's theory of separate FM programming is perhaps unique," said Kirton. "Believing that the regional FM listener, that is people in Buffalo, Toronto, etc., are not particularly interested in strictly local St. Catharines affairs and events; and believing also that the average FM listener wants music most of the time, CHSC-FM separates from the AM station during periods of heavy local interest. Thus, while the Laura Sabia 1220 *Hot Line* show is on AM, the FM listener hears CHSC's usual fare of easy-listening music. During the supper-hour, when CHSC-AM broadcasts such features as local sports results, stock market reports, and a great many local commercials, the FM listener hears mostly music, with an in-depth re-

gional and national newscast at 6:00 pm.

"Last season," he said, "CHSC-FM broadcast in stereo, four concerts by the St. Catharines Symphony Orchestra, and this year is planning an even more ambitious schedule, which will include the Symphony, chamber music, and the newly-formed Brock University Strings.

"CHSC is successful because it went on the air with a good sound, and *maintained* this sound, with only minor modifications, to the present time," he said.

CFCY Charlottetown emphasizes "live" radio

CFCY CHARLOTTETOWN, P.E.I., uses a format that conforms to the station's middle-of-the-road policy in programming, said Betty Large, promotion director. "The format remains basically the same, although it is updated from year to year, with the ingredients constantly changing to meet changing needs.

"At CFCY, we believe radio has become an 'on the go' medium, that more and more it is a companion to people while they work, at home and in offices, while they drive to and from work, and during their leisure hours. So we feel that radio must change to keep up with this constantly-changing audience on the go," she said.

"We feel that radio, in an endeavor to reach its highest potential, must be 'live'. A radio station should have a constant procession of people from all walks of life using its facilities," she said.

"Talks, done on the air, live... telephone reports directly from the communities in the coverage area... live interviews integrated into existing programs, all these should be such a vital part of daily life in the coverage area, that should a special event take place, or something out of the ordinary occur, the first thing people think of is to turn to their radios to find out what is happening.

"If they do not do this," she said, "we believe the station is not fulfilling its function.

"During musical programs, we present the work of as many Canadian recording artists as possible. As to local talent, we have at the present time, approximately sixty different selections from local groups and personalities presented by the station, with the objective of a total of a hundred selections within the year."

CFCY, operated by Island Radio Broadcasting Co. Ltd., is now running a series of programs in co-operation with one of the local universities, and with Confederation Centre, "to acquaint our audience with the many art exhibitions, plays, and interesting people appearing at these two centres," said Betty Large, "and we plan to expand this policy and take in others as the year progresses."

Taking a keen interest in all kinds of public service, she said that at CFCY "we feel a prime role of a radio station is to communicate the needs of its audience, in an interesting and vital way."

CFOX Montreal goes contemporary

CFOX MONTREAL went "contemporary" in September '66, said G. D. (Doug) Ackhurst, assistant general manager, "filling a void that existed in the Montreal market.

"Two years later," he said, "the market is very stratified, with a talk station (CKGM), an up tempo middle of the road station (CJAD), a multilingual station (CFMB), a sports/news/MOR/country and rock station (CFCF), and CFOX—the contemporary pop station."

The reason for this, he noted, is that "in the big city, where the programming trend in recent years has been towards specialization, residents have grown accustomed to being able to dial what they want, when they want it. They can match their mood any time of day. If they desire talk, they dial a certain station. The same goes for rock, middle of the road, classical, good music, etc. This specialization has created polished programming, benefiting the listener, and an identified and stratified audience, beneficial for sales."

Station president and general manager, Gord Sinclair, namesake son of CFRB Toronto's outspoken newsman, in a recent station editorial said: "We are a contemporary station, in every sense of that word. We are part of today. We are part of what is happening now, in the way we talk, the music we play, the things that interest us, and the way we serve our real bosses—our listeners.

"We're accused, of course, as are all contemporary radio stations, of being a rock and roll station, or a teeny-bopper station. And we sure do like young people, those young in age and those young in attitude. You might be interested to know, however, that

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...continued

■■ **BROADCAST MEDIA** directors of Canadian ad agencies would like to see more reach and frequency studies from both radio and TV stations, James Montagnes reported. They would also like more programming data, especially from radio stations. The need for more information prompted the agencies' media council to make recommendations to the RSB for provision of more data.

SEPTEMBER 1968

Bringing *ETV in Focus*, this issue told how *Ottawa dallies while provinces build*, and other pertinent developments in educational television across Canada.

■■ **FORMATION OF A NEW NEWS** network service, totally independent of any radio station, was announced by Stephens & Towndrow Co. Ltd. in collaboration with CBS Radio of New York. Headquarters were established in the National Press Building, Ottawa.

■■ **SEVERAL KEY MEMBERS** of the staff of Payeur Publicité Inc., Quebec City, left en masse to form their own ad agency in the provincial capital, operating as Bleau, Duperry, Giguère & Associés.



de SEVE

■■ **THE DEATH** of Joseph Alexandre de Sève, founder and president of Télé-Métropole Corp. Inc., occurred in Montreal. TMC operates CFTM-TV, the French language station, the rep firm of Paul L'Anglais Inc., and JPL Productions Inc. De Sève also was president of France-Film.

■■ **BROADCASTING IS ACCOUNTING** for a larger share of the advertising dollar in the media mix, James Montagnes reported in interviews with several agency media directors, who said the day of separate directors for the various media is in the past.

■■ **AN ENTIRELY NEW FORMAT** for BBM survey reports was announced for the publication of the Fall 1968 survey results about the end of December. New age breaks will be tabulated, and other changes will bring about greater simplification and added usefulness for the reports.

■■ **FIRST CATV** applications for licenses, under the new regime, were placed on the agenda for the CRTC Moncton hearings, with cable television systems coming under the wing of the Commission for the first time.

OCTOBER 1968

To tighten Canadian control of radio and television broadcasting, Secretary of State Gerard Pelletier announced new regulations governing the limitation of foreign ownership.

■■ **THE CRTC MONCTON** hearings began the first of three such airings on the provision of alternative television service, dominated by the proposal of NTV Communications Corp. Ltd. to provide Canada's third TV network.

■■ **IN TWO IMPORTANT** decisions handed down by the Commission, one involved the allocation of VHF channels in southern Ontario, which seemed to stymie CFRB (Standard Broadcasting Corp.) in their attempt to open a third TV channel in Toronto, and the other paved the way for the Commission's announced intent to police the air waves by terminating a station's license for failure to live up to expected programming.

Re-allocation of channel 6 for channel 5 in Toronto, for the CBC-TV Network's flagship station, CBLT, gave the Corporation access to channel 6 for London, Ont. and a projected new TV station in the Kingston-Belleville area.

■■ **CJLS YARMOUTH, N. S.** was notified its license would not be renewed beyond March 31, 1969, because of admitted suppression of certain news items and generally poor programming.

■■ **DEATHS REPORTED** in this issue included Claire Wallace, veteran broadcaster, newspaperwoman and etiquette expert, who died in Toronto;

Beth Lockerbie, one of Canada's best known radio and TV actresses, who also passed away in Toronto; John A. Winter, Toronto TV executive, co-founder and president of Cine-Tape Associates Ltd. and VTR Productions Ltd.; and John W. Tregale, a veteran of radio broadcasting, who managed the Time Sales Division of All-Canada Radio & TV Ltd. radio division, from 1937-54, when he retired.

NOVEMBER 1968

Fall Directory Issue. Under the title of *Quo Vadis*, CRTC chairman Pierre Juneau and vice-chairman Harry Boyle were asked what the Commission intended to do about program regulations, policy changes, licensing, CATV and other matters coming under their jurisdiction.

The chairman said the Commission's only concern is the public. He emphasized that the inevitable new book of rules is not going to be written over night or without conferring with the industry, at the hearings as well as through the CAB.



JUNEAU

■■ **OUTLINING A FAR-REACHING** research program to explore the impact of advertising, J.F. Glasier, advertising manager, Ford Motor Co. of Canada Ltd., newly-elected president of the CAAB, reviewed projects drafted by the Board for launching in the coming year.

"All of us, without exception, are affected by advertising, but no one really knows its impact on our social environment, or precisely its contribution to our economic health," he said. "If we can find definitive answers we can make advertising a far more useful tool in the total development of Canada."

■■ **INDICATING A TIGHTER** control of licenses, the CRTC announced the license of CHSJ Saint John, N.B. would not be renewed for more than one year while the Commission studied the problem of concentration of ownership in media serving one community. In the case of CHSJ, the controlling interest is held by K.C. Irving, whose other interests include CHSJ-TV and the two daily newspapers in Saint John. Saint John Cablevision Ltd.,

reportedly backed by Irving interests, was also denied a license for its proposed cable system, on the same grounds.

Renewal of the license for CKCW Moncton hung on a similar decision, the Commission stating it wished to have further discussions with Moncton Broadcasting Ltd. about the share distribution of the company.

The Commission issued new regulations covering license fees for CATV systems which will now be subject to the same fee schedule that has applied to radio and TV stations.

■ ■ **STRONG ARGUMENTS** were made by Kamloops, B.C. groups at the CRTC public hearing in Regina for immediate action on development of alternative television service. "TV viewers deserve a choice, and it's not a question of what form alternative service should take or how it would be provided, but how soon they can get it," said Alderman G.A. Bregoliss, of the city council. Kamloops Chamber of Commerce echoed the same views.

■ ■ **THE CTV TELEVISION NETWORK** offered free network programming as its proposal to speed up development of alternative service. The CTV board said it was prepared to proceed immediately with the establishment of CTV rebroadcasting stations in those

areas where this is the most efficient means of achieving the desired alternative TV service, and, where not considered practical, it offered to provide its full programming service free of charge.

■ ■ **AGENCY EXECUTIVES** were interviewed by James Montagnes on the subject of whether it was more practical to operate on a fee or a commission system.

■ ■ **J. WALTER THOMPSON CO. LTD.**, Vancouver, and McCann-Erickson of Canada Ltd., Montreal each won a Gold Bessy Award and an RSB Gold Microphone for the best commercials submitted to the sixth annual Radio Commercials Festival. CJRS Sherbrooke, Que. was the only station to win a Gold Microphone Award, for the most outstanding locally-produced commercial.

■ ■ **THE CRTC** issued a policy statement that French TV and radio service for the Maritimes would be given top priority over establishment of alternate English-language service for the region.

■ ■ **CFRB TORONTO**, owned by Standard Broadcasting Corp. Ltd., said it would continue its quest to get into tele-

vision and obtain a license for a third station in the Toronto market.

■ ■ **R. A. (BOB) REINHART**, station manager, CFPL-TV London, Ont., resigned for health reasons, after serving in the post since 1956.

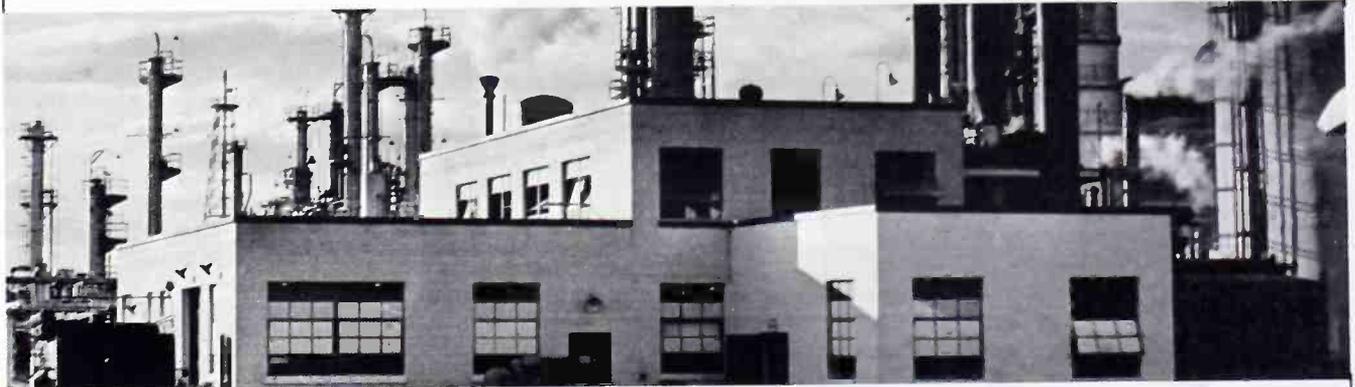


RADFORD

■ ■ **JOHN A. RADFORD**, president and general manager, CFJR Brockville, Ont. was elected president of the Central Canada Broadcasters Association for '68-'69. R.E. (Bob) Redmond, president, CHSC St. Catharines, was elected vice-president and 1969 convention chairman.

■ ■ **CKTB ST. CATHARINES, ONT.** participated in ceremonies marking the twinning of the city with Port-of-Spain, Trinidad, and the radio station there which also operates on 610 kcs.

(MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!



In Kamloops, this modern British-American Oil Refinery is pushed to capacity, providing refined products to dealers in the entire Southern interior of British Columbia. Our thriving economy demands more goods and services daily, creates a sellers' market for Okanagan Mainline Radio advertisers. C'mon in - the selling's fine! And we'll be delighted to help you create the RIGHT radio campaign for our market.

OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man

6000-member engineers' group will hear 20 papers and discussions

THE TECHNICAL SIDE OF TV will be spotlighted in some 20 papers and several panel discussions during the Winter Television Conference of the Society of Motion Picture and Television Engineers, to be held in Toronto January 17-18.

This international conference of the SMPTÉ, which has 6000 members throughout North America, will hold its sessions at Ryerson Polytechnical Institute auditorium. Luncheon on both days will be in the Balmoral Room of the Town & Country Palace, where the speaker on Saturday will be Roy Cahoon, chief engineer, CBC.

Sessions open Friday morning, January 17 at 8:00 am for registration, and continue through the evening, with a noon lunch break and two hours open time for dinner. Saturday sessions open at 9:00 and the conference ends in the late afternoon.

Friday morning speakers will include J.F. Wiggin, GE, Syracuse, N.Y., on "Evaluation of Chromaticity Errors in Live Color Television Cameras"; Renville H. McMann, CBS Laboratories, Stamford, Conn., "A Digitally-controlled Miniature Color Camera"; L.L. Pourciau, engineering

manager, International Video Corp., Mountain View, Calif., "Simplified Broadcast Color Camera Design"; and Sal Bonsignore, CBC-TV Network Operations Dept., New York, on "New Trends in Color Lighting."

In the afternoon K. Blair Benson, CBS-TV Network, engineering and development, New York, will speak on "A Survey of Color Telecine Design and Operating Trends". D.H. McCrae, CBC engineering dept., Montreal, will talk on "Engineering Good Color Rendition in Color Telecine"; Gerow Brill, CBS-TV Network, New York, will discuss "Color Television Film Camera Design and Operation".

From Eastman Kodak Co., Rochester, N.Y., Dann Zwick will discuss "Film for Telecine", and L.E. DeMarch and M.M. Liberman will talk on "Film Color Balance for Telecine", following which a "Film and Telecine" panel discussion will involve most of the speakers.

Reports will be given on the Joint Committee on Inter-Society Coordination, by K. Blair Benson of CBS-TV Network, New York; on the Status of SMPTÉ Studio Test Chart Committee, by William Howard of NBC,

New York; on Activities of the Canadian Telecasting Practices Committee, by L.C. Harrop, chairman, from CBC engineering department, Montreal.

Emphasis on lighting at evening session

Canadian and American views will be exchanged Friday evening, when E. Carlton Winckler, CBS-TV Network, operations department, New York, will speak on "The Formula—Perpetual Care—Good Color", and D.S. Theakston, CBC operations, Toronto, will discuss "Lighting Practices in the Color Studio."

This will be followed by a panel discussion on "Lighting", moderated by Winckler, with the panel composed of working lighting directors.

Saturday morning, R. Hurst of RCA will discuss "Velocity Errors in Quadruplex Recording—Part 2", and a panel of VTR users will discuss "Problems in the Application of VTR to Broadcasting". The audience will have the opportunity to submit written questions to be answered by members of the SMPTÉ VTR committee. Moderator will be Fred M. Remley, University of Michigan TV Centre, Ann Arbor, Mich.

Warren C. Phillips, NBC, New York, will present a "Report on Vertical Interval Signals for Evaluation of Color Network Facilities in the U.S.A."

John H. DeWitt Jr., consulting engineer, Nashville, Tenn., will discuss "Color Uniformity in Multi-Station Markets", and a panel discussion will be held on "Transmitters and Transmission."

W. M. (Don) Harrold, manager, engineering department, Electrohome Ltd., Kitchener, Ont. will talk on "Total System Harmony—The Case for Receiver Manufacturer and Broadcaster Liaison."

Harrold will then moderate a panel on "Receivers", and the conference will close with a presentation on "Televising Special Events in Color with Transportable Consat Terminals", highlighting the recent Apollo VII splash-down, by John H. Gayer, consulting engineer, Space Systems Organization, GE, Valley Forge, Pa.



CKY IS NO. 1 IN WINNIPEG & MANITOBA
BBM proves it!*
*Spring 1968 Weekly Circulation Total Adults Tuned.

CKY is Manitoba's favourite daytime radio choice and BBM ratings prove it! That's because people like to listen to personalized adult radio... they respond to "talk" programs like Bill Trebilco's "Bi-Line" Kay Wise on "Tradio" and "Party Line".

Reach the largest Manitoba daytime audience... put your selling message "in the centre of things" on CKY. No. 1 in Manitoba.

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

CKY 58

In the centre of things
WINNIPEG/50,000 WATTS/MANITOBA

You only get out of a thing



what you put into it.

Our new Criterion series tape cartridge system is the certain, for-sure way to get the best sound into your cartridges, then get it out of them at air time. Here's why:

- Improved tape drive – exclusive 450-rpm 4-pound Hysteresis synchronous positive-speed motor.
- Speed accuracy of 0.2% – direct Capstan drive comparable to finest reel-to-reel machines.
- No tape skewing – exclusive triple tape guide assembly with precision-machined cast aluminum head mounting.
- Positive alignment of tape cartridges and other components – heavy duty machined cast aluminum base.
- Low signal to noise ratios – space-age alloy motor shielding.
- Superb fidelity – solid-state plug-in electronics and fully regulated power supply.

We'll be happy to send you all the technical details on this newest and finest tape cartridge system. Just jot down your name, station and address on this ad and mail it to us.



Basic Criterion series solid-state playback unit and recording amplifier. Available in slide-out rack panel mounting or trimline desk console. Mono or stereo. 1-, 2-, or 3-tone.

GATES

HARRIS
INTERTYPE
CORPORATION

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



PULSIFER

ORVILLE B. PULSIFER, 33, program director and member of the board of directors, CHNS Halifax, N.S., is the new president of the Atlantic Association of Broadcasters ('68-'69). He succeeds Norris L. Nathanson, manager, CJCJ Sydney.

Pulsifer was born and educated in Halifax, going on to King's College School, Windsor, where he won the Governor General's Medal in 1952, and then to Dalhousie Law School, '57-'59, where he obtained his BA degree and majored in Political Science.

Holding a private pilot's license, with some 200 hours of dual and solo flying to his credit, he served as spare pilot and did aerial photography for Pulsifer Bros. Ltd., an aviation charter service and bus transportation business formerly owned by his father, Orville B. Pulsifer Sr., a Squadron Leader in the RCAF, and now semi-retired.

After holding a summer job as reporter, covering the police beat and doing general reporting for the *Halifax Chronicle-Herald & Mail-Star*, he got his start in radio by serving part-time as announcer, news editor and newscaster for CHNS, 1956-58.

He joined CHNS full-time in May 1959, to organize the news department and became news director. He was appointed program director in 1961, and named a member of the board of directors a year later.

Keenly interested in sports, he is a director of Halifax Wildlife Association, and has hosted a weekly *Sportsman's Almanac* on CBC Television Maritimes Network since 1966.

He was a former treasurer and vice-president of the AAB.

HAROLD EADY, general manager of Bonded TV Film Service, Toronto, has been re-elected chairman of the Society of Motion Picture & Television Engineers (SMPTE), Toronto Section, for 1968-'69.

Eady has a busy year ahead of him with the SMPTE Winter Television Conference scheduled for Toronto, January 17-18, at Ryerson Polytechnical Institute auditorium (see page 24), the SMPTE "Little Convention", to be held next year in Toronto, in September, in conjunction with the Rochester, N.Y. Section, and six programmed meetings of the Toronto Section over which he will preside.

ERNIE W. MILLER, widely-known in the broadcast industry, which he has served for over 20 years, has been appointed manager, field sales for RCA broadcast and instructional systems marketing, technical products division. He had been manager, Eastern Canada sales, for RCA's broadcast and television marketing department since 1961.

Miller, born in Winnipeg, but raised and educated in Quebec City, joined RCA's engineering department following his graduation with a B.Sc. degree from McGill University, after his return from overseas duty with Canada's First Fighter Squadron in World War Two.

His career in broadcasting includes a period as chief engineer and later station manager for CFCM-TV Quebec, president and general manager, CJSS-TV Cornwall, and as a consultant, supervising the building of CHOV-TV Pembroke.

ROY HOFSTETTER, a veteran of 27 years in broadcasting, and manager of CKWS AM-FM-TV Kingston, Ont. since 1945, has decided to retire, effective January 31, 1969.

Hofstetter got his start in broadcasting in 1941, as a sales rep for Roy Thomson's CKGB Timmins, Ont., now part of the Northern Broadcasting Ltd. group.

Later, he was transferred to the sales staff of CKWS Kingston, when it opened in 1942, then became a national sales representative in Montreal for a short time, until he was moved back to Kingston in 1945 as manager.

During his many years as manager of CKWS, his duties increased with the growth of the station, having the added responsibility of managing the TV outlet established in 1954 and the full stereo FM operation which began in 1966.

Hofstetter is a past president of Kingston Advertising & Sales Club and a member of the Cataragui Golf & Country Club.



AT THE ANNUAL INVESTITURE ceremonies of the Order of St-John, held at Rideau Hall, Ottawa, Lt. Col. Paul L'Anglais, C.D. was invested with the rank of Knight of Grace, by Governor General Roland Michener, Prior to the Order of St-John in Canada.

Recently elected chairman of the board of Télé-Métropole Corporation, (CFTM-TV Montreal), L'Anglais is also president of Paul L'Anglais Inc., heads the ACRTF, and is a director of JPL Productions, Montreal; CJPM-TV Chicoutimi; the CAAB and CAB.



EADY



MILLER



HOFSTETTER

DAYTIME TELEVISION

has a
PRIME AUDIENCE
in Montreal

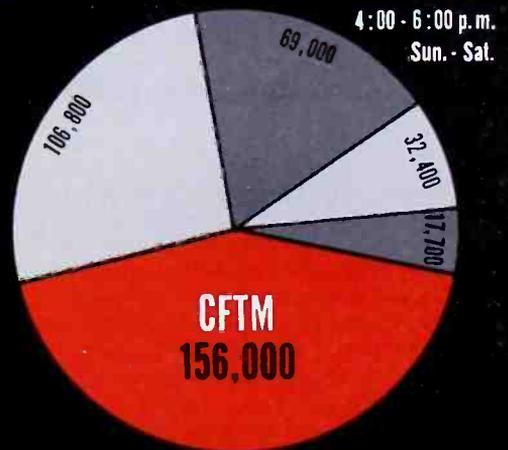
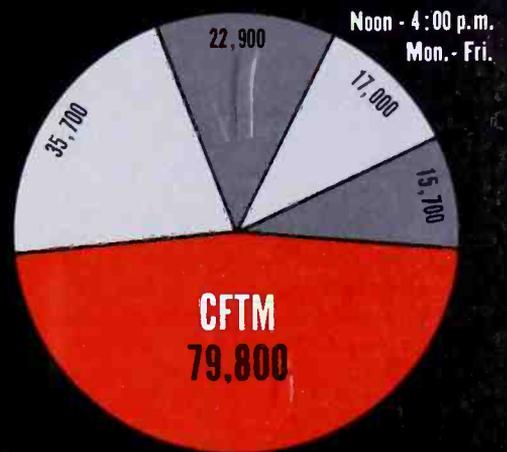
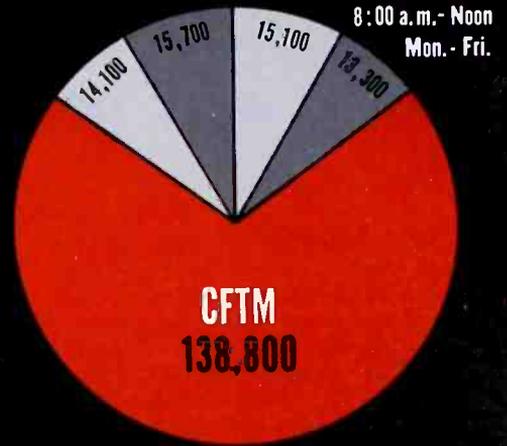
most of it Tuned to
CFTM-TV
throughout the week

CFTM-TV is leading by a
WIDE margin during the NIGHTTIME too!



REPRESENTATIVE **PAUL L'ANGLAIS INC.**

HOUSEHOLDS TUNED



Reference A. C. Nielsen

N. B. I. March 1968



TORONTO
2160 Yonge Street
487-1551

MONTREAL
1405 Rue de Maisonneuve
526-9201

NEW YORK
500 Fifth Avenue
244-0552

Paper work adds cost to spot television

"SPOT TELEVISION is how you, the advertiser, control it: market-by-market," said Norman E. "Pete" Cash, president of the Television Bureau of Advertising, at a Spot Television Workshop in New York, jointly sponsored by TvB and the Association of National Advertisers. "The divorce of the piggyback into two single 30-second commercials can give each brand its own budget, own markets, own schedule and enable it to meet its own needs...all of which is spot television's best definition," he said.

Still within the theme of controlled advertising through spot TV, Cash referred to "the so-called middle men involved in the buying of some spot television for some advertisers on some stations. There is an apparent promise of saved dollars," he said, but he wondered "what these saved dollars cost you?"

"The traditional through-the-

agency spot buying technique was created to provide the advertiser maximum control over each spot he bought. Ways to reduce the cost of spot television may be at the expense of control," he said.

Citing the growth of retail television and its competition for national spot advertisers, Cash said that the department store buyer may become "the largest television buyer in town" and proposed that this will cause the national advertiser to plan farther ahead and "save money, even if you don't want to.

"There are many ways to save money in spot television," he said. "One of them is simply to reduce the paper work involved in buying and paying for it. Perhaps it relates to that brick-by-brick way of buying spot, but we've built a jungle of forms. A way to accelerate the savings is to accelerate the acceptance of any

standardized form—ours, yours, anyone's, just so there's *only* one.

"A standard station-invoice form—the detailed spot bill—presents more problems than does the contract, but the 'right' form, once we are certain of its rightness, will also, we expect, come into general use because our industry has told us it needs and wants such a form," he said.

"While our attempts at resolving the paper work problem may seem to be proceeding slowly, remember that we are, in fact, asking reps, stations, agencies to change systems and procedures developed over years of operation, and acceptance is bound to come slowly. However, we think it is a tribute to the several that they are accepting the idea of standardization, showing a willingness to surrender some of their operational individuality for the benefit of all the industry, including you, the advertiser," he said.

Recording hassle

Will station programmers pay to play?

TO BROADCAST OR BOYCOTT may be the question if broadcasters have to pay to play the many discs they now receive from the recording companies. That is if the proposal by the consortium of some 20 record manufacturers to force an estimated \$5,000,000 tariff out of Canada's broadcast industry is successful.

The Canadian Record Manufacturers' Association, representing Canadian subsidiaries of such firms as RCA, Columbia, Capitol, Quality, Warner Bros.-Seven Arts, Arc and London, among others, has submitted to the Copyright Appeal Board in Ottawa a brief which calls for annual tariffs of 2.6 per cent of gross revenue from each privately-owned radio station in Canada, four cents per capita for every person in Canada from the CBC, and one half of one per cent of net revenue from each of the country's privately-owned television stations.

If their move is successful, it would represent a most painful extrac-

tion from the members of the Canadian Association of Broadcasters, said president Ray Peters. He said the association had consulted its lawyers and suggested a nationwide boycott of recorded music in the event the proposal is approved.

CRMA executive secretary, A.L. Betts, contends the money invested by record manufacturers in Canadian recording studios and the like is not being reimbursed enough through sales of Canadian records because of better-known imports.

"Record producers," said Betts, "are going to exercise their rights under existing copyright law (1921) and submit a tariff."

Peters, who heads an association representing 342 private radio and television stations across Canada plus the CTV network, says the suggested boycott could operate by having the stations play records put out by smaller, independent labels. TV stations might be able to dispense

with recorded music for a long time "with no problem," he said.

It has been conjectured that around 35 per cent of the annual tariffs collected would be re-invested in Canadian studios, with another 10-15 per cent spent on administration.

The balance, as long as it does not exceed 50 per cent, may be legally withdrawn by the record manufacturers' parent companies, most of whom are in the U.S. or Europe.

Peters said the CAB would try and prevent "any share of this assessment going to companies outside Canada...such a move would be an enormous drain on the Canadian dollar."

Eight of the CRMA members have already paid \$10,000 each to set up Sound Recording Licenses Ltd. to collect the tariffs, but the CAB, according to Peters, intends to take every legitimate step to defend the interests of its members.

Maritime broadcasters catch hell for not selling their Maritime markets

ATLANTIC BROADCASTERS were verbally blasted by national advertisers and agency heads at their convention in Freeport, Grand Bahamas, for their failure to communicate among themselves. Jack Fenety, station and commercial manager, CFNB Fredericton, N.B., moderator of a dual-panel discussion, said they were "roundly, soundly and fairly condemned" for not creating more awareness of their areas and the service they themselves provide.

The two panels, one consisting of top national advertisers and the other comprising prominent ad agency heads, emphasized marketing, research, and distribution difficulties in the Atlantic Provinces, along with a denunciation of the Maritime broadcasters in general, for their complacency and indifference in providing information on their markets and for not getting out and selling their stations.

Robin Hall, vice-president, marketing, Bristol-Myers of Canada Ltd., said: "You are a minority market, one of many in Canada and the world, yet with a surprising 11.2 per cent of our national sales, mostly bleach, you are our highest market for Javex and the bleach business. You have the market potential for other products, but your presentations are lousy—the West outdoes you. The opportunities are there...if you do a much better selling job than you have done."

Alan J. Scott, president, Wm. Neilson Ltd., Toronto, brought a ray of light to the beleaguered broadcasters with a defense of the Maritime market and cheering news of his company's 14 per cent industry sales and radio/TV ad budget there.

But he then sallied into those broadcasters making "deals" with jobbers and agents who used the back door of the national advertiser to offer special rates on single stations.

"Sell as a group of stations to a larger audience," said Scott, "not as an individual to a small audience. National advertisers are not interested in losing centralized control of their money, and the fault lies with you people who make deals."

J.S. Bull, marketing vice-president,

Colgate-Palmolive Ltd., told the broadcasters: "Most radio and some TV stations are simply not equipped to handle the merchandising and promotional aspects of broadcasting with which we (national advertisers) are familiar in other areas."

"You are not prepared to go out and solicit it or come up with creative ideas that might generate additional business," he continued.

"Even when we suggest new ideas," he said, "your industry in the Atlantic Provinces often finds them difficult to accept because you feel there may be too much work involved or you don't have the staff to handle it."

Behind the times

Scott came back on "programming," and, whilst agreeing that most stations were generally up-to-date, he felt that some were "way behind the times."

"How many of you have studied programming and promotional ideas in Canada and the U.S.?" he asked. On the subject of trade contacts, he said: "Our salesmen report that Atlantic Provinces broadcasters do not have strong contacts at the retail or wholesale level, and therefore cannot often tie-up advertising/merchandising facilities.

"And yet Newfoundland represents the highest development area we know of in the world for Colgate-Palmolive on a per capita basis," Scott said.

Jack Soderling, vice-president and general manager, Alberto-Culver of Canada Ltd., cited his company's marketing and distribution problems in the Atlantic Provinces, and his sad experiences with advertising there.

He said that while the Atlantic Provinces have grown at a faster pace than other areas in Canada and are considered potentially desirable markets for Alberto-Culver, the spread of stations with captive audiences and no competition make it uneconomical to advertise heavily there.

Two-way street

From the agency side, Bruce Johnson, McKim/Benton & Bowles president, hit

hard with the results of his own canvassing of 13 agency heads, 14 media buyers and his own agency's account executives. The answers in all cases showed either a complete disinterest in, bad impressions of, and lack of information about, the Atlantic Provinces.

The canvassing also revealed, he said, most of those people had never received any kind of presentation from an Atlantic Provinces broadcaster.

G.E. Cross, president of Spitzer, Mills & Bates Ltd., turned the tables briefly on the advertisers and said, "You've a great product, and it's getting better, but to sell in the Maritimes you've got to improve the 'packaging' of your product."

To the broadcasters present he said, "Stop thinking about Newfoundland, P.E.I., New Brunswick and Nova Scotia, as such. Make them a single unit of two million people, then chase the customers."

"We have products in our shop that have 12-18 per cent of their national sales in the Atlantic Provinces. Many enjoy their highest share levels in the Maritimes, and if you want to sell to us—come and talk to us."

He further urged broadcasters in the Atlantic Provinces to send out speakers to the many clubs and conventions in other areas because "media don't know enough about you."

McConnell-Eastman's president, Peter W. Hunter, plugged for "a concerted program to educate advertisers and agencies alike about your audience profiles and your collective ability to achieve results...band together."

"But," he warned, "if you are going to get research, get first-class research."

Bruce McLean, president of Needham, Harper & Steers, said: "Find out who *isn't* doing well—the man who is second or third in his field. Find out *why* he isn't doing well, and find out how you can help him. Then go to him with the solution which will make him number one. Get back to the basics in selling and find someone with a need you can fill."



We're known by the company we keep.

Top stations like these are staying with us.
And no one appreciates their confidence more
than our sales manager, Gordon Jones.

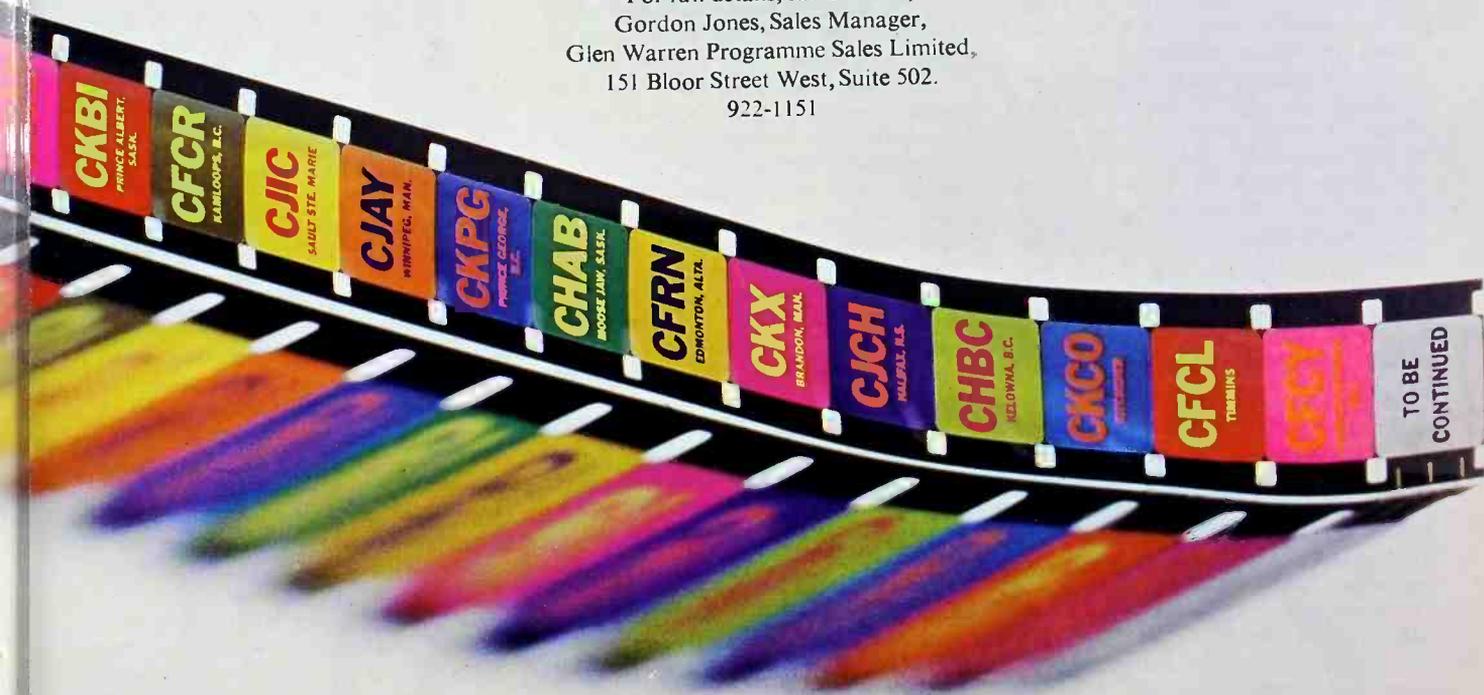
Gordon's policy is to offer them the finest in
Canadian content shows with the latest in
production facilities. He also offers top American
Network properties.

And Gordon will make sure that you get these
services at prices which are unbeatable. No
matter where else you might look.

No wonder the company we keep, keeps growing.



For full details, call or write,
Gordon Jones, Sales Manager,
Glen Warren Programme Sales Limited,
151 Bloor Street West, Suite 502.
922-1151



Radio performs well in "down east" markets

RADIO'S IMMEDIACY AND IMPACT as a selling factor in the Atlantic Provinces, where audiences stay tuned well above the national listening average, has proven a real business builder for local advertisers and "more and more national accounts are learning...that radio teams unrivalled reach with unmatched cost efficiency," in the Maritimes.

In a dramatic slide presentation, backed by facts and figures, interspersed with pertinent case histories, Cedric P. Haynes, president of the Radio Sales Bureau, Toronto, gave the AAB convention in Freeport, Grand Bahamas, an insight into how the Bureau is working for their benefit.

Based on the theme, *Atlantic Radio—Worth Looking Into*, he said "there are, however, some advertising decision-makers who, while agreeing that radio is resultful, admit that they know little about the medium's performance in markets down east."

He said "the figures prove that radio—a great buy for advertisers anywhere in Canada—is an even greater buy in Atlantic markets," quoting a BBM survey that showed a cross-country listening average of 25 hours and 22 minutes per week, while in the four Atlantic Provinces they tune in for an average of 28 hours and 48 minutes per week, 13.5 per cent above the national average.

Percentages above the national listening average, in each province, showed Newfoundland up 9 per cent, New Brunswick 12 per cent, P.E.I. 14 per cent, and Nova Scotia topping them all with 21 per cent, having a listening average of 30 hours and 39 minutes weekly.

"And this spreads right across the demographic board," Haynes said.

Radio's reach recognized

One national advertiser who found the BBM figures merited use of the Atlantic Provinces market was Colgate-Palmolive Ltd., whose media and merchandising manager, Peter Jones, said: "We believe that more radio is listened to per capita (there) than elsewhere in the country and therefore it gives you a better chance of reaching the customer."

Colgate-Palmolive test marketed their ABC detergent in the Atlantic region, "and all radio stations had a

piece of the action. We had a hundred per cent reach and the product was very successful in that market. It is the dominant detergent down there. It is quite unique in North America in the position it established relative to competition.

"With ABC the Maritimes is a very important market and really receives prime consideration, and to some extent decides what the brand is going to do."

Local and regional advertisers are strong supporters of radio in the Maritimes. Ian Towers, president of Towers' Credit Jewellers, Bathurst, N.B., said: "75 to 80 per cent of our budget goes to radio. That's how keen we are that radio is the best medium here for advertisers."

He places the remaining 20 per cent of his budget in print, and said "we have a newspaper here but it's not that large and we don't find it gives us much coverage."

Joe Belliveau, manager of Tip Top Tailors, Moncton's largest men's wear store, said "we have been going exclusively with radio" since 1962, when he "decided to give radio a try." Now, he said, "I feel that radio is a must. I also feel that it's less expensive than the newspaper. My way of looking at it is that it produces more for the dollar than your advertising in your local paper."

Melvin Clarke, vice-president and general manager, Island Chev/Olds in Charlottetown, invests 65 per cent of his budget in radio with 35 per cent in direct mail. "Why no newspaper?" he was asked.

"Most people today," he said, "are bombarded with so many printed ads. They pick up a morning paper and simply read the comic strip, the sports page, look at the headlines, put it down and that's the last they see of a newspaper."

Ray Simmons, marketing manager, Haig Beverages, Bennett Brewing Ltd., St. John's, Nfld., said: "We had a new product and we wanted to let it become very well known as quickly as possible. And in Newfoundland, radio is the one medium that guarantees us 98 per cent of the audience as quickly as possible. We said we'd put all our eggs in one basket from an advertising point of view and use the medium we'd found to be most effective...

...this being radio, we went all the way."

The product, *Haig Light Beer*, wasn't really new. It had been manufactured by Bennett Brewing for over half a century. But sales were off, so the product was completely re-packaged and re-introduced in the summer of 1967 with 100 per cent of the introductory budget in radio.

As a result, he said, "the minimum for any one month was ten times over previous sales history for the product and I might add it has gone astronomically higher in some areas."

Advertising support is two-way proposition

Some Atlantic merchants feel they are not getting adequate opportunity to tie in with the promotion of nationally-advertised products in what they believe to be the most effective way, the RSB reported.

Malcolm MacKay, secretary-treasurer of MacKay Forest Products Ltd., Saint John, N.B., has 50 per cent of his budget in radio. He is a firm believer in continuous exposure through the power of sound. But he doesn't like the attitude of some national suppliers.

"We are finding that more and more of them are refusing to give support advertising to individual firms," he said. "Instead, they are advertising on a national basis in magazines and weekend papers, or offering us opportunities to pool advertising on such media as papers and television.

"As far as this type of advertising in a national paper is concerned, we're not interested. For example, if *Weldwood of Canada* came out with a two-page deal where my name was buried with 200 others from coast-to-coast, I couldn't care less about that kind of promotion. To me, that is useless.

"I would rather spend my own money in my own way with my own radio station," MacKay said. "I think I get far more for my money, and I think this is the way I prefer to handle all my advertising.

"You can do a great job in your own back yard, and I really think that some of the companies are denying the local yards the privilege of supporting them. To me, they're wrong."



**Radio
sells
more people
than any other
medium in the
Northern
Alberta
market**

**Reach the most
with Edmonton Radio**

Third of a series of advertisements sponsored by the Edmonton Radio Stations

**CHQT • CJCA • CFRN • CHFA
EDMONTON**

Shorter commercials will boost revenues

THE LOOSE 30-SECOND UNIT as the standard commercial length will increase in use, which will result in a boost in revenue for stations rather than a decrease, if the 60-70 per cent pricing relationship to 60's remains in force, an industry survey indicated.

Bruce McLean, president, Needham, Harper & Steers of Canada Ltd., Toronto, told the AAB convention in Freeport, Grand Bahamas, that his agency conducted a poll of TV stations, rep houses and media directors of agencies for their views on the workability, pricing and availability of commercials and their

effect on the advertiser, stations and the television viewer.

"There is a strong feeling that loose 30-second commercials, bought and sold as complete self-contained units, will become the standard of the medium within a surprisingly short period of time — probably in only two or three years," he said.

Major reasons for this belief, he noted, were that "past and future rate increases will intensify pressure on advertisers to find ways of lessening out-of-pocket costs for the use of television, and growing familiarity by creative people with the 30-second length has demonstrated that

the full minute is not always a necessity."

McLean said "weighing all the various predictions made to us, we can expect that 30-second charges will fall somewhere in the 2/3rds to 3/4 range relative to minutes, provided that we understand minute costs are on a continuing, noticeable escalator. In fact, 30-second prices," he noted, "should reach 1967 full-minute costs sometime around 1973 or 1974."

He said "20-second announcements, if they remain a factor in scheduling at all, will probably come in at about 50 per cent of the minute rate, with I.D.'s at 25 per cent."

Reporting on the survey, McLean said "TV representatives were almost unanimous in their opinion that a 3-6 per cent increase (in rates) would be forthcoming in 1969." On the long-range forecast, to 1972, he said "it would appear that rates will increase about 15-20 per cent over the next three years."

Positioning of commercials brought forth an 88 per cent response "in favor of running a greater number of commercials together in clusters rather than increasing the overall number of commercial breaks." Most of those responding agreed that it would be better to "schedule all advertisers within the commercial intermission segment on a straight rotation basis," rather than to charge the advertiser a premium for first and second positions or to sell commercial positions on a first-come, first-served basis.

He told the broadcasters that "if you want to lead rather than follow," now is the time to "re-examine your whole selling and programming structure," because "if these predictions turn out to be true, there will be significant changes for advertisers, agencies, and television and radio stations."

McLean summed up with some advice on the selling points that broadcasters can make to advertisers: "First and foremost is the increase in efficiency — a shorter commercial becomes a dollar stretcher, and secondly, in the same vein, the use of 30-second commercials opens up the broadcast media to advertisers who could not afford it previously."

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

Orv Pulsifer, CHNS Halifax heads AAB executive

Orville B. Pulsifer, program director, CHNS Halifax, is the new president of the Atlantic Association of Broadcasters. He succeeds Norris Nathanson, manager, CJCB Sydney.

Other officers, elected at the annual meeting held at the Lucayan Beach Hotel, Freeport, Grand Bahama Island, are: Bob Lockhart, manager, CFBC Saint John, N.B., first vice-president; Colin Jamieson, president and manager, CJON St. John's, Nfld., second vice-president; Georges Lebel, station manager and program director, CJEM Edmundston, N.B., secretary-treasurer.

Outgoing president Norris Nathanson was elected to the CAB board of directors for a two-year term. Continuing CAB directors for one-year terms are: Radio—Jack Fenety, manager, CFNB Fredericton, N.B.; Television—George Cromwell, manager, CHSJ-TV Saint John, N.B.

The 1969 AAB convention will be held in Halifax.

New accounts

Ronalds-Reynolds & Co. Ltd., Toronto, has been appointed to handle the advertising for North American Van Lines Canada Ltd., Pickering, Ont.

The 1969 campaign is in the development stage and no details were released on plans or budget.

Muter, Culiner, Frankfurter & Gould Ltd., Toronto, has been named to handle the advertising, promotion and PR for Commonwealth Savings & Loan Corporation, Toronto, and its eight branches in Ontario.

The '69 budget of \$125,000 will be split among radio, newspapers and direct mail.

J.W. Culiner, MCF&G president, is account supervisor, with Jack Shayne as account executive.

Nix religious services on air, says churchman

"Don't broadcast religious services," Rev. R.J. Berryman, of Toronto, Supervisor of Mass Media in the Communications Division of the Anglican Church of Canada, said in an interview in Halifax.

He said the old argument that the church is providing devotional help to the sick and shut-ins with broadcasts is not borne out by dropping ratings.

Another reason for not broadcasting religious services was the inexperienced minister who "tries to use the microphone like a pulpit."

"The church would get better results by visiting the sick, and using the free air time to bring up local problems, and discuss them freely," said Berryman.

He went on to laud the formation of inter-church broadcasting by the Anglican, Roman Catholic and United churches in Canada as a major step in religious broadcasting. The three denominations combined ideas and now produce programs and features which are largely non-denominational.

ASI acquired by Pathé-Humphries

Associated Screen Industries, one of the oldest companies of its kind in North America, is the latest acquisition of the rapidly-expanding Bellevue Photo Inc., Montreal, adding yet another motion picture processing company to the Canada-wide Pathé-Humphries' group.

Harold Greenberg, president of Pathé-Humphries of Canada Ltd. and Bellevue Photo Inc., who announced the ASI take-over, said Ciné Labs Inc., the eastern link of the Pathé chain, will be absorbed into the ASI operation "to provide a major source of service for Eastern Canada."

Greenberg becomes president of ASI, and Murray Brisken has been appointed vice-president and general manager of the company.

Pathé-Humphries of Canada Ltd. is a wholly-owned subsidiary of Bellevue Photo Inc., an all-Canadian company owned and controlled by the Bronfman and Greenberg families of Montreal.

Other acquisitions by Pathé-Humphries/Bellevue in the past year include Trans-Canada Films of Vancouver, and the facilities and sound recording studios of Peterson Productions Ltd., Toronto.

Bates to direct Audio-Visual Centre, at U of Saskatchewan

Grenville Bates, a former CBC radio and television producer and commentator, has been appointed the first director of the Audio-Visual Centre now being established on the University of Saskatchewan's Regina Campus.

Principal W.A. Riddell said Bates, president of the Canadian Film Writers and Broadcasters Association, will be responsible for direction and co-ordination of all work in audio-visual aids and television education for the campus.

The Centre is scheduled for occupancy in the spring of 1969.

S & T names new agency

Stephens & Towndrow, the Toronto-based rep house, has appointed Sharabura & Lee Advertising Ltd. to handle their account.

S & T was previously handled by Bradley-Vale.

Pelican-Templeton merger boosts TV commercial production

A new Canadian TV commercial production company has been announced by William R. Templeton, president, Pelican-Templeton Productions Ltd., 70 Overlea Boulevard, Toronto.

Templeton Studios, one of the largest art, photography and design houses in Canada, has combined with Pelican Films, Inc., a New York-based firm specializing in live and animated television commercials.

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ANNOUNCEMENT

RADIO STATION CHED LTD. APPOINTMENT



Jerry Forbes

The appointment of Jerry Forbes as Vice-President, Radio Station CHED Ltd. is announced by Mr. E.A. Rawlinson, President. Mr. Forbes, a broadcast veteran of 23 years, has been associated with Radio Station CHED since 1953. He has been General Manager of the station for the past four years.

The extensive modern facilities in two large buildings house a complete advertising service for Canadian clients.

Templeton said "the affiliation provides the combined talents of Templeton and Pelican, to give us a reciprocal agreement as far as talent and shooting locations are concerned, and we believe we have a stake in the potential of Canada's film industry."

In production are: two *Heinz* Spaghetti commercials for McLaren Advertising Ltd.; *Kellogg's* Sugar Frosted Flakes for Leo Burnett of Canada, Ltd.; three for *Neilson's* candy bars, and a *Lincoln Mercury* billboard for Vickers & Benson, Ltd.; a *Quaker Oats* commercial for Spitzer, Mills & Bates, Ltd.; *Nyquil* for McKim/Benton & Bowles, Ltd., and *Metrecal* for Ogilvy & Mather, Ltd.

On the air in Canada, now, are commercials for: *Fresh* Deodorant, *Desinex* Foot Powder, and *Volkswagen* for Doyle, Dane Bernbach of Canada,

ANNOUNCEMENT CFPL-TV



Jack Schenck

Ron Laidlaw, CFPL-TV News Director, is pleased to announce that newsman Jack Schenck's film feature "The Final Hours of Expo '67" has been awarded a Citation of Merit at the World Newsfilm Awards Festival in London, England.

CFPL-TV, London, Ontario has now accumulated four major news awards including the H. Gordon Love News Trophy, The National Headliner Award and the Charlie Edwards Award. The station also received the CAB Station of the Year Award.

Ltd.; two on *Heinz* Ketchup for McLaren Advertising Ltd. and 23 Canadian-produced commercials for American agencies.

CKLC Kingston deejay wins Canadian Talent Award

Gary Parr, radio personality and assistant program director, CKLC Kingston, Ont., was presented with *The Canadian Talent Award* from Quality Records, for his outstanding efforts in promoting and encouraging Canadian artists during his program.

He received the gold plaque, with raised maple leaf, from Johnny Dee, Quality Records' promotion manager.

Parr's emphasis on Canadian talent on CKLC also rated him a feature article in *RPM*, the music weekly.

CFRA Ottawa aids "Shinerama"

Radio's helping hand, provided by CFRA Ottawa, enabled the University of Ottawa to raise over \$14,200 for the Canadian Cystic Fibrosis Foundation, through the annual *Shinerama* staged by the students. This gigantic shoeshine blitz covered Ottawa and Hull as a fund-raising initiation stunt.

The amount raised was a gain of over 40 per cent on last year's *Shinerama*, and the U of O topped all universities in Canada for the fifth year in a row. Runner-up was Ryerson Polytechnical Institute in Toronto. The 23 participating universities raised more than \$57,000 this year, for the Fibrosis Foundation.

CFRA's participation included a pre-planned "forced" take-over of the station by student hijackers who held Charlie Hunter, host of the Music 'til Dawn show, captive from the time they burst in on him in the studio shortly after midnight until 6:00 am, during which time they turned the program into a lively exploitation of their project, broadcasting under the name of *Radio Shinerama*.

Collaborating in making arrangements with Hunter were Pierre Gagnon of CFRA promotion department, and Jim Terrio, of the University of Ottawa *Shinerama* committee.

CFRA mobile units cruised Ottawa streets from 9:00 to 5:00 the day of *Shinerama*, broadcasting on-the-spot reports of the students' activities.

Seven stations join in winter sports promotion

Seven key stations across Canada are providing regular *Snow Reports*, in a new radio program using special weather phones for major skiing areas. The campaign was launched as a promotion for Arlberg skiing equipment and the new Arlberg Snowmobile, manufactured by Allcock, Laight & Westwood Ltd., Bramalea, Ont.

The *Snow Reports* were scheduled to begin when snow and skiing conditions indicated, with reports being aired 12 to 18 times a week, according to station. Stations use a mix of 15, 30 and 60-second commercials, on a rotation basis for the Snowmobile, the Arlberg ski carrier, Arlberg skis and other Arlberg skiing equipment. This plan, exclusively radio, is a follow-up to an introductory newspaper campaign.

The "Snow Phone" supplies weather and snow condition reports for both skiers and snowmobilers, and is promoted in all programs.

Stations running *Snow Reports* are: CKEY Toronto; CFCN Calgary; CHAM Hamilton; CHED Edmonton; CFRA Ottawa; CHYM Kitchener and CFOX Montreal.

A L & W's agency is Freeman, Mathes and Milne Ltd., Toronto, and the account is directed by William A. Potts.

CFCF Montreal promotes "Movie of the Month"

Using Radio to promote theatre attendance has proven so successful for CFCF Montreal and Famous Players that the promotion of a preview screening under the title of *CFCF Famous Players Movie of the Month Club* is moving into its fifth year.

John Sperdakos, director of advertising and publicity for Famous Players in the province of Quebec, reports plans are being made to approach local radio stations across Canada, with the idea of testing the promotion in other markets.

Famous Players provides CFCF with a top-flight movie as a preview attraction about three weeks before it is scheduled to be shown to the public, and provides a centrally-located theatre for a morning theatre party.

Working together...



Lieutenant Colonel
Willison Pedlar,
National Information Services Secretary,
writes:

“...the good relations and excellent co-operation that we in The Salvation Army enjoy with broadcasters is something for which we are most grateful. I would like to take this opportunity to express our appreciation for the tremendous contribution which Canadian radio and television stations make every year to the work of The Salvation Army. In addition to the various programs distributed through our national office, there are countless occasions where radio and television stations support The Salvation Army work on the local level, especially during the Annual Red Shield Appeal in Canada.”

The 340 member stations of the Canadian Association of Broadcasters are grateful for this recognition of their abiding interest and involvement in their communities, their provinces and their country.

...for the good of the industry



THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

CFCF presents a four-week on-air promotion, which the station is free to sell, and solicits mail entries from which approximately one thousand double guest passes are awarded for each theatre party. A station representative hosts a brief presentation before screening of the movie.

Listeners can also qualify to win a monthly major prize to the value of one thousand dollars.

CRTC rushes decisions and approves sale of CJLS

One policy change credited to the CRTC is that no longer are decisions delayed for weeks or even months, as with the former BBG. In fact, the first decision from the November hearings was announced four days after the sessions ended.

The Commission gave approval to the sale of CJLS Yarmouth, N.S.,

ANNOUNCEMENT

FRASER VALLEY BROADCASTERS LTD.



Dennis Barkman

The Directors of Fraser Valley Broadcasters Ltd. announce the appointment of Dennis Barkman as Managing Director of Radio Stations CHWK, Chilliwack and CFVR, Abbotsford. He has been Vice-President and Sales Director for the past three years.

Mr. Barkman succeeds Murdo MacLachlan who has been Managing Director of the operation since 1958. Mr. MacLachlan is withdrawing from active management and broadcasting, but he will retain interests in the Company, of which he is President. Bill Wolfe, who is also withdrawing from broadcasting, will continue as a Director of the Company.

which had been notified its license would not be renewed on expiry, next March 31, because of poor programming and admitted suppression of news.

The approval was conditional on the station being operated as part of the CBC network, and subject to conditions specified in the license, with the notation that "the new ownership of the station has made provision for a satisfactory service to listeners in the area."

The assets of CJLS will be transferred from Gateway Broadcasting Co. Ltd., which was controlled by Donald Smith and his family, to a group of local businessmen represented by Leland G. Trask, who will form a company to be incorporated, and to whom a new license will be issued.

New ACTRA policy clamps down on talent imports

Imported talent will now have to pay to work in Canada. The Association of Canadian Television and Radio Artists has cancelled a reciprocal agreement with the U.S. Screen Actors Guild which permitted members of both unions to work in either jurisdiction for limited periods without joining the other union.

"Canadian performing and writing talent is faced with a massive encroachment... a virtual take-over, in fact," says ACTRA. "And it is not only Canadian performers and writers who have cause for dismay. Canada is being denied a recording industry, a film industry, and any significant Canadian television or radio production."

ACTRA contends that, contrary to the Broadcasting Act's recommendations, broadcasting is not "using predominantly Canadian creative and other resources" when foreign-made variety, dramatic programs and commercials dominate the air-waves. The CBC is not "a national broadcasting service that is predominantly Canadian in content and character" while prime time hours are dominated by foreign produced programs.

In facing these facts, the Canadian performer has to seek work in the U.S. in order to get exposure in Canada. He or she is invariably denied a work permit by the U.S.

and is likely to be refused permission to emigrate there anyway.

ACTRA will now demand work permits not only from non-members but from the many non-resident members of the union — mostly U.S. performers who pay only fleeting visits to Canada — at a cost of \$150.00 unless a lesser work permit fee is specified in the relative Agreement.

The new ACTRA ruling became effective November 15, and non-Canadian performers will now make joint applications with the engager who must state why it was not possible to use a resident Canadian ACTRA member in the role.

The new policy is a small step, but a long-needed and important one, ACTRA claims, which will help to alleviate the unenviable and inequitable position of the Canadian performer and place him on a more equal footing with his foreign counterparts.

CKLW Windsor honored in U.S.

CKLW Windsor, Ont., was the only Canadian station winning honors in the awards category at the Radio Television News Directors Association Convention in Los Angeles. Five U.S. stations also collected awards.

CKLW received the Spot News award, and news director Dick Smyth was especially cited, for the station's thorough coverage of the Detroit riots of July, 1967.

Pelletier promises ETV legislation soon

The ETV issue still hangs fire, but Secretary of State Gerard Pelletier has promised Commons legislation on a federal educational broadcasting agency "as early as possible" in the current session of parliament.

He also announced he would set up a "task force" immediately to advise on the project, including finance.

Representatives from the Privy Council, the CRTC, the Post Office (core of the proposed communications department) and Pelletier's own department would ascertain provincial requirements and carry out research and planning on the best way to develop facilities "in relation to other broadcasting and communications facilities."

Meantime, said Pelletier, the federal government is prepared to direct the CBC to provide the provinces with interim facilities, which would later be turned over to the proposed agency.

He repeated the government's intention to remain outside educational broadcast programming, and said he envisaged that the CRTC would grant permits for stations which would broadcast programs approved by the provinces.

Pelletier's statement has caused some concern among those who had hoped he would feel enough confidence in "the weighty and well-articulated briefs" submitted last year to the Commons Broadcasting Committee by the provinces and adult education groups.

Quebec Cr ditiste Ren  Matt , MP-Champlain, called the Minister's statement "one more intrusion into a field that is the exclusive jurisdiction of the province."

Footnote: While Canada is still sorting out its policy on ETV, the American Federal Communications Commission has given the green light to a public television network of 150 stations which began a trial operation this month — one night a week of "informational and cultural programming."

American Telephone and Telegraph Company are assisting the prime-time hook-up of the public television outlets with a discount rate. The Corporation for Public Television and the Ford Foundation have each put up \$250,000 to meet start-up costs.

Public Television, called Educational Television in the U.S. until it was decided the term gave the wrong impression, is planned to extend to five nights a week, Sunday through Thursday, in January. It stresses informational and cultural programming and carries no advertising.

CBL Toronto wins BPA Gold Medal

CBL Toronto, the CBC English radio network flagship, was the sole Canadian winner among the 14 gold medalists in the audience promotion awards announced by the Broadcasters Promotion Association, at their November convention in Miami, where Tom Daley, CFPL-TV London, Ont. was outgoing president.

165 entries were considered separately in the fields of both audience and sales promotion, for small or large market, radio or TV, on-air promotion or total promotion campaigns.

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letters

Sir: It's deadly easy to misquote and the most vicious trap is the particular reference which is transcribed as general.

I assume that is what happened in your November issue in which the article "The Agency Problem...Fees or Commissions" seems to have me saying that agency services can be provided at a billed rate of \$15.00 an hour. Some can; just as some cars can be sold for \$1,800.00. But not all.

If you want more than minimal horsepower and capacity you'll pay more. Fifteen dollars an hour will pay for raw hours, plus overhead, plus profit for a fairly junior person. From there the rate must range upward as the quality—and therefore the salary—of the executive goes up. Would that it could be otherwise.

GEORGE G. SINCLAIR
President

MacLaren Advertising Co. Ltd.



PAUL A. McDERMOTT



FRANK R. GARDINER

EFFECTIVE IMMEDIATELY

Andy McDermott is pleased to announce the appointment of Paul A. McDermott as sales manager of the Montreal office of Radio & Television Sales Inc., representing 20 Canadian Radio and Television stations and of Andy McDermott Sales Ltd., representing a complete list of U.S. Radio and Television stations; also the appointment of Frank R. Gardiner, as account executive in the Toronto offices. Both are members of the Toronto Young Mens' Advertising & Sales Club, Paul being a director.

RADIO **RTS** & TELEVISION SALES INC.

85 BLOOR ST. EAST — TORONTO 5, ONTARIO — TEL. 924-4477
1507 LE CARTIER — MONTREAL 2, P.Q. — TEL. 849-1131

GGs to handle Aluminum Co. of Canada

Goodis, Goldberg, Soren Ltd. has been named to handle the advertising for Aluminum Company of Canada Ltd.

The French language advertising will be handled in co-operation with BCP Publicité Ltée., Montreal, which is affiliated with GGS.

The account will be serviced out of GGS' Montreal office.

MEETA will disband if no VHF by Jan.

Laying it on the line, T.M. Ditzel, executive director of MEETA (Metropolitan Edmonton Educational Television Association) said the association will disband by January 1 if the federal government does not give it a VHF channel by that time.

Ditzel told a news conference in Toronto that five years of planning, a library of 200 programs, an investment of more than half a million dollars, and "the most sophisticated development of ETV in Canada" would be lost.

ANNOUNCEMENT CHML/CKDS APPOINTMENT



R.J. (Dick) Drew

Tom Darling, President and General Manager of Maple Leaf Broadcasting Co. Ltd., announces the appointment of R.J. (Dick) Drew as General Sales Manager of Radio Stations 900 CHML and CKDS-FM Stereo in Hamilton.

Mr. Drew joined CHML in 1961 as Sales Representative. Most recently, he has served as General Sales Manager of another Hamilton radio station.

He is a Director of the Hamilton Business Club, Past President of the Kinsmen Club of Hamilton and Past Deputy Governor of the Association of Kinsmen Clubs.

The appointment was effective December 2nd.

In *Educational Television, Canada* (1966) Earl Rosen said: "MEETA has advanced farther than any other ETV body in the country in developing its own programming resources."

Two years ago, the BBG endorsed MEETA's application for one of two unassigned VHF channels in Edmonton. A transmitter design submitted by Alberta Government Telephones was approved by the DOT, and Judy LaMarsh, then Secretary of State, gave verbal support.

But now, Secretary of State Gerard Pelletier has said UHF channels will be reserved for ETV. In Edmonton, Ditzel said, only 100 sets are equipped to receive UHF, and Tom Baker, MEETA chairman, said it would be difficult to hold the organization together until the federal government assigns UHF.

MEETA is run by the Alberta Department of Education, the University of Alberta, and the Edmonton public and separate school boards. The Department has offered to drop out if that would clear the way for licensing.

New Canadian TV series set for CBC and world market

Manitou Productions Ltd., a newly-formed Toronto organization, will produce a 39-episode, half-hour television drama series, in color, entitled *Adventures in Rainbow Country*. The series, said Manitou's president, Ralph C. Ellis, will be filmed in Canada, in English and French, with the CBC and ABC Television Films Ltd. of Britain as co-partners in financing the project.

The CBC has scheduled *Adventures in Rainbow Country*, a family life series, to begin on both the French and English TV networks, in prime time, in the winter season of 1969/70.

Shooting will begin next Spring.

ABC Television Films of Britain, in addition to being a co-production partner, will distribute the series in world markets through its distribution arm, Associated British-Pathé Limited.

Adventures in Rainbow Country will

provide exciting opportunities for Canadian talent in the fields of acting, writing and production. The series will be shot in English, and dubbed into French in Montreal. A nationwide talent search for the leading character and other principal continuing characters will start in January.

Graham Allen, CBH Halifax heads RTNDA of Canada

Graham Allen of CBH Halifax, N.S., was elected president of the Radio-Television News Directors Association of Canada, at the annual meeting held in conjunction with the RTNDA international convention in Los Angeles. He succeeds Bert Cannings, CFCF AM-TV, CFQR-FM Montreal, who had held the post for two years.

Don Johnston, CHML Hamilton, Ont., was re-elected vice-president, radio, and Gary McLaren, CKCO-TV Kitchener, Ont., was named vice-president, television.

Jack Oldham, CBL Toronto, was elected secretary, with Charlie Edwards, general manager, Broadcast News Ltd., Toronto, re-elected treasurer.

Elected directors for the Atlantic region were: Gerald Kendrick, CHNS Halifax, for radio, and Darce Fardy, CBNT St. John's, Nfld., TV.

French-language directors are: Marcel Beauregard, CKVL Verdun (Montreal), radio, and Francois Peladeau, CBMT Montreal, TV.

For Central Canada, John Strong, CKNX Wingham, Ont., for radio, and Ken Brown, CBOT Ottawa, television.

Prairies region directors: Steve Halinda, CJOB Winnipeg, radio, Grant Kennedy, CKCK-TV Regina, television.

British Columbia: Bill Hutton, CKWX Vancouver, radio, Les Jackson, CBUT Vancouver, television.

VP Don Johnston, membership chairman, reported a total of 209 members in the Canadian group.

The 1969 annual meeting of RTNDA of Canada will be held September 23, in Detroit, during the international convention.

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L'Anglais is re-elected president of ACRTF

Paul L'Anglais, chairman of the board, Télé-Metropole Corp., and commercial manager, CFTM-TV Montreal, who also heads his own rep firm, Paul L'Anglais Inc., was re-elected president of the French-language broadcasters' association, ACRTF, at the 15th annual convention in Ottawa last month.

Vice-presidents are Marcel Provost, program director, CKVL Verdun (Montreal), and Jacques Filteau, manager, CJRC Ottawa.

Benoit Roberge, president and station manager, CKCN Sept-Îles, Que. is secretary-treasurer.

Directors are J. Henri Champagne, station and commercial manager, CHEF Granby, Que.; Jean-Louis Gauthier, president, Radio-Télévision Sherbrooke Inc., CHLT AM-FM-TV, and general manager, CHLT-TV; Jacques Laroche, president and general manager, CJLR Quebec City; Pierre Stein, station and commercial manager, CFCL Timmins, Ontario.

ANNOUNCEMENT



Mr. George Epworth, Manager, is pleased to announce the appointment of Mr. Frank K. Williams as Montreal representative for CBC National Selective TV Sales.

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Jacques Goulet, president and general manager, CKAC Montreal, was elected to the board, where he joins Maurice Dansereau, manager, CHLN Trois-Rivières; Henri Audet, president and general manager, CKTM-TV Trois-Rivières; Tom Burham, general manager, CKRS-TV Jonquière; Roland Couture, manager, CKSB St. Boniface, Man.; David A. Gourd, president and general manager, Radio Nord Inc., CKRN AM-TV Rouyn, Que.; J. Conrad Lavigne, president, CFCL AM-TV Timmins, Ont.; Aurèle Pelletier, manager, CHRC Quebec City; and Jean-A. Pouliot, general manager, Télévision de Québec (Canada) Ltée., CFM-TV and CKMI-TV Quebec City.

Pouliot was also chosen for a second two-year term on the board of Broadcast News Ltd.

Broadcasters should police programming content: Juneau

To help the broadcast industry to be its own policeman, in the regulation of program content, the CRTC is studying "the whole issue of policy, in what you might call good taste," and in the spring will undertake a methodical review of programming, Pierre Juneau, Commission chairman, told the Commons Committee on Broadcasting.

In his first appearance before the Committee, Juneau underwent four hours of intensive questioning from the MPs on matters of Commission policy, procedure and programming. He said "it would be unfortunate to push the CRTC into the role of censor or

policeman," and that it was up to television station owners and management to regulate program content, even though the Commission has wide discretionary powers to enforce standards.

He said discussions with broadcasters on how they can improve the quality of their Canadian programs will begin in the spring, when the Commission unburdens itself from the heavy backlog of work inherited from the former BBG.

Juneau said the Commission's five full-time members and staff of 180 have been studying the rule that Canadian broadcasters should try to have at least 55 per cent of their program time devoted to Canadian content. He said the rule tends to emphasize quantity rather than quality, and does not set any requirement on prime time.

Robert J. (Bob) McLeave, (Lib.-Halifax-East Hants), who writes *CB's Dateline Ottawa*, had asked for the Commission's policy on programs which he said "bring the bedrooms of the nation into the living rooms." He referred specifically to the CBC-TV program *The Way It Is*.

The question of good taste was also brought up by several Quebec members on what the CRTC would or could do about controversial broadcasts by Pat Burns on his hot-line program over CKGM Montreal.

Juneau said he was "concerned" about Burns' program, and the Commission had expressed its views to the station. He said the CRTC had been "monitoring the station daily, and have been ever since last July."

Announcer: — Canadian Broadcasting Corporation

Salary Range: — \$6,000 - \$10,938

Requirements: — Minimum 3 years of overall announcing experience, with specific working experience as a television news reader and/or on-camera interviewer.

An interest in and knowledge of music, literature and arts.

University degree desirable but other factors will be considered such as experience and general knowledge.

Apply in writing to:-

Personnel Officer,
Canadian Broadcasting Corporation,
P.O. Box 3220, Station "C",
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RIES



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Under Weir's direction, the CNR network broadcast operas, plays and educational programs in both English and French, laying the foundation for nationalization of broadcasting in Canada.

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1932, the arrival of the dirigible R-100, Their Majesties' Thanksgiving Service in Westminster Abbey, arrival of Lord Bessborough, the Governor-General, at Halifax, and other high- lights.

Weir also took time out to write a book, authoring *The Struggle for National Broadcasting in Canada*, published in 1966.

LT. COL. W. ARTHUR STEEL, 78, a pioneer in electronic engineering for Canadian radio, and an original member of the old Canadian Radio Broadcasting Commission, died in hospital in Ottawa, November 28.

Col. Steel was born in Castleton, Ont., graduated from the University of Toronto, and served in the Signal Corps during World War One. He was twice mentioned in dispatches and was awarded the Military Cross.

Before joining the CRBC, fore- runner to the CBC, in 1932, he was the first director of radio for the National Research Council. He also represented Canada at several international con- ferences on radio matters.

In recent years, Col. Steel had been a consulting engineer.

He is survived by his wife, the former Vera Mitchener.

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Serving the LARGEST
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RADIO TELEVISION
REPRESENTATIVES LTD.



CFQC TVB
Saskatoon

L'Anglais is re-elected president of ACRTF

Paul L'Anglais, chairman of the board, Télé-Metropole Corp., and commercial manager, CFTM-TV Montreal, who also heads his own rep firm, Paul L'Anglais Inc., was re-elected president of the French-language broadcasters' association, ACRTF, at the 15th annual convention in Ottawa last month.

Vice-presidents are Marcel Provost, program director, CKVL Verdun (Montreal), and Jacques Filteau, manager, CJRC Ottawa.

Benoît Roberge, president and station manager, CKCN Sept-Îles, Que. is secretary-treasurer.

Directors are J. Henri Champagne, station and commercial manager, CHEF Granby, Que.; Jean-Louis Gauthier, president, Radio-Télévision Sherbrooke Inc., CHLT AM-FM-TV, and general manager, CHLT-TV; Jacques Laroche, president and general manager, CJLR Quebec City; Pierre Stein, station and commercial manager, CFCL Timmins, Ontario.

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Juneau said the Commission's full-time members and part-timers have been studying the Commission's policy on Canadian broadcast programming. He said the Commission will have at least 55 per cent of program time devoted to Canadian content. He said the Commission will emphasize quantity and quality, and does not require a minimum requirement on prime time.

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OBITUARIES



ERNEST AUSTIN WEIR, 82, a real pioneer of Canadian radio, who brought Canada its first nationwide network broadcasting, was responsible for many "firsts" in radio programming and played a major role in the establishment of what is today the CBC, died November 14 in Toronto.

Although fully retired since 1956, he had continued as an advisor in audience reaction surveys for the CBC following his official retirement from the corporation in 1951, after serving as commercial manager since 1944.

Weir joined the Canadian Radio Broadcasting Commission, forerunner to the CBC, when it was formed in 1932, after three years as director of radio for the CNR, having previously served since 1924 in London, England, where he was in charge of colonization advertising and press publicity in Europe for the railroad.

In his early association with what is now the CBC, he took three years off for a fling at commercial radio, during which he pioneered the use of transcriptions in Canada. He returned to the CBC in '37, to become commercial manager and supervisor of the Press & Information Service, but growing activity in the commercial department demanded more of his time and he relinquished the P & I post in '44.

Born in Randwick, Ont., July 25, 1886, Weir taught school for a while after graduating from Meaford High School, but gave this up to attend Ontario Agricultural College at Guelph, where he graduated in 1912. He then joined the Ontario Department of Agriculture as assistant superintendent of Farmers' Institutes.

Feeling that the west offered greater opportunities, he left for Calgary, where he became advertising manager of *Farm & Ranch Review*, later becoming editor of *Nor' West Farmer* and assistant editor of *Grain Growers' Guide*.

Prior to his agricultural and journalistic background leading to the CNR appointment in London, Weir

served as manager and chairman of the board of trustees of the Province of Manitoba Savings Office, for the provincial treasury department.

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CFQC TVB
Saskatoon

BULL ETIN

Last year the St. Thomas Barons Hockey Club had an average game attendance of 500. This year it has been 1,600. The difference? Coach and Manager Keith Kewley says: "CHLO has made the difference. This year we resolved to let CHLO set up and run all our promotion and advertising. We spent a bit for newspaper but the bulk of our budget has gone to CHLO. Interest is at an all time high and the ideas have come so thick and fast it will take four seasons to use them all. I like the way CHLO thinks!" (Keith Kewley, 30 Mandeville Road, St. Thomas).

And in London, the Manager of the Downtown London Association, Mr. Don Johns says: "The thing I like about CHLO is that you bring me ideas, True, we can't always use them, but it is refreshing to see a bright promotion-minded group so obviously interested in us. Many of our Members have made similar comments to me. These include London stores such as Simpsons, Wolf's Mens Wear, Channers Paint and more. I just wish I had enough budget to take advantage of every idea CHLO brought me! CHLO doesn't just want to pick up an order for time and that's why I think you are way ahead! I'm always happy to see CHLO come through my door! (Don Johns, Downtown London Association, 7 Market Lane, London).

Help keep the downtown area clean; eat a pigeon this week!

Best regards,

Peter Webb

Sales Manager

CHLO Radio

LONDON - ST. THOMAS

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

THE TSE COMMUNICATIONS INDEX, over the month of November, rose seven per cent compared to the three per cent gain for the Industrial Index. As is the case with any Stock Price Index, the Communications Index's moderate upward advance covered a number of divergent trends for individual stocks. Notably, publishing equities were stronger, as was Famous Players, but Selkirk Holdings "A", and Western Broadcasting declined almost ten per cent.

Last month's most significant news development related to the November hearings of the CRTC. The application which took up most of the first day was that of Famous Communications Limited (to be renamed Canadian Communications Systems Ltd.).

Famous Communications presented its application requesting approval of the transfer of shares in broadcasting companies owned by Famous Players Canadian Corp. Ltd. and others. In consideration for receipt of such interests, Famous Communications plans to issue its own shares and/or cash.

If the proposal is approved by the CRTC, the new communication company would end up owning all of the outstanding shares of Télévision de Québec (CFQM-TV and CKMI-TV, Quebec City); Central Ontario Television (CKCO-TV, CKKW-AM and CFCA-FM, Kitchener); and approximately 12.5 per cent of B.C. Television (which owns CHAN-TV Vancouver and CHEK-TV Victoria, and has a one-third interest in CHBC-TV Kelowna).

In addition, the majority interest would be owned in 21 CATV companies presently serving about 215,000 subscribers in six Canadian provinces.

According to the brief filed with Ottawa, the consideration for the interests being acquired, along with a proposed common share issue to the public, shows an evaluation of approximately \$60 million for the new company. The proposed capitalization would comply with the recent foreign ownership directive in that Famous Players Canadian Corp. would own about 55 per cent of total investment but less than 20 per cent of the voting shares.

Legal counsel for Famous Communications indicated at the hearing that a decision from the CRTC before the end of the year would enable the company to proceed with its proposed public share issue early in 1969.

Famous Players has reported earnings for the third quarter of 1968 of \$0.81 per share compared to \$0.61 in

the same period of 1967. The annual dividend rate was increased from \$1.30 to \$1.40 per share effective with the December 1968 payment. The price of Famous Players reacted to the above announcements by reaching a record high of \$77, before settling back to \$75, at month-end.

Earnings of Western Broadcasting for the six months ending September 30 were released during the past month. Net sales rose 9.6 per cent, operating income increased 12.7 per cent and earnings per share also increased 12.7 per cent over the corresponding period of 1967. However, the 1967 results included some \$20,000 of non-recurring income derived from the sale of investments, and if this item were deducted from the former year's total, then earnings per share would have increased from \$0.37 to \$0.44, a 19.5 per cent gain.

The company has now completed arrangements to purchase additional outstanding shares of B.C. Television, and if approval of the purchase is obtained from the CRTC, Western Broadcasting would then own 38 per cent of the television company.

Selkirk Holdings earnings for the third quarter ending September 30 showed the company continued to be affected by rising costs and, in particular, additional expenses involved in reorganizing two television stations.

While the total of net earnings was unchanged, earnings per share for the nine months ended September 30 declined 20 per cent from \$0.46 to \$0.36 due to the shares issued for Calgary Television at the end of 1967.

The company is continuing to spend heavily to develop its CATV investments.

The Class "A" shares of CHUM Limited strengthened during the month of November, rising from \$20 to \$22. The company made formal application to the CRTC to acquire an additional third interest in CKVR-TV Barrie, as well as the majority interest in CFMB Montreal, which will continue under its present operating management as well as maintaining its present ethnic programming format.

Shares of Maclean-Hunter strengthened from \$12¾ to \$13¾ during the month of November. While the company's earnings to date in the current year have been affected by declining national advertising, it is noteworthy that advertising lineage in its consumer magazines in November showed a significant improvement over the corresponding year.

Marketing Data Corporation *

Announces an Exciting
Series of Research Studies

TO HELP YOU IDENTIFY THE HEAVY USERS OF YOUR PRODUCT AND THE MEDIA REACHING THEM



Marketing Data Corporation is a new company which has acquired from Gruncou Research Associates the information service hitherto known as the "Markets and Media Study".

RESEARCH OBJECTIVES

To identify and describe, in terms of detailed demographics, the "heavy", "medium" and "light" users (and the demographics of the users of the major brands) of a large number of consumer products and to identify the advertising media (including magazines, week-end publications, daily newspapers, radio stations and television programs) which reach these user groups.

TYPE OF DATA REPORTED

- A. Product Data — Characteristics of users by frequency of use and characteristics of buyers of major brands (profiles) for some seventy product classifications. Reach of all major media separately and in combination (including TV) into each of these product markets.
- B. Magazine Audiences — Number of readers of major magazines and week-end publications, their characteristics, their use (by frequency of use) of a large number of products, and the characteristics of the household in which they live.
- C. Newspaper Audiences — Number of and characteristics of newspaper readers in major metropolitan markets, their use (by frequency of use) of a large number of products, and the characteristics of the households in which they live.
- D. Radio Audiences — Characteristics of radio listeners by stations in major markets by time period, their use (by frequency of use) of a large number of products, and the characteristics of the households in which they live.
- E. Television Audiences — Characteristics of viewers of major (network) television programs, their use (by frequency of use) of a large number of products, and the characteristics of the households in which they live.

TECHNIQUES

Personal interviews based on a multi-stage area-probability sample of up to 10,000 individuals (one per household) 15 years of age and over to be conducted during January/February, 1969. Another wave of interviewing is planned for October/November, 1969.

All data is available through printed reports or through

"trendtape"

Marketing Data Corporation has devised a unique, wholly computer oriented approach to marketing its information called "TREND-TAPE". Under this system you lease a copy of our basic computer tape (or lease access to it) and you can then print out *any combination of information* as and when required. Simple forms have been developed which make every user competent to interrogate the tape after a few minutes of instruction. No knowledge of computer programming is needed. You can use either your own computer or M.D.C.'s computer facility.

Advertisers are invited to request product categories for inclusion in the research. For more details, call or write M. L. Thomas or R. L. Ring at 416 929-9721.



marketing data corporation

1251 yonge street

toronto, ontario



THOMAS



SIMPSON

Why do you buy which medium?

by James Montagnes

Choice of advertising media involves many different factors, including budgets, product needs, surveys, creativity, market distribution, and client desires, agency media directors pointed out.

But, all agreed that television is the fastest growing advertising medium, gives the broadest coverage, provides advertiser prestige, and provides the most survey facts for the media director to use in making his decisions.

"We are quite often asked our opinion of the various advertising media," said Barry Thomas, national media director and vice-president of McKim/Benton & Bowles, at the Toronto office of this international agency.

"We feel that television has broad coverage, is a very intrusive medium from the creative point of view, and for many products, is the best.

"Radio has good cost efficiencies with good merchandising done by many stations. It has relatively inexpensive production costs, has flexibility, and requires only a short lead time for getting commercials ready.

"Newspapers have a strong news impact, particularly for new products, give broad coverage fast, and are very flexible from a timing point of view. The advertisements can be used as a good tool in dealing with the retail trade. Rotogravure supplements give very good coverage and are good

for color reproduction.

"Magazines have good color, good environment for the message, no wastage, up-scale quality for many products and reach higher income brackets.

"Outdoor advertising has good color, and big-size impact, especially if boards are close to a distribution point of the product.

"Transportation advertising provides good color, and is good in large urban markets where particular products have an appeal."

First the facts

"In planning a campaign, we start by finding out facts about the client's product, its packaging, distribution, and who is buying it," explained Peter Simpson, media director of Stanfield, Johnson & Hill Limited, Toronto.

"We go on the basis that national advertising is mainly to create an awareness of the product.

"Our surveys show that television is the public's source of news and entertainment, has the public's support. On television most commercials are not directed at most viewers. Young women, for instance, are interested in trying things they see advertised on television.

"Where most advertising is targeted, there is an interest. With print media, people who look at advertisements are already interested.

"We in Canada are more commercialized in TV prime time. It is more efficient for advertisers to concentrate in major markets. In our agency, we cover all media on a TV coverage area basis. We have divided Canada into 43 TV areas. There are 105 newspapers in these areas. In the United States the country has

THE 1969

BBM MAP OF CANADA

WITH LOCATION OF ALL

**RADIO & TELEVISION STATIONS
& SATELLITES**

**BBM AREAS, COUNTIES &
CENSUS DIVISIONS**

\$5 A COPY from 

BBM BUREAU OF MEASUREMENT
120 Eglinton Ave., East, Toronto 12
Telephone: 416-485-9464

been divided similarly into 207 TV areas."

"Advertising is bought to get attention," Kay Mucks, media director of Muter, Culiner, Frankfurter & Gould, Toronto, said. "The media we choose depends on the client's budget. We use print media to get quick results, magazines as prestige promotion in conjunction with another medium, outdoor, if our budget is limited. Outdoor advertising is always used as an adjunct to other media."

"Radio can generally reach a great number of people in a very effective way. Announcements on radio have a more hammering-in-effect. With newspapers the reader might forget the message. There is lots of waste with television, but this is balanced out by the prestige value of TV, if the client can afford it."

"We find newspapers are good for local advertising, but radio can do most for the client's money. Hard-hitting commercials work. Loud ads disturb, create demand or remembrance in people's minds. Discount price mention hits hard. We find that it takes longer to see results with TV."

Facts and more facts

"The research field is booming," Simpson emphasized. "There is a tremendous upswing among clients to find out more about their markets."

"So far," he said, "television is the only medium which can show how people watch and see commercials. TV surveys show recall by commercials, though the method is not yet perfected."

"In a survey done for one client, commercial recall was higher from radio advertising than from newspapers."

Simpson pointed out that Canadian

newspapers are now working on a new survey method, that color in newspapers is going to make a big change in client allocation of budgets. He was of the opinion that the Radio Sales Bureau should make a survey on the medium's impact.

"TV has outpaced other media," Simpson said. "Magazines are losing. They have not enough selectivity. Advertisers believe in major markets and that is why radio advertising is up. TV plays the greatest role for most people."

"There is a tendency to use more marketing data on product usage for all media," Barry Thomas said. "Print media are still using circulation figures, but more and more demographic studies are being made." He was of the opinion that radio and newspapers tend to do a better job in urban rather than rural and small markets.

"But television viewing levels," Thomas pointed out, "are often better in small markets than in urban markets, especially on network shows. That is one reason advertisers have to buy additional coverage in major markets to reach more people. In large markets there is a choice of programs, and only a percentage of big market viewers see the Canadian network shows and their commercials."

"Print media in general have always had a good share of the automotive business," Thomas explained, "while the package goods business always tended to use the broadcast media in larger amounts than the print media."

He also stated that male-oriented products have always used more outdoor advertising, while transportation advertising was pretty well "a mixed bag."

Newspaper group in Quebec enters broadcast field

PURCHASE OF RADIO AND TV STATIONS CJBR AM-FM-TV Rimouski and CHEF Granby were included in the purchase of four newspapers by the all-Quebec publishing group, Les Journeaux Trans-Canada Ltée.-Trans-Canada Newspapers Ltd., from Communica Ltée., the holding company.

The announcement was made jointly by Jacques Francoeur, president of the Trans-Canada group, and Jacques Brilliant, who heads Communica Ltée. and is president of the Rimouski and Granby stations.

Transfer of ownership and licenses will be subject to approval of the CRTC.

Trans-Canada's latest deal involved the purchase of Granby's daily newspaper, *La Voix de l'Est*, which owned the radio station, and three Montreal weeklies, *Le Petit Journal*, *Photo-Journal* and *Dernier Heure*. It marked the group's first broadcast acquisitions.

TCN already publishes two dailies, Trois-Rivières *Le Nouvelliste* and Sherbrooke *La Tribune*; a Montreal weekly, *La Patrie*; and a Sunday newspaper, *Dimanche-Matin*, as well as about a dozen weeklies in the Montreal area.



lionel Radio CKCW MONCTON

DELIVERS THE *FOCAL POINT OF THE MARITIMES

*Key distribution point: 193 Major manufacturers and distributors are located in Moncton.

*210,000 population and \$171,350,000.00 retail sales within CKCW's coverage area.

*BBM confirms dominant and thorough coverage; survey after survey.



PAUL MULVIHILL & CO. LIMITED

TORONTO

MONTREAL

Radio is an industrial ad medium

"RADIO'S ABILITY TO REACH specific audiences...has moved more industrial advertisers to use this medium either in place of, or in addition to, the usual run of business magazine advertising," Honeywell ad manager, William Genova, told the first annual Canadian Industrial Advertisers Conference, in Toronto.

Illustrating the growing industrial trend to radio advertising, accentuated in 1967 by the dramatic entry of the large Canadian banks into the medium, Genova cited Honeywell's 1968 advertising program, designed to increase the "awareness level" of Honeywell as a computer manufacturer from 61 per cent to 65 per cent, and to narrow the gap between second-place Honeywell and first-place IBM.

The company did in fact raise the awareness level to 72 per cent, and the 1968 program was more than successful in proving the value of radio advertising in all areas.

Genova quoted Honeywell regional manager Bill Hutchinson, and said, "We were trying to sell a certain bank our computer. We received a number of comments from senior bank officials about the radio advertisements shortly after they had been advised Honeywell was a well-established computer supplier. The timing was perfect and the radio advertisements in this case served to firmly establish our image. If they did nothing more than help us close the order with the bank, I say they were justified."

Genova sketched a number of successful U.S. industrial radio campaigns, including that for Norton Company, Detroit: "A weekly schedule of spot announcements on three Detroit stations, using an out-of-the-ordinary copy approach featuring a fast-talking Norton rep called 'Rip Roarer', increased recognition of Norton as the leading company in its field by 30 per cent.

"A before-and-after survey conducted by Inquiry Evaluations Inc., also showed that those who felt that Norton was the most progressive company rose 550 per cent."

General Instrument Corp. in Canada and the U.S., he said: "chose radio, and the result was an immediate response," with orders coming in at a far faster rate than the company had anticipated.

Genova does not consider industrial advertising on radio unusual.

"The prospects are people who listen to radio...while they prepare for

work, while they drive, eat—and at various other times.

"Canadian radio shows some unique strengths. The average Canadian radio station reaches a larger section of the available listening audience than U.S. stations. Canadians listen longer—including men of various occupations and salary ranges," he said.

Additions to Fall Directory

STATIONS

CKRN, ROUYN

250 watts on 1400 kcs.
(1) Radio-Nord Inc. (2) 70 Gamble
(3) (819) 762-0741 (4,5) D.A. Gourd
(8) Pierre Thibault (9) D.A. Gourd
(10) Roger Houle (12) Raymond Marchand
(17) Mme B. Guimont (19) Detlef Krumbacher
(20-22) Hardy Radio & TV (24) Weed
(26) 1939

Rebroadcasting stations:

CKVD, VAL D'OR
1,000 watts on 900 kcs. (26) 1941
CHAD, AMOS
250 watts on 1340 kcs. (26) 1941
CKLS, LA SARRE
250 watts on 1240 kcs. (26) 1950

CKBM, MONTMAGNY

(4,5) André Mercier (7) Jean Charles Proulx (9) Oliva Poitras

CFRW-FM, WINNIPEG

6,700 watts on 94.3 mcs.
(1) Radio Winnipeg Ltd. (2) P.O. Box 1022
(3) (204) 947-1211 (4) H.F. Dougall
(5) J.S. Burton (20,21) Hardy Radio & TV
(22) Harold Olson (23) Hardy Radio & TV
(24) Weed

CFYK-TV, YELLOWKNIFE, N.W.T.

(5) Harold Brown

WHTV, WHITEHORSE, YUKON

Channel 4 Closed circuit (5000) system.
(1) Northern Television Systems Ltd.
(2) Box 1163 (3) (403) 667-2359 TLX,
c/o 0498-274 (4) R. Hougren (5-7) Bert
Wybrew (22,23) Radio & TV Sales
(24) Broadcast Reps (25) Hardy Radio & TV
(27) 1958

CHGH-TV, CHURCHILL, MAN.

1,000 watts audio & video on Channel 4
(1) Nanuk Television Inc. (2) P.O. Box 266
(3) (204) 675-2344 TLX c/o 03-66275
(4) Rev. Fr. René Belair (5-7) A.L. Robb
(22,23) Radio & TV Sales (24) Broadcast
Reps (27) 1965

CANADIAN SALES REPRESENTATIVES

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general mgr.; Mel Lefko, director of TV
sales; Des Nascimento, Head Office
Booking & Sales.

Montreal: 3440 St. Laurent Blvd., (514)
381-5961. Max Vosberg, Manager.

Saint John, N.B.: 61 Union St., (506)
657-2610. Vince Winchester, Manager.

Calgary: 3811 Edmonton Trail, (403)
277-1288. Hank Heck, Manager.

MARCONI PRODUCTION

Montreal 303: 405 Ogilvy Ave., (514) 273-
6311 TLX 01-2592. John H. Krug, Mgr.,
Fred Dozois, Nat. Sales Rep., Gary
Cormack, Prod. Supervisor.

EQUIPMENT

RCA VICTOR CO. LTD.

Technical Products Div.:

Montreal 30: 1001 Lenoir St. (514) 933-7551

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Instructional Systems Marketing; W.J.
Heck, mgr., Broadcast Systems Merchandising; E. Taschereau, administrator,
Television; E.W. Sankey, administrator,
AM/FM/Export & ETV; F.H. Holm, mgr.,
Product Planning & Special Accounts;
R.H. Curtis, administrator, Product &
Market Planning; R.W. Weaver, administrator,
Special Accounts; B.A. Challice,
administrator, Scientific Products;
F.J. Miller, administrator, Instructional
Systems; E.W. Miller, mgr., Field Sales;
N. Harvison, sales engineer, Atlantic
District Sales.

Toronto 15: 1450 Castlefield Ave.,
(416) 651-6550. C.S. Broad, mgr., Ontario
Sales Region.

St. James 21, Man.: 2070 Notre Dame Ave.
(204) 774-7489. R.H. Patrick, Sales Rep.

Vancouver, B.C.: 2876 Rupert St., (604)
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Generally acknowledged to be the finest, most versatile high-band, high-fidelity color TV tape recorder in the world today. ■ Superb reproduction, even to the fourth generation ■ Human-engineered controls, grouped by function ■ Automatic mode and fault indication ■ Total instrumentation ■ Specs: differential gain 3%; differential phase 3°; moire -43 dB; K factor, 2T and 20T, 1% max.; signal-to-noise 46 dB ■ Prewired for electronic splicing ■ With

accessories: automatic correction of chroma and velocity errors, line-by-line; dropout correction, correct color in phase; push-button editing, splicing, and programming. ■ To see the TR-70A, or to request complete literature, call or write: R. Harlow, Vancouver; R. H. Patrick, Winnipeg; C. S. Broad, Toronto; E. W. Miller, Montreal; N. H. Harvison, Montreal (Atlantic Region). RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.

Broadcasting must keep pace with a more sophisticated audience

RADIO AND TELEVISION ADVERTISING must concentrate on entertaining the consumer, rather than boring or annoying him, Peter W. Hunter, president, McConnell Eastman Ltd., Toronto, told the Central Canada Broadcasters Association convention at Le Château Champlain in Montreal.

"The public to which we all appeal is daily becoming more sophisticated, urbane and educated. As our audiences become more knowledgeable," he said, "they simultaneously become more critical, cynical and resentful of advertising and its interference with their leisure time.

"We, therefore, who create and schedule advertisements and commercials," Hunter said, "must prepare material which communicates clearly and easily, contains more factual and useful information, and is in good taste.

ANNOUNCEMENT

APPOINTMENT STANDARD BROADCAST SALES



Martin Conroy

Richard R. Moody, Vice-President and General Manager (Montreal) of Standard Broadcast Sales Co. Ltd., announces that Mr. Martin Conroy has joined the Montreal office as a National Sales Representative. Mr. Conroy's extensive 16-year Canadian radio sales background includes national sales managerial positions with a large Montreal radio station and major broadcast marketing firms, and as a station representative in Montreal.

"Clutter and program interruption is fast becoming unacceptable," he said. "The media people must devote themselves to solving this problem. One means is longer commercials at the beginning and end of a program.

"Utilization of this technique has brought a favorable response from audiences, which ultimately is reflected at the point-of-sale," he said.

Speaking from an agency viewpoint on *New Trends in Advertising*, Hunter said "in the agencies, time-buying techniques have not changed since the early 1960s when Reach/Frequency began to be used.

"However, a trend to the employment of more detailed demographic data and more refined audience definitions is becoming more apparent. Computers are beginning to be found on the Canadian agency scene, but not to the extent they should.

"Computerization is desirable in many facets of agency operation," he said. "In media research and billing," for example, "but the high cost has prevented widespread use of the equipment here.

"A shared computer system is presently under examination by the ICA and perhaps this will lead to an economical facility being available to small and medium-sized companies."

Trend to major markets

"Small market stations and small stations in major markets will continue to get some national business," Hunter said, "particularly from governments. But the truth probably is that the future of the country, the future of advertising, and the future of broadcasting does not lie in minor markets—the trend is in the opposite direction.

"There is some recent evidence," he said, "that advertising is more effective, despite the increased noise levels, in metropolitan areas than in small towns.

"There is additional evidence that more advertisers under-spend, in terms of dollars per capita, than over-spend...if this is true, it suggests budgets should be increasingly concentrated in major metropolitan markets," Hunter said.

He observed that "the trend where major retailers are getting an ever-

increasing share of their volume from private-label products...will cause them to become aggressive private-label advertisers, creating a situation where the difference between the national brand and private label is virtually indistinguishable."

Hunter said "to compensate for this drop in advertising volume from the packaged goods people, we will see a continuous acceleration in spending by advertisers seeking the consumer's discretionary dollars.

"Promotion of recreational activities and commodities, such as travel, entertainment, car rentals, sporting equipment, automobiles, fashion, home furnishings and decorator items, color TV, and many, many more, has grown already to enormous proportions, and we can look to these budgets expanding even further."

He said "another category which has developed handsomely in the last year or so and will continue to jump is that of financial institutions. These heretofore staid and publicity-shy organizations are going to compete consistently and aggressively for the right to care for the burgeoning number of dollars which will flow into the hands of Canadians."

Hunter said his point was "that the balance of national advertising spending is going to shift significantly, but the total in terms of a per cent of GNP," he believed, "will hold about the same."

Advice to broadcasters

For the broadcasters, he suggested serious consideration be given to a re-examination of pricing policies... "come up with a realistic and firm rate structure. If a local or retail rate is to prevail, consider the inclusion of agency commission.

"Eliminate the sale of time at local rates to representatives of manufacturers who, by any definition, should be classified as national advertisers.

"Avoid price-cutting and special dealing," he said. "Provide agencies with more refined audience definitions and expanded demographic information. But, if you're going to provide research data—go first class. Make it good research."

dateline ottawa

WHITHER EDUCATIONAL TELEVISION in Canada? One can look for a clue to Australia which, like Canada, is a federal nation. The Australian Broadcasting Commission operates broadcasting and television services. The Postmaster-General also licenses privately owned stations.

The Commission collaborates with the Departments of Education of the six states in presenting programs for all levels—primary, secondary and adult and university levels. Most of the programs are prepared in the individual states to meet their curricula, particularly at the primary and secondary levels. The ABC and an Inter-University Committee work together to program for the advanced levels.

Canada's Secretary of State, Hon. Gerard Pelletier, told the House of Commons Oct. 24 that legislation would be brought in early in the present session to establish a Canadian educational broadcasting agency. However, the Government House leader, Hon. Donald MacDonald, did not mention the agency when he presented priorities to the House Oct. 31.

But first, a task force. It will consist of a roving band of the Ottawa bureaucracy, who will find out the requirements of the provinces, and who will advise the government on financing the new agency.

For those provinces athirst for action before Parliament acts, the Secretary of State said the task force would advise on how to satisfy their needs. For example, the CBC could be told to provide facilities on an interim basis, which would be transferred to the new agency.

The Secretary of State made two things clear:

1. The provinces would be respon-

sible to prepare and produce the programs, and this would include the costs.

2. The federal end would be the actual broadcasting. Broadcasting licenses will not, in the future as in the past, be issued to provinces or their agents.

The travels of the task force have a certain amount of peril. The greatest statesmen of our time are apt to fall upon each other like quarrelling fishwives when they try to take their share of the constitutional pie. Education is provincial; broadcasting is federal. There should be a lot of guerrilla warfare over the three Rs.

The Fathers of Confederation could not foresee the day when the teacher in the little old schoolhouse could be converted into a pedagogue in a glass cage in everyone's living room. But we must pretend that they did on the general principle that constitutions last forever.

Down under to Australia again, four years ago the Australian Broadcasting Control Board came up with its own task force on mixing television and education. The central government turned down the main recommendation that an independent authority, financed federally, and network, be established. It did buy the idea that programs be a state matter. However, some federal money could be thrown into the program pot.

In Canada, therefore, we may yet be entitled to ten different versions of such Canadian classics as Laura Secord and Louis Riel, the Battle of the Plains of Abraham and tariffs. Since the government's many difficulties are notorious, and the provinces aren't in any better shape, negotiations over educational TV should be as intricate and as drawn out as an 18th century minuet.

*Southern
Saskatchewan's
only
Captive
Television
Market*

CJFB-TV

CHANNEL 5 — SWIFT CURRENT

CHANNEL 2 — EASTEND

CHANNEL 2 — VAL MARIE

CHANNEL 10 — RIVERHURST

A CROSSROADS OF THE WEST...

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

SEE:

*Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.*



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.
CRANBROOK "The only Voice of the Rockies"
In Toronto and Montreal see Radio & Television Sales.
In Vancouver it's Radio-TV Representatives.

Will hear first UHF applications at Ottawa hearings Feb 4

FOUR GROUPS GOT IN THEIR BIDS to obtain a license for Toronto's third TV station, on UHF channel 25, by filing applications prior to the November 29 deadline. One of the applicants, Niagara Television Ltd., also sought licenses for two Montreal channels, 17 (French) and 23 (English).

Jack Tietolman, president, CKVL AM-FM Verdun (Montreal) and CFUN Vancouver, applied for Channel 29 in Montreal. He also has a previous bid, still standing in his name, for Channel 14 Montreal.

The CRTC will hear the requests at the February 4 public hearing in Ottawa.

Bidding for the Toronto channel, in addition to NTV, are: CFRB Ltd., part of Standard Broadcasting Corp. Ltd., owning and operating CFRB, CKFM Toronto and CJAD, CJFM Montreal; Toronto Star Ltd., in equal partnership with The Montreal Star Co. Ltd.; and Canadian Film Industries, whose president Leslie Allen also heads up CHIC Brampton, Ont.

The new stations would be the first in Canada to operate on UHF, and although most TV sets now in use cannot receive UHF unless they use an adapter (costing about \$50) or are hooked to a cable system which carries UHF programs, government regulations require that all TV sets sold after June 1, 1969 must be capable of receiving UHF.

This would provide a new audience from an estimated 400,000 homes

within the Toronto coverage area expected to be equipped to receive UHF telecasts by the end of 1970, said W.C. Thornton Cran, president of Standard Broadcasting Corp. Ltd.

Cran said CFRB's bid for a TV station on Channel 25 was made with the intent to operate a "local Toronto station, without network commitments." He noted "programming would be community-oriented and would emphasize news and public affairs."

Cran also said CFRB's previous application, to the former BBG, for a license to operate a VHF station in Toronto, has never been formally dealt with, and had never been withdrawn (*CB Newscast Nov. '68*).

NTV, which is linked with Power Corp. of Canada and Quebec Telemedia Inc. to form NTV Communications Corp. Ltd., appeared before the CRTC last month to make application for a third TV network which it proposed to operate coast to coast in French and English, hooked up with Canada's communications satellite.

The Toronto and Montreal dailies, in their application, propose to incorporate a company to operate their station, having concluded they should "update their hardware" and anticipate tomorrow's problems of delivering conventional newspapers.

Allen said his company, a pioneer film-maker in Canada, had three large sound stages and other facilities needed for TV production located on Lakeshore Blvd., in Toronto's west end. He said the UHF channel could be used for ETV programs in the daytime, and might substitute for a government-operated ETV channel, thus saving taxpayers' money.

Al A. Bruner, president of NTV, also has a long-standing bid before the Commission for Channel 16 Toronto, but it is not yet known whether NTV will let it stand in addition to its bid for Channel 25.

Ontario Department of Education, seeking Channel 19 in Toronto as the anchor for its proposed ETV network, also made application for a license but it was believed the hearing on this might be delayed pending decisions reached on federal legislation governing ETV in Canada.

Texaco buys

blanket sponsorship

of CTV's 'Insight News'

A CONTRACT FOR full commercial sponsorship of breaking news stories, where they interrupt regular programming, has been signed with Texaco Canada Ltd. by the CTV Television Network.

Programmed as *Insight News*, fast-breaking news stories which automatically pre-empt regular programming, and the related news specials and follow-up coverage to major news events of national and international importance, will all be sponsored exclusively by Texaco.

The contract with Texaco will cover the network for any time it has to break into regular scheduled programming for coverage of a major news story, so CTV will not be left with a financial burden as a result of disruption of its sponsored programming.

CTV network officials pointed out that some major news stories, such as coverage of a state funeral, are not considered sponsorable, but, where a breaking news story can be sponsored without detriment to the advertiser, Texaco will have first right to do so.

It was pointed out that in the event Texaco decides not to become involved in sponsorship of any particular news story, the network will present it anyway if it is considered in the public interest.

Over the past year, regular programming has often been interrupted for presentation of news bulletins, live coverage and fast-mounted specials for such events as the Kennedy and King assassinations, political conventions in Canada and the U.S. and the elections, crises in Quebec and across the border, and other "hot" news that cannot wait for the regular newscasts.

CTV has always kept on top of news breaks, paying for the coverage and accepting the loss in revenue necessitated by the pre-emption of its regular scheduled programs.

Now, Texaco will take up the financing of such news stories, as a public service to Canadians. The agency involved is Ronalds-Reynolds & Co. Ltd., Montreal.



Telephone Answering Service

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

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Montreal
UN.6-6921

CCBA cites Cam Ritchie and the late Howard Caine



Honored for over 20 years service to the broadcast industry, S.C. (Cam) Ritchie, right, president of CKLW-AM-FM-TV Windsor, Ont., received a special plaque from the Central Canada Broadcasters Association "in recognition of his long and distinguished service to the broadcasting industry of Canada." Ritchie, a past president of the CAB, received the bronze plaque from CCBA past president, W.D. (Bill) McGregor, manager of CKKW, CFCA-FM, CKCO-TV Kitchener, Ont.



Named "Broadcaster of the Year," in a posthumous presentation made by the Central Canada Broadcasters Association at the closing of their Montreal convention, the late Howard C. Caine, founder and president of CHWO Oakville, Ont., was paid tribute as "a man whose aim was service, not success... a great broadcaster, because he worked for the welfare of his fellow-man." He had served on the board of the CAB and as president of the CCBA, during his years of service devoted to the industry "as an announcer, an advertising executive, a station manager, and as an owner." Receiving the plaque from outgoing president of the CCBA, Russ Ramsay, left, is Mrs. Jean Caine, now president and station manager of CHWO, and her son Michael.

FOR SALE

SCRIPTOMATIC ADDRESSING MACHINE -
MODEL 38. PERFECT CONDITION.
ADVANTAGEOUS LEASE BASIS IF PREFERRED.

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THE CANADIAN BROADCASTER
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The Marketing Man who found that WINNIPEG is one of the most lucrative and exciting markets in Canada

Winnipeg has one of the highest proportions of households with cash incomes of \$10,000 and over (18.8%)*, and its Effective Buying Income (per capita) is also among the highest of all Canadian cities.

And Winnipeg is the hub of Manitoba, where Manufacturing is the Number One industry... an estimated \$1,104,000,000 was the net output for 1967.

Winnipeggers are expansion-minded. The one billion dollar hydro development on the Nelson River, north of Winnipeg, is nearing completion. It will provide low cost power to all of southern Manitoba, Saskatchewan and the northern U.S. states. Industrial growth too! The \$100 million expansion of the world's largest nickel mining-smelting plant; a \$100 million Forest Industries complex; the \$30 million expansion of a chemical fertilizer plant; all reflect the healthy market of Winnipeg.

This kind of expansion in Winnipeg has led to expenditures... \$40 million on a 34-storey office tower, \$5 million on a new department store, a further multi-million dollar department store complex, plus two major hotels.

Agricultural growth completes the market picture.

INTERESTED?

How can you get
into this Market?
C-JAY-TV of course!

C-JAY-TV puts your messages where the action is... with full coverage right into the heart of the 4th largest concentration of consumers in Canada. C-JAY-TV carries all the CTV network shows as well as providing local flavour tuned to the local sales picture.

C-JAY-TV



WINNIPEG

first in the 4th Market

*Source: Sales Management, June 10th, 1967.

MEMBERS AND FRIENDS of the Broadcast Executives Society seemed to enjoy their Christmas lunch party in the Canadian Room of the Royal York Hotel December 5. Nobody booed but I am sorry to say they didn't applaud much either.

I thought the entertainment was good, when taken item by item. Ray Arseneault was given the somewhat awkward job of practically putting it together over the phone, with no budget, no rehearsals, no time to plan. The program was not a Christmas one except for the last item, the weather was unseasonable—wet and warm—and three weeks before Christmas is a little too early for a Yuletide bash.

The kindest thing I can say about the lunch is that it was *not* chicken. Actually the steak and kidney pie was to this gourmet's liking. Again though

ANNOUNCEMENT
STEPHENS & TOWNDROW
RADIO DIVISION APPOINTMENT



JACK HODSON

Charles W. Fenton, Vice-President and Toronto Manager, is pleased to announce the appointment of Jack Hodson as Radio Sales Manager, Toronto office.

Prior to joining the Radio Division of Stephens & Towndrow in 1966, Mr. Hodson operated his own company which provided a sales and management training service to several international advertisers.

Earlier in his career, Mr. Hodson served as an account executive with three of Canada's leading advertising agencies and as Advertising and P.R. Director for a well known insurance company.

it did nothing to communicate the Noel spirit.

Paul Hanover, perennially young-looking emcee from CHML Hamilton, was bright and breezy with his topical gags about some of the people out front. He also did an able job of integrating his own commercial, advising all and sundry that he had just lost his two TV programs and was available.

Paul introduced *The Studio Rejects*, made up of seven musicians, all leaders in their own right. These were the leaders' leader, Jimmy Dale at the piano; Guido Basso and his trumpet; Moe Koffman, doubling as usual on sax and flute; Peter Appleyard, vibraphone and sundry percussion appliances; Garry Binstead, plucking the bass fiddle; Ed Bickert with his guitar and Gerry Fuller banging his drums.

Incidentally, there was only one beard in the whole ensemble, Jimmy Dale's. All the others sprouted sundry tufts of hirsute growth in various places, except for Peter Appleyard, who probably couldn't make it with the tufts and had to settle for old-fashioned sideburns.

Next came the headliner, petite, fetching and mini-skirted Catherine McKinnon, star of TV, *Spring Thaw* and the night clubs, who was eagerly received with such non-Christmassy numbers as *House of the Rising Sun*, *Going out of my Head* and *Both Sides Now*.

Another thin slice of amusing Hanover Ham, and out filed a round dozen choir boys from St. Michael's Cathedral, averaging about ten years of age (and all clean-shaven), led from the piano by Brian Ray in half a dozen sacred Christmas numbers, plus *Little Jack Horner*, culminating with a delicately sung rendition of *Come all ye Faithful*, in which the audience was invited to join (but they didn't).

As I said, the entertainment impressed me with its excellence—item by item. But the program was a dis-



Dominion-Wide Photographs

They rolled out the carpet at the National Press Club in Ottawa last month, as a preliminary farewell to Sam Ross, who retires in February from the Ottawa Radio News Bureau, to return home to Vancouver. His wife, Annis, has already made the move. All-Canada Radio & Television Ltd. played hosts for the party, which was attended by Sam's friends from broadcasting, newspapers, advertising, the Commons and the Senate. All-Canada President Stuart MacKay made the presentation. Unknown to Sam they had flown Annis east from the coast, and nearly floored him when she walked into the party.

joined one and simply didn't involve the audience.

Next year, unless Santa Claus has gone out of vogue, along with Dief and Mike, why not stage this show no earlier than December 15? Let's make it a Christmas sing-song with the audience blending its voices with a few key singers dotted around the tables, in the robust type of carols, *Jingle Bells* if you like, and *White Christmas* if you must. Let's make it a do-it-yourself affair, led by such notables as Jimmie Shields, Cam Ritchie, Nat Donato and, for sound effects, Ross MacRae.

Oh yes, there was one other thing. Happy Christmas! and, of course, buzz me if you hear anything.

Dick Lewis

N. J. PAPPAS AND ASSOCIATES
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17 Queen St. E., Suite 128
Toronto 1, Ont.

21 yr. old radio/tv. Eager & available. Music exp. - MOR. tv exp. - commercials. Want to advance. Will consider news.

Box 220
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

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CHIN RADIO is looking for a use
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AVAILABLE

General radio broadcasting experience. Interested in rock or of-the-road station. Have certificate from American broadcast school. 22 years. Single.

Richard G. Levy
Nickel Range Hotel
Sudbury, Ont.

AVAILABLE

For immediate or future relocation anywhere in commercial or educational television as a producer, director or operation supervisor. 10 years background.

Box 222
The Canadian Broadcaster
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Toronto 1, Ont.

TORONTO JOCK

- Three years D.J. experience (all age groups)
- Oratorical contest winner
- Former high school president
- Winner of CHUM's "Summer Sock It To Me D.J. Contest"

Look good? Sounds better!

If you'd like to hear more, write me today. You've got nothing to lose but your ears.

DAVID WATTS
1360 Danforth Rd., Apt. 1611
Scarborough, Ont.

**ARE YOU CURRENTLY A SUCCESSFUL SALES
MANAGER IN A SMALL OR INTERMEDIATE MARKET?**

HERE IS YOUR OPPORTUNITY TO MOVE INTO CANADA'S
4TH LARGEST MARKET

CFRW Winnipeg, the newest member of a rapidly expanding broadcast chain, requires a man who can assume complete responsibility for the operation of our local sales department. The position offers all company benefits plus excellent opportunities for advancement. Remuneration is commensurate with experience and ability.

Send résumé to:

BOX 1022, WINNIPEG OR PHONE 204-947-1211
ATTENTION: J. S. BURTON, STATION MANAGER

MAINTENANCE TECHNICIANS

CKSO Television, Sudbury, has immediate openings for maintenance technicians. Minimum of two years' experience, preferably with color telecine and Ampex VTR.

Send complete resume and salary expected to:

Kenneth Houzer
Director of Engineering
CKSO Television, Box 400
Sudbury, Ontario

Is the medium really the message?

This is the day of communications.

Nowadays, we hear the word used in "communications industry," "Minister of Communications," "communications media", to mention a few. It is mouthed with a note of awe-filled mystery.

Just what is its spell-binding significance? Or better still, what is its original meaning? According to the dictionary to communicate means to "impart knowledge".

Is a broadcast program communicating when its opening is a signal for channel switching from coast to coast, any more than a commercial communicates when its coming on the air is a signal that means a general trek for the bathroom? Both the program and the commercial are communicating, in the dictionary sense. That is to say they are "imparting knowledge", yet without anyone on the receiving end to partake, surely the whole procedure is an empty one.

Wars are declared because one nation cannot understand another nation.

Marital problems grow out of lack of *mutual* communications between the partners involved.

Business reverses and failures occur because the vendor is unable to communicate his sales message intelligibly to a prospective customer.

Employer-employee relationships collapse because neither one is able to communicate with the other.

Educational television in the schools, however expert it may be, can only communicate if the pupils are exposed to it.

In its present stage of development, the new source of communications seems to be depending more on the electronic and other equipment it utilizes to convey its message than the quality and value of the information it communicates. (This could be what He meant when He said "the medium is the message"). But often, doesn't the importance of *sending* the message outweigh the significance of who, if anyone, *receives* it?

For many years, the Canadian Broadcasting Corporation has been producing programs which are, many of them, of truly incomparable artistic quality. Year after year the CBC, set up against all the resources of the American networks, with their unlimited talent and production budgets, comes home with numbers of Ohio State Awards. They are acclaimed by the American broadcasters who are quick to realize their artistic perfection. They are regarded by academics and erudites—genuine and would-be—as major contributors to our national culture. Yet study the ratings or any other audience measurement devices, and what do you find? They are failing miserably to communicate, because nobody—well virtually nobody—sees or hears them.

In the area of business, alarm is currently being felt over the unfavorable image of advertising.

The greatest advertising brains of the country are bending their efforts to get across to the public the real story of advertising—its contributions to our standards of living, its salutary effect on retail selling prices, its making available new products for better living, and so on and so forth.

The spots and displays produced by the Canadian Advertising Advisory Board and the speeches delivered under its aegis, earn the admiration of the advertising industry, but are they reaching the public? Are they communicating?

Is it of any propagandic value when an expertly prepared thesis is delivered to a group of people by someone

who is widely known as a successful advertising practitioner, with therefore an axe to grind for the survival of his or her own craft? Or where the members of an advertising club or other group gather at their meetings to tell each other what a wonderful business they are in.

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DPC-TQ-68-3

Do you know my vital statistics?

Just because I'm attractive ... fun to be with ... and interesting ... people love to look at me. Who wouldn't be proud of always fascinating 70% of the people in any coverage area? That's what happens to me.

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Next time you're making plans ... make a date with me!

If you want to know more — just whistle — for my reps.

* Sales Management, June 1967
** BBM, January 1968

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

QUEBEC CITY

| | | | |
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STEPHENS & TOWNDROW
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Next came the headliner, petite, fetching and mini-skirted Catherine McKinnon, star of TV, *Spring Thaw* and the night clubs, who was eagerly received with such non-Christmassy numbers as *House of the Rising Sun*, *Going out of my Head* and *Both Sides Now*.

Another thin slice of amusing Hanover Ham, and out filed a round dozen choir boys from St. Michael's Cathedral, averaging about ten years of age (and all clean-shaven), led from the piano by Brian Ray in half a dozen sacred Christmas numbers, plus *Little Jack Horner*, culminating with a delicately sung rendition of *Come all ye Faithful*, in which the audience was invited to join (but they didn't).

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MONTREAL 29, QUE.
CABLE PAPPACO

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One of our clients is presently interested in employing a qualified broadcast engineer—either full time or on a retainer basis for consultation. This is a top position in the industry. Please call 364-2041 for appointment.

THE CANADIAN ADVERTISING & MARKETING PERSONNEL BUREAU
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NEWSMAN WANTED

Medium market, Southern Ontario radio station requires fully experienced newsman, willing to settle down. Send tape and résumé to:

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Look good? Sounds better!

If you'd like to hear more, write me today. You've got nothing to lose but your ears.

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4TH LARGEST MARKET

CFRW Winnipeg, the newest member of a rapidly expanding broadcast chain, requires a man who can assume complete responsibility for the operation of our local sales department. The position offers all company benefits plus excellent opportunities for advancement. Remuneration is commensurate with experience and ability.

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Is the medium really the message?

This is the day of communications.

Nowadays, we hear the word used in "communications industry," "Minister of Communications," "communications media", to mention a few. It is mouthed with a note of awe-filled mystery.

Just what is its spell-binding significance? Or better still, what is its original meaning? According to the dictionary to communicate means to "impart knowledge".

Is a broadcast program communicating when its opening is a signal for channel switching from coast to coast, any more than a commercial communicates when its coming on the air is a signal that means a general trek for the bathroom? Both the program and the commercial are communicating, in the dictionary sense. That is to say they are "imparting knowledge", yet without anyone on the receiving end to partake, surely the whole procedure is an empty one.

Wars are declared because one nation cannot understand another nation.

Marital problems grow out of lack of *mutual* communications between the partners involved.

Business reverses and failures occur because the vendor is unable to communicate his sales message intelligibly to a prospective customer.

Employer-employee relationships collapse because neither one is able to communicate with the other.

Educational television in the schools, however expert it may be, can only communicate if the pupils are exposed to it.

In its present stage of development, the new source of communications seems to be depending more on the electronic and other equipment it utilizes to convey its message than the quality and value of the information it communicates. (This could be what He meant when He said "the medium is the message"). But often, doesn't the importance of *sending* the message outweigh the significance of who, if anyone, *receives* it?

For many years, the Canadian Broadcasting Corporation has been producing programs which are, many of them, of truly incomparable artistic quality. Year after year the CBC, set up against all the resources of the American networks, with their unlimited talent and production budgets, comes home with numbers of Ohio State Awards. They are acclaimed by the American broadcasters who are quick to realize their artistic perfection. They are regarded by academics and erudites—genuine and would-be—as major contributors to our national culture. Yet study the ratings or any other audience measurement devices, and what do you find? They are failing miserably to communicate, because nobody—well virtually nobody—sees or hears them.

In the area of business, alarm is currently being felt over the unfavorable image of advertising.

The greatest advertising brains of the country are bending their efforts to get across to the public the real story of advertising—its contributions to our standards of living, its salutary effect on retail selling prices, its making available new products for better living, and so on and so forth.

The spots and displays produced by the Canadian Advertising Advisory Board and the speeches delivered under its aegis, earn the admiration of the advertising industry, but are they reaching the public? Are they communicating?

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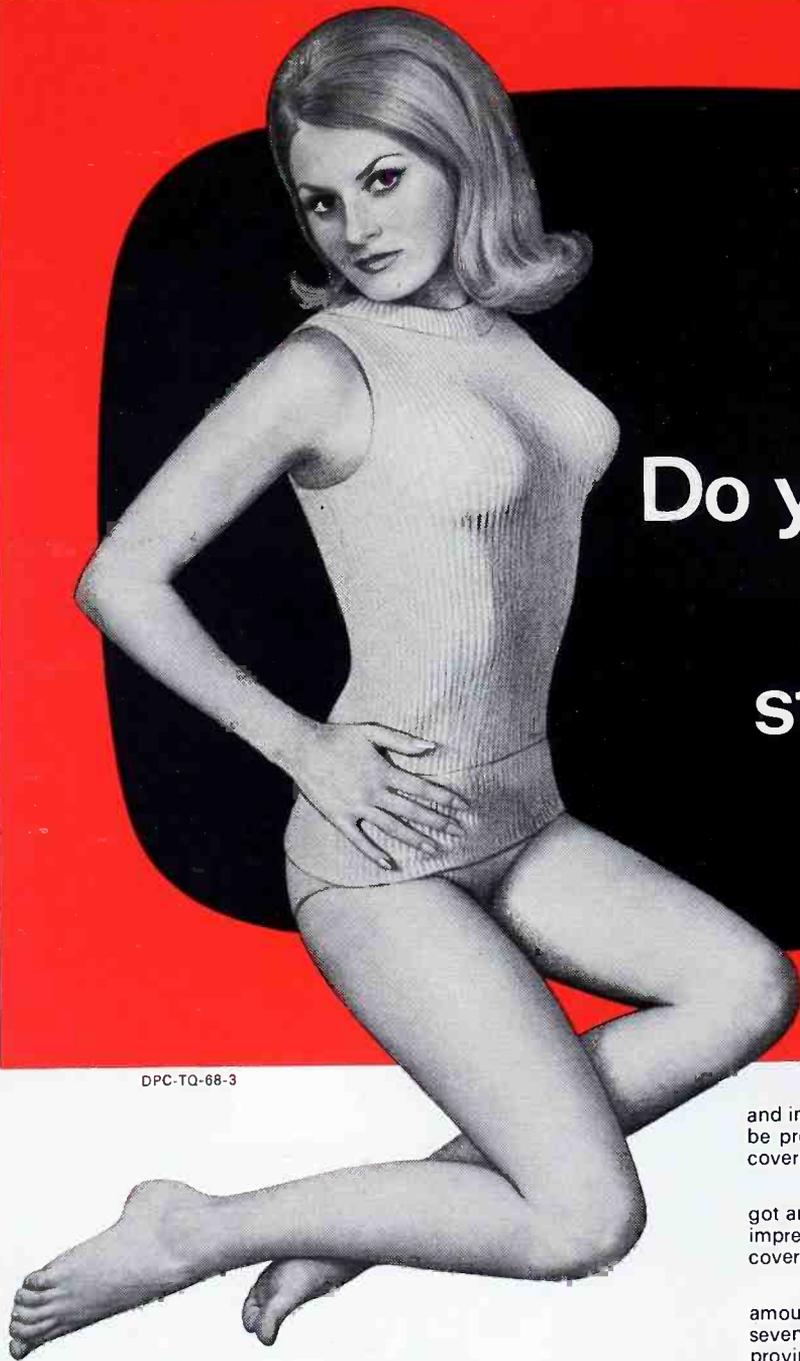
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Music For All Seasons . . .

For Christmas, Easter and Thanksgiving, or for any occasion that is important to you. We at BMI Canada Limited are proud of the contribution made by our composers, authors and publishers to the music for all seasons and on their behalf we take this opportunity to wish all . . . *The Compliments of The Season*



ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE

