

THE CANADIAN

broadcaster

February 1969





THE IRREPRESSIBLE JUDY LaMARSH, whose outbursts frequently made the headlines while she was in the Pearson cabinet, and who authored the currently-popular *Bird in a Gilded Cage* (see page 22), has become a radio performer in a series of commercials for Kellogg's Rice Krispies.

The outspoken ex-secretary of state and former Minister of Health & Welfare, with a background as a Niagara Falls lawyer, accepted an offer from CJOH-TV Ottawa to star in a weekly television show as a sort of ombudswoman. She has now signed a contract with Leo Burnett Co. of Canada Ltd., in Toronto, to make the Kellogg commercials.

The gal whose own "snap, crackle and pop" gained her national recognition while she occupied her state posts, and which resulted in her book, will be heard promoting the newly-fortified *snap, crackle and pop*, the now-famous trio of elves, identified with that particular breakfast cereal.

In her first commercial advertising venture, apart from the promotion of her book, Judy will present a 60-second radio spot describing the nutritional enrichment now offered by the addition of three vitamins—niacinamide, thiamine and riboflavin, to the product. The radio campaign will be part of an all-media drive to inform the public of the newly-fortified cereal.

It is expected to begin in April, on about 35 stations across Canada, and will run in conjunction with the in-store availability of the new "Fortified Rice Krispies."

Miss LaMarsh will present the newly-fortified Rice Krispies as an old favorite cereal ("...you know, the noisy one with the Snap, Crackle, Pop reputation...") with accent on its new nutritional importance. ("I still recognize an important nutritional improvement when I see one...and I've seen one!")

Her experience as Health Minister is referred to briefly as the criterion for her recognition and support of the vitamin fortification in the cereal.

So Judy, who has been busy plugging her own book, for herself and her publishers (McClelland & Stewart), across Canada, will soon be heard across the country as she plugs nutrition on behalf of Kellogg's.

Ralph Davis is advertising manager for Kellogg's Canadian operation, based in London, Ont. and Joe Lennard is account executive at the Burnett agency.

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



Just outside Kelowna, the two-year-old plant of Westmills Carpets Limited is undergoing expansion calculated to double production again—following a 400% production increase since the first carpets rolled off the line. Western Canada's first tufted carpet manufacturer markets from the Lakehead to the Pacific—boosts our booming economy. Payrolls are growing every day, so don't waste a day in adding the potent sales force of Okanagan Mainline Radio to your team. We're marketing minded.

OKANAGAN MAINLINE RADIO

CBIB VERNON CKOV KELOWNA CKOK PENTICTON CFJC KAMLOOPS

Just call



the All-Canada man

Heads London agenda

77 CATV APPLICATIONS for licenses in five provinces, Quebec, Ontario, Saskatchewan, Alberta and B.C., will dominate the next public hearing of the CRTC, in the Holiday Inn, London, Ont., beginning March 4.

At this hearing, the Commission is dealing only with existing cable services, which no longer come under DOT jurisdiction but are governed by the same regulations that apply to all radio and television stations. Each must apply for its license, and with the hundreds doing so, there are also some seeking expansion and others proposing new services.

The Commission will also hear applications for renewal of their AM licenses from CFPL London and CKLW Windsor.

The CBC will seek permission to establish a new TV station at Ear Falls, Ont. on channel 13, with a power of five watts, EHAAT 223 feet, directional antenna.

The Corporation will also seek to amend the license for its LPRT at Tofino, B.C., CBXZ operating on 630 Khz., at 40 watts, in order to establish a new antenna site.

CBC bids will be made for 40 watt LPRTs at Arichat and Pomquet, N.S. for French service, at 610 and 1340 Khz. respectively, and at Fort Vermilion and High Level, Alta., for English network service, at 1460 and 1230 Khz.

Kirkland Lake Broadcasting Ltd., licensee of CJKL Kirkland Lake Ont. and CJJT New Liskeard, Ont., will seek authority to establish a local broadcasting studio at New Liskeard.

Fraser Valley Broadcasters Ltd., CHWK Chilliwack and CFVR Abbotsford, B.C., will ask leave to transfer 227 common shares to Dennis C. Barkman, manager of the two stations, who will subsequently transfer 105 shares to five new shareholders.

Radio Station CKNX Ltd., licensee of CKNX AM-TV Wingham, Ont., wants to transfer 12,600 preferred shares in Wingham Investments Ltd., a shareholder in CKNX Ltd., from W.T. Cruickshank to G.W. Cruickshank.

REVISING ITS AM RADIO POLICY, the Canadian Radio-Television Commission has announced it will be ready to consider applications for new AM radio stations, this Fall, in areas now having only one television service.

The February 3 announcement revised the October 5, 1966 ruling of the former Board of Broadcast Governors not to endorse applications "for

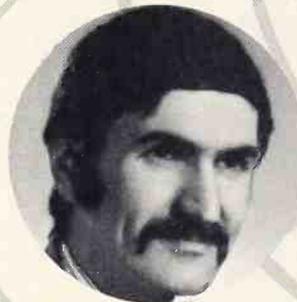
→ 27

Introducing Comprehensive Representation of FM Radio Stations Across Canada

CJCB - FM	CHFI - FM	CJCA - FM
CJBR - FM	CFCA - FM	CJAT - FM
CHLT - FM	CJOY - FM	CJOV - FM
CFQR - FM	CKSO - FM	CKOK - FM
CJSS - FM	CJIC - FM	CFFM - FM



Fred Oliver



Tom Riley

All-Canada Radio EXPANDS FM DIVISION

The future of FM Radio in Canada has never been brighter. In just three years (1965-1968) FM

equipped households have doubled in number.

Today, over 40% of Canadian homes can receive FM Broadcasts — up to 60% in Metropolitan areas.

Programming development is currently in the forefront of Industry dialogue. And this growth and innovation portend a stable advertising potential for the FM medium.

To meet growing needs of FM Markets and marketing, All-Canada becomes the first Canadian firm to offer complete, national representation to FM stations and advertisers. Sales Executive, **Bob Pennington**, and former BBG Researcher, **Tom Riley**, now join FM Director, **Fred Oliver**, in expanding FM consultation and research development into exclusive, concentrated FM sales.

Bob Pennington



All-Canada Radio & Television Limited

Do agencies use the data supplied by station representatives?

by James Montagnes

"THE SERVICE AFFORDED US by Canadian (station) reps was nil. I am told our people never heard from them. We still haven't heard from them. The magazine reps pound on our doors. They ask us what are our needs, and how can they help? But the broadcast reps?"

These were the closing words of a speech to the Broadcast Executives Society, in Toronto, on January 9, by the Hon. James A. C. Auld, Ontario Minister of Tourism and Information. He was referring to an Ontario campaign on U.S. television stations.

Needless to say they caused a bit of an uproar in advertiser-advertising agency-station representative relations. But do they reflect the daily situation in the field or was this case a special one?

Station representatives told me that generally relations between agencies, advertisers and representatives are good.

"We are a pretty close-knit fraternity, working together on many committees," said Ross A. McCreath, vice-president and general manager of All-Canada Radio & Television Ltd.

"Relations between broadcast reps and agencies are first class."

And agency executives interviewed for previous articles in this series also pointed to assistance from broadcast reps, but felt that they could supply more market and audience data, especially insofar as secondary and smaller market stations were concerned.

AT STEPHENS & TOWNDROW CO. LTD., Allan Slaight, managing director, and Charles W. Fenton, vice-president and manager, reported the recent establishment of a research and development division. Much data is gathered on audience make-up, sales in station areas, and other data useful to its sales people and to agencies.

"But agency people don't always know how to use this data," Fenton said. "Many agencies do not have competent buyers. Many agency people are too tied to the BBM (BBM Bureau of Broadcast Measurement) figures."

This viewpoint was also substantiated by other broadcast reps, including Andy A. McDermott, manager of the Toronto office of Radio & Television Sales Inc. He pointed out that "some agencies are packed full of incompetents, young people who graduated from stenographers or secretaries to time buyers without proper experience. In some cases these are persons who have not even been in Canada for a year and don't know the country."

Agencies don't read

"Some agencies don't read what data they receive," McCreath said. "All-Canada is continually turning out material, market presentations, station profiles. Agency people put these in their files, then don't look at the material given them. We have to educate time buyers. When there have been training courses in the past, few time buyers attended."

CFQC TV8 opens up
Canada's Largest
Single Service
Market

Saskatoon
Saskatchewan

(Come on in)

CFQC TV8
1968 National Award Winner
for Excellence in TV Documentaries



Winning dollars for its stations through aggressiveness



Winning sales for its advertisers through creativity



Winning confidence of the advertising industry through experience

Experience... the SBS management and sales team of 17 people encompasses 210 years of radio work including 171 years of actual radio time selling.

Standard Broadcast Sales offers stations, agencies and advertisers the knowledge and benefit that comes with 210 years of success!

ASK SBS FIRST

Waldo Holden
President



Arnold Stinson
Vice President
Manager, Major
Market Division
Toronto

Dick Moody
Vice President
Manager, Major
Market Division
Montreal

Fred Urset
Vice President
Manager, Regional
Division—Toronto/
Montreal



STANDARD BROADCAST SALES

2 ST. CLAIR AVENUE WEST
TORONTO 7, ONTARIO
(416) 924-5721

1407 MOUNTAIN STREET
MONTREAL 25, QUEBEC
(514) 849-2454

Educating agency people on station markets, both radio and television, takes various forms. Gordon Ferris, president and general manager of Radio-Television Representatives Ltd., Toronto, explained that his firm uses a variety of research organizations to gather data on its western Canadian stations.

"Because of the large farm audience of many of our stations," Ferris said, "we point out to agencies the products our audiences are interested in. We have found, for example, that certain soil conditions in the Brandon (Manitoba) area require certain types of fertilizers, and have shown advertisers and agencies of such products, the special needs of this area.

"We do research on retail sales,

ANNOUNCEMENT

MUZAK



George P. Destounis

At the annual meeting of Associated Broadcasting Corporation Limited, George P. Destounis was appointed Vice President of the Company and elected to the Board of Directors.

Mr. Destounis was associated with United Amusement Corporation Limited from 1940 until 1966 when he was appointed Executive Vice President of Famous Players Canadian Corporation Limited. He served in that capacity until December, 1968 when he was named President and Managing Director of Famous Players.

Mr. Destounis is also a director of United Amusement, Cable TV Limited and Television de Quebec (Canada) Ltee. He is 2nd Assistant Chief Barker of the Variety Club and holds membership in the Toronto Board of Trade and the Montreal Athletic Club.

Associated Broadcasting holds the Muzak franchise for the Province of Ontario.

gasoline usage, grocery sales, motel traffic and other data in our areas, then tie these into statistics for a group of our stations in an area, and endeavor to sell a group of stations to an advertiser through his agency.

"Agencies are doing a good job dealing with money for specific campaigns. But we feel they are neglecting secondary and smaller stations and losing a margin of profit for their clients by doing too much spending of the advertising dollar in major markets."

"We first have to establish a region as a broadcast market, then sell the individual station," said Arnold W. Stinson, general manager of Standard Broadcast Sales Company Limited. "We try to increase the interest in a broader market than just a city and supply agencies with material on the broadcast market concept.

"We try to evaluate the broadcast media in a particular economic area, and to continually expand the thinking of what is normally conceived a market as an economic unit. We are supplying agencies with material on station promotions and why local stations sell.

"As an example, we make a research study of brand preferences by questionnaires given to listeners of our London station's Coffee Club program."

Stinson pointed out that the rep business has expanded and is now involved in marketing.

"We have to go and sell ideas on a given situation," he continued. "Some agencies still think of reps as purely service organizations. We regularly make presentations on our major and regional markets to agencies and even some advertisers, then follow this up with extensive brochures on our markets for reference purposes."

Client contacts

On the controversial problem of broadcast reps going direct to the advertiser instead of the agency, most reps were agreed that in some cases this was necessary, and that they usually let the agency know of such meetings.

"In some cases clients will give reps data on forthcoming campaigns, while agencies will not divulge any information," McDermott said.

"We do a lot of multi-production promotions," Fenton explained. "This can involve anywhere from five to nine advertisers. These promotional buys are more than mere media buys. Agencies can often see these promotions only as an advertising problem, while the advertiser sees them as a sales and promotional problem. Thus we go to the advertiser who is inter-

ested in selling his products through a store promotion."

"We find no difficulty in going as high as we want, with no hindrance—in the proper context," McCreath pointed out. "We will go direct to the advertiser if it is necessary—letting the agency know we are doing so.

"In television there is a great need for speed in supplying availabilities, for submissions may be made the next day. We have two Telex machines in our Toronto office, and are adding a third. Our long distance telephone bills are terrific. Letter writing seems to be a forgotten art in the rep business, because of the need for speed."

More information

"The biggest thing that is needed is more co-operation with information to help agencies achieve what an agency wants to do with a campaign," said McDermott. "Reps are not always asked to help in planning time availabilities. In television in many cases, the first thing is the principal markets. Agencies are frustrated if they cannot get the main markets, while other market stations are kept stalled. They cannot hold availabilities till the last minute.

"In the rep field today," he said, "the majority of people are professionals, with considerable experience. We are not hiring any more green guys. We have people who can help people in agencies, people who know their markets."

"The rep business has changed a great deal," Fenton and Slight said. "Buying is more sophisticated. Selling is now talking about the audience make-up, by ages, occupations, and desires. Cost per thousand is now an important factor in radio."

And Slight added that "FM is beginning to be a fact of life in the media field. It is even included in BBM surveys. But it is costly to make individual studies on FM stations, costing considerably more than advertisers at present want to spend."

New methods of making presentations are being studied by station representatives. Stephens & Towndrow recently gave a luncheon presentation to just creative executives of advertising agencies to show them new ideas in radio commercials. The firm is starting a continuing campaign for better radio commercials, and is setting up an information centre to help agency people to develop better commercials for the radio medium. The firm is also using new type of visual-audio presentations on individual stations, which take only a few minutes of an agency or advertiser's time, yet present the station's market effectively.

The service station.

CBC National Selective Sales. On-the-spot service with a smile.

Our Selective Sales Representatives are pros on timing. They'll work with your spot campaign and put the stickiest technicalities in smooth running order.

CBC Service Stations located from coast to coast in Canada.

CBC  **TV** Drop your campaign in anywhere. Anytime.
The Service Station





The Account Executive who discovered that the WINNIPEG market is equal to Kitchener, Waterloo and London combined

"RETAIL SALES — are the only true test of market potential"... this is the philosophy of the aggressive marketers (... not the follow-the-crowd group who refuse to look beyond their own perimeters).

This is why more and more Account Executives are taking a long, fresh look at burgeoning Winnipeg.

In total retail sales, Winnipeg tops Ottawa, Hamilton, London-Kitchener-Waterloo and Sudbury-Kingston-Kitchener-Waterloo with a whopping \$698,780,000 annual expenditure.*

Getting down to specifics, Winnipeg tops these "Must Buy" Ontario markets in Food Sales, General Merchandise Sales, Gas stations, Lumber-Building-Hardware and other diverse products. Hard to believe? Take a long hard look at your marketing data. There's the proof...

**C-JAY-TV will
carry your product
right to the rich heart
of this market**

Put your dollars where you receive impact and full coverage... C-JAY-TV. C-JAY-TV reaches the fourth largest concentration of consumers in Canada. C-JAY-TV carries all CTV network shows as well as providing local flavour tuned to the local sales picture.



*Statistical data derived from Sales Management, June 10th, 1967.

THE T.S.E. INDUSTRIAL INDEX was little changed during the month of January 1969 and, similarly, the market action of the communication stocks featured few changes.

On the up side, **Western Broadcasting** showed the best gain, rising eight per cent over the month from \$19 to \$20½. At month-end the company's application to increase its interest in B.C. Television from 16 to 30 per cent was on the agenda for the February 4 CRTC hearing.

Canadian Marconi declined some 22½ per cent from \$8½ to \$6¼ following the release of its 1968 operating results. The company sustained a \$4,300,000 loss primarily due to the operations of its U.S. subsidiary, Karr Electronics Corp. In addition the company's avionics division is experiencing cost difficulties similar to those felt by other electronic contractors in the same field. Directors have decided to omit the semi-annual dividend of \$0.05 per share for the last half of 1968.

Maclean-Hunter was unchanged at \$15 over the past month. For the whole of 1968, the company's earnings were \$1,793,000, or \$0.45 per share which represents a decline of nearly 40 per cent from the \$0.74 per share earned in 1967. Earnings in the last quarter alone were \$0.14 in 1968 a decline of 30 per cent from the comparative 1967 period.

As reported earlier, **Maclean-Hunter** purchased, effective May 1, the remaining 50 per cent equity in **Greatlakes Broadcasting Company**. Late in the year, **Maclean-Hunter** exercised its option to purchase the remaining approximate 25 per cent equity in **CFCN-AM-TV Calgary**. If and when CRTC approval is received for these transactions there will be an increase of \$181,000 or \$0.04½ per share in 1968 earnings.

Southam Press declined fractionally over the month from \$57 to \$55½. However, the 1968 preliminary report released at month-end indicated a 16.4 per cent increase in net income from \$6,456,000 in 1967 by \$7,518,000 in 1968. Earnings per share increased from \$2.15 to \$2.50. The earnings for the last quarter alone increased at a relatively faster rate of 22.5 per cent up from \$0.58 per share to \$0.71 per share.

During the last quarter, **Southam** completed arrangements to purchase *The Montreal Gazette* and *The Owen Sound Sun-Times*. The purchase price of *The Gazette* was \$3,710,000 and 100,000 shares of **Southam Press** (then trading about \$53); *The Sun-Times* was bought for \$950,000 cash.

Shares of **Famous Players** strengthened at month-end, and in early February were trading at a record high of \$84. The company announced several significant developments including a 4 for 1 stock split and a dividend increase. In addition the company proposes to issue a special dividend comprised of stock purchase warrants. It was also announced the company has arranged placement of 57,500 treasury shares at \$80 with an institutional investor. The proceeds of \$4.6 million will be issued for expansion and acquisition into other fields of business activity.

A press release pointed out that in the event that share holdings of **Gulf & Western Industries, U.S.**, remain at 51 per cent, **Famous Players** will dispose of sufficient shares in the proposed new communications company so that its interest will not exceed ten per cent of the voting shares and 25 per cent of all the outstanding shares. It is intended to dispose of this interest over a five-year period.

We have not previously commented in this column on **Bushnell T.V. Co. Limited**. These shares are traded over the counter and were recently trading about \$23. The

Working together...



“The future of our civilization depends so much upon the future of the world's children. Nine hundred million children live in the developing areas of the world. One out of two of these children will get no formal education at all. One out of four will never receive any medical attention, at birth or afterwards. The average child will have to work for a living by the time he is twelve. He will live, on the average, about forty years.

These are not future problems but present facts.

Through the member stations of the Canadian Association of Broadcasters, 'CANSAVE' has been able to bring these stark realities to the attention of the Canadian public.

On behalf of the Canadian Save the Children Fund, we wish to express our sincere appreciation to so many Canadian stations for the time they so generously and regularly give to us. Because of them, the public can respond to these needs and thus help us bring hope to so many needy children throughout the world and indeed, to the future of civilization.”

*W. B. STOCK,
Executive Assistant to the National Director,
Canadian Save the Children Fund*

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

Proposed channel shuffle suits CTV network

by Dick Lewis

THE CTV CHAIRMAN'S STATEMENT has to be a definite *understatement*.

What Gordon Keeble said was that the private network is "reasonably content" with the CRTC's direction to CTV to help the Commission establish alternative television service in the Maritime provinces, thereby marking the first step towards the CTV emerging as a completely national chain instead of one confined to the major markets.

This is no doubt what Chairman Keeble envisages for the future of the network.

Rafe Engle, legal counsel for a group of stations likely to be faced with the alternative service problem elsewhere across the country, was also on hand to join the discussion. He said he regarded it as significant that "decisions are being made by the CRTC that may not have been possible under the old act, or that were unthinkable as recently as a year ago within the terms of reference generally

considered by the broadcasters to be inviolable."

We met over lunch in the CTV's board room and Keeble cheerfully discussed CTV's national prospects, which he seemed to regard as "faits accomplis" except for the necessary passage of time.

Saint John/Moncton

Through it all, CKCW-TV Moncton comes out smelling of violets.

The CRTC has decided that the Moncton station should switch its present operation from CBC affiliation and become a CTV outlet. It will establish a rebroadcaster to carry its CTV programs into Saint John. At the same time it will continue to broadcast not CTV but CBC programs on its stations in Campbellton, Upsalquitch and Newcastle, as before.

Adding Saint John to CKCW-TV's coverage will more than compensate for the dilution of its own (CKCW-TV's) Moncton penetration by CBC affiliate

CHSJ-TV Saint John, which, in turn, is to establish a rebroadcaster to carry its (CHSJ-TV's) CBC programs into Moncton.

Page 4, #5 of the CRTC announcement of December 20 says: "...the Commission has adopted the following policy that...the conditions of license of the Saint John station (CHSJ-TV) and the affiliation agreement of the station ensure that the station carry a stipulated quantity of programs of national and regional origin from the Canadian Broadcasting Corporation."

In addition to this, the CBC is to "establish production services in Fredericton for the origination of programs in English and French, from the capital of New Brunswick.

On page 5, #8 it says the CBC is to "establish rebroadcasting stations to cover Antigonish and the areas of Cape Breton presently being served by CJCB-TV Sydney.

CJCB-TV is to extend its coverage into Prince Edward Island by

hooray hooray
the ratings are out!
now it's only 2 to 1
(used to be 6 to 1)*

1430-CKFH

(still) **No. 2** RADIO

* Source BBM Metro Toronto Nov. 1968

Under the Act

IT WILL BE NECESSARY, under the Broadcasting Act, for Maritime television stations and networks, which go along with the suggestions in the CRTC's December 20 policy announcement, regarding extended TV service in the Maritimes, to file applications for the changes with the CRTC, to be dealt with in the normal way at public hearings of the Commission.

Contacted by telephone, CRTC Chairman Pierre Juneau explained that the December 20 statement of CRTC policy could not be regarded as an order, because the Broadcasting Act definitely requires that public hearings be held, before decisions regarding new stations, channel allocations and all such moves may be authorized.

rebroadcaster and switch from the CBC to the CTV network as a full affiliate.

CJCH-TV, a CTV affiliate, which the CTV network is in the process of buying, is to extend its service to "cover fully the southern part of Nova Scotia, namely the counties of Lunenburg, Queens, Shelburne, Yarmouth and Digby.

This astute manipulation of the channels seems, in very truth, to have provided for alternative programming for Maritime viewers besides making the chairman of CTV "reasonably content".

The priority problem

The next problem, according to Keeble, is one of priority.

"Ideally," he said, "the simultaneous provision of alternative service in markets right across Canada would be best for everyone. Equally obviously though, this is impractical."

What especially concerns him is a hypothetical situation where the CTV would be covering 100 per cent of viewers in the Maritimes, while reaching only 60 per cent in Ontario.

What he would like to know is the order of priority for the establishment of the new service across Canada, and he is asking the CRTC's co-operation both in planning this and in disclosing the plans.

CRTC's directives up to this point involve the CTV to this extent, he said.

CTV has always wanted a place in the Saint John area, he said, and CRTC has gone one step further in giving them the combined Saint John/Moncton market. Now Keeble would like to know what comes next...and next...and next.

CTV would welcome the changes being made in time for the opening of the fall season (September 1969), but Keeble says this depends on speedy action by the stations involved and the CBC.

For example, in the case of the Maritimes, it depends whether Saint John, Moncton, the CBC and the network itself can complete their engineering and be ready to go at the same time.

As concerns other areas, CTV is eyeing Saskatoon and Sudbury. Apart from these and Southern Ontario, Keeble said, extension to most remaining areas would be mostly by rebroadcasting stations or supplementary affiliates.

"The Commission has created new and viable marketing zones with their decisions for Saint John/Moncton and Sydney/PEI. This technique could be applicable in some of the other areas."

congratulations Stephens & Towndrow



NEWS/RADIO LIMITED

New Ottawa facilities
Designed & Engineered
by J-Mar Electronics Ltd.

Serving the Broadcasting industry with:

- * Spotmaster Cartridge Tape Systems
- * Ampex professional recorders
- * Neumann studio condenser microphones
- * Universal Audio Co. products
- * Dolby noise reduction systems

AND – the NOW sound of Moog Electronic music composition equipment



6 Banigan Drive, Toronto 17, Ontario

RSB's Haynes sees radio's take

\$100 millions for 1969

RADIO'S SELLING POWER is so great that a record 100 million dollars will be invested in the sale of radio time this year, said Cedric P. Haynes, president of the Radio Sales Bureau. Addressing the Radio Day Luncheon of the Advertising & Sales Club of Toronto, January 28 at the Royal York Hotel, he spoke on *Radio—the new medium*, outlining its growth and acceptance since the advent of television.

"In 1956," he said, "there were 6½ million operating radios in Canada. That was the year the prophets predicted the doom of radio. Television, they said, will make radio move over. And it did...all over, all over the house—into the kitchen—the bedrooms—den and recreation room—into the car, and the great outdoors.

"Canadians bought fewer than 710,000 radios in 1956. Last year," he said, "radio set sales totaled over a whopping 2½ million sets.

"Before you can have a successful funeral there must be a willing corpse," Haynes said, "and radio was not ready to be buried in the

1950s. So radio changed and became a new medium—mobile, immediate, contemporary and dedicated to the performance of needed services.

"With consumers quick to recognize radio's values, more and more advertisers decided to hitch their wagons to this electronic star," he said.

"Last year Canada's advertisers invested 92 million dollars in radio's ability to move their products and services with speed and economy.

"This year," he said, "sale of radio time is expected to top 100 million dollars. The reason? Radio is a sound investment, and that's not just a play on words.

"The sense through which we first communicate is sound. Long before an infant can discern the difference between a smile and a frown, he knows which sounds mean love and which are angry sounds. Nature provided us with covers for our eyes...but not our ears," he said.

"Radio can accomplish much with little because radio involves you in the private experience of listening,"

Haynes said. "Radio provides the sound, you—the imagination. The result—realism.

"For one example of a great many," he said, "last year the British Columbia Egg Marketing Board turned to radio for solution of a long-standing problem. Poultrymen knew that egg sales were being hampered by the consumer's tendency to think of eggs in terms of breakfast. But when it came to serving eggs at noon or for the evening meal, homemakers chickened out.

"The problem was laid in the lap of J. Walter Thompson's Vancouver office," he said, "and that's where the solution was hatched... a talking egg!

"The B.C. Egg Marketing Board series was named 'best in show' at the 1968 Radio Commercials Festival," Haynes said, "and a lot of B.C. housewives have learned the wisdom of the slogan to 'take an egg to dinner tonight.'

"No expensive talent was called in to produce that commercial," he said. "The voice on the *talking egg* series was the agency man who created it. The B.C. Egg Marketing Board did not have to shell out large sums of money for elaborate props.

"That is another of radio's advantages," he said. "It is as economical to be creative in, as it is to buy.

"Radio selling makes the most of that powerful and persuasive force, the spoken word," said Haynes. "Radio's air personalities are welcome guests in millions of homes. Most people have at least one announcer to whom they listen when they can. 88 per cent of respondents in a recent survey said they believed their favorite air personality advertised good, dependable products and 64 per cent said they would be willing to buy the products that he talked about.

"Radio—always tuned to new ideas—is ideal for development of fresh techniques," said Haynes. "because radio does not tie the advertiser to any one approach.

"It doesn't have to be set in cold type, or shot on expensive film. With radio the advertiser can change, and keep the change," he said.

a CHUM listener is
one in a million...
1,111,900 people listen
to CHUM
each week!

1050
chum
TORONTO

BBM Circulation, Nov. 68

Hire a lady-killer.

It seems we have this fatal fascination for the ladies.

Each week, CFRB reaches 60% of Metro Toronto women, eighteen and over.*

Isn't that your target market?

If you have something to say to women, say it on CFRB.

They'll get the message.

*BBM Coverage and Circulation Report November 1968

Represented by:

STANDARD BROADCAST SALES
COMPANY LIMITED
2 St. Clair Avenue West
Toronto 7, Ontario
(416) 924-5721

1407 Mountain Street
Montreal 25, Quebec
(514) 849-2454

CANADIAN STANDARD
BROADCAST SALES INC.
654 Madison Avenue
New York 10021, N.Y.
(212) 838-5774

CFRB 1010

Ontario's Family Station.

BULL_{ETIN}

WHAT SNEW?

Webb's gone west. (Broadcaster ads sure sell Sales Manager!) Hurley's here and happy.

WHAT WATTS?

CHLO's 21st birthday gift will be a day/night 10,000 watts in '69. With enough surprises to make CHLO a real bonus buy now!

BEEBEE/EM

Contrary to popular belief, CHLO is only #2. (But like ewe-no-who, we're driving harder!)

OUR GOOD GUYS

Paul Ski got paid for escorting PLAYBOY PLAYMATE Dianne Chandler as she signed pix for listeners visiting CHARTHOUSE MEN'S APPAREL in London's Wellington Square.

Newest Good Guy, Ron Legge has just added two major sponsors to CHLO's great all-night show.

Brian Henderson is raising the dickens with a.m. listeners.

Jerry Stevens is cornering the coffee crowd in growing numbers between 11 and 4.

CHLO's last all-request "SOUVENIR SAFARI" week-end produced over 5,000 requests.

HURLEY SAYS

A, K, T, P and F, the Radio & Television Sales male quintet are really selling CHLO.

CHLO's audience looks like DBS' 50/50.

FORD'S St. Thomas Assembly Plant will soon have two shifts and a \$24 million payroll. (Going to get your share?)

Ask our reps about the U.W.O. student buying power figures.

Buy now,

M. Hurley
Sales Manager

CHLO Radio

LONDON - ST. THOMAS

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

Research is pointless . . .

. . . without planning

"THERE IS A LACK of a clear and shared concept of the research role," said Murray A. Cayley, Imperial Oil Limited's consumer research manager, when he addressed the Professional Marketing Research Society last month, in Toronto.

"Any member of management can cite examples of marketing research studies which do not relate actionably to his objectives or decision needs," he said.

"On the other hand, research complains that management doesn't let him in early enough to participate in a meaningful way, or that management objectives are not clearly stated."

Examples of these situations were given by Cayley, one involving a senior market researcher who was asked to participate in a planning meeting, and went there with the intention of developing a careful specification of how the information required would be used.

He was promptly told that it wasn't any of his damn business what management was going to do with the information—he was just told to get it and they would decide what to do with it!"

Another instance concerned a research analyst who reviewed a marketing plan and reports, "If they had paid attention to my study they wouldn't be doing these things...I could run it better."

"A call from the planning manager told him to just report the facts and stop trying to make the client look stupid or management could do without."

"Our product is information," Cayley told his audience. "There is too much information around because of changing markets and habits, but there are not enough people to sort that information and evaluate it.

"Management is there to make decisions and research must provide the information which aids the management decision process. Research must provide alternatives from which management can pick a successful course of action."

Cayley urged better planning by both management and research to establish more accurate objectives and eliminate time-consuming, wasteful tangents which result in interesting, informative, but irrelevant data.

He offered these thoughts to the Society:

"Planning without research is intuition. Research without planning is aimless. Information is the bloodstream of decision-making...it can be interrupted, stopped at given points, tapped and renewed. We just have to simplify the process."

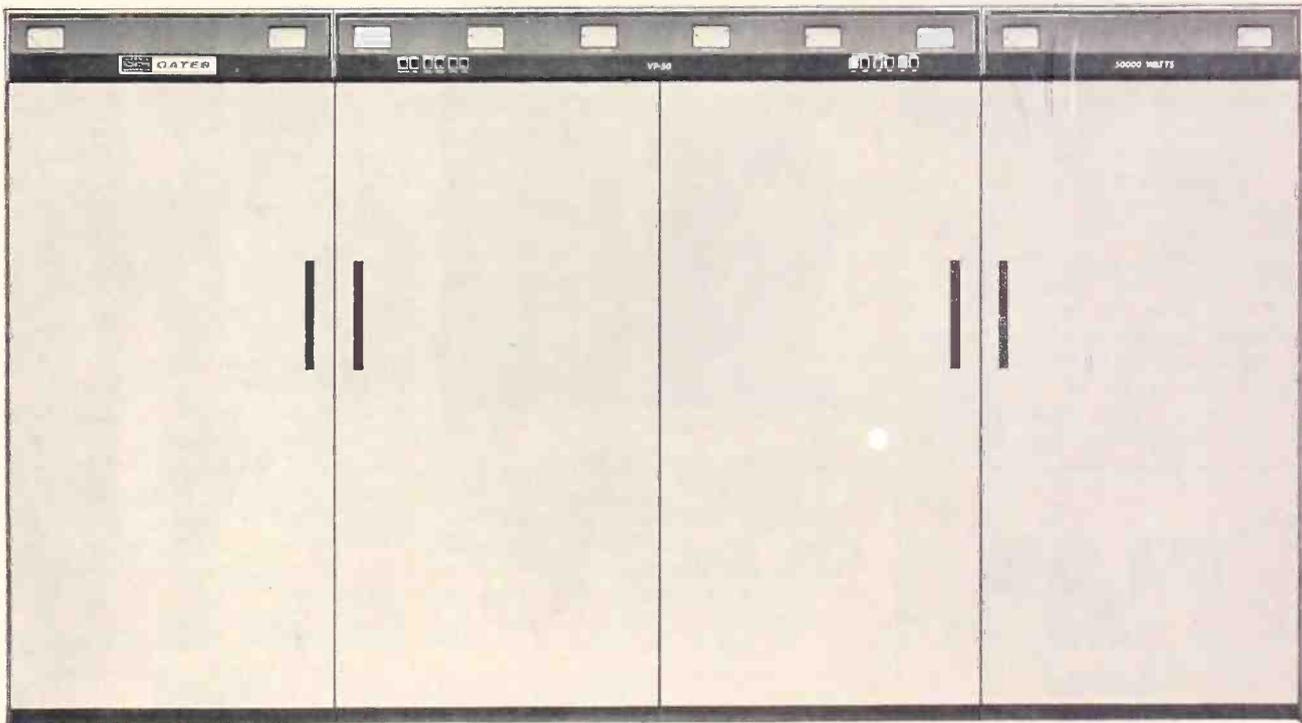


Something to CHINwag about . . .

Over 800,000 new Canadians in metro Toronto tune to 14 different ethnic broadcasts on CHIN to hear their own native language

AM 1540 CHIN TORONTO FM 101

First in its class...
a vapor-cooled, high-efficiency
50,000-watt AM transmitter
by Gates



Inside and out – the VP-50 is the first really new 50,000-watt transmitter in years . . . a breakthrough in engineering design utilizing vapor cooling. Superb fidelity is combined with operating economy in the VP-50 transmitter. Lowest power consumption with only 80 kW at 0% modulation. Lowest tube cost of any 50 kW model.

Newest solid-state design with all-transistor circuits up to RF driver. Quietest operating transmitter in its class with no large blowers. FCC-type accepted.

Want more information and complete specifications? Write or call (514) 695-3751 for complete information.

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

PETER SIMPSON is a young man with an idea which has inspired a lot of criticism (which he shuts his eyes to), and a determination that it will succeed because of its purpose of making the best media of advertising (especially broadcast media) a great deal easier to buy.

Peter has a background of six years in agency media departments — Y & R, Ogilvy-Mather and Stanfield, Johnson & Hill, in that order. He has come to the conclusion that media buyers are not in a position to choose the best buys for their clients — only the best of those the media offer. So he has set up in business as Media Buying Services Ltd.

Besides the larger agencies which Peter hopes will use his services to fill in some of the blanks left by the computers, he is exploring some of the smaller and independent shops, offering them his services as an efficient media department in place of the seat-of-the-pants variety which is all they can run to.

While he will confine his efforts to the non-competing accounts of his

agency clients, he foresees acquiring a fund of availabilities in the broadcast media which he will be able to share without breaking any confidences.

Starting out with a limited amount of money, his wife, Gordon and their two youngsters, Kerry (3) and Brock (1) and a large reservoir of ambition, Peter has set up shop, sharing offices with Bill Salo and Fred Irwin (Marketing Management Projects) at 1292 Don Mills Road, Don Mills (#92). Currently he is banging on agency doors and, (between Missourians) is getting an encouraging reception in most cases.



SIMPSON

FREED

LORNE FREED, 33, member of the staff of CFTO-TV Toronto since July 1960, six months prior to the station's launch date, and executive producer for the past three years, has resigned to go into business for himself as an independent producer.

He has formed Lorne Freed Productions, operating from 48 Regency Square, Scarborough, Ont., to produce and direct TV programs and commercials. At the moment, he is directing a six-weeks series of *The Way It Is* for CBC-TV, has been contracted by CFTO-TV to produce and direct *A Gift of Music* with the Toronto Symphony Orchestra next December (for the fifth year in a row), and was executive producer and director of *Henry V*, repeated on the CTV network February 2 and originally aired in January '67.

Freed was responsible for the initial concept and development of the popular variety show, *Pig & Whistle*, still running on the CTV Network, and for which he was executive producer. His other television specials included *Rumble of Silence*, for the CTV Network, and *Inside the National Ballet of Canada*.

Born in Ottawa, and raised in Kingston, Ont., he joined the staff of CKWS-TV Kingston, following graduation from The School of Radio & Television Techniques in New York City. Working in production, he became a producer-director and ulti-

mately assistant program director.

In 1957 he moved to Glasgow, Scotland as a producer-director with Scottish Television, and at the age of 21 was the youngest producer-director in British television, joining the J. Arthur Rank Organization in '58 where he remained for two years.

He returned to Canada in 1960 to join the staff of CFTO-TV and, with the exception of a year ('64) with Screen Gems (Canada) Ltd. as executive producer, remained with the CTV Network's flagship station until he resigned last month.

ROSS McCREATH, vice-president and general manager of All-Canada Radio & Television Ltd., has been elected to the board of directors of Selkirk Holdings Ltd. His position with All-Canada is unchanged.

McCreath is a director of the Broadcast Executives Society, vice-president of TvB of Canada, and immediate past president of the Station Representatives Association.

He will continue to devote his time to the management of the representative firm from its head office in Toronto. He will have been with All-Canada 20 years next April, prior to which he spent three years with Spitzer & Mills, now Spitzer, Mills & Bates Ltd.

DAVID RUSKIN, TV producer-director of *The Pierre Berton Show*, *This Hour has Seven Days*, *Man Alive* has set up a talent office in Toronto to provide writers, directors, designers and illustrators, publicists, researchers and other production personnel to all media and the arts. This is the only Canadian agency organized to deal exclusively with creative, non-performing talent.

Ruskin said: "After ten years in the television and film business, I was becoming increasingly aware that there was a great need for an agency which could encourage cross-pollination between creative people and potential users of their talents. Through our agency, the employers will find easy access to talent which might not otherwise come to their attention."

Associated with Ruskin is Miss Beverley Roberts, with a broad background of experience in broadcasting, television and film production, public relations. She was formerly manager of an employment agency.

The David Ruskin Agency is located at 290 Jarvis St., Toronto 2.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Planning for
expansion and consolidation
of service
with a power increase
to 10,000 watts

THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE, AND
TRENTON, ONTARIO

ask Major Market



NOW
we talk to more
people than any
other radio station
in Western
Canada

for the full story on

HOW THE WEST WAS WON...

contact our representatives



major market broadcasters limited



Vancouver



Last month, Aurèle Pelletier, CHRC Quebec general manager, held his station's annual thankyou luncheon for agencies and their clients in Toronto and Montreal. Knocked out by the flu bug, Pelletier was not on hand for the Toronto session, being ably understudied by his general sales manager, Yvon Martel.

Staged by CHRC's reps, Hardy Radio & TV Ltd., the luncheons were attended by a guest of honor, Bonhomme Carnaval, who is seen here with two prominent Toronto agency gals, sitting on his lap. On the left, it's Margita Gailitis, media supervisor of Young & Rubicam, and on the right, Kay Mucks, media director of Muter, Culiner, Frankfurter & Gould.

BILL ALLEN, chief engineer for CKTB St. Catharines, Ont., has retired after 35 years with the station, and within a few years of reaching a half century of service in Canadian radio.

Allen still tells many stories about his early days in radio, when he was a radio operator on rum-running boats in the Maritimes, said Bob Johnston in his column, *Bob's Radio Revue*, in *The St. Catharines Standard*. That was before he got into landlubber radio, where he started with the now-defunct CKGW Toronto, owned by the distillery people, Gooderham & Worts.

He began his long term at CKTB in the fall of 1933, and was instru-

mental in completing many of the complicated technical improvements that occurred over the years, at that station, during two different frequency changes.

Allen spent many hours at remote broadcasts with the late Rex Stimers, Johnston reported, covering the annual Henley Regatta, plus baseball and lacrosse games. In the early 1950s, he was at the controls when CKTB provided the CBC Network with *Abbie Andrews* and *The Canadian Ranch Boys*. He also handled most of the dance broadcasts from the Henley Hotel in the late 40s with the Joey Crawson orchestra providing the

music.

For the past few years Allen had spent most of his time at the CKTB transmitter, with Larry Holleran, who succeeds him as Chief Engineer, looking after the technical operations at the main studios.

Allen has now retired with his wife, Louise, to a new home at Emsdale in Northern Ontario, where he will enjoy his interests in outdoor life and continue as an avid ham radio operator.

HOWARD C. TATE, formerly with Foster Advertising Ltd., has been named manager of the advertising and public relations department, Canadian National Exhibition, Toronto, in an announcement by L.C. Powell, general manager.

Tate has handled the CNE account, at Foster, for the past seven years.

He will carry the responsibility for all advertising, publicity and promotion for the Canadian National Exhibition.

DAVID HARRISON has joined MacLaren Advertising Co. Limited, Toronto, as broadcast manager, to be responsible for relationships with the Networks and the media department.

Since arriving from England six years ago, he has worked as media manager for Young & Rubicam, Toronto.

He is a graduate of the three year I.P.A. course in England and has a total of nine years experience in the media field.

STAN NELSON, a senior account executive with Burson-Marsteller Associates, has been named manager of the Toronto office of the international public relations firm.

A former director of public relations with the Society of Industrial Accountants of Canada, Nelson brings to his new post a wide experience of industrial and consumer public relations in Canada and Great Britain.

He is a member of the Canadian Public Relations Society, the Society of Industrial Accountants of Canada, the St. George's Society of Toronto, the Sales Promotion Executives Association of Canada and the Boulevard Club, Toronto.

FRANK HURLEY, former retail sales manager of CHCH-TV Hamilton-Toronto, has been named sales manager of CHLO St. Thomas-London, Ont., succeeding Peter Webb who moved to CJOB Winnipeg, in a similar capacity.

The more we are together...

Since he bought a Radio schedule for his opening in 1945, Joe Dash of Kirkland Lake has advertised his Men's Wear Store every week on CJKL KIRKLAND LAKE.

Last month Mr. Dash signed his 25th consecutive annual contract.

For stability and service use CJKL, one of the *Trinor* Group and one of the Ontario Five.

Ask SBS Regional Division.

**In just twelve months,
Metro Toronto listeners
have doubled the time
they spend with one
radio station.**

Guess which one.

**(If you guessed
more music !
good music !
590/CKEY music !
you're right!)**

BBM: Metro Toronto total adult hours tuned Nov. '68 vs Nov. '67 up 114% from 1,409,700 to 3,028,200.

THE HONORABLE JUDY LaMARSH—for my money she's still honorable—did one thing, if nothing else, for Canadian broadcasting. As secretary of state, she yanked our industry's future out of the weevil-infested woodwork where it had been rotting for years, and, whether we liked it or not, gave broadcasting a much-needed definite pattern to make the best of.

Her book, "Judy LaMarsh — Memoirs of a Bird in a Gilded Cage", (McClelland & Stewart, \$7.95) is not, by any standards, a literary gem. It is something else though.

"Judy" digs into the background of Canadian events through what I call *The Judy Years*, in parliament, in caucus and in cabinet, sometimes even delving down into the nitty-gritty at the bottom of the cage, in a fashion which has never been attempted before—humanly.

Some of the events she relates—most of them perhaps—are old hat to anyone who listens to radio and television or reads the newspaper. But given the Judy touch they no longer come through in the pedantic verbiage of an official press release. Rather

they are the vibrant and often ribald outbursts (would you believe cracks?) of a professional screwball, and if Judy isn't just this, she has been wasting a considerable number of years in the attempt to be one (and this is the studied opinion of one who should know.)

The point is though that, like the court jester of old, a screwball uses banal or even bawdy witticisms as a sugar coating for a genuinely serious message. And if the press and sellout Judy's book have earned are any indication, it works.

Judy's off the cuff—perhaps even unintentional—crack in a TV interview with Pierre Berton, about CBC's "rotten management" was written off by some as irresponsible, insulting and all that sort of thing. The fact is though it made headlines in all the media, and, of even greater importance, the CBC president's resignation took effect shortly after, and before long, a complete reorganization of CBC management took place.

Judy played a major part as minister of National Health and Welfare where she was responsible for the Canada Pension plan and as the Secretary of State, where she produced the Broadcasting Act of 1968.

Whether we liked them or not, Judy believed fervently in both of these and battled, literally, to make them law.

In her book, she relates how she literally forced the cabinet to get the Broadcasting Act into the house, after months and months of delay by the prime minister. She even put off her own retirement, which she had been planning for some time, until it was through, just to have the satisfaction of finishing her job.

Screwballs are full of emotion. (*You're telling me?*)

Judy's deep and abiding affection for Prime Minister Pearson comes through every fifth paragraph, although violent protestations over his "lack of guts" are documented in a comparable number.

Her tribute to the late minister of justice, "The Favreau Tragedy" (Chapter 7, pages 129 to 173) lends a paradoxical touch of sweetness to this blunt and sometimes even bitter chronicle.

Projecting a personality over a microphone is a tough job. Putting it over in print is even tougher. Judy LaMarsh makes a real go of it, even the hard way.

Her strange combination of blunt truth and childish empathy, with firm, right-or-wrong convictions, makes her color stand out from the dull grey which seems to typify our national personality. All I can say is I hope she will come through with another book—if McClelland & Stewart can take it.

Buzz me if you hear anything.

Dick Lewis

ANNOUNCEMENT



Jim McManus

Mr. Walter Machny, General Manager of CFCF Radio, Montreal, takes great pleasure in announcing the appointment of Mr. Jim McManus to the position of Sales Manager, CFCF Radio. Mr. McManus has been associated with the creative and client service of CFCF Radio for several years and brings to his new responsibilities a wide knowledge of electronic communications with which to serve clients of CFCF.

Copies of
"Judy LaMarsh"
may be obtained
post free for
\$7.95
from

The Book Department
The Canadian Broadcaster
17 Queen St. E., (128)
Toronto 1, Ont.

ANNOUNCEMENT



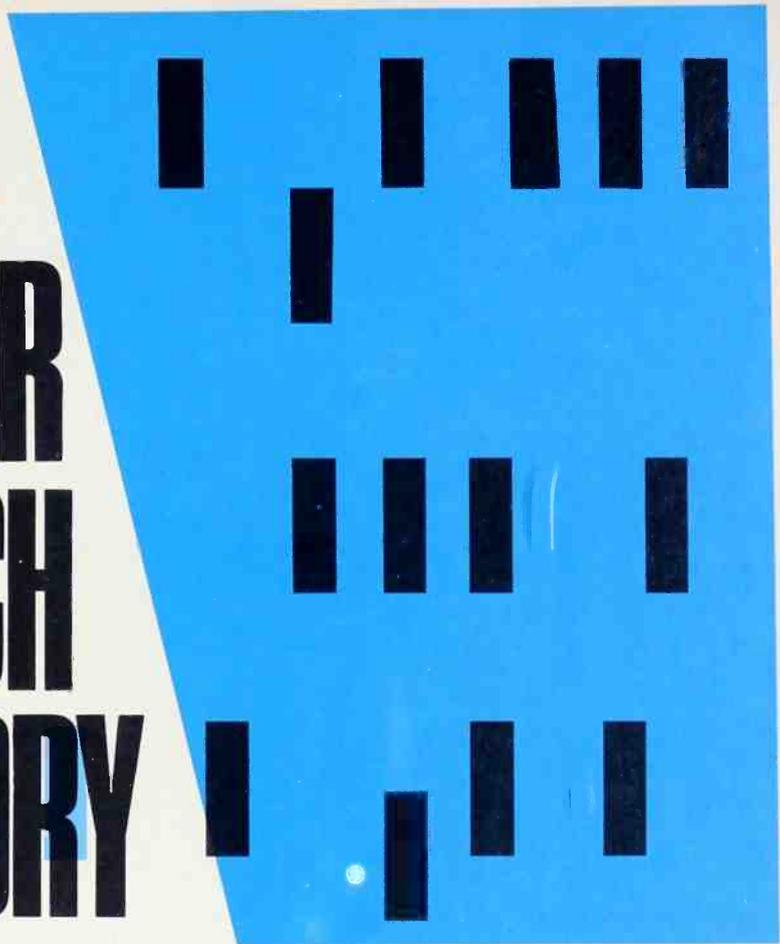
Michael Mezo Joins CHAM

Norm Marshall, Manager of 1280 CHAM, Hamilton, announces the appointment of Mr. Michael (Mike) Mezo as General Sales Manager. Mr. Mezo has a thorough background in local and national sales in several major Canadian radio markets.

Most recently located in Toronto as partner and manager in a national radio representative firm, Mr. Mezo joins CHAM with responsibility for both local and national sales.

ROGERS BROADCASTING APPOINTMENT

NO OTHER COMPUTER CAN MATCH OUR MEMORY



Increasing sophistication in media/marketing research activity poses ever new complexities for the national representative. Like other computer-age services, his must be “*plugged-in*” to the data sources – equipped to cope with today’s statistical avalanche.

All-Canada was the first Canadian representative to implement *EDP* in both media research and in internal data processing. But more importantly, *All-Canada* was first to develop the people to explore and interpret... to develop media solutions to marketing problems.

Our “*Computer*” is experienced people – broadcast specialists, carefully selected and integrated into a single compatible organization... across Canada and the U.S.A.

The best in the business.



All-Canada Radio & Television Limited

Newfoundland station reports from jeep

CFCB CORNER BROOK, NFLD., has initiated a new type of traffic reporting, says Robert J. Capp, program director.

"Our station has been first to do a number of things in Newfoundland," he says, "even though we are only eight years old. Something we instigated here late in November was a first for Newfoundland, although it's really old hat for the mainland operations.

"We purchased a four-wheel-drive jeep, and had a radio-telephone installed. The jeep is on the road each morning Monday through Friday beginning at 6 o'clock, reporting in on road and traffic conditions.

"Naturally, we don't have the mass amounts of traffic that some cities have, but here in Newfoundland, storms have a habit of blowing in with intense fury, and driving can become most hazardous within a matter of minutes.

"With a small budget, of course,

we couldn't afford a helicopter, but the praises and comments of our listeners have convinced us that the jeep traffic reporting service is welcomed, and long overdue."

Capp said, "sometime this month, we will be doing a market product survey for distribution to our reps and local sponsors.

"We're going to ask a select number of about 3000 housewives in the area what products they buy, where they buy them, and why, in each instance.

"Publication of the survey should be around the end of February. We feel this is not only a service to our sponsors and prospective sponsors, but it could also be a boost in our national sales picture."

CKNX Wingham, Ont. emphasizes farmcasts

CKNX WINGHAM, ONT., which has programmed to the rich rural area of western Ontario since 1926, lays heavy emphasis on its service to the farmers of the region, with no less

than four major farmcasts each day.

"We are built on service type programming, the weather, the news, the farm picture, the women's world," said John Cruickshank, assistant station manager and commercial manager, "but we also know the value of careful musical selection.

"We feel we are talking to a lot of lonely people in this vast rural area. Not that someone has to be alone to be lonely," he said, "but radio, we feel, must be a friend. We try to have our announcers visualize themselves in someone's home, carrying on a simple, friendly conversation."

CKNX programs a *Farm Review* from 7:05-7:15 am Monday through Saturday, a *Farm Bulletin* from 7:40-7:45 am, Monday through Friday, *Farm Markets* 12:40-1:00 pm Monday through Saturday, and *Farm Front* from 6:50-7:00 pm Monday through Friday.

The station employs a two-man staff in its fulltime Farm Department, headed by Dave Curzon. The emphasis on farming in its daily program sched-

→ 26

ANNOUNCEMENT

COCKFIELD, BROWN & COMPANY LIMITED



WATANABE



McLEAN



ADAIR

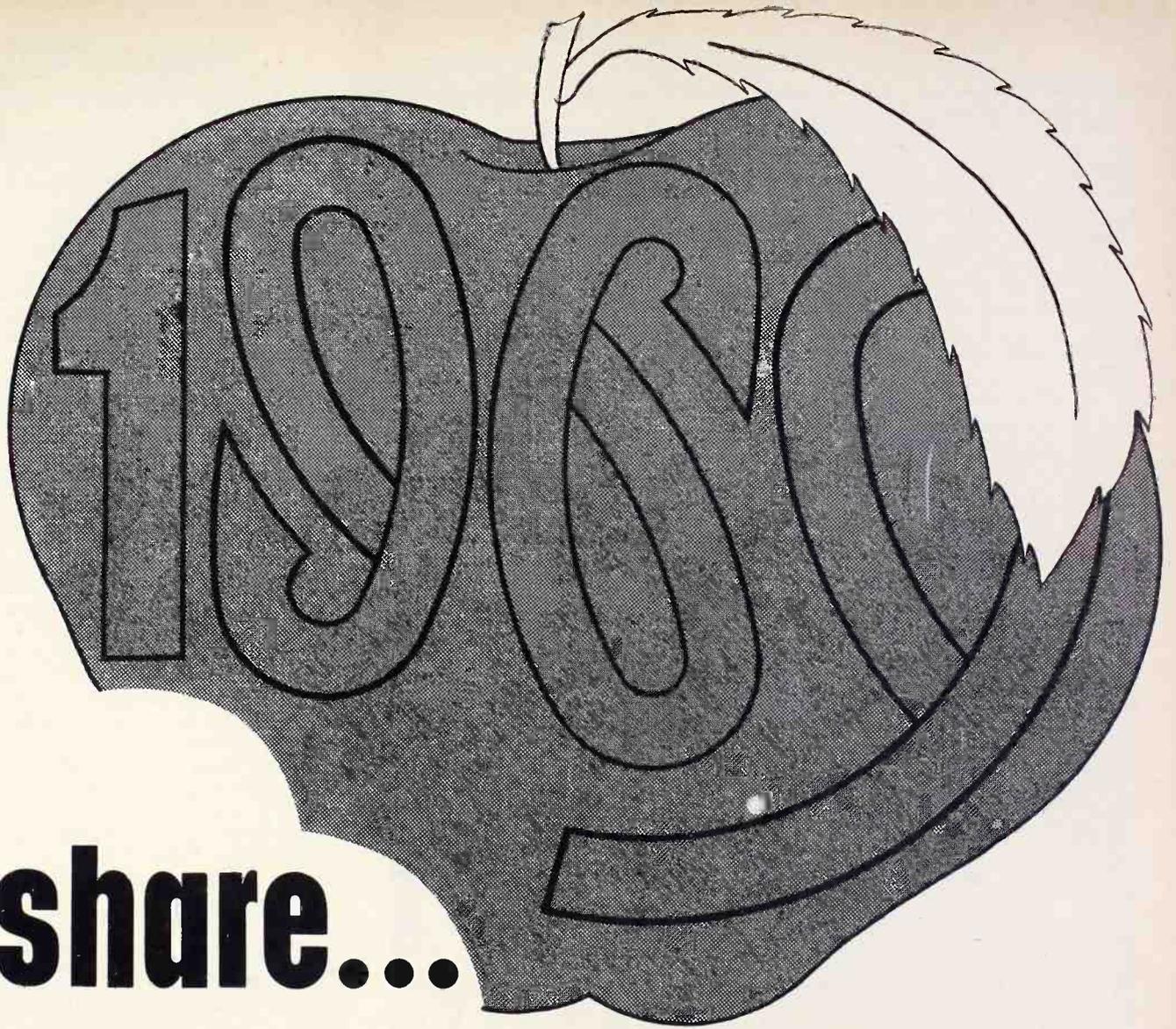
BROADCAST SERVICES PRODUCTION UNIT

Three senior appointments to the newly formed Broadcast Production Services Unit in the Toronto Office of Cockfield, Brown & Company Limited are announced by Brian A. Hawkins, Vice-President of Creative Services.

Allan S. Watanabe is Supervisor of Broadcast Production and Donald O. McLean and Trayton Adair are Senior Broadcast Producers. Their appointments combine, in one service unit, professional experience in the production of over 3,300 radio and television commercials.



Advertising/Merchandising/Public Relations/Marketing Counsel



share...

in Northern Alberta's prosperous 1969

sell...

the "Money Market" with . . .

CFRN • CHFA • CHQT • CJCA

EDMONTON

Fifth in a series of advertisements sponsored by the Edmonton Radio Stations

(continued from page 24)

ule is based on the farm listening habits of the region. Western Ontario farmers use radio more than city people...they listen nearly twice as long each day. 54 per cent of western Ontario farmers own either two or three radios, with the second one usually located in the car or pick-up truck, and the third in the barn. Some farmers even have radios on their tractors.

CKNX is now operating at 10,000

watts and, said Cruickshank, "we are thus able to reach a much larger rural audience. We hope to be able to be of service to these people, but we are not planning to extend farm programming, maybe just broaden the picture to cover more cash crop farmers and specialists."

Speaking from the sales side, Cruickshank said he feels "that radio needs numerous commercials to sound like radio...not that it has to be overloaded and obnoxious, but that's

the natural sound of radio, and commercials often are enlightening and helpful."

Programming philosophy pays off for CHRC Quebec

CHRC QUEBEC CITY has a programming philosophy, said general manager Aurèle Pelletier, that has enabled the city's oldest and most powerful station to become the most popular. "We program with a respect for quality and the listeners, and we sell with a respect for the rate card."

Pelletier said CHRC has a traditional middle-of-the-road format, with a "sedate choice of music from hit lists, show tunes and old favorites. It's leisurely and deliberate, with few contests, longer in-depth news reports some talks, interviews and discussions...in one word, dignified."

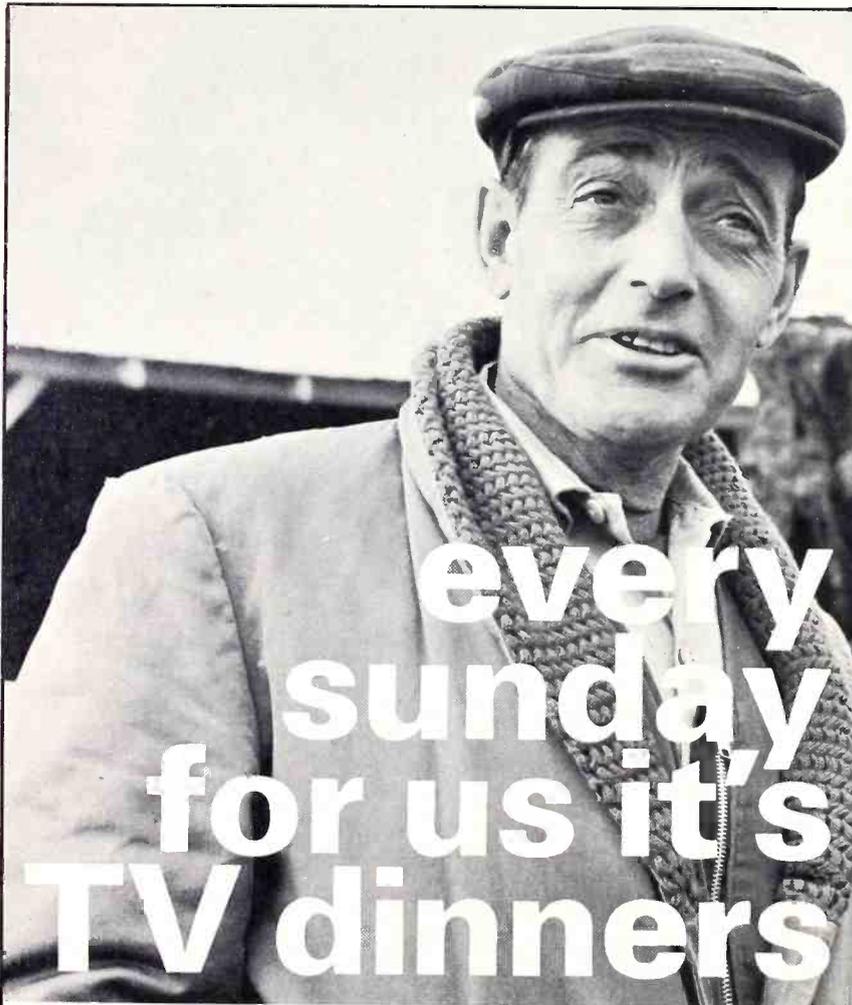
He said, as to music policy, the prime interest is melody and lyrics considered to be primarily of entertainment value to the general public, and in a recent survey, queries on the station's image showed that CHRC was considered as "the family station." Pelletier added that the station features exclusively professional local talent, such as the Quebec Symphony Orchestra, and various choral groups.

On news and public sports, Pelletier said that at CHRC "we recognize our basic responsibility in the broadcasting of news. We report the news in a complete professional manner without bias or prejudice. We cover all significant news and views, so that our listeners will have an opportunity to know, understand and evaluate the many facets of news events."

On public service, he said "we try to anticipate the welfare needs of our area. We make public service a part of everything we broadcast. This automatically dictates that each program perform needed and welcome services for the public and guarantees listener interest and acceptance."

Pelletier said "we believe that radio should be serious about its responsibility for service, that is, to inform and entertain...to be intimate, friendly and pleasing around the clock."

Summing up, with a recipe for CHRC's consistent leadership in the Quebec market, Pelletier said "our operation properly combines good equipment, good production and programming, with capable personnel"... the four basic ingredients for any station's success.



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

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

CFPL-TV serves Western Ontario — "completely."



Montreal mayor fracas floods open line

AN ALL-NIGHT OPEN LINE PROGRAM on CKVL Verdun (Montreal) for which scheduled musical shows and regular all-night programs were pre-empted after midnight, January 30, enabled hundreds of callers to have their say during a nine-hour broadcast sparked by Mayor Drapeau's implied threat to

FINANCE: (continued from page 10)

company operates CJOH-TV Ottawa and a rebroadcasting station, CJSS-TV Cornwall. In addition the company owns interests in Skyline Cablevision, Ottawa, and Laurentian Cablevision, Hull, which are not consolidated in Bushnell's accounts.

Earnings for the 11-month fiscal year ended August 31, 1968 amounted to \$495,000 or \$0.38 per outstanding share which is equivalent to \$0.42 per share on an annual basis. Therefore at the current market, the shares are 60 times the last reported earnings. Even allowing for the fact that the CATV interests are not yet contributing to earnings, Bushnell's current price/earnings multiple is higher than other publicly-owned broadcasting companies.

ANNOUNCEMENT



BOB ELSDEN

Bob Elsdon, CFPL-TV London, has been named president of the Broadcast Research Council succeeding Peter Harricks of RSB. Serving with them, the new executive consists of Ron Brown, TvB, vice-president; George Wright, CBC Research, treasurer; Dick Sheppard, Major Market Broadcasters, secretary; Nort Parry, All-Canada Radio & TV, program; Ruth Pinkerton, Young & Rubicam, hotel; Bob McKeown, CKCO-TV Kitchener, information; Fred Pemberton, CAB Ottawa, Ottawa liaison.

resign over the closing of *Man and His World* in Montreal.

Scores of callers could not find lines open to the station as the calls continued all through the night, and Bell Canada complained as lines were blocked.

When Yvon Dupuis, former cabinet minister-turned radio announcer, took the air for his regular 6 to 9 am shift on CKVL, the flood of calls poured in like a torrent.

Over 500 people turned up, despite the weather, when Dupuis and Mayor Drapeau later met at City Hall for an exclusive interview on CKVL.

"I listened to the program all night," said Drapeau. "In fact, it was so interesting I had a radio put in my office in the morning so I could continue to listen."

(continued from page 5)

CATV Heads London agenda

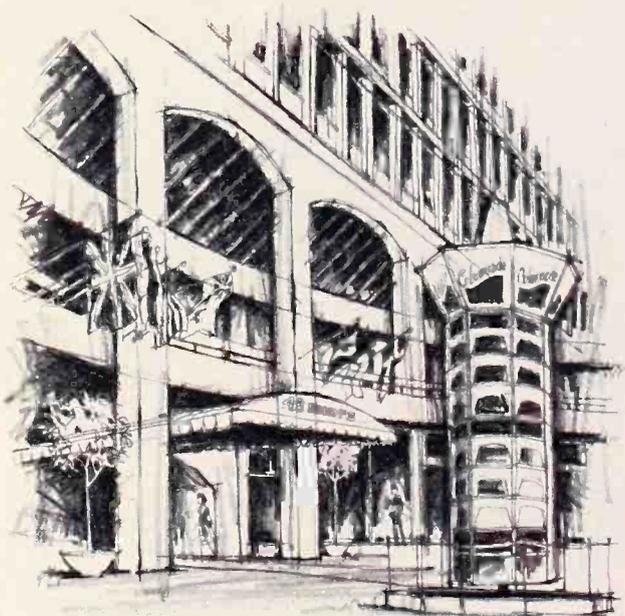
AM stations in situations in which local radio and television service is already available...in order to ensure that commercial revenue which might otherwise be available to support alternative television service will not be diverted to less important broadcasting services."

In order to give all interested parties an equal opportunity to present applications, the Commission is prepared to hear bids for new AM licenses in areas previously affected by this policy, at its public hearings in the Fall of 1969.

Applications must demonstrate to the Commission that their proposed programming will "enrich or contribute significantly to existing program services in their respective coverage areas," the announcement stated.

Our Toronto

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



The Colonnade Toronto

Tune in Toronto CKFM/99.9

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

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811

MEMO

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811

CFTO was first on the air with color broadcasting in Canada. Since that memorable day, we have continued to improve our color facilities, both in production and broadcasting. We are grateful for the acceptance we have received from viewers and advertisers alike. We shall continue to meet the high standards expected from Canada's most viewed television station.

The Management

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811





"Air of Death" probe provides CRTC with program policy test case

ORDERING ITS FIRST PROGRAM PROBE, the Canadian Radio-Television Commission has set the first special public hearing outside its regular schedule, for the Four Seasons Hotel, Toronto, beginning March 18, to investigate the CBC-TV program *Air of Death*.

To be chaired by Harry J. Boyle, vice-chairman of the CRTC, the public inquiry will probe every aspect of the widely-denounced documentary on pollution that was telecast Sunday October 22, 1967, on the CBC-TV English network.

The program, which raised a storm of controversy, dealt with various aspects of environmental pollution, particularly in the Dunnville area of southern Ontario.

A provincial inquiry later reported the program presented a distorted picture of the situation and contained errors.

Serving with Boyle on the investigating committee are Commissioner Réal Therrien, of the CRTC Executive Committee, and Dr. Northrop Frye, a part-time member of the Commission.

A three-man research team has

been named to assist the committee, along with two advisors, Roy Faibish, executive assistant to the vice-president and managing director, CJOH-TV Ottawa, and Dr. Tuzo Wilson, president of Erindale College, Toronto. Counsel will be Alan Z. Golden of Montreal.

Persons wishing to testify at the hearing are asked to submit briefs to the Commission Secretary on or before March 6, in 20 copies. Witnesses will be sworn and rules of the Canada Evidence Act will apply, an unusual departure from proceedings at CRTC hearings.

In the announcement, the Commission says "the terms of reference for the hearing will be to determine measures taken by the CBC for the maintenance of high standards of public information in the preparation, production and broadcasting of this program, including the use of information reasonably available at the time of broadcast.

"It is the purpose of the CRTC that this hearing be helpful in the development of standards of public information in broadcasting, including the need of balanced opportunity for the expression of differing views on matters of public concern."

ANNOUNCEMENT

MUZAK



Wallace S. West

Associated Broadcasting Corporation Limited announces the election of Wallace S. West as a Director of the Company.

Mr. West has been the General Manager of Associated Broadcasting since joining the Company in 1963. He attended Oxford and Glasgow Universities, and received his commission from Royal Military College, England. He served overseas with the Royal Canadian Engineers and upon discharge joined the Department of Veterans Affairs as Veterans Rehabilitation Officer. Immediately prior to his Associated Broadcasting appointment, Mr. West was for six years a sales executive of Radio Station CHUM.

Associated Broadcasting holds the Muzak franchise for the Province of Ontario.

Now...

You can communicate with The Broadcaster by Telex

02-21576

Please paste this notice on your Telex Directory

Only two Canadian radio stations belong to the exclusive Million Listeners Club...

CHUM IS ONE OF THEM!

CHUM reaches 1,111,900 people each week!

1050
chum
TORONTO

BBM Circulation, Nov. 68

AND THEN BERTHA
SHE SAID, "CFOX IS
NUMBER TWO IN ENGLISH
RADIO IN THE PROVINCE
OF QUEBEC!"

FANCY THAT.



CFOX 1470

The *new* buy in MONTREAL — It's a great product...why not buy some?

Radio House...Toronto 481-5101 Montreal 878-1470

Bob Irvine of CFCN Calgary heads Alberta broadcasters

R.F. (Bob) Irvine, manager, CFCN Calgary, was elected president of the Broadcasters Association of Alberta at the annual convention in Edmonton last month.

He succeeds John McColl, president and station manager, CJOC Lethbridge.

Orville Kope, general manager, CHAT Medicine Hat, and Tony Coumant, manager, CFRN Edmonton, were named vice-presidents.

Directors include George Cambridge, president and station manager, CKYL Peace River and Tony Mayer, president and station manager, CJDV Drumheller.

WAB Engineering meeting set for Vancouver May 6-8

A change of dates for the 1969 Meeting of the Western Association of Broadcasters (Engineering), and an

ANNOUNCEMENT



Mr. D.R. Lawrie, Director of Broadcasting Operations of Northern Broadcasting Limited, is pleased to announce the appointment of Allan J. Brooks to the position of Station Manager CKWS-TV-AM-FM Kingston. The appointment was effective February 1st, 1969.

Mr. Brooks started in broadcasting 23 years ago. He worked as announcer, Program Director and salesman at several broadcasting stations from Edmonton to Jamaica before becoming Sales Manager of CKWS-TV 7 years ago.

Mr. Brooks succeeds Roy Hofstetter who retired as Manager of CKWS-TV-AM-FM January 31st, 1969 after 27 years with Northern Broadcasting Limited.

expanded executive committee, has been announced by general chairman, Earle C. Connor, technical director, CFAC Calgary. The new dates are May 6-8, at Hotel Vancouver, in Vancouver.

Conference chairmen will be Jack Quinn, CFCN-TV Calgary, with Merv Pickford, CHAB Moose Jaw as general secretary.

Accommodations and registration will be in charge of Peter Mackintosh, CKLG Vancouver, with Bill Martin, CKXL Calgary as treasurer.

Herb Bateman, CHAN-TV Vancouver, is in charge of manufacturer's liaison.

TV station installed in 23 days by CGE

Installing a TV station in just 23 days, to enable it to get on the air two months ahead of schedule, was successfully completed by Canadian General Electric to give the people of Shaunavon, Sask., an unexpected Christmas present in the form of their own TV station.

The new CBC-TV rebroadcaster, originally scheduled for completion in late January or early February, required installation of its 400-watt color transmitter and a 400-foot tower with a 4-slot antenna. When the CBC asked CGE if they could get the station operating before Christmas, the company pulled out all stops and on December 20, 23 days after work was begun, the new rebroadcaster went on the air.

Located about 14 miles from Shaunavon, the station is about 65 miles northeast of Swift Current, Sask., from where it picks up the CBC network feed from the affiliate, CJFB-TV.

"We normally expect to take eight to ten weeks for a station installation of this type," says CGE project engineer A.J. Miller. Miller said the job involved such time-saving expédients as shipping the transmitter from Toronto via an ordinary furniture van, rather than through normal truck and train freight.

"There wasn't even a building at the site when our transmitter arrived," Miller said. "A pre-fab building arrived and was up, though, the next day, indicating the degree of extra effort and co-operation we received from the CBC's project engineer, Al Bitton, supported by Dick Dutka, of CBC engineering headquarters, Montreal. Without it, we couldn't have got the station in so quickly."

Two Canadians elected to SMPTE national offices

Two Canadians are among the national officers of the Society of Motion Picture & Television Engineers elected for 1969-70 at the 104th Technical Conference and Equipment Exhibit in New York.

Rodger J. Ross, of the CBC, Toronto, was named editorial vice-president, on the new board.

Roger J. Beaudry, vice-president and general manager, Pathe-Humphries of Canada, Toronto, was elected to represent Canada among the five regional governors of the Society.

Station stays on air while building burns

CFNB Fredericton, N.B. continued to broadcast throughout a fire that caused heavy smoke and water damage to the Neill Building, in that city, where the station is located on an upper floor.

Smoke was first seen shortly after 9:00 am and firemen remained on the scene until early afternoon. Throughout it all, CFNB gave eye witness reports and maintained an uninterrupted schedule.

The old building, which houses J.S. Neill's hardware store on most of the ground floor, also contains offices of Brunswick Press, a publishing firm, the business offices of *Atlantic Advocate*, a tailor shop and a gift shop.



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.

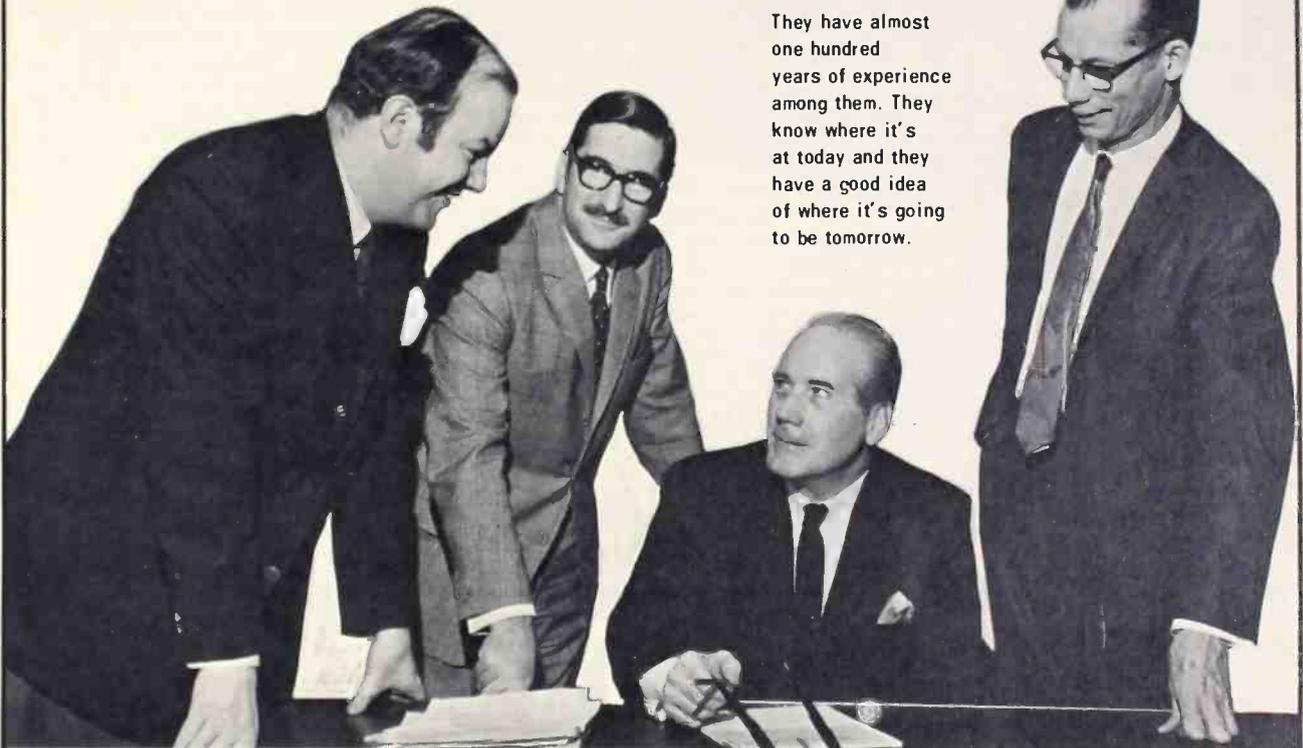
CRANBROOK "The only Voice of the Rockies"

Group One Radio Ltd. — Toronto, Montreal, Winnipeg & Vancouver

These  specialists know about sales, marketing, advertising, management, broadcast and research.

THEY SHOULD.

They have almost one hundred years of experience among them. They know where it's at today and they have a good idea of where it's going to be tomorrow.



JOHN SPRAGGE

PETER HARRICKS

CEDRIC P. HAYNES, President

LARRY HEYWOOD

MEMBERSHIP LIST: These radio stations and reps know where it's at too. As members of RSB, they have access to the latest radio data and exclusive RSB services, including a library of over 4,000 creative radio commercials. They are in a better position to help advertisers make the most productive use of their stations. RSB members enable the bureau to keep advertisers and

agencies current on radio's values and to assist them in maximizing their returns on investment in the Sound Medium.

check ✓ with 

RADIO SALES BUREAU STATION MEMBERSHIP LIST JANUARY 31, 1969

PRINCE EDWARD ISLAND CFYV Charlottetown	CJMS-FM Montreal CKAC Montreal CHRC Quebec City CHRC-FM Quebec City CJLR Quebec City CJSA Ste. Agathe-Des-Monts CHLN Trois-Rivières CKVL Verdun CKVL-FM Verdun	CHYR Leamington CHIR Leamington CFPL London CFPL-FM London CJOE London CKSL London CFCH North Bay CFOR Orillia CKLB Oshawa CKQS-FM Oshawa CFRA Ottawa CFMO-FM Ottawa CFOS Owen Sound CKPT Peterborough CHEX Peterborough CKPR Port Arthur CKPR-FM Port Arthur CHSC St. Catharines CHSC-FM St. Catharines CKTB St. Catharines CKTB-FM St. Catharines CHLO St. Thomas CHOK Samia CKJD Sault Ste. Marie CJJC Sault Ste. Marie CJJC-FM Sault Ste. Marie CKCY Sault Ste. Marie CKCY-FM Sault Ste. Marie CFRS Simcoe CFGL Timmins CKGB Timmins CKGB-FM Timmins CFRB Toronto CKFM-FM Toronto	CHFI Toronto CHFI-FM Toronto CKEY Toronto CHUM Toronto CHUM-FM Toronto CKLW Windsor CKLW-FM Windsor CJWA Wawa CKNX Wingham	CHQR Calgary CJDV Drumheller CFRN Edmonton CFRN-FM Edmonton CHQT Edmonton CJCA Edmonton CJCA-FM Edmonton CJOC Lethbridge CKSA Lloydminster
NOVA SCOTIA CKDH Amherst CKBW Bridgewater CFOR Dartmouth CJCH Halifax CKEN Kentville CKM-FM Kentville CKAD Middleton CKEC New Glasgow CHER Sydney CKCL Truro CKCL-FM Truro CFAB Windsor	ONTARIO CKBB Barrie CKCB Collingwood CJBO Belleville CJBO-FM Belleville CJNR Blind River CFJR Brockville CFOD Chatham CKNR Elliot Lake CFTJ Galt CJOY Guelph CHAM Hamilton CHML Hamilton CKDS-FM Hamilton CFLH Hearst CKLC Kingstons CKLC-FM Kingstons CKWS Kingstons CKWS-FM Kingstons CKJL Kirkland Lake CJTT Kirkland Lake CHYM Kitchener CKKW Kitchener CFCA-FM Kitchener	MANITOBA CKX Brandon CKX-FM Brandon CKSB St. Boniface CJOB Winnipeg CJOB-FM Winnipeg CKY Winnipeg CKY-FM Winnipeg	BRITISH COLUMBIA CFVR Abbotsford CHWK Chilliwack CKEK Cranbrook CFJC Kamloops CFM-FM Kamloops CKOV Kelowna CJOV-FM Kelowna CKKC Nelson CKNW New Westminster CKNW-FM New Westminster CKOO Osoyoos CKOK Penticton CKOK-FM Penticton CJAV Port Alberni CHOB Powell River CKPG Prince George CKCQ Quesnel CJAT Trail CFBV Smithers CJOR Vancouver CKLG Vancouver CKLG-FM Vancouver CKWL Williams Lake	
NEW BRUNSWICK CJEM Edmundston CFNB Fredericton CKCW Moncton CKMR Newcastle CFBC Saint John CFBC-FM Saint John CHSJ Saint John	QUEBEC CJMT Chicoutimi CMRD Drummondville CKCH Hull CKHS Jonquière CFCF Montreal CFOR-FM Montreal CJAD Montreal CJFM-FM Montreal CJMS Montreal	SASKATCHEWAN CJSL Estevan CJVR Melfort CJNB North Battleford CKBI Prince Albert CFMO-FM Regina CKCK Regina CKRM Regina CFQC Saskatoon CJSN Shaunavon Falls CKSW Swift Current CFSL Weyburn CJGX Yorkton	ALBERTA CFCN Calgary	

Station Representatives

All-Canada Radio & TV Ltd.
Group One Radio Ltd.
Hardy Radio & TV Ltd.

Major Market Broadcasters Ltd.
Paul Mulvihill & Co. Ltd.
Radio House Ltd.
Radio-Television Reps Ltd.
Radio & Television Sales Ltd.
Standard Broadcast Sales Ltd.
Stephens & Towndraw Co. Ltd.



is the sales/marketing organization for the private sector of Canada's radio broadcasters.

THE RADIO SALES BUREAU

321 Bloor Street East, Toronto 5, Ontario
Telephone: area code 416, 924-5701

GGG sponsors ad seminars at school of journalism

Goodis, Goldberg, Soren Limited is providing a series of seminars on advertising to the School of Journalism, Carleton University, Ottawa.

The agency-sponsored series consists of five seminars held at two-week intervals, dealing with subjects arising from two overall themes: Advertising as a Profession or Craft, and Advertising as a Specialized Form of Communication.

Under the first heading the seminars will explore the history of advertising, agency structure, agency functions, abilities and talents needed in an agency, especially creative, and the rewards of agency work.

Under the second heading will be marketing theory and practice as it affects consumer advertising, advertising theory and practice,

research technique, and interaction of editorial and advertising in print and electronic media.

Taking part in the series will be a GGS client, Sel Serber, vice-president, director of advertising and diversification, Speedy Muffler King; and Rene Ram, director of client services, B.C.P. Advertising; along with GGS president, Jerry Goodis, and v.p. Lee Master, director of client services, Toronto and Vancouver; v.p. Connie Peck, director media and research services; v.p. administration, Al Blugerman; v.p. Peter Hartkorn, director of sales promotion, and Doug Bond, account supervisor.

Knowlton Nash named to head up CBC news

Effective March 1, Knowlton Nash, 41, 17-year veteran of the Washington news front and the voice of CBC News from the U.S. Capitol since 1956, takes over from Marce Munro, 57, in Toronto as director of news and public affairs for the CBC English network, both radio and television.

Munro becomes assistant general manager (television), second-in-command to Eugene S. Hallman, general manager of the CBC's English-language radio and TV operations.

In other changes, announced by Hallman, following current and upcoming reorganization of top-line posts in both television and radio, for the English network, J. Douglas Nixon, director of television, becomes director of entertainment programming for TV.

Changes in the radio division have yet to be announced.

Templeton quits CTV to edit Maclean's

Charles Templeton, 53, former evangelist, broadcaster, and newspaperman-turned-politician, who two years ago was named director of news

and public affairs for the CTV Network, has resigned to become editor of *Maclean's Magazine* in Toronto.

A former executive news editor of the *Toronto Daily Star*, he left that post to contest the leadership of the Liberal party in Ontario, in 1964, but lost to Andrew Thompson.

Borden Spears, who worked with Templeton while he was with the *Toronto Star*, and resigned as managing editor in '64 to accept the editor's post with *Maclean's*, will remain with the publication as executive editor.

The unexpected offer from the magazine brought quick acceptance from Templeton, who said he was parting on most amiable terms with the CTV Network, and there were no troubles influencing his decision. He joined the network in December 1966.

His successor at the CTV Network has not yet been announced.

Three firms merge as new film producer

A new film producing company, Stellart, Drege-Audio Limited, has been opened in Montreal, said Robert L. Harwood, president of SDA Ltd.

This new production firm is comprised of Stellart Productions, Montreal, Drege-Audio Ltd. of Toronto, and Audio Productions of New York. The company has acquired the facilities of Omega Productions in Montreal, and also has offices throughout Europe.

"We felt this move was necessary," Harwood said, "in order to expand our client services in Canada, and to broaden our staff of creative film making talents. We are convinced, that within the foreseeable future, Montreal will become the film production centre of Canada.

"SDA will be active in the television commercial field, and we shall accelerate our activities in the areas of documentary, educational and feature film production," he said.

ANNOUNCEMENT

ALL-CANADA RADIO FM DIVISION APPOINTMENT



R. C. PENNINGTON

The appointment of Mr. Bob Pennington as FM Sales Executive is announced by Ken A. Baker, Vice-President-Radio. Mr. Pennington will work in conjunction with Mr. Fred Oliver of the FM Radio Division, and will be directly concerned with the sale of national advertising time on FM stations represented by All-Canada Radio & Television Limited.

His experience includes several years with Spitzer, Mills & Bates and McConnell Eastman Advertising Agencies as Account Executive on major Canadian Accounts.

Mr. Pennington's appointment is effective immediately.

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

TELEPHONE 613-237-1038

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

TELEPHONE 604-437-1141

AAB sets up its own marketing division

To boost Maritimes' business, the Atlantic Association of Broadcasters has decided to establish its own marketing division, to research important marketing data in the Atlantic area and aid national firms in expanding their operations and sales in the region.

Fred G. Sherratt, manager, CJCH Halifax, who is chairman of the broadcast group's committee laying the ground work for the project, said the main problem of Atlantic broadcasters is not that of selling the media. "Radio and television on the east coast are already recognized by advertisers and their agencies as being more efficient on cost than almost any other part of Canada.

"We must show the potential of our expanding region to clients and prospective clients in Central Canada," he said.

AAB's Marketing Division will not be wholly broadcasting-oriented, he said, but will centre more effort on promotion of the Atlantic Region to provide advertisers and manufacturers with information and assistance in marketing on the east coast.

It will work closely with all provincial governments in the Atlantic area as well as with the RSB and TvB in Toronto.

Sherratt said the AAB members "are serious and they're prepared to look on this development as a worthwhile and necessary investment. It's part of a new realization that if we want to do more business in Atlantic Canada, we've got to help our clients do more business here. Central Canada doesn't hear enough about what's happening on the east coast and we'll be working very hard to correct that."

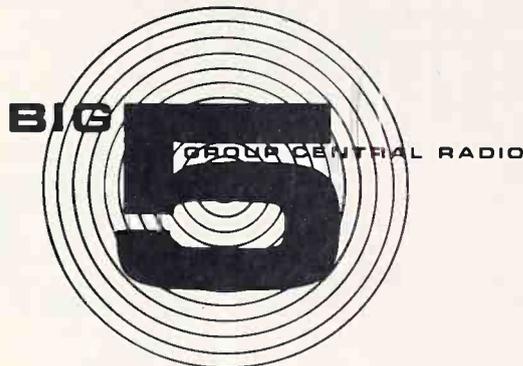
Y & R names Scala vp of ops at Montreal

James M. Scala has been named vice-president in charge of operations for the Montreal office of Young & Rubicam Ltd., in an announcement by C.H. Geoffroy, agency president.

Scala will be responsible for account management, company operations and business development activities of the expanded Y & R operations in Montreal, reporting to Gaby Lalonde, vice-president and office manager.

A native of Clinton, N.Y., Scala has been with Y & R, Inc. in New York for 16 years, having served as associate media director, and, since 1963, in account management. He is a graduate of Hamilton College, Clinton, N.Y.

WE'RE NOW SELLING



now the advertiser can reach
Canada's largest, all season
vacationland with one radio buy.

CKBB BARRIE • CFOR ORILLIA
CKCB COLLINGWOOD
CKAR MUSKOKA-PARRY SOUND
CKMP MIDLAND

... group central radio provides complete
coverage and dominance of central Ontario.



PAUL MULVIHILL & CO. LIMITED

TORONTO

MONTREAL

CFPL-TV London, Ont. first to offer TeleSPOTS

Religious broadcasting achieved a major breakthrough in London, Ont. recently with the joint sponsorship of *TeleSPOTS* on CFPL-TV, by the Council of Churches and the Interfaith or Ecumenical Commission, embracing the majority of Christian churches in the London and Middlesex County area.

The registered trademark of these 30- and 60-second vignettes or true-life messages, filmed in color and designed especially for television, *TeleSPOTS* give a forward step in the use of mass media to soft-sell religion.

Programmed on a Canadian TV station for the first time over CFPL-TV London, *TeleSPOTS* were seen three times daily, beginning December 9.

CFCF-TV's "Pulse" now 60-min. news

CFCF-TV Montreal, has expanded its early evening Monday-Friday news program *Pulse* to sixty minutes, from 6 to 7 p.m., with anchorman

and news reporter Andrew Marquis, former news director of CHAN-TV Vancouver.

On *Pulse* at 6, in addition to extended news, weather and sports reports there are several new features. CFCF-TV's Sports Director, Dick Irvin, anchors the sports desk and Don McGowan reviews and forecasts the weather picture.

Russ Taylor and Jim Bay provide "in-depth" reports for Dick Irvin's sportscasts and the program has correspondents in Quebec City and Ottawa.

The new features introduced to the *Pulse* audience include a stock market report and an editorial commentary from Paul Harvey in Chicago, supported by CFCF news director Bert Cannings, and his locally-oriented editorials.

The team of Marquis, Irvin and McGowan is also featured on the late-night edition of *Pulse*, Monday-Friday, 11:18 to 11:45 pm as of January 20, the eight anniversary of TV-12.

Pulse, produced in color at the CFCF-TV Channel 12 television studios, is directed by Lou Albert.

industry, has been active in London for a number of years, working with many product manufacturers. This is their first venture into television.

CFPL-TV is providing guidance in the areas of business, selling and TV production, with Joe Armstrong, chief producer, and Al Brady, sales executive, contributing the practical "know how" and guidance.

The group has produced three 15-minute programs for televising on CFPL-TV. Production facilities were rented from the station and the programs were videotaped. All production was handled by members of JA-TV Productions, including program content, art work, sets, and on-air staff.

Montreal and Toronto showings booked for McMahan's "Top 100"

Advertisers, agencies and production houses will have an opportunity to see and compare the work of their U.S. counterparts when the 100 best TV commercials of 1968 are shown in Montreal March 26 and in Toronto March 27, through the efforts of the Advertising and Sales Club in each city.

Arranged in collaboration with Harry Wayne McMahan, television consultant and columnist for *Advertising Age*, which is sponsoring the presentation in New York, Chicago and Los Angeles, in addition to the joint sponsorship with the ASC for the Canadian showings, the shows are personally narrated by McMahan, who made the selection.

McMahan, whose talents as an advertising consultant are sought around the world, has worked for over 850 clients in 29 countries, during the past ten years. He has personally written about 4000 TV commercials.

ANNOUNCEMENT

CHUM Limited Appointment



Lyn Rice

Allan Waters, President of CHUM Limited, is pleased to announce the appointment of Mrs. Lyn Rice to the new position of Advertising and Public Relations Director. Formerly in charge of sales promotion, Mrs. Rice will work in all areas related to advertising, sales, marketing, research and public relations. She will be responsible to Hugh Batchelor, Director of Planning and Development, who heads the Company's newly created Marketing Division. The appointment is effective immediately.

CFPL-TV London, Ont. aids new TV production company

A new TV production company, JA-TV Productions, owned and operated by high school-age boys and girls, is a joint venture of the Junior Achievement Organization and CFPL-TV London, Ont.

Junior Achievement, the "learn-by-doing" practical, economic education program in which high school students organize and manage their own small-scale businesses under guidance of adult advisors from business and

OBITUARY

ROBERT JOHN (JACK) THOMPSON, 53, a 35-year veteran of Canadian radio, and moderator of CKPM Ottawa's open line program, died of a heart attack at his home, January 25.

Born in Georgetown, Ont., son of Anglican archdeacon W.G.O. and Mrs. Thompson, he took his first job in radio at the age of 18, and served with a number of stations until he joined CKPM in 1964, as news director.

He subsequently started the station's popular hot-line show, and a couple of years ago his morning public opinion program was a springboard for what eventually became a nationwide protest against food prices.

We answer your phone
whenever you are away
from your office
or residence

TAS

TELEPHONE ANSWERING SERVICE

PHONE FOR BOOKLET

TORONTO	MONTREAL
924-4471	866-6921

CBC Television Network — the Eye most Canadians look into. The big Eye gets a potential twenty-five percent more attention than the other network television.

CBC's commercial minute costs four thousand dollars. That's twelve hundred more than competition's. The twelve hundred dollar difference spent on additional spots to supplement competition's potential reach isn't enough to make competition competition.

CBC Television Network. The Eye that's worth looking into for long-sighted advertisers.

CBC  **TV**

The eye.



RATES

66¢ per agate line
 \$9.24 per column inch
 Box Number Charge—\$1.00

classified advertising

**BROADCASTERS CHARTER
 FLIGHTS**

LONDON - JAPAN

Write: G. L. VIRTUE
 CKLW-TV
 Windsor, Ont.

AVAILABLE

Announcer-operator. Currently working as operator. Exp. in most fields of radio broadcasting. Willing to relocate anywhere in Canada. Bilingual. For information contact:

Box 228
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 1, Ontario

YUKON RADIO

A new AM station will go on the air this spring in Whitehorse. Applications to fill several positions now being accepted. Reply giving full particulars.

R. B. Hougen
 P. O. Box 1799
 Whitehorse, Yukon

WANTED

TV mtc. technician with 2-4 years experience for Southern Ontario. Apply

Box 229
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 1, Ontario

WANTED

Announcers for production manager and program manager. Executive salary. All benefits. Apply:

Box 227
 The Canadian Broadcaster
 17 Queen St., E., Suite 128
 Toronto 1, Ontario.

TV ANNOUNCER

Progressive television station situated in a medium metro market requires an experienced television announcer. Duties to include reading sports and news; commercial work. Aptitude for production appreciated. Send complete résumé, including recent photo and tape to

Program Manager,
 Box 400,
 Sudbury, Ontario

WELL, YES...BUT THEN THERE'S Joe Day—university & broadcast school grad—24 & wived—last 6 months in FM good music format—easy, mature delivery that reaches people—good, tight board—and ready to work, too—day and/or night.
 —Oh, you can't call (416) 363-3528 for a tape 'til after 3. But think about it.

SPORTCASTER

Progressive 10-thousand watt Southwestern Ontario Station requires sportsman thoroughly experienced in handling all sports reporting and play-by-play. Good starting salary, regular increases, many employee benefits. Send complete resume and tape to:

Box 235
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 1, Ontario

BROADCAST STOCK AVAILABLE

Shareholder in non metro West Coast Radio Station will discuss sale of minority or controlling interest.

Box 231
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 1, Ont.

I have been associated with all off-mike departments of commercial radio for 15 years. I would like to move into audio production for a Southern Ontario television station. I am married, dependable and have a proven work record. Please reply to:

Box 233
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 1, Ont.

**RADIO SALESMEN
 WANTED**

Needed immediately, experienced local radio time salesmen for 50,000 watt stations in Montreal and Vancouver. Excellent opportunity to earn \$15,000. per annum or better. All replies will be held strictly confidential. Write to:

President,
 RADIO FUTURA LTD.
 211 Gordon Ave., Verdun, Que.



Atlantic Association of Broadcasters

requires

DIRECTOR OF MARKETING

THE MAN will have thorough background in marketing. He may have general sales and/or product management experience.

He will have a good working knowledge of marketing and general business trends in the four Atlantic Provinces and will set up centrally located offices in the Region.

THE POSITION requires the Director to initiate an overall assessment of marketing in Atlantic Canada and preparation of specific product presentations to senior executives.

In addition, the Director will develop close liaison with various levels of government in the four provinces and will initiate and develop a long-term public relations program designed to sell the total Atlantic market area.

Please reply in confidence outlining experience and full résumé to:

Mr. F. G. Sherratt, Chairman,
 Marketing Division,
 Atlantic Association of Broadcasters,
 2885 Robie Street,
 HALIFAX, Nova Scotia.

Need for product manager in the advertising act

TECHNOLOGY has made the introduction of new products so costly that whimsical businessmen can no longer play fast and loose with the creative process of advertising, John D. Bradley, president, Bradley-Vale Advertising Limited, Toronto,

told an AMA seminar on product and brand management, in Montreal.

"Company presidents, vice-presidents and advertising managers must grasp the facts if their marketing plans for new products are to be successful," he said.

"And no longer need product managers and advertising agencies quiver because of the impulsive decisions of their superiors. There is just too much money involved for impulsiveness or personal prejudice," he added.

Bradley listed ten pointers for a good agency relationship:

A dialogue must take place between the product manager with his knowledge of the product, markets, distribution and competition and the agency team, which is trying to translate that knowledge into simple and persuasive communication with the customer.

Get top management to attend one or more meetings to participate during the critical period of planning.

Let the agency ask questions of the people who make policy corporately, in sales and in marketing.

Do not play funny little games with agencies — by not giving them enough information on the grounds that some day they may work for the competition. Agencies are "on the company's strength" and should not be employed if their integrity is in question, he said.

Pay agencies for the extra services demanded of them — public relations, merchandising, sales promotion. It is the only way to ensure a competent and unprejudiced service.

Do not over-socialize with agency personnel. Judgments suffer distortion and sympathy over-rides business judgment.

Respect the correct channels of communication and assigned responsibilities for the advertising account.

Work at directing the agency's efforts with a firm but understanding hand — it is a delicate chore and one where the best agency and the best client can come unstuck.

Know your own product — many men with budget authority do not.

Apply controls to maintain an accurate, recently researched basis for decision-making.

Bradley said advertisers should remember that they bear primary responsibility for 80 percent of the planning, 20 percent of the advertising execution and 50 percent of the controls.

Southern Ontario TV-Radio station, medium market, requires a fully experienced newsman to gather, write and read news, and a quality commercial announcer for TV, able to read news well.

Box 230
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

Top flight radio ad salesman, 12 years experience, last five years in Ontario's largest market area; previous sales manager experience, seeks position in sales or management.

Box 234
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

Radio announcer with over one year's U.S.A. experience in top 40 and MOR, desires Canadian position. Will furnish tape and references. Age 23, married.

Jim Meals
1257 King St. E., Apt. 2
Hamilton, Ontario

TV NEWSMAN

Five years of wide experience in all media. If you have a challenge for me in a metro market, write,

Box 232
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

MORNING MAN WANTED

Radio announcer wanted to handle one of the top-rated Breakfast shows in the Maritimes. Early morning experience preferred. Send résumés etc. to

Box 236
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED

Have clients interested in purchasing medium size AM station, Western market, preferably Saskatchewan.

Michael Jay
Licensed Broker
Shoreacres House
1262 Don Mills Road
Don Mills, Ontario
445-8822

Brokers for purchase and sale of AM, FM, TV, CATV Systems and Media Properties in Canada and throughout the world.

STATION MANAGER

Required for modern AM station in growing market. Must be sales oriented. This would be an ideal opportunity for someone with sales manager or assistant station manager experience. Applications should be forwarded to:

Kapuskasing Broadcasting Co. Ltd.,
Attention: Mr. A. Gizuk
24 Byng Avenue, Kapuskasing, Ont.
Phone: 335-2520 (business) - 335-3619 (residence)

It's the programming - not the commercials - that builds the audience

Postponement for 1969 anyhow, of the Radio Commercials Festival, for the purpose of "repositioning", and a vague possibility of merging the Radio and Television Festivals into one, might inspire a close study of these two projects and their effect on the media.

Both the Festivals have been sponsored by the Broadcast Executives Society with the assistance of the sales bureaus for the past six years.

Each has been highly successful in demonstrating the tremendous progress which has been made in the production of commercials. The Festivals have been extremely well received by those advertisers and agencies which have attended them, but don't they lose sight of the answers to two questions—(1) What goes between the commercials? and (2) How compatible are the commercials with what goes between them?

A tremendous effort has been made to add to the interest, the showmanship and the general appeal to buyers of the sponsor's product, but one fact has been overlooked, and it is this:

Listeners and viewers do *not* tune in a station to hear or see the commercials. The attraction is the programming.

A mediocre commercial slotted in superlative programming is more likely to sell the sponsor's wares than a superlative spot with inferior programming. Or, as one wag put it, people are beginning to go to the bathroom during the program and rush back so as not to miss the commercial.

To deal with these points individually, the Radio Festival has not been cancelled. It has simply been postponed. We are suggesting that a long look be taken at both these (radio and television) affairs, with a view to bringing them up to the times.

As regards this postponement, thoughts seem to be revolving around finances.

Under the present system, the Broadcast Executives Society pays the shot and the bureaus come into the picture as assisters rather than co-sponsors.

The deficit has been quite considerable and there is some talk about combining the two. Opinions are mixed. Radio and television are direct competitors. At the same time, the combination idea would save time and money.

As regards breaking the monotonous regularity of

staging the show during the same month each year, why not every sixteen months? or eighteen? or thirteen?

Be all this as it may, the importance of programming in its effect on the value of broadcast advertising has at last won recognition from the industry, which, at the CAB convention in Edmonton next April, will devote its entire agenda to this topic. *The Broadcaster* has been hammering this point for many years and is gratified that it is being slated for attention at long last.

Broadcast advertising itself is successfully bringing itself in line with the new sophistication of the audience and its old banalities are fast disappearing. Unfortunately programming has trailed behind.

Advertisers buy radio and television for their impact on the public. But impact comes directly from programming. So higher standards and greater professionalism of programming, be it Bach or Bacharach, could well increase public impact and so sell more goods.

There is one other thought which concerns, not only broadcast advertising, but advertising in general.

There is currently a very vocal anti-advertising faction ready to pounce on the real or imaginary evils of advertising.

Along with the media, the advertisers and their agencies have set to work through the Canadian Advertising Advisory Board. Under the full-time direction of Bob Oliver, the CAAB is battling to get the true value of advertising across to the public.

It occurs to us that, in their present form, the Commercials Festivals are in danger of reacting in the opposite direction.

What sort of reaction would the Festivals get from the relatively large body of people who just live to criticize and condemn?

Might they not say—and not without reason—"All these advertising people are interested in is improving their ads so that they can sell more of them. When are they going to get to work on their lousy programs?"

Maybe the CAB's Edmonton convention will provide the answer.

**Conventions and Conferences:
(revised)**

- March 21-23 National Association of FM Broadcasters (U.S.)
Washington Hilton Hotel,
Washington, D.C.
- March 23-26 National Association of Broadcasters (U.S.)
Shoreham & Sheraton-Park Hotels,
Washington, D.C.
- March 31-April 1 British Columbia Association of Broadcasters
Harrison Hot Springs, B.C.
- April 28-30 Canadian Association of Broadcasters
MacDonald & Château Lacombe
Hotels, Edmonton, Alta.
- May 5-7 Association of Canadian Advertisers
Royal York Hotel, Toronto.
- May 6-8 Western Association of Broadcasters (Engineering)
Hotel Vancouver, Vancouver, B.C.
- May 13-16 National Community Antenna Television Association of Canada
Château Fontenac Hotel, Quebec City.
- June 2-4 Western Association of Broadcasters
Jasper Park Lodge, Jasper, Alta.
- September 19-20 Institute of Canadian Advertising
Seigneurie Club, Montebello, Que.
- October 5-7 L'Association Canadienne de la Radio et Télévision Française,
Château Frontenac, Quebec City
- October 26-28 Central Canada Broadcasters Association
Skyline Hotel, Ottawa.
- November 2-5 Atlantic Association of Broadcasters
Hotel Nova Scotian, Halifax.
- * * * * *
- September 25-27 Atlantic Education Showplace
Exhibition Grounds, Halifax, N.S.
- October 6-8 International Electronics Conference and Exposition,
Automotive Building, CNE Grounds,
Toronto.
- October 9-11 Pacific Education Showplace,
Vancouver.

1280 Cham

HAMILTON'S

GOOD MUSIC STATION

announces

the appointment of

HARDY

as their

National Representatives

in Canada

effective immediately



HARDY RADIO & TELEVISION LIMITED
QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

STOP



Don't blame him for being in such a rush to use his new Uher 4000L Report Tape Recorder. He knows there is no technically finer tape recorder for professional reporting, scientific purposes, or for the knowledgeable amateur. It's the preferred instrument for the CBC, NBC, and BBC London, and it's available in both mono and stereo. Just walk into your nearest UHER dealer. There are plenty of Uher 4000's, 4200's and 4400's, available in mono and stereo. If you don't know where, look it up in the Yellow Pages or ask your lucky friend who owns one.

UHER
Tape Recorders

For information contact
ROBERT BOSCH (CANADA) LTD.  **BOSCH**
33 Atomic Avenue, Toronto 18, Ontario
7325 Decarie Blvd., Montreal 308, Quebec
 and **BOSCH** are registered trademarks of Robert Bosch GmbH Stuttgart Germany

BU-1-68R

INSIDE FRENCH CANADA

A department for advertising and media people,
designed to help both do more business
in French Canada.

Quebecers listen longer on more sets per household

PEOPLE IN QUEBEC have more radios, in 1,279,000 of the total homes, or 96.9 per cent, compared to a national average of 96.6 per cent. They listen more than the residents of other provinces, too, Cedric P. Haynes, president of the Radio Sales Bureau, Toronto, told the Quebec Advertising & Sales Club at their December meeting.

In a Sales Bureau pitch entitled *La radio c'est ça (This is Radio)*, Haynes said "radio has become so much a part of everyday life that it is taken for granted.

"On a Monday-through-Saturday average," he said, "Quebec listeners are tuned in for three hours and 18 minutes a day" exceeding the national average of weekly listening by two hours and six minutes.

"Quebec women listen every week for two hours and 48 minutes longer than their counterparts in the rest of Canada, while listening by males in this province is nearly five hours above the national weekly average.

"In terms of circulation, radio is far and away the largest of all media," he said, and "no other form of communications can come close to matching radio's go-power. Radio goes everywhere that people go."

He pointed out that more than three-quarters of Canada's car households have at least one radio-equipped automobile, and Quebec leads all of Canada in ownership of car radios. "78.6 per cent of Quebec car households have at least one automobile with a receiver in it. No other province can equal that percentage," he said.

"Car radios are in operation almost two-thirds of the total time that an automobile is in use."

Transistors and car radios give 65% mobility reach

In 1967, Haynes said, more than half of all sets bought by Canadians were battery/portables. In fact, the cordless receiver, affectionately known as the transistor, is Canada's most popular type of radio, accounting for more than 40 per cent of all sets in operation.

"Add the receivers you'll find in cars," he said, "and it works out to 65 per cent mobility."

Advertisers should note these facts for two reasons, he pointed out, first, because "radio's mobility gives the advertiser access to the consumer who is beyond the range of all other media," and secondly, because they can get in "the last word."

This he attributed to radio as "the medium that is capable of reaching the decision-maker and making an advertising impression as soon as the point of purchase is reached.

"According to psychologists," he said, "people forget up to 40 per cent of incidental information in just 20 minutes. It doesn't matter particularly whether they see or hear it, if it is casual information, that is, if they don't have a special reason to remember it, the process of forgetting starts at once. 40 per cent of what they heard or saw is forgotten in 20 minutes and up to 64 per cent in nine hours."

Haynes said this gave radio the edge, particularly car radios and transistors, which more than any other medium, enable radio to deliver the last word and combat the "curve of forgetfulness."

Radio's immediacy in keeping listeners abreast of the news as it happens has been one of its strong points, Haynes said. "Advertisers

came to recognize radio's unique values, and in 1967 they invested 88½ million dollars in radio's ability to move their products and services with speed and economy.



HAYNES

"In 1968," he predicted, "the sale of radio time to advertisers will exceed 92 million dollars, and by 1970, advertiser investment in radio will have passed the 100 million dollar mark."

The recognized importance of the French-Canadian market was stressed by Haynes. In the 1968 Radio Commercials Festival, drawing more than 700 entries coast-to-coast, 19 of the 49 trophies and certificates were awarded for French-language commercials. "Seven of the 19 radio station awards were made to broadcasters serving French-speaking markets," he said.

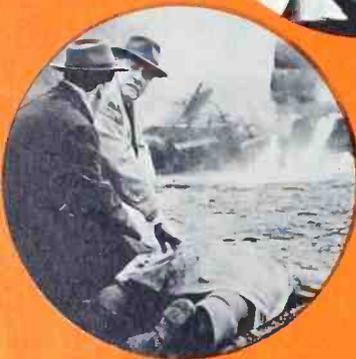
Also, the only station to win an RSB Golden Microphone Award in the 1968 Festival was a French-language station, CJRS Sherbrooke.

"This year, Quebec stations won more Festival Awards than stations in any other province," he said. "This proves that creativity in this province's radio stations is of a high standard."

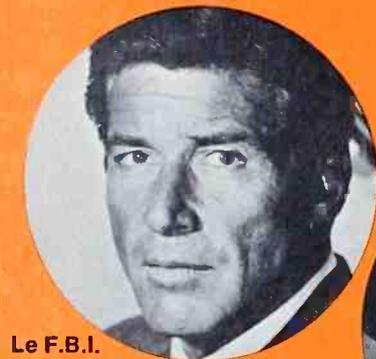
Les belles années '20



77, rue Sunset

Chapeau melon
et bottes de cuirLes heures
mystérieuses
d'Edgar Wallace

UN FESTIVAL D'ATTRAYANTES SÉRIES À LA TV OFFERTES PAR WARNER BROS.-SEVEN ARTS



Le F.B.I.



Le chemineau



Le peloton F



Monsieur Roberts

Warner Bros.-Seven Arts présente 16 séries d'une heure et 8 d'une demi-heure... soit 1450 heures de programmes télévisés incomparables.

TITRE	NBRE D'ÉPISODES	DURÉE	COULEUR/ N&B	TITRE	NBRE D'ÉPISODES	DURÉE	COULEUR/ N&B
CHAPEAU MELON ET BOTTES DE CUIR	83	1 HEURE	57 Couleur	AU RYTHME DE LA RUE BOURBON	39	1 HEURE	N&B
INTRIGUE À HAWAII	134	1 HEURE	N&B	LE CHEVAL RÉTIF	68	1 HEURE	N&B
PLUS ON EST DE FOUS	26	½ HEURE	N&B	LA REVUE BUGS BUNNY	78	½ HEURE	26 Couleur
FORCE À LA LOI	156	½ HEURE	N&B	CHEYENNE	107	1 HEURE	N&B
LES BELLES ANNÉES '20	45	1 HEURE	N&B	COLT .45	67	½ HEURE	N&B
LES HEURES MYSTÉRIEUSES D'EDGAR WALLACE	39	1 HEURE	N&B	LES DAKOTAS	19	1 HEURE	N&B
LE F.B.I.	113	1 HEURE	Couleur	LES HOMMES COURAGEUX	26	1 HEURE	N&B
LE CHEMINEAU	124	1 HEURE	N&B	LES AVENTURES DE MARINE BOY	78	½ HEURE	Couleur
LE PELOTON F	65	½ HEURE	31 Couleur	TRAIN DE NUIT	26	1 HEURE	N&B
MONSIEUR ROBERTS	30	½ HEURE	Couleur	PAS POUR LES SERGENTS	34	½ HEURE	N&B
77, RUE SUNSET	205	1 HEURE	N&B	PIED AGILE	69	1 HEURE	N&B
CEUX DE L'ALASKA	36	1 HEURE	N&B	6, SURFSIDE	74	1 HEURE	N&B


WARNER BROS.-SEVEN ARTS

11, Adelaide Street West, Toronto 1, Ontario © Empire 4-7193

Two motivations for two cultures

"WE ARE ALWAYS CONCERNED about the creative approach and the media buying as it differs or could differ between English- and French-speaking Canada. For only a fool would assume that primary motivation toward certain products is necessarily the same between the buying habits of those whose traditions and cultures definitely vary."

Speaking on *What Does Agency Management Expect from its Media Department?*, Franklyn R. Thomas, chairman of the board and chief executive officer, J. Walter Thompson Co. Ltd., told the Canadian Media Directors Council "that is why we at JWT have augmented our French-Canadian staff.

"That is why all in this department must originate from this market—why they must be totally bilingual—why we must, from the earliest stages of our strategy, involve our French Advisory Board in our clients' marketing and advertising plans.

"We do not believe," he said, "in the all-too-often practice of handing a piece of English copy to our French creative groups with the ridiculous directive of 'now, make that into French.'"

Thomas said that "in media buying, we don't believe in buying the "obvious" or the "easy" in French Canada.

"For, like a half-effective creative execution, a media purchase without the careful thought in mind of the particular reader, the listener, or the viewer, might as well be placed on the blades of the oars of the local rowing team where its effect is half submerged."

Media people should get involved

Thomas said "innovation is the most dramatic contribution media people can make. Parenthetically, I should note however, that involvement and

innovation go hand-in-hand. Without involvement, innovation is virtually impossible. The right hand must know what the left is going to do. Innovation opportunities in media are all around us.

"A media person can be innovative in media theory, in media principles, or in technical ways of better investing a client's funds to more effectively and efficiently improve his sales," he said.

"Innovation can be the fine work that is currently being conducted in our Industry Broadcast Measurement service, where a group of media people seek to improve and to sharpen an existing tool. Or, completely at the other end of the spectrum, innovation in media can come about through involvement with the *creative* department.



THOMAS

"When you get an idea, work it out," Thomas said. "Talk it over amongst your group, develop it and try to sell it. If it isn't bought, but it was a good idea, don't reject it. Stick to it! If your idea isn't bought now, keep it in mind for the future, for nothing is more predictable than change.

"There is no one barometer of taste and interest one can turn to for guidance. It's a person's involvement with people and things that triggers the mind."

Thomas said "there has to be involvement in all departments, but most importantly, to me, media and creative must be involved.

"The first step out of the nest, however faltering, is to put that shell, that comfortable cubicle, behind you from time to time, and to make friends with those 'other kooky ad types' wandering up and down the corridors. You know," he said, "the ones with the beards, the wild jackets and the frenzied looks.

"Involve yourselves with the total business of advertising and its people," he urged. "Media people traditionally have a tendency to become islands unto themselves, to speak only when asked, to deliver and retreat.

"Media men, unite," he said. "You must get *involved*, totally involved, in other departments and other activities."

Management holds the key

Thomas saw two ways for media men to become involved with creative very quickly, and both depended on the way management looked at their operational efficiency.

"The first," he said, "is to become a part of the initial discussions with creative and the account group, and to follow the creative progress as it is developed with frequent and regular discussions with writer, artist and account men. Management should open this door to you," he told the media group.

"The second area," he said, "is again more your management's responsibility, to establish a creative review board, which *isn't* unusual, and to have a standing media member on that board, which *is* unusual. Creative has very often, in my experience, changed or adopted original concepts to embrace ideas for its placement, advanced by creative-thinking media men."

English advertising agencies

look at the French market

by James Montagnes

AN EXPERIMENT IS NOW UNDERWAY by Baker Advertising Ltd. to have every phase of French-language advertising handled by a French-Canadian staff in Montreal. French-language advertising for four major accounts—Canadian Kodak, Manufacturers Life and two others—is being divorced entirely from the account staff handling these clients for the rest of Canada.

This is a costly operation for both client and agency, Baker Advertising's president, Dave Gillespie, pointed out. "But we have to do something about the fact that only about five or six per cent of all Canadian advertising agency staff is French-Canadian," he explained. On a per capita basis, one-third of advertising agency staffs should be bilingual.

The Baker experiment is one of a number of developments in the Canadian advertising agency field pointing to differences in handling the English and French-speaking portions of the consumer market.

Agency executives who were interviewed said that, fundamentally, there is no difference in buying media in both language markets. But, there are differences in consumer buying habits, in understanding commercial messages, in the strategy used in developing commercials, in marketing problems.

French-language stations would do well to emphasize these differences in their approach to agencies and their clients.

"Media habits for French Canada are different to those of the rest of Canada," said Michael Kennerly, broadcast media director of Foote, Cone & Belding Advertising Ltd., Toronto. "French-Canadians watch more television, due perhaps to better programming."

To which could be added Dave Gillespie's remark that "the written

word in French hasn't the impact of the spoken word."

He also pointed out that ratings are always higher in French Canada, showing a deeper involvement in radio and television.

A question of involvement

"French-Canadians watch many English station programs," Gillespie said. "It is a question as to how involved they get in English-language commercials on these stations.

"The French-speaking Canadian is more likely to be motivated when he sees a commercial in his own language, just as I have found that I will read an English advertisement when in Paris and pass by those in French, even though I speak French.

"French-language stations might do some research on this motivation of commercials in their own language.

"Now," he said, "advertisers, looking only at ratings, say they are getting a large share of the French-speaking audience on English-language stations in Montreal, for example. But is their commercial message in English reaching the French viewer of English shows? Ratings are not always accurate for commercials."

A media executive at Cockfield Brown & Co. Ltd., Toronto office, felt there is a lack of good direct mail from French-language secondary market television stations reaching media buyers. Such direct mail promotion should be sent at least twice a year, should contain statistical information of value, something that preserves the image of a good station.

Radio also has to be sold, though metropolitan radio stations are almost sold out. Smaller French-language radio stations are in this respect no different to smaller English-language stations, which also have a selling job to do for national business.



GILLESPIE



KENNERLY

Many agencies today have French-language departments which look after the production of commercials in that language. It is no longer considered sufficient just to translate English into French. The translation does not always portray the message accurately in the French idiom.

"Certain commercials are adaptable, others are not," pointed out Mrs. Ioana Bragadir, head of the French department at Cockfield Brown & Co. Ltd., Toronto. "Signs, for example, are not always adaptable from the English. Titles depend on whether the English has a French equivalent. Quoted English may be used if this suits the advertiser's need better, and if the product name has not been changed.

"It is frequently necessary to do a new commercial in French, if only because the French wording of a commercial is usually a third longer than the original English. We then have to decide what ideas or portions of the commercial have to be dropped,

or write a new French commercial."

"We often buy commercials adjacent to personality programs in big and small cities," Kennerley said. "Ratings show such programs are most popular with French-Canadians."

Gillespie felt that French-Canadians were more emotionally tied to television than English-speaking Canadians, that radio and television were stronger media in French Canada, and that the media mix there was not the same as in the rest of Canada.

Need to promote the difference

"French-language broadcasters have not done enough to promote this difference," Gillespie said. "They should promote their station differences to agency media executives and advertisers by comparison with stations in similarly-sized markets in English-speaking Canada."

He, and other agency executives interviewed, vouched the opinion that French-language stations were not being neglected, since most buying was being done by ratings. For example, he said, Coca-Cola has its largest market in Quebec province.

The experiment now underway at Baker Advertising is the latest of a number of attempts to involve more French-speaking people in the agency operation. Some years ago Baker

formed a special company to operate in Montreal, in addition to its Montreal office, but Publicité Chantecler was not successful because its staff felt it was a subsidiary of an English-Canadian company.

Attempts have also been made to do much of the translation and adaptation of commercials into French at the Toronto office, for greater efficiency. Montreal French-language people were brought to Toronto, but after only a short period felt out of their environment and went home.

While the translations and adaptations resulting from this operation were mechanically perfect, they lacked a certain touch. Now, all this work is being done in the Montreal office.

A completely French-language staff is doing the work for the four major accounts which have joined with Baker on this latest experiment. A French-language account executive has been taken on and is being trained in Toronto, and will work directly with the clients and a top liaison officer from the Toronto office. Salaries of executives on these accounts in the Toronto office are not being cut, making for an additional expense for the agency while the experiment is underway.

It is hoped that in two years the clients and the agency will know how

successful the experiment will have been.

More opportunities needed

Meanwhile, Gillespie feels that the advertising agency industry must do something to give French-speaking people a greater chance to enter the agency field to serve their language group.

When advertising for an account executive for the Baker experiment, Gillespie reported five times as many applications were received as for a similar English-speaking post, showing that French-speaking Canadians want to enter the agency field.

He pointed out that there are no Institute of Canadian Advertising courses in French, and that the outstanding business and marketing courses at McGill University are not conducted in French.

There are few senior executives in major agencies, or few marketing executives among leading advertisers, who have a good knowledge of French, he said. Not enough of these bilingual executives are available to give courses in French to the many young people who want to enter the agency field.

This is a problem which has to be overcome in the near future, Gillespie believes, to meet the needs of the growing French-language market.

FRENCH FACT...

LARGEST REPRESENTATIVES OF CANADA'S FRENCH-LANGUAGE RADIO AND TV STATIONS!

Call the specialists...



ART HARRISON
General Manager



Geo. Hellman
Montreal



Jean Senecal
Montreal



Ted Tevan
Montreal



R. Lisabelle
Montreal



Bob Proctor
Montreal



H. Kolomaya
Winnipeg



Jim Crawford
Vancouver



Dick Sienko
Toronto



Chas. Powell
Toronto



Steve Hand
Toronto



Doug Loney
Toronto



Roy Green
Toronto



Pat Rowsell
Toronto



Weldon Wilson
Toronto



HARDY RADIO & TELEVISION LIMITED

QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

Radio-Canada gears programs to French viewers' tastes

SEVEN FRENCH TV PROGRAMS from Radio-Canada, headed by *Moi et l'autre* and *Rue des pignons*—are among the top ten most popular prime time presentations in the Montreal metropolitan area, served by the CBC French network's key station, CBFT Montreal.

The powerful appeal of the seven presentations in the area covered by CBFT was first indicated by Nielsen's October ratings, and is confirmed by the latest statistics for the Montreal metropolitan area, based on the November ratings.

Of the seven CBFT presentations in the top ten, six are shows produced by Radio-Canada in Montreal. These are *Moi et l'autre*, *Rue des pignons*, *La Soirée du hockey*, *Le Paradis terrestre*, *Les Belles Histoires* and *Les Couche-tard*. The seventh CBFT presentation with a "top ten" rating is *Ma Sorcière bien-aimée*, the French version of the U.S. television production, *Bewitched*.

The current season is the second in which *Moi et l'autre* occupies the No. 1 position among all TV programs in this area, having held the No. 1 spot during 1967-68 as well.

The solid showing of *Moi et l'autre* and other French Network presentations in CBFT's coverage area, has been accompanied by a similar upswing in the popularity of French Network programs in the province of Quebec as a whole. This trend, particularly in prime time, began to show as far back as November, 1966, but the greatest audience increase was recorded in 1967 and 1968, and was particularly noticeable in the case of Radio-Canada's own productions.

For example, *Moi et l'autre* attracts nearly two million viewers per week, or over 60 per cent, out of a potential Quebec TV audience of three million tuned-in at that hour. *Les Belles Histoires*, *Rue des pignons* and *Ma Sorcière bien-aimée* are watched by more than 1½ million persons out of a similar potential audience, while seven other programs—*La Soirée du hockey*, *A la seconde*, *Le Paradis terrestre*, *Les Couche-tard*, *Zoom* and *Du Feu*, S.V.P. are seen by more than

one million viewers weekly. This figure applies to both the Wednesday and Saturday evenings of hockey.

Moreover, figures released by Nielsen show that Quebec audiences are demonstrating a growing interest in Radio-Canada TV programs in the news, public affairs and cultural categories. For example, *Téléjournal* (Saturday, 10:45 pm) is seen by more than one million viewers, while such programs as *Le Sel de la semaine* (Monday, 10-11 pm), *Tirez au clair*

(Thursday, 9:45-10:45 pm), *Tous pour un* (Tuesday, 10-10:30 pm) and *Les Beaux dimanches* (Sunday, 8:30-10 pm) each attracts upwards of 600,000 viewers.

Among the several factors responsible for the overall appeal of Radio-Canada programs, both in Montreal and throughout Quebec, is the emphasis given to programming adhering to the general audience tastes of French Canada's TV viewers.

French deejays news and public affairs get peak times for growing popularity

IN LINE WITH CURRENT TRENDS in radio broadcasting, Radio-Canada, the CBC French Radio Network, this season has been placing more accent than ever before on disc-jockey shows and programs aimed at teenage audiences.

This new approach in the network's programming is reflected by a new 77-page brochure published recently by CBC French Radio Sales in Montreal.

The brochure is bilingual, and contains information on CBC French radio programs produced on a network or local basis, including program formats and descriptions of the artists, commentators or other personalities who appear regularly on each show. Photos of leading French radio artists are also featured.

One of the major innovations on the network's fall-winter programming is the emphasis on disc-jockey shows and other light entertainment formats (variety shows, folksinging, etc.) during peak listening hours. Another departure from the past is the scheduling of many programs for young people on the evening schedule, seven days a week. A notable change here is the Monday-through-Friday time-block of 6:35-8:00 pm, which is given over entirely to programs especially designed for young people,

The brochure is divided into handy, easy-to-find sections according to broadcast periods and days of the week.

The major portion of the brochure deals with network programs and with programs broadcast on a local basis by the network's key station, CBF Montreal. Other sections of the booklet deal with programs produced and broadcast locally by the network's CBC-owned stations in Quebec City (CBV), Chicoutimi (CBJ), Moncton (CBAF), Ottawa (CBOF) and Toronto (CJBC).

CJMS Montreal rewards nurse for year's best news story

CJMS MONTREAL, which operates on a frequency of 1280 kcs., awarded its annual gift of \$1,280. for the best news story of the year, supplied by a Montreal citizen, to Madame Monique Toussi, a senior nurse at the Montreal Heart Institute.

She won the award for supplying the news of Canada's first successful heart transplant.

Serges Raymond, the newly-appointed general manager of CJMS, presented the cheque to Madame Toussi on-air, at the station.

Roch Demers heads Ray Crépault's Mutual group

MUTUAL BROADCASTING LTD.-Radiodiffusion Mutuelle Ltée., the Quebec group of radio stations headed by Raymond Crépault, that expanded into Ottawa last June with the opening of CJRC Radio Capitale, and has recently added CJLR Quebec City for a provincial capital outlet, has made several changes in top management in line with the expansion of the organization.

Roch Demers, who has been manager of the group's keystone station, CJMS Montreal, has been named executive vice-president of Mutual Broadcasting Ltd.-Radiodiffusion Mutuelle Ltée., and Raymond Lanctôt has been named controller of the group.

Major shifts in top personnel in four of the five stations see the commercial manager upped to station manager, with Serges Raymond, who had managed CJRS Sherbrooke since

its opening in 1967 named general manager of CJMS Montreal.

Also at CJMS, Paul-Emile Baulne, who had been program and production manager for CJRC Ottawa, has been named program director at Montreal, and Paul Coucke, news director at CJMS, was given the added responsibility of station editorialist.

Paul-André Paradis, commercial manager at CJRS Sherbrooke, has been named general manager of the station, with René Ouellette, who moved to CJRS after several years as announcer with CHLT AM-FM-TV in Sherbrooke, named program director and assistant general manager.

Donat Bazinet, commercial manager at CJRC Ottawa, has been named general manager of that station, with Pierre Lambert, of CJMS Montreal's creative department, becoming program director for CJRC.

André Rancourt, who has been national sales manager for CJMS Montreal, has been named general manager of CJTR Trois-Rivières, with Jacques Dufresne as director of programs and production. Gaston Bergeron, of the group's rep house, Stephens & Towndrow Co. Ltd., has been named to succeed Rancourt at CJMS, with Charles Couture as retail sales manager.

In line with continued expansion and a proposed venture into television, through UHF, Mutual Broadcasting Ltd.-Radiodiffusion Mutuelle Ltée. has named Gilbert Hérard, who has been program director for CJMS, as the group's special co-ordinator for television.

The various promotions and changes were announced January 14 by Raymond Crépault, president of the broadcast group.

TELE-METROPOLE CORPORATION



Robert L'Herbier



G.-W. Bélanger



Robert Trudeau

Roland Giguère, President and General Manager TELE-METROPOLE CORPORATION, announces the appointment of three vice-presidents.

Robert L'Herbier, Vice-President, Programmes and Production; G.-W. Bélanger, Vice-President, Sales and Promotion and Robert Trudeau, Vice-President, Finance and General Administration.

International surveys limited discovered
**Which Quebec
 radio station
 is way
 ahead with**

**the
 housewife**

THE ANSWER:

- CHRC 48%
- SECOND BEST STATION 20%
- THIRD —
- FOURTH —
- NO ANSWER 11%

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public, service, and influence. These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec.

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

CHRC
RADIO-QUEBEC CITY

**AM: 50,000 WATTS/800 KCS
 24 HRS. A DAY**

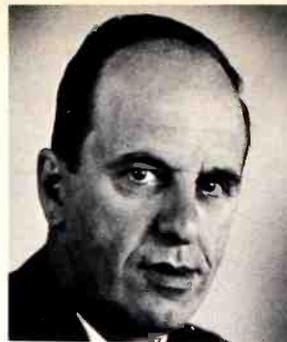
**FM: 81,000 WATTS/98.1 McS
 13 HRS. A DAY**

**SEPARATE PROGRAMMING
 (STEREO)**

REPS:
 CANADA—
HARDY RADIO & TV LTD.
 MONTREAL•TORONTO•WINNIPEG
STEVENS & TOWNDRON
 VANCOUVER
 U.S.A.—CSBS

Media selection

**Agencies know more
 about stations
 than stations know
 about agencies**



FRANK A. COLLINS

COMPLAINTS FROM MEDIA not included in an advertising campaign are inevitable, but generally result from failure to understand the media planning process, said Frank A. Collins, vice-president and media director, Vickers & Benson Ltd., Montreal.

"Not even the biggest advertiser in Canada can use every form of media which is available," he told the French-language broadcasters at the ACRTF convention in Ottawa.

Programmed to speak on *Relations between clients, agencies and stations*, Collins devoted his talk to a detailed explanation of media selection after various planning and decision-making steps involving the national advertiser and the agency prior to the launching of a campaign.

He said "agency people, generally, have a better appreciation of how a radio or television station operates than your understanding of how an advertising agency functions.

"Another reason of equal, if not greater importance, is that the various steps in media planning result in decisions which determine where and how advertising dollars are going to be spent. These are decisions which affect your revenue position one way or another, as a group representing the radio or television industry, or as an individual station."

For the first step, he said the advertiser and the agency will compile as much information as possible, which will help to decide where, when and how the advertising will be directed.

"We want to identify our best consumer prospects by sex, age, income, family size, occupation and education. We want to know where the greatest numbers of prospects are located geographically, and when they use the particular type of product we wish to advertise.

"With this information," he said,

"we can then begin to search for the media which best fit our target audience profile.

"We examine the various kinds of media available to us according to their circulation, coverage, audience profiles, rates, cost efficiency, flexibility, frequency, selectivity of coverage, merchandisability and so on.

"At the same time," he said, "we must work very closely with our creative department in the agency, because the kind of advertising message being recommended may also have a strong influence upon the type of media which we use.

"Another important consideration is the size of the budget," he said, "since this can affect the scope of our coverage or the nature of the media which we use. For example, if the advertising dollars are limited, we would concentrate in markets of highest potential instead of trying to advertise nationally, and might also restrict advertising to those times of the year when product purchase and consumption is most pronounced."

Choice of media

After the preliminary investigations, he said, comes the final decision on what media will be used. "This is by no means an easy task, because of the many forms of media which are available to us in Canada."

Collins pointed out that "there are over 100 daily newspapers published in this country...approximately 900 smalltown weeklies...over 225 periodicals listed as consumer magazines...some 25 weekend papers and 60 farm publications. We are able to buy car cards in over 50 cities and outdoor posters in almost 400 markets," he said.

To add to this, "there are almost 300 AM radio stations and, according

FROM BEAUTIFUL DOWNTOWN QUEBEC HERE COME THE FIGURES!

WHICH PROVE ONCE AGAIN THAT

CFCM-TV CKMI-TV

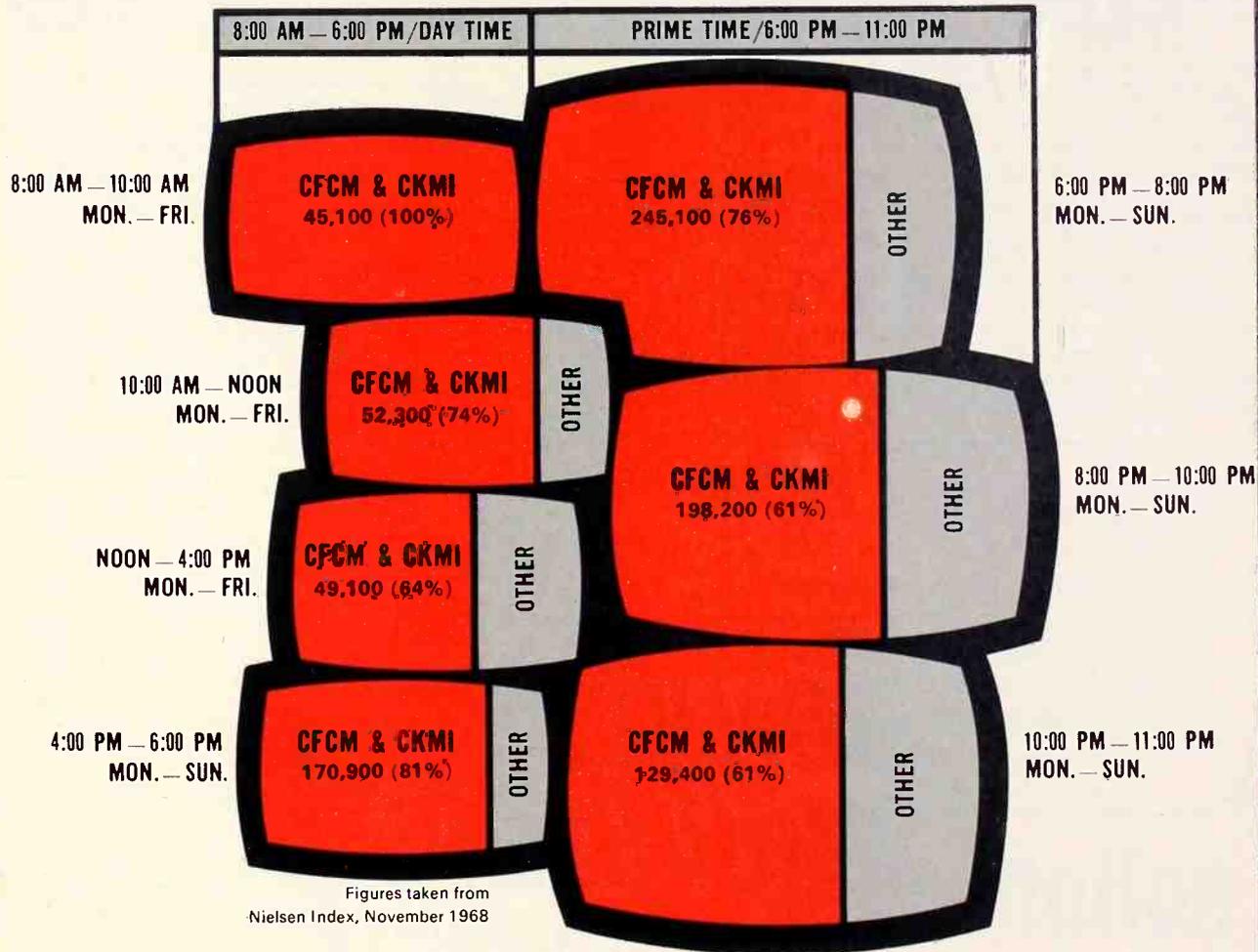
TELEVISION DE QUEBEC (CANADA) LTÉE

ARE ALWAYS THE DOMINANT TV STATIONS
IN THE **2nd** LARGEST MARKET

IN THE PROVINCE OF QUEBEC

AND THE **7th** LARGEST IN CANADA,

COVERING AN AREA POPULATED BY 1,094,900 PEOPLE



TOTAL VIEWERS AND % SHARE PER ¼ HOUR

For more facts and figures, call our reps:

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

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

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

(Continued from page 50)

to the most recent figures supplied by RSB, there are 65 FM stations.

"It is possible to buy time on more than 70 television stations, and, of course, we also have to consider the various radio and television networks."

Also, he went on: "There are direct mail, book matches, theatre and sports programs, ethnic media, telephone directories, and more."

After due consideration of everything involved, and determination of what media can best suit the campaign, the next step is to get together with the client to present the agency's recommendations.

"Quite often," he said, "there will be changes and improvements made in the plan, and after having obtained the client's approval we are then able to proceed to purchase the necessary space or time."

Medium against medium

Collins told the broadcasters that instead of complaining to the agency, as some do, about not being included in certain campaigns, "it is important for you to recognize that before you begin to compete station against station, you should compete medium

against medium — television against radio, television and radio against newspapers, magazines.

"The more successfully you can sell television or radio, as a medium, the greater are the chances of more dollars coming to your own station.

"This, of course, is why you have industry sales organizations—the Radio and Television Sales Bureaus.

"And while your station representatives also do excellent work in this regard, they should not be expected to take full responsibility for this task, since their most important job is to sell your own market and station. If, for example, an advertiser has planned to invest in national magazines, there is not too much that the individual station representative can accomplish in the way of materially affecting this decision."

Most advertising budgets are not sufficiently large to cover all regions and population levels of Canada, and Collins said he believed it is safe to say that most advertising campaigns tend to concentrate in the larger markets of 100,000 and over, which account for over half of Canada's population and retail sales.

"Unfortunately," he said, "this limits the revenue potential of stations in smaller markets but I would also point out that, even in the large

markets, not all stations can expect to receive a share of most campaigns."

Go out after business

Although he had mentioned the problem of budget limitations, Collins said "many advertisers always seem to be able to find money for a good advertising proposal.

"I think it is here that the station manager faces the greatest challenge to prove his sales ability.

"I would respectfully suggest that, before complaining about the loss of business, you ask yourself how much you really know about the client's product in your market. What volume does the product enjoy? Does it have good distribution in the stores? Who buys it? When are the best sales periods? How good are the client's relations with the trade? How well do you know the sales force? What might be done to promote and merchandise the product more effectively?"

Collins said "it may be that this kind of investigation will give you ideas for a media proposal which will help your station representative get that extra business for you."

He could not guarantee success every time, but, "unless you do make the effort, you can be sure that nothing much is ever going to happen," he said.

Les **BONNES NOUVELLES !** toujours ■

par

BROADCAST NEWS

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS



une industrie un pays

Les deux principaux groupes ethniques du Canada sont des participants actifs de l'Association Canadienne des Radiodiffuseurs. Trois cent quarante stations des deux langues officielles du pays en font parties.

Cinquante-sept stations radio-phoniques et neuf stations de télévision de langue française sont des membres énergiques de cette association.

Ces stations contribuent à faire de l'ACR le représentant-élé des radio diffuseurs à travers le pays et elles contribuent véritablement à promouvoir l'entente mutuelle des deux cultures à l'intérieur d'un Canada.

The two Canadian cultures are both actively represented in the membership roster of the Canadian Association of Broadcasters by 340 member stations of both languages.

Fifty-seven radio and nine television French-language broadcasting stations are keen and energetic members of the association. They not only make the CAB truly representative of private broadcasting throughout the country, but also contribute enormously to mutual understanding between the two cultures of one independent Canada.

one industry one nation

THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS



Quebec's commercial television will generate a \$2-billion market for the food industry

"IN THE PROVINCE OF QUEBEC, television is now firmly entrenched as the number one advertising medium. 96 per cent of all households in Quebec own a TV set and view television for an average of seven hours and one minute per day."

In a presentation by the rep house of Paul L'Anglais Inc., Montreal-Toronto, facts and figures were given to point up the statement that "commercial television in Quebec will help the food market to generate total retail sales of \$2,000,000,000 in 1968," a sum estimated by the Quebec Ministry of Industry and Commerce.

The brochure states "the million-plus households of the province are attracted to the TV screen, more than any other province and possibly more than any social unit in the world.

"The television environment in Quebec makes it the best advertising vehicle for food marketers. They can present their products and services in a particularly efficient and economical fashion."

In a breakdown of figures on the television impact in Quebec, quoting BBM 1968 for estimates in January of that year, Quebec has a total population of 5,937,000, with total households numbering 1,440,000 of which

1,392,000 have television. 81.2 per cent of the population has French as its mother tongue, for a total of 4,821,494 persons.

Adults 20 years and over number 3,362,700, with teen-agers, 13-19, accounting for 826,700 and children twelve and under totalling 1,748,330.

Viewers of the 16 TV stations in the province, of which 13 are French and three English, spend an average of 49 hours and twelve minutes per week watching TV, four and a half hours more than for the national average for Canada.

Average daily viewing in Quebec is seven hours and one minute, better by 38 minutes than the national daily average.

The L'Anglais presentation emphasizes that 89 per cent of all the adults in Quebec watch television some time during the average day.

A TvB 1968 survey, on the public's source of news, pointed out that in news TV is tops, and in the province of Quebec 62 per cent favor television compared to a national average of 45 per cent.

"Most believable news" brought a response of 57 per cent from Quebec, against a national figure of 43 per cent. 64 per cent in Quebec listed TV as their source of information about new products or services, compared to 61 per cent for all of Canada.

In an analysis of cost efficiency, the average prime time cost per thousand on Quebec's 16 TV stations, ranges from a low of 82 cents for CHAU-TV Carleton to a high of \$2.44 for CKMI-TV Quebec.

A tabulation of the advertising budgets of the 25 largest food, drug and toiletries advertisers in 1967 shows the average per cent spent on television was 79.5, while audience figures for three top markets, Montreal, Quebec and Chicoutimi, during some of the top programs, in prime time, shows that "commercial television in Quebec penetrates deeper into Quebec households than any other medium."



FRENCH HOSPITALITY SUITE WINNERS, Mr. & Mrs. W.R. Campbell of Scarborough, Ont., left via Air Canada on January 4, from Toronto, for their two-week all-expense-paid vacation in Guadeloupe in the French Caribbean. The Campbells won their trip as the main prize in the hospitality suite of Paul L'Anglais Inc., during the 1968

ACA Convention. It was made possible by CFTM-TV Montreal, JPL Productions and Paul L'Anglais Inc. Shown bidding the happy couple bon voyage is A. L. d'Eon, of the Toronto office of Paul L'Anglais Inc. Campbell is an account executive with Willis Advertising Ltd., Toronto.

in Montreal

SEVEN* of the top **TEN** TV prime time shows

are seen on **2** ...key station of **THE FRENCH NETWORK**

FRENCH
TELEVISION

INFOGRAM

RADIO-
CANADA

NO. 1 RATED "MOI ET L'AUTRE" (FOR SECOND STRAIGHT YEAR)

AND RUNNERUP "RUE DES PIGNONS"

HEAD LIST OF SEVEN CHANNEL 2 PROGRAMS

AMONG TEN MOST POPULAR IN MONTREAL METROPOLITAN AREA.

SIX OF THESE ARE ORIGINAL FRENCH TV NETWORK PRODUCTIONS*!

Popularity Winners

- Moi et l'autre*
- Rue des Pignons*
- La Soirée du Hockey*
(Saturday Night)
- Le Paradis terrestre*
- Les Belles Histoires*
- Les Couche-tard*
- Ma sorcière bien-aimée

radio-
canada **french** television
sales

Radio-Canada Television Sales
Montréal: 868-3211, local 1421 • Toronto: Zenith 6-3500
New York: Enterprise 6350

(Long Distance tolls paid from New York and Toronto
— just dial the L.D. Operator).

* Based on Nielsen Broadcast Index, November 1968

DAYTIME TELEVISION

has a
PRIME AUDIENCE
in Montreal

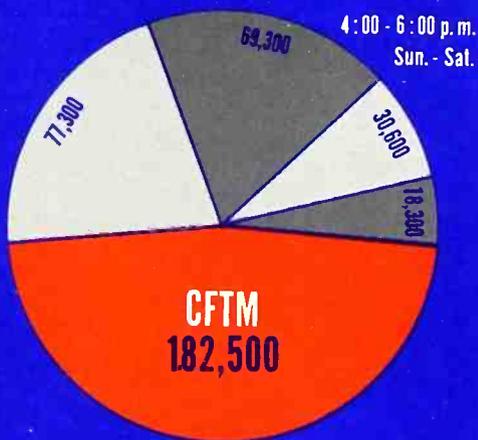
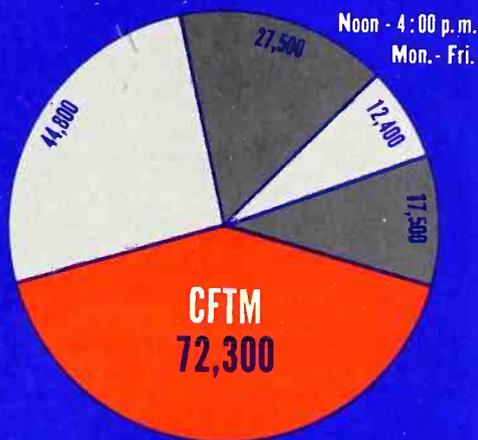
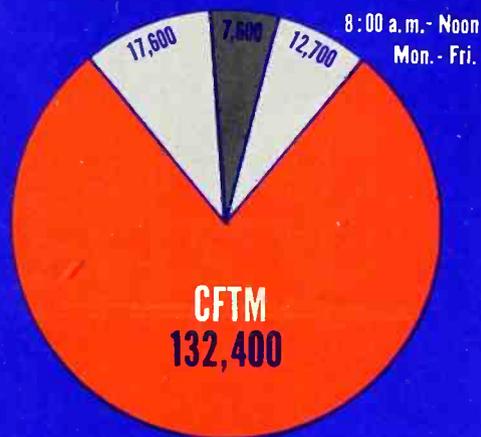
most of it tuned to
CFTM-TV
throughout the week

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



REPRESENTATIVE **PAUL L'ANGLAIS INC.**

HOUSEHOLDS TUNED



Reference A. C. Nielsen

N.B.: November 1968



TORONTO
2160 Yonge Street
487-1551

MONTREAL
1405 Rue de Maisonneuve
526-9201

NEW YORK
500 Fifth Avenue
244-0552