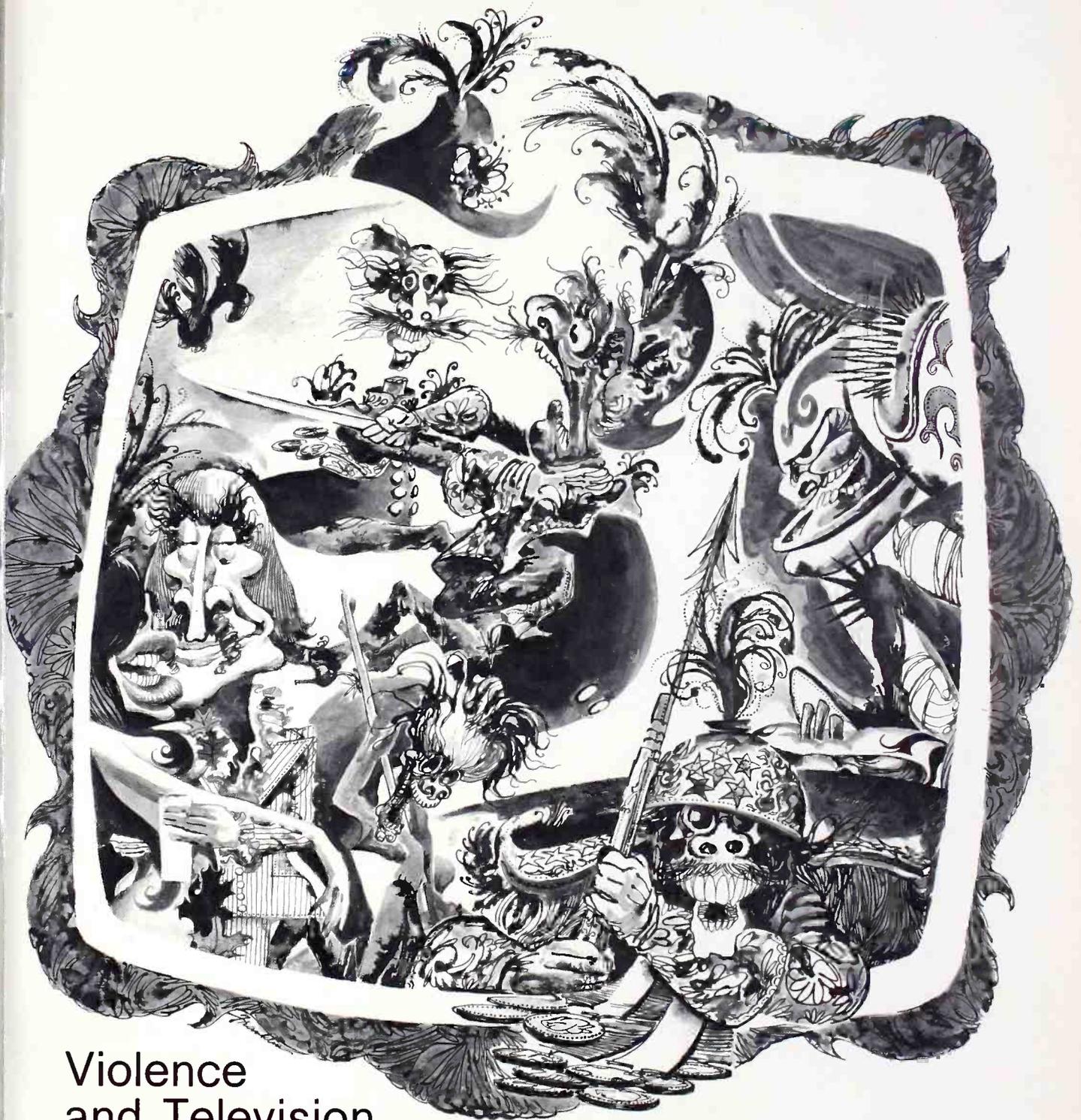


NOVEMBER 1969

Broadcaster



Violence
and Television.
Plus **Fall Directory Issue**



VOLUME 14



FOR IMMEDIATE TELECASTING

45 STAR-STUDED MOTION PICTURES (29 IN COLOR)

BACHELOR FLAT
 THE BIG GAMBLE
 THE BIG SHOW
 THE BLUE ANGEL
 BUS STOP
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 THE HORROR OF
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THE HUSTLER
 IT HAPPENED ONE SUMMER
 JET STORM
 JOURNEY TO THE CENTER OF
 THE EARTH
 THE LEOPARD
 THE MAN WHO FINALLY DIED
 MARINES, LET'S GO
 MOVE OVER, DARLING
 MOZAMBIQUE
 MR. HOBBS TAKES A
 VACATION
 MURDER, INC.
 A NICE LITTLE BANK THAT
 SHOULD BE ROBBED
 NORTH TO ALASKA
 THE OTHER WOMAN

THE QUEEN'S GUARDS
 A RAVISHING IDIOT
 THE ROOKIE
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 SING BOY SING
 SINK THE BISMARCK!
 SODOM AND GOMORRAH
 THE STORY OF THE COUNT OF
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 TENDER IS THE NIGHT
 THESE THOUSAND HILLS
 24 HOURS TO KILL
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Judgment is the only solution to TV's violence problem

Not only the American broadcasting industry, but the whole United States, seems caught up in a panic over the acts of violence which seem to have avalanched beyond all control over the past few years, and, in many instances, television seems to be taking the blame.

It was on account of the blame being levelled at American television that the industry-owned Television Information Office in New York has taken an objective look at the whole problem of violence, especially as it in any manner involves TV.

An adaptation of the bureau's presentation, which appears on page 17 of this issue, lists innumerable opinions from all categories of experts, without expressing an opinion as to their validity, thus throwing the ball back to the industry.

The study is completely American, but is most applicable here, and makes a good contribution to *Broadcaster's* own examination of the situation as it appears in this issue.

The presentation quotes J. Edgar Hoover, who has headed the U.S. Federal Bureau of Investigation since 1924, as saying, some time ago: "The explosive danger to society from excessive television violence is obvious. Concerned authorities feel that brutality and violence are becoming accepted as normal behavior by young impressionable minds."

On the other hand, a Juvenile Court Judge Gardner, in the Los Angeles area, is quoted: "I can't say that, out of a thousand or so kids who come to my court, a single case was caused by movies or by any other phase of the entertainment world."

Which are we to believe?

These two out of so many opinions serve only to indicate how complex a problem it is, a problem which cannot possibly be solved by rule of thumb, or government officials, senators of that broad field of "regulators".

Here are two more completely opposite views which appear in the presentation:

(1) Jim Hagerty of ABC, former press secretary to President Kennedy: "By showing war in its stinking reality, we have taken away the glory and have shown that negotiation is the only way to solve international problems;"

(2) Frederick Wertham, the psychiatrist: "If you want to condition people to accept war and violence, the present TV treatment is excellent . . . hardening us to war and violence, rather than educating us against it."

Again, which are we to believe?

The presentation, while not offering a cut and dried solution, lays the problem squarely in the laps of the individual broadcasters when it says: "The networks are producing many programs which inquire generally into the state of our society and human conditions in it. . . . Many of these programs have been noteworthy. But as network programs, they cannot grapple with local issues in local terms.

There is plenty of evidence in this study to whitewash the broadcasting industry as concerns its responsibility for violence on TV. It can come up pointedly with the question as to whether it should help people shut their eyes to the facts of life, when they are horrible facts, encouraging them to bury their heads in the sand and convince themselves that if they didn't see it, it never happened. Or they can follow the thinking of Jim Hagerty, when he said seeing these things was the best deterrent to war.

Individual broadcasters can, as the presentation suggests, air programs designed to cope with current problems peculiar to their areas. This is fine, and if they do not already do this, quite apart from the violence problem, they are shirking their responsibilities as broadcasters.

But if this is all they do, they are only sending up a smoke screen. In order to prevent what is to themselves undesirable programming going onto *their* air, surely they *must* be perpetually informed about what is going out on that air.

In the United States, in Canada or anywhere else in the world, there is no stock answer to the TV violence problem, except the good judgment of the individual broadcaster, who finds out what all his programs are like before he airs them.

Arbitrarily to ban any drama because it contains a vestige of violence in its story would outlaw most of the great literary works of fiction and would prohibit portrayals of such historic events as the Battle of Britain, the bombing of Hiroshima or the Crucifixion.

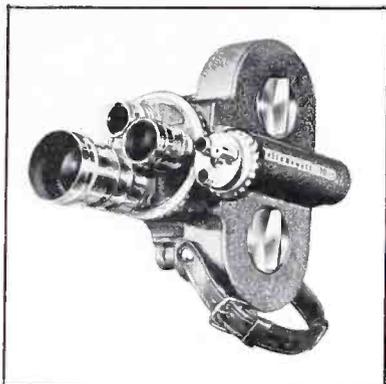
Eliminating actualities of Viet Nam, race riots or fascist demonstrations might delude people into believing that if they couldn't see it, it didn't happen.

Some of the violence in entertainment shows serves no purpose except to please sadists. In the case of news, the test is whether the violent incidents are screened so that the true facts may be better presented, or just for the appeal of violence.

There can be only one deciding factor — the judgment of the actual individual broadcaster. There can be no other solution.

BELL & HOWELL PRESENTS THE PROFESSIONALS

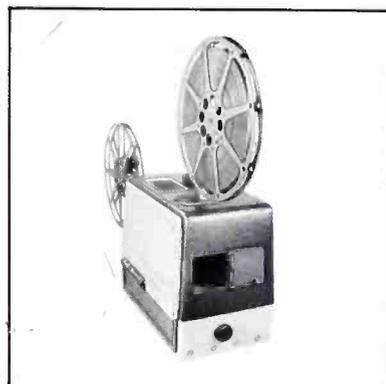
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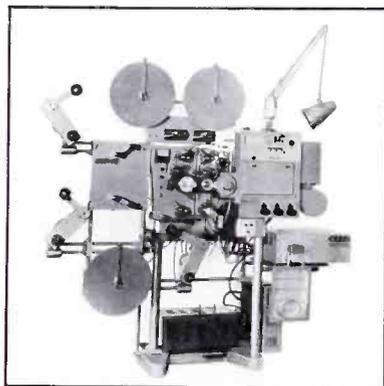


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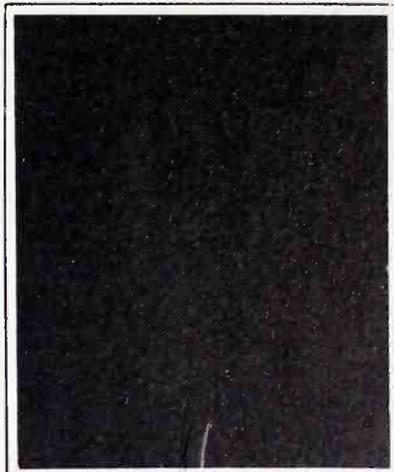
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Broadcaster



Published Monthly By:

R. G. Lewis & Company Limited
17 Queen Street East, Room 128
Toronto 1, Ont.
Tel. (416) 363-6111. Telex 02-21576

Editor & Publisher: Richard G. Lewis

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Hank Skinner, Jill MacFarlane, Barbara
Holleran

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Randall

Traffic & Sales Service: Tracy Rayton

Production & Layout: Margaret Covey

Art Director: Harry Butler

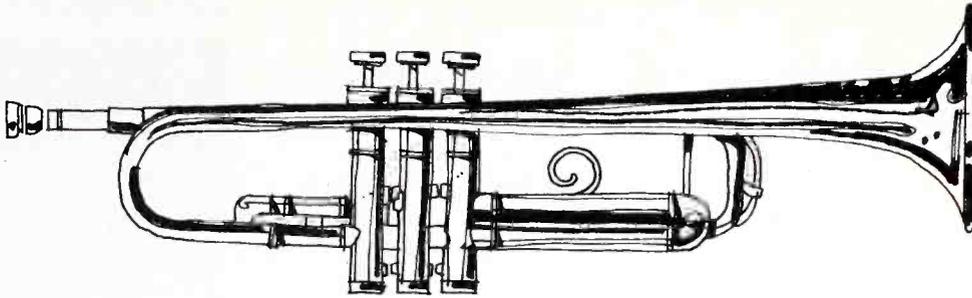
Western Representative: Garth Olmstead
One Bentall Centre, Vancouver 1, B.C.
Tel. (604) 681-8433

Lithographed by: Northern Miner Press
Limited

Circulation Audited by: **ccab**

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SFX: LONGER FANFARE OF TRUMPETS

ANN: That Major Market Broadcasters

SFX: LONGER TRUMPET FANFARE

ANN: Now represents, radio station CJCJ Sydney, Nova Scotia —
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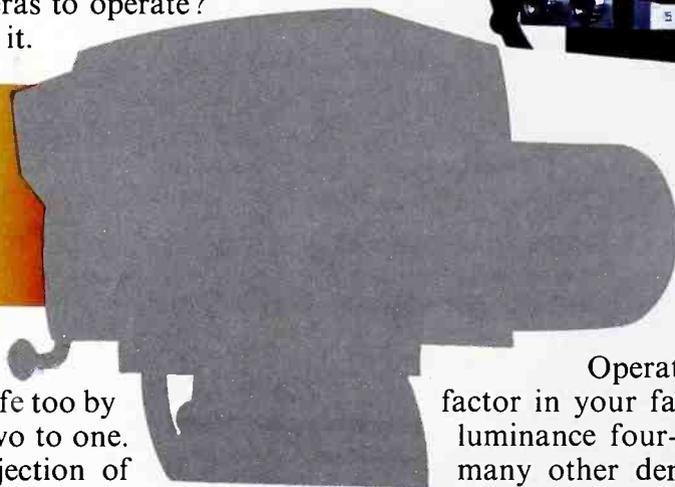
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Communication index showed 8% gain in early November

During the month of October both the TSE Industrial Index and Communication Index were relatively unchanged but substantial market strength became apparent following publication of the White Paper proposals on tax reform. Both indexes increased by slightly over 2% in October alone. However, by November 11, the TSE Industrials were up an additional 3% and the Communications Index tacked on a further 8%.

Early financial community interest and market response to the White Paper proposals were probably the result of the obvious encouragement for Canadians to buy domestic equities. Proposed disincentives for financial institutions, in particular against retaining their present holdings of U.S. securities, is an additional demand factor which may continue to buoy up interest in Canadian equities.

Knowledgeable financial analysts point out the longer term inflationary aspects of the White Paper proposals. The communications group appears to be an obvious beneficiary since earnings are derived from advertising revenues which are closely related to retail sales. The reduction of personal income through tax increases applicable to the middle and high-income groups will be accompanied by a reduction in taxes for lower-income families; the latter tend to spend a higher proportion of their incomes and the effects on retail sales and consequently advertising expenditures appear positive.

Maclean-Hunter Limited was one of the best market performers in early November, moving up from its October 31 price of \$17 $\frac{3}{4}$ to the \$20 range. Earnings for the third quarter of 1969 alone and for the nine months ending September 30, 1969 increased sharply over the admittedly depressed results for comparable figures in 1968. Net earnings for the third quarter was \$0.15 per share as compared to \$0.06 per share in 1968. Approvals were received from the CRTC for a TV rebroadcaster at Burmis, Alberta and for an increase from 50% to 100% of the share of Greatlakes Broadcasting which owns CFCO Chatham and CHYM Kitchener. New applications have been filed for minority interest participations for cable television systems in Calgary and Sudbury. Maclean-Hunter has also agreed to purchase 50% of CKLW-TV Windsor. The Bassett (CFTO-TV) interests are buying the other half. The purchase price of the station is \$5

million U.S. Both transactions are, of course, subject to CRTC approval.

Southam Press Limited showed no particular price change during October but advanced more than 10% in early November. Earnings for the third quarter of 1969 amounted to \$0.55 per share (prior to a capital loss item) compared to \$0.48 per share in 1968. Earnings for the nine months ending September 30, 1969 were \$2.02 per share, compared to \$1.79 per share in 1968 which represented a 13% increase over record earnings the year before.

The market price of **Selkirk Holdings Limited** remained at approximately \$14 during the month of October. Third quarter earnings at \$0.10 per share were sharply higher than the \$0.04 per share of the third quarter 1968 due to the receipt of much higher cash dividends. The size of the third quarter increase was sufficient to pull up earnings for the first nine months overcoming the earnings decline of the first six months. Selkirk received approval from the CRTC for its purchase of approximately 11% interest in B.C.-Television. Agreements have been entered into to purchase the 85% of outstanding shares not already held in Niagara Television, CHCH-TV, Hamilton. Consideration for this transaction involves issue of 721,280 Selkirk 'A' shares and \$4.5 million cash. This indicates the total value of the station is being evaluated at approximately \$18-\$19 million. The majority of additional Selkirk shares to be issued are expected to go to Southam

Press for its present 35% interest in CHCH-TV.

Standard Broadcasting Ltd. was a strong performer in early November moving to the \$14 range from its October 31st price of \$13. Earnings for the six months ending September amounted to \$0.23 per share compared to \$0.19 $\frac{1}{2}$ per share in the 1968 period. While revenues rose 19% the increase in net earnings was a lesser 17% as inclusion for the first time of profits from the expanding Muzak operation restricted profit margin improvement in the current year.

Announcement of a \$5 million convertible preferred issue depressed the price of **Western Broadcasting Ltd.** from its \$24 level at the end of September 1969 to \$22 $\frac{5}{8}$ on October 31st followed by subsequent recovery in early November. The prospectus disclosed revenues for the five months ending August 31, 1969 were up 9.5% while net earnings rose a smaller 5.2% due to increases in depreciation and interest expense. The proceeds from the current financing will be applied to reduce bank loans incurred by a build-up in WBC's interest in BC-Television and to acquire a 37.2% interest in express Cable TV as well as all the outstanding shares of Bentley Broadcasting Ltd. (CHQR Calgary). The latter two acquisitions involve the issue of WBC common shares. Both applications still remain to be heard by the CRTC.

Cover Story

In some quarters television is considered to be a mirror of the society in which we live.

What Toronto Globe & Mail caricaturist Ed Franklin has depicted in his cover illustration is the battlefield on which this "revolution" that is happening in our North American society is taking place.

A society when all men are heroes and violence exists in many forms. The gaudy glitter of costumes surrounding the commercialism of professional sport (football) of which calculated violence is a large part of its appeal. The similar glitter and glamor of uniforms, badges and sophisticated weaponry that overshadows the individuals in war.

The violence of business where the only apparent yardstick for success is measured in terms of monetary return.

Perhaps violence is an integral part of all frontier societies. The U.S.A. and Canada appear to be striving towards a new frontier with all the stresses and strains resulting from a people looking for a new identity.

The front cover is how one man sees violence and television.

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NEWSCAST

Pelletier Issues Changes in Ownership

Two changes described as major have been announced by State Secretary Gerard Pelletier concerning foreign ownership of Canadian broadcasting systems.

One is a redefinition of "eligible Canadian corporation" to allow licensing of corporations without share capital as well as those with share capital.

Mr. Pelletier said in a statement the other abandons the requirement that a Canadian corporation be restricted to three tiers of corporate ownership between the broadcasting licensee and Canadian citizens.

In its place, the government is directing the Canadian Radio-Television Commission to define Canadian ownership along the same lines laid down in the income tax act for newspapers and periodicals.

Both revisions apply to the cabinet order-in-council dated last March 27th.

The statement said the CRTC now has to be satisfied in regard to the redefinition of eligible corporate structures that each is "beneficially owned and controlled by Canadians".

By abandoning the former three-tier system, the intention was to make voting shares available to Canadian citizens generally and to broaden the base of Canadian public ownership of broadcasting.

It is said the CRTC, with a view to increasing possible sources of investment funds for the "relatively new industry", can permit participation by such financial intermediaries as pension funds, trust funds, mutual life investments, credit associations, certain mutual funds and other non-share corporate entities.

The CRTC was empowered to accept a company statement as evidence of Canadian ownership of shares of any class of shareholding of one per cent or less. This would overcome the difficulty of recording and analysing small shareholdings in broadcasting companies.

Mr. Pelletier's statement said the new direction in the two revisions in "evidence of the government's continuing determination to maintain and assure Canadian control and ownership of the broadcasting industry, which has been the unswerving policy of Canadian governments for the last 35 years".

New Sales By Warner Bros. - Seven Arts

Forty-one new Canadian sales of Warner-Bros.-Seven Arts television feature films, including volumes 4,5,7,8,9,10,12,14; Starlite 1 & 2, WB 1,2,3,4 and the Fast 23 have been announced by Wm. K. Moyer, general manager, Canadian TV distribution.

Stations signed for sales were CKX-TV Brandon, Manitoba; CBCT Charlottetown, P.E.I.; CBKMT/CBKRT Moose Jaw/Regina, Saskatchewan; CHOV-TV Pembroke, Ontario; CKBI-TV Prince Albert, Saskatchewan; CKSO-TV Sudbury, Ontario; CKCB-TV Sydney, N.S.; and CBLT Toronto.

Also, CJDC-TV Dawson Creek, B.C.; CFPL-TV London, Ontario; CFTK-TV Terrace Kitimat, B.C.; and CBWT Winnipeg, Manitoba.

Further, the Canadian feature film roundup included the Tele-Metropole Corp., of Quebec stations: CHAU-TV Carleton; CJPM-TV Chicoutimi; CKBL-TV Matane; CFTM-TV Montreal; CFCM-TV Quebec City; CJBR-TV Rimouski; CKRT-TV Riviere de Loup; CKRN-TV Rouyn; CHLT-TV Sherbrooke and CKTM-TV Trois Rivieres.

U.S. Radio Revenue Is Up 12.7%

The U.S. Federal Communications Commission says radio broadcasting bounced back from a poor year to reach a new high in profits last year.

AM and AM-FM stations were generally profitable, the FCC found, but radio networks and independent FM stations continued to find the financial going difficult.

On the whole, U.S. Radio revenues were up 12.7% in 1968 to more than one billion dollars. Profits increased 40.3% to \$113,400,000.

In 1967 radio profits dipped, despite increasing revenues, from 1966 earnings of more than \$97,000,000 to \$81,000,000.

J. Walter Thompson Earnings Show Substantial Increase

J. Walter Thompson Company reports net earnings of \$714,000 for the quarter ended September 30, 1969, as compared with \$443,000 earnings for the third quarter a year ago.

For the first nine months of this year, earnings of the worldwide advertising agency were \$3,805,000 compared with \$3,022,000 in 1968, a 26% increase and a record for any nine-month period in the company's history.

Per share earnings for the third quarter of 1969 were 26 cents as compared with 18 cents for the third quarter of 1968, and \$1.52 vs. \$1.23 for the first nine months of this year as compared with the similar period in 1968. Relative improvement in per-share earnings was somewhat less than the percentage increase in total earnings because of the increase in the number of shares outstanding.

JWT's total billings, including capitalized fees, to clients were \$163,800,000 in the third quarter of 1969 and \$502,573,000 for the first nine months. These figures show an increase of 22% over the 1968 third quarter billings of \$134,780,000 and 16% over the agency's billings of \$433,513,000 in the first nine months of last year. Commissions and fees received by the company were \$75,386,000 in the first nine

months this year, as compared with \$65,027,000 in the same period in 1968.

Dan Seymour, President, said that the company is now estimating that total billings and capitalized fees for the year will exceed \$700 million, including unconsolidated advertising operations. He added that this will represent the 29th successive year of growth for the company. If this volume is attained, it will be the largest dollar growth in annual billings in the company's history.

McCorquodale Appointed Head Of CBC Program Policy

The Canadian Broadcasting Corporation had announced that Barry D. McCorquodale of Ottawa has been appointed Director of Program Policy for the CBC.

Mr. McCorquodale, who is 41, has been assistant Director of operations, planning and evaluation since 1965. He succeeds Donald L. Bennett, recently named director for the Prairie Provinces.

Mr. McCorquodale is a graduate of the University of Manitoba. He worked for the *Winnipeg Free Press* and the Manitoba Education Department before joining the CBC in 1954.

CKRW Signs On

Canada's newest radio station, CKRW, Whitehorse, signed on the air November 17.

Production manager, Ron McFadyen, says the new station, powered at 1,000 watts at 610 kilocycles, is farther north and farther west than any other commercial radio station in Canada.

The new operation has a middle-of-the-road format. It is owned by Klondike Broadcasting Company Limited and managed by Al Jensen.

Aubrey Appointed Head Of MGM

A former head of CBS-TV, has been named President and Chief Executive of Metro-Goldwyn Mayer.

Fifty-year-old James T. Aubrey replaces Louis Polk who has held those posts since January.

The appointment, made in an MGM Board Meeting in New York, climaxes a battle by Kirk Kerkorian, Las Vegas financier and hotelman, to gain control of the motion picture firm.

Kerkorian had announced that through his wholly-owned Tracy Investment Company that he had obtained 40% of MGM's outstanding shares.

Named as directors were Kerkorian, Aubrey, William Singleton, Tracy's general counsel, and James D. Aljian, Tracy's secretary-treasurer.

Edgar Bronfman, who owns about 16% of MGM stock, and John Loeb, Jr., resigned as board members. Bronfman had been Chairman.

Cable Revenue Rises 41.5%

The Dominion Bureau of Statistics says total operating revenue of the cable television industry in Canada rose 41.5% between 1967 and 1968 to \$31,300,000 from \$22,100,000.

Monthly service charges amounted to \$27,900,000 and operating expenses were \$26,400,000 for 1968.

The 1968 operating profit was \$4,900,000 an increase of \$3,200,000 over 1967.

Belleau Named Special Assistant To Ouimet

The programming officer at CBC head office in Ottawa, Jean Belleau, has been appointed special assistant to Marcel Ouimet, vice-president of programming.

Mr. Belleau will replace Bruno Comeau who died last September. He joined the CBC in 1960 and before going to the head office was newsroom supervisor at the network's French-language station in Ottawa.

Eico To Handle Robins Products

Eico Canada Ltd., Weston, Ontario, have been appointed to handle the Canadian distribution of all cassettes, magnetic recording tape and audio accessories manufactured by Robins Industries Corp., New York.

H. W. Cowan, general manager of Eico Canada, said Robins products are being stocked at the Weston facility for immediate availability in the Canadian market. Eico also services distributors throughout Canada, providing off-the-shelf deliveries from a local warehouse.

Y & R's Resdan Commercial Is Award Winner

Young & Rubicam, Ltd., Toronto, creators of the TV commercial for Resdan called *Dragnet*, were Canadian recipients this year for the Silver Award presented at the New York International Film and TV Festival on October 17.

The agency's effort won in the "TV Commercial, Live Action between 30 and 60 seconds" category and depicted a Canadian couple being stopped at the U.S. border by customs officers for "smuggling" Resdan. The commercial was produced by Jim Olsson, written by Sid Fassler, and had Doug Caswell as the artist.

Olsson and Caswell attended the banquet in New York to receive the award on behalf of the agency and vice-president and creative director John Rindlaub.

Also announced by Young & Rubicam was the appointment of R. James McCoubrey to the staff of their Montreal office.

McCoubrey, formerly with Procter & Gamble and Doyle, Dane & Bernbach, will work with the Montreal account management group and will be assigned to the Johnson & Johnson account.

CCBA Vetoes Permanent President For CAB

Rumors of an impending reorganization of CAB management by appointing a permanent paid president, seemed to be scotched as far as CCBA was concerned, by a vote of confidence in Jim Allard, executive vice-president of the parent CAB.

Last September, following the Atlantic Association of Broadcasters Convention, concern was expressed by the CAB board over the present system of electing an honorary president and leaving the administration of the association in the hands of the executive vice-president.

At this time a committee was set up, under CAB past-President Ray Peters, to look into the situation. The feeling seemed to be that it is extremely difficult to pick a strong president year after year on the present voluntary basis, able to devote sufficient time to the CAB, and that a permanent paid president might fill the bill.

In terms of long range planning, there seemed to be a feeling among the CCBA members that a potential successor to Allard, who is 55, should be brought onto the staff to share his responsibilities and be ready to take over on his retirement.

Television Is Short Of Creative People

A top television executive says television is desperately short of first-rate creative people.

Perry Lafferty made the comment at a meeting of the Hollywood Radio and Television Society. Lafferty is Western Program Chief for CBS-TV. He and his counterparts at NBC and ABC were questioned at the meeting by TV critics.

Appearing with Lafferty were Herbert Schlosser of NBC and Steve Mills of ABC. Some of the questions fielded by the three TV executives and their answers:

"With the supply of old motion pictures dwindling, is it possible that some day movies now in theaters, with sex and flesh themes, will be on TV?"

Schlosser — "Many films in theaters today will never play on TV. If the over-all theme is unacceptable, no amount of editing will save such a picture."

Lafferty — "We are desperately short of first-rate creative people. There are a limited number of ideas that will work. A series has to be as simple as the paper clip. That's what's hard about it."

Schlosser, Lafferty and Mills agreed no increase of movie programming is likely.

In response to another question, Schlosser said he didn't believe television today is inferior to TV offerings of ten years ago.

Lafferty was asked why the "Leslie Uggams Show" failed. He said: "We put her in one of the toughest time slots" — opposite NBC's "Bonanza."

New Video Recorders From Japan

Two Japanese manufacturers have announced the development of video tape recorders.

Sony Corporation has introduced a "Videoplayer" that it says can be connected readily with any standard color television set to reproduce immediately a color picture on the screen with sound.

The device may also be used with a black and white set. It uses cassette tapes that Sony said can be loaded and unloaded easily.

The color videoplayer is expected to "ultimately" cost \$350 in the United States. Sony says it will start marketing in Japan in late 1970 and in the United States soon thereafter.

The other manufacturer, Matsushita Electric Industrial Corporation, says it has developed a recorder which can reproduce a color picture on a TV screen with sound.

Matsushita says it will produce the video tape recorder in two types — one using cassettes and the other using ordinary open tape reels.

Matsushita says it plans to market the open-reel type in the summer of 1970 and the cassette by 1972.

No prices were given by Matsushita.

RCA Corporation recently announced a similar development.

Bureaucrats Too Concerned With Hiding Truth Says CBC President

An end to the "traditional animosity" between governments and their information services has been urged by the president of CBC.

Dr. George Davidson, who opened an information officers' conference being held in Victoria, in conjunction with Colombo Plan talks here, said in an interview many bureaucrats are "too concerned with hiding the truth."

In his opening speech to information officers from the plan's 24 members, he said elected representatives must mobilize their information services in the battle for increased foreign aid.

Governments had two outlets at their disposal, the public media and their own information branches.

He said both play a part in presenting the case for foreign aid, but, elaborating after his speech, he added that many information functions are hamstrung by the attitudes of their own elected leaders.

"It sometimes happens that information officers are instructed not to talk to newsmen until they have cleared the matter with their superiors. . . . Information services cannot work that way."

He outlined the basic function of information officers as being to present the case for the government and to point out stories which were "quietly relevant," but not hot news.

Trudeau Urges Change In Radio-Canada

Prime Minister Trudeau says he is confident the CBC's top management will succeed "in Making the output of Radio-Canada a good one — beneficial to Canadian unity."

He told reporters in Ottawa that his recent criticism of the Corporation's French-language network was not intended as a threat but as an indication of government support for management policies.

Mr. Trudeau attacked dissemination of Separatist-oriented programs by Radio-Canada during a Montreal speech and a TV interview.

He said the publicly-owned Corporation's French-language section could be placed under a trusteeship of closed entirely if changes were not made quickly to present more balanced news reporting.

Yost Disturbed By ETV Decision

The executive controller of Metropolitan Educational Television of Toronto, Elwy Yost, says he is "disturbed" by the announcement of state secretary Pelletier that the federal government has decided not to broaden Canada's educational broadcasting industry.

Mr. Yost said the bill that set up the agency was "a good one" and Mr. Pelletier's reasoning that technological advances warrant further delay in establishing a national authority is what Mr. Yost called "a fallacy of technological procrastination".

Landry Named Manager CFNS

Jacques Landry has been appointed manager of CFNS, Saskatoon, the local French-language radio station.

In making the announcement, company President, Dr. Maurice Demay of Regina, said Mr. Landry would take over his post in January. He succeeds Ray Marcotte who is joining the federal civil service.

UNICEF Symbol — An Empty Plate

An empty plate is the stark symbol being used this year by UNICEF Greeting Cards to dramatize the needs of underprivileged children around the world. The multi-media campaign will be carried by magazines, newspapers, television, radio, car cards, and P.O.P.

Because the sale of UNICEF Cards provides funds to help needy children in many different ways, the creative problem was to provide some effective kind of centralized visual impact. A comparison of the theme presentation in the various media is interesting — especially in relation to print and color TV. As usual, UNICEF has received wonderful co-operation from the advertising world at large in their Christmas promotion. Cusack Advertising Associates Limited handles the UNICEF account with George Anastas as account supervisor.

Boyle Blames Public

The public is to be blamed if "bad broadcasting" continues in radio and television programming, the vice-chairman of the Canadian Radio-Television Commissions said Thursday.

Harry Boyle, a former CBC Radio broadcaster and producer, told journalism students at the University of Western Ontario that "it makes it difficult to change certain aspects of broadcasting when the public is so passive."

He said persons who complain most about broadcasting programming usually refuse to testify at public CRTC hearings.

A Monochrome/Color Camera From Ampex

The Ampex Corporation has introduced a new monochrome TV camera to the market which can easily be converted to meet future color requirements of educational, military and commercial television stations.

Designed for studio and remote use, the new model BC-210M is a monochrome version of the Ampex BC-210 and has a single plumbicon pickup tube. The BC-210 comes equipped with two plumbicon tubes.

The conversion of the BC-210M to full broadcast color capability is accomplished by adding a single coloring channel. When this is done, the BC-210M performs identically to the BC-210.

This eliminates the almost 80% loss broadcasters incur when selling their monochrome cameras, plus the additional expense of approximately \$75,000 for each new color camera.

The BC-210M weighs 35 pounds and uses lightweight camera cable less than two ounces per foot and .47 inches in diameter. The new camera is 8½ inches wide, 13½ inches high and 20½ inches long with viewfinder. It produces studio quality pictures with scene illumination of 30 foot candles. When upgraded to color it weighs 50 pounds and has the same dimensions.

Delivery of the new camera is expected in late 1969.

No Xmas Broadcast

Queen Elizabeth has decided to drop her annual Christmas Day broadcast to Britain and the Commonwealth this year.

Buckingham Palace announced today that the Queen's message will be in written form for publication in newspapers and for broadcasting, but there will be no formal television or radio appearance.

However, the Queen and the Royal Family will attend Christmas morning service in ancient St. George's Chapel at Windsor Castle and this service will be televised for the first time.

Later in the day, the BBC will rebroadcast the TV film *Royal Family* in color. This film runs about 90 minutes and has been shown in the Commonwealth and many other parts of the world.

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Violence

“To seek the causes of violence in modern life in television programs is to put one’s head in the sand, to deny the truth of man’s nature and to seek a culprit to explain problems one does not wish to face.”

—Tom Wicker, The New York Times.

Television in North America is a giant—the most powerful means of mass communication. ■ In the myriad of problems and challenges facing the television industry is the question of Violence! ■ Psychiatrists, psychologists, social scientists, newspaper columnists, educators, governments, agencies, minority pressure groups and untold others are currently engaged in studying the “problem”. ■ Recently a United States national commission on violence said: “Violence on television encourages violent forms of behavior and fosters moral and social values about violence in daily life which are unacceptable in a civilized society.” ■ **In Canada, starting next month**, a special Senate Committee on Mass Media, headed by Senator Keith Davey will, according to the Senator, investigate violence on television because “real live, honest-to-god violence has a more profound influence and effect on viewers than a western where someone breaks an artificial chair over somebody’s head”. ■ He said his committee wants to set standards that can best serve the public and he said, it is a matter of defining taste. ■ Whether or not there is a “solution” to the “problem” is not the purpose of this report. ■ In the following pages we have assembled a collection, of thoughts, ideas and opinions, both pro and con, in the hope that they will stimulate serious consideration by all concerned, particularly the legislators, because in the words of Donal MacNamara, head of the American Society of Criminology, “...a wrong diagnosis leads to incorrect and inadequate remedies.”

TELEVISION ... VIOLENCE ... AND THE BROADCASTER

In an attempt to examine violence in society, to review what is known about the relationship of television to violence and to determine how these considerations can, or should, affect the conduct of broadcasters, the Television Information Office of the U.S. National Association of Broadcasters recently prepared a comprehensive presentation on television violence.

The following is part of that presentation and is printed with the kind permission of the Director of TIO, Roy Danish.

As it is in life, violence on television is complex and we must be careful to distinguish its categories. There is the *real* violence of the *real* world, reported in news programs and documentaries. This violence is clearly different from the *fictional* varieties. First, there is the violence of real situations realistically depicted as part of substantial drama and, second, the clearly unreal, symbolic violence which is used as part of entertainment and which we call, in Sir Julian Huxley's term, "ritualized violence," or "fantasy violence." Whichever term you use, it refers to the symbolic, stylized type which is substituted for the real thing.

The famous photograph of South Vietnam's National Police Chief shooting a VC in the head — does, of course, show real violence. Such pictures make it clear why the Viet Nam war is referred to as the first television war. The picture was reprinted by all the other media, but it is television's power to convey this kind of event in sight, sound and motion, with immediacy, that has led some people to question whether such things should be reported at all. Jim Hagerty of ABC has clearly stated a widely-held view among broadcasters about such reporting. He said, "By showing war in its stinking reality, we have taken away the glory and have shown that negotiation is the only way to solve international problems."

Frederick Wertham, the psychiatrist, took Hagerty to task for this view: "If you want to condition people to accept war and violence, the present TV treatment is excellent . . . hardening us to war rather than educating us against it."

Fictional violence can be realistic, too, such as the type seen on the spy shows, private eye series, etc. Many critics see TV as a melange of this kind of violence — the Pow! Zap! variety which requires willing suspension of disbelief from the viewer.

Television broadcasters schedule, indeed depend upon, each of these forms of violence, in making up the totality of service which they offer to their communities. To respond properly to public concern, they must continually distinguish among the types of violence depicted on the air, and attempt to understand the nature and the effects of each.

What *do* we know about their nature and effects? The body of informed research written on the subject of television's effects is surprisingly small. A recent article in *The New York Times Sunday Magazine* noted that the most popular writers on child care deal sparingly with television. Dr. Chaim Ginott devotes two pages out of 223 to TV; the Gesell Institute, 3 pages out of 384; Dr. Spock, two pages out of 627. All agree that evidence on TV's effects is, in the *Times'* phrase, "as contradictory as it is meager." Nevertheless, there has been some attempt to study the effects of television. Some researchers say that depicted violence directly causes anti-social acts or attitudes.

Albert Bandura, an experimental psychologist from Stanford, set up experiments in which the behavior of younger children was observed after the showing of a film in which a vinyl Bobo doll — the kind that pops back upright after you knock it down — was hit. He reported a tendency on the part of some children to imitate what they saw in the film. Other social scientists were critical of the way the experiment was designed and they question the value of Bandura's conclusions.

Another experimental psychologist, Leonard Berkowitz of the University of Wisconsin, conducted experiments on depicted violence. He had the subjects, pairs of college students, perform a task together. As they were doing their task, one of them, students who were actually confederates of Berkowitz, insulted the other subject. Then some of the subjects were shown a particularly

rough scene from the movie *The Champion*. Berkowitz then gave the subject who had been insulted a chance to get back at the person who had insulted him by giving him an electric shock. Berkowitz found that students who saw the fight film gave more severe shocks than those who had not.

Crime and violence shows arouse an appetite for violence

Probably the most vehement, and widely publicized, proponent of the view that television violence is harmful is psychiatrist Frederick Wertham. Dr. Wertham's feeling is based on his personal study of some 300 clinical cases. He has said, "Crime and violence shows arouse an appetite for violence, reinforce it when it is present, show a method to carry it out, teach the best way to get away with it, stimulate the connection between cruelty and sex (sadism), blur the child's awareness of its wrongness. That is the curriculum of the school of violence."

Other researchers have concluded that there is no direct causative relationship between depicted violence and anti-social acts or attitudes. The main thrust of their conclusions is that television violence must be considered in the light of all influences on the personality, including family, friends, church and neighborhood.

Dr. Wilbur Schramm, Director of Stanford's Institute for Communication Research, points out that TV is only one influence on children. He said, "The roots of this criminal behavior lie far deeper than television; they reach into the personality, the family experience, the relationships with others in the same age group as the delinquent or criminal individual. At most, television can be merely a contributory cause, and is likely to affect only the child who is already maladjusted and delinquency prone."

Dr. Joseph Klapper, of CBS' Office of Social Research, has observed: "Crime and violence in the media do not in and of themselves make delinquents of otherwise socially wholesome children. . . The place to apply effective therapy may well be on the child himself."

Dr. Bruno Bettelheim, psychiatrist and director of a school for disturbed children in Chicago, feels that young people must learn about violence. In a *Saturday Evening Post* article he wrote that children should be exposed to violence as part of reality in order to develop their ability to handle violence within themselves.

A Swedish psychiatrist, Dr. Olaf Elthammar, reported on a recent study of 160 young people, 11 to 18, in Stockholm, during which they were shown films with a heavily violent content. Examinations revealed "no perceptible reaction in 80% of the subjects;" transitory minor reactions in 20%, chiefly sleeplessness, which in a few cases persisted for several nights; one case of prolonged depressive reaction which the psychiatrist attributed to underlying prior personality problems in the subject. Dr. Elthammar found no difference in the "aggressive reactions" of groups of delinquents and non-delinquents included in the study who were shown a film called "Crime in the Street."

Sheldon and Eleanor Glueck, criminologists associated with Harvard Law School, have not dealt with mass media as such, but rather with factors they consider most important in shaping future behavior patterns.

From a study of 400 traits and factors which might affect personality and behavior, the Gluecks isolated three principal ones; discipline of a boy by his mother; supervision by the mother, family cohesiveness. Some 300 youngsters were rated by the New York City Youth Board according to these factors, and followed up over a ten-year period, predictions having been made at the outset as to the likelihood of each boy's becoming a delinquent.

The Board reported that predictions of delinquency based on these three factors proved 85% correct, and predictions of non-delinquency 94% correct, thus underscoring the importance of complex familial and personality factors as determinants of behavior. Nowhere in their reports do the Gluecks or the Youth Board mention television.

Research has failed to uncover any evidence that TV and films cause persistent lawlessness

Not unexpectedly, psychiatrists, psychologists and social scientists not only tend to arrive at differing conclusions within their respective disciplines, but also to disagree rather plainly with each other.

Dr. Wertham said this about studies in which people are asked to fill out questionnaires or are used in experiments: "The much-used

questionnaire method is not enough. Even if they want to, children cannot tell you whether or how much they have been influenced. Artificially set-up experiments to measure aggression are not adequate either, because children are not rats."

Professor James Halloran of Leicester University criticizes Wertham: "As a sociologist, I do not feel that Wertham supports his case with valid or objectively measurable evidence."

Berkowitz points to shortcomings in the approaches of Bandura and another experimenter, O. Ivar Lovaas: "If we were to extrapolate freely from some of these studies such as the experiment by Bandura and Lovaas, we might expect to find definite delinquent trends among ardent TV and movie-viewing children. . . Survey research (in contrast to anecdotal case histories), however, has failed to uncover any evidence that television and films cause persistent aggressive lawlessness."

In short, there is much disagreement among the various social scientists. Dr. Paul Lazarsfeld, a pioneer in communications research, makes this point: "The effect of television on children is controversial not because some people are against crime and others for it; it is controversial because so little is known that anyone can inject his prejudices or his views into the debate without being proven wrong." Thus, Lazarsfeld sums up for us the state of current knowledge on TV's effects: we don't know much, and we need to know a lot more.

There may be a shortage of facts, but there certainly is not a shortage of opinion! J. Edgar Hoover, for example, declared some years ago: "The explosive danger to society from excessive television violence is obvious. Concerned authorities feel that brutality and violence are becoming accepted as normal behavior by young impressionable minds."

On the other hand, Donal MacNamara, head of the American

Society of Criminology, sees no such connection. "There is no adequate research or case material to support the conclusion that such shows incite, stimulate or cause the commission of criminal acts by the viewers, juvenile or adult," he said, adding: "Such misconceptions and mistaken explanations of crime and delinquency causation are dangerous because a wrong diagnosis leads to incorrect and inadequate remedies."

Marthe Gross, a writer and Sunday School teacher, quoting a religious educator at a conference studying the subject: "Churchgoers scold television for depicting violence. Isn't this grasping the problem by the wrong handle? We should be more concerned about the violence in our nature than that on television."

A statement by Juvenile Court Judge Gardner in the Los Angeles area pointed out: "Anything might be said to lead to delinquency — movies, plays, newspapers, writing on back fences — but I can't say that out of a thousand or so kids who come to my Court that a single case was caused by movies or by any other phase of the entertainment world."

Violence on television cannot be studied in isolation

Professor Halloran, whom we cited earlier, takes a broad view which helps to sum up both research and opinion: "Violence on television cannot be studied in isolation. We need to look at the whole social and economic structure of society . . . no state of mind, no perceptual patterns, no needs, no reactions, no effects, no criticisms, and no condemnations can be fully understood unless these factors are related to those forces in society which both produce and require the violence. In a manner of speaking, society gets the violence it deserves or, perhaps more

"There is no convincing evidence either way, to show what impact the mass media have as a springboard to any kind of human behavior. And it is impossible to devise an experiment to determine whether exposure to violence on TV increases the probability of violent behavior.

Picking the media as a source of evil is symptomatic of a kind of thinking in our society. It's so easy to say, 'Stop TV violence and we will stop real violence'. It takes the monkey off our back. It says the simple thing.

I suggest the real instigator, the real provoker, of violence in our society is the men who run it — the men who have built a society that uses violence as a major control method."

*Dr. Frank Ervin
Associate Clinical Professor of Psychiatry
Harvard University, speaking to Women's
Auxiliary
Massachusetts Medical Society.*

accurately, it produces the violence it needs." To us, this seems fair and basic.

Now, given this imperfect state of knowledge about the television medium, and crime and violence, what has the broadcaster done, and what more can he do?

The industry's first reaction has been to point out that, although we do not know enough about possible relationships between depicted violence and actual behavior, we must respond to the public's concern that some risk may exist and take steps to reduce the levels of depicted violence.

This is being done. For example, the Saturday morning monsters are less evident this fall and may be gone altogether by next year. Network manuals of procedures are being reviewed. Scripts of new dramatic programs are being scrutinized closely. Producers have been instructed to be doubly careful to avoid gratuitous violent acts. Even programs already on film are being edited where possible. How much is being done, and how fast, is a question tied to problems of inventory and the speed of responsible program production.

As to real violence, the position is relatively simple and clear. Television has an extremely important news function. It is the general public's leading source of news of the world, and the medium most people believe in most strongly. Therefore, TV must and will report news as it happens, accepting always the special obligation to do so within the bounds of taste, and never to report more sensationally than the facts warrant.

With regard to *fictional* violence our position is less simple but no less clear. Call it what you will — violence, conflict, confrontation — this basic form of dramatic tension has been with us since the earliest Greek theatre. The great tragedians wrote of murder, incest and unspeakable crimes. They believed that witnessing such confrontations produced catharsis, or release of emotion, in the audience. In theatrical humor, the pratfalls and beatings of the comedies of Aristophanes and the slapstick of medieval French farce were the ancestors of the *Coyote* and the *Roadrunner*.

**There is no simple
once-and-for-all rule
that will end the matter**

As Jack Gould wrote in *The Times*, violence in some form is a dramatic staple, and its continuance as a desirable dramatic theme is inevitable. In response to expressed public concern, however, program content must be, and will be, continually examined for appropriateness and suitability. I stress continually, for there is no simple once-and-for-all rule that will end the



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matter. The control of dramatic violence, the defining of its place in the entertainment scheme, is a open-ended process in which each case will be decided on its own merits.

In view of the community and press reactions which we have seen, it seems to us that the local broadcaster can and should respond in several ways. First, he should point out what we do know, and what we don't know, and what we conceive our obligation to the community to be.

Having made this position and obligation clear, what more can the broadcaster do? A great deal. As a trustee of his community's public attention, he can focus public concern on the real, the substantive complex of causes of violent anti-social attitudes and acts, the local issues and problems which create hostility and frustration. In this area lie the broadcaster's and the community's most important obligations and opportunities.

The networks are producing many programs which inquire generally into the state of our society and human conditions within it: *Of Black America*, *Time for Americans* are among these. Many of these programs have been noteworthy. But as network presentations they cannot grapple with local issues in local terms.

The real causes of violence lie elsewhere

Individual stations have created many exceptional programs aimed at clarifying and dramatizing local problems and needs, at opening the lines of communication between segments of the community. *Opportunity Line*, begun in Chicago, is now placing job seekers in 15 cities. Boston's WBZ-TV schedules public service announcements helping jobless viewers and the U.S. Employment service. There are hundreds of examples, but as much as has been done, more remains still to be done.

In their anxiety to find answers to society's problems, many people have used television as a scapegoat. But not only does this over-simplify the situation dangerously, it also does the community a positive disservice. The real causes of violence lie elsewhere.

Harry Golden said it in his column back in 1961: "The same factors that caused delinquency then (when I was a boy), cause it now: poverty, over-crowded slums, marginal life on the periphery of society because of color, race or religion and the sense of hopelessness which this brings."

Basically, it's the same point made in the massive, official U.S. Commission report on the riots of '67: "The record before this Commission reveals that the causes of recent racial disorders are

"TV is perhaps the salvation of the world, depending upon how freely and completely it covers the myriad of events in all walks of life as they evolve from moment to moment in this swift kaleidoscope of marvels and horrors we live in. The spate of bang-bang Western shows, James Bond, sex and violence, soap operas, bird-brained panel games, giveaway contests and other antics addressed to millions of bored, tired and frustrated Americans of both sexes and all ages is, in itself, perhaps a very valuable outlet for otherwise short-circuited misery and rage. TV may well be a God-sent answer to a very screwed-up swarm of people, and it may, through showing us and not telling us, put a brake on the population explosion, expose war as it really is (pretty awful), and prevent evil people from getting a grip on the masses of their countrymen."

Frank Harvey
An excerpt from his book,
Air War-Vietnam.

imbedded in a massive tangle of issues and circumstances — social, economic, political, and psychological — which arise out of the historical pattern of Negro-white relations in America . . . ghettos, segregation and poverty."

Interesting to note, too, is what that Commission, which was headed by Governor Kerner of Illinois, said about the role of the media in the riots. The Commission had criticisms of television in individual instances. It felt some bad judgment had been displayed and there had been incidents of sensational treatment of some material. But on the whole, the Commission concluded, television could not be cited as a cause of the riots any more than it could be cited as the cause of any other events which it reports.

There are increasing signs fortunately, that the broadcaster is not alone in his struggle to make his community aware of the real causes of violence, frustration, misery and discontent. Businessmen are becoming increasingly aware of their obligations and of the opportunities for active social participation in the community.

A full-page ad in the *Wall Street Journal* was headlined "A company ought to have a purpose beyond making money!" It is another sign of the growing management interest in social involvement. Business firms are looking for ways to involve themselves in broader problems, and many are turning to television as the vehicle for that involvement. The broadcaster, with the support of other businessmen, thus is being enabled to extend his efforts to focus on those real root causes of violence in order to stimulate social action. Through this partnership, he can also increase and improve the totality of his service to his own community.

To reiterate Donal MacNamara's pointed observation — that wrong diagnosis leads to inadequate remedies — the broadcaster can help the community to avoid the quick, easy and dangerously false diagnosis which leads to the incorrect remedy, thus wasting the community's energies and its

substance while the real problems are left unsolved.

The broadcaster can develop a frank dialogue with his area's opinion leaders, pointing to the inadequacies of viewing television as a scapegoat that is charged with causing violence, and pointing to television as the constructive social force it actually is. The more the station is involved with its community, the easier and more rewarding the job will be. By underscoring his involvement, the broadcaster can help to build community support which means so much in the constant re-shaping and re-evaluation of his service to the community.

PAUL MULVIHILL & CO. LTD.



Rodger Hone

Mr. Paul Mulvihill, President of Paul Mulvihill & Co. Ltd., takes pleasure in announcing the appointment of Rodger Hone to the television sales division of the Toronto office.

Through his affiliation with several well-known Canadian agencies he has gained extensive experience in media buying and planning. He joins the Company from the sales force of a major consumer publication, where his position has entailed all aspects of the sales function.

To Be Violent . . . or Not To Be Violent

by Jill MacFarlane

In the past two years the television industry has spent almost as much time soul-searching about violence as it has about cigarette advertising. Commissions, educators, political representatives, parents — all, with varying degrees of concern — have pointed to television as one of the major villains in the current increase of violence in all strata of North American society.

Mixed with the public outcry about violence are the results, often conflicting, of public and private investigations.

The first fact to emerge, of course, is that violent behavior is no newcomer to mankind. As far back as Aristotle it was noted that only fear of punishment keeps most men from violent acts. In fact, Aristotle was quoted as saying: "The generality of men are apt to be swayed by fear rather than by reverence and to refrain from evil rather because of the punishment that it brings, than because of its own foulness."

In another place, at a later time, Sigmund Freud observed: "The very emphasis of the commandment 'Thou shalt not kill' makes it certain that we are descended from an endlessly long chain of generations of murderers, whose love of murder was in their blood, as it is perhaps also in ours." Freud was also responsible for presenting us with the psychological catch — all called the "death wish". He intimated that, what with the difficulties and discomforts of suicide, the death wish can be transmuted into aggression, bursting forth in a multitude of violent ways, and serving as a basic motive for murder and other crimes of violence.

Not everyone goes along with this. Dr. John Spiegel, Director of the Lemberg Centre for the Study of Violence at Brandeis University, Waltham, Mass., says, "I don't believe that it is natural for human beings to kill and act aggressively towards others. That view is not generally accepted today. I certainly don't believe it". Dr. Spiegel looks at aggressiveness as a response. "People act aggressively and violently in response to stress and irritants in their environment. Change the environment and you change the nature of the response."

Many modern psychiatrists are inclined to feel that violent behavior is learned. People brought up in an

atmosphere of violence find it easier to indulge in violence themselves with a looser conscience and a minimum of guilt feelings. The slum child may learn the efficacy of his fists long before he learns to rely on his brain to get him out of tight spots. Clashes between opposing factions — either of race or religion — rarely occur between people who have never seen or participated in violent acts before. Those who do not live in an atmosphere of violence are more likely to reach their goals by peaceful means.

Which brings us back to television. Does TV aid in the development of the "atmosphere of violence"? Brilliant, bright, colorful, noisy, it allows murder and mayhem to leap into the midst of the family group, giving undergraduate George a graphic lesson in how to fight off policemen on the campus — shocking Mother with close-ups of bleeding soldiers at the front — and treating baby Michael to the

entertaining sight of a cartoon kitty being crushed into the sidewalk by an oversize boulder.

In the United States, the National Commission on the Causes and Prevention of Violence released some interesting findings: Eight out of every ten plays contain some violence and there is some violent act presented at the rate of seven times per hour. Also, a careful tally showed that there are six hundred separate acts of televised violence each week. On television, violence is, on the whole, presented as a customary method for dealing with a problem.

And yet, from the American Television Information Office, comes the news that most Americans do not consider TV a big contributor to violence. Of twelve suggested causes, TV news ranked ninth, and TV entertainment ranked 11th. High on the list were the family factors of lack of control and discipline, the use of drugs, and too lenient laws.

At this point, studies would seem to indicate that there is a definite barrier between the "lives" on the TV screen and the lives in the home watching it — a sort of Glass Curtain, so that television may be in the room but not of it. Even the smallest child is aware of this barrier. He knows you cannot eat the

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Munchies, Crunchies, and Sugar Bunchies in the brilliant commercial, but that Mommy is in the kitchen preparing real food. He may watch with glee as the bad cowboy (in the black hat) pitches to his death from a rifle shot, but he knows that if he hits his sister there will be immediate repercussions.

And yet some effects *do* penetrate the glass curtain. Like an interloper comes the insidious suggestion that sometimes violence is "all right" — that there are many reasons for striking out at the world, or striking down your opponent.

Dr. Ralph Conant, also on staff at the Lemberg Centre for the Study of Violence, has said, "Americans have always taken the position that violence could be justified as an instrument of last resort in the achievement of critical national goals or in face of a external threat."

As Canadians, we see this position clearly stated in many of the programs produced in the United States and carried on our local stations. How, it may be asked, is a strong good man going to be the hero if he isn't allowed to crush the evil villain? How many times does one hear about the "War for Peace" — the "Battle for Truth" — the "Crusade for Good"? (You might remember that the original Crusades were the direct cause of some of the bloodiest battles in the history of Christendom. Never mind "Thou shalt not kill".)

This is where we get into personal rationalizations for violent behavior — the reasons given by honest, ordinary, generally peaceful people for their occasional violent lapses. All revolutionary forces believe that whatever violence they use is only for the "good". The old-time duelling cavaliers were engaged in an "affair of honor", they would never have called it "murder". And the modern city gang of aggressive youths would insist that they keep their own rules and act in what is to them a "reasonable" manner for the setting in which they find themselves.

The father of a little girl who has been criminally assaulted "naturally" expresses his desire to "kill" the offender. Given the opportunity, he might do just that. With his bare hands. It is easy to see the reasons for his desire, and also easy to see the differences between his motivation and the violence of the street gang. But are his reasons any more well thought out, his motivations any more genuine, than those of the young boys in the street gang? Like them, he is striking out in revenge for something that has hurt him, reacting with "bad" because of a situation for which he can see no "good" answer.

Perhaps television must accept at least part of the blame. The villain "must" be punished (the villain being anything from a vicious criminal to the intangible target of society itself) — and the "good guy" satisfied with revenge.

But who is to choose good guys and bad guys? Each of us is trapped in our own egocentric world, looking out with fear and hope and fighting back in whatever way we know against the things that hurt or threaten us.

But if television is right there presenting a clear view of the ways people are fighting back these days, then it is almost in the position of a teacher. "Look at this. Like, man, this is the way it's *done*."

At the Eisenhower Commission on Violence, Professor Albert Bandura of Stanford University stated that experiments into the behavioral effects of televised violence shows that TV violence virtually teaches violent behavior to the viewer. He added, however, that "whether such behavior will actually be performed is determined by many other factors and the most that can be said is that television violence increases the probability that actual violent behavior will occur".

Therefore, the effect of what is basically only a communications medium is that it can be too effective. Events in the news are flashed around the world in time for what might have been only a local "incident" to inflame students, or minorities, or politicians half a world away — and in the same day. There is an unfortunate short fuse effect. When the powder keg of violence explodes in one location it is able through the marvellous on-the-spot news coverage of television to ignite powder kegs in who knows how many other locations.

There is no time to apply any logical thinking to the *desired* effects of the original explosion. This may eventually be one of the areas where censorship can be judicially applied, but the mere word "censor" raises so many hackles it is doubtful if it can ever be utilized for significant improvement. Certainly, *not* showing events on the news could never be a sensible answer — pretending things haven't happened won't make them go away.

As far as plays and dramas go, a recent excerpt from the NBC Code of Broadcast Standards states carefully: "Violence should never be present for its own sake, for shock effect, or as an audience stimulant and should never be carried to excess. Depictions of violence are to be justified as an expression of conflict "only to the extent essential to the advancement of plot or the depiction of characterization." Canadian networks have already taken

steps to limit the amount of violence presented on their schedules, even to the extent of dropping certain American programs which rely on violence to capture an audience.

Not to be forgotten, of course, are the many Hollywood products that find their way onto the smaller screen. The newest offerings may have the hero-cowboy fighting nothing but his own conscience (Oedipus on a horse) but there are still plenty of old-time movies to reward the late viewer with as much gore and suffering as he can assimilate.

One of the best results of these old thrillers, of course, is that to sophisticated modern man they seem not so much horrific as terribly funny, which may be a hopeful sign that television can teach good things as well as bad. When the result of a "showdown" seems ludicrous, we might dare to believe that modern man would prefer an intelligent outcome.

Which brings us to one of the most hopeful stages of TV's history — the stage it seems to be entering right now. More and more producers are demanding, and more and more writers are presenting, the many other facets of human life, not just violence in all its forms. Even sadism, the warped bridge between sex and violence, may be finally on its way out. Sated with the lush fruits of nudism, murder, and cruelty the general public and the industry itself is beginning to seek the rarer fruits of understanding and achievement. Already the bulk of "specials" deals with mankind's hopes for the future — dramatic new techniques in surgery and medicine, fantastic strides in technological development, and new emphasis on conservation, the only battle where if anyone loses we all lose.

And side by side with TV's inspirational programming is a trend that is new only because it has been missing for so long.

The gentle pendulum of sentiment is slowly but surely swinging back into the picture. It seems only a matter of time before violence takes a back seat and a new hero emerges — the thinking man who feels emotions but is learning to understand them, who exercises his brain, not just his muscles, projects his mind instead of lashing out with his fists — the strong man who is not afraid to be gentle.

"In disturbances resulting from protest marches, the television cameras didn't seek the violence, the violence sought the camera."

*Richard J. Daley
Mayor of Chicago.*



Barris Beat-West

by Alex Barris

Hollywood — Bob Goulet hasn't lost his Canadian contacts, or his business sense. He is now a partner in Vidicam of Hollywood, which is operated by two former Torontonians, Percy Curtis and Bill Quenville.

Vidicam of Hollywood is an offshoot of the Canadian company of the same name, started some four years ago by John Lowry, Bill Quenville and electronics engineer Hans Mantel. Although Vidicam in Canada has been used on many shows, the Hollywood operation has had a tough uphill struggle and is only now showing signs of paying off.

In August, Vidicam of Hollywood shot the film portions of *The Singers* for Mel Torme — Bill Foster Productions.

This CBS special was so successful, that some five more shows will spin off it, and possibly a series. Vidicam also got aboard a big upcoming NBC Special, *From Hollywood With Love*, starring Ann-Margret. (The missing "a" in "Margret" is neither more nor less logical than the absent "a" in "Barbra" Streisand.)

There's also some negotiating going on between Vidicam and Yongestreet Productions, the new mini-conglomerate formed by the merger of Frank Peppiatt and John Aylesworth and Nick Vanoff and Bill Harbach. Nick and Bill have long been associated with *Hollywood Palace*; Frank and John are currently engaged in preparing the second season of their brainchild, *Hee-Haw*.

Together, Nick & Bill & Frank & John have various projects, from specials to pilots to series. And Vidicam hopes to get into the action.

The next shot in the arm to TV production, both here and elsewhere, could well be financed by cable system operators. The FCC indication that CATV will be expected to originate some programming is expected to result in a substantial spurt in TV production — particularly for independent producers and packagers.

Bernard Rothman, another Canadian expatriate, lives in Hollywood, but doesn't seem to spend too much time here. He spent last spring in England producing the Liberace summer series for CBS. Now he has plans for a trip to Toronto to produce one or two Bobbie Gentry specials, probably for CTV.

Another constant traveller is Al Hamel (ex-Torontonian, of course) who lives in the Hollywood area but spends most of his time in San Francisco, hosting *The Anniversary Game*, which he and his partner, Bill Yageman, produce for ABC.

Speaking of San Francisco, the police there keep raiding *Oh, Calcutta!* every night to stop its sexy scenes. I heard about a hippie who is all in favor of these police raids, "At least," he reasons, "it keeps them off the streets."

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Television Violence – a Canadian view

“Man was born in Africa and the keystone of his heritage is violence”, said playwright-turned-anthropologist Robert Ardrey. The excerpt came from his book, *African Genesis*, which was quoted by Bob Blackburn in the *Toronto Telegram* supplement, *The Sixties*.

Blackburn also stated that “television came under heavy criticism for having educated a whole generation to believe that there was no problem so great it could not be solved with gunfire.”

“Some segments of the TV industry made a conscientious attempt to tone down the violence content of their programs”, he said, “and they lost their audiences.”

He felt that it became fashionable to blame TV since its inception “for everything from bedwetting to the assassination of presidents. . . Most such excoriation of the medium is nonsense”, he said. “TV is blamed for all the wrong things for all the wrong reasons.”

“But”, Blackburn added, “TV is the very personification of what’s really behind it all: The communication explosion.”

Even *Fortune Magazine*, in an October article on News, by Max Ways, wrote of television’s special bias: “Most of TV’s faults have descended from print journalism; it multiplied its inheritance, while finding some distortive formal biases of its own. The artistic bias inherent in the TV medium affects the behavior of the actors in the news. The ‘demonstration’ becomes a dominant form of social action rather than the petition, the political debate, the lawsuit. Other media are drawn toward covering, as best they can, the disorderly scenes that television covers so superlatively. There have been months when a consumer of news might wonder whether anything except demonstrations was going on in the U.S. Such over-concentrations on one kind of news in a society where thousands of currents are running is a sure way of walking into another ambush, perhaps more grave than that represented by today’s disorderly products of yesterday’s inattention.”

Fortune also ran a few explicit pictures on “How news makes news” and the now-most famous of the collection shows a South Vietnam National Police Chief executing a Viet Cong captive. Viewers were shocked as action pictures of the scene were shown on

television and one commentator even “mused on how difficult it is to balance such a scene by simply reciting the known fact that the Viet Cong frequently kill prisoners.”

Other pictures were captioned: “Instant TV coverage of the mixup between cops and protesters at the 1968 Democratic Convention in Chicago probably exaggerated the importance of the rioting, and certainly colored the proceedings inside the convention hall,” and “An anti-Humphrey rally in Manhattan was organized around the sure knowledge that TV would be fascinated by TV’s effect on the participants.”

A final picture said: “Resurrection City, destination of ‘the poor people’s march’ on Washington last year, would not have made much of a story for print journalism. But TV lingered lovingly upon its photogenic tableaux of militant misery. The White House was deluged with protests from the TV watchers.”

Such was the story of news-worthy real and live violence shown on television in the States. But possibly the Americans overplay the aspect of violence on TV. Possibly it is the accepted way of life in America where their society has lent itself to a violent nature.

In a CBS news special, shown Tuesday, October 21, at 10 p.m., football was the topic, and its history over the past fifty years was typified with films of the first games and of its heroes over the decades.

The program portrayed the players as crunching, boisterous, teeth-grinding individuals who seemed to enjoy the constant turmoil the game offered. Perhaps this is the backbone of their nature. But regardless, football itself is an accepted part of the Sunday afternoon way of life, and whether violence is a part of the game or not, it would still be watched.

The Silent Majority Comes Into Focus was the title of a news article by Edith Efron in the September *TV Guide*, and in it she points out the apprehension network executives in the States were faced with last year and the second thoughts they were now having.

“The Riots. Chicago”, she says. “They stick like giant burrs in the newsmen’s minds – symbols of the clash between them and the majority of the public”. Here the network news people were chided about giving too

much play to the radicals and even about having too many radicals within their own news departments.”

In response to public disapproval, they were now going to tone down the programs that accented what was wrong with society and start showing what was right, she wrote. Its spirit, strengths, weaknesses and absurdities would be the new themes. Biased reporting would be given intensive soul-searching by TV newsmen since the expressive 56% of viewers thought they were unfair.

The Silent Majority was going to be recognized. Not just the militant blacks or the unruly youths who rioted on university campuses. It would be the local cop, the little storekeeper, their views and attitudes which emerge logically from their interests and their values.

Another question of violence on television arose when *TV Guide* asked: “If the networks have decided to bow to what appears to be public opinion against excessive TV violence, perhaps the individual stations should go along too. It would mean buying from the syndicators only those series which did not feature violent action”.

TV Guide added that judging what constituted violence in a show was up to the individual station operator, but the networks, who control a fair amount of syndication, could make it a little easier by withholding some of these violent programs.

“The bearer of bad news is often confused with the author of bad news, and therein lies a problem that plagues us all when we report the disagreeable and disturbing things around us. There are, unfortunately, those who would blame a mirror for what they see in it.”

Roger Tatarian
Vice-president and Editor,
United Press International.

All these facts regarding TV violence eventually had to affect Canadian networks, and, in a letter from the CBC on that subject, Peter Campbell, general supervisor, program policy and planning, stated some of the corporation’s views on violence:

“The Corporation shares the concern about violence in television which has been expressed by community leaders and social scientists in Canada and elsewhere. While there is room for debate about the cause and effect relationship between violence in television and outbursts of violence in society, our view is no broadcaster can abdicate responsibility for making judgments in this field.

"We have made it a practice not to broadcast entertainment programs which have unduly exploited violence and not to schedule a large number of program series built around a theme of violent action. In the Information area, we cannot refrain from reflecting the realities of our rather violent times but we would not dwell upon scenes of violence merely for sensational effect. In the field of drama, the use of violence must be justified by strict standards of dramatic integrity. Violence for its own sake or as a substitute for other dramatic values is not acceptable.

"We think that special attention should be given to children's programs, including cartoons: It is not our view that the young should be sheltered from the realities of life, but neither do we think that children are emotionally prepared for full adult doses of this sort of material. We are at particular pains to prevent the creation of hypertension in the young by such means as gimmicky camera work and distorted sound. We are aware that it is often the quality which creates more tension and disturbs more children than sheer quantity of stereo-type scenes of violence.

"In general, we have a concern that scenes of violence should not be treated as entertaining spectacles to be exploited for sensational effect. A particular problem which arises these days is the intrusion of cameras into a scene of riot or disorder. There is evidence that in some situations the presence of TV cameras has had a modifying effect on violent incidents. In other cases it seems that the presence of cameras has provoked violence. We clearly would consider that every precaution should be taken to ensure that the presence of our reporters and cameras should not be used as a provocation."

Knowlton Nash, director of news & public affairs at CBC, commented on TV violence from the news side of programming. He felt the Chicago riots and resulting violence seen on television were only part of the real occurrences, which, when seen live, were on a much larger scale.

Nash added that the violence which occurred in Chicago and violence which might erupt in other cities had to be reported, but in perspective. "You have to relate violence to the cause of that violence — what caused it? Who? Why? How?", he said.

"There is also a desire now to give more background and in-depth research of people and incidents connected with violence", he said, "such as the girl who was killed in New York recently." The reporter who covered that story went into the girl's background; her parents, homelife and friends, and found some

"In past years there was no question television did rely excessively on violence as an end in itself, not as a legitimate implementation of characterization or narrative, and it was disagreeable on grounds of taste, let alone any other concern. But there is the accompanying peril of sterilizing the medium to a point of absurdity, of giving TV a handy excuse for discouraging or ignoring classics in which violence may be an inherent ingredient.

But if television is expected to exercise sensible discretion in its behavior, governmental bodies should examine the medium in the light of its present conduct, not as it might have been at some earlier period. TV is entitled to the benefit of the fairness doctrine that the medium is expected to apply to others."

*Jack Gould
New York Times
Sept. 19, 1969.*

answers to those whos, whys and hows.

Expanding on the question of TV cameras on the scene of an incident, Nash said: "The cameras have to be unobtrusive when filming riots or acts of violence. Cameramen should be set up in concealed areas or on the tops of buildings to keep the subjects from knowing they're being filmed. If it's known that cameras are present, it could lead to a distortion of reality, or it could provide a stimulant for the rioters".

Nash pointed out further that Torontonians shouldn't be too smug in thinking riots on the University of Toronto Campus, or for that matter anywhere else in Toronto, couldn't happen. "They weren't expected in Detroit, because with the motor industry, there were supposed to be enough jobs for everyone. But they happened", he said.

Thom Benson, acting CBC director of entertainment programs since Doug Nixon's departure, stated: "There is more violence expressed on TV through daily expositions of news stories from around the world than there is in entertainment."

"Real life violence is immeasurably more shocking than films or television shows", said Benson, "and a lot on this question of TV violence has to do with what time movies or programs are shown with violence in the plot or characterization, and what type of audience they're being played to".

Benson added that the current concentration on sex and violence was only a phase society was going through. "Following a revolution of arms and ideologies — new mores are inevitably established. Within a few years, we could become, in a moral sense, mid-Victorian", he said, "and new attitudes will develop towards violence and sex; violence 30 years from now

may not be anything like that to which we are exposed today."

As for children's programs, Benson felt the cartoons shown nowadays were not very good, but features such as the NFB ½-hour film, which showed an Indian youngster's carving of a boy in a canoe paddling down to the sea, were excellent program material for children. "Kids today are pretty bright in picking out the solid things on television", he said, "and if the cartoons disappeared tomorrow, they wouldn't really be missed."

He concluded that programs from the U.S. in the past year were toned down a bit in violence but added, "If a society projected violence, then it was television's job to show it in perspective."

CTV's president, Murray Chercover, viewed the violence situation this way:

"Our network has a distinct policy in relation to violence and its context in news, information and entertainment programs", said Chercover, "and one of the first rules is that we reject the principle of showing violence for violence's sake".

"The second is for the network to examine the context of violence in programs", he said.

"The third rule is that we examine the intensity of violence, and the quality of it.

"And the fourth is that we try to identify scenes which might frighten or emotionally upset a child in children's programs", he added.

Expanding on the policy, Chercover explained that if the conflict in some shows was within the context of the drama, then violence could be a justifiable settlement if the conflict had a clear sense of right and wrong. But if the conflict wasn't within the context of the drama, then it could be an

undesirable settlement, particularly in children's programs.

"Pain, or the infliction of pain is unacceptable, as are sexual or erotic scenes in children's shows", said Chercover, "and also the demonstration of easily obtainable weapons."

Chercover commented further on television acting as a reflector of reality, and of television creating a massive overpowering reaction to the fact of violence — an example being the recent U.S. moratorium on Vietnam. He also felt that a lack of public pressure on the government and the establishment would exist if the public wasn't fully aware of social ills generally — for example, poverty, depravation and pollution.

"As TV advances in programming and technology, society will become more sophisticated", said Chercover, "But we can't let this sophistication result in bland programming. If we do, television will lose its relevancy as a reflector of real society."

"News is more beneficial than harmful, but there has to be discretion and great responsibility in gathering spontaneous news and showing it", he said, "and as far as advertisers are concerned, some of them watch what they buy in regards to program content, but none of them have any control over that content, nor do they seek editorial control over content."

Patrick Scott had a concluding comment when he wrote in *The Toronto Star*, "The anti-violence mania in U.S. network television has even hit *Bonanza*, forcing the cancellation of a completed episode showing prison dogs attacking a man. NBC would be better advised to ponder the evils of gluttony espoused by *Bonanza*".

80% of Americans do not see television as an important cause of violence

Four out of five Americans do not see television as an important cause of violence, according to a special study commissioned by the Television Information Office of New York for submission to the National Commission on the Causes and Prevention of Crime and Violence, in the United States.

The study, conducted in March, 1969, by R. H. Bruskin Associates, allowed respondents spontaneously and without guidance to name causes of violence. Two-thirds of the respondents (66.7 per cent) named societal/cultural factors, while 37.9 per cent mentioned factors within the family, such as lack of parental control. Only 20.8 per cent mentioned violence in television entertainment or coverage of crime and violence in television news.

Among the societal factors mentioned by the 2,404 respondents were: lack of understanding between blacks and whites, 18.4%; leniency in courts, penalties not strict enough, 9.3%; changing times and general tension, 7.8%; not enough policemen, 7.4%; breakdown in respect for authority, 6.3%; student rebellion and lack of college authority, 5.9%; communism, 4.6%; too much free time, shorter working hours, 4.3%; people want something for nothing, 4.3%; Vietnam war, 4.3%; and use of drugs and narcotics, 3.9%.

Among the family mentions were the lack of parental control and discipline, 33.7%; no responsibility, too much money, 4.0%; and lack of understanding, generation gap, 3.7%.

The Bruskin data reinforce the findings of Roper Research Associates in a national study conducted for TIO last November. While Bruskin asked an open-ended question permitting respondents to suggest causes, the Roper poll asked respondents to rate the importance of 12 suggested factors which might relate to increased crime and violence. Out of the twelve possibilities offered, television news ranked ninth and television entertainment eleventh as "very important" causes.

Heading the list of factors by percentage of respondents considering them "very important" causes of crime and violence, Roper found, were: general breakdown in respect for authority, law and order, 74%; use of drugs, 68%; laws that are too lenient or not letting police do their job, 64%; bad examples set by parents, 60%; conflict between whites and blacks, 50%; poverty and poor housing, 43%. The second half comprised: youthful rebellion, 42%; theatres showing movies with violence and sex, 39%; coverage of

Continued on Page 121

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Mac Lindsay



Cindy Pearson



Murray Porteous

Keeping with the growth of CHYM Radio to the Number One radio station in the Kitchener area, M. John Larke, General Manager, is pleased to announce the following promotions from within the organization, effective immediately. MAC LINDSAY to Sales Manager. With CHYM for the past four years as Promotion Director, Mr. Lindsay will continue to develop local and national sales promotion as well as be responsible for all local on-air sales. CINDY PEARSON to Station Promotion Manager. Miss Pearson has been an integral part of the Promotion Department and her new duties now include all on-air and outside station promotion. MURRAY PORTEOUS to Chief Engineer. Mr. Porteous has been with CHYM for the past two years and as Chief Engineer is now responsible for the overall technical operation of both CHYM and CHYM-FM.



and now a word from Bob Blackburn

At this time of year, there are few parents among the viewing public who have not worked up a giant rage over toy commercials. There probably is no other area of TV advertising which has been so criticized and so regulated, and not without reason.

Actually, I don't think toy manufacturers' advertising is any more reprehensible, as such, than that of any other group. What makes it seem so is the fact that it's directed at an audience which is by nature naive and vulnerable, and which has not yet had time to develop the healthy skepticism which is necessary for consumer survival in the face of the unremitting onslaught of TV's demand-makers.

In fairness to the toy people, it ought to be admitted that much of the parental rage is not philosophical, but rather stems from the fact that such advertising makes it increasingly difficult to bamboozle the kids. A little girl is not so likely to be delighted with a silent, inert doll when she knows there are dolls which walk, talk, throw up, and cry when you stick pins in them.

Little children want everything they see on television, and it's an ingenious parent who can avert Christmas-morning disappointments.

But that has nothing to do with the quality of the advertisements. The consumer-parent has a much more legitimate beef against the toy peddlers. Most toy commercials today are within the laws designed to protect the public against false or misleading advertising. Nevertheless, a great many of them are dishonest — not in a legal, but in a moral sense — and the fact that this dishonesty is being perpetrated on children makes it insufferable.

During today's typical toy commercial, the screen is cluttered with supered warnings — "Batteries not included," "extra doll not included," "simulated demonstration," and on and on.

Now I ask you: Just what the hell significance are these warnings to a child who can't read?

Beyond this useless compliance with the law, most toy advertising uses all the formidable technical resources of the medium to make the product appear in every way more attractive than it actually is.

Just one example is the way the wide-angle lens and clever camera angles are used to give the impression that a model racing-car track layout spreads over acres, when in fact it could be fitted into the average bathroom without seriously interfering with the room's regular functions.

I've had many years' experience with children and toys, and I know from this that the toys advertized in this manner are generally good, honest products. There is no reason they could not be sold for what they are.

Why this moral misrepresentation is practised, I can partly understand. Why it is tolerated by the industry, I cannot at all understand.

The wise parent will spend some Saturday mornings with his children pointing out to them that the toys they see advertised simply will not live up to the image. This sort of instruction of impressionable pre-schoolers is bound to inculcate a cynical distrust not only of television advertising, but of television itself.

But the toy people apparently feel they need not worry unduly about that. They are wooing an exceptionally narrow age spectrum, and their market turns over fast.

And the time when these disenchanting pre-schoolers themselves become parents is too far in the future to worry about while there's an instant buck to be made.

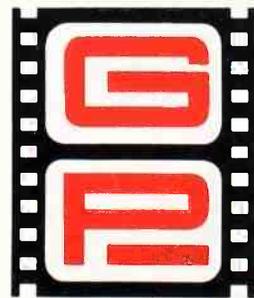
But even knowing full well that a predominant characteristic of the broadcasting industry is its short-sightedness, I still can't understand why the industry hasn't been enraged to the point of drastic action by the way this segment of advertising is encouraging a credibility gap.

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Perhaps all parties might get together and talk it over, because, chaps, you're stinking up *all* your images.



GPI NEWSFILM

gets the message to TV country

GPI NEWSFILM

514-878-9638

1440 ST. CATHERINE ST. WEST, MONTREAL, CANADA

undesirable settlement, particularly in children's programs.

"Pain, or the infliction of pain is unacceptable, as are sexual or erotic scenes in children's shows", said Chercover, "and also the demonstration of easily obtainable weapons."

Chercover commented further on television acting as a reflector of reality, and of television creating a massive overpowering reaction to the fact of violence — an example being the recent U.S. moratorium on Vietnam. He also felt that a lack of public pressure on the government and the establishment would exist if the public wasn't fully aware of social ills generally — for example, poverty, depravation and pollution.

"As TV advances in programming and technology, society will become more sophisticated", said Chercover, "But we can't let this sophistication result in bland programming. If we do, television will lose its relevancy as a reflector of real society."

"News is more beneficial than harmful, but there has to be discretion and great responsibility in gathering spontaneous news and showing it", he said, "and as far as advertisers are concerned, some of them watch what they buy in regards to program content, but none of them have any control over that content, nor do they seek editorial control over content."

Patrick Scott had a concluding comment when he wrote in *The Toronto Star*, "The anti-violence mania in U.S. network television has even hit *Bonanza*, forcing the cancellation of a completed episode showing prison dogs attacking a man. NBC would be better advised to ponder the evils of gluttony espoused by *Bonanza*".

80% of Americans do not see television as an important cause of violence

Four out of five Americans do not see television as an important cause of violence, according to a special study commissioned by the Television Information Office of New York for submission to the National Commission on the Causes and Prevention of Crime and Violence, in the United States.

The study, conducted in March, 1969, by R. H. Bruskin Associates, allowed respondents spontaneously and without guidance to name causes of violence. Two-thirds of the respondents (66.7 per cent) named societal/cultural factors, while 37.9 per cent mentioned factors within the family, such as lack of parental control. Only 20.8 per cent mentioned violence in television entertainment or coverage of crime and violence in television news.

Among the societal factors mentioned by the 2,404 respondents were: lack of understanding between blacks and whites, 18.4%; leniency in courts, penalties not strict enough, 9.3%; changing times and general tension, 7.8%; not enough policemen, 7.4%; breakdown in respect for authority, 6.3%; student rebellion and lack of college authority, 5.9%; communism, 4.6%; too much free time, shorter working hours, 4.3%; people want something for nothing, 4.3%; Vietnam war, 4.3%; and use of drugs and narcotics, 3.9%.

Among the family mentions were the lack of parental control and discipline, 33.7%; no responsibility, too much money, 4.0%; and lack of understanding, generation gap, 3.7%.

The Bruskin data reinforce the findings of Roper Research Associates in a national study conducted for TIO last November. While Bruskin asked an open-ended question permitting respondents to suggest causes, the Roper poll asked respondents to rate the importance of 12 suggested factors which might relate to increased crime and violence. Out of the twelve possibilities offered, television news ranked ninth and television entertainment eleventh as "very important" causes.

Heading the list of factors by percentage of respondents considering them "very important" causes of crime and violence, Roper found, were: general breakdown in respect for authority, law and order, 74%; use of drugs, 68%; laws that are too lenient or not letting police do their job, 64%; bad examples set by parents, 60%; conflict between whites and blacks, 50%; poverty and poor housing, 43%. The second half comprised: youthful rebellion, 42%; theatres showing movies with violence and sex, 39%; coverage of

Continued on Page 121

1490 CHYM

KITCHENER • WATERLOO



Mac Lindsay



Cindy Pearson



Murray Porteous

Keeping with the growth of CHYM Radio to the Number One radio station in the Kitchener area, M. John Larke, General Manager, is pleased to announce the following promotions from within the organization, effective immediately. MAC LINDSAY to Sales Manager. With CHYM for the past four years as Promotion Director, Mr. Lindsay will continue to develop local and national sales promotion as well as be responsible for all local on-air sales. CINDY PEARSON to Station Promotion Manager. Miss Pearson has been an integral part of the Promotion Department and her new duties now include all on-air and outside station promotion. MURRAY PORTEOUS to Chief Engineer. Mr. Porteous has been with CHYM for the past two years and as Chief Engineer is now responsible for the overall technical operation of both CHYM and CHYM-FM.



and now a word from Bob Blackburn

At this time of year, there are few parents among the viewing public who have not worked up a giant rage over toy commercials. There probably is no other area of TV advertising which has been so criticized and so regulated, and not without reason.

Actually, I don't think toy manufacturers' advertising is any more reprehensible, as such, than that of any other group. What makes it seem so is the fact that it's directed at an audience which is by nature naive and vulnerable, and which has not yet had time to develop the healthy skepticism which is necessary for consumer survival in the face of the unremitting onslaught of TV's demand-makers.

In fairness to the toy people, it ought to be admitted that much of the parental rage is not philosophical, but rather stems from the fact that such advertising makes it increasingly difficult to bamboozle the kids. A little girl is not so likely to be delighted with a silent, inert doll when she knows there are dolls which walk, talk, throw up, and cry when you stick pins in them.

Little children want everything they see on television, and it's an ingenious parent who can avert Christmas-morning disappointments.

But that has nothing to do with the quality of the advertisements. The consumer-parent has a much more legitimate beef against the toy peddlers. Most toy commercials today are within the laws designed to protect the public against false or misleading advertising. Nevertheless, a great many of them are dishonest — not in a legal, but in a moral sense — and the fact that this dishonesty is being perpetrated on children makes it insufferable.

During today's typical toy commercial, the screen is cluttered with supered warnings — "Batteries not included," "extra doll not included," "simulated demonstration," and on and on.

Now I ask you: Just what the hell significance are these warnings to a child who can't read?

Beyond this useless compliance with the law, most toy advertising uses all the formidable technical resources of the medium to make the product appear in every way more attractive than it actually is.

Just one example is the way the wide-angle lens and clever camera angles are used to give the impression that a model racing-car track layout spreads over acres, when in fact it could be fitted into the average bathroom without seriously interfering with the room's regular functions.

I've had many years' experience with children and toys, and I know from this that the toys advertised in this manner are generally good, honest products. There is no reason they could not be sold for what they are.

Why this moral misrepresentation is practised, I can partly understand. Why it is tolerated by the industry, I cannot at all understand.

The wise parent will spend some Saturday mornings with his children pointing out to them that the toys they see advertised simply will not live up to the image. This sort of instruction of impressionable pre-schoolers is bound to inculcate a cynical distrust not only of television advertising, but of television itself.

But the toy people apparently feel they need not worry unduly about that. They are wooing an exceptionally narrow age spectrum, and their market turns over fast.

And the time when these disenchanting pre-schoolers themselves become parents is too far in the future to worry about while there's an instant buck to be made.

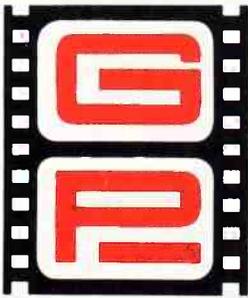
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Television Violence IS Harmful

An excerpt from an article by Senator Claiborne Pell of Rhode Island, which appeared in TV Guide, February 1, 1969

I do not favor any limitation of our Constitutional rights to freedom of speech; neither do I favor the right of any industry to sell tainted food or dangerous drugs free of regulation, nor the right of the television industry to breed violence in our society if indeed it does.

The basic question of course is just that: what is the effect of violence in the mass media . . . and why should we concern ourselves with television particularly when our daily papers, not to mention comic books, and even fairy tales, are full of all kinds of mayhem?

If violence in television is a factor in breeding violence in our society, what is the responsibility of the industry in exercising the vast power of that medium? And what is the responsibility of the government to protect its citizenry from the industry's pursuit of profit by frequent appeals to the lowest spectrum of public taste?

It is my understanding that the principal argument of the television industry against regulation, or at least its publicly stated argument, is that there is no proven connection between violence in television and violence in our society. In terms of scientific proof that is true. But we are not dealing with chemical equations or physical properties; we are dealing with the minds of people, particularly of the young, something that we know relatively little about.

I believe we can say that there are always a certain number of psychotic or potentially psychotic persons in our society, who may well be influenced by constant exposure to violence which has the kind of immediacy of impact that violence in television has and which newspaper articles or other media do not.

More important, it seems to me that the television industry has itself answered the question affirmatively. Its financial foundation rests entirely upon the principle that television does influence the minds and actions of people. Fortunes have been spent to prove the proposition that advertising campaigns can induce people to buy products. And are these products sold by a straight message that says buy this? Certainly not. Cigarettes are sold because a virile young man is cruising on a yacht with a beautiful girl . . . The examples are endless.

If this is meaningless, if television advertising does not induce people to do things, then should we not happily dispense with advertising, end the shrill demands upon our attention and presumably reduce the cost of the products it sells? Unthinkable? Perhaps.

But, if unthinkable, the industry is then left with the untenable position that its advertising time can motivate people but its programming time does not.

A second argument of the industry is that television should not be singled out as distinct from films or books or newspapers or other forms of communications. One answer, in my opinion, is that television is both quantitatively and qualitatively different. As to quantity, it is an appalling statistic that, if we project the present rate of school attendance and television watching, we find that by the time a child of 2 is 18 he will have watched more than 17,000 hours of television, or better than 60 percent more time than he has spent in the classroom.

Several months ago, after the death of Sen. Robert Kennedy, the Christian Science Monitor undertook a survey of television programming. The New York Times report of that survey was headed, "84 Killings Shown in 85½ TV Hours on the 3 Networks." The survey

recorded no fewer than 372 acts of violence or threats of violence, including 162 on Saturday morning, when the audience included a great many children. The early-evening survey showed a murder or a killing every 31 minutes. TV presents not only the fact of violence in our society (and violence is a fact which I do not expect television to ignore in favor of finger painting) but an endless, repetitive quantity of fictional violence.

And what do the largely white-oriented programs, the depiction of violence in a white society, do to the children in the black ghettos? What do they see but a world of the white man in which these things are acceptable, and even desirable?

These are great and troublesome questions in a troublesome time. They are not questions to be facetiously answered or submitted to the final judgment of the balance sheets. I suggest that neither we the audience nor the executives of the television industry have faced up to the fact that the power of television is such that it cannot evade greater responsibilities, nor hide behind the pressures of advertisers. We no longer apply the doctrine of caveat emptor — let the buyer beware — to the hapless purchaser of what may turn out to be tainted goods. Should television be permitted to slough off its responsibilities by saying in effect, caveat spectator — let the watcher beware?

Qualitatively, too, the impact of television is different. It is more immediate, more real, than the written word. If a picture is worth a thousand words, how much more is that picture worth when it is live and constant?

In short, logic suggests that there must be some connection between violence in television and violence in society. We can and should encourage greater research efforts to define that connection more exactly. Such research is now being financed by the British Independent Television Authority through a university-based research center. And in Great Britain, as elsewhere in Western Europe, the problem has been thought sufficiently serious to impose standards governing scenes of violence and the use of dangerous weapons.

"Any proposal, however high its purpose, to get the press to decide in concert what it will report, and how it will do it, would establish a precedent of the most hazardous implications. With the possible exception of wartime, such a practice not only is abhorrent in principle but also would cast doubt on the validity and thoroughness of all news. As a result, speculation of the wildest sort would arise as to what was being suppressed, and handled by prearranged agreement, or 'managed' on the grounds that the people cannot be trusted."

*Dr. Frank Stanton
President, CBS.*

Television Violence IS NOT Harmful

An excerpt from an article by Martin Maloney of North-Western University, Louisiana, which appeared in TV Guide, January 25, 1969

There is no doubt that the images of violence in entertainment programs have been softened — or, sometimes, eliminated. But probably the 1968-69 look of television owes less to these painful efforts and decisions than to the fact that some of the most interesting programs of the season happened to stress love and nonsense more than gunplay: Julia, for example, and Rowan & Martin's Laugh-In and That's Life.

Still, the conference rooms, legislative chambers and editorial pages of the Nation boom spasmodically with violent rhetoric directed against TV violence. Just last month, the network presidents were back in Washington for another grilling by the Presidential commission on violence.

What fascinates me in all this tohubohu about violence is the easy economy with which the crusade has moved from the "sick society" motif to a concentration on the mass media (the bacteria in the national system) and then on to television as the chief germ. John Wayne and his Green Berets are happily clobbering the Viet Cong in movie houses across the Nation.

No newspaper publisher, no matter how assiduously his sheet may dish up and serve murder, rape and mayhem, has yet bared his breast and cried, "Mea culpa!" (One publisher did announce that he was discontinuing "Dick Tracy" and "Little Orphan Annie" because of

the bloodshed they featured.) Indeed, to my knowledge, only one impresario of popular culture has come near equalling the TV people in nervousness: the proprietor of the Royal London Wax Museum, in Chicago, delayed the unveiling of some new images of Bonnie and Clyde until a gun could be removed from Clyde's waxen hand.

Why this obsessive notion that TV, of all possible institutions, must be the villain of the piece?

The main reason, I suppose, is that television is enormously popular, and we retain enough of the old Puritan mentality to be deeply suspicious of anything so many people enjoy. If the hula hoop had somehow achieved the popular status of TV and the average American in 1969 spent say, 11 hours weekly rotating a plastic ring around his middle, the phenomenon would undoubtedly attract hordes of psychiatrists, journalists and politicians in search of a cause.

To be sure, there is violence in television, as there is in newspapers, books, the theater or any other medium dealing largely in melodrama and farce. But for the purpose of conveying any real impression of violence, television is surely the poorest of all the media. The miniature pictures, gray on gray, are capable of transmitting only a highly abstract image of reality; and the color — when there is color — is bright and artificial and unreal, charming enough but suggesting a fantasy world in which nothing very serious could happen. And above all, television — the most "mass" of the mass media — is largely an assembly-line product like canned tomatoes or processed cheese, and the assembly-line motto for an age of

consumption is "milder, much milder." If television were highly flavored, to create powerful and memorable experiences, we wouldn't be able to watch so much of it. So it isn't.

I am worried about violence — the real violence in which blood flows and lives are destroyed. I am concerned when police officers club demonstrators, when armed soldiers actually fight snipers from building to building in American cities, when I get the daily body count from Vietnam. If anything is poisoning our lives and weakening our society, it is this reality — and not the fabrications of television writers and producers. I have been sickened by some few episodes on TV in recent years: by the sight of Jack Ruby pistoling Lee Harvey Oswald before the very faces of his gaping guards; by the spectacle of a South Vietnamese police official casually murdering a prisoner; by the stunned shock on the faces of Robert Kennedy's supporters as they realized the import of that off-stage gunfire; by the savage and horrifying spectacles provided by TV news during last summer's Democratic convention. As for the antics of Maxwell Smart and the Flying Nun, I can only say that if they imperil the Republic, then the Republic is past saving.

In the long run, I think that the crusade against violence on television is not only ridiculous and pointless, it is also genuinely dangerous. It is a distraction. It is a crusade without risk, pain or hard decision: and if we join it, we may very well never find out where the social action really is.

Just for openers, I can tell you one place where the action is not. It's not on the Johnny Carson show.

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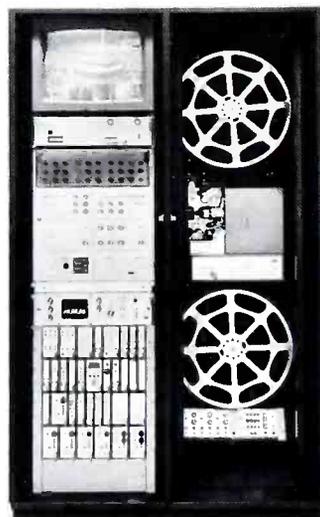


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*FOR MULTIPLEX
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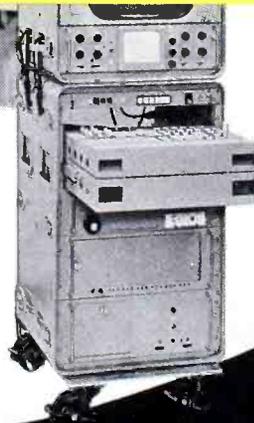
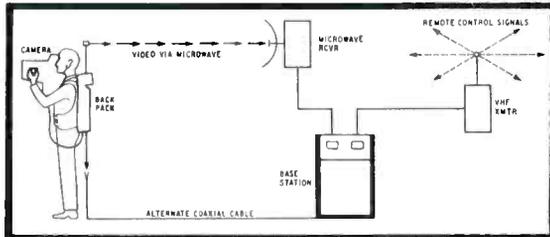
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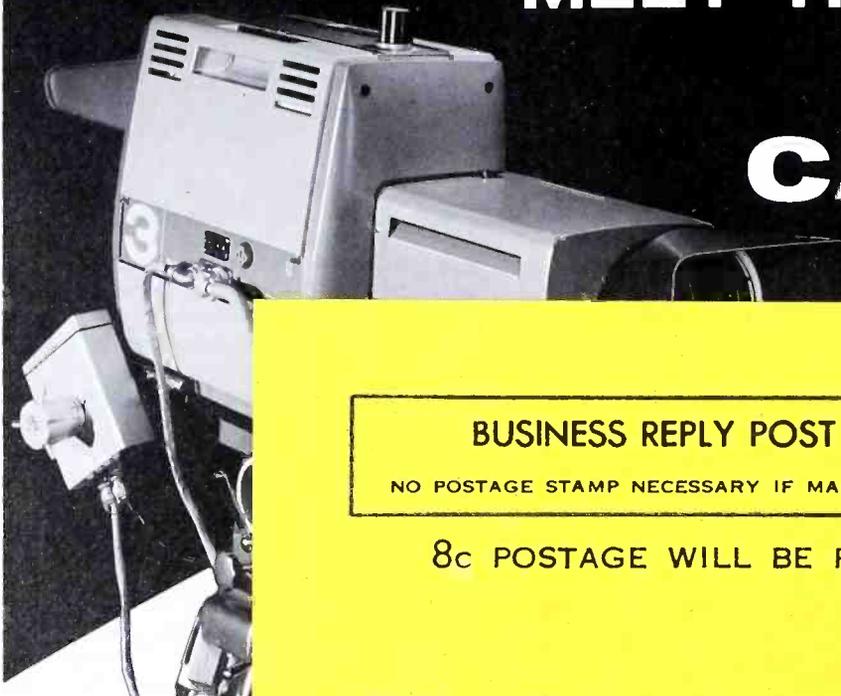
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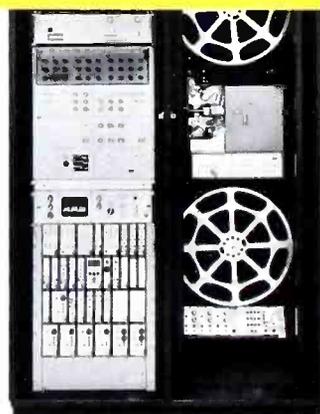
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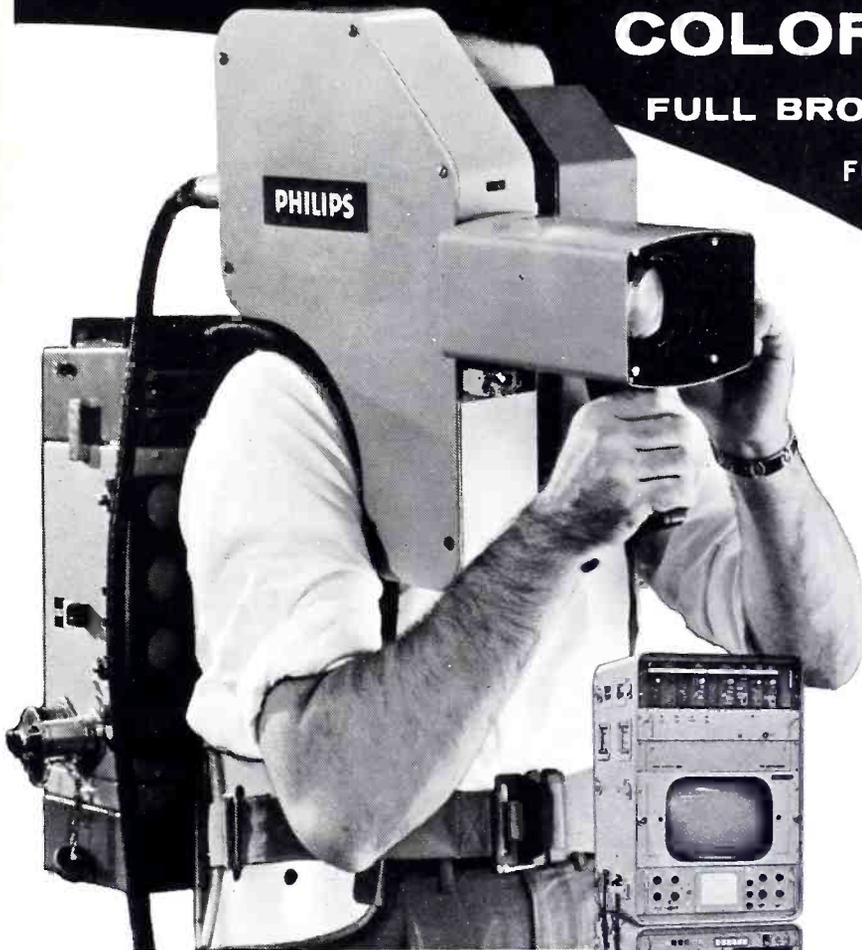
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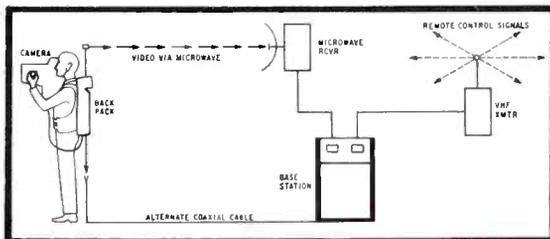
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April 3-5 National Association of FM Broadcasters (U.S.), Chicago
April 5-8 National Association of Broadcasters (U.S.), Chicago
April 5-8 British Columbia Association of Broadcasters,
Harrison Hot Springs, B.C.
April 20-22 Canadian Association of Broadcasters,
Hotel Nova Scotian, Halifax, N.S.
April 23-25 American Association of Advertising Agencies,
"The Greenbrier", White Sulphur Springs, West Virginia
April 28-30 Western Association of Broadcasters (Engineers),
Hotel Bessborough, Saskatoon, Sask.
May 4-6 Association of Canadian Advertisers, Royal York Hotel, Toronto
May 11-14 Canadian Cable Television Association,
Hotel Vancouver, Vancouver
March 31-June 3 Western Association of Broadcasters (Management),
Jasper Park, Alta.
June 25 TV Commercials Festival, Inn-on-the-Park, Toronto
September 20-22 Association canadienne de la radio et de la television
de langue francaise, planning for Winnipeg
September 24-26 Institute of Canadian Advertising,
Seignory Club, Monte Bello, Quebec
October 25-27 Central Canada Broadcasters Association, Inn-on-the-Park, Toronto
To be announced Atlantic Association of Broadcasters

CRTC HEARINGS

February 10	Toronto
April 14	Montreal
June 9	Ottawa

CANADIAN BREWERIES LIMITED

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1/2 Page	275.00	261.25	247.50	233.45
1/3 Page	188.00	178.60	169.20	159.80
1/4 Page	150.00	142.50	135.00	127.50
1/6 Page	105.00	99.75	94.50	89.25
1/12 Page	55.00	52.25	49.50	47.75

(Current advertising contracts will be honored at the previous rates until their expiry)

Broadcaster, 17 Queen St. E., Suite 128, Toronto 1, Ontario.

British Columbia

Total Population	2,041,100	Children (2-11)	425,300
Men (18 and over)	662,500	Households	597,100
Women (18 and over)	655,500	TV Households	563,800
Teens (12-17)	233,000	Per cent TV Households	94%

Source: *BBM January 1969*

RADIO

(1) Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Station Birth Date (24) News Service Affiliations.

AM

CFVR, ABBOTSFORD

1,000 watts day, 250 night on 1240 kcs.
(1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline St. (3) (604) 859-5277 (4,5) Dennis Barkman (6) Gerry Pash (8) Bob Singleton (10,11) Louis Fuchs (12) Gene Ross (14) Gerry Pash (15) Miss Phyllis Olson (16) Tony Shepherd (17-21) All-Canada (22) M.O.R. Community Service (23) 1962 (24) BN

CFWB, CAMPBELL RIVER

1,000 watts on 1490 kcs.
(1) Wm. Browne (2) 922 Dubeau Street (3) 112-287-7106 (4) Wm. Browne (5,6) John A. Leard (7) Ken Tremain (9) Ken Tremain (10) Joe Evans (11,12) Lee Gabori (13) Miss Trina Embleton (14) John Leard (15) Trina Embleton (16) Fred Grant (17) Group One (22) M.O.R. & C & W (24) BN

CHWK, CHILLIWACK

10,000 watts on 1270 kcs.
(1) Fraser Valley Broadcasters Ltd. (2) 50 Yale Road East (3) 604-795-5711 (4,5) Dennis Barkman (6) Ken Davis (8) Harold Roberts (10,11) Jim Leith (12) Gene Ross (14) Ken Davis (15) Gene Ross (16) Tony Shepherd (17-21) All-Canada (22) M.O.R. Community Service (23) 1927 (24) BN

CFCP, COURTENAY

1,000 watts on 1440 kcs.
(1) CFCP Radio Ltd. (2) Box 1440 (3) 604-334-2421 (4) W. G. Browne (5) Billy Browne (6) Scott Hunter (7) Alex Cobban (8) Ken Tramaine (10,11) Joe Evans (13) Lori Pyke (15) Carol Mory (16) Fred Grant (17-19) Group One (20) James Advtg. (22) Middle Road, Town & Country (23) 1959 (24) BN

CKEK, CRANBROOK

1,000 watts on 570 kcs.
(1) East Kootenay Broadcasting Co. Ltd. (2) 28 8th Ave S (3) (604) 426-2224 (4,5) Lloyd J. Hoole (6) Cornel A. Sawchuk (10) Bruce Anderson (11) Ken White (15) Mrs. Carol Spencer (16) Lloyd J. Hoole (17-20) Group One Ltd. (21) Donald Cooke Inc. (22) M.O.R. (23) 1957 (24) BN

CJDC, DAWSON CREEK

1,000 watts on 1350 kcs.
(1) Radio Station CJDC (Dawson Creek, B.C.) Ltd. (2) 901-102nd Ave. (3) (604) 782-3341, Tlx 049-5727 (4) H. L. Michaud (5) Mike

LaVern (7) E. Bruce Thompson (8) Ron Bottos (9) Mike Lindsay (10) Elmer Devore (11) Frank Ryan (12) Mike Lindsay (13,15) Verna Ophus (16) Grant Kaczor (17,18) Radio-TV Reps (19) A. J. Messner (20) Radio-TV Reps (21) ABC International (22) MOR, Contemporary (23) 1947 (24) BN

CKAY, DUNCAN

1,000 watts on 1500 kcs.
(1) Radio CKAY Ltd. (2) 110 Craig St. (3) (604) 746-4115 (4) J. V. Coleman (5) Earl Kidder (7) Bruce Payne (10,11) Jim Murray (14) Rick Hanson (15) Miss Darlene Kidder (16) Rod Currie (17-20) Group One Radio (21) Weed & Co. (22) Easy listening with country one in seven (23) 1964 (24) CP, BN

CKNL, FORT ST. JOHN

CFNL, FORT NELSON

CKNL, 1,000 watts on 560 kcs.
CFNL, 250 watts on 590 kcs.
(1) Northern Lights Broadcasting Ltd. (2) CKNL Box 3450 CFNL Box 880 (3) CKNL (604) 785-6634 Tlx 049-5416, CFNL 774-2162 Tlx 049-5338 (4) John Skelly (5) CKNL Mel Stevenson, CFNL Gene Daniel (6) Leith Boulter (7) Bob Harrison (8) Ron Clarke (9) Bob Harrison (10) Earl Hansen (11-13) Bob Harrison (14) Leith Boulter, Mel Stevenson (15) Miss Rita Larsen (16) Bob Guy (17) Radio Reps (18) A. J. Messner (19,20) Radio Reps & TV Reps (22) MOR, C&W, Teen (23) CKNL 1962 CFNL 1967 (24) BN

CKGF, GRAND FORKS

1,000 watts on 1340 kcs.
(1) Okanagan Radio Ltd. (2) Box 1570 (3) (604) 442-8200 Tlx 048-8850 (4) Maurice P. Finnerty (5) Ralph J. Robinson (6) D. M. Shainline (10) Ian Michaud (11) Mike Shainline (15) Mrs. Elizabeth Strukoff (16) Harry F. McRae (17-21) All Canada Radio & TV (22) Middle of the Road, Country and Western (23) 1969 (24) BN

CFJC, KAMLOOPS

10,000 watts day, 1,000 night on 910 kcs.
(1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 Tlx 048-8148 (4) Ian G. Clark (5) David S. Clark (6) Walter Harwood (7) Hugh McLennan (8) David S. Clark (9) Bryan Evans (10,11) Walter Jones (12) Gary Miller (13) Miss Julie Esselmont (14) Walter Harwood (15) Mrs. Loretta Lewis (16) Kurt Reichenek (17-21) All Canada (22) M.O.R., C&W, Pop (23) 1927 (24) BN

CKOV, KELOWNA

5,000 watts day, 1,000 watts night on 630 kcs.
(1) Okanagan Broadcasters Ltd. (2) Box 100 (3) (604) 762-3331 Tlx 048-5131 (4) Mrs. G. T. Browne (5) J. H. Browne (6) Dave Dunn (7-9) James C. Browne (10-12) Jack Bews (14) Dave Dunn (15) Mrs. I. Clue (16) Art Vipond (17-21) All Canada Radio & TV (22) Middle of the road (23) 1931 (24) BN

CJJC, LANGLEY

1,000 watts on 850 kcs.
(1) City And Country Radio Limited (2) Box 850 (3) (604) 534-5341 (4,5) Joe Chesney (6) Bill Fox (7) Brian Lord (8) Bob McClelland (10) Tippy O'Neill (11) Jim Haughton (15) Joan Reynard (16) Stan Davis (17-20) Group

One Radio (21) Frederick Smith-New York (22) Country & Western, Local News (23) 1963 (24) BN

CHUB, NANAIMO

10,000 watts on 1570 kcs.
(1) Nanaimo Broadcasting Corp. Ltd. (2) P.O. Box 1570 (3) (604) 753-4341 (4) R. W. Giles (5) George Lawlor (6) Joe Lawlor (7,8) Ted Kelly (9) Duane Bodekar (10) Larry Thomas (11) Duane Bodekar (12) Henry Besier (14,15) June Ravnborg (Mrs.) (16) Phil Henstridge (17,18) Radio-TV Reps (19) A. J. Messner (20) Radio-TV Reps (21) Harlan G. Oakes & Don Cooke (22) Middle of the road (23) 1948 (24) BN

CKKC, NELSON

CFKC, CRESTON

1,000 watts on 1390 kcs. (Nelson)
Creston, 250 watts on 1340 kcs.
(1) Kokanee Broadcasting Ltd. (2) Nelson Box 250, Creston Box 310 (3) Nelson (604) 352-7277, Creston (604) 428-2424 (4) Gordon F. Green (5) Doug H. Glover (6) Doug Glover (7,8) J. Paul Haines (10,11) Ken Wilson (13) Nelson, Mrs. Mona Malcolm; Creston, Miss S. Floer (14) Doug Glover (15) Nelson, Miss C. Varseveld; Creston, Miss S. Floer (16) S. W. Davis (17-20) Group One Radio (21) Canadian Standard Broadcast Sales (22) Nelson, M.O.R. Good Music; Creston, M.O.R. C&W (23) Nelson, 1967; Creston, 1968 (24) BN

CKNW, NEW WESTMINSTER

50,000 watts on 980 kcs.
(1) Radio NW Limited (2) 815 McBride Plaza (3) (604) 522-2711 (4) Frank A. Griffiths (5) William J. Hughes (6) G. N. Cooper (7) Richard Abbot (8) H. L. Davis (9) Rod Gunn (10) Warren Barker (11) Al Davidson (15) Mrs. P. MacPherson (16) J. K. Gordon (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Middle of the road (23) 1944 (24) NBC Radio News, Broadcast News, UPI, Standard Radio News Service.

CKOO, OLIVER-OSEOYOTS

1,000 watts day, 250 watts night on 1240 kcs.
(1) Okanagan Radio Ltd. (2) Box 539 (3) (604) 495-6200 (4) Maurice P. Finnerty (5) Ralph J. Robinson (6) Dave Gamble (11) Doug Collins (12) Cal George (13) Mrs. Barbara Porteous (15) Mrs. Barbara Porteous (16) H. F. MacRae (17-21) All Canada Radio-TV (22) Easy listening - Middle of the road - Community Service (23) 1966 (24) BN

CKOK, PENTICTON

10,000 watts on 800 kcs.
(1) Okanagan Radio Ltd. (2) 33 Carmi Ave (3) (604) 492-2800 (4) Maurice P. Finnerty (5) Ralph J. Robinson (6) Harry C. Dane (8) Cal George (10) Mike Mangan (11) Doug Collins (12) Cal George (13) Mrs. Shirley Letts (14) Gary Woitas (15) Miss Vernie Bonus (16) Harry McRae (17,21) All Canada Radio & TV (22) All kinds for all audiences (23) 1948 (24) BN

CJAV, PORT ALBERNI

1,000 watts day, 250 watts night on 1240 kcs.
(1) CJAV Limited (2) 205 3rd Ave S. (3) (604) 723-2455 (4,5) Kenneth Hutcheson (6) Maurice Inwards (7) John Harper (10) Ronald Coull (11) Bill Gibson (13) Zel Richards (14) Bill Gibson (15) Miss Christine Andrews (16) Martin Semkiv (17,18) Hardy Radio & TV (19) A. J. Messner (20) Creative House (21) Donald Cooke Inc. (22) Middle of the road (23) 1946 (24) BN

CHQB, POWELL RIVER

1,000 watts on 1280 kcs.
(1) Sunshine Coast Broadcasting Co. Ltd. (2) 7050 Alberni St. (3) (604) 485-6140 (4) G. E. Profitt (5) Donald V. Cartmell (6) National: DV Cartmell. Retail: David Roughan (7) Mike Ketteringham (8) DV Cartmell (9) Mike Ketteringham (10,11) Ken Milton (13) Lorraine Taylor (14) David Roughan (15)

Tom Fawkes (16) Robert Gela (20) All Canada Radio & TV (22) MOR - Adult programming (23) 1967 (24) Canadian Press

CKPG, PRINCE GEORGE

10,000 watts on 550 kcs.

(1) CKPG Radio Limited (2) 1220 - 6th Ave. (3) 564-8861 Tlx 047-8698 (4,5) Mr. R. T. Harkins (6) Miss Carole Pow (7) Mr. Terry Bell (8) Jack Carbutt (9) Mr. Don Prentice (10) Mr. Sandy Brown (11) Mr. Garry Arthur (12) Jack Carbutt (13) Miss Carole Pow (15) Miss Carole Pow (16) Dave Alendal (17-21) All Canada Radio TV (22) Incorporates the "All Round Sound" idea alternating old and new middle-of-the-road, country & chicken-rock selections around the clock (24) BN,CP

CFPR, PRINCE RUPERT

10,000 watts on 860 kcs.

(1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave. (5) W. C. Hankinson (23) 1936

CHTK, PRINCE RUPERT

1,000 watts on 560 kcs.

(1) CHTK Radio Ltd. (2) Box 3000 (3) (604) 624-9111 (4) J. Fred Webber (5,6) R. B. Last (8) Ed Jurak (9) Ken Armstrong (10,11) D. W. Gibbard (12) Mrs. Rita Anderson (13,14) Mrs. Iona Campagnolo (15) Mrs. Norma Proctor (16) John Nance (17,18) Radio-Television Reps (19) Stovin-Byles (20) Radio-TV Reps (21) A.B.C. (22) Middle of the road Short feature content, News (23) 1965 (24) Broadcast News.

CKCQ, QUESNEL

CKWL, WILLIAMS LAKE

CKCQ, 1,000 watts on 570 kcs.

CKWL, 1,000 watts on 920 kcs.

(1) Cariboo Broadcasters Ltd (2) Box 3000 Quesnel (3) (604) 992-5151 (4) Dennis Reid (5) CKCQ Dennis Reid, CKWL Robert Leckie (6) John V. Boates (7,8) Gilbert K. McCall (10,11) Jack McIver (14) John V. Boates (15) Steve Everson (16) Stan Davis (17-21) All Canada Radio (22) varied Standard pop, country music (23) 1957 (24) BN

CFBV, SMITHERS

CFLD, BURNS LAKE

CFBV,

1,000 watts days, 250 nights on 1230 kcs.

CFLD, 250 watts day and night on 1400 kcs.

(1) CFBV Limited (2) P.O. Box 335 (3) (604) CFBV 847-2521 Tlx 047-8332, CFLD (604) 692-3412 Tlx 047-569 (4,5) R. A. (Ron) East (6) G. E. (Ed) Rea (7,8) R. J. (Bob) Nunn (10,11) N. C. (Norm) Wesseen (12) W. E. Quadros (14) G. E. Rea (15) S. D. (Dave) Rubenstein (16) S. W. (Stan) Davis (17,18) Radio-TV Reps (19) A. J. Messner & Co. (20) Radio-TV Reps (22) Middle of road with western mix during afternoons. Evenings feature western hrs. 8-9 p.m. Good Music Hour. 9-10 p.m. Light pop, 10 p.m. til s/o (23) CFBV 1963, CFLD 1965 (24) Broadcast News.

CFTK, TERRACE

CKTK, KITIMAT

CFTK Terrace, 1,000 watts on 590 kcs.

Kitimat, 1,000 watts on 1230 kcs.

(1) Skeena Broadcasters Ltd. (2) 3231 Emerson St. (3) (604) 635-6316 Tlx 047-85529 (4) J. Fred Weber (5) Fred Weber (8) R. Alan Parfitt (10) Keith Tutt (11) Peter Morgan (13) Mrs. Marg Van Herd (15) Val Hayter (16) John Nance (17-20) Radio-TV Reps (23) 1960

CJAT, TRAIL

1,000 watts on 610 kcs.

(1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave. (3) (604) 368-5511 Tlx 041-4435 (4) W. C. Harvey (5) J. P. Kobluk (6) R. W. Meneer (8) D. J. Glover (9) B. Kay (10,11) J. Remesz (13) D. J. Glover (14) R. W. Meneer (15) D. A. Townsend (16) J. Renzie (17-21) All Canada (22) M.O.R. Pops, C & W (23) 1931 (24) Ottawa Radio News Bureau, Broadcast News Limited

CBU, VANCOUVER

10,000 watts on 690 kcs.

(1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) K. P. Caple (Director for B.C.) (23) 1925

CHQM, VANCOUVER

50,000 watts on 1320 kcs.

(1) Q Broadcasting Ltd. (2) 1134 Burrard St. (3) (604) 682-3141 Tlx 04-5317 (4,5) W. E. Bellman (6) Noel Hullah (7) Maurice Foisy (9) Garth Millar (10) Tom Ardies (11) Brad Keene (15) Mrs. Anne Bolton (16) Stan Davis (17,18) Stephens & Towndrow (22) Quality Music/News (23) 1959 (24) Newsradio

CJOR, VANCOUVER

10,000 watts on 600 kcs.

(1) CJOR Limited (2) 840 Howe St. (3) (604) 685-6464 (4) James A. Pattison (5) Jack R. Stewart (6) Tiff Trimble (7-10) Jim Nielsen (13) Mrs. Pearl Cameron (14) Red Robinson (15) Miss Gloria Rochard (16) Al Erdman (17,18) Radio House Ltd. (19) A. J. Messner & Co. (22) "Talk of the town and country too" Country Music - 60% Talk - 40% (23) 1926 (24) BN

CKLG, VANCOUVER

10,000 watts on 730 kcs.

(1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 Tlx 04-5992 (4) Randall L. Moffat (5) Don M. E. Hamilton (6) Allan L. Anaka (7) Phil Toombes (8) Frank Callaghan (9) Roy Hennessy (10,11) Don Richards (14) Allan L. Anaka (15) Mrs. Lois Thompson (16) Peter Mackintosh (17,18) Major Market Broadcasters Ltd. (21) The Devney Organization (22) Contemporary (23) 1954 (24) Contemporary News Service

CKVN, VANCOUVER

50,000 watts on 1410 kcs.

(1) Radio Station CKVN Ltd. (2) 1900 West 4th Ave. (3) (604) 731-9222 Tlx 04-5230 (4) Jack Tietolman (5) M. Ronald Carabine (6) Mrs. C. A. Klymchuk (7) Al Jordan (8) Hal Wardell (9) Fred Latremouille (10) Bruce Hood (11) Annis Stukus (14) John Frederickson (15) Mrs. Joan Williams (16) Stan Davis (17,18) Radio & TV Sales Inc. (21) Donald Cooke Inc. (22) Continuous News 6-9 a.m., 12-1 p.m., 5-6 p.m. and 9-10:30 p.m. Music - Adult Contemporary 6 days per week. Sundays - Ethnic (23) 1922 (24) Wire, Broadcast News, United Press International Canadian Press Western Regional.

CKWX, VANCOUVER

50,000 watts on 1130 kcs.

(1) CKWX Radio Ltd. (2) 1275 Burrard St. (3) (604) 684-5131 Tlx 04-5396 (4,5) J. D. Elton (6) Keith Bower (7,8) Robert Bye (10) W. M. Hutton (11) Jim Robson (14) Miss Peggy Miller (15) Jack Hughes (16) Stan Davis (17-21) All Canada Radio & TV (22) middle of the road (23) 1923 (24) BN Voice

CJIB, VERNON

10,000 watts day, 1,000 night, on 940 kcs.

(1) Interior Broadcasters Ltd. (2) 3315B Barnard Ave. (3) (604) 542-3900 Tlx 048-671 (4,5) A. G. Seabrook (6) Bob Adshead (7,8) John Wilson (9) Ron Stanley (10) Don Warner (11) Wes Russell (12) Don Warner (13,14) Mrs. Val Jenkins (15) Mrs. Kathie Doidge (16) Wright & Thorburn Ltd. (17-21) All Canada Radio & TV Ltd. (22) Varied Programming (23) 1947 (24) Broadcast News

CFAX, VICTORIA

10,000 watts on 1070 kcs.

(1) C-FAX Radio 1070 Ltd. (2) 620 View St. (3) (604) 386-2441 (4,5) Clare Copeland (6) Keith Dagg (9) Gordon Crews (10) Mike Adamson (11) Chuck Mudrack (13) Mary McKay (14) Walter Donald (15) Ann Mole (16) Doug Phillips (17,18) Radio House (19,20) Western Broadcast Sales (21) Weed & Co. (22) Adult popular Music, Responsible News (23) 1959 (24) CP-BN

CJVI, VICTORIA

10,000 watts on 900 kcs.

(1) Island Broadcasting Co. Ltd. (2) P.O. Box 940 (3) (604) 382-8221 Tlx 04-48111 (5) Ken C. Goddard (6) Doug S. Greig (7) Joe Easingwood (8) Ron Robinson (10) Lorne Cunningham (11) Gorde Hunter (15) Bob McGill (16) Mike Doyle (17-21) All Canada Radio & TV Ltd. (22) Middle of the road - daytime Top 40 - After dark Open Line 9-noon Mon.-Fri. (23) 1921

CKDA, VICTORIA

25,000 watts on 1220 kcs.

(1) Capital Broadcasting System Ltd. (2) P.O. Box 967 (3) (604) 384-9311 Tlx 044-8260 David M. Armstrong (5,6) Keith G. MacKenzie (7) Hart Kirch (9) Woody Woodland (10) Arthur Simmonds (11) Ralph Warrington (12) Reindeer Schuitema (14) Mrs. Shirley Jefferson (15) Miss Bernice Davies (16) Fred Cole (17,18) Radio-TV Reps (19) A. J. Messner Ltd. (20) Radio-TV Reps (21) Canadian Standard Broadcast Sales (22) Middle of the road (23) 1950 (24) BN and Canadian Contemporary News System



CFFM-FM, KAMLOOPS

3,800 watts on 98.3 mcs.

(1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 Tlx 048-8148 (4) Ian G. Clark (5) David S. Clark (6) Walter Harwood (7) Hugh McLennan (8) David S. Clark (9) Bryan Evans (10,11) Walter Jones (12) Gary Miller (13) Miss Shona McVeigh (14) Walter Harwood (15) Miss Shona McVeigh (16) Kurt Reichennek (17-21) All Canada (22) M.O.R., Classical (23) 1963 (24) BN

CONTINENTAL'S 50 KW IS MONEY IN THE BANK

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

These power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

Continental 
Electronics
BOX 17040 / DALLAS, TEXAS 75217

TELEVISION

KEY

(1) Company Name (2) Mailing Address (3) Phone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Station Birth Date (26) Color Facilities A - Network feed, B - Film Color, C - VTR, D - Local Live Color, E - Mobile Units.

CJOV-FM, KELOWNA

3,800 watts on 104.7 mcs.

(1) Okanagan FM Broadcasters Ltd. (2) 1491 Pandosy St. P.O. Box 100 (3) (604) 762-3331 Tlx 048-5131 (4) Mrs. J. H. Browne (5,6) Charles F. Patrick (7-9) James C. Browne (10) J. D. Bews (11) Ray Langford (12) J. D. Bews (13) Gloria Mildenberger (14) Charles F. Patrick (15) Mrs. Irene Cue (16) Arthur Vipond (17-21) All Canada Radio & TV (22) "IGM 500" automation - pre-recorded tapes; "Premier" & "Heritage Concert" Library; currently comprising primarily MOR Standard pop instrumental-group-vocal: Stereo being installed (23) 1964 (24) "Broadcast News" - "CBC News" regional & national casts.

CKOK-FM, PENTICTON

1,800 watts on 97.1 mcs.

(1) Okanagan Radio Limited (2) 33 Carmi Ave. (3) (604) 492-2800 Tlx 048-8850 (4) Maurice P. Finnerty (5) Ralph J. Robinson (6) Harry C. Dane (8) Cal George (10) Mike Mangan (11) Doug Collins (12) Cal George (13) Mrs. Shirley Letts (14) Gary Woitas (15) Miss Vernie Bonus (16) Harry McRae (17-21) All Canada Radio & TV (22) MOR plus teen periods, CW & Classics (23) 1948 (24) BN

CJAT-FM, TRAIL

12,600 watts on 106.7 mcs.

(1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave. (3) (604) 368-5511 Tlx 041-4435 (4) W. C. Harvey (5) J. P. Kobluk (6) R. W. Meneer (8) D. J. Glover (9) B. Kay (10,11) J. Remez (14) D. J. Glover (15) D. A. Townsend (16) J. Renzie (17-21) All Canada Radio Ltd. (22) Modified contemporary pop; classical; Broadway & Film; light concert (23) 1968 (24) BN Ltd. Ottawa Radio News Bureau

CBU-FM, VANCOUVER

100,000 watts on 105.7 mcs.

(1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) K. P. Caple (23) 1948

CHQM-FM, VANCOUVER

100,000 watts on 103.5 mcs.

(1) Q Broadcasting Ltd. (2) 1134 Burrard St. (3) (604) 682-3141 Tlx 04-5317 (4,5) W. E. Bellman (6) Noel Hullah (7) Maurice Foisy (9) Garth Millar (10) Tom Ardies (11) Brad Keene (15) Mrs. Anne Bolton (16) Stan Davis (17,18) Stephens & Towndrow (21) Weed & Co. (22) Quality Music/News (23) 1960 (24) Newsradio

CKLG-FM, VANCOUVER

100,000 watts on 99.3 mcs.

(1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 Tlx 04-5992 (4) Randall L. Moffat (5) Don M. E. Hamilton (6) Allan L. Anaka (7) Phil Toombes (8) Frank Callaghan (9) John Runge (10,11) Don Richards (15) Mrs. Lois Thompson (16) Peter Mackintosh (17,18) Major Market Broadcasters Ltd. (21) The Devney Organization (22) Contemporary (23) 1964 (24) Contemporary News Service

CFMS-FM, VICTORIA

19,000 watts on 98.5 mcs.

(1) Capital Broadcasting System (2) Box 967 (3) (604) 384-9316 Tlx 04-48260 (4) D. M. Armstrong (5) E. G. R. Hartman (6) John Dunbar (7-9) E. G. Rudy Hartman (10) Arthur Simmonds (11) Roger Harmston (14) Mrs. Shirley Jefferson (15) Miss Sue Bousfield (16) Fred Cole (17-20) Radio-TV Reps (21) Canadian Standard Broadcast Sales Inc. (22) Beautiful music, standards, Classical, Jazz (23) 1954 (24) BN Contemporary

CJDC-TV, DAWSON CREEK

5,000 watts audio, 10,000 watts video on Channel 5

(1) Radio Station CJDC (Dawson Creek) Ltd. (2) 901 102nd Ave. (3) (604) 782-3341 Tlx 049-5727 (4) H. L. Micheaud (5) Bill Duncan (6) Wayne Roberts (7) Bill Duncan (8) Al Newby (9) H. L. Micheaud (11) Elmer Devore (12) Frank Ryan (13) John Mills (15) Wayne Roberts (16) Mrs. Van Berkel (17) Conrad DeSevilla (18) Eric Sorenson (19) Mrs. H. Castle (20,21) Radio-TV Reps (22) A. J. Messner (23) Radio-TV Reps (24) ABC International (25) 1959 (26) A, C, E

Rebroadcasting Stations

Channel	Location
11	Hudson Hope
8	Portage Mountain

CFCR-TV, KAMLOOPS

2,000 watts audio, 4,000 watts video on Channel 4

(1) Twin Cities Television Ltd. (2) 460 Pemberton Terr. (3) (604) 372-3322 Tlx 048-8148 (4) Ian G. Clark (5) Jack Pollard (7) Walter Harwood (8) Ron Brandt (11,12) Walter Jones (13) Bob Wilson (14) Mrs. Lois Cutler (15) Walter Harwood (16) Mrs. Shirley Bailey (17) Ken Phillips (18) Kurt Reichennek (19) Ron Alexander (20-24) All-Canada (25) 1957 (26) A

Rebroadcasting Stations

Channel	Location
10	Ashcroft-Cache Creek
3	Blue River
5	Boston Bar
3	Bralorne
11	Chase-Adams Lake
2	Clearwater
9	Clinton
11	Lytton-Lillooet
10	Merritt
7	Noranda Mines
5	Promontory Mountain
7	Quesnel
8	Savona
2	Shalalth
3	Spences Bridge
8	Valemount
8	Williams Lake
5	100-Mile House

CHBC-TV, KELOWNA

600 watts audio, 3.85 watts video on Channel 2

(1) Okanagan Valley Television Co. Ltd. (2) 342 Leon Ave. (3) (604) 762-4535 Tlx 048-5119 (4,5) Roy G. Chapman (6,7) R. L. Sharp (8) Ray Turner (9,11) Russ Richardson (12) Dave Sparrow (13) Robert Wilson (14) Mrs. Betty Yendall (15) Norm Williams (16) Miss Lillian Bier (17) Victor Pauls (18) Tom Wyatt (19) Duncan Tough (20-24) All Canada (25) 1957 (26) A, C, E

Rebroadcasting Stations

Channel	Location
3	Canoe
6	Celista
10	Cherryville
9	Downie
5	Enderby
5	Falkland
72	Grindrod
5	Keremeos
5	Lumby
8	Mable Lake
5	Malakwa
5	Mica Creek
7	Midway
2	Nakusp
8	Oliver-Osoyoos
5	Peachland
13	Penticton
5	Princeton
9	Salmon Arm
10	Skaha Lake
7	Vernon
12	Westwold

CKPG-TV, PRINCE GEORGE

389 watts audio, 778 watts video on Channel 2

(1) R. T. Harkins (2) 1220 6th Ave. (3) (604) 564-8861 Tlx 047-8698 (4,5) R. T. Harkins (7) Howard Foot (8) Ab Wiebe (9) R. A. McGavin (10) Don Prentice (11) Sandy Brown (12) Gary Arthur (14) Miss Carole Pow (16) Steve Howe (17) Miss Liz Hale (18) Dave Alendal (19) Glen Snow (20-24) All-Canada (25) 1961 (26) A

Rebroadcasting Stations

Channel	Location
6	Fort St. James
6	Fraser Lake
10	Hixon
13	Quesnel
6	Vanderhoof

CFTK-TV, TERRACE

2,100 watts audio, 4,100 watts video on Channel 3

(1) Skeena Broadcasters Ltd. (2) 3231 Emerson St. (3) (604) 635-6316 Tlx 047-85529 (4) J. Fred Weber (7) Gordon Leighton (9) Brian Miles (11) Keith Tutt (12) Peter Morgan (14) Mrs. Marg Van Herd (16) Henny Ebeling (17) Arie Delange (18) John Nance (19) Chuck Shirritt (20-23) Radio-TV Reps (24) ABC International (25) 1962 (26) A

Rebroadcasting Stations

Channel	Location
8	Annette Island, Alaska
5	Aristazabal Island
4	Burns Lake
2	Juskatla-Queen Charlotte Islands
2	Kemano
5	Ketchikan, Alaska
5	Kildala
5	Nass Valley
2	Ocean Falls
6	Prince Rupert
5	Smithers

CBUT-TV, VANCOUVER

7,600 watts audio, 47,600 watts video on Channel 2

(1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) Hugh Palmer (25) 1953

Rebroadcasting Stations

Channel	Location
9	Courtenay
3	Chilliwack
4	Port Alberni
13	Bowen Island
11	Squamish
11	Trail
9	Nelson
3	Castlegar
10	Cranbrook

CHAN-TV, VANCOUVER

94,000 watts audio, 180,000 watts video on Channel 8

(1) British Columbia Television Broadcasting System Ltd. (2) Box 4700, Van. 3 (3) (604) 299-7272 Tlx 04-5215 (4,5) J. R. Peters (6) G. L. Carter (7) D. C. Norman (8) W. C. Elliott (9) L. D. Colthorp (11) Cameron Bell (12) Bernie Pascal (13) Carl Jensen (14) Jean Cannem (15) L. D. Colthorp (16) Jim Salikin (17) Bob Creighton (18) E. G. Rose (19) Gary Smith (20,21,22,24) All Canada (25) 1960 (26) A, B, C, D

Rebroadcasting Stations

Channel	Location
3	Bowen Island
3	Brackendale
11	Chilliwack
13	Courtenay
11	Port Renfrew
7	Squamish
3	Ucluelet

KVOS-TV, VANCOUVER

214,000 watts audio, 107,000 watts video on Channel 12

(1) KVOS-TV (BC) Ltd. (2) 1345 Burrard St. (3) (604) 681-1212 (4) David Mintz (5) Doug Davis (6) Frank Janic (7) east, Don McLaughtrie; west, Herman Burkart (11) Duayne Trecker (13) Forrest Holland (14) Elaine Horn (15) Tom Haverman (16) Del Pawliw (17) Barry Helmer (18) John Price (20-22) Stovin-Byles TV (24) Sumner (New York) (25) 1953 (26) A, B, C

CHEK-TV, VICTORIA

50,000 watts audio, 100,000 watts video on Channel 6

(1) British Columbia Television Broadcasting System Ltd. (2) P.O. Box 4700, Van. 3 (3) (604) 477-1821 Tlx 04-5215 (4,5) J. R. Peters (6) F. Bond (7) D. C. Norman; vp sales, G. L. Carter (9) L. D. Colthorp (11) Cameron Bell (12) Bernie Pascal (13) Bob Willett (14,15) Ida Clarkson (16) Jim Salikin (17) Bob Creighton (18) E. G. Rose (19) Gary Smith (20-22,24) All Canada (25) 1958 (26) A, B, C, D

Rebroadcasting Stations

Channel	Location
3	Camp Woss
9	Kokish
7	Newcastle Ridge
6	Nimpkish
2	Port Alice
3	Port Hardy
5	Sointula

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1969 Fall Directory
are available
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Alberta

Total Population	1,541,800	Children (2-11)	368,800
Men (18 and over)	465,000	Households	418,000
Women (18 and over)	457,200	TV Households	388,900
Teens (12-17)	193,200	Per cent Tv Households	93%

Source: *BBM January 1969*

RADIO

KEY

(1) Company Name (2) Mailing Address (3) Phone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Station Birth Date (24) News Service Affiliations.

AM

CBR, CALGARY

10,000 watts on 1010 kcs.
(1) Canadian Broadcasting Corp. (2) 1724 Westmount Blvd. (5) N. J. Lacey (23) 1948

CFAC, CALGARY

10,000 watts on 960 kcs.
(1) Calgary Broadcasting Co. Ltd. (2) 1301-17th Ave. S.W. (3) (403) 244-9311 Tlx 038-22514 (4) N. A. Botterill (5) J. E. Ansell (6) G. N. Walker (7) J. Kunkel (9) L. Kunkel (10) D. McVarish (11) J. Carbury (12) G. Elder (13) Mrs. B. Paulin (14) B. Mannix (15) Miss M. Lawrence (16) E. C. Connor (17-21) All Canada (22) M.O.R. (23) 1922 (24) Canadian Press BN Voice Bup

CFCN, CALGARY

50,000 watts on 1060 kcs.
(1) The Voice of the Prairies Ltd. (2) Broadcast House, Calgary 2 (3) (403) 249-9101 (4) E. W. Chapman (5) Don Thomas (9) Joyce Nephin (10) Ian Parker (11) Henry Viney (14) Don Wood (15) Alveria Larson (Miss) (16) Ron Nordquist (17,18) Stephens & Towndrow Co. Ltd. (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales Inc. (22) Middle-of-the-road (24) News Radio

CHQR, CALGARY

10,000 watts on 810 kcs.
(1) Bentley Broadcasting Co. Ltd. (2) 1030-4 St. S.W. Zone 3 (3) (403) 263-5522 Tlx 038-21895 (4,5) Ted Soskin (6) Reuben Hamm (7-9) Larry Schwartz (10) John Scott Black (11) Russ Peake (12) John Scott Black (13) Mrs. Kay Jones (14) Reuben Hamm (15) Mrs. Norma Hoopfer (16) Mel Hoyme (17-20) Radio-TV Reps (21) Weed & Co. (22) Good Music (23) 1964 (24) NBC

CKXL, CALGARY

10,000 watts on 1140 kcs.
(1) Bow Valley Broadcasting Ltd. (2) Box 1140, Zone 3 (3) (403) 263-8160 Tlx 038-21741 (4) James M. Pryor (5) David E.

Lyman (6) Local - G. S. Menzies, Nat'l - John Tyrrell (8) Bob Robertson (9) John Novak (10) Dale O'Hara (11) David Paul (14) Mrs. Susan Steward (15) Mrs. Lois Lodermeier (16) Bill Martin (17,18) Major Market Broadcasters (19) Moffat Broadcasting Ltd. (20) James Advertising (21) Devney Organization (22) Contemporary-Standard (23) 1927 (24) Canadian Contemporary News, BN

CFCW, CAMROSE

10,000 watts on 790 kcs.
(1) Mr. H. J. Yerxa (2) 4872-50 St. (3) 429-2609 (4) Mr. H. J. Yerxa (5,6) Warren H. Holte (7,8) Rich Sims (9) Curly Gurlock (10) Mike Goetze (11) Dale Smith (12) Chuck Greig (13) Bev Madison (14) Warren H. Holte (15) Diana Evans (16) Lindy Olson (17) Lorrie Potts (18) Scotty Sheridan (19) Murray Messner (20) Jim Crawford (22) Country & Western (23) 1954 (24) BN & BN Voice

CJDV, DRUMHELLER

5,000 watts on 910 kcs.
(1) Dinosaur Broadcasting (2) Box 1480 (3) (403) 823-3384 (4-6) Tony Mayer (8,9) Doug Marvin (10,11) Dennis Seibel (12) Bill Cameron (13) Peg Pinkham (14) George Walters (15) Mrs. Peg Pinkham (16) John Bruins (17,18) Radio & TV Sales Inc. (19) A. J. Messner (20) Jim Stovin (22) MOR (23) 1958 (24) BN Wire & Voice

CBX, EDMONTON

50,000 watts on 740 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R. L. Horley (23) 1953

CFRN, EDMONTON

50,000 watts on 1260 kcs.
(1) Sunwapta Broadcasting Ltd. (2) Box 5030 (3) (403) 484-3311 Tlx 037-2257 (4) Dr. G. R. A. Rice (5,6) Tony Coumant (7) R. E. Wilson (10) B. Hogle (11) Al McCann (12) S. Flewitt (14) F. G. Anderson (15) Mrs. F. Nord (16) Ted Wadson (17-20) Radio-TV Reps (21) Canadian Standard (22) MOR (23) 1934 (24) BN, SBN, NBC

CHED, EDMONTON

10,000 watts on 630 kcs.
(1) Radio Station CHED Ltd. (2) 10006 107th St., Postal Zone 14 (3) (403) 424-2111 Tlx 037-2904 (4) E. A. Rawlinson (5) Jerry Forbes (6) Bill Sysak (7) Dave Cummins (8) Bob McCord (9) Don Hamilton (10) Jim McLaughlin (11) Wes Montgomery (14) Bob McCord (15) Dennis Ferby (16) Clint Nichol (17-18) Major Market Broadcasters (20) Major Market Broadcasters (21) Devney Organization (22) Contemporary (23) 1954 (24) Canadian Contemporary BN

CHFA, EDMONTON

5,000 watts on 680 kcs.
(1) Radio Edmonton Ltd. (2) 10012-109 St., Zone 14 (3) (403) 424-2157 (4) M. Roger Motut (5) J. B. Gagnon (7) Normand Fontaine (8) Jacques Boucher (9) G. Paradis (10,11) Tharcis Forestier (13) Mrs. Mimi Vandergooten (16) Raymond Rouleau

(17,18) Hardy Radio & TV Ltd. (19) A. J. Messner & Co. Ltd. (20) Radio-TV Reps (21) Devney Organization (22) Variety, top 40, Western, semi-classical (23) 1949 (24) Canadian Press

CHQT, EDMONTON

10,000 watts on 1110 kcs.
(1) Radio Station CHQT Ltd. (2) 10154-103 St., Zone 15 (3) (403) 424-1131 (4,5) Lewis R. Roskin (6) Bill Bagshaw (7) Roger Charest (8) Bob Hill (9) Roger Charest (10,11) Gerry Olsen (13) Kathaleen Whitten (14) Harvey Christie (15) Miss E. Weiss (16) Frank Makepeace (17,18) Radio & TV Sales Inc. (19,20) Western Broadcast Sales (21) Weed & Co. (22) Good Music format - easy listening, Similar CHQM Van, CHQR Calgary, CFAV Victoria (23) 1954

CJCA, EDMONTON

10,000 watts day, 5,000 watts night on 930 kcs.
(1) Edmonton Broadcasting Co. Ltd. (2) 10123-104th St., Zone 14 (3) (403) 424-4131 Tlx 037-229 (4,5) C. A. Perry (6) John L. Sayers (7) Jim Choppen (8) Harry Boon (9) Garry McDonall (10) Walt Rutherford (11) Bryan Hall (14) Harry Boon (15) Mrs. Barbara Cook (16) Gordon Skutle (17-21) All Canada Radio & TV Ltd. (22) Contemporary middle of the road (23) 1922 (24) BN

CKUA, EDMONTON

(1) Alberta Government Telephones (2) 10526 Jasper Ave., Zone 14 (3) (403) 422-5161 (5) J. W. Hagerman (7) Ed Kilpatrick (9) Ed Kilpatrick (10) Carl Noack (13) Mrs. M. P. Blackburn (14,15) Mrs. Kay Wright (16) W. "Bill" Pinko (22) Educational, Music, Talk (23) 1927 (24) BN

CJYR, EDSON

10,000 watts on 970 kcs.
(1) Yellowhead Broadcasting Ltd. (2) Box 1450 (3) (403) 723-4461 (4,5) Ernie Mushtuk (6) Ernie Mykyte (7-9) Chuck Benson (10) Waxie Williams (11) Barry Richards (12) Dave Hill (13) Barry Richards (14) Ernie Mushtuk (15) Miss Carol Pempeit (16) John Reil (17-20) Group One Radio (22) Contemporary til Noon, C & W til 4 p.m., contemporary til 8 p.m., Hard rock til 1 a.m. (23) 1968 (24) BN

CFGP, GRANDE PRAIRIE

10,000 watts on 1050 kcs.
(1) Northern Broadcasting Corp. (2) 10008-103 Ave. (3) (403) 532-2311 Tlx 049-632 (5) Walter Everitt (6) Gordon Percy (7,8) Jack Soars (9) Clint Campbell (10) Lionel Kyle (11) Fran Tanner (15) Mrs. Gail Frey (16) Jim de Roaldes (17-21) All Canada (22) Contemporary Western, top 40, News (23) 1937 (24) BN

CHEC, LETHBRIDGE

5,000 watts on 1090 kcs.
(1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 Tlx 038-49154 (4,5) H. W. Brown (6) Ron Bruchet (7-9) Veryl Todd (10) Dave McCrady (11) Veryl Todd (12) Leo Dow (13) Miss Barbara Hemmaway (14) Veryl Todd (15) Mrs. Margaret Davis (16) Rino Verhulst (17,18) Group One (20) Group One (21) Weed & Co. (22) Quality format Limited talk and commercials (23) 1959 (24) BN

CJOC, LETHBRIDGE

10,000 watts day, 5,000 night on 1220 kcs.
(1) Lethbridge Broadcasting Ltd. (2) 1015 3rd Ave. S. (3) (403) 327-3161 (4,5) John McColl (6) Jack C. Innes (7,8) Bob Lang (9) Daryl Ferguson (10) Bill Skelton (11) Brent Seely (12) Doug Card (14) Wayne Barry (15) Mrs. Alma Bailey (16) Bob MacDonald (17-21) All Canada Radio TV Reps (22) MOR, C & W (23) 1926 (24) BN, BN Voice

CKSA, LLOYDMINSTER

10,000 watts on 1080 kcs.

(1) Sask-Alta Broadcasters Ltd. (2) 5026-50th St. (3) (403) 875-3321 Tlx 037-3211 (4,5) Arthur F. Shortell (6) Jay Leddy (7,8) Barry Smith (9) Ernie Ford (10) Ed Horlacher (11) Barry Smith (12) Roland Brassard (13) Miss Janette Weaver (14) Mrs. Ethel Smith (15) Mrs. Carol Christenson (16) Howard James (17-20) Hardy Radio & TV Ltd. (21) ABC International (22) MOR, C & W, Teen (23) 1957 (24) BN, CP

CHAT, MEDICINE HAT

10,000 watts on 1270 kcs.

(1) Monarch Broadcasting Co. Ltd. (2) P.O. Box 880 (3) (403) 526-2821 Tlx 038-4824 (4) J. H. Yuill (5) Orville Kope (6) T. G. Gunter (7) Ken Schurko (8,9) Bob Ridley (10) Stan Weiler (11) Bob Ridley (12) Mickey Lynch (13) Mrs. Deen Hamilton (14) Gayle Pawluik (15) Dennis Reimer (16) Sid Gaffney (17-21) All Canada Radio & TV (22) Middle of the road (23) 1946 (24) BN

CKYL, PEACE RIVER

10,000 watts on 610 kcs.

(1) Peace River Broadcasting Corp. (2) P.O. Box 1150 (3) (403) 624-2535 Tlx 037-5126 (4,5) George W. Cambridge (6) Richard D. Rafferty (7) Bob Zens (8) Joe Zinselmeyer (9) Bob Zens (10) Joe Zinselmeyer (11) Al (Boomer) Adair (12) Allan Bell (13) Mrs. Louise Herbert (14) Joe Zinselmeyer (15) Mrs. Louise Herbert (16) Les Klement (17,18) Radio TV Reps (19) A. J. Messner (20) Radio TV Reps (22) MOR - modern country (23) 1954 (24) BN

CKRD, RED DEER

10,000 watts on 850 kcs.

(1) Central Alberta Broadcasting Ltd. (2) Box 5555 (3) (403) 347-6681 Tlx 038-316 (4,5) H. L. Flock (6) Pat Henry (7,9) Larry Thiessen (10) Ben Meisner (11) Al Hammer (12) Murray Mehling (13) Mrs. Freda Woodhouse (15) Jerry Tennant (16) Ken Martin (17-20) Radio-TV Reps (21) ABC International (22) Middle of the road (23) 1949 (24) BN/CP

FM**CHFM-FM, CALGARY**

11,000 watts on 95.9 mcs.

(2) No. 10 Westbrook Mall (3) (403) 249-7772 (4) J. D. Whitehead (5) Wilf A. Sennett (6) LeLannd Haver (7) George Ferguson (9) Pat Pearson (10) Bruce McInnes (11) Gerry Weber (13) Miss Glenna Collins (14) Roy McDonald (15) Lorraine Herod (16) Ralph Allan (17-20) Hardy Radio & TV (22) Standard pops, some contemporary light classical, jazz (23) 1962

CFRN-FM, EDMONTON

16,200 watts on 100.3 mcs.

(1) Sunwapta Broadcasting Ltd. (2) Box 5030 Postal Station "E" (3) (403) 484-3311 Tlx 037-2257 (4) Dr. G. R. A. Rice (5,6,7) James S. Edwards (9) Harry Farmer (11) Al McCann (15) Miss Margrit Arndt (16) T. E. Wadson (17-20) Radio-TV Reps (21) Canadian Standard (22) Contemporary MOR Classical (23) 1947 (24) BN, CP, SRN

CJCA-FM, EDMONTON

400 watts on 99.5 mcs.

(1) Edmonton Broadcasting Co. Ltd. (2)

10123-104th St., Zone 14 (3) (403)

424-4131 Tlx 937-229 (4,5) C. A. Perry (6)

John L. Sayers (7,8) Harry Boon (9) Garry McDonall (10) Walt Rutherford (11) Bryan Hall (14) Mrs. June Cavanagh (15) Mrs. Barbara Cook (16) Gordon Skutle (17-21) All Canada Radio & TV Ltd. (22) Pop concert, Jazz, Opera, Classical (23) 1949 (24) BN

CKUA-FM, EDMONTON

352 watts on 98.1 mcs.

(2) 10526 Jasper Ave. (3) (403) 422-5161 (5) J. W. Hagerman (7) Ed Kilpatrick (9) Ed Kilpatrick (10) Carl Noack (13) Mrs. M. P. Blackburn (16) W. "Bill" Pinko (22) Educational Music, Talk (23) 1948 (24) BN

CHEC-FM, LETHBRIDGE

250 watts on 100.9 mcs.

(1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 Tlx 038-49154 (4,5) H. W. Brown (6) Ron Bruchet (7) Veryl Todd (8,9) Mike Scott (10) Dave McCrady (11) Veryl Todd (12) Leo Dow (13) Miss Barbara Hemmaway (14) Mike Scott (15) Mrs. Margaret Davis (16) Rino Verhulst (17,18) Group One (20) Group One (21) Weed & Co. (22) Contemporary, College Oriented (23) 1959 (24) BN

CKRD-FM, RED DEER

1,240 watts on 98.9 mcs.

(1) Central Alberta Broadcasting (1961) Ltd. (2) Box 5555 (3) (403) 347-6681 Tlx 036-318 (4,5) H. L. Flock (6) G. P. Henry (7,8) Larry Thiessen (9) Stu Morton (10) Ben Meisner (11) Al Hammer (12) Murray Mehling (13) Freda Woodhouse (14) G. P. Henry (15) Gerry Tennant (16) Ken Martin (17-20) Radio-TV Reps (21) ABC International (22) MOR featuring Jazz and Classic 20% (23) 1964 (24) BN

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50 KW HAS
ACCEPTANCE**

Continental's 50 KW transmitter customers in North America include:

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WJR WOAI KLIF KFI WOR
WHN KVOO KFAX KUAT
KEEL WSB KGBT XETRA
WRKO WKVM KWJJ WMOO
WCCO CHQM KOMA KYW
WOR WNEW WLAC CBU
CKDA WBZ WFNC KYAK

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**Celebrating Our 35th Anniversary
RADIO/TELEVISION/STEREO**

**STATIONS OF SUNWAPTA BROADCASTING LIMITED,
EDMONTON**

KEY

(1) Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Station Birth Date (26) Color Facilities: A - Network feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units.

CFCN-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 4

(1) CFCN Television Ltd. (2) Broadcast House (3) 403-249-9101 (4,5) Ted Chapman (6) Ron Nordquist (7) Herb Marshall (8) Ken Masonchuk (9) Grace Dafoc (11) Ian Parker (12) Henry Viney (14) Marie Hohtanz (15) Brian Bolli (16) Marion Rowat (17) Charles Heine (18) Ron Nordquist (19) Dave Fage (20,21) Stephens & Towndrow (22) A. J. Messner (23) Stephens & Towndrow (24) Gene Sumner (26) A, B, C, D, E

Rebroadcasting Stations

Channel	Location
13	Lethbridge
12	Hand Hills
8	Banff
9	Brooks
8	Jubilee Mountain, B.C.
10	Drumheller
6	Lake Louise

6 Columbia River Valley
9 Sundre

CHCT-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 2

(1) Calgary Television Ltd. (2) 955 Rideau Rd. S.W. (3) (403) 243-3491 Tlx 038-2449 (4) Norman Botterill (5) Dave Penn (6) Wendell Wilks (7) T. W. Townsend (8) R. Gibson (9) Wendell Wilks (11,12) Ed Whalen (13) Noel Wagner (14) Miss Barbara Kelly (15) Dennis Corrie (16) Don Wilson (17) Gus Gunst (18) Bill McCambly (19) Gordon Warner (20-24) All Canada Radio & TV Ltd. (25) 1954 (24) A, B, E

Rebroadcasting Stations

Channel	Location
8	Drumheller
13	Banff

CBXT-TV, EDMONTON

34,300 watts audio, 318,000 watts video on Channel 5

(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R. L. Horley (25) 1961

Rebroadcasting Stations

Channel	Location
8	Athabaska
9	White Court
10	Grande Prairie
7	Peace River
2	High Prairie

CFRN-TV, EDMONTON

90,000 watts audio, 180,000 watts video on Channel 3

(1) Sunwapta Broadcasting Ltd. (2) Postal Station 'E' (3) (403) 484-3311 Tlx 037-2257 (4) Dr. G. R. A. Rice (5) B. D. Alloway (7) D. Field (8) D. Roman (9) G. T. Kidd (10) H. Farmer (11) S. Lancaster (12) A. McCann (13) S. Flewitt (14) Mrs. V. Macklin (15) S. Young (16) Mrs. P. Wood (17) P. Leonard (18) T. Wadson (19) K. Neale (20-23)

Radio-TV Reps (24) Canadian Standard (25) 1954 (26) A, B, C

Rebroadcasting Stations

Channel	Location
12	Ashmont-St. Paul
12	Whitecourt-Edson
6	Lac La Biche

CJLH-TV, LETHBRIDGE

19,200 watts audio, 96,100 watts video on Channel 7

(1) Lethbridge Television Ltd. (2) Box 1120 (3) (403) 327-1521 Tlx 038-4930 (4) N. A. Botterill (5) John McColl (7) Ken Wolosyn (8) Bob Johnson (11) W. Skelton (12) Brent Seely (13) Doug Card (14) Mrs. Bev Streton (15) Corne Martens (16) Miss Win Dufty (17) Len Sherman (18) Ron Joevenazzo (19) Mrs. Betty Glendinning (20-24) All Canada Radio & TV Ltd. (25) 1955 (26) A

Rebroadcasting Stations

Channel	Location
3	Brooks
3	Burmis
12	Waterton Lakes
12	Coleman

CKSA-TV, LLOYDMINSTER

23,200 watts audio, 116,000 watts video on Channel 2

(1) CKSA-TV Ltd. (2) 5026-50 St. (3) (403) 875-3321 Tlx 037-3211 (4,5) Arthur F. Shortell (6,7) Jay Leddy (8-10) Wes Saunders (11) Ed Horlacher (12) Barry Smith (13) Roland Brassard (14) Miss Dorothy Noble (15) Mrs. Ethel Smith (16) Mrs. Betty Zinter (17) Howard Sturge (18) Tony Stam (19) Garry Warrington (20-23) Hardy Radio & TV Ltd. (24) ABC International (25) 1960 (26) A

Rebroadcasting Stations

Channel	Location
2	Lloydminster
9	Bonnyville
12	Meadow Lake

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Montreal. So now we've got new
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systems reduce tape noise. Now
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systems and our 24-input
consoles even more efficiently
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RCA Recording Services
910 Lagachetiere St. East
Montreal
(514)-849-8165



CHAT-TV, MEDICINE HAT

3,000 watts audio, 5,700 watts video on Channel 6

(1) Monarch Broadcasting (2) 520 First St. S.E. (3) (403) 548-3911 Tlx 038-4824 (4) J. H. Yuill (5,6) Orville Kope (7) Nat'l - Ian Carson, Local - Harold Brucker (8) Doug Cocks (9) Cliff Dacre (10) Lorne Havard (11) Stan Weiler (12) Bob Ridley (13) Cliff Dacre (14,15) Miss Betty Anne Thompson (16) Cliff Dacre (17) August Soehn (18) Sid Gaffney (19) Melvin Heine (20-24) All Canada Radio-TV Ltd. (25) 1957 (26) A

Rebroadcasting Station

Channel Location
4 Pivot

CKRD-TV, RED DEER

13,000 watts audio, 26,000 watts video on Channel 6

(1) CHCA Television Ltd. (2) Box 5555 (3) (403) 347-6681 Tlx 038-316 (4,5) H. L. Flock (6) Mel Gordon (7) W. R. Scott (8,9) Mel Gordon (11) Ben Meisner (12) Al Hammer (13) Murray Mehling (14,15) Mrs. Freda Woodhouse (16) Miss June Underdown (17) Rick Soehn (18) L. Luchian (19) Rick Brawn (20-23) Radio-TV Reps (24) ABC International (25) 1957 (26) A, E

Rebroadcasting Stations

Channel Location
10 Coronation
10 Banff

HOUSEHOLD TV SET USAGE

Television reaches 98% of all Canadian TV Homes in a week, with the TV set being viewed an average of 43 hours and 42 minutes.

	Per cent Ownership	Average Daily Hours	Average Weekly Hours
Total Canadian TV Homes	100	6 hrs:14 mins.	43 hrs:42 mins.
Total Quebec TV Homes	100	6 hrs:51 mins.	48 hrs:00 mins.
Black & White Set TV Homes	92	6 hrs:12 mins.	43 hrs:30 mins.
Color Set TV Homes	8	6 hrs:41 mins.	46 hrs:48 mins.
Single Set TV Homes	78	6 hrs:00 mins.	42 hrs:00 mins.
Multi-Set TV Homes	22	7 hrs:06 mins.	49 hrs:42 mins.
Non-Cable TV Homes	87	6 hrs:13 mins.	43 hrs:36 mins.
Cable TV Homes	13	6 hrs:18 mins.	44 hrs:12 mins.

Source: A. C. Nielsen Co., January 1969.

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before it is printed cost you important money.

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layout men, book-binders, addressors, mailers, French
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Saskatchewan

Total Population	963,000	Children (2-11)	217,200
Men (18 and over)	298,400	Households	265,800
Women (18 and over)	288,800	TV Households	245,300
Teens (12-17)	123,600	Per cent TV Households	92%

Source: BBM January 1969

RADIO

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

AM

CFRG & CFGR, GRAVELBOURG

5,000 watts day on 710 kcs.
250 watts night on 1230 kcs.
(1) Radio-Gravelbourg Ltee. (2) PO Box 570 (3) (306) 648-2515 (4) J. E. Chabot (5) Dumont Lepage (6-9) Benoit Pariseau (10) Marcel Moor (11) Germain Massicotte (12) Marcel Moor (13) Miss Micheline Lamarre (14) Benoit Pariseau (15) Miss Jeanne Beauregard (16) John A. Browne (17,18) Hardy Radio & TV (21) Devney (22) Classical, modern (23) 1952 (24) BN

CJVR, MELFORT

10,000 watts on 1420 kcs.
(1) Radio CJVR Ltd. (2) PO Box 1420 (3) (306) 752-2867 (4) M. H. Dokken (5) Marvin J. Chase (6) Gerry Rempel (7,8) Marvin J. Chase (9) Douglas Birkmaier (10,11) Grant Ulyot (12) Gary Miller (13) Doreen Holmgren (14) Grant Ulyot (15) Annette Nicholson (16) Ed Burynuik (17,18) Lorrie Potts (19,20) Radio-TV Reps (22) MOR, C&W, Rock (23) 1966 (24) BN

CHAB, MOOSE JAW

10,000 watts on 800 kcs.
(1) Moffat Broadcasting Ltd. (2) 116 Main St. N (3) (306) 692-6464 Tlx 031-2912 (4) Randall L. Moffat (5) Vern Traill (6) Bob Meikle (8) Bruce Mitchell (9) Rodger Broadhead (10) Bruce Mitchell (11) Ron Temreck (12) Reg Nieszner (13) Mrs. Mary Carty (14) Bob Simpson (15) Mrs. Barb Huel (16) Rodger Broadhead (17,18) Major Market (19) A. J. Messner (20) Major Market (21) Devney (22) C&W (23) 1922 (24) Contemporary News

CJNB, NORTH BATTLEFORD

10,000 watts on 1050 kcs.
(1) Northwestern Broadcasting Co. Ltd. (2) Box 1460 (3) (306) 445-2477 Tlx 034-2527 (4) E. A. Rawlinson (5) Harry G. Dekker (6) Harry G. Dekker, natl; A. Johnson, local (7,8) Eldon Elliott (10) Lorne Cooper (11) Eldon Elliott (12) Lorne Cooper (13) Bob Hildebrand (14) Mrs. Chris Dekker (15) Miss Pat Wagner (16) Al Ruddell (17-20) Group One (21) Devney (22) MOR (23) 1947 (24) BN

CKBI, PRINCE ALBERT

10,000 watts on 900 kcs.
(1) Central Broadcasting Co. Ltd. (2) 10th St. West (3) (306) 763-7421 Tlx 034-2932 (4) E. A. Rawlinson (5) F. F. Rawlinson (6) I. Robertson (7) J. Scarrow (10,11) N. Roche (12) H. Mallwitz (13) Mrs. M. Sherman (15) Mrs. R. Garneau (16) T. Van Nes (17-21) All-Canada (23) 1934 (24) BN

CJME, REGINA

1,000 watts on 1300 kcs.
(1) Midwest Broadcasters (2) Box 1300 (3) (306) 527-4191 (4) E. A. Rawlinson (5) R. J. Hutton (6) T. J. Ennis (7) Bill Cochrane (8) John Mackey (9) John Onn (10) Dennis Harding (11) Bob Hutton (12) Ken Moore (13) Lorraine Swedberg (14) Jim Savage (15) Kae Lazaruk (16) Dave Senft (17,18) Major Market (21) Devney (22) Contemporary (23) 1959 (24) West Regional, CP

CKCK, REGINA

5,000 watts on 620 kcs.
(1) Transcanada Communications Ltd. (2) PO Box 6200 (3) (306) 522-8591 Tlx 031-2239 (4) M. Sifton (5) Gary L. Miles (6) Joe Foord (7) Doug Alexander (9) Miss Leanne Ahearn (10) Grant Kennedy (11) John Wells (12) Grant Kennedy (13) Mrs. Pam Allen (14) Dennis Stafford (15) Mrs. Irene Deck (16) Howard Dean (17-21) All-Canada (22) MOR, contemporary (23) 1922 (24) SBN, Ottawa Radio News Bureau, BN, CP West

CKRM, REGINA

10,000 watts on 980 kcs.
(1) Cambrian Broadcasting Ltd. (2) Box 9800 (3) (306) 523-5661 Tlx 031-2710 (4) W. B. Plaunt (5) Ex. v-p, James T. Miller (6) Frank J. Flegel (7-9) Roy C. Brown (10-12) Keith Morrison (14) Roy C. Brown (15) Mrs. Freda Morris (16) L. V. Cozine (17,18) Paul Mulvihill (19,20) Western Broadcast (21) Canadian Standard (22) MOR, Good music (23) 1926 (24) BN

CBK, REGINA

50,000 watts on 540 kcs.
(1) Canadian Broadcasting Corp. (2) 1840 McIntyre St. (5) A. E. Parr (23) 1939

CKKR, ROSETOWN

10,000 watts on 1330 kcs.
(1) Goose Lake Broadcasting Co. Ltd. (2) Box 490 (3) (306) 882-2686 (4,5) Stan Solberg (6) Grant LaMarre (7,8) Pat O'Connor (10) Ken Spears (11) Bart Dailey (12) Gary Barr (13) Mrs. Joanne Slater (14) Stan Sparling (15) Mrs. Joanne Slater (16) John Guppy (17,18) Radio & TV Sales (19) Harold Olsen (20) Jim Stovin (22) C&W (23) 1966 (24) BN

CFNS, SASKATOON

1,000 watts on 1170 kcs.
(1) Radio-Prairies-Nord Ltee (2) 1426 Alexandra (3) (306) 653-1170 (4) Dr. M. Demay (5) Raymond J. Marcotte (6) Gus Bandet (8) Jacques Landry (9) Marie-A. Papen (10) Francois Riopel (11) Jacques Landry (12) Roland David (13) Marie-A. Papen (14) Roger Lavallee (15) Eva Billo (16) Emile Gaudet (17,18) Hardy Radio & TV (19) A. J. Messner (20) Radio-TV (Reps) (21) Devney (22) good music (23) 1952 (24) BN

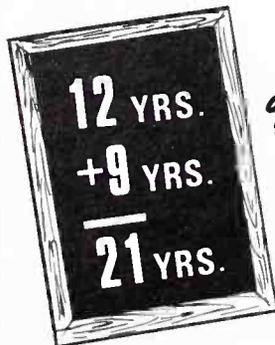
CFQC, SASKATOON

5,000 watts on 600 kcs.
(1) A. A. Murphy & Sons (2) Box 9200 (3) (306) 242-6611 Tlx 034-2228 (4) Vern Dallin (5) Dennis Fisher (6) Clyde Bourassa (7,8) Wally Stambuck (9) Walt Edwards (10) Les Edwards (11) Chuck McManus (12) Bill Story (14) Gord Browne (15) Mrs. Martha Mills (16) Jan van der Tuuk (17-20) Radio-TV Reps (21) Canadian Standard, H. G. Oakes (22) MOR (23) 1923 (24) BN Wire, Standard News, NBC, BN Voice

CKOM, SASKATOON

10,000 watts on 1250 kcs.
(1) Saskatoon Community Broadcasting Co.

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Lloydminster, Sask-Alta

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ABC INTERNATIONAL TELEVISION Inc. in the United States

Ltd. (2) Sub PO. 30 (3) (306) 374-3690 (4) R. A. Hosie (5,6) Bill Stovin (7) Arn Stilling (8,9) George Johns (10) William Gerald (11) Roy Norris (15) Miss Janet McCubbing (16) Maynard Greer (17,18) Major Market (19,20) Stovin-Byles TV (21) Weed (23) 1951 (24) BN

CJSN, SHAUNAVON

1,000 watts on 1490 kcs.
(1) Frontier City Broadcasting Co. Ltd. (2) Box 1176 (3) (306) 297-2671 (4) Douglas Scott (5-9) Dave Andersen (10) Sean Quinlen (11) Frank Matovich (12) Art Wallman (13) Mrs. Marg Christenson (14) Dave Andersen (15) Mrs. Marg Christenson (16) Harry Bottinga (17,18) Group One (19) Broadcast Repts (20) Radio-TV Repts (21) Weed (22) MOR, C&W, Popular (23) 1966 (24) BN

CKSW, SWIFT CURRENT

1,000 watts day, 250 watts night on 1400 kcs.
(1) Frontier City Broadcasting Co. Ltd. (2) 134 Central Ave. N, Box 370 (3) (306) 773-4605 (4) Doug W. Scott (5) Wilf C. Gilbey (6) Bill Friest (7,9) Wilf Gilbey (10) Sean Quinlan (11) Frank Matovich (12) Art Wallman (13) Mrs. Mary Mudry (14) Doug W. Scott (15) Miss Helga Popovitsch (16) Harry Bottinga (17,18) Group One (19) Broadcast Repts (20) Radio-TV Repts (21) Weed (22) MOR, C&W, Top 40, Open line (23) 1956 (24) BN

CFSL, WEYBURN

CJSL, ESTEVAN
CFSL, 11,000 watts on 1190 kcs.
CJSL, 1,000 watts on 1280 kcs.
(1) Soo Line Broadcasting Co. (2) Box 340, Weyburn (3) (306) 842-4666 (4) Tom G. Laing (5) James T. Laing (7) Frank Martina (8,10) Ray Bye (11) James Laing (12) Don Turner (13) Gerry Montgomery (15) Mrs. Linda Ebel (16) John Mitschke (17-20) Group One (22) MOR, Top 40, community oriented (23) 1957 (24) BN

CJGX, YORKTON

10,000 watts on 940 kcs.
(1) Yorkton Broadcasting Co. Ltd. (2) Tower Theatre Bldg., 2nd Ave. N (3) (306) 783-2256 (4,5) George Gallagher (6) Merv Phillips (7) Morley Jaeger (8) Ed Laurence (9) Lorne Gaska (10,11) Jim Keilback (12) Doug Sherwin (14) Ken Dodds (15) Mrs. June Blaxall (16) Harry Kerr (17,18) Radio-TV Repts (19) A. J. Messner (20) Radio-TV Repts (21) Canadian Standard (22) MOR, Country, contemporary (23) 1927 (24) BN

FM

CFMQ-FM, REGINA

5,900 watts on 92.1 mcs.
(1) Metropolitan Broadcasting Ltd. (2) 3000 13th Ave. (3) (306) 525-9195 (4-6) W. S. Stewart (7,8) Leonard Enns (9) David Warren (13,15) Ann Howard (16) Lachlan Cox (17-20) Hardy Radio & TV (22) MOR, Quality (23) 1966 (24) BN, local stringers

CFMC-FM, SASKATOON

6020 watts on 103.9 mcs.
(1) General Broadcasting Ltd. (2) 102 Canada Bldg. (3) (306) 653-3144 (4,5) Donald MacKenzie (6) R. Robison (7,8,9) Reg Parker (10) E. Wallace (11) Don Edwards (13) Mrs. S. Kinakin (15) Mrs. Yvette Balkwill (16) Bob Hunter (17-19) Hardy Radio & TV (22) MOR (23) 1964 (24) CP

CJUS-FM, SASKATOON

3,800 watts on 89.7 mcs.
(1) Univ. of Saskatchewan (2) Memorial Union Bldg., Univ. of Sask. (3) (306) 343-3747 Tlx 034-2659 (5) Gordon Walburn (6) Ken Gordon (7) Dan Schwan (9) Miss Rhonda Feader (10) Paul Botkin (11)

Doug Dodd (12) Ken Wasylyshyn (14) Al Shechtman (15) Miss Sandy Johnston, Miss Janie Dick (16) C. Al Bradley (22) Classical, folk, jazz, light popular, prog. rock (23) 1965 (24) BN

TELEVISION

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Repts (21) Montreal Repts (22) Winnipeg Repts (23) Vancouver Repts (24) U.S. Repts (25) Year Station Began Operation (26) Color Facilities: A - Network feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units.

CKBI-TV, PRINCE ALBERT

20,000 watts audio, 100,000 watts video on Channel 5
(1) Central Broadcasting Co. Ltd. (2) 10th St. West (3) (306) 763-7421 Tlx 034-2932 (4,5) E. A. Rawlinson (6) F. F. Rawlinson (7) I. Robertson (8) J. J. Cannon (11,12) N. Roche (13) H. Mallwitz (14) Mrs. M. Sherman (16) T. Mrs. S. Dodwell (17) W. Ahenakew (18) Van Nes (19) Mrs. L. Hawksworth (20-24) All-Canada (25) 1958 (26) A
Rebroadcasting Stations
Channel Location
10 Altican
9 Big River
4 Greenwater
2 Nipawin
7 North Battleford

CBKRT, REGINA

125,000 watts audio,
250,000 watts video on Channel 9
(1) CBC (25) 1969

CBKMT, MOOSE JAW

53,000 watts audio,
100,000 watts video on Channel 4
(1) CBC (25) 1969

CKCK-TV, REGINA

53,500 watts audio,
100,000 watts video on Channel 2
(1) Transcanada Communications Ltd. (2) Box 2000 (3) (306) 523-6671 Tlx 031-2433 (4) M. C. Sifton; v-p & Managing dir., H. A. Crittenden (5) Jim Struthers; asst. mgr., Lloyd Westmoreland (6) Doug Lee (7) Ed Sjostrand (8) Mel Friesen (9) Miss Joyce Brown (11) Grant Kennedy (12) John Wells (15) Miss Kathie Sheard (16) Mrs. Sharon Ferris (17) Joseph Soehn (18) Lorne E. McBride (19) Barry Haddad (20-24) All-Canada (25) 1954 (26) A, B, E
Rebroadcasting Stations
Channel Location
12 Colgate
7 Moose Jaw
6 Willow Bunch

CFQC-TV, SASKATOON

5,400 watts audio,
10,000 watts video on Channel 8
(1) A. A. Murphy & Sons Ltd. (2) 216 First Ave. North (3) (306) 242-6611 Tlx 034-2228 (4) W. A. Murphy (5) G. Blair Nelson (6) D. C. Brinton (7) Ken Hutson (8) Ted Eadinger (9) Mrs. Jean Korchin (11) Les Edwards (12) Chuck MacManus (13) Bill Storey (15) Wm. Amos (16) Mrs. Verna Fowler (17) Bert Kainz (18) Del Polowick (19) Ron Lee (20-23) Radio-TV Repts (24) Canadian Standard & H.

G. Oakes on West coast (25) 1954 (26) A, B, C, D, E
Rebroadcasting Station
Channel Location
3 Stranraer

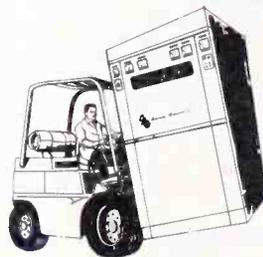
CJFB-TV, SWIFT CURRENT

6,650 watts audio,
13,300 watts video on Channel 5
(1) Swift Current Telecasting Co. Ltd. (2) PO Box 160 (3) (306) 773-7266 Tlx 031-2119 (4-6) Wm. D. Forst (7) Walter S. Buffam (9) Mrs. Julie Forst (11) Gordon Foth (12) Art Henderson (15) Mrs. Julie Forst (16) Miss Phyllis Hunter (17) Stan Bacon (18) Jerome Rissling (20,21) Radio-TV Repts (22) Broadcast Repts (23) Radio-TV Repts (24) Forjoe (25) 1957 (26) A, E
Rebroadcasting Stations
Channel Location
2 Eastend
10 Riverhurst
7 Shaunavon
2 Val Marie

CKOS-TV, YORKTON

2,600 watts audio,
15,000 watts video on Channel 3
(1) Yorkton Television Co. Ltd. (2) 95 East Broadway (3) (306) 733-3688 Tlx 034-21512 (4,5) R. L. Skinner; asst. gm & v-p, George S. Skinner (7) R. L. Skinner; local & regional, J. V. Corky Birt (8) Leigh Skinner (9) Wilbur Westby (11,12) Linus Westberg (13) Norman Roebuck (14) Geraldine Peppler (15) Linus Westberg (16) Pauline Glaicar (17) Lenard Toye (18) Ludwig Hocoear (19) Sharon Coleman (20,21,23) Stovin-Byles TV (24) ABC International (25) 1958 (26) A, B, C, D
Rebroadcasting Stations
Channel Location
8 Baldy Mountain, Man.
7 Carlyle Lake, Sask.
6 Wynyard, Sask.

CONTINENTAL'S 50 KW HAS LOW SHIPPING COSTS



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Electronics
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Manitoba

Total Population	975,100	Children (2-11)	209,100
Men (18 and over)	303,400	Households	266,000
Women (18 and over)	309,800	TV Households	251,100
Teens (12-17)	119,600	Per cent TV Households	94%

Source: BBM January 1969

RADIO

KEY

(1) Company Name (2) Mailing Address (3) Telephone-Tlx (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Station Birth Date (24) News Service Affiliations

AM

CFAM, ALTONA

CHSM, STEINBACH

CFAM, 10,000 watts on 950 kcs.

CHSM, 10,000 watts on 1250 kcs.

(1) Southern Manitoba Broadcasting Co. Ltd. (2) PO Box 950, Altona (3) (204) 324-6464 (4) W. E. Kroeker (5) Elmer Hildebrand (7) Jim McSweeney (9) Ray Saunders (11) Harv Kroeker (12) Bob Paschke (13) Olly Penner (16) John Pauls (17-20) Radio-TV Reps (22) Classical, Semi-classical (23) 1957 (24) BN

CKX, BRANDON

10,000 watts on 1150 kcs.

(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 Tlx 0350-2716 (4) J. B. Craig (5) A. Stuart Craig (6) E. D. Holland (8) Frank Bird (9) Ron Thompson (10) Brian Denike (11) Cliff Jones (12) Frank Bird (14) Vince Dodds (15) Mrs. Wendy Griffith (16) Lawrence Dubois (17-21) All-Canada (22) MOR (23) 1928 (24) BN

CHFC, CHURCHILL

250 watts on 1230 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 40 (5) Gaston Charpentier (23) 1959

CKDM, DAUPHIN

10,000 watts on 730 kcs.

(1) Dauphin Broadcasting Co. Ltd. (2) Dauphin (3) (204) 638-3230 (4) Mr. J. Maillard (5) J. Hugh Dunlop (6) J. M. Henderson (7) Mrs. Audrey Mansoff (8) Paul Walker (9) Carl Worth (10) Paul Walker (11) Bernie Basaraba (12) J. M. Weeks (13) Mrs. Helen Henderson (14) Ron Waddell (15) Mrs. Lynda Coombs (16) Allan Watson (17-20) Radio-TV Reps (21) Canadian Standard (22) C&W, Hit parade, Variety (23) 1951 (24) BN

CFAR, FLIN FLON

10,000 watts on 590 kcs.

(1) Artic Radio Corp. (2) 75 Callinan (3) (204) 687-3469 Tlx 0366-5521 (4) G. Travis

(5) J. E. Mason (6) J. Pico (7) Ken Porteous (8) Dennis Corrigan (9) Al Sweeney (10) Arnold Celsie (11) Dennis Corrigan (12) Al Sweeney (13) Mrs. Ben Farmer (14) J. E. Mason (16) J. E. Mason (17,18) Hardy Radio & TV (19) Broadcast Reps (20) Hardy Radio & TV (21) Canadian Standard (22) C&W, MOR (23) 1937 (24) BN

CFRY, PORTAGE LA PRAIRIE

1,000 watts on 920 kcs.

(1) Portage Delta Broadcasting Co. Ltd. (2) 1500 Saskatchewan Ave. West (3) (204) 857-5111 (4,5) R. D. Hughes (6) Jack E. Follett (7-11) Vic Edwards (12) Howard Barker (13) Nancy Layne (14) Vic Edwards (15) Miss Janis Dyer (16) R. D. Hughes (17,18) Lorrie Potts & Co. (22) C&W, MOR, Popular (23) 1956 (24) BN

CKSB, ST. BONIFACE

10,000 watts on 1050 kcs.

(1) Radio Saint-Boniface Ltee. (2) PO Box 69, St. Boniface 6 (3) (204) 247-4843 (4) Roland Trudeau (5) Roland Couture (6) E. J. Bohemier (7) Andre Martin (8) Miss Flore Toupin (10-12) Val Gervais (13) Mrs. Marie Martin (16) Roland Brodeur (17,18) Hardy Radio & TV (20) Radio-TV Reps (21) Devney Inc. (23) 1946 (24) BN

CHTM, THOMPSON

1,000 watts on 610 kcs.

(1) Mystery Lake Broadcasting Ltd. (2) Shopping Plaza (3) (204) 677-3905 Tlx 0366-4516 (4) D. R. Sutherland (5) Mrs. Bonnie Swain (6) Peter Nelson (7,8) Gary Brooks (9) Ron Crane (11) Brian Swain (13,14) Mrs. Bunny Kane (15) Mrs. Rejane Chevalier (16) Gordon Kartz (17,18) Group One (19) Broadcast Reps (20) Group One (22) MOR, C&W, Pop, CBC (23) 1964 (24) BN

CBW, WINNIPEG

50,000 watts on 990 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) J. R. Finlay (23) 1948

CFRW, WINNIPEG

5,000 watts on 1470 kcs.

(1) Radio Winnipeg Ltd. (2) PO Box 1022 (3) (204) 947-1211 (4) J. O. Blick (5) J. S. Burton (6) D. MacLennan (8) D. Roman (9) W. Shields (10) J. Malloy (11) G. Darling (13) M. Nelson (15) M. Nelson (16) W. McDougall (17,18) Hardy Radio & TV (20) Hardy Radio & TV (21) Weed & Co. (22) Pop (23) 1963 (24) BN

CJOB, WINNIPEG

10,000 watts on 680 kcs.

(1) Radio OB Ltd. (2) 930 Portage Ave., Winn. 10 (3) (204) 786-2471 (4) F. A. Griffiths (5) Rory MacLennan (6) Ted Smith (7-9) John Cochrane (10) Steve Halinda (11) Ken Nicolson (13) George McCloy (14) Kirk Northcott (15) Mrs. Eleanore Jones (16) Neil East (17,18) SBS (19,20) Western Broadcast

(21) Canadian Standard (22) MOR, Contemporary (23) 1946 (24) SBN, NBC, BN

CKRC, WINNIPEG

10,000 watts on 630 kcs.

(1) Transcanada Communications Ltd. (2) 300 Carlton St. (3) (204) 942-2231 Tlx 03-5566 (4) M. C. Sifton (5) R. K. Macdonald (6) H. P. Delaney (7) R. L. Washington (9) I. Steen (10) J. Farrell (11) D. Slade (12) J. Farrell (13) B. Kozak (15) Miss T. Richl (16) R. Patterson (17-21) All-Canada (22) Contemporary (23) 1934 (24) CP Wire, BN Voice

CKY, WINNIPEG

50,000 watts on 580 kcs.

(1) Moffat Broadcasting Ltd. (2) 432 Main St., Wpg. 2 (3) (204) 943-1531 Tlx 03-58284 (4,5) Randall L. Moffat (6) Don McDermid (8) Bill Grogan (9) Dunc Anderson (10) John Pierce (11) Jack Wells (13) Kay Wise (14) Donn Kirton (15) George Keith (16) Andy Malowanchuk (17,18) Major Market (20) James Advertising (21) Devney (22) MOR, Talk (23) 1949 (24) Canadian Contemporary News System

FM

CKX-FM, BRANDON

58,000 watts on 96.1 mcs.

(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 Tlx 0350-2716 (4) J. B. Craig (5) A. Stuart Craig (6) E. D. Holland (8,9) Ron Thompson (10) Brian Denike (11) Cliff Jones (12) Frank Bird (14) Vince Dodds (15) Mrs. Wendy Griffith (16) Lawrence Dubois (17-21) All-Canada (22) Good Music-Stereo (23) 1963 (24) BN

CBW-FM, WINNIPEG

365,000 watts on 98.3 mcs.

(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) J. R. Finlay (23) 1965

CFRW-FM, WINNIPEG

6,500 watts on 94.3 mcs.

(1) Radio Winnipeg Ltd. (2) PO Box 1022 (3) (204) 947-1211 (4) J. O. Blick (5) J. S. Burton (6) D. MacLennan (8) D. Roman (9) W. Shields (10) J. Malloy (11) G. Darling (13,15) M. Nelson (16) Bill McDougall (17,18) Hardy Radio & TV (21) Weed & Co. (22) Good Music (23) 1963 (24) BN

CJOB-FM, WINNIPEG

310,000 watts on 97.5 mcs.

(1) Radio OB Ltd. (2) 930 Portage Ave., Wpg. 10 (3) (204) 786-2471 (4) F. A. Griffiths (5) Rory MacLennan (6) Ted Smith (7) Peter Grant (8) John Cochrane (9) Peter Grant (10) Steve Halinda (11) Ken Nicolson (12) Peter Grant (14) Kirk Northcott (15) Mrs. Eleanore Jones (16) Neil East (17,18) SBS (19,20) Western Broadcast (21) Canadian Standard (22) Country and Western, Ethnic, Folk (23) 1948 (24) SBN, NBC, BN

CKY-FM, WINNIPEG

360,000 watts on 92.1 mcs.

(1) Moffat Broadcasting Ltd. (2) 432 Main Street, Zone 2 (3) (204) 943-1531 Tlx 03-58284 (4,5) Randall L. Moffat (6) Don McDermid (8,9) Herb Brittain (10) John Pierce (11) Jack Wells (13) Kay Wise (14) Donn Kirton (15) George Keith (16) Andy Malowanchuk (17,18) Major Market (20) James Advertising (21) Devney (22) MOR, Talk (23) 1962 (24) Cdn. Contemp. News System.

KEY

(1) Company Name (2) Mailing Address (3) Telephone-Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Station Birth Date (26) Color Facilities: A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

CKX-TV, BRANDON

54,000 watts audio,
100,000 watts video on Channel 5
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 Tlx 0350-2716 (4) J. B. Craig (5) A. Stuart Craig (7) A. W. Olson (8) Rich Chudley (9) Ken Duke (11) Brian Denike (12) Cliff Jones (13) Frank Bird (15) Vince Dodds (16) Miss Marg Chzyk (17) Rodger Gerome (18) Lawrence Dubois (19) Harold Pullaw (20-24) All-Canada (25) 1955 (26) A, B.

Rebroadcasting Stations

Channel	Location
11	Birtle-Foxwarren
9	Melita

CHGH-TV, CHURCHILL

4.94 watts audio,
10 watts video on Channel 4
(1) Nanuk Television Inc. (2) PO Box 266 (3) (204) 675-2344 (4) Rev. Fr. R. Belair (5,6) A. L. Robb (11) J. W. Richardson (14) Mrs. J. Askewe (20,21) Radio & TV Sales (22,23) Broadcast Reps (25) 1965

CBWBT, FLIN FLON

1,600 watts audio,
7,800 watts video on Channel 10
(1) Canadian Broadcasting Corp. (2) c/o CBC, PO Box 160, Winnipeg (5) J. R. Finlay (25) 1962

Rebroadcasting Station

Channel	Location
7	The Pas

CBTA, LYNN LAKE

2,500 watts audio,
500 watts video on Channel 8
(1) Canadian Broadcasting Corp. (2) c/o CBC, PO Box 160, Winnipeg (5) J. R. Finlay (25) 1967

CBWT, WINNIPEG

12,000 watts audio,
100,000 watts video on Channel 6
(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) J. R. Finlay (25) 1954

Rebroadcasting Stations

Channel	Location
10	Fisher Branch
7	Atikokan, Ont.
9	Dryden, Ont.
5	Fort Frances, Ont.

8	Kenora, Ont.
10	Red Lake, Ont.
12	Sioux Lookout, Ont.

CBWFT, WINNIPEG

7,370 watts audio,
59,000 watts video on Channel 3
(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) J. R. Finlay (25) 1960

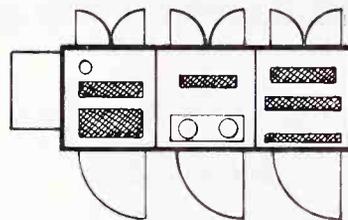
CJAY-TV, WINNIPEG

65,000 watts audio,
325,000 watts video on Channel 7
(1) Channel Seven Television Ltd. (2) Polo Park, Wpg. 10 (3) (204) 775-0371 Tlx 03-5308 (4) R. S. Misener (5) J. M. Davidson (6) Joe Gibson (7) I. M. Lillie (8) Jim Armstrong (9) J. S. Purvis (11) Al Vickery (12) Jack Wells (14) Miss Sheila Knowles (15) Al Johnson (16) Gerry Probert (17) Ron Glowe (18) A. G. Cobb (19) Howie MacMillan (20,21,23) Stovin-Byles TV (24) Sumner (25) 1960 (26) A, B, C, E.

KCND-TV, WINNIPEG

43,600 watts audio,
288,000 watts video on Channel 12
(1) McLendon Corporation (2) 2031 Portage Ave., Wpg. 12 (3) (204) 888-3212 Tlx 03-58159 (4) Gordon McLendon (5) Jerry Johnson (6) Dick Vincent (7) Jerry Johnson (8) Len Gzebb (9) Dick Vincent (11-13) Lee Crouch (14) Miss Bonnie Griten (15) Len Gzebb (16) Mrs. Marie Searle (17) Miss Nina Allam (18) Chuck Headley (19) Dave Rector (20,21) Radio-TV Reps (22) Winnipeg Channel 12 Ltd. (23) Radio-TV Reps (24) Canadian Standard (25) 1960 (26) A, B, C.

CONTINENTAL'S 50 KW IS COMPACT



Continental's Type 317C is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

Continental 
Electronics 
BOX 170-40 / DALLAS, TEXAS 75217

A COMPLETE VIDEOTAPE SERVICE

SIMTEL/EDITEL now offers the most complete color and black & white videotape service available today —

Rental of portable television equipment:

Philips PCP90 Color camera —
Ampex VR3000 High band color recorder —
Ampex HS100 Video Disk Slow Motion machine.

Post production facilities:

Five color VTR machines (can also be used for black & white tapes) —
Computerized, random access editing facilities —
16mm color Plumbicon Telecine chain with optical magnetic, interlock sound —
Color film to color videotape —
Transfer of color or black & white videotape to film —
Audio recording facilities —
Duplicating (dubbing) facilities —
Chroma key and special effects.

SIMTEL/EDITEL VIDEOTAPE PRODUCTION CENTRE

59, Champlain, Place Bonaventure, Montreal 114, Que.
Tel.: (514) 866-8851

SIMTEL INCORPORATED

EDITEL PRODUCTIONS LTD.

Ontario

Total Population	7,398,000	Children (2-11)	1,593,200
Men (18 and over)	2,308,100	Households	2,010,300
Women (18 and over)	2,383,400	TV Households	1,942,400
Teens (12-17)	857,600	Per cent TV Households	97%

Source: BBM January 1969

RADIO

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station began Operation (24) News Service Affiliations.

AM

CHOO, AJAX

10,000 watts on 1390 kcs.

(1) Radio CHOO 1390 Ltd. (2) 97 McMaster Ave. (3) (416) 839-1390 (4) William Jones (5,6) Brian Farr (7) Michael Baron (8,9) Allen Pervin (10) Peter Oomen (11) Eric Wessily (12) Harold Tompkins (13) Mrs. Marnie Richards (14) Don Prenevost (15) Mrs. Mary Holdershaw (16) Dave Snodgrass (17-20) Group One (22) M.O.R., C & W (23) 1967 (24) BN

CKBB, BARRIE

10,000 watts on 950 kcs.

(1) Barrie Broadcasting Company Limited (2) Box 519 (3) (705) 726-6466 Tlx 0689-5520 (4) R. T. Snelgrove (5) Wayne Bjorgan (6) John Henderson (7,8) Grant Forsythe (10) Bill McCutcheon (14) Frank Tooke (15) Mrs. Phyllis Moran (16) Bert Verwey (17,18) Paul Mulvihill (19,20) A. J. Messner (21) Canadian Standard (22) M.O.R., C & W, Teen (23) 1949 (24) BN, CCNS

CJBO, BELLEVILLE

1,000 watts on 800 kcs.

(1) Quinte Broadcasting Ltd. (2) 45 Bridge St. E. (3) (613) 968-5555 (4) Dr. J. A. Morton (5) Frank C. Murray (6) Hamie MacDonald (7) Lee Jourard (8,9) Frank C. Murray (10) Dave Sovereign (11) Jack Divine (12) Phil Flagler (13) Lee Jourard (14) Mrs. D. Loupelle (15) Mrs. Fleiger (16) Mr. Jack Buchanan (17,18,19,20) Major Market (21) Standard Broadcasting Promotion Ltd. (22) MOR, Rock, C & W (23) 1946 (24) BN

CJNR, BLIND RIVER

1,000 watts on 730 kcs.

(1) Algonquin Radio & TV (2) Box 1120 (3) (705) 356-2209 (4) Carmen Greco (5,6) Paul Leonard (7) Terry Hubbard (8) John Baird (9) Bill Thompson (10) John Baird (11) Terry Hubbard (12) Warren Parker (13) Mrs. B. Lamore (14) Paul Leonard (15) Mrs. E.

Fullerton (16) Ray Rylatt (17) Lorrie Potts (18) Scotty Sheridan (21) Weed (22) MOR (23) 1958 (24) BN

CHIC, BRAMPTON

1,000 watts day, 500 watts night on 790 kcs.

(1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 451-3110, 677-1090, 277-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (6) Harry J. Allen, Jr. (7) David Cook (9) Miss Terry Clark (10) Ernest Courtney (11) David Cook (12) Ernest Courtney (13) Shelley Panter (15) Mrs. Darline Harrop (16) Paul Firminger (17,18,19,20) Group One (21) Donald Cooke (22) MOR, Contemporary (23) 1953 (24) BN

CKPC, BRANTFORD

10,000 watts on 1380 kcs.

(1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F. M. Buchanan (5) R. D. Buchanan (6) Don Woodley (7) Brian Studier (8,9) Arnold Anderson (10) Gordon Cook (11) Arnold Anderson (12) John Edgar (13) Kit McDermott (15) Glen Walker (16) James Featherston (17,18) Lorrie Potts (19) Broadcast Reps (20) Radio-TV Reps (22) MOR (23) 1923 (24) BN

CFJR, BROCKVILLE

1,000 watts on 1450 kcs.

(1) Eastern Ontario Broadcasting Co. Ltd. (2) Box 666 (3) (613) 345-1666 (4,5) John A. Radford (6) Craig McNamara (7,8) Jim Chapman (10,11) Tom Statham (12) Lloyd Kerr (14) Norm Thomas (15) Lorraine McInnes (Miss) (17,18,19,20) Radio-TV Reps (21) Canadian Standard (22) MOR, C & W, Contemporary (23) 1926 (24) BN

CFCO, CHATHAM

10,000 watts on 630 kcs.

(1) Greatlakes Broadcasting (2) Box 630 (3) (519) 352-3000 (4) Mr. D. G. Campbell (5) Norman Haines (6) Mrs. S. Boucher (7,8) Robert Nelson (9) Mrs. Carol Burke (10) Peter McGarvey (11) Ken Day (12) Harold Smith (13) Wayne McLure (14) Norm Haines (15) Miss J. Thompson (16) Gordon Brooks (17,18) Paul Mulvihill (20) Stephens & Towndrow (21) Devney (22) MOR (23) 1926 (24) BN

CHUC, COBOURG

1,000 watts on 1450 kcs.

(1) Radio C.H.U.C. Company Ltd. (2) P.O. Box 520 (3) (416) 372-5401 (4) D. B. Williamson, P.Eng. (5,6) Donald J. Fox (8) Doug Whalen (10) Larry Hall (11) John Lueck (12) Doug Whalen (13) John Lueck (15) Cameron Carrol (16) Robert Hibbert (17,18) Radio & TV Sales (22) Varied (23) 1958 (24) BN

CKCB, COLLINGWOOD

250 watts on 1400 kcs.

(1) Barrie Broadcasting Co. Ltd. (2) Box 339 (3) (705) 445-2011 (4) Ralph T. Snelgrove (5) Wayne Bjorgan (6) Rod LaHay (8,9) Jim House (10) Bill McCutcheon (11) Grant

Forsythe (13) Mrs. Rosemary Henderson (15) Mrs. Rosemary Henderson (16) Bert Verwey (22) MOR, Light Rock (23) 1965 (24) CKBB Barrie

CFML, CORNWALL

1,000 watts on 1110 kcs.

(1) CFML Radio (Cornwall) Ltd. (2) 1308 Pitt St. (3) (613) 932-3356 (4) Y. Bertrand (5) E. Bertrand (6) Guy Vachon (7) Miss Lise Dumont (8) B. Bertrand (9) R. Theriault (10) Mrs. Madeleine Germain (11) Yvon Lemire (13) Mrs. Madeleine Germain (14) Rolland Chevrier (15) Miss Denise Langlois (16) Don Williamson (17-20) Group One (22) MOR, Western (23) 1959 (24) BN

CJSS, CORNWALL

1,000 watts on 1220 kcs.

(1) Tri-Co Broadcasting Ltd. (2) 237 Water St. E. (3) (613) 932-5180 (4,5) Paul Emard (6) Mrs. Eva Howard (7) Fred Denney (8) Dave Lafave (10,11) George Heath (12) John Nichols (13) Mrs. Dorothy Robillard (15) Mrs. Alma Valley (16) Mahlon Clark (17-21) All Canada (22) Quality, Bright Sound (23) 1945 (24) BN

CKDR, DRYDEN

1,000 watts on 900 kcs.

(1) Lake of the Woods Broadcasting (2) Box 580 (3) (807) 223-2355 (4) H. F. Dougall (5) Peter L. Harding (7-10) Peter L. Harding (11) Bill Easter (14) Robt. J. Readings (15) Miss Shelley Kurtz (16) Gerhart Beutew (17) Major Markets (19) Stovin-Byles (22) MOR, Country, Teen (23) 1963 (24) CP

CFOB, FORT FRANCES

1,000 watts on 800 kcs.

(1) Border Broadcasting Ltd. (2) P.O. Box 669 (3) (807) 274-5341 (4) H. F. Dougall (5,6) Gordie McBride (7) Peter Gordon (9) Donn Ryan (10,11) Brian Coxford (12,13) Donn Ryan (14) Dale Ramsdale (15) Viola Plumridge (16) Oscar Petsnick (17-20) Major Markets (21) Canadian Standard (22) MOR, Contemporary (23) 1944 (24) CP

CJLX, FORT WILLIAM

10,000 watts on 800 kcs.

(1) Lakehead Broadcasting Company Ltd. (2) 213 Myles St. (4,5) R. P. "Mac" MacGowan (6) Walter Clemens (7) Dave Gary (8,9) Bill Logan (10) Jim Hart (11) Dick Champlone (14) R. P. MacGowan (15) Miss Roberta Couch (16) John Elder (17,18) Lorrie Potts (19) A. J. Messner (20) Stephens & Towndrow (21) Devney (22) MOR, Contemporary (23) 1959 (24) BN, SBN, NBC

CFTJ, GALT

250 watts on 1110 kcs.

(1) The Galt Broadcasting Co. Ltd. (2) 46 Main St. (3) (519) 621-7510 (4,5) John V. Evans (6) A. C. "Bert" Bond (8,10) John Etherton (11) Greg Peppler (13) Bernice Adams (14) Ray Norris (15) Mary Lillie (16) James Stone (17-20) Hardy Radio (22) MOR (23) 1954 (24) BN Wire & Voice.

CJOY, GUELPH

10,000 watts on 1460 kcs.

(1) CJOY Ltd. (2) Box 217 (3) (519) 824-7000 (4) W. O. Slatter (5) F. T. Metcalf (6) Clifford Muir (7) Iain Crichton (8) Gordon Field (10,11) Norman Jary (13) Mrs. M. Kane (14) G. Field (15) Mrs. M. Gross (16) Peter Calvert (17-21) All-Canada (22) MOR (23) 1948 (24) BN

CHAM, HAMILTON

10,000 watts on 1280 kcs.

(1) Rogers Broadcasting (2) 105 Main E., Ham. 20 (3) (416) 528-0181 (4) E. S. Rogers (5) Norm Marshall (6) Michael Mezo (7) John Murphy (9) John Murphy (10) Earle Bradford (11) Norm Marshall (12) Earle Bradford (13) Don Collins (14) Don Luzzi (15) Mrs. June

Archer (16) Dennis Cox (17,18) Independent Communication Sales (21) Devney (22) MOR, Modern (23) 1967 (24) BN, ABC, Mutual, Rogers News Network

CHML, HAMILTON

5,000 watts on 900 kcs.
 (1) Maple Leaf Broadcasting Co. Ltd. (2) 848 Main St. E., Ham. 22 (3) (416) LI 9-2411 (4) T. E. (Tom) Darling (5) W. E. (Bill) Hall (6) R. J. (Dick) Drew (7) Robert (Bob) Hooper (10) Don Johnston (11) Perc Allen (13) Miss Agnes Anderson (14) Bob Sheppard (15) Mrs. Gail Ryan (16) Ed Victor (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1927 (24) BN, CP, Standard Radio News, Associated Press

CKOC, HAMILTON

10,000 watts on 1150 kcs.
 (1) Wentworth Radio Broadcasting Co. Ltd. (2) 73 Garfield Ave. S. (3) (416) 545-5885 Tlx 021-660 (4) M. C. Sifton (5) R. A. Lamborn (6) M. Awde (7,8) Gary Summers (9) Nevin Grant (10) Maurice "MO" Stazyk (11) Gary Summers (14) Brodie Giles (15) Miss Terri Smith (16) Les Horton (17-21) All-Canada (22) Contemporary (23) 1922 (24) BN Voice, CP

CKAR, HUNTSVILLE

1,000 watts on 630 kcs.
 (1) Muskoka-Parry Sound Broadcasting Ltd. (2) Box 820 (3) (705) 789-4461 (4) G. Norris Mackenzie (5) Garth Thomas (6) Hugh Mackenzie (7-10) Rick Jason (11) Garth Thomas (13) Miss Judith Congdon (14) Sid MacDonald (15) Mrs. Roberta Bullen (16) Smith (17-20) Paul Mulvihill (21) All-Canada (22) MOR (23) 1958

CKAP, KAPUSKASING

1,000 watts on 580 kcs.
 (1) Kapuskasing Broadcasting Co. Ltd. (2) Box 580 (3) (705) 335-2379 (4) Miro Spacek (5,6) Robert E. Robinson (7-9) William Robertson (10) Wray Walpole (11) Richard Lauzon (13) Mrs. Linda Gagne (14) Robert E. Robinson (15) Mrs. Andrea Hahn (16) Orvin Wilcox (17-20) Group One (22) Contemporary, Easy Listening (23) 1965 (24) BN

CJRL, KENORA

1,000 watts on 1220 kcs.
 (1) Lake of the Woods Broadcasting Ltd. (2) 336-2nd St. S. (3) (807) 468-7850 (4) H. F. Dougall (5,6) Denis Belleville (8) Kris Paulson (9,10) Reid MacWilliams (11) Marty Giving (15) Mrs. June Bishop (16) Ken Wai (17,18) Major Markets (19) Stovin-Byles (20) James Advertising (21) Canadian Standard (22) MOR, C & W (23) 1939 (24) BN

CFRC, KINGSTON

100 watts on 1490 kcs.
 (1) Queen's University (2) Kingston, Ont. (3) (613) 546-3871 Ext. 3313 (5) Andrew K. Marshall (6-15) Students (22) Varied (23) 1922

CKLC, KINGSTON

10,000 watts on 1380 kcs.
 (1) St. Lawrence Broadcasting Co. Ltd. (2) P.O. Box 1030, 99 Brock St. (3) (613) 544-1380 (4) T. D. French (5) C. J. Bermingham (6) J. F. French (8) C. J. Bermingham (9) Gary Parr (10) Con Stevenson (11) Ross Wotten (13) Marlene Rowe (15) Joan Moreland (16) Albert Aufleger (17,18) Radio House (19,20) Hardy Radio & TV (21) Weed & Co. (22) MOR, Contemporary, Open Line (23) 1953 (24) BN, Newsradio, CBS

CHML NEWS RECEIVES NATIONAL AWARD



CHML/CKDS News Director Don Johnston (left) accepts Award from Charlie Edwards, General Manager of Broadcast News, at RTNDA International Convention held recently in Detroit.

Every year, the Radio-Television News Directors Association presents their "Charlie" Award to a Canadian Radio Station displaying enterprise and thoroughness in reporting a news event in regular newscasts. The award for 1968 has been won by CHML, for coverage of a gun battle between local police and a group of men, in which one policeman and one of the men were killed.

CHML was described by the judges as "providing excellent continuous coverage of a developing situation". The reporting was said to be "remarkably clear and informative". One of the judges remarked: "Radio Journalism's prestige is enhanced by this kind of thorough and responsible professionalism".

**900
CHML**

TOTAL RADIO IN METRO HAMILTON

CKDS
Stereo 95



KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

CKWS, KINGSTON

10,000 watts on 960 kcs.
(1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 Tlx 026-256 (4) Arthur L. Davies (5) Allan Brooks (6) Leo Clark (7,8) Carl Cogan (9) Jim Wright (10) Floyd Patterson (11) Max Jackson (12) Floyd Patterson (13) Mrs. Anne Cornfield (14) Garry McColman (15) Miss Diane Noble (16) Gord Backus (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) MOR, Contemporary, Open Line (23) 1942 (24) CBC, BN, BN Voice

CJKL, KIRKLAND LAKE

CJTT, NEW LISKEARD
CJKL, 5,000 watts on 560 kcs.
CJTT, 1,000 watts on 1230 kcs.
(1) Kirkland Lake Broadcasting Ltd. (2) P.O. Box 430 (3) (705) 567-3366 (4) S. F. Chapman (5) William King (6) Rene Mantha (8) Laird Elcombe (10) Gary Turner (11) Jack Jay (12) Garnet McWhinnie (14) Gary Turner (15) Mrs. Norma Jean Morgan (16) Ronald Weller (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All Canada (22) MOR, C & W, Teen (23) 1934 (24) BN

CHYM, KITCHENER

10,000 watts on 1490 kcs.
(1) Greatlakes Broadcasting System Ltd. (2) 305 King W. (3) (519) 743-2611 (4) Donald G. Campbell (5,6) John Larke (7) Keith Sterling (8) Vern Rombough (9) Mrs. Molly Zakrzewski (10) Barry Pauley (11) Don Cameron (12) Vern Rombough (13) Miss Cynthia Pearson (14) Mac Lindsay (15) Miss Jenny Lavery (16) Murray Porteous (17,18) Paul Mulvihill (20) Stephens & Towndrow (21) Devney (22) MOR, Contemporary (23) 1965 (24) CP.

CKKW, KITCHENER

1,000 watts on 1320 kcs.
(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 578-1313 Toronto (4) (613) 366-0852 Tlx 029-5432 (4) C. A. Pollock (5) W. D. McGregor (6) W. T. Valentine (7) John DeLazzer (8) Dan Fisher (9) Grant Hoffman (10) Gary McLaren (11) Bill Inkol (14) D. L. Willcox (15) Mrs. Linda Wharton (16) P. J. Turchan (17-21) All-Canada (22) MOR (23) 1959 (24) BN, CP

CHYR, LEAMINGTON

10,000 watts on 710 kcs.
(1) Rogers Broadcasting (2) 13 Adelaide St. E., Toronto (3) (416) 362-1441 (4) E. S. Rogers (5) John C. Garton (6) William Gay (7) Craig Cole (8) Lou Tomasi (9) Dave Dawson (10) Tom Charles (11) John C. Garton (12) Ian MacCracken (14) Lou Tomasi (15) Mrs. Effie Roach (16) Ted Cribbie (17-20) Group One Radio (21) Canadian Standard Broadcast Sales (22) MOR, Modern (23) 1955 (24) ABC

CKYL, LINDSAY

1,000 watts on 910 kcs.
(1) Greg May Broadcasting Ltd. (2) 249 Kent St. W. (3) (705) 324-9103 (4,5) J. A. McNabb (6) District - Jim Bagshaw, Local - Walter Feschuk (7,8) Tony Pearce (10) Doug McIntosh (11) Tim Baker (12) Bill Bundscho (13) Lenore Deaville (14) Gord Fresque (15) Mrs. Jean Bain (16) Bob Eakin (17-19) Hardy Radio (22) MOR (23) 1955 (24) BN, CBC

CFPL, LONDON

10,000 watts on 980 kcs.
(1) CFPL Broadcasting Ltd. (2) P.O. Box 2580 (3) (519) 438-8391 Tlx 024-7210 (4) M. T. Brown (5) C. N. "Bud" Knight (6) Ken Smith (7) Keith Roberts (8) Geoff A. Bingle (9) Bill Murray (10) Gord Whitehead (11) Pete James (12) Roy Jewell (14) Mrs. Cora Evans (15) Jack Illman (16) Glen Robitaille (17,18) Major Markets (20) James Advertising (21) Devney (22) Standard, Pop (23) 1922 (24) BN, CP, AP

CJOE, LONDON

10,000 watts on 1290 kcs.
(1) Middlesex Broadcasters Ltd. (2) Room 309, Hotel London (3) (519) 433-6111 (4) H. J. McManus (5) H. J. McManus, Jr. (6) Ole Aarsteinsen (7) Steve Simpson (8) Jeff Guyl (9) Greg Simpson (10) Sean Moore (11) Doug Whaley (15) Miss Jan Peterson (16) Jeff Guy (17,18) Paul Mulvihill (19) Broadcast Reps (21) Donald Cook (22) MOR, Good Music (23) 1967 (24) BN

CKSL, LONDON

10,000 watts on 1410 kcs.
(1) London Broadcasters Limited (2) P.O. Box 2172, London 12, or 343 Richmond St. (3) (519) 432-4181, Toronto (4) (613) 368-7200 (4) F. Vincent Regan (5) John A. Funston (6) Nat'l - R. A. "Bob" Leslie, Local - Ray S. Correll (8) Don M. Nairn (9) Bill Hall (10,11) Tom Dalby (14) Al Hinge (15) Miss Grace Howald (16) Wm. E. Post (17,18) SBS (19,20) Western Broadcast (21) Canadian SBS (22) Easy Listening, C & W (23) 1956 (24) RRNN

CKMP, MIDLAND

1,000 watts on 1230 kcs.
(1) Midland-Penetang Broadcasting Ltd. (2) 196 Dominion Ave. (3) (705) 526-2268 (4,5) R. B. Armstrong (6) Alex Gilmour (7) James Armstrong (9) Rick MacKenzie (10) Jas. Armstrong (11) Tom Shields (12) Ken Rowland (13) Mrs. Arlene Roberts (15) Mrs. E. Armstrong (16) John Clough (17-20) Paul Mulvihill (21) Canadian Broadcast Sales (22) MOR (23) 1959 (24) BN

CJRN, NIAGARA FALLS

10,000 watts on 1600 kcs.
(1) Radio Niagara Ltd. (2) P.O. Box 1600 (3) (416) 358-7151 (4) James E. O'Brien (5) Bob O'Brien (6) Mrs. Alma Miles (7) Rick Jeanneret (9) Mrs. Lorraine Griffin (10) Glen Burston (11) Joe Crysdale (15) Mrs. Alma Miles (16) Gary Hooper (17-20) Stephens & Towndrow (21) Canadian Standard Broadcast (22) MOR (23) 1964 (24) BN Wire

CFCH, NORTH BAY

10,000 watts on 600 kcs.
(1) Northern Broadcasting Ltd. (2) Box 1000 (3) (705) 752-3000 (4) Mrs. P. Campbell (5) Reg Carne (6) Bryan Manson (7) Pete Handley (8) Bruce Ruggles (10) Norris Whitfield (14) Mrs. Bette Moreton (15) Miss Gail Duffy (16) Larry Cameron (17-20) Ind. Communication Sales (21) All-Canada (22) MOR (23) 1931 (24) BN

CHWO, OAKVILLE

1,000 watts on 1250 kcs.
(1) CHWO Radio Limited (2) 490 Wycroft Rd. (3) (416) 845-2821 (4,5) Mrs. Jean E. Caine (6) Victor Tipple (7,8) Mrs. Kai Parker (10) Norman Hickey (15) Mrs. Kai Parker (16) Alex Velleman (17,18) Radio & TV Sales (19) Broadcast Reps (20) Radio-TV Reps (22) MOR, Upbeat (23) 1956 (24) BN

CFOR, ORILLIA

10,000 watts on 1570 kcs.
(1) Orillia Broadcasting Limited (2) 241 West St. N. (3) (705) 326-3511 (4) G. Norris Mackenzie (5) Sherman D. Fysh (6) Frank Church (7) Don MacMillan (8) Bob Bowland (9) John Owen (10) Bob Hallett (11) Barry Norman (12) Don MacMillan (15) Mrs. Marie Sowden (16) Len Morris (17,18) Paul Mulvihill (21) Canadian Standard Broadcast Sales (22) MOR (23) 1943 (24) BN

CKLB, OSHAWA

10,000 watts on 1350 kcs.
(1) Lakeland Broadcasting Co. Ltd. (2) 360 King St. W. (3) (416) 723-3415 Toronto (4) (613) 922-5611 (4,5) Gordon G. Garrison (6) James G. Cane (7,8) Ross Campbell (9) Barry Sarazin (10) Ross Gibson (11) Karl Edmands (14) James G. Cane (15) Mrs. Sharon Snyder (16) W. C. Marchand (17,18) Lorrie Potts & Co. (19) Broadcast Reps (20) Radio Reps (21) Devney (22) MOR (23) 1946 (24) BN

CBO, OTTAWA

5,000 watts on 910 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station "C" (5) J. J. Dunn (23) 1924

CBOF, OTTAWA

10,000 watts on 1250 kcs.
(1) Canadian Broadcasting Corp. (2) C.P. 3220, Succursale C (5) J. J. Dunn (23) 1964

CFRA, OTTAWA

50,000 watts on 580 kcs.
(1) Radio Station CFRA Ltd. (2) 150 Isabella, Ottawa 1 (3) (613) 233-6241 (4) Allan Waters (5) Terry Kieley (6) George Gowling (7) Jim Smith (8) Alden Diehl (9) Ken Grant (10,11) Ernie Calcutt (14) Alden Diehl (15) Mrs. Monica Forget (16) George Roach (17,18) Major Markets (19) A. J. Messner (20) Major Markets (21) Devney (22) Contemporary, MOR, Some talk (23) 1947 (24) Can. Contemporary News

CJRC, OTTAWA

10,000 watts on 1150 kcs.
(1) CJRC Radio-Capitale Limitee (2) 78 Sparks (3) (613) 237-7100 (4) Marcel Joyal (5,6) Donat Bazinet (8,9) Laval Provencher (10) Claude Menard (11) Guy Lecavalier (14) Donat Bazinet (15) Bernadette Mongeon (16) Bruce MacDonald (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Devney (22) Modern, MOR (23) 1968 (24) BN

CKOY, OTTAWA

50,000 watts on 1310 kcs.
(1) CKOY Ltd. (2) 635 Richmond Rd., Ottawa 3 (3) (613) 722-6501 (4) Gordon Henderson (5) Jack Daly (6) Jack Turrall (7) Mrs. Kay Black (8) William Lee (9) Mrs. Joann Vaughan (10) Hal Anthony (11) Marc Charlebois (13) Miss Ann Hammell (14) Bill Inglis (15) Mrs. Rita Corrigan (16) Kenneth Puttock (17-20) Stephens & Towndrow (21) Can. Standard Broadcast Sales (22) MOR (23) 1924 (24) BN

CKPM, OTTAWA

10,000 watts on 1440 kcs.
(1) Confederation Broadcasting (Ottawa) Limited (2) 140 Wellington St., Ottawa 4 (3) (613) 237-0125 (4,5) James A. Stewart (6)

Bernard Phillips (7) Gary Page (8) James A. Stewart (9) Rick Overall (10) Rick Martin (11) Stu Kenny (14) Bernard Phillips (15) Miss Margaret McNarry (16) John Coghlin (17-21) All-Canada (22) MOR (23) 1964

CFOS, OWEN SOUND

1,000 watts on 560 kcs.
(1) Grey and Bruce Broadcasting Co. Ltd. (2) 270 Ninth St. E. (3) (519) 376-2030 (4) C. J. McTavish (5,6) W. N. Hawkins (8) F. Taylor (9) Mrs. L. Bowerman (10) R. Kentner (11) T. Gorman (12) R. Kentner (14) L. Palmer (15) Mrs. K. Halcrow (16) E. Collison (17,18) Lorrie Potts (20) Byles, Gibb (21) Can. Standard Broadcast Sales (22) MOR (23) 1940 (24) BN

CKAR-1, PARRY SOUND

250 watts on 1340 kcs.
(1) Muskoka-Parry Sound Broadcasting Ltd. (2) 28 William St. (3) (705) 746-2163 (4) G. Norris Mackenzie (5) Garth Thomas (6,7) Hugh Mackenzie (8,9) Rick Johnson (10) Rick Jason (11) Garth Thomas (13) Miss Judith Congdon (15) Mrs. Roberta Bullen (16) Don Smith (17-20) Paul Mulvihill (21) All-Canada (22) MOR (23) 1961

CHOV, PEMBROKE

1,000 watts on 1350 kcs.
(1) Ottawa Valley Broadcasting Company Ltd. (2) 319 Pembroke St. E. (3) (613) 735-6807 (4) E. G. Archibald (5) Bill Kay (6) Barrie Sutherland (7) Pat Leonard (9) Mrs. Linda Nixon (10) Earl Price (11) Bill Kay (12) Harvey Fraser (13) Miss Virginia Lowe (14) Pat Leonard (15) Miss Florence Brumm (16) Ed Schmidt (17,18) Paul Mulvihill (21) Can. Standard Broadcast Sales (22) Adult, Teen (23) 1942 (24) BN

CHEX, PETERBOROUGH

10,000 watts on 980 kcs.
(1) Kawartha Broadcasting (2) P.O. Box 659 (3) 742-7708 Tlx 029810 (4) Robertson Davies (5) Wally Rewegan (6) W. C. "Babe" Fontaine (8) Don O'Neil (9) Sean Eyre (10) Morley Overholt (11) Dick Trotter (14) Mrs. Josie McCutcheon (15) Miss Margaret Martin (16) Ben Wilke (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) MOR, C & W, Pop (23) 1942 (24) BN Voice

CKPT, PETERBOROUGH

5,000 watts on 1420 kcs.
(1) Peterborough Broadcasting Co. (2) 131 Charlotte St. (3) (705) 742-8844 (4) R. T.

Snelgrove (5,6) John J. Manol (7-9) Ken Cassavoy (10) Alan Porteous (11) Peter Bennett (14) Peter Bennett (15) Mrs. Nora Boon (16) Dick Alberts (17,18) Paul Mulvihill (21) Devney (22) MOR, Contemporary (23) 1959 (24) BN, Can. Contemporary News

CFPA, PORT ARTHUR

1,000 watts on 1230 kcs.
(1) Ralph H. Parker Limited (2) P.O. Box 747 (3) (807) 344-2404 (4,5) R. H. Parker (10) Howard Reid (13) Mrs. Connie Todd (15) Miss Diane Royko (17,18) Paul Mulvihill (19,20) All-Canada (21) Weed & Co. (22) Standard, Good Listening, MOR (23) 1944 (24) CBC, BN

CKPR, PORT ARTHUR

5,000 watts on 580 kcs.
(1) H. F. Dougall Broadcasting Limited (2) 87 N. Hill St. (3) (807) 344-3526 Tlx 033221 (4) H. F. Dougall (5) George D. Jeffrey (6) Stan Wojick (7) Ray Dee (8) Fred King (9) Paul Revere (10) Rick Smith (11) John Sexsmith (13) Miss Reita Littleford (14) Dick Wilson (15) Miss Dorothy Hopkins (16) Gerhard Buetow (17,18) Major Markets (19) Stovin Byles (20) James Advtg. Ltd. (21) Can. Standard Broadcast Sales (22) MOR, Rock, C & W (23) 1929 (24) CP

CHSC, ST. CATHARINES

1,000 watts on 1220 kcs.
(1) Radio Station CHSC Ltd. (2) 36 Queenston St. (3) 682-6691 (4) R. E. Redmond (5) W. V. Stoeckel (6) M. F. Hanson (7,8) V. Randolph (9) F. Kirton (10) J. Marino (11) B. Murray (12) B. Fleming (13) H. Levchuk (14) D. Price (15) J. Georgeff (Mrs.) (16) R. Brundle (17,18) Paul Mulvihill & Co. (20) Radio Representatives (21) Devney Organization Inc. (22) MOR, Easy Listening (23) 1967 (24) BN, Rogers Radio News Ltd.

CKTB, ST. CATHARINES

10,000 watts on 610 kcs.
(1) The Niagara District Broadcasting Co. Ltd. (2) Box 610 (3) (416) 684-1174 (4) W. B. C. Burgoyne (5) Mary C. Burgoyne (6) Gord E. Sones (7) Bob Johnson (8) Jack Dawson (9) Peter Partridge (10) Al Van Alstine (11) Bill Bird (12) Phil Vierra (13) Jean Stanway (14) Bob Degagne (15) Mrs. Marion Mosher (16) Larry Holleran (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Canadian Standard Broadcast (22) MOR (23) 1931 (24) BN

CHLO, ST. THOMAS

10,000 watts on 1570 kcs.
(1) Souwesto Broadcasters Ltd. (2) P.O. Box 160 (3) (519) 631-3910 (4,5) John L. Moore (6) Frank Hurley (7-9) Paul Ski (10) Doug Hinz (11) Bill Vigars (12) Doug Hinz (14) Frank Hurley (15) Don Lumley (16) Gene Hinz (17,18) Radio & Television Sales (21) Weed & Co. (22) Contemporary (23) 1948 (24) BN, area correspondents and inter-station voice rpt exchange

CHOK, SARNIA

10,000 watts on 1070 kcs.
(1) Sarnia Broadcasting (1964) Ltd. (2) P.O. Box 1070, 148½ N. Front St. (3) (519) 344-1121 Tlx CBC No. 02-29 (4) Wm. A. McKenzie (5) Karl E. Monk (6) Len C. Evans (7) Gene McLaughlin (8) Frank McBride (9) Bruce C. Love (10) Ian Dunlap (11) Mike Ancombe (12) Ian Dunlap (14) Mike Ancombe (15) Mrs. Edna Morris (16) Robert F. Cooke (17,18) Paul Mulvihill & Co. (19) Broadcast Reps Ltd. (20) Radio-TV Reps (21) Donald Cooke Inc. (22) MOR, Contemporary (23) 1946 (24) BN, BN Voice

CKJD, SARNIA

1,000 watts on 1250 kcs.
(1) Dancy Broadcasting Ltd. (2) 546 N. Christina St. (3) (519) 336-1250 (4) Keith J. Dancy (5) Robert M. Bambury (6) Wray Rutledge (7-9) Chuck Camroux (10,11) Tommy Young (14) Chuck Camroux, Bob Bambury (15) Mrs. Evelyn Petruniak (16) Gordon Miller (17-20) All Canada Radio & TV (22) 80% MOR, 15% Top 50 popular, 5% classics-arts-easy listening (23) 1968 (24) Rogers Radio News

CJIC, SAULT STE. MARIE

10,000 watts day, 2,500 watts night on 1050 kcs.
(1) Hyland Radio-TV Ltd. (2) 119 East St. (3) (705) 253-1121 Tlx 027-7716 (4) Mrs. J. G. Hyland (5,6) Paul F. Fockler (7,8) George Jonescu (9) Lou Barnes (10) Karl Sepkowski (11) John Rhodes (13) Mrs. Grace Pitt (14) Bill Hollie (15) Mrs. Barb Griffin (16) Dave Irwin (17-21) All Canada (22) MOR, Strong News, Top personalities (23) 1934 (24) BN

CKCY, SAULT STE. MARIE

10,000 watts on 920 kcs.
(1) Algonquin Radio-TV Co. Ltd. (2) 254 Queen St. E., P.O. Box 920 (3) (705) 254-7111 (4,5) C. P. Greco (6) Harry Wolfe (7,8) M. J. Lacosse (9) Allan Thom (10) Russ

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KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

Hilderley (11) H. Wolfe (12) J. Campbell (13) Miss Gwyn Mallory (14) Mrs. Joanne Farkas (15) W. Barrow (16) R. G. Rylatt (17,18) Lorrie Potts & Co. (19) A. J. Messner & Co. (20) Radio-TV Reps (21) Weed & Co. (22) MOR, Talk 6 a.m.-7 p.m., Top 100 7 p.m.-12 midnight (23) 1955 (24) BN News

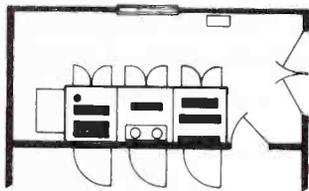
CFRS, SIMCOE

250 watts on 1560 kcs.
(1) Simcoe Broadcasting Co. (2) P.O. Box 98 (3) (519) 426-7700 (4) T. M. Fielder (5) Mrs. Joyce Vivian (6) Mrs. Barbara Mauthe (7) Doug Cameron (8) T. M. Fielder (9) Doug Cameron (10-12) Stan Pagonis (13) Bette Barber (14) Joyce Vivian (15) Mrs. Linda Partridge (16) John Forrest (17-20) Radio & TV Sales (22) Easy listening, Rock segment (23) 1956 (24) BN

CJET, SMITHS FALLS

10,000 watts on 630 kcs.
(1) Rideau Broadcasting Ltd. (2) Box 630 (3) (613) 283-4630 (4,5) J. W. Pollie (6) Hal Botham (7) Garry Stevens (10,11) Bill Lussier (15) Mrs. Elaine Closs (16) A. Bonneau

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(17,18) Paul Mulvihill (19) A. J. Messner Co. Ltd. (20) Radio-TV (22) MOR, C & W, Contemporary (23) 1955 (24) BN, CBC

CJCS, STRATFORD

500 watts day, 250 watts night on 1240 kcs.
(1) CJCS Ltd. (2) 125 Ontario St. (3) (519) 271-2450 (4) G. Norris Mackenzie (5,6) Stan E. Tapley (8) Lorne McClelland (10) Al McGregor (11) Brian Currie (12) Al McGregor (15) Mrs. Elaine Scott (16) John Grigg (17-20) Radio-TV Reps (21) All Canada Radio & TV (22) MOR (24) BN

CFBR, SUDBURY

10,000 watts on 900 kcs.
(1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401 (4) F. B. Ricard (5,6) Rene Riel (7) Robert Perreault (9) Real Forget (14) J. P. Julien (15) Lorraine Paquin (16) Henry Albert (17,18) Lorrie Potts & Co. (19) A. J. Messner (21) Weed & Co. (22) Contemporary (23) 1957 (24) BN

CHNO, SUDBURY

10,000 watts day, 2500 watts night on 550 kcs.
(1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401 (4) F. B. Ricard (5,6) Peter Scott (8) Chuck O'Shay (9) Micheal Clement (10) Mrs. Mary Thomas (11) Robert McCarthy (13) Mrs. Judy Erola (14) Chuck O'Shay (15) Mrs. Mirna Stiles (16) Henry Albert (17,18) Lorrie Potts & Co. (19) A. J. Messner (20) Stephens & Towndrow (21) Weed & Co. (23) 1946 (24) BN

CKSO, SUDBURY

10,000 watts on 790 kcs.
(1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 Tlx 027-884 (4) W. B. Plaunt (5) Ralph Connor (6) George Lund (7) Roger Klein (8,9) Reg Madison (10) Larry Gavin (11) Eric Webb (13) Joyce Bresnahan (Mrs.) (14) Miss Esther Henning (15) Eileen Forbom (16) Ken Houzer (17-21) All Canada Radio & TV Ltd. (22) Contemporary MOR (23) 1935 (24) BN

CKOT, TILLSONBURG

1,000 watts on 1510 kcs.
(1) Tillsonburg Broadcasting Co. Ltd. (2) Box 10 (3) (519) 842-4281 (4,5) John Lamers, Sr. (6) John D. Lamers (7) Dick Bourdeau (9) Dick Bourdeau (10-12) Peter Spyskma (13) Mrs. Marilyn McLees (14) John Lamers (15) Miss V. Brown (16) Robert Lamers (17,18) Group One Radio Ltd. (19) Radio Representatives (20) Group One (22) MOR (23) 1955 (24) BN, Correspondents

CFCL, TIMMINS

10,000 watts on 620 kcs.

CFLK, KAPUSKASING

100 watts on 1230 kcs.

CFLH, HEARST

100 watts on 1540 kcs.

(1) J. Conrad Lavigne Enterprises (2) P.O. Box 620, Timmins (3) (705) 264-4211 Tlx 027-6177 (4) J. Conrad Lavigne (5,6) Pierre Stein (7) Jacques Lamothe (8,9) Gerald Lefebvre (11) Lou Thibeault (13) Mlle Lise Cote (14) Jacques Lamothe (15) Mlle Juliette Delguidice (16) Harvey Parent (17,18) Paul Mulvihill (19) A. J. Messner (20) Stephens & Towndrow (21) Weed & Co. (22) MOR (23) 1952 (24) BN

CKGB, TIMMINS

10,000 watts on 680 kcs.
(1) Timmins Broadcasting Ltd. (2) 125 Cedar St. S., Box 1046 (3) (705) 264-2351 (4) K. R. Thomson (5) Gerry Hall (6) Art Mousley (7) Dan Kelly (9) Nick Harris (10) Peter Boulden (11) Mike Doody (13) Mrs. Anne Brillinger (14) Dan Kelly (15) Mrs. Mary Didone (16) W. Andrews (17,18) Independent Communications Sales Ltd. (19,20) Radio Television Reps (21) All Canada Radio & TV (22) MOR (23) 1933 (24) BN

CBL, TORONTO

50,000 watts on 740 kcs.
(1) CBC (2) P.O. Box 500, Terminal "A" (5) Jack Craine (23) 1927

CFGM, TORONTO - RICHMOND HILL

50,000 watts on 1310 kcs.
(1) CFGM Broadcasting Ltd. (2) 50 Yonge St. N., R. Hill (3) (416) 884-8143 (4) John O. Graham (5) Dave Wright (6) Richard Earl (7-9) John Hart (10,11) Ken Foss (14) John Hart (15) Mrs. Karen Davis (16) Brian Sawyer (17,18) Radio House Ltd. (19) A. J. Messner & Co. (20) Stovin-Byles Ltd. (21) Donald Cooke Inc., N.Y. (23) 1957 (24) BN

CFRB, TORONTO

50,000 watts on 1010 kcs.
(1) CFRB Ltd. (2) 2 St. Clair West (3) (416) 924-5711 (4) W. C. Thornton Cran (5) Donald H. Hartford (6) W. J. Shubat (7) Earl Dunn (8) Don Inasley (9) Art Collins (10) Art Cole (11) Bill Stephenson (13) Mrs. Betty Kennedy (14) Jerry McCabe (15) Mrs. Brenda Robinson (16) Clive Eastwood (17,18) Standard Broadcast Sales Co. Ltd. (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1927 (24) NBC, SRN, UPI, CP, BN, Metromedia

CHFI, TORONTO

10,000 watts night, 2500 watts day on 680 kcs.
(1) Rogers Broadcasting (2) 13 Adelaide St. E. (3) 362-1441 (4) E. S. Rogers (5) Vaughn Bjerre (6) Ross Evans (7) Roly Koster (8) Gerry Bascombe (9) David Amer (10) Ray Erickson (11) John Badham (14) E. M. Hall (15) Betty Lou Simpson (16) Ron Turpenney (17-21) All Canada Radio & TV Ltd. (22) MOR Personality, Strong News (23) 1962 (24) Rogers Radio, News Network, Mutual, United Press International, Canadian Press, BN

CHIN, TORONTO

50,000 watts on 1540 kcs.
(1) Radio 1540 Ltd. (2) 637 College St. (3) (416) 531-9991 (4,5) Johnny Lombardi (6) Gus Saccucci (7) Carl Redhead (8) Don Percy (9) Miss Luba Demianenko (10,11) Bob Livingston (13) Mrs. Bendia (14) Jane McKinnan (15) Miss Rubina Ingnacio (16) Paul W. Hunter (17-20) Radio-TV Reps (21) Gil-Perna Inc., N.Y. (22) Sound programming in 18 languages (23) 1966 (24) BN

CHUM, TORONTO

50,000 watts on 1050 kcs.
(1) CHUM Ltd. (2) 1331 Yonge St. (3) (416) 925-6666 (4) Allan F. Waters (5) Fred G. Sherratt (6) Wes Armstrong (7) Doug Thompson (8) J. Robert Wood (9) Mike Rutledge (10) Dick Smyth (13) Mrs. Lyn Rice (14) Bob Lane (15) Eileen Taylor (16) George Jones (17,18) Major Market Broadcasters Ltd. (20) Creative House (21) Devney Organization (22) Top 40 (23) 1945 (24) Canadian Contemporary News System, Canadian Press, Canadian Press N.Y., Wire Broadcast Press

CJBC, TORONTO

50,000 watts on 860 kcs.
(1) Canadian Broadcasting Corp. (2) C.P. 500, Terminal "A" (5) Jack Craine (23) 1924

CKEY, TORONTO

10,000 watts on 590 kcs.
(1) Shoreacres Broadcasting Co. Ltd. (2) 247 Davenport Rd. (3) (416) 925-3111 Tlx 02-2754 (4) Donald G. Campbell (5) Douglas C. Trowell (6) Stuart C. Brandy (7) Stan Larke (8,9) Gene Kirby (10,11) Jim Hunt (13) Mrs. Lynne Gordon (14) Harvey M. Clarke (15) Mrs. Gail Andrews (16) Wm. R. Onn (17-20) Stephens & Towndrow (21)

Weed & Co. (22) MOR (23) 1944 (24) Newsradio

CKFH, TORONTO

10,000 watts on 1430 kcs.
(1) Foster Hewitt Broadcasting Ltd. (2) 1 Grenville St. (3) (416) 923-0921 (4) F. W. A. "Bill" Hewitt (5) Barry J. Nesbitt (6) Ron Hewat - Retail, Ralph Judge - National (7) Richard Booth (8) Gary Palant (9) Joey Cee (10) Marshall Armstrong (11) Ron Hewat (14) Doug Laphen (15) Ed Guest (16) G. W. "Gerry" Wilson (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) ABC International (22) Top 40, Contemporary (23) 1951 (24) BN Voice, News Wire

CJWA, WAWA

1,000 watts on 1230 kcs.
(1) Hyland Radio-TV Ltd. (2) Wawa (4) Mrs. J. G. Hyland (5) Fred Zimmerman (23) 1954 (24) CP

CHOW, WELLAND

1,000 watts on 1470 kcs.
(1) Wellport Broadcasting Ltd. (2) Forkes Rd. (3) (416) 732-4433 (4) Mr. G. W. Burnett (5) J. R. Jackson (8) J. R. Jackson (10) Mr. J. Cassidy (11) Mr. D. Scott (13) Mrs. J. Blanchard (15) Miss B. Kopinak (16) Mr. B. Leigh (17,18) Radio House Ltd. (21) Weed (22) Rock-evening, Easy Listening (23) 1958 (24) BN

CBE, WINDSOR

10,000 watts on 1550 kcs.
(1) Canadian Broadcasting Corp. (2) University & Pelissier Sts. (5) K. A. Murray (23) 1934

CKLW, WINDSOR

50,000 watts on 800 kcs.
(1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W., Windsor 12 (3) (519) 254-2831 Tlx 024-77619 Twx 610-362-0763 (4) S. C. Ritchie (5) R. J. Buss (6) Hal Tower (8,9) Frank Brodie (10,11) Don West (14) Frank Brodie (15) Mrs. Margaret Marshall (16) Stewart Clark (17,18,19,20) CKLW AM-TV-FM Sales (21) RKO Radio Repts Inc. (22) Contemporary 20/20 News (23) 1932 (24) BN, UPI

CKWW, WINDSOR

500 watts on 580 kcs.
(1) Radio Windsor Canadian Ltd. (2) 1150 Ouellette (3) (519) 252-5751 (4) Geoff Stirling (5) George M. Macdoanld (6) R. Richardson (7,8) B. Jamieson (9) R. Burgoyne (11) B. Jamieson (13) Mrs. D. Gross (14) Miss C. Dillman (15) Mrs. D. Gross (16) W. Dowhan (17,18,19,20) Stephens & Towndrow (21) Devney (22) MOR, Contemporary & Golden, News, Info, Telephone Talk (23) 1964 (24) BN News, News Radio

CKNX, WINGHAM

10,000 watts on 920 kcs.
(1) Radio Station CKNX Ltd. (2) Carling Terrace (3) (519) 357-1310 (4) G. W. Cruickshank (5,6) John Cruickshank (7) Jack Gillespie (8) John Langridge (9) Miss Iona Terry (10) John Strong (11) Crawford Douglas (12) Les Armstrong (15) Mrs. Lillian Stephenson (16) Scott Reid (17,18) Lorrie Potts (19,20) Major Market (21) All Canada (22) MOR, C & W, Family oriented (23) 1926 (24) BN

CKOX, WOODSTOCK

1,000 watts day, 250 watts night on 1340 kcs.
(1) Oxford Broadcasting (2) P.O. Box 100 (3) (519) 537-3414 (4) G. N. MacKenzie (5) W. D. Hulme (7) Rick Woodward (10,11) Alex

Walling (12) Rick Woodward (13) Miss Barbara Madren (15) Miss Sandra Parkhill (16) Doug Zufelt (17-20) Radio & TV Repts (22) GMP, C & W, News (23) 1947 (24) BN

FM

CJBQ-FM, BELLEVILLE

17,400 watts on 97.1 mcs.
(1) Quinte Broadcasting Co. (2) P.O. Box 488 (3) (416) 968-5555 (4) Dr. G. A. Morton (5) Frank C. Murray (6) J. H. MacDonald (7) Lee Jourard (8,9) Frank C. Murray (10) Dave Sovereign (11) Jack Devine (12) Phil Flagler (13) Lee Jourard (15) Mrs. G. Flegler (16) J. B. Buchanan (17-20) Major Market (21) Canadian Standard (22) MOR, Classical (23) 1954 (24) BN

CHIC-FM, BRAMPTON

857 watts on 102.1 mcs.
(1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 451-3110, 677-1090, 277-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (6) Harry J. Allen, Jr. (7) David Cook (9) Miss Terry Clark (10) Ernest Courtney (11) David Cook (12) Ernest Courtney (13) Shelley Panter (16) Paul Firminger (17,18,19,20) Group One Radio Ltd. (21) Donald Cooke (22) Simulcast with AM, Fine Music, Classical (23) 1960 (24) BN

CKPC-FM, BRANTFORD

10,200 watts on 92.1 mcs.
(1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F. M. Buchanan (5) R. D. Buchanan (6) Don Woodley (7) Brian Studier (8,9) Arnold Anderson (10) Gordon Cook (11) Arnold Anderson (12) John Edgar (13) Mrs. Kit McDermott (15) Glen Walker (16) James

Featherston (17,18) Lorrie Potts & Co. (19) Broadcast Repts (20) Radio-TV Repts (22) MOR, Classical (23) 1947 (24) BN

CJSS-FM, CORNWALL

250 watts on 104.5 mcs.
(1) Tri-Co Broadcasting (2) Box 969, 237 Water St. E. (3) (613) 932-5180 (4,5) Paul Emard (6) Mrs. Pat Isbester (7) Fred Denney (8,9) Mrs. Eva Howard (10,11) George Heath (12) John Nichols (15) Mrs. Alma Valley (16) Mahlon Clark (17,18,19,20,21) All-Canada (22) MOR, Classical (23) 1949 (24) BN

CJOY-FM, GUELPH

50,000 watts on 106.1 mcs.
(1) CJOY Ltd. (2) Box 217 (3) (519) 824-7000 (4) W. O. Slatter (5) F. T. Metcalf (8) Gordon Field (10) Norman Jary (15) Mrs. M. Gross (16) Peter Calvert (17,18,19,20,21) All-Canada (23) 1969 (24) BN

CKDS-FM, HAMILTON

100,000 watts on 95.3 mcs.
(1) Maple Leaf Broadcasting Co. Ltd. (2) 11 Springer Ave., Ham. 22 (3) (416) 549-2453 (4) T. E. Darling (5) W. E. Hall (6) R. J. Drew (7,9) Tony Luciani (10) Don Johnston (14) Bob Sheppard (15) Miss Patricia Jones (16) Ed Victor (17,18) Standard Broadcast Sales Inc. (19,20) Western Broadcast Sales Ltd. (21) Canadian Standard Broadcast Sales Ltd. (22) Modern, MOR, Classical (23) 1964 (24) BN, CP, NBC, BBC

CFRC-FM, KINGSTON

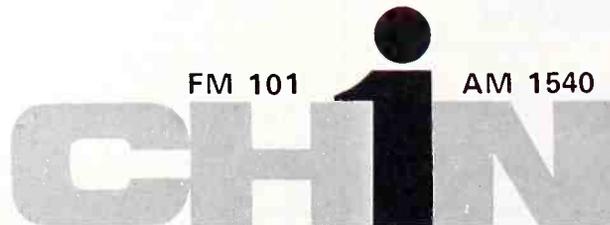
1270 watts on 91.9 mcs.
(1) Queen's University (2) Kingston (3) (613) 546-3871, Ext. 3313 (5) Andrew K. Marshall (6-15) Students & faculty (16-21) Non-commercial (22) Varied (23) 1953

THIS IS OUR TORONTO

350,000 ITALIANS 50,000 GREEKS
130,000 GERMANS 50,000 HUNGARIANS
60,000 POLES 40,000 UKRAINIANS
40,000 PORTUGUESE 30,000 CZECH-SLOVAKS
PLUS: OVER 200,000 OTHER NEW CANADIANS

In Toronto, one person in three is a new Canadian—many are unfamiliar with our language, with our ways and with Canadian products. They speak Italian or German or Polish or 13 other languages. CHIN talks their language. Because CHIN radio programs to this audience in their own language, they remain loyal listeners to CHIN throughout the week. No other station in Toronto has a direct appeal to such a large segment of the population.

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Kingston
you must
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share of Metro audience in
50 out of 51 weekday
time periods
(BBM March 1969)

CKLC RADIO

contact:

Radio House
Toronto or Montreal

Ontario Radio continued

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

CKLC-FM, KINGSTON

1,000 watts on 98.3 mcs.

(1) St. Lawrence Broadcasting Co. Ltd. (2) 99 Brock St., Box 1030 (3) (613) 544-1380 (4) T. D. French (5) C. J. Bermingham (6) J. F. French (8) C. J. Bermingham (9) Gary Parr (10) Con Stevenson (11) Ross Wotten (13) Marlene Rowe (15) Joan Moreland (16) Albert Aufleger (17,18) Radio House (19,20) Hardy Radio & TV (21) Weed & Co. (22) MOR, Pop, Classical (23) 1953 (24) BN, CBS, News Radio

CKWS-FM, KINGSTON

5,400 watts on 96.3 mcs.

(1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 Tlx 026-256 (4) Arthur L. Davies (5) Allan Brooks (6) Leo Clark (7) Alan Argue (8) Carl Cogan (9) Alan Argue (10) Floyd Patterson (11) Max Jackson (13) Mrs. Margaret Cole (14) Garry McColman (15) Mrs. Margaret Cole (16) Gord Backus (17,18) ICTV (19,20) Radio-TV Reps (21) All-Canada (22) MOR, Classical, Educational, Jazz (23) 1946 (24) CBC, BN, BN Voice

CFCA-FM, KITCHENER

100,000 watts on 105.3 mcs.

(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 578-1313, Toronto: (416) 366-0852 Tlx 029-5432 (4) C. A. Pollock (5) W. D. McGregor (6) W. T. Valentine (8) D. J. MacDonald (9) Grant Hoffman (10) Gary McLaren (11) Bill Inkol (14) D. L. Willcox (15) Miss Elva Bender (16) P. J. Turcham (17,18,19,20,21) All-Canada Radio & TV (22) MOR (23) 1967 (24) BN, CP

CHYM-FM, KITCHENER

1,000 watts on 96.7 mcs.

(1) Greatlakes Broadcasting System Ltd. (2) 305 King St. W. (3) (519) 743-2611 (4) Donald G. Campbell (5,6) John Larke (7) Keith Sterling (8) Vern Rombough (9) Werner Bartman (10) Barry Pauley (11) Don Cameron (12) Vern Rombough (13) Miss Cynthia Pearson (14) Mac Lindsay (15) Miss Jenny Lavery (16) Murray Porteous (17,18) Paul Mulvihill & Co. Ltd. (20) Stephens & Towndrow Co. Ltd. (21) Devney (22) MOR, Concert, Underground (23) 1965 (24) CP

CFPL-FM, LONDON

179,000 watts on 95.9 mcs.

(1) CFPL Broadcasting Ltd. (2) Box 2580 (3) (519) 438-8391 Tlx 024-7210 (4) M. T. Brown (5) C. N. "Bud" Knight (6) Ken Smith (7) Keith Roberts (8) Dave Wilson (9) Bill Murray (10) Gord Whitehead (11) Peter James (12) Roy Jewell (14) Mrs. Cora Evans (15) Jack Illman (16) Glen Robitaille (17,18) Major Market (20) James Advtg. (21) Devney (22) MOR, Opera, Classical (23) 1947 (24) BN, CP, Associated Press

CKAT-FM, NORTH BAY

5,680 watts on 93.7 mcs.

(1) CKAT Broadcasters Ltd. (2) 108 Main St.

E. (3) (705) 472-3693 (4) Gerry Alger (5) John Size (6) Don Godmere (7) John Size (8) Jack Cornett (10) Reg Finnemore (11) Rick Miller (13) Miss Sharon Varley (15) Mrs. Olivia Dragomir (16) Ken Currie (17,18) Paul Mulvihill (22) MOR, Classical, Jazz, Folk (23) 1967 (24) BN

CKQS-FM, OSHAWA

50,000 watts horizontal, 50,000 watts vertical on 94.9 mcs.

(1) Lakeland Broadcasting (2) 360 King St. W. (3) Toronto: 922-5611, Oshawa: 723-3416 (4,5) Gord Garrison (6) Jill Walters (7,8) Vern Cavanaugh (9) Jim Cane (10) Ross Gibson (11) Carl Edmunds (14) Jim Cane (15) Linda Wherry (16) Bill Marchand (17) Lorrie Potts (22) MOR, Classical (23) 1957 (24) BN

CBO-FM, OTTAWA

70,000 watts on 103.3 mcs.

(1) Canadian Broadcasting Corp. (2) Box 3220, Station "C" (5) J. J. Dunn (23) 1947

CFMO-FM, OTTAWA

95,000 watts vertical, 95,000 watts horizontal on 93.9 mcs.

(1) Radio Station CFRA Ltd. (2) 150 Isabella St. (3) (613) 233-6731 (4) Allan Waters (5) Gord Atkinson, Gen. Mgr. Terry Kielty (6) George Gowling (7) Gord Atkinson (9) Ray Eckford (10,11) Ernie Calcutt (15) Mrs. Monica Forget (16) George Roach (17,18) Major Market (19) A. J. Messner (20) Byles-Gibb (21) Devney (22) Varied (23) 1962 (24) Can. Contemporary News, ABC

CKBY-FM, OTTAWA

74,000 watts on 105.3 mcs.

(1) CKOY Ltd. (2) 635 Richmond Rd. (3) 722-6501 (4) Gord Henderson (5) Jack Daly (6) Jack Turrall (7) Kay Black (Mrs.) (8,9) Nelson Davis (10) Hal Anthony (11) Marc Charlebois (14) Bill Inglis (15) Mrs. Rita Corrigan (16) Ken Puttock (17,18,19,20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR, News (23) 1969 (24) BN

CHEX-FM, PETERBOROUGH

1,000 watts on 101.5 mcs.

(1) Kawartha Broadcasting (2) Box 659 (3) (705) 742-7708 Tlx 029-810 (4) Robertson Davies (5) Wally Rewegan (6) W. C. Fontaine (8) Don O'Neil (9) Dale Sproule (10) Morley Overholt (11) Dick Trotter (14) Mrs. Josie McCutcheon (15) Miss Margaret Martin (16) Ben Wilke (17) Independent Communication Sales Ltd. (19,20) Radio TV Reps (21) All-Canada (22) Easy Listening, Classical (23) 1968 (24) BN, BN Voice

CKPR-FM, PORT ARTHUR

48,000 watts on 94.3 mcs.

(1) H. F. Dougall Broadcasting Ltd. (2) 87 N. Hill St. (3) (807) 344-3526 Tlx 033-221 (4) H. F. Dougall (5) George D. Jeffrey (6) Stan Wojcik (7) Barry Spence (10) Rick Smith (11) John Sexsmith (13) Reita Littleford (15) Miss Dorothy Hopkins (16) Gerhard Buetow (17,18) Major Market (19) Stovin-Byles (20) James Advtg. (21) Canadian Standard Broadcast Sales (22) MOR, Classical (23) 1948 (24) CP

CHSC-FM, ST. CATHARINES

50,000 watts on 105.7 mcs.

(1) Radio Station CHSC Ltd. (2) 36 Queenston St. (3) 682-6691 (4) R. E. Redmond (5) W. V. Stoeckel (6) M. F. Hanson (7,8) V. Randolph (9) F. Kirton (10) J. Marino (11) B. Murray (12) B. Fleming (13) Mrs. H. Levchuk (14) D. Price (15) Mrs. J. Georgeff (16) R. Brundle (17,18) Paul Mulvihill & Co. (20) Radio Reps (21) Devney (22) Easy Listening (23) 1967 (24) BN, Rogers Radio News Service

CKTB-FM, ST. CATHARINES

250 watts on 97.7 mcs.

(1) The Niagara District Broadcasting Co. (2) Box 610 (3) (416) 684-1174 (4) W. B. C. Burgoyne (5) Mary C. Burgoyne (6) Gord E. Sones (7) Bob Johnston (8) Jack Dawson (9) Peter Partridge (10) Al Van Alstein (11) Bill Bird (12) Phil Vierra (13) Mrs. Jean Stanway (14) Bob Degagne (15) Mrs. Marion Mosher (16) Larry Holleran (17,18,20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) Classical, MOR (23) 1949 (24) BN

CJIC-FM, SAULT STE. MARIE

1,000 watts on 100.4 mcs.

(1) Hyland Radio-TV Ltd. (2) 119 East St. (3) (705) 253-1121 (4) Mrs. J. G. Hyland (5) Paul F. Fockler Gen. Mgr. R. H. Ramsay (6) Paul F. Fockler (7) Rod Charles (8) George Jonescu (10) Karl Sepkowski (16) Dave Irwin (17,18,19,20,21) All-Canada (22) Classical (23) 1964 (24) BN

CKCY-FM, SAULT STE. MARIE

6,760 watts on 104.3 mcs.

(1) Algonquin Radio-TV Co. Ltd. (2) 254 Queen St. E., Box 920 (3) (705) 254-7111 (4,5) C. P. Greco (6) F. S. Ives (7) D. Bolls (8) F. S. Ives (9) R. Venn (10) R. Hilderley (14) Mrs. Joanne Farkas (15) W. Barrow (16) R. G. Rylatt (17,18) Lorrie Potts (19) A. J. Messner (20) Radio-TV Reps (21) Weed & Co. (22) Light, Classical Jazz (23) 1964 (24) BN

CJET-FM, SMITHS FALLS

47,300 watts vertical, 47,300 watts horizontal on 101.1 mcs.

(1) Rideau Broadcasting Ltd. (2) Box 630 (3) (613) 283-4630 (4,5) J. W. Pollie (6) Hal Botham (7) Gary Stevens (10,11) Bill Lussier (15) Mrs. Elaine Closs (16) A. Bonneau (17,18) Paul Mulvihill (19) A. J. Messner (22) Popular, Movie, Classical, Broadway (23) 1969 (24) CBC

CKSO-FM, SUDBURY

100,000 watts on 92.7 mcs.

(1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 Tlx 027-884 (4) W. B. Plaunt (5) Ralph Connor (6) George Lund (8) Mrs. Joyce Bresnahan (10) Larry Gavin (11) Eric Webb (14) Miss Esther Henning (15) Mrs. Eileen Forbom (16) Ken Houzer (17,18,19,20,21) All-Canada (22) Classical (23) 1965

CKOT-FM, TILLSONBURG

1,135 watts on 100.5 mcs.

(1) Tillsonburg Broadcasting Co. Ltd. (2) Box 10 (3) (519) 842-4281 (4,5) John Lamers, Sr. (6) John D. Lamers, Jr. (7,9) Dick Bourdeau (10,11,12) Peter Spyskma (13) Mrs. Marilyn McLees (14) John D. Lamers, Jr. (15) Miss V. Brown (16) Robert Lamers (17,18) Group One Radio (19) Radio Reps (20) Group One Radio (22) MOR, Light Classical (23) 1965 (24) BN

CKGB-FM, TIMMINS

425 watts on 94.5 mcs.

(1) Timmins Broadcasting Ltd. (2) 125 Cedar St. S., Box 1046 (3) (705) 264-2351 (4) K. R. Thomson (5) Gerry Hall (6) Art Mousley (7) Dan Kelly (9) Nick Harris (10) Peter Boulden (11) Mike Doody (13) Anne Brillinger (Mrs.) (14) Dan Kelly (15) Mrs. Mary Didone (16) W. Andrews (17,18) ICS (19,20) Radio-TV Reps (21) All-Canada (22) MOR, Pop, Classical (23) 1947 (24) BN

CBC-FM, TORONTO

11,900 watts on 94.1 mcs.

(1) Canadian Broadcasting Corp. (2) Box 500, Terminal "A" (5) Jack Craine (23) 1947

CHFI-FM, TORONTO

420,000 watts on 98.1 mcs.

(1) Rogers Broadcasting (2) 13 Adelaide St. E., Tor. 210 (3) (416) 362-1441 (4) E. S. Rogers (5) Vaughn Bjerre (6) Ross Evans (7) Roly Koster (8) Gerry Bascombe (9) David Amer (10) Ray Erickson (11) John Badham (14) E. M. Hall (15) Betty Lou Simpson (16) Ron Turnpenny (17-21) All-Canada (22) Easy Listening (23) 1957 (24) Rogers Radio News Network, Mutual, United Press Int., CP, BN, CHFI News

CHIN-FM, TORONTO

50,000 watts on 100.7 mcs.

(1) Radio 1540 Ltd. (2) 637 College St., Tor. 4 (3) (416) 531-9991 (4,5) Johnny Lombardi (6,7) Carl Redhead (8) Don Percy (9) Miss Luba Demianenko (10,11) Bob Livingston (14) Gil Christy (15) Miss Rubina Ignacio (16) Paul W. Hunter (17-20) Radio-TV Reps (21) Gil-Perna Inc. (22) International (23) 1966 (24) BN

CHUM-FM, TORONTO

100,000 watts on 104.5 mcs.

(1) CHUM Ltd. (2) 1331 Yonge St. (3) (416) 925-6666 (4) Allan F. Waters (5) Fred G. Sherratt (6) Wes Armstrong (8) Garry Ferrier (9) Benjie Karsh (15) Eileen Taylor (16) George Jones (17,18) Major Market Broadcaster Ltd. (20) Creative House (21) Devney Organization (22) Progressive (24) CCNS

CJRT-FM, TORONTO

27,000 watts on 91.1 mcs.

(1) Ryerson Polytechnical Institute (3) 368-3128 (5) D. C. Stone (8) R. K. McKee (9) Joy MacDonald (10) Ted O'Reilly (11) Paul Vickers (15) Ruth Sokira (16) Kurt Mayer (22) Fine Arts News Analysis (23) 1949 (24) BN Voice, CP Eastern

CKFM-FM, TORONTO

200,000 watts on 99.9 mcs.

(1) CFRB Ltd. (2) 2 St. Clair Ave. W. (3) (416) 924-5711 (4) W. C. T. Cran (5) CFRB D. H. Hartford, CKFM W. R. Ballentine (6) E. R. Purves (7) D. R. Spencer (8) W. R. Ballentine (9) Miss S. Conner (10) A. Cole (11) W. Stephenson (14) G. Maccabe (15) Miss R. Colley (16) Clive Eastwood (17,18) Standard Broadcast Sales (19) Western Broadcast Sales (21) Canadian Broadcast Sales (22) MOR (23) 1961 (24) Standard Radio News, NBC

CKLW-FM, WINDSOR

50,000 watts on 93.9 mcs.

(1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W. (3) (519) 254-2831 Tlx 024-77619 Tlx 610-362-0763 (4) S. C. Ritchie (5) R. J. Buss (6) Hal Tower (8,9) Croft McClellan (10,11) Don West (16) Stewart Clark (17-20) CKLW AM-TV-FM Sales (21) RKO Radio Reps Inc. (22) Modified MOR (23) 1948 (24) BN, UPI

CKWW-FM, WINDSOR

160,000 watts on 88.7 mcs.

(1) Radio Windsor (Canadian) Ltd. (2) Penthouse, 1150 Ouellette Ave. (3) (519) 252-5751, Detroit (313) 961-9749 (4) G. W. Stirling (5) George Macdonald (6) Rick Richardson (7,8) Bas Jamieson (14) Miss Carolyn Dillman (15) Miss Trisa Gallina (16) Walter A. Dowhan (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Devney Organization Inc. (22) Good Music (23) 1967

CJBQ RADIO

LIVELY ACTIVE COMMUNITY RADIO

Total radio — comprehensive
lively — imaginative
programming, that informs
and entertains

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

BULLETIN

~~CJLB~~ RADIO!

Ford of Canada, St. Thomas, since Maverick production began March 17, 1969, employment is up by 1400 and now totals 2900. Payroll has reached record level of \$2,556,500 up by \$1,279,700. ~~CJLB~~ delivers this market.

Disc shop: independent survey conducted by Western University Business School proved ~~CJLB~~ outdrew all other media on a special offer. Manager of record shop: "I just have to use ~~CJLB~~ more consistently."

~~CJLB~~'s "ROCKumentary the evolution of popular music" played listening audience. Ampex of Canada supplied cassette tape players as prizes daily. Close to 1,000 replies over 2 weeks, and still coming in.

Love Radio,

F. M. Hurley

SPOT TELEVISION

...to move your product

No matter what the product, you can be sure of effective results when you buy spot television.

Spot participation in top rated shows will deliver maximum audience plus excellent dollar efficiency. Spot television can mean "success" for your campaign.

When it comes to Spot Television—Come to us.



PAUL MULVIHILL & CO. LIMITED
TORONTO MONTREAL

KEY

(1) Owner or Co. Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Year Station Began Operation (26) Color Facilities: A - Network feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units.

CKVR-TV, BARRIE

12,500 watts audio, 100,000 watts video on Channel 3
(1) Ralph Snelgrove TV Ltd. (2) Box 519 (3) (705) 726-6466 Tlx 028711 (4) Ralph Snelgrove (5) H. J. Snelgrove (6) Jack Matternly (7) John Wood (8) Jerry Robertson (9,10) Doug Garraway (11) Bill McCutcheon (12) Grant Forsythe (15) C. M. Tierney (16) Mrs. Ann Stewart (17) Ivan Sarossy (18) Bert Verwey (19) Ivan Sarossy (20,21) Paul Mulvihill (22,23) Radio-TV Reps (24) The Devney Organization (25) 1955 (26) A, B

Rebroadcasting Stations

Channel	Location
5	Haliburton
8	Muskoka
11	Parry Sound

CHCH-TV, HAMILTON

23,000 watts audio, 230,000 watts video on Channel 11
(1) Niagara TV Ltd. (2) 163 Jackson St. W. (3) (416) 522-1101 (4) Mrs. K. D. Soble (5) S. J. Bibby (6) F. P. DeNardis (7) R. C. Dawson (8) D. F. Martin (9) D. C. Gale (11) R. A. Gray (18) W. E. Jeynes (20,21) NTV Communications Corp. (24) E. S. Sumner Corp., N.Y. (25) 1954 (26) B, C, D, E

CKWS-TV, KINGSTON

26,000 watts audio, 130,000 watts video on Channel 11
(1) Frontenac Broadcasting Co. (2) 170 Queen St. (3) (613) 544-2340 Tlx 026-256 (4) Mr. A. Davies (5) Mr. Don Laurie (6) Allan Brooks (7) John Carey (8) Lorne Shepherd (9) Stan Leverre (10) Cam Shillington (11) Floyd Patterson (12) Max Jackson (13) Jim Blake (14) Tom Higgs (15) Garry McColman (16) Joyce Revoy (17) Sharon MacLennan (18) Gord Backus (19) Mrs. Betty Shaw (20,21,22,23,24) All-Canada (25) 1954 (26) A, B

CKCO-TV, KITCHENER

65,000 watts audio, 325,000 watts video on Channel 13
(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) Kitchener: (519) 578-1313, Toronto: (416) 366-0852, Tlx 029-5432 (4) C. A. Pollock (5) W. D. McGregor (6) J. G. Smith (7) R. H. McKeown (8) William Smuck (9) W. F. B. Lawson (10) Pat Ludwig (11) Gary McLaren (12) Bill Inkol (14) Mrs. Elaine Cole (15) D. L. Willcox (16) Mrs. Alice Ellis (17) D. W. N. Bowen (18) P. J. Turchan (19) Miss Stephanie Harvey (20,21,22,23) Hardy Radio & Television Ltd. (24) ABC International TV Inc. (25) 1954 (26) A, B, C, D

CFPL-TV, LONDON
31,000 watts audio, 325,000 watts video on Channel 10
(1) CFPL Broadcasting Ltd. (2) Box 2880 Terminal "A" (3) (519) 434-2115 Tlx 024-846 (4) Murray T. Brown (5) W. C. Wingrove (6) James A. Plant (7) R. V. Elsdon (8) D. Duffield (9) James A. Plant (11) R. Laidlaw (12) A. Kelman (13) Roy Jewell (14) Miss Nancy Porter (15) L. J. Shaunessy (16) H. Warren Blahout (17) Wm. Percival (18) G. A. Robitaille (19) Robert White (20,21,22,23,24) All-Canada (25) 1953 (26) A, B, C, D

CFCH-TV, NORTH BAY

61,000 watts audio, 119,000 watts video on Channel 10
(1) Tel-Ad Co. Ltd. (2) Box 1000 (3) (705) 752-3000 (4) Mrs. P. Campbell (5) Reg Carne (7) Reg Carne (8) Dave Turner (9) Sid Tomkins (11) Norris Whitfield (14) Mrs. Meri Craven (15) Mrs. Bette Moreton (16) Meri Craven (17) John Chadwick (18) Larry Cameron (19) Tony Marceau (20,21,22,23) Stovin-Byles Ltd. (24) All-Canada (25) 1955 (26) A
Rebroadcasting Stations
Channel Location
3 Temiscaming

CBOT, OTTAWA

15,000 watts audio, 100,000 watts video on Channel 4
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station "C" (5) J. J. Dunn (25) 1953

CBOFT, OTTAWA

5,660 watts audio, 31,000 watts video on Channel 9
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station "C" (5) J. J. Dunn (25) 1955
Rebroadcasting Stations
Channel Location
9 Timmins
12 Kapuskasing
7 Hearst
7 Sturgeon Falls
13 Sudbury
12 Temiscaming, Que.
12 Elliot Lake

CJOH-TV, OTTAWA

71,200 watts audio, 325,000 watts video on Channel 13
(1) Bushnell Communications Ltd. (2) 1500 Merivale Rd., Ott. 5 (3) (613) 224-1313 Tlx 013-294 (4,5) S. W. Griffiths (6) H. Mantay (7) D. Cameron (8) P. Francis (9) P. Watson (10) Champ Champagne (11) Joe Gibson (12) Joe Spence (15) J. B. Sutton (16) Miss Carmen Dumont (17) J. Richard (18) A. L. Reeve (19) E. Tomlinson (20,21) ICS (24) E. S. Sumner Corp. (25) 1961 (26) A, B, C, D, E
Rebroadcasting Stations
Channel Location
8 Cornwall

CHOV-TV, PEMBROKE

18,000 watts audio, 36,000 watts video on Channel 5
(1) Ottawa Valley Television Co. Ltd. (2) Forest Lea Rd. (3) (613) 735-6811 (4) E. G. Archibald (5) E. G. Archibald (6) Brooke Duval (7) E. G. Archibald (8) Don Chant (9) Brooke Duval (11) Blair Armitage (12) Gary Berger (16) Mrs. Glenda Wegner (17) Ken Pringle (18) Allen Gutz (19) Oscar Kohls (20,21) Paul Mulvihill (24) Can. Standard Broadcast Sales (25) 1961 (26) A

CHEX-TV, PETERBOROUGH

83,400 watts audio, 139,000 watts video on Channel 12
(1) Kawartha Broadcasting (2) Box 659 (3) (705) 742-0451 Tlx 029810 (4) Robertson Davies (5) Wally Rewegan (7) Ian McFarlane (9) Gordon Shale (11) Morley Overholt (12)

Dick Trotter (13) John Edkins (14) Mrs. Marie Callaghan (15) Mrs. Josie McCutcheon (16) Mrs. Dolores Feeley (17) Ken Lehman (18) Ben Wilke (19) Mrs. June Kerr (20,21) Independent Communications Sales Ltd. (22,23) Radio-Television Reps (24) All-Canada Radio-Television (25) 1954 (26) A, B
Rebroadcasting Stations
Channel Location
 10 Minden
 2 Bancroft

CKPR-TV, PORT ARTHUR

54,000 watts audio, 100,000 watts video on Channel 2
 (1) Thunder Bay Electronics Ltd. (2) 87 N. Hill St. (3) (807) 344-9685 Tlx 033-221 (4) H. F. Dougall (5) G. N. Conger (7) Jack Masters (9) G. N. Conger (11) Rick Smith (14) Mrs. Marion Vickruck (15) Miss Carol Oster (16) Mrs. Sheila Shipston (17) R. Furlotte (18) Gerhard Buetow (19) S. Campling (20,21,22,23) Stovin-Byles Ltd. (24) Can. Standard Broadcast Sales (25) 1954 (26) A

CJIC-TV, SAULT STE. MARIE

28,000 watts audio, 15,000 watts video on Channel 2
 (1) Hyland Radio-TV Ltd. (2) 119 East St. (3) (705) 256-7494 Tlx 027-7716 (4) Mrs. J. G. Hyland (5) R. H. Ramsay (6) Frank Gardi (7) Wayne Turner (8) Frank Gardi (11) Karl Sepkowski (12) John Rhodes (14,15) Mrs. Grace Pitt (16) Mrs. Reta Purdy (17) Bob Jenkins (18) Dave Irwin (20,21,22,23,24) All-Canada (25) 1954 (26) A

CKSO-TV, SUDBURY

13,700 watts audio, 100,000 watts video on Channel 5
 (1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 Tlx 027-884 (4) W. B. Plaunt (5) Ralph Connor (6,7) George Lund (8) Herb Ashley (9) Barrie Diehl (11) Larry Gavin (12) Eric Webb (15) Miss Esther Henning (16) Betty Sellars (Mrs.) (17) Nick Nykilchuk (18) Ken Houzer (19) John O'Grady (20,21,22,23,24) All Canada Radio & Television Ltd. (25) 1953 (26) A, B, C
Rebroadcasting Stations
Channel Location
 3 Elliot Lake

CFCL-TV, TIMMINS

10,000 watts audio, 100,000 watts video on Channel 6
 (1) J. Conrad Lavigne Enterprises (2) Box 620 (3) (705) 264-4211 Tlx 027-6177 (4) J. Conrad Lavigne (5) Rene Barrette (6) Terry Coles (7) Rene Barrette (8) Conrad Carriere (9) Terry Coles (11) Jim Prince (12) Lou Thibault (14) Mrs. Hazel Clermont (16) Jos Viré (17) Clement Berini (18) Rudy Fauteux (19) Mrs. Hazel Clermont (20,21) Paul Mulvihill (22) A. J. Messner (23) Stephens & Towndrow (24) Weed (25) 1956 (26) A, B, C
Rebroadcasting Stations
Channel Location
 2 Kearns
 3 Kapuskasing
 4 Hearst
 5 Malartic/Val D'or
 7 Chapleau

CBLT, TORONTO

9,950 watts audio, 99,500 watts video on Channel 6
 (1) Canadian Broadcasting Corp. (2) Box 500, Terminal "A" (5) W. Weston (25) 1952
Rebroadcasting Stations
Channel Location
 13 Geraldton
 8 Manitowadge

CFTO-TV, TORONTO

162,000 watts audio, 325,000 watts video on Channel 9
 (1) Baton Broadcasting Ltd. (2) Box 9, Tor. 16 (3) (416) 362-2811 Tlx 022674 (4) John Bassett (5) L. M. Nichols (6) E. J. Delaney (7) Ian Hall (8) Don Davis (9) J. F. Ruttle (11) Ted Stuebing (12) John Esaw (14) Miss Marg Hannah (15) J. F. Ruttle (16) Mrs. M. Prentice (18) Hellmut Berger (24) ABC Sales (25) 1961 (26) A, B, C, D, E

CKLW-TV, WINDSOR

65,000 watts audio, 325,000 watts video on Channel 9
 (1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W., Windsor 12 (3) (519) 254-2831 Tlx 77619, Detroit Tlx 0023-5398 (4) S. C. Ritchie (6) E. F. Jaspan (7) Paul Litt

(8) F. J. Quinn (10) Wally Townsend (11) Jim Van Kuren (15) E. F. Jaspan (16) Neil Addison (17) Charles Knight (18) Stewart Clark (19) Don Sharon (20) RKO General National Sales (25) 1954 (26) A, B, C, D

CKNX-TV, WINGHAM

100,000 watts audio, 180,000 watts video on Channel 8
 (1) Radio Station CKNX Ltd. (2) Wingham (3) (519) 357-1310 (4,5) G. W. Cruickshank (6) George Walling (7) Ross Hamilton (8,9) George Walling (10) Hap Swatridge (11) John Strong (12) Crawford Douglas (13) Les Armstrong (14) Mrs. Anna Meyer (15) Ian MacLaurin (16) Mrs. Kaye Swan (17) G. Heim (18) Scott Reid (19) Hap Swatridge (20,21,22,23,24) All-Canada (25) 1955 (26) A, B



"... and I get it," says Art Grayling, a commercial fisherman of Port Stanley, Ontario. "CFPL-TV has a lot of the programs I like ... I like action ... like Bonanza and Mission Impossible. My wife and I watch a lot of television and we watch Channel 10 the most."

CFPL-TV serves Western Ontario — *completely.*



**CFPL-TV
LONDON
CANADA**

Quebec

Total Population	5,983,200	Children (2-11)	1,338,700
Men (18 and over)	1,810,000	Households	1,476,900
Women (18 and over)	1,876,300	TV Households	1,430,900
Teens (12-17)	755,500	Per cent TV Households	97%

Source: BBM January 1969

RADIO

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

AM

CFGT, ALMA

1,000 watts on 1270 kcs.

(1) Radio Lac-St. Jean Ltee (2) 741 Avenue du Pont (3) (418) 662-3461 (4) Dr. Remi Aube (5) Lionel Tremblay (6) Yves Simard (8) Normand Bergeron (10,11) Serge Cloutier (14) L. Tremblay (15) Mlle M. Villeneuve (16) J-Roch Maltais (17-20) Group One Radio Ltd. (22) M.O.R., Top 40 (23) 1953 (24) Broadcast News

CJMD, CHIBOUGAMAU

1,000 watts on 1240 kcs.

(1) Radio Maria Chapdelaine Inc. (2) 552, 3 Ieme Rue C.P. 700 (3) (819) 276-4171 (4-6,8,14) Jean-Marie Duchaine (7,11) Jean-Yves Aiyot (9,10) Gilbert Savard (15) Miss Caraulle Bernier (16) Yves Harvey (17-20) Group One Radio (22) Varied & Popular Music (23) 1969 (24) CBC, Broadcast News

CBJ, CHICOUTIMI

10,000 watts on 1580 kcs.

(1) Canadian Broadcasting Corp. (2) 121 Rue Racine est (5) Jacques Lambert (23) 1937

CJMT, CHICOUTIMI

1,000 watts on 1420 kcs.

(1) CJMT Ltee (2) 365 Racine est (3) (418) 543-1517 (4,5) Pierre Tremblay (6) Francois Ranger (7,8,14) Gaston Senechal (9) Andre Lajoie (10,11) Jean Page (15) Miss Helene Blouin (16) Lucien Simard (17-21) All Canada (22) M.O.R. (23) 1954 (24) CP

CHVD, DOLBEAU

1,000 watts on 1230 kcs.

(1) Radio Maria-Chapdelaine Inc. (2) 540 Boul. Walbert (3) (418) 276-3333 (4-6,8,14) Jean-Marie Duchaine (7,11,12) Claude St-Arnault (9,10) Nelson St-Pierre (15) Miss Guylaine Lavoie (16) Yves Harvey (17-20) Group One Radio (22) Varied & Popular Music (23) 1966 (24) CBC, Broadcast News

CHRD, DRUMMONDVILLE

10,000 watts on 1480 kcs.

(1) Radio Drummond Ltee (2) P.O. Box 250 (3) (819) 472-5458 (4) Maurice Sigouin (5,6,14) J. A. Savoie (7) Leopold Guignard (8) Michel Duchaine (9) Lise Hardy (10) Gerald Prince (11) Andre Boulanger (13) Pierrette Chartier (15) Miss P. Pepin (16) R. Belanger (17-21) Hardy Radio & TV (22) M.O.R. (23) 1954 (24) Broadcast News

CHEF, GRANBY

1,000 watts on 1450 kcs.

(1) La Voix de l'Est Ltee (2) 136 Principale (3) (514) 372-3301 (4) Jacques Brillant (5-7,14) J. Henri Champagne (8,9) J. Louis Boisseau (10,12) Marc Gendreau (11) Bernard Brodeur (13) Pierrette Lafleur (15) Mrs. Nicole Dion (16) Raymond Bilock (17-20) Hardy Radio & TV (22) M.O.R. (23) 1946 (24) Broadcast News

CHLC, HAUTERIVE

5,000 watts on 580 kcs.

(1) Radio Cote-Nord Inc. (2) 1147 Boul. Blanche (3) (418) 589-3771 (4) Jean C. Tremblay (5,6) Henri Desjardins (7-9,14) Camille S. Pierre (10,11) Claude Roy (15) Andre Poirier (16) Gerard DeVarennes (17-19,21) Group One Radio (22) M.O.R. (23) 1962 (24) Telbec, Broadcast News, CP

CKCH, HULL

5,000 watts on 970 kcs.

(1) La Cie Radiodiffusion CKCH de Hull Ltee (2) P.O. Box 460, Terminal Building, Ottawa 2, Ont. (3) (819) 777-2771 (4) J. C. Aubin (5) Jean-Paul Lemire (6) Henri W. Allard (7,8) Pierre Chantelois (9) Aurele Groulx (10) Norbert Michaud (11) Pierre McNicoll (13) Miss Simone Lanctot (14) Louis Fournier (15) Jean Tremblay (16) Jean-Louis Guerette (17-21) All-Canada Radio & TV Ltd. (22) M.O.R. (23) 1933 (24) Broadcast News & French Daily "Le Droit"

CHRS, JACQUES-CARTIER

10,000 watts on 1090 kcs.

(1) Radio Iberville Ltee (2) 2019 Boul. Taschereau (3) (514) 674-6238 (4) Jean-Paul Auclair (5,6) Pierre Paul Elie (8,9) Andre Sylvain (10) Bernard Contant (11) Pierre Beland (14) Andre Decarie (15) Alice Pare (16) Yvon Rancourt (17-20) Radio & TV Representatives Ltd. (22) M.O.R. (23) 1956 (24) Broadcast News

CJLM, JOLIETTE

1,000 watts on 1350 kcs.

(1) Radio-Richelieu Ltee (2) P.O. Box 122 (3) (514) 753-7432 (4) Henri Olivier (5,14) Maurice Boulianne (6) Cyrille Denis (7) Claude Rochon (8) Gilles Tessier (10,15) Gilles Loyer (11) Michel Rochon (13) Mrs. Jacqueline Poirier (16) Joseph Cardin (17-20) Hardy Radio & TV Ltd. (22) French songs, light music (23) 1960 (24) Broadcast News & Telbec

CKRS, JONQUIERE

1,000 watts on 590 kcs.

(1) Radio Saguenay Ltee (2) 175 Sir Wilfrid Laurier (3) (418) 542-4551 Tlx 011-36117 (4) Jules Landry, C.R. (5) Tom Burham (6) Achille Soucy (7) Gerard Lemieux (8) Gilles Dufour (9) Marcel Perron (10) Jean-Paul Tremblay (15) Daniel Parent (16) Jos. Thibeault (17-20) Hardy Radio & TV Ltd. (21) Canadian Standard Broadcast Sales Inc. (22) Contemporary Standard (23) 1947 (24) Broadcast News

CKFL, LAC MEGANTIC

1,000 watts on 1340 kcs.

(1) Radio Megantic Ltee (2) C.P. 630 (3) (819) 583-0663 (4) Francois Labbe (5,6) Will Dugre (8,10,11) Jacques Turcotte (9) Miss Lucie Boulanger (13) Miss Marie-Paule Gendron (16) Irene Goulet (17,18) Group One (21) Canadian Standard Broadcast Sales Inc. (23) 1968 (24) Broadcast News, CBC

CHGB, LA POCATIERE

10,000 watts on 1310 kcs.

(1) CHGB Ltd. (2) 4th Ave., La Pocatiere (3) (418) 856-1310 (4) G. J. Desjardins (5) P. E. Hudon (6) J. Morin (7) M. Levesque (8) R. Plante (9) J. Boucher (10) M. Charette (11) C. Dignard (13) Mrs. Vaillancourt (15) Mrs. Levesque (16) M. A. Freve (17-20) Group One Radio (23) 1938 (24) Broadcast News

CFLM, LA TUQUE

1,000 watts on 1240 kcs.

(1) Radio La Tuque Ltee (2) C.P. 310 (3) (819) 523-4575 (4,5,14) Jean Trepanier (8,9) Germain Gagnon (10,11) Raynald Briere (13) Ginette Dallaire (15) Claudette Girard (16) Paul Lalonde (17,18) Group One (22) General (23) 1959

CFLS, LEVIS

250 watts on 1240 kcs.

(1) Radio Etchemin Inc. (2) 24 Trans Canada East (3) (418) 833-2151 (4) Adrien Begin (5) Patrick Gendron (6) Steven Guay (7) Michael Corrievau (8) Denis Lacombe (9) Miss Yvette Cloutier (10) Henri Dorval (11,12) Donald D'Amours (13) Miss Micheline Poitras (14) Rejean Pepin (15) Mrs. Monic Mercier (16) Marc-Andre Freve (17,18,20) Radio & TV Sales (21) Advertising Repts Inc. (22) Top 40 (23) 1967 (24) Broadcast News, Telbec

CKBL, MATANE

10,000 watts on 1250 kcs.

(1) La Cie de Radiodiffusion de Matane Ltee (2) 155 rue St-Sacrement (3) (418) 562-0290 Tlx 011-8-370 (4,5) Rene Lapointe (6,7) Octave Lapointe (8,12) Jean Paul Berthiaume (9) Miss Carroll Falardeau (10) Jacques Samson (11) Jean Marc Caron (13) Mrs. Armande Desrosiers (14) Georges Guy (15) Miss Lisette Bergeron (16) Richard Fortin (17-20) Hardy Radio & TV (21) The Devney Organization Inc. (22) M.O.R. (23) 1948 (24) CP

CKML, MONT-LAURIER

1,000 watts on 610 kcs.

(1) Radio CKML Inc. (2) 515 Boul. Paquette (3) (819) 623-1010 (4) Patrick Ryan (5,6) Andre Dumoulin (8,9) Joseph Peloquin (10) Fernand Simard (11,14) Jacques Vallee (13) Mrs. Brigitte Roche (15) Lise Marano (16) Rejean St-Jean (17,18) Group One (22) Pop & Western (23) 1963 (24) BN

CKBM, MONTMAGNY

1,000 watts on 1490 kcs.

(1) Radio Alleghanys Inc. (2) C.P. 216, 121, rue St-Thomas (3) (418) 248-0801 (4,14) Andre Mercier (5,6) Jean-Charles Proulx (7,8,15) Oliva Poitras (10) Roger Blais (11) Michel Dionne (13) Miss Henriette Michon (16) Hector Fortin (17,18) Radio & TV Sales (21) Weed & Co. (22) Light & popular music (23) 1954 (24) Broadcast News

CBF, MONTREAL
50,000 watts on 690 kcs.
(1) Canadian Broadcasting Corp. (2) C.P.
6000 (5) F. Guerard (23) 1937

CBM, MONTREAL
50,000 watts on 940 kcs.
(1) Canadian Broadcasting Corp. (2) C.P.
6000 (5) F. Guerard (23) 1933

CFCF, MONTREAL
5,000 watts on 600 kcs.
(1) Montreal Marconi Co. (2) 405 Ogilvy
Ave., Montreal 303 (3) (514) 273-6311 (4) L.
M. Daley (5) Walter Machny (6) Jim McManus
(7) Keith Randall (8) Jim Kidd (9) Bob
Johnston (10) Bert Cannings (11) Dick Irvin
(13) Miss Connie Harris (14) Ron Hore (15)
Mrs. Rita Beirne (16) Joe Thompson (17-21)
All-Canada Radio & TV Ltd. (22)
Contemporary Music (23) 1919 (24) UPI, CP
News, CP Sports, ABC Network

CFMB, MONTREAL
10,000 watts on 1410 kcs.
(1) Chateau Broadcasting Co. Ltd. (2) 2015
Drummond St., Montreal 107 (3) (514)
845-8144 (4-6,8) C. G. Stanczykowski (7)
Andrew Mielewczyk (9) Miss Alita Emanuele
(10) Dave Pendergast (11) Roger Dauphin
(13) Miss Mona Wortman (14) Talaat El
Ayouti (15) George Sisto (16) Dieter
Kuhlmann (17,18) Paul Mulvihill (21)
National Times Sales (22) M.O.R., Ethnic
(23) 1962 (24) Mutual Broadcasting System
Network

CFOX, MONTREAL
10,000 watts on 1470 kcs.
(1) Lakeshore Broadcasting Limited (2) P.O.
Box 1470, Montreal 101 (3) (514) 697-1470
(4,5) Gord Sinclair (7) Charles P. Rodney
Chandler (8,9) Frank Gould (10,11) Russ
Griffith (15) Miss Lynda Moffet (16) Bernard
Greeley (17,18) Radio House Limited (19,20)
Radio-TV Reps Limited (21) Donald Cooke,
Inc. (22) Top 40, Contemporary (23) 1960
(24) BN, UPI, Contemporary News System

CJAD, MONTREAL
50,000 watts on 800 kcs.
(1) Standard Broadcasting Corporation
Limited (2) 1407 Mountain St., Montreal 107
(3) (514) 844-0111 (4,5) H. T. McCurdy
(6,15) Mrs. Liz Brooks (7) Jim Scott (8) Bill
Hamby (9) Miss Barbara Pocock (10) Doug
Williamson (11) Al Cauley (14) Gordon Hope
(16) E. D. Mott (17,18) Standard Broadcast
Sales Company Limited (19,20) Western
Broadcast Sales (21) Canadian Standard
Broadcast Sales Inc. (22) M.O.R. (23) 1945
(24) BN, UPI, CP, CN Sports Wire, Standard
Broadcast Production in association with NBC

CJMS, MONTREAL
50,000 watts on 1280 kcs.
(1) CJMS Radio Montreal Ltee (2) 1700 Berri
(3) (514) 849-5373 (4) R. Crepault (5) S.
Raymond (6) G. Bergeron - Nat'l, T. Meunier
- Local (7,8) J. Dufresne (9) D. Jefford (10)
P. Leroux (11) R. Brisebois (14) P. Roch (15)
G. Beaudin (16) J. G. Langevin (17,18,20)
Stephens & Towndrow (19) Broadcast
Representatives (21) Devney Organization
(23) 1954 (24) Broadcast News

CKAC, MONTREAL
50,000 watts on 730 kcs.
(1) CKAC Ltee (2) 1400 Metcalfe, Montreal
110 (3) (514) 845-5151 (4,5) Jacques-M.
Goulet (6) Luc Duranleau (7,8) Pierre
Beaudoin (9) Gerald Vallee (10) Jacques
Deom (11) Roger Turcotte (13) Jeannette
Brouillet (Miss) (14) Miss Nicole Forest (15)

Mrs. Louise Doonan (16) Jean-Aime Lange
(17-21) All-Canada Radio & TV Ltd. (22)
M.O.R. (23) 1922 (24) BN, France Presse, CP,
AP

CKGM, MONTREAL
10,000 watts on 980 kcs.
(1) Maisonneuve Broadcasting Corp. Ltd. (2)
1310 Greene Ave., Montreal 215 (3) (514)
931-6251 (4,5) Don Wall Chairman - Geoff
Stirling (6) Tom Seasons (7) Roger Abbott
(8,10) Michael Donegan (9) Liam Mullan (11)
Ron Reusch (13) Miss Monique Bergeron (14)
Mrs. Marlene Cusiak (15) Miss Sharon
Robinson (16) Brian Thomas (17,18,20)
Stephens & Towndrow (21) The Devney
Organization (22) Contemporary-Standard
(23) 1959 (24) Newsradio, CBS

CKLM, MONTREAL
50,000 watts on 1570 kcs.
(1) Radio Laval Inc. (2) 1184 Ste Catherine O
(3) (514) 861-9091 (4) Roger Baulu (5,8)
Guy D'Arcy (6) Gilles Sabourin (7,14) Roger
Lupien (9) Edmond Cote (10) Lucien Jarraud
(11) Jacques Bauchamps (13) Suzanne
Lapointe (15) Florent Bilodeau (16) Pierre
Chouinard (17-21) Hardy Radio & TV (22)
Modern (23) 1962 (24) BNF, APS

CKVL, VERDUN (MONTREAL)
50,000 watts on 850 kcs.
(1) Radio Futura Ltd. (2) 211 Gordon Ave.
(3) (514) 766-2311 Tlx 01-2868 (4) Jack
Tietolman (5) Corey Thomson (6) Judah
Tietolman (7) Gaston Saulnier (8) Marcel
Provost (9) Laurent Bourdy (10) Marcel
Beaugard (11) Fernand Ste. Marie (12)
Armand Lapointe, Larry Fredricks (English)
(13) Miss Pierrette Champoux (14) Jack
Selinger (15) Jeannot Pelletier (16) Maurice
Rousseau (17,18,20) Radio & TV Sales Inc.
(21) Canadian Standard Broadcast Sales Inc.
(22) Standard instrumentals, semi-classics,
classics (23) 1946 (24) Broadcast News
(English, French) UP, Telbec

CHNC, NEW CARLISLE
10,000 watts on 610 kcs.
(1) Gaspesia Radio Broadcasting Co. (2) New
Carlisle P.O. (3) (418) 752-2215 (4) A. Poirier
(5) Chas. H. Houde (7,8,14) Arthur Houde
(15) Miss D. Doucet (17-20) Hardy Radio &
TV (21) Weed & Co. (23) 1933 (24)
Broadcast News

CBV, QUEBEC
5,000 watts on 980 kcs.
(1) Canadian Broadcasting Corp. (2) C.P. 400,
Haute Ville (5) Rene Dussault (23) 1934

CHRC, QUEBEC
50,000 watts on 800 kcs.
(1) CHRC Ltee (2) 1143 St. Jean, Quebec 4
(3) (418) 522-8177 (4) Lt. Col. Herve
Baribeau (5) Aurele Pelletier (6) Yvon Martel
(8) Fernando St-Georges (9) Marcel Huard
(10) Rosaire Labrecque (11) Maurice
Descarreux (13) Mrs. Lucille Despres (14)
Pierre Beaulieu (15) Jacques Dion (16) Arsene
Nadeau (17-20) Hardy Radio & TV Ltd. (21)
Canadian Standard Broadcast Sales Ltd. (22)
Contemporary-Standard (23) 1926 (24)
Broadcast News

CJRP, QUEBEC
10,000 watts on 1060 kcs.
(1) Radiomutuel Ltee (2) 1300 Bl. Laurier,
Quebec 6 (3) (418) 527-2564 Direct from
Montreal 861-3124 (5,6) Ed Prevost (7)
Denys Cantin (8,9) Norman Knight (10)
Jean-Luc Vachon (11) Guy Lemieux (15)
Marcel Boucher (16) Andre Cantin (17,18,20)
Stephens & Towndrow (21) The Devney
Organization Inc. (22) Contemporary Adult
(23) 1969 (24) BN, CBS, Radiomutuel



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OF ALL
WOMEN

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Montreal
market
can be
reached
in
English!*

*D.B.S. 21% English
19% French
60% Bilingual

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800
CJFM
95.9

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COMBINATION
IN MONTREAL

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SALES LTD.

MONTREAL TORONTO
WINNIPEG AND VANCOUVER
And CANADIAN STANDARD BROAD-
CAST SALES INC., 854 Madison
Avenue, New York, N.Y. 10021

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

CKCV, QUEBEC

10,000 watts on 1280 kcs.
 (1) CKCV (Quebec) Limitee (2) 978 St-Jean, Quebec 4 (3) (418) 529-0011 (4) Gaston Pratte (5) Magella Alain (6) Etienne-B. Cardinal (7,8) Roger Gagnon (9) Jean Leroye (10) Laurent Begin (11) Paddy Pedneault (12) Roland Gilbert (13) Mrs. Claire Verite (14) Miss Marie-Paule Vachon (15) Richard Demeule (16) Lucien Cote (17-21) All-Canada Pop, Contemporary Music (22) Pop (23) 1926 (24) Broadcast News

CJBR, RIMOUSKI

10,000 watts on 900 kcs.
 (1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. West (3) (418) 723-2217 Tlx 011-8-343 (4) Jacques Brillant (5,6,14,15) Andre Lecomte (9) Lorenzo Michaud (10) Guy Ross (11) Claude Pearson (13) Miss Louise Lavallee (16) Marcel Vallee (17,19) All-Canada Radio & TV Ltd. (22) Classical, Jazz, Folk, Pop (23) 1937 (24) Broadcast News, Telbec

CHRL, ROBERVAL

1,000 watts on 910 kcs.
 (1) Radio-Roberval Inc. (2) 763 Boul. St. Joseph (3) (418) 275-1831 (4,5) Benoit Levesque (6,15) Ludovic Brassard (7-9,14) Jean Ouellet (10,11) Jacques Bergeron (16) Marcel Bolduc (17-21) Radio-TV Reps (23) 1949 (24) CBC

CJSA, STE AGATHE-DES-MONTS

1,000 watts on 1230 kcs.
 (1) Radio Ste-Agathe Inc. (2) 3 Principale (3) (819) 326-1230 (4,5,14) Jean M. Legault (6) Mrs. Marie de Villiers (8) Francois Grenier (11) Marcel Payer (15) Miss Christiane Reid (16) Gerald Larocque (17-20) Group One Radio (22) M.O.R. Varied (23) 1967 (24) Broadcast News

CKRB, ST-GEORGES DE BEAUCE

10,000 watts on 1460 kcs.
 (1) Radio Beauce Inc. (2) C.P. 100 (3) (418) 228-4811 (4) Yvon Thibaudeau (5) Charles A. Thibaudeau (6) J. Venne - Nat'l, A. Catellier - Local (7,14,15) J. Venne (8,10,11) G. Bernier (9) L. Begin (12) J. Petit (13) Miss D. Morin (16) R. Berube (17-20) Hardy Radio & TV (21) Canadian Standard Broadcast Sales Inc. (22) M.O.R. (23) 1953 (24) Canadian Press, Broadcast News

CKJL, ST-JEROME

1,000 watts on 900 kcs.
 (1) Radio Laurentides Inc. (2) P.O. Box 900

(3) (514) 435-1544, 438-1228 (4,5,6) Jean Lalonde (7) Giles Carriere (10) Gilles Bouchard (11) Dave Ball (13) Mrs. Claire Villeneuve (14) John R. Fox (15) Mrs. Micheline Perron (16) Hubert Lamontagne (17-20) Hardy Radio & TV (22) M.O.R. (23) 1956 (24) Broadcast News, Telbec

CKCN, SEPT ILES

10,000 watts on 560 kcs.
 (1) Radio Sept Iles Inc. (2) 700 Laure (3) (418) 962-3838 (4,5) Benoit Roberge (6,7) Guy Marcheterre (8-14) Yvon Chouinard (15) Carmen Vaillancourt (16) George Boulay (17-21) Radio-TV Reps (22) M.O.R. (23) 1963 (24) BN

CKSM, SHAWINIGAN

10,000 watts on 1220 kcs.
 (1) Cie de Radiodiffusion de Shawinigan-Falls Ltee (2) C.P. 695 (3) (819) 536-4494 (4) A. Lacourciere (5-8,10,14) Alain Chartier (11) Claude Fitzbay (13,15) Miss Huguette Cloutier (16) Marcel Bellemare (17,18) Radio-TV Sales (22) M.O.R. (23) 1951 (24) BN, Telbec

CHLT, SHERBROOKE

10,000 watts on 630 kcs.
 (1) CHLT Radio (2) 3330 King St. West (3) (819) 569-9331 Tlx 018229 (4) Maurice Dansereau (5,6) Henri Delorme (7) Treffe Mercier (8,14) Jean Denis (9) Mme. Gertrude Robidoux (10) Roger Legendre (11) J. M. Bilodeau (12) A. Sirois (15) Mme. Louise Falardeau (16) Gerard Paul (17-21) All-Canada (22) M.O.R. (23) 1937 (24) BN, Telbec

CJRS, SHERBROOKE

10,000 watts on 1510 kcs.
 (1) CJRS Radio Sherbrooke Limitee (2) 2655 King St. West (3) (819) 567-8951 (4) Jacques Lagasse (5,6) Paul A. Paradis (8) Rene Ouellette (10) Richard Gendron (11) Serge Martel (15) Louise Casavant (17-20) Stephens & Towndrow (21) Devney Organization (22) French Canadian, French & American (23) 1967 (24) BN, Telbec

CKTS, SHERBROOKE

10,000 watts on 900 kcs.
 (1) The Telegram Printing & Publishing Co. Ltd. (2) 3330 King St. West (3) (819) 569-9331 Tlx 018229 (4) John J. Dunn (5,6) Henri Delorme (7,13,15) Mrs. Dianna Parker (8,14) Berl Dewar (9) Mrs. Huguette Lussier (10) Bob Bell (11) Gordon Breen (16) Claude Pare (17-21) All-Canada (22) M.O.R. (23) 1946 (24) BN, CP

CJSO, SOREL

10,000 watts on 1320 kcs.
 (1) Radio-Richelieu Ltee (2) P.O. Box 126 (3) (514) 743-3318 (4) Henri Olivier (5,14) Maurice Boulianne (6) Maurice Berube (7) Claude Rochon (10,15) Lorenzo Brouillard (11) Michel Champagne (13) Mrs. Marys Fagnan (16) Joseph Cardin (17-20) Hardy Radio & TV (22) French songs and light music (23) 1945 (24) Broadcast News, Telbec

CKLD, THETFORD MINES

1,000 watts on 1230 kcs.
 (1) Radio Megantic Ltee (2) C.P. 69 (3) (418) 335-7533, (819) 583-0663 (4,5) Francois Labbe (6,7,9,13) Miss Elizabeth Bolduc (8,10,11,16) Irene Goulet (12) Gilles Levesque (14) Mrs. Andree Wright (15) Mrs.

Jeanne Martin (17,18) Group One (21) Canadian Standard Broadcast Sales (23) 1950 (24) BN

CHLN, TROIS RIVIERES

10,000 watts on 550 kcs.
 (1) Radio Trois-Rivieres Inc. (2) 3550 Boul. Royale (3) (819) 374-3556 (5,6,14) Maurice Duval (7,8,10) Maurice Bourget (11) Paul Charest (13) Mme Pierrette Fournier (15) Miss Jocelyne Kagle (16) Oric Lefebvre (17-21) All-Canada (22) Contemporary-Standard (23) 1937 (24) CP

CFLV, VALLEYFIELD

10,000 watts on 1370 kcs.
 (1) Radio Valleyfield Ltd. (2) 249 Victoria St. (3) (514) 373-1370 (4) A. Cholette (5,14) Jean-Claude Lefebvre (6) Maurice Legault, (8) Alain Truchet (9) Miss T. Deschamps (10) Jacques Hebert (11) Michel Jolicoeur (12) Yves Boyer (13) France Danyel (15) Miss Louise Leger (16) Y. Allard (17-20) Hardy Radio & TV (21) Devney Organization (22) MOR (23) 1961 (24) Broadcast News

CFDA, VICTORIAVILLE

1,000 watts on 1380 kcs.
 (1) Radio Victoriaville Ltee (2) PO Box 490 (3) (819) 752-5545 (4,8) Lucien Michaud (5,6,14) Francois Bastien (7) Fernand Corbeil (9) Miss Nicole Marcoux (10,11) Gilbert Foucault (12) Andre Martineau (13) Mrs. Marie Claire Roy (15) Miss Denyse Trottier (16) Rene Champagne (17-20) Group One Radio (21) Standard Broadcast Sales (22) Varied (23) 1951 (24) BN

CKVM, VILLE MARIE

CKVT, TEMISCAMING
 CKVM 10,000 watts on 710 kcs.
 CKVT 250 watts on 1340 kcs.
 (1) Radio Temiscamingue Inc. (2) 55 Ste Anne, PO Box 388 (3) (819) 710 (4) Herve Leblanc (5,6) Rene Legault (8) Jean Pierre Ayotte (10) Jean Paul Faquette (11) Jacques Clermont (12) Isidore Laliberte (13) Mme. Alice Ethier (15) Madeleine Brousseau (16) Gaston Tasset (17,18) Group One Radio (22) Good Music (23) CKVM 1950, CKVT 1969



CFDM-FM, DRUMMONDVILLE

50,000 watts on 104.3 mcs.
 (1) Radio Drummond Ltee (2) PO Box 250 (3) (819) 472-5458 (4) Maurice Sigouin (5,6,14) J. A. Savoie (7) Leopold Guignard (8) Michel Duchaine (9) Lise Hardy (10) Gerald Prince (11) Andre Boulanger (13) Pierrette Chartier (15) Miss P. Pepin (16) R. Belanger (17-21) Hardy Radio & TV (22) Varied (23) 1969 (24) Broadcast News

CHGB-FM, LA POCATIERE

790 watts on 102.9 mcs.
 (1) CHGB Ltd. (2) 4th Avenue (3) (418) 856-1310 (4) G. T. Desjardins (5) P. E. Hudon (6) J. Morin (7) M. Levesque (8) R. Plante (9) J. Boucher (10) M. Charette (11) C. Dignard (13) Mrs. Vaillancourt (15) Mrs. Levesque (16) M. A. Freve (17-20) Group One Radio (23) 1966 (24) BN

CFGL-FM, LAVAL

100,000 watts on 105.7 mcs.
 (1) Stereo-Laval Inc. (2) 1 Place Laval, Suite 560 (3) (514) 663-1142 (4) Roland Saucier

(5,6,11) Jean-Pierre Coallier (7) Michel Frechette (8) Serge Belair (9) Pierre Lapointe (10) Gerard-Marie Boivin (12) Guy Godin (13,14,15) Miss Monique Labelle (16) Michel Mathieu (18) National Sports Production (22) MOR (23) 1968 (24) Telbec, CP

CBF-FM, MONTREAL

CBM-FM, MONTREAL

CBF-FM, 24,600 watts on 95.1 mcs.
CBM-FM, 24,600 watts on 100.7 mcs.
(1) Canadian Broadcasting Corp. (2) PO Box 6000 (5) F. Guerard (23) 1948

CFQR-FM, MONTREAL

41,400 watts on 92.5 mcs.
(1) Canadian Marconi Co. (2) 405 Ogilvy Ave., Montreal 303 (3) (514) 273-6311 (4) L. M. Daley (5) Walter Machny (6) Brian Pearce (7,8) Jim Kidd (9) Tom Deackman (10) Bert Cannings (11) Dick Irvin (14) Ron Hore (15) Mrs. Rita Beirne (16) Joe Thompson (17-21) All-Canada (22) Contemporary Music (23) 1947 (24) UPI, CP News, CN Sports, ABC

CJFM-FM, MONTREAL

41,200 watts on 95.9 mcs.
(1) Standard Broadcasting CJAD Ltd. (2) 1407 Mountain Street (3) (514) 844-0111 (4) H. T. McCurdy (5) N. Ronald Blair (6) Gerry Boddington (7) Nick Michaels (9) Roy Green (10) Doug Williamson (15) Liz Brooks (16) E. Mott (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (23) 1962 (24) NBC - Standard Broadcast News, UPI, CP, CN Sports wire.

CJMS-FM, MONTREAL

40,000 watts on 94.3 mcs.
(1) Supravox Corp. Ltd. (2) 1700 Berri St., Montreal 132 (3) (514) 844-2671 (4) Raymond Crepault (5) Yoland Guerard (6) Jacques Baillargeon (7) Guy Patenaude (8) Denis Hudon (9) Yoland Dulude, J. P. Jeannotte, Lionel Daunais (10) Pierre Leroux (11) Rocky Brisebois (14) Gaston Bergeron (15) Mrs. Danielle Wong-Seen (16) J. C. Lalancette (17,18,20) Stephens & Towndrow (19) Broadcast Reps (21) The Devney Organization (22) MOR, Classical (23) 1964 (24) CP

CKGM-FM, MONTREAL

41,200 watts on 97.7 mcs.
(1) Maisonneuve Broadcasting Corp. Ltd. (2) 1310 Greene Avenue, Montreal 215 (3) (514) 931-6251 (4,5) Don Wall Chairman-Geoff Stirling (6) Tom Seasons (7) Roger Abbott (8,10) Michael Donegan (9) Liam Mullan (11) Ron Reusch (13) Miss Monique Bergeron (14) Marlene Cusiak (15) Mrs. Grace Winnard (16) Brian Thomas (17,18,20) Stephens & Towndrow (21) The Devney Organization (22) Good Music (23) 1962 (24) News Radio (CBS)

CKVL-FM, VERDUN (MONTREAL)

614,000 watts on 96.9 mcs.
(1) Radio Futura Ltd. (2) 211 Gordon Ave. (3) (514) 766-2311 Tlx 01-2868 (4) Jack Tietolman (5,8) Larry Fredericks (6) Judah Tietolman (9,13) Mrs. June Warren (10) Marcel Beauregard (14) Jack Selinger (15) Jeannot Pelletier (16) Maurice Rousseau (17,18,20) Radio & Television Sales Inc. (21) Canadian Standard Broadcast Sales Inc. (22)

Standard Instrumentals, Classical, Semi-Classical (23) 1953 (24) UPI, Broadcast News (English-French) Telbec, CN Sports Wire.

CHRC-FM, QUEBEC

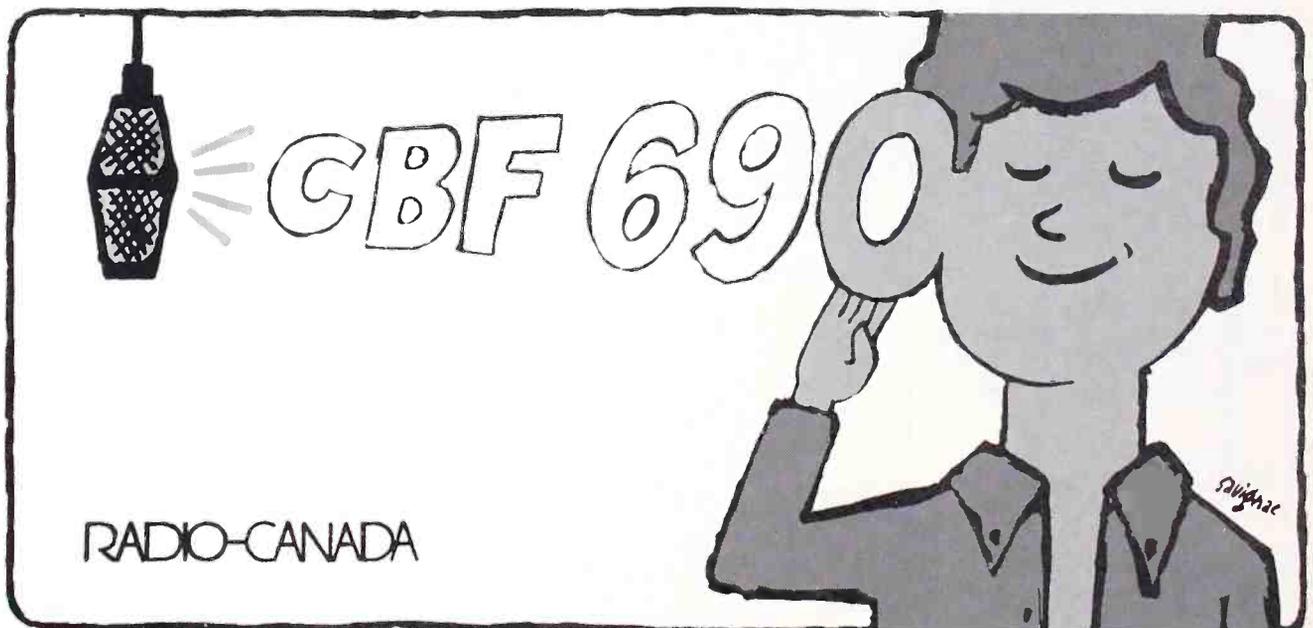
81,000 watts on 98.1 mcs.
(1) CHRC Ltee (2) 1143 St. Jean (3) (418) 522-8177 Tlx 011-230 (4) Lt. Col. Herve Baribeau (5) Aurele Pelletier (6) Yvon Martel (8) Fernando St-Georges (9) Miss Georgette Lacroix (10) Rosaire Labrecque (11) Maurice Descarreaux (14) Pierre Beaulé (15) Jacques Dion (16) Arsene Nadeau (17-20) Hardy Radio & TV (21) Canadian Standard Broadcast Sales Ltd. (22) Standard-Conservative, Classical (23) 1942 (24) BN

CJBR-FM, RIMOUSKI

20,000 watts on 101.5 mcs.
(1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. W. (3) (418) 723-2217 Tlx 011-8-343 (4) Jacques Brillant (5) Andre Lecomte (8) Sandy Burgess (9) Lorenzo Michaud (16) Marcel Vallee (22) Classical, Folk, Jazz, French songs, (23) 1947

CHLT-FM, SHERBROOKE

162,000 watts on 102.7 mcs.
(1) CHLT-FM Radio (2) 3330 King St. W. (3) (819) 569-9331 Tlx 018229 (4) Maurice Dansereau (5,6) Henri Delorme (7) Treffle Mercier (8,14) Jean Denis (9) Mrs. Gertrude Robidoux (10) Roger Legendre (11) J. M. Bilodeau (12) A. Sirois (15) Mrs. Louise Falardeau (16) Gerard Paul (17-21) All Canada (22) MOR (23) 1963 (24) BN, Telbec.



RADIO-CANADA

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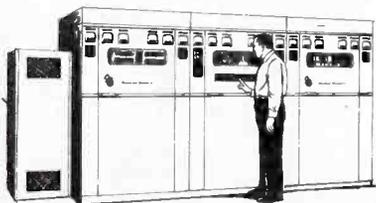
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Ron Bertrand

The appointment of Mr. Ron Bertrand to the Montreal Radio Division of All-Canada Radio and Television Ltd., has been announced by Mr. Peter N. Sisam, Manager. Mr. Bertrand has had 17 years of Radio experience at both the station and national representation levels and will be selling on behalf of each of the All-Canada Radio station.

CONTINENTAL'S 50 KW IS JUST 3 CABINETS



Continental's Type 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

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Electronics
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KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone-Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Women's Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Year Station began Operation (26) Color facilities: A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

CHAU-TV, CARLETON

50,000 watts audio,
100,000 watts video on Channel 5.
(1) Television de la Baie des Chaleurs (2) C.P. 100 (3) (418) 364-3344 Tlx 014-43126 (4) J. Leo Hachey (5) Andre Lecomte (6) Marcel Chabot (8) Rodrigue Barriault (9) Denys Courchesne (11) Pierre Picard (12) Denys Bergeron (16) Mrs. Michele Barriault (17) Gilles Collins (18) Pierre Lapointe (19) Pierre St. Onge (20,21) Paul L'Anglais Ltee. (24) Forjoe-TV Inc. (25) 1959

Rebroadcasting Stations

Channel	Location
2	Ste. Marguerite
10	St. Quentin
10	Port Daniel
7	Chandler
2	Perce
10	Gaspe
7	Riviere au Renard
6	Cloridorme
7	Anse-a-Valleau

CJPM-TV, CHICOUTIMI

52,500 watts audio,
100,000 watts video on Channel 6
(1) CJPM-TV (2) PO Box 600 (3) (418) 549-2576 Tlx 011-36132 (4) Paul Murdock (5,7) Paul J. Audette (6,8,9,15) Claude Blain (11) Claude Poulin (12) Noel Gauthier (13) Real Gagnon (16) Luc Harvey (17) Michel Martin (18) Roger Hudon (19) Jacques LaFrance (20,21) Paul L'Anglais (22,23) Stovin-Byles (24) Forjoe-TV Inc (25) 1963 (26) A, B, C, D

CKRS-TV, JONQUIERE

21,000 watts audio,
42,000 watts video on Channel 12
(1) Radio Saguenay Ltee (2) 175 Sir Wilfrid Laurier (3) (418) 542-4551 Tlx 011-36117 (4) Jules Landry, C.R. (5) Tom Burham (6) Gerard Lemieux (7) Archille Soucy (9) Gilles Dufour (10) Marcel Perron (11) Jean-Paul Tremblay (16) Daniel Parent (18) Jos. Thibeault (19) Eugene Michaud (20-23) Hardy Radio & TV (24) Canadian Standard Broadcast Sales Inc. (25) 1955 (26) A

Rebroadcasting Stations

Channel	Location
9	Port-Alfred
2	Chicoutimi
8	Roberval

CKBL-TV, MATANE

182,000 watts audio,
303,000 watts video on Channel 9
(1) La Cie de Radiodiffusion de Matane Ltee (2) 155 St-Sacrement (3) 562-0290 Tlx 011-8-370 (4,5) Rene Lapointe (6,8) Octave Lapointe (7) Pierre Vachon (9) Roger Bergeron (10) Mrs. Caroll Falardeau (11) Jacques Samson (12) Jean Marc Caron (13) Jean Paul Berthiaume (14) Mrs. Armande Desrosiers (15) Georges Guy (16) Mrs. Lison Belanger (14) Hugues Lajoie (18) Yvan Fortier (19) Rejean St-Pierre (20-23) Hardy

Radio & TV (24) The Devney Organizations

Inc. (25) 1958 (26) A
Rebroadcasting Stations

Channel	Location
11	Lac au Saumon
6	Murdochville
11	Grande Vallee
2	Mont Louis
6	Causapsal
6	Grand Detour
10	Manicouagan
13	Manicouagan 5

CBFT, MONTREAL

50,000 watts audio,
100,000 watts video on Channel 2
(1) Canadian Broadcasting Corp. (2) PO Box 6000 (5) J. Blais (25) 1952

Rebroadcasting Stations

Channel	Location
11	Mont Tremblant
3	Mont Laurier

CBMT, MONTREAL

15,000 watts audio,
100,000 watts video on Channel 6
(1) Canadian Broadcasting Corp. (2) PO Box 6000 (5) J. Blais (25) 1954

CFCF-TV, MONTREAL

180,000 watts audio,
325,000 watts video on Channel 12
(1) Canadian Marconi Co. (2) 405 Ogilvy Ave., Montreal 303 (3) (514) 273-6311 Tlx 01-2592 (4) D. W. G. Martz - VP (6) George Bowden (7) Lee Hambleton (8) John Krug (10) Miss Libby Smythe (11) Bert Cannings (12) Dick Irvin (15) Mrs. Babs Pitt (16) Mrs. Irene Selway (17) Steve Yuranyi (18) Joe Thompson (19) Tony Mamo (20-24) All-Canada (25) 1961 (26) A, B, C, D, E

CFTM-TV, MONTREAL

162,500 watts audio,
325,000 watts video on Channel 10
(1) Tele-Metropole Corp. (2) 1405 rue Alexandre-DeSeve (3) (514) 526-9251 (4) Roland Giguere (9) Robert L'Herbier (11) Claude Lapointe (12) Pierre Proulx (15) G. W. Gelanger (18) Maurice Doucet (20,21) Paul L'Anglais Inc. (22,23) Stovin-Byles (24) Forjoe Inc. (25) 1961 (26) A, B, C, D, E

CBVT, QUEBEC

34,600 watts audio,
173,000 watts video on Channel 11
(1) Canadian Broadcasting Corp. (2) PO Box 400, Upper Town (5) R. Dussault (25) 1964

Rebroadcasting Station

Channel	Location
2	St. George de Beauce

CFCM-TV, QUEBEC

50,000 watts audio,
100,000 watts video on Channel 4
(1) Television de Quebec (Canada) Limitee (2) C.P. 2026, Quebec 2 (3) (418) 683-4985 Tlx 01-1234 (4) Gaston Pratte (5) Jean A. Pouliot (6,7) A. P. Fitzgibbon (9) Paul Chamberland (11) Louis Langlois (12) Frank Fontaine (15) Jean L. Crevier (16) Mrs. Andree Bedard (17) Jean Gaumond (18) Gerry Fortin (19) Gaston Bernier (20,22,23) Hardy Radio & TV (21) Announcements, Hardy-Programs, Paul L'Anglais (24) Forjoe-TV Inc. (25) 1954 (26) B, C

CKMI-TV, QUEBEC

6,770 watts audio,
13,859 watts video on Channel 5
(1) Television de Quebec (Canada) Limitee (2) C.P. 2026, Quebec 2 (3) (418) 683-4985 Tlx 01-1234 (4) Gaston Pratte (5) Jean A. Pouliot (6,7) A. P. Fitzgibbons (9) George Lovett (11) Louis Langlois (12) Frank Fontaine (15) Jean L. Crevier (16) Mrs. Andree Cyr (17) Jean Gaumond (18) Gerry Fortin (19) Gaston Bernier (20,22,23) Hardy Radio & TV (21) Announcements, Hardy-Programs - Paul L'Anglais Inc. (24) Forjoe-TV Inc. (25) 1956 (26) B, C

CJBR-TV, RIMOUSKI

56,900 watts audio,
100,000 watts video on Channel 3
(1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. W. (3) (418) 723-2217 Tlx 011-8-343 (4) Jacques Brillant (5,7) Andre Lecomte (9,15,16) Francois Raymond (10) Viateur Lavoie (11) Guy Ross (12) Claude Pearson (14) Louise Lavallee (17) Georges Mercier (18) Marcel Vallee (19) Romeo Cote (20,21) Announcements, Stovin-Byles - Programs, Paul L'Anglais Inc. (22,23) Stovin-Byles (24) Announcements, All Canada - Programs, Forjoe Inc. (25) 1954 (26) A, C
Rebroadcasting Station
Channel Location
13 Edmundston, N.B.

CKRT-TV, RIVIERE-DU-LOUP

24,500 watts audio,
49,500 watts video on Channel 7
(1) CKRT-TV, Limitee (2) 1, rue Frontenac (3) (418) 862-6003 Tlx 011-3115 (4,5) Luc Simard (6) Gregoire Thibault (7) Vincent Gagnon (8,18) Germain Gelinat (9) Marcel Rouleau (10-12) Gilles Gosselin (13) Remi Beaulieu (14) Miss Danielle Desjardins (15) Miss Cecile Theriault (16) Miss Marie Beaulieu (20-23) Hardy Radio & TV (24) The Devney Organization (25) 1962 (26) A
Rebroadcasting Stations
Channel Location
2 Baie St-Paul
2 Ste-Rose
13 St-Patrice
5 Cabano
5 St-Urbain

CKRN-TV, ROUYN-NORANDA

57,500 watts audio,
115,000 watts video on Channel 4
(1) Radio Nord, Inc. (2) 70 Gamble St. West

(3) (819) 762-0741 Tlx 011-77526 (4-6) David A. Gourd (7,10) Jean-Guy Veillette (9) Raymond Marchand (11,12) Roger Houle (16) Mrs. Brigitte Guimont (17) Laimon Mitris (18) Detlef Krumbacher (20-22) Hardy Radio & TV (24) Weed & Co. (25) 1957 (26) A, B, C
Rebroadcasting Station
Channel Location
4 Rouyn

CFKL-TV, SCHEFFERVILLE

213 watts audio,
426 watts video on Channel 11
(1) Canadian Broadcasting Corp. (2) PO Box 1940, Labrador City, Nfld. (5) Alex F. Hicks (25) 1965

CHLT-TV, SHERBROOKE

186,000 watts audio,
316,000 watts video on Channel 7
(1) Radio Television Sherbrooke (2) 3330, rue King O (3) (819) 569-9331 Tlx 018229 (4) Jean-Louis Gauthier (5) Normand Simoneau (6,8,9) Marcel Rheault (7,15) Fernand Corbeil (11) Andre DeSeve (12) Jean-Maurice Bilodeau (16) Mrs. Laurette LaRocque (17) Claude Duchesne (18) Robert Thiebault (19) Lucien Perreault (20,21,23,24) NTV Marketing Division (25) 1956 (26) A, B, C, D, E

CKTM-TV, TROIS-RIVIERES

65,000 watts audio,
325,000 watts video on Channel 13
(1) Television St-Maurice Inc. (2) C.P. 277 (3) (819) 375-7311 Tlx 018-437 (4) Henri Audet (5,18) Robert Bonneau (7,15) Gilles Dussault (8,9) Jean Brousseau (11) Jacques Voyer (12) Romain St-Cyr (16) Andre Godin (20-23) Spots, Stovin-Byles - Programs, Paul L'Anglais Inc. (24) Spots, All Canada - Programs, Forjoe TV Inc. (25) 1958 (26) A

**TRINOR ADDS TRI-TOWN**

CJTT, 1000 watt satellite of CJKL KIRKLAND LAKE, serves NEW LISKEARD, HAILEYBURY and COBALT — "TRI-TOWN".

Now CJTT originates daily programming from its New Liskeard studios to serve TRI-TOWN even better.

Ask Independent Communications Sales Ltd. about CJKL and CJTT, which with CKGB TIMMINS and CFCH NORTH BAY make up

TRINOR

International surveys limited discovered

WHICH QUEBEC RADIO STATION IS MOST POPULAR**WITH HOUSEWIFE**

CHRC 48%, 2nd BEST STATION 20%

MEN

CHRC 47%, 2nd BEST STATION 17%

YOUTH

CHRC 55%, 2nd BEST STATION 34%

FOR NEWS

CHRC 55%, 2nd BEST STATION 18%

No wonder
CHRC
Radio
also leads
in sales

**RADIO • QUEBEC CITY**

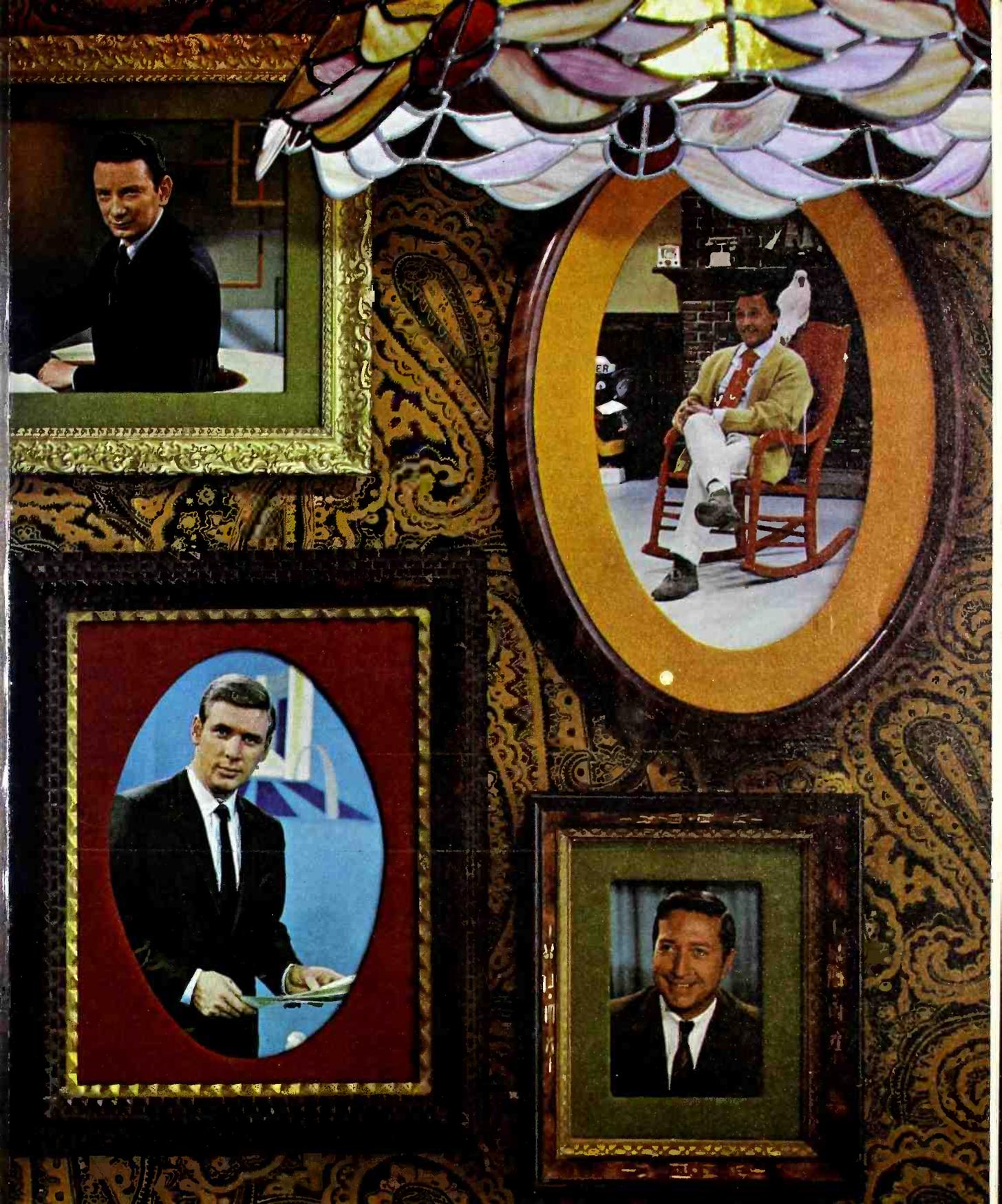
Pioneer station serving successfully Quebec Metro and region since April 1st, 1926

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 and TV LTD./MONTREAL • TORONTO • WINNIPEG • VANCOUVER

U.S.A.—CSBS





Our 'family' affair. CFTO-TV



Baton-Broadcasting Limited

Top row l. to r. Dave Devall, Pat Marsden, Norm Perry, Bobby Ash, bottom row l. to r. Johnny Esaw, Jim Corey, Carol Taylor, Tony Parsons, Joe Mariash, Pat Murray

www.americanradiohistory.com

Atlantic Provinces

Total Population	2,009,000	Children (2-11)	484,400
Men (18 and over)	583,000	Households	461,900
Women (18 and over)	585,200	TV Households	427,700
Teens (12-17)	275,800	Per cent TV Households	92%

Source: BBM January 1969

RADIO

KEY

(1) Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Station Birth Date (24) News Service Affiliations.

AM

NEW BRUNSWICK

CKBC, BATHURST

10,000 watts on 1360 kcs.
(1) Bathurst Broadcasting (2) P.O. Box G (3) (506) 546-4461 (4) Leo Hachey (5) Bill Winton (6) Dick Gallagher (7,8) John Macleod (9) Dennis Mennard (10) Walt Forsey (11) Jim Nunson (12) Dave LeBrocq (13) Dorothy Wilbur (14) John Macleod (15) Sandra Stever (16) Phil Paquet (17,18) Hardy Radio & TV (22) MOR (23) 1955

CKNB, CAMPBELLTON

10,000 watts on 950 kcs.
(1) Restigouche Broadcasting Co. Ltd. (2) Box 340 (3) (506) 753-4415 (4,5) J. Schoone (6) Ken Coughlan (7) Ian Byers (8) Stu Luck (9) Terry Adams (10) Ian Byers (11) Don Hume (13) Rose May Daigle (14) Ian Byers (15) Mrs. E. McWilliam (16) Les Rooke (17,18) Hardy (19) Messner (20) Hardy (21) Weed & Co. (22) M.O.R. (24) BN

CJEM, EDMUNDSTON

5,000 watts on 570 kcs.
(1) Edmundston Radio Ltd. (2) 91 Canada Rd. (3) (506) 735-3351 (4) Georges Michaud (5,6) Georges A. Lebel (7) Jean A. Fournier (8) J. P. Pampalon (9) Miss Doreen Pelletier (10,11) Jean Pampalon (12) Antonio Gagnon (13) Gloria Friolet (14) Albert Belzile (15) Rita Aucoin (16) Marcel Vallee (17-21) All Canada (22) M.O.R. (23) 1944 (24) BN

CBZ, FREDERICTON

10,000 watts on 970 kcs.
(1) Canadian Broadcasting Corp. (2) Box 1538 (5) Harold Hatheway (23) 1964

CFNB, FREDERICTON

50,000 watts on 550 kcs.
(1) Radio Atlantic Ltd. (2) Box 217, 125 Hanwell Rd. (3) (506) 475-5501 (4) D. Malcolm Neill (5,6) Jack T. H. Fenety (7,8) John W. Richards (10) Gordon Catt (13) George W. Mountain (14) John W. Richards (15) Mrs. Margaret Burnett (16) Glenn D. Love (17,18) Paul Mulvihill & Co. Ltd.

(19,20) Broadcast Representatives (21) Weed & Co. (22) M.O.R., C & W, R & R (23) 1923 (24) BN and BN Voice

CBAF, MONCTON

5,000 watts on 1,300 kcs.
(1) Canadian Broadcasting Corp. (2) C.P. 950 (5) Guy Theriault (23) 1954

CKCW, MONCTON

10,000 watts on 1,220 kcs.
(1) Moncton Broadcasting Limited (2) 191 Halifax St., P.O. Box 1220 (3) (506) 855-1220 Tlx 014-2250 (4) F. A. Lynds (5,6) Earle Ross (7,8) Bob Steeves (10) Claude Cain (13) Sharon Saunders (14) D. Ward Lynds (15) Miss Lorraine Maillet (16) Keith MacConnell (17,18) Paul Mulvihill & Co. (19) A. J. Messner (20) Stephens & Towndrow (21) Canadian Standard (22) M.O.R., Contemporary Pop, C & W (23) 1934 (24) BN, UPI

CKMR, NEWCASTLE

1,000 watts on 790 kcs.
(1) Miramichi Broadcasting Co. Ltd. (2) Box 338 (3) (506) 622-3311 (4) L. W. Flett (5,6) R. J. Wallace (7) Dan Leeman (8) R. J. Wallace (10) Dan Leeman (11) Lloyd Doyle (13) Mrs. Margaret O'Brien (14) Dan Leeman (15) Mrs. Barbara Lockerbie (16) R. J. Wallace (17-20) Hardy Radio & TV (21) Weed & Co. (22) M.O.R. (23) 1949 (24) BN

CBA, SACKVILLE

50,000 watts on 1070 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000, Halifax (5) S. R. Kennedy (23) 1939

CBD, SAINT JOHN

10,000 watts on 1110 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 1538, Fredericton (5) Harold Hatheway (23) 1964

CFBC, SAINT JOHN

10,000 watts on 930 kcs.
(1) Fundy Broadcasting Co. Ltd. (2) P.O. Box 930 (3) (506) 652-1680 (4) James H. Turnbull (5) A. R. W. Lockhart (6) John Gilbert (7) Paul Godfrey (8,9) Gary Crowell (10) Dave White (11) Ralph McLenaghan (12) Foster Marr (13) Kaye Ramsay (14) Paul Godfrey (15) Mrs. F. B. Murphy (16) C. A. Weeks (17,18) Radio-TV Reps (22) Top 40 (23) 1947 (24) BN

CHSJ, SAINT JOHN

10,000 watts on 1150 kcs.
(1) New Brunswick Broadcasting Co. Ltd. (2) P.O. Box 2207, Station "C" (3) (506) 657-3410, Tlx 014-47218 (4) L. F. Daley (5) G. A. Cromwell (7) Kenneth Ogden (8) Paul DeVeau (9) Ernest Earle (10) William Donovan (11) Jack Woodhouse (13,15) Miss Grace Craft (16) Reid Dowling (17-21) All-Canada (22) MOR (23) 1934 (24) CP, BN

CJ CJ, WOODSTOCK

1,000 watts on 920 kcs.
(1) Carleton-Victoria Broadcasting Co. Ltd.

(2) P.O. Box 920 (3) (506) 328-6661 (5) Bruce A. Smith (6) Charles Russell (7,8) Dave Rogers (9) Ken Stairs (10,11) Bruce A. Smith (12) Walt Tompkins (13) Miss Lois Speer (14) Don Ralston (15) Mrs. Carol Rogers (16) Doug Finnie (17-20) Radio & TV Reps (22) C & W, Rock, M.O.R. (23) 1959 (24) BN

NOVA SCOTIA

CKDH, AMHERST

1,000 watts on 900 kcs.
(1) Tantramar Broadcasting (2) 32 Church St. (3) (902) 667-3875 (4) Arthur Manning (5,6) Tom Tonner (7) J. P. Gaudet (8) Tom Tonner (10,11) Ron Robinson (12) Frank MacDonald (14) Tom Tonner (15) Mrs. Vi Hutchinson (16) George Lewis (17-20) Group One (21) Hooper, Jones & Assoc. (22) Contemporary (23) 1957 (24) BN

CJFX, ANTIGONISH

10,000 watts on 580 kcs.
(1) Atlantic Broadcasters Ltd. (2) 85 St. Ninian St. (3) (902) 863-4580 Tlx 014-41532 (4) F. J. Ginivan (5) J. Clyde Nunn (6) Gus MacKinnon (8) Bruce Rafuse (9) Armand Soucy (10) Ray MacDonald (11) Dr. Cecil MacLean (12) Gus MacKinnon (15) Miss Anne MacQuarrie (16) D. L. Holmes (17-20) Group One (21) Hooper, Jones & Assoc. (23) 1943 (24) CBC

CKBW, BRIDGEWATER

10,000 watts on 1000 kcs.
(1) Acadia Broadcasting Co. Ltd. (2) 215 Dominion St. (3) (902) 543-2401 Tlx 014-422893 (4) Lester L. Rogers (5) John F. Hirtle (6) Paul Rogers (7) Allan Mosher (8) Robert MacLaren (10) Edward Boylan (11) Robert MacLaren (13) Virginia Fleming (14) Allan Mosher (15) Mrs. Pauline Fraser (16) Douglas Hirtle (17,18) Group One (19,20) Stovin Byles (21) Hooper, Jones & Assoc. (22) M.O.R. (23) 1947 (24) BN

CFDR, DARTMOUTH

5,000 watts on 790 kcs.
(1) Radio Dartmouth Ltd. (2) P.O. Box 1007 (3) (902) 469-9231 (4) C. Arnold Patterson (5) Clary Flemming (7) Clary Flemming (8) Gerry Parsons (9) John Cunningham (10) Gordon Martineau (11) Pat Connolly (13) Miss Ann Haley (14) W. L. Patterson (15) Mrs. Blanche Chafe (16) John Hutchinson (17,18) Major Market (21) Weed & Co. (22) Adult Good Music (23) 1962 (24) BN

CKDY, DIGBY

1,000 watts.
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St. (3) (902) 678-2111 (4) F. J. Burns (5) W. A. Bishop (6) Mrs. Ellie Macmillan (8) A. C. Willaimson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Miss Wenda Best (16) Dave Morrison (17,18,19) Group One (23) 1969 (24) BN

CBH, HALIFAX

10,000 watts on 860 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) S. R. Kennedy (23) 1944

CHNS, HALIFAX

10,000 watts on 960 kcs.
(1) Maritime Broadcasting Co. Ltd. (2) P.O. Box 400 (3) (902) 422-1651 (4) L. F. Daley (5) Fred W. Arenburg (6) Harry A. L. Stephen (7) Ron Huestis (8) Hal Blackadar (9) Bob Cooke (10) Gerald N. Kendrick (11) Ron Reid (15) Miss Becky Davis (16) Richard H. Parker (17,18) Stephens & Towndrow (19) All-Canada (20) Stephens & Towndrow (21) All-Canada (22) M.O.R. (23) 1926 (24) CP, BN, SBN, NBC

CJCH, HALIFAX

10,000 watts day, 5,000 watts night on 920 kcs.

(1) Radio CJCH-920 Ltd. (2) 2885 Robie St. (3) (902) 455-0481 Tlx 014-422500 (4) Allan F. Waters (5) Bill Ozard (6) W. E. J. Hall (7) Wayne Hooper (9) Danny Roman (10) Arthur Lewis (11) Walter Fitzgerald (14) Miss Maureen Redden (15) Miss Darrelyn Pittman (16) Reg McCausland (17,18) Major Market (19) A. J. Messner & Co. Ltd. (20) Major Market (21) The Devney Organization (22) Top 40, Contemporary, C & W (23) 1944 (24) BN, CP, UPI Voice

CKEN, KENTVILLE

1,000 watts on 1490 kcs.
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St. (3) (902) 678-2111 (4) F. J. Burns (5) W. A. Bishop (6) Mrs. Ellie Macmillan (8) A. C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Miss Wenda Best (16) Dave Morrison (17,18,19) Group One (23) 1948 (24) BN

CKAD, MIDDLETON

1,000 watts on 1350 kcs.
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St. (3) (902) 678-2111 (4) F. J. Burns (5) W. A. Bishop (6) Mrs. Ellie Macmillan (8) A. C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Miss Wenda Best (16) Dave Morrison (17,18,19) Group One (23) 1962 (24) BN

CKEC, NEW GLASGOW

5,000 watts on 1320 kcs.
(1) Hector Broadcasting Co. (2) New Glasgow (3) (902) 752-4200 (4,5) D. B. Freeman (6) Bill Boyce (7) Bill MacCulloch (9) Jean Crounley (10) Bill MacCulloch (11) John MacDonald (12) Bill Graham (15) V. Robertson (16) R. A. Freeman (17-20) Radio-TV Reps (21) Don Cooke (22) M.O.R., C & W, Contemporary (23) 1953 (24) BN

CBI, SYDNEY

10,000 watts on 1140 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 700 (5) K. R. Hill (23) 1948

CHER, SYDNEY

10,000 watts on 950 kcs.
(1) CHER Broadcasters (2) P.O. Box 950 (3) (902) 539-2900 (4) R. David Neima (5) Merv Bussell (6) Ralph Currie (7) Weldon Boone (8) Ron McInnis (10) Dick James (13) Bev Allen (14) Jim Lovelace (15) Mrs. Marg Doyle (16) Alf Frison (17-20) Hardy Radio & TV (21) Can. Standard (22) Contemporary (23) 1965 (24) BN, Rogers

CJCB, SYDNEY

10,000 watts on 1270 kcs.
(1) Cape Breton Broadcasters Ltd. (2) P.O. Box 1270 (3) (902) 564-5596 Tlx 014-45195 (4) Marven Nathanson (5) Norris L. Nathanson (6) Miss W. McDonald (7) Bill Anderson (8) R. Robertson (9) Mrs. D. Fougere (10) Don MacIsaac (11) Jack Columbus (13) Miss Terry MacLellan (14) Lloyd Taylor (15) Mrs. M. McMullin (16) Alf Vernon (17-21) All-Canada (22) Varied (23) 1929 (24) SBN

CKCL, TRURO

1,000 watts on 600 kcs.
(1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (902) 893-4491 Tlx 014-49538 (4-6) J. Arthur Manning (8) W. Frank Harvey (9) Jack S. Armstrong (10) Mrs. Muriel Laker (11) Frank MacDonald, Bob Henry (12) Frank MacDonald (15) Mrs. Ruby McSween (16) E. Sid Bernasconi (17-20) Group One (21) Hooper, Jones & Assoc. (22) M.O.R., Top 40, C & W (23) 1947 (24) BN

CFAB, WINDSOR

250 watts on 1450 kcs.

(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St. (3) (902) 678-2111 (4) F. J. Burns (5) W. A. Bishop (6) Mrs. Ellie Macmillan (8) A. C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Miss Wenda Best (16) Dave Morrison (17,18,19) Group One (23) 1945 (24) BN

CJLS, YARMOUTH

250 watts on 1340 kcs.
(1) Radio CJLS Ltd. (2) 222 Main St. (3) (902) 742-7175 Tlx 014-48522 (4) L. G. Trask (5,6) W. A. Lindsey (7-9) Don Mabee (10-12) Bob Stewart (13) Russ Kelly (14) W. A. Lindsey (15) Joe Lindsey (16) Don Smith (17-20) Group One (21) Weed & Co. (22) M.O.R., C & W, CBC Network (23) 1934 (24) BN

PRINCE EDWARD ISLAND

CFCY, CHARLOTTETOWN

10,000 watts on 630 kcs.
(1) The Island Radio Broadcasting Co. Ltd. (2) P.O. Box 1060, 85 Kent St. (3) (902) 894-7347 (5) R. F. Large (6) E. P. Williams (7) L. McAulay (10) W. B. Carter (11) L. McAulay (12) D. Ward (13) Jane Weldon (14) M. E. Large (15) E. P. Williams (17-21) All-Canada (22) M.O.R. (23) 1922 (24) BN

CJRW, SUMMERSIDE

250 watts on 1240 kcs.
(1) Gulf Broadcasting Co. Ltd. (2) 218 Water St. (3) (902) 436-2201 (4,5) R. C. Schurman (6) P. H. Schurman (7) L. E. Huestis (8) J. V. Perry (9) L. E. Huestis (10) E. R. Carr (11) Paul Schurman (12) Lowell Huestis (14) John Perry (15) Mrs. Rose Ann Gaudet (16) Fred MacFarlane (17-20) Radio-TV Reps (22) M.O.R., C & W, Rock (23) 1948 (24) BN

NEWFOUNDLAND

CBY, CORNER BROOK

10,000 watts on 990 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 610 (5) C. V. Hierlihy (23) 1943

CFCB, CORNER BROOK

CFSX, STEPHENVILLE
CFCB, 1,000 watts on 570 kcs.
CFSX, 500 watts on 910 kcs.
(1) Humber Valley Broadcasting Co. Ltd. (2) P.O. Box 790, Corner Brook (3) (709) 634-3111 (4) Dr. Noel F. Murphy (5) James O'Rourke (6) Gordon Pittman (7) George Buffett (8,9) Gerald Murphy (10) John Penney (11) Joseph Mullins (14) Vincent J. Rossiter (15) Roger Humber (16) Joseph Parsons (17-20) Radio & TV Sales (21) Canadian Standard (22) M.O.R. (23) 1960 (24) BN

CBG, GANDER

250 watts on 1450 kcs.
(1) Canadian Broadcasting Corp. (2) 98 Sullivan Ave. (5) L. H. Harvey (23) 1943

CJOX, GRAND BANK

1,000 watts on 710 kcs.
(1) Nfld. Broadcasting Co. (2) P.O. Box 189 (3) (709) 832-2650 (4) Colin Jamieson (5-8) Cyril Peckford (9) Dave Maunder (10-12) Howie Hickman (14) Cyril Peckford (16) Oscar Hierlihy (17-20) Stephens & Towndrow (21) Weed (22) C & W, Pop (23) 1966 (24) BN

CBT, GRAND FALLS

10,000 watts on 540 kcs.
(1) Canadian Broadcasting Corp. (2) High St. & Mill Rd. (5) M. A. Grace (23) 1949

CJCN, GRAND FALLS

10,000 watts on 680 kcs.
(1) Nfld. Broadcasting Co. (2) P.O. Box 458 (3) (709) 489-2350 (4) G. Sterling (5) Mike Roberts (6-9) Garth Bennett (10) Boyne

RADIO ATLANTIC
CFNB
FREDERICTON, N.B.

The largest
delivered audience
in New Brunswick
is available
on CFNB

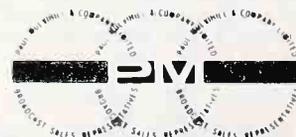
All Persons — 8:00 am*

CFNB	38,900
Station W	36,400
Station J	22,700
Station C	17,400

*March 1969 BBM

NUMBER ONE
IN
NEW BRUNSWICK

Call



PAUL MULVIHILL
& CO. LIMITED
TORONTO MONTREAL

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Director (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations.

Cramm (11) Al Holland (12) Gord Lannon (13) Mrs. Doreen Chamberland (14) Mike Roberts (15) Mrs. Doreen Chamberland (16) Bill Whitehorn (17-20) Stephen & Towndrow (21) Weed (22) M.O.R., C & W (23) 1965 (24) BN

CKCM, GRAND FALLS

10,000 watts on 620 kcs.
(1) Colonial Broadcasting System Ltd. (2) P.O. Box 620 (3) (709) 489-2192 (4) J. V. Butler (5) J. M. Murdoch (6) Ed Connolly (7,8) John Murphy (10) Walter Arnold (11) Bruce MacDonald (14) Larry Dickenson (15) Miss Ollie Ellis (16) W. B. Williams (17,18) Paul Mulvihill (22) M.O.R., C & W, Top 50, Religious (23) 1962 (24) SRN, BN

CFGB, HAPPY VALLEY

1,000 watts on 1340 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G. E. Frederick (23) 1943

CHCM, MARYSTOWN

1,000 watts on 560 kcs.
(1) Colonial Broadcasting System (2) Box 560 (3) (709) 279-2560 (4) J. V. Butler (5) Charles Noseworthy (6) Mike McHugh (10,11) Bob Power (16) Ivan LeDrew (17,18) Paul Mulvihill (23) 1962 (24) NBC, BN

CBN, ST. JOHN'S

10,000 watts on 640 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A. K. Morrow (23) 1932

CJON, ST. JOHN'S

10,000 watts on 930 kcs.
(1) Newfoundland Broadcasting Co. Ltd. (2) Box 2020 (3) (709) 579-5015 (4,5) Colin Jamieson (6) Nat Shapira (7) Chuck Peddle (8) Dave Maunder (10) Ken Meeker (11) Howie Meeker (13) RoseAnn Cashin (14) Rex Stirling (15) Miss Emilie Davis (16) Oscar Hierlihy (17,18,19,20) Stephens & Towndrow (21) Weed (22) MOR, News (23) 1951 (24) BN

VOAR, ST. JOHN'S

100 watts on 1230 kcs.
(1) Seventh-day Adventist Church (2) 106 Freshwater Rd. (3) (709) 579-2582 (5) R. A. Matthews (8) Mrs. Aileen Matthews (10) R. A. Matthews (13) Mrs. Aileen Matthews (15) Mrs. Ruby Fifield (22) Religious, light classical (23) 1929 (24)

VOCM, ST. JOHN'S

10,000 watts on 590 kcs.
(1) Colonial Broadcasting System Ltd. (2) P.O. Box 4-590 (3) (709) 726-5590 (4) J. V. Butler (5) Bill Williamson (6) Denys Ferry (7,8) Bill Williamson (9) Peter Tuff (10) Elmer Harris (11) George MacLaren (13) Mrs. Lorraine Maher (14) Rod French (15) Dave Broomfield (16) W. B. Williams (17,18) Paul Mulvihill (19) All-Canada (21) Canadian Standard Broadcast Sales (22) M.O.R., C & W, Contemporary (23) 1936 (24) BN, SRN, NBC

VOWR, ST. JOHN'S

1,000 watts on 800 kcs.
(1) Wesley United Church (2) P.O. Box 1567 (3) (709) 579-9233 (5) Everett Hudson (8) Everett Hudson (16) Roland Peddle (22) Light classical, classical, folk, public service (23) 1924



NEW BRUNSWICK

CFBC-FM, SAINT JOHN

10,000 watts on 98.9 mcs.
(1) Fundy Broadcasting Co. Ltd. (2) P.O. Box 930 (3) (506) 652-1680 (4) James H. Turnbull (5) A. R. W. Lockhart (6) John Gilbert (7) Paul Godfrey (8,9) Gary Crowell (10) Dave White (11) Ralph McLenaghan (12) Foster Marr (13) Karina Cockland (14) Ralph McLenaghan (16) C. A. Weeks (17,18) Radio-TV Repts (22) Easy Listening (23) 1964 (24) BN

NOVA SCOTIA

CHNS-FM, HALIFAX

19,500 watts on 96.1 mcs.
(1) Maritime Broadcasting Co. Ltd. (2) Box 400 (3) (902) 422-1651 (4) L. F. Daley (5) Fred Arenburg (6) H. A. L. Stephen (7) Ron Huestis (8) Hal Blackadar (9) Bob Cooke (10) Gerald N. Kendrick (11) Ron Reid (15) Miss Becky Davis (16) Richard H. Parker (17,18) Stephens & Towndrow (19) All-Canada (20) Stephens & Towndrow (21) All-Canada (22) Popular (23) 1948 (24) CP, BN, SBN, NBC

CKWM-FM, KENTVILLE

18,000 watts on 97.7 kcs.
(1) Evangeline Broadcasting Co. Lts. (2) 11 Webster St. (3) (902) 678-2111 (4) F. J. Burns (5) W. A. Bishop (6) Mrs. Ellie Macmillan (8) A. C. Willaimson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Miss Wenda Best (16) Dave Morrison (17,18) Group One (23) 1965 (24) BN

CJCB-FM, SYDNEY

645 watts on 94.9 mcs.
(1) Cape Breton Broadcasters Ltd. (2) P.O. Box 1270 (3) (902) 564-5596 Tlx 014-45195 (4) Marven Nathanson (5) Norris L. Nathanson (6) Miss W. McDonald (7) Bill Anderson (8) R. Robertson (9) Mrs. D. Fougere (10) Don MacIsaac (11) Jack Columbus (13) Miss Terry MacLellan (14) Lloyd Taylor (15) Miss M. MacMillin (16) Alf Vernon (17-21) All-Canada (22) M.O.R., Classical (23) 1964 (24) SBN

CKCL-FM, TRURO

360 watts on 100.9 mcs.
(1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (902) 893-4491 Tlx 014-49538 (4-6) J. Arthur Manning (8) W. Frank Harvey (9) Jack S. Armstrong (10) Mrs. Muriel Laker (11) Frank MacDonald, Bob Henry (12) Frank MacDonald (15) Mrs. Ruby McSween (16) E. Sid Bernasconi (17,18) Group One (21) Hooper, Jones & Assoc. (22) Good music (23) 1965 (24) BN



KEY

(1) Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11)

News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Repts (21) Montreal Repts (22) Winnipeg Repts (23) Vancouver Repts (24) U.S. Repts (25) Station birth date (26) Color facilities: A - Network feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units.

NEW BRUNSWICK

CBAFT-TV, MONCTON

5,030 watts audio, 10,060 watts video on Channel 11
(1) Canadian Broadcasting Corp. (2) P.O. Box 950 (5) G. Theriault (25) 1959

CKCW-TV, MONCTON

15,000 watts audio, 25,000 watts video on Channel 2
(1) Moncton Broadcasting Ltd. (2) P.O. Box 1220 (3) (506) 855-1220 (4) F. A. Lynds (5) J. S. Irvine (6) Don Eagles (7) J. S. Irvine (8) S. B. R. Morton (9) Bill Murray (11) Claude Cain (14) Jack Christie (15) Ward Lynds (16) Mrs. M. Tait (17) Basil Clooney (18) Keith MacConnell (19) Helen Fairweather (20,21) Paul Mulvihill (22) A. J. Messner (23) Stephens & Towndrow (24) Canadian Standard (25) 1954 (26) A, C

Rebroadcasting Stations

Channel	Location
9	Newcastle, N.B.
9	Saint John, N.B.
12	Upsalquitch Lake, N.B.
7	Harrison Brook, Que.

CHSJ-TV, SAINT JOHN

50,000 watts audio, 100,000 watts video on Channel 4
(1) New Brunswick Broadcasting Co. Ltd. (2) 335 Union St. (3) (506) 657-3410, Tlx 014-47218 (4) L. F. Daley (5) G. A. Cromwell (6) Gerry Gormley (7) W. A. Stewart (8) Earl McCarron (9) W. A. Stewart (11) W. K. Donovan (12) Gary Murphy (14) Mrs. Laura Foster (15) Earl McCarron (16) Mrs. Doreen Meltzer (18) W. A. Piekarski (19) Herb Sullivan (20-24) All-Canada (25) 1954 (26) A

Rebroadcasting Station

Channel	Location
6	Bon Accord

NOVA SCOTIA

CBHT-TV, HALIFAX

8,400 watts audio, 56,000 watts video on Channel 3
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) J. Simonsen (25) 1954

Rebroadcasting Stations

Channel	Location
12	Liverpool
11	Sheet Harbour
8	Shelburne
11	Yarmouth

CJCH-TV, HALIFAX

50,000 watts audio, 100,000 watts video on Channel 5
(1) CJCH Limited (2) 2885 Robie St. (3) (902) 455-0481 Tlx 014-422826 (4) E. Finlay MacDonald (5) Gordon Johns (6) Vic Perry (7) C. E. Doucet (8) J. Hill (9) Larry Knoke (11,12) Harris Sullivan (14) Miss Leona LeBlanc (15) Mrs. A. Waterhouse (16) Larry Knoke (17) Jack Dowell (18) A. R. MacWilliams (19) David Ferraz (20-23) Stovin Byles (24) ABC International (25) 1961 (26) A

Rebroadcasting Stations

Channel	Location
8	Amherst
10	Canning
6	Digby

CJCB-TV, SYDNEY

108,000 watts audio, 180,000 watts video on Channel 4

(1) C.B. Broadcasters Ltd. (2) P.O. Box 469 (3) (902) 562-5511 Tlx 014-45195 (4) J. M. Nathanson (5) K. M. Boyce (6) Bill Holmes (7) K. M. Boyce (8) Ken Betts (9) Mrs. M. C. MacQuarrie (10) Aubrey Boone (11) Bill Jessome (12) Don MacIsaac (14) Miss Ann Terry MacLellan (15) C. M. Morrison (16) Mrs. M. C. MacQuarrie (17) Horst Paufler (18) W. A. Robert (19) Ron Demers (20-24) All-Canada (25) 1954 (26) A

Rebroadcasting Stations

Channel	Location
9	Antigonish
6	Inverness

PRINCE EDWARD ISLAND**CBCT-TV, CHARLOTTETOWN**

39,500 watts audio, 79,000 watts video on Channel 13

(1) Canadian Broadcasting Corp. (2) P.O. Box 515 (5)

NEWFOUNDLAND**CBYT, CORNER BROOK**

2,320 watts audio, 10,000 watts video on Channel 5

(1) Canadian Broadcasting Corp. (2) P.O. Box 610 (5) A. W. Barrett (25) 1959

Rebroadcasting Stations

Channel	Location
8	Stephenville
12	Deer Lake
3	Port aux Basques
6	St. Andrews

CFLA-TV, GOOSE BAY

435 watts audio, 870 watts video on Channel 8

(1) CBC Management Representative, Station CFLA-TV, U.S.A.F. Side, Goose Bay, Labrador, Sub 'A' (4) M. A. Grace

CJCL-TV, LABRADOR CITY

295 watts audio, 590 watts video on Channel 13

(1) Canadian Broadcasting Corp. (2) P.O. Box 1940 (5) Alex F. Hicks (25) 1965

CBNT-TV, ST. JOHN'S

98,000 watts audio, 196,000 watts video on Channel 8

(1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A. K. Morrow (25) 1964

Rebroadcasting Stations

Channel	Location
5	Marystown
12	Placentia
13	Port Rexton
9	St. Alban's

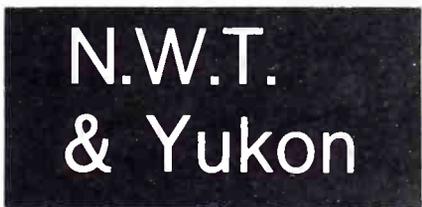
CJON-TV, ST. JOHN'S

55,000 watts audio, 10,000 watts video on Channel 6

(1) Newfoundland Broadcasting Co. Ltd. (2) Box 2020 (3) (709) 579-5015 (4,5) Colin Jamieson (6) John Tessier (7) Doug Newell (8) John Tessier (9) Colin Jamieson (11) Ken Meeker (12) Howie Meeker (14) RoseAnn Cashin (15) Rex Stirling (16) Miss Emile Davis (17) Mrs. Elizabeth Murphy (18) Oscar Hierlihy (20,21,22,23) Stephens & Towndrow (24) Weed (25) 1955

Rebroadcasting Stations

Channel	Location
10	Corner Brook
4	Central Nfld.
13	St. Alban's
3	Argentina
10	Bonavastia
10	Lawn
10	Grand Bank

**CFMR, FORT SIMPSON**

25 watts on 1490 kcs.

(1) Community Club (2) Ft. Simpson (4-16) All volunteer (22) Variety (23) 1961

CFBB, FROBISHER BAY

40 watts on 1200 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 490 (5) R. Stanley (23) 1961

CHAK, INUVIK

1,000 watts on 860 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 1220 (5) Elijah Menarik (23) 1960

CFWH, WHITEHORSE

1,000 watts on 570 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 730 (5) R. St. Julien (23) 1951

CKRW, WHITEHORSE

1,000 watts on 610 kcs.

(1) Klondike Broadcasting Co. Ltd. (2) PO Box 1799 (3) (403) 667-4247 Tlx 04-98274 (4) R. B. Hougen (5) A. W. Jensen (6) Don McIntyre (7,8) Ron McFadyen (9) Ched Miller (10-12) Jon Richard (13) Miss Debra Iwanika (14) Don McIntyre (15) Mrs. D. Hansen (16) Jack Wreggitt (17-20) Radio-TV Reps (22) MOR, C&W, Classics, Jazz, Ethnic, Childrens (23) 1969 (24) BN

CFYK, YELLOWKNIFE

1,000 watts on 1340 kcs.

(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) Harold Brown (23) 1958

WHTV, WHITEHORSE, YUKON

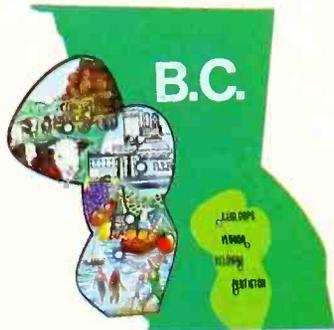
Channel 4 closed circuit (5000) system

(1) Northern Television Systems Ltd. (2) Box 1163 (3) (403) 667-2359 (4) R. Hougen (5) B. Wybrev (7) D. McIntyre (9) K. McKinnon (11) R. McFadyen (14) Miss D. Iwanika (18) B. Wybrev (20-23) Radio-TV Reps (25) 1958

CFYK-TV, YELLOWKNIFE

5,950 watts audio, 59,500 watts video on Channel 8

(1) Canadian Broadcasting Corp. (2) PO Box 160 (5) A. J. Wybrev (25) 1967-Recorded Delay Station



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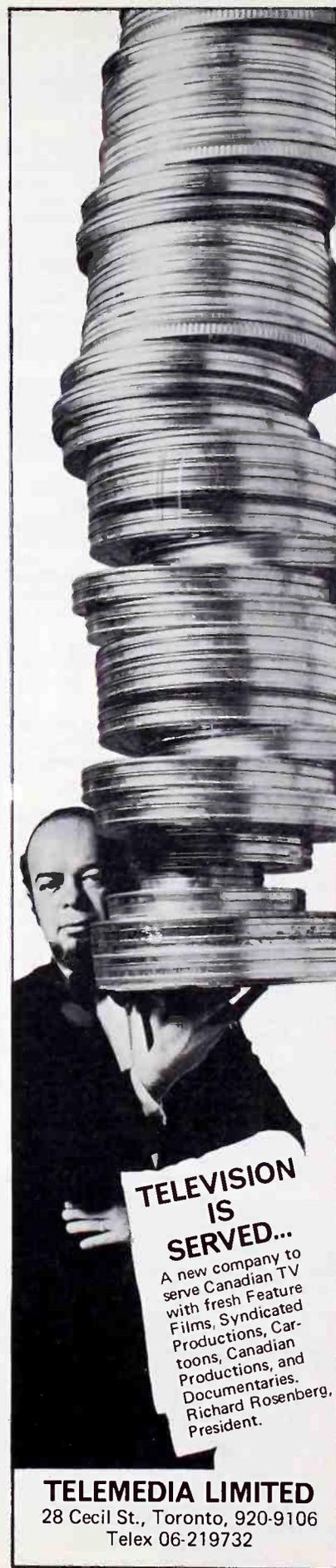
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CENTRAL DYNAMICS LTD.

147 Hymus Blvd., Pointe-Claire 730, Que. (514) 697-0811 TWX 610-442-3906 Cable: Cendamics

Michael Bissett, Sales Mgr. Dave Latham, Mgr. Marketing Services. John D. Ross, Vice-Pres., Engineering.

Products Manufactured: TV Terminal Equip., Automatic Program Control Systems, Video Tape Editing Control Systems, Video Processing Amplifiers, Video Switching Systems, Custom & Standard, Audio/Video Routing and VTR and Film Chain Assignment and Control Systems.

CLAIRTONE SOUND CORP. LTD.

100 Ronson Dr., Rexdale, Ont. (416) 249-1281 TLX 06-217502

D. R. McArthur, Vice-pres. & gen. mgr. G. A. MacDonald, Pres. D. J. Chipman, Sec.-treas.

Acadia Ave., Stellarton, N.S. (902) 752-8481 TLX 014-41555 R. C. Jones, Plant mgr.

Clairtone Sales Ltd.: 243 Dunbar Ave., Montreal 304 (514) 733-3648 TLX 01-2844

F. G. Desmarais, Regional mgr.

2845 Grandview Hwy, Vancouver. (604) 434-1304 TLX 04-50183. J. C. White, Regional mgr.

The Middlesex Furniture Co. Ltd.: Strathroy, Ont. (519) 245-2720 TLX 024-7144 M. Johnston, Plant superintendent.

Clairtone Electronic Corp.: Room 1366-1368, 11 West 42nd St., Manhattan, N.Y. 10036 (212) 355-6600.

Products manufactured: Stereos, color TV

ALEX L. CLARK LTD.

3751 Bloor St. W., Islington 678 Ont. (416) 231-5691 TLX 02-2505

W. G. Farrow, Pres. & gen. mgr. R. D. Ramsdale, Sec.-treas. G. B. Quinney, Vice-pres. cine sales. G. Birley, Vice-pres.

1070 Bleury, Montreal (514) 878-4625 TLX 01-2579 A. D. Russell, Montreal branch mgr.

7104 Hunterwood Rd. N.W., Calgary 51, (403) 276-7666 TLX 038-22726 M. Oram, Calgary branch mgr.

Products represented: Tape recorders, magnetic recording tape, TV lighting equipment, film editing & sound equipment,

film recorders, 16mm cameras, tripods, light meters, film processors, amplifiers, loudspeakers.

COLLINS RADIO CO. OF CANADA LTD.

Toronto 375: 150 Bartley Dr. (416) 757-1101 TWX 610-492-1375. TLX 02-21130

Vice-pres. & gen. mgr., S. F. Jackson. Broadcast salesman, P. R. Wharton.

Vancouver: 1200 W. Pender St. (604) 681-9421 TWX 610-929-1037 Resident mgr., F. N. A. Ramsay

Edmonton: Centennial Bldg., 10015 103 Ave. (403) 429-5751 TWX 610-831-2654. Resident mgr., R. G. J. Hewitt.

Ottawa 4: 77 Metcalfe St. (613) 233-6211 TLX 013-297 Resident mgr., C. A. Brunger

Montreal 261: 5890 Monkland Ave. (514) 489-2123 Resident mgr., F. F. Williams.

Manufacturers of: Limiters, consoles & remote equipment, AM transmitters up to & including 10,000 watts, plus phasing equipment, FM transmitters up to & including 20,000 watts, plus FM stereo generators, exciters & full line of FM antennas, modulation, frequency, S.C.A., & phase monitors, Mono/stereo tape cartridge machines.

DELHI METAL PRODUCTS LTD.

Waverly St., Delhi, Ont., PO Box 850 (519) 582-0710 Toronto phone (416) 364-1705 TLX 021-81174.

F. K. Saul Sr., Pres. F. K. Saul Jr., Vice-pres. L. E. Daniels, gen. mgr. E. Laevens, office mgr. W. McConnell, adv. mgr. Don Waldick, purchasing agent. E. Adams, product development, antenna research.

Products manufactured: TV receiving antennas of all types. FM radio receiving antennas. Self-supporting towers up to 70 feet. Bracketed towers up to 52 feet. Commercial guyed towers up to 150 feet. TV accessories like couplers, amplifiers, traps, transformers, rotors. Electric welded tubing in cold roll & galv. steel.

DELTA ELECTRONICS LTD.

70 Ronson Dr., Rexdale, Ont. (416) 241-3556 TWX 610-492-2707

R. E. G. Wilson, Gen. mgr. G. I. Baxter, Gen. sales mgr. K. W. Keefe, Ont. sales mgr. P. A. Ward, dir. of eng. P. Ashburner, purch. agent. N. W. Shannon, plant mgr. J. H. Baycroft, sec.-treas. G. R. Snider, mgr. marketing services.

Products manufactured: all devices used in cable TV distribution systems, single sideband amateur radio equipment.

DIVERSIFIED ELECTRONICS LTD.

1570 Midland Ave., Unit 12, Scarborough, Ont. (416) 757-1179

R. T. White, M. Kay, G. Madryga, H. Dinatale. Products manufactured: Dynamic, condenser & wireless microphones, microphone stands, booms, etc., professional recorders/reproducers, high speed duplicators, magnetic audio tape, mixing consoles, loudspeakers, CCTV cameras, recorders & accessories, background music system, compressor/limiters, broadcast turntables & preamps, control consoles, desks, etc., custom made, manufactured in wood.

ELECTROHOME LTD.

809 Wellington St. N., Kitchener, Ont. (519) 744-7111 TLX 0295-449

Calgary: 3821 9th St. S.E. (403) 243-7716 TLX 038-22651

Edmonton: 11007 127th St. (403) 454-7104 Don Mills, Ont.: 285 Lesmill Rd. (416) 449-1937

Vancouver 3: 1014 Homer St. (604) 683-8651 TLX 04-5674
 Winnipeg 21: 880 Bradford St. (204) 775-2467 TLX 03-5678
 C. A. Pollock, pres. & chairman of board. D. S. Sykes, exec. vice-pres. H. N. Main, exec. vice-pres. J. A. Pollock, vice-pres., electronic products div. S. P. Englert, gen. mgr., motor div. R. W. Johnson, gen. mgr., appliance div. H. J. Ruetz, gen. mgr., Deilcraft div. D. H. Johnston, gen. mgr., engineering/manufacturing electronic products div. R. R. Freure, gen. mgr., product development/Contract export/organ sales, electronic products. M. G. Monteith, gen. mgr. industrial relations. H. I. Eby, sec.-treas. Products manufactured: Stereo hi-fi, components, tapes, TV (color, B&W, monitors, receiver monitors, ETV units), organs, phonos.

ENGLISH ELECTRIC VALVE CO. (CANADA) LTD.
 24 Ronson Dr., Rexdale, Ont. (416) 249-8548 TLX 02-2762
 G. A. Morton, vice-pres. A. Walczak, sales eng. E. Sondek, sales rep. G. A. Sward, office supr. D. Clissold, contracts & sales. M. Stothers, tech. rep. R. H. Parkes, western rep. R. Hebert, Quebec rep.
 Products manufactured: specialized electronic tubes.

EV OF CANADA LTD.
 359 Enford Rd., Richmond Hill, Ont. (416) 884-8185
 R. C. Kahnert, vice-pres. R. M. Dennis, office mgr. John Wilson, purch. agent. John Fothergill, service mgr.
 Products manufactured: Microphones, headphones, monitor speakers, receivers, p.a. speakers, phono needles & cartridges.

FANON ELECTRONICS OF CANADA LTD.
 25 Bathurst St., Toronto 2B (416) 363-5011 TLX 02-21264
 Harold Rosen, gen. mgr.
 Products manufactured: Intercoms, P.A. amplifiers, walkie-talkies, microphones, speakers.

FEDERAL WIRE & CABLE CO. LTD.
 PO Box 90, Guelph, Ont. (519) 822-6730 TLX 0295-6531
 D. E. Mussell, P. Eng., gen. mgr. B. L. Hough, sales mgr. R. M. Sorbara, product mgr.
 Products manufactured: magnet wire & electrical wire & cables.

FERRITRONICS LTD.
 222 Newkirk Rd., Richmond Hill, Ont. (416) 889-7313 TLX 02-29854 Cable: Ferric Toronto.
 J. H. Baldwin, pres. D. A. Rhind, operations mgr. G. W. Pay, gen. sales mgr.
 Products manufactured: Filters - Low pass, high pass, band pass, band stop, mixers, miniature transformers, inductors (fixed & adjustable).

GATES RADIO CO. (CANADA)
 Pointe Claire 730, Quebec: (514) 695-3751 TWX 610-422-3023
 A. B. Clapp, Mgr., Broadcast Products. Victor Hosquet, Mgr., Customer Services.
 Don Mills, Ont.: (416) 447-7234 TWX 610-492-1357
 R. J. Gauthier, District Manager
 Products: Complete line of AM/FM transmitting equipment & accessories. AM/FM & TV audio equipment. ATC Criterion Cartridge tape & Automation equipment. Fidelipac Cartridges.
 Suppliers of: Ampex, Scully and Magnecord Tape Recorders, Moseley Associates Inc., STL. Studio/Transmitter Links and Remote Control Equipment. Metrotech Loggers.

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- CHANNEL 5—SWIFT CURRENT
- CHANNEL 2—EASTEND
- CHANNEL 2—VAL MARIE
- CHANNEL 10—RIVERHURST
- CHANNEL 7—SHAUNAVON

**PRODUCTIVE
 AREAS**

Sanford Evans Services Ltd. reports that the coverage area includes 12.8% of the population of Saskatchewan, 12.5% of the province's retail sales, 13.9% of the cars, 22% of the trucks, 19.1% of the farms, 27.4% of farm cash receipts, 18.2% of the province's tractors, 19.7% of the electrified farms and 26.4% of the cattle.

Ask WALTER BUFFAM,
 Sales Manager... or
 Radio-TV Reps, Ltd.

GELECO ELECTRONICS LTD.
2 Thorncliffe Park Dr., Unit 28, Toronto 17
(416) 421-5631

Gerald W. Lee, pres. & sales mgr. L. Cooper,
Plant superintendent.

Products manufactured: Geleco coils, RF
switches, RF contactors, current sampling
transformers, current sampling loops,
complete tuning & phasing systems, mica &
vacuum capacitors.

Suppliers of: cartridge tape equipment,
professional audio tape equipment, complete
audio equipment, complete RF equipment,
complete "Turnkey" radio station supplier.

**GENERAL INSTRUMENT OF CANADA
LTD.**

151 Weber St. S. Waterloo, Ont. (519)
744-8101 TWX 610-365-3415

61 Industry St., Toronto 337

G. J. Van Buskirk, vice-pres. & gen. mgr. F.
Shuh, pres. J. F. Thompson, vice-pres. of
mktg. & asst. gen. mgr.

Products manufactured: Color & B&W
deflection yokes, horizontal output
transformers, IF transformers,
semi-conductors, integrated circuits, stereo
AM/FM receivers & amplifiers, electronic sub
contract printed circuit assemblies, UHF,
VHF & auto tuners.

**HEATH CO., DIV. OF SCHLUMBERGER
CANADA LTD.**

1480 Dundas Hwy. E., Mississauga, Ont.
(416) 277-3191 TLX 02-6114 R. Rae, sales
mgr.

795 Legendre St. E., Montreal 354. J.
Lajeunesse, mgr.

866 Merivale Rd., Ottawa P. Mahoney, mgr.
Products represented: Heathkit.

INTERNATIONAL SYSTCOMS LTD.

222 Newkirk Rd., Richmond Hill, Ont. (416)
889-7313 J. H. Baldwin, pres. 4900 Fisher
St., Montreal 377 (514) 735-6441 TWX
610-422-3065 J. Douglas Duncan, vice-pres.
4544 Dufferin St., Downsview, Ont. (416)
633-8190 TWX 610-492-1348 F. J. Looker,
vice-pres. Daniel Decarie, sec.-treas.

Products manufactured: portable & mobile
VHF radio telephone equipment, electronic
supervisory control & telemetering
equipment, electronic systems for weighing &
process control applications, frequency,
selection devices CATV & MATV systems
equipment & other products.

J-MAR ELECTRONICS LTD.

6 Banigan Dr., Toronto 17 (416) 421-9080

J. W. Woods, pres. R. W. Swanson, sales mgr.
Products manufactured: professional audio
equipment - amplifiers, consoles etc.

KAMECO ELECTRONICS LTD.

1080 Port Royal W., Montreal 355 (514)
331-6100 TLX 01-20680

L. K. Walch, pres. & gen. mgr. S. H. Franke,
vice-pres. & asst. g.m. D. H. Michel, v.p.,
marketing. P. M. Davies, v.p., finance.

Products manufactured: remote control &
supervisory equipment, display systems, solid
state telegraph & data control equipment,
automated information retrieval systems,
audio switching consoles, customized control
switching systems, industrial telemetering,
supervisory & control systems, printed circuit
boards, push button switches & assemblies,
contact switches, relays & sockets, lamp
assemblies & bulbs, terminal block assemblies.

KINGSWAY FILM EQUIPMENT LTD.

155 Kipling Ave. S., Toronto 18. (416)
233-1103

R. C. Macaulay, pres. W. A. Macaulay,
vice-pres. R. A. Farrell, gen. sales mgr. C.
Rhodes, professional sales.

Products distributed: Steenbeck editing
equipment, Perfotone magnetic tape
recorders, Bauer 16mm projectors, Soligor
ITV lens, Uher tape recorders (dealers).

**LENKURT ELECTRIC CO. OF CANADA
LTD.**

7081 Lougheed Hwy., Burnaby 2, B.C. (604)
298-2464 TLX 04-5509

H. R. Herron, pres. R. C. Fawcett, vice-pres.
mktg. J. D. Goforth, vice-pres. controller, E.
V. Hird, manuf. br. mgr. R. L. Weeks, eng. br.
mgr.

14/16 119th Ave., Edmonton (403) 454-0676
TWX 610-831-2245 D. H. Putnam, dist. sales
mgr.

221-223 Fourth Ave. E., Regina (306)
523-7679 TWX 610-721-1229 E. R. Lutz,
dist. sales mgr.

208-894 St. James St., Winnipeg 21 (204)
783-7183 TWX 610-671-2587 C. A. O'Leary,
dist. sales mgr.

Unit 4, 50 Galaxy Blvd., Rexdale, Ont. (416)
677-5290 TLX 06-217757 S. T. Luck, dist.
sales mgr. W. M. Podovsky, regional supr.

Rm. 211 Fuller Bldg., 75 Albert St., Ottawa
(613) 232-4302 F. J. Rapp, dist. sales mgr.

PO Box 964, 281 Blvd. Rene LePage,
Rimouski (418) 723-6436 W. R. Morley,
plant mgr.

1708 Granville, PO Box 2145, Halifax (902)
429-3833 TLX 0144-22611 D. C. Saunders,
office mgr.

140 Cremazie Blvd. W., Montreal 351 (514)
384-0930 TLX 012-0223 C. Tiberghien, dist.
sales mgr.

197 Vancouver Block, 736 Granville St.,
Vancouver 2 (604) 688-7261 TLX 04-5833

R. A. Marsh, western region & export sales
mgr. M. E. Green, BC sales mgr.

Products manufactured: microwave radio,
multiplex, alarm, supervisory & control
equipment, complete video/voice/data.

MARSLAND ENGINEERING LTD.

350 Weber St. N., Waterloo, Ont. (519)
744-3321 TLX 029-5440 Jim Stahle.

Products manufactured: program controlled
amplifier, extended range volume indicator,
broadcast equipment rack, jack panels, blank
panels, patch cords.

MCCURDY RADIO INDUSTRIES LTD.

108 Carnforth Rd., Toronto 16. (416)
751-6262 TLX 02-21660

G. E. McCurdy, pres. G. Fawcett, vice-pres.
Stan Maruno, sales. Karl Poling, sales
engineer. John Visser, engineer. Dave
Carruthers, purchasing agent.

Products: audio

**3M CO. (MINNESOTA MINING & MFG. OF
CANADA LTD.) Electrical Products Div.**

PO Box 5757, London, Ont. (519) 451-2500

Robert T. Todd, mgr., electrical products div.
G. W. Swann, gen. sales & mktg. mgr. J. A.
Buist, mktg. mgr., magnetic products. R. H.
MacDonald, natl. sales mgr., magnetic
products.

Products manufactured: audible range,
magnetic tape, computer, instrumentation
tapes, magnetic film, videotape, magnetic disk
packs, color drop-out compensators for video
recorders, professional mastering sound
recorders, drop-out profile recorders for
videotape.

R. H. NICHOLS CO. LTD.

4544 Dufferin St., Downsview, Ont. (416)
633-8190 TLX 02-29296

F. J. Looker, vice-pres. D. A. Rhind, gen. mgr.
G. W. Pay, sales mgr. T. S. Rahmer, chief eng.
D. Lloyd, instrument sales mgr. C. Sloss, chief
accountant.

Products manufactured: telemetering systems,
supervisory control systems, annunciators,
electronic & electrical indicating, recording &
test instruments.

**ONKYO OF CANADA LTD. (A JOHN A.
HUSTON CORP.)**

80 Dufflaw Rd., Toronto 19, Ont. (416)
787-7852, 7144

Marko Davidovits, pres. H. Holland, treas. V.
Houten, dir. Mrs. Eva Davidovits, sec.

Canadian representatives: John A. Huston Co.
Ltd., 36 Caledonia Rd., Toronto 12 (416)

534-8463 Products distributed: Onkyo color
& B&W TV, solid state stereo phono
modulars, table & transistor portable radios,
stereo 8 tape players, speaker systems,
loudspeakers.

PERCEPTION INDUSTRIES INC.

274 Church St., Toronto 2 (416) 363-9141

E. T. Cullen, pres. W. Bergsma, mgr. technical
serv. R. Carson, sales & service. R. Trowell,
background music. A. D. Moncrieff, vice-pres.
recording studio.

Products supplied: Scully tape rec.,
Sennheiser microphones, Spotmaster cartridge
equipment, Magnatronics background music,
Ortronic cartridge players, High Light output
proj., film & slides, custom built consoles.

PHILCO-FORD OF CANADA LTD.

900 Don Mills Rd., Don Mills, Ont. (416)
444-2541 TLX 02-2237

R. A. MacDonald, pres., R. Sambrook, mgr.
adv. & sales promotion.

Products manufactured: color & B&W TV,
stereos, combinations, auto radios, cassettes,
specialized government & industrial products.

**PHILIPS ELECTRONICS INDUSTRIES
LTD.**

Toronto 352: 116 Vanderhoof Ave. (416)
425-5161 TLX 02-2513

H. A. C. Van Beurden, pres. A. Hutcheon,
gen. mgr. Electronic Equipment Div. R. G.

Archer, mgr., Professional Electro-Acoustics
Dept. J. Berrevoets, product mgr., CCTV,
Sound, Video Recording. J. E. Prevost

(Montreal) product mgr., Studio Broadcast
Equip. H. M. Stevens, sales mgr. (Ont. &
Man.)

Montreal 307: 5930 Cote de Liesse Rd. (514)
342-9180 TLX 01-2405

J. M. Hebert, regional sales mgr. (Quebec &
Maritimes)

Calgary 24: 621 Manitou Rd. S.E. (403)
243-2710 TLX 038-21765

R. Hill, regional sales mgr. (B.C. Alta. &
Sask.)

Manufacturers of: color & monochrome
studio & mobile TV cameras, CCTV cameras

& systems, video recorders, large screen TV
projectors, color & monochrome, Eidophor
cinema-size screen TV projectors, color &
monochrome, audio recorders, tape

duplicators, modular audio consoles,
microphones, sound equipment.

PIRELLI CABLES (1968) LTD.

PO Box 70, St. Jean, P.Q. (514) 346-6831; 82
Carnforth Rd., Toronto (416) 755-3385; 636
West 6th Ave., Vancouver (604) 879-5377;

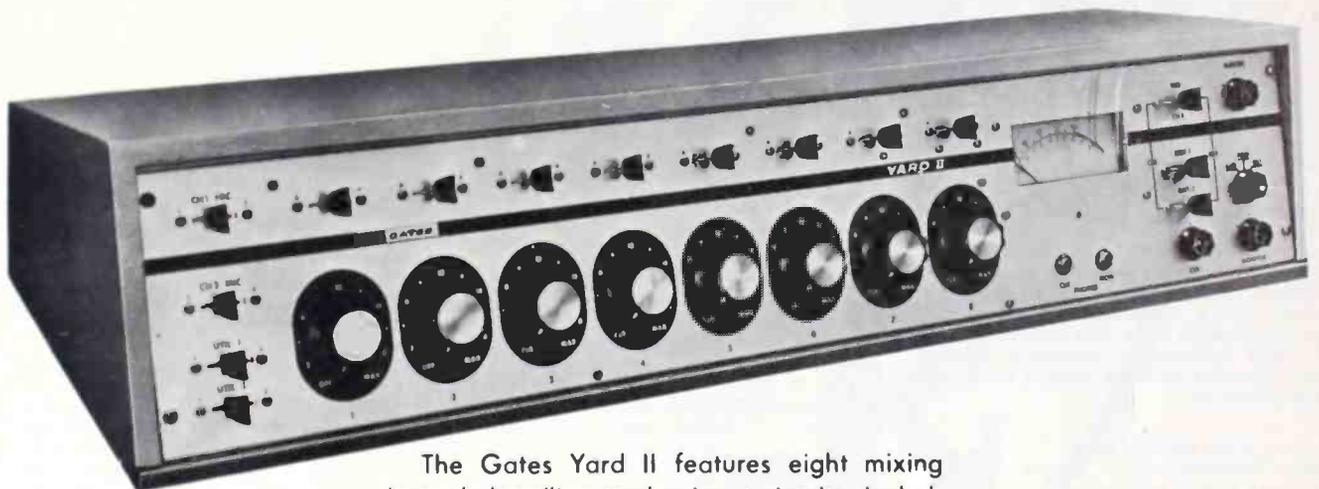
14543 121A Ave., Edmonton (403)
453-3416; Foulis & Bennett Electric Div., PO
Box 4129, St. John's, Nfld. (709) 726-3212;

Marlite Co. Ltd., PO Box 1208, Halifax (902)
429-5200; Robert E. Lee, PO Box 25, North
Bay, Ont. (705) 472-8100; MacKay-Morton
Ltd., 50 Myrtle St., Winnipeg 3 (204)

786-5891; MacKay Morton Ltd., 1335 Albert
St., Regina, (306) 525-5871.

Products: Electric wires & cables.

New from Gates...
the Yard II eight channel
all silicon transistorized
audio console.



The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II.



GATES

A DIVISION OF HARRIS-INTERTYPE

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

PRODELIN INC.

51 Markham Rd., Richmond Hill, Ont. (416) 884-8216 H. D. Schiller.

Products manufactured: microwave antenna & waveguide systems, flexible & rigid coaxial line, ETV transmitting & receiving antenna systems, 2-way antenna systems.

PYLON ELECTRONIC DEVELOPMENT CO. LTD.

2300 Victoria St., Lachine, P.Q. (514) 637-1186

John E. Pinnell, pres. S. Pinnell, vice-pres. H. Laks, chief eng. H. Hinrich, purch. agent.

Products manufactured: transit cases for cameras, lens, etc. peripheral eqpt. data, static power conversion eqpt., telecommunications, special products, custom electronics.

QUINDAR PRODUCTS LTD.

30 LePage Court, Downsview, Ont. (416) 638-2313 TLX02-21316

Norman C. Reed, P. Eng., pres. E. Ashley, P. Eng., chief eng. F. R. Stephan, controller. J. Graydon, production mgr. A. C. Uttley & W. E. O'Neil, tech. reps.

10512 Willowgreen Dr. S.E., Calgary. (403) 252-9077 TLX 038-21763

Terry R. Graham, P. Eng., Western regional mgr. Westronic Engineering Sales, 1641 West 2nd Ave., Vancouver 9 (604) 732-5033 TLX 04-507591 Gordon English Aviation Electric Ltd., PO Box 2140, Montreal 379 (514) 744-2811 TLX 05-267659 Yvan Marcoux.

Products manufactured: tone equipment, power, line & compressor amplifiers, voice operated squelch units, data modem, analogue & digital telemetering equipment, control, alarm & status reporting systems for remote transmitters, etc.

RACAL (CANADA) LTD.

1806 Woodward Dr., Ottawa 5 (613) 725-2041 TLX 013-487

A. H. Blow, dir. & gen. mgr. D. B. Downing, chief eng. D. Reed, office mgr. A. Hewitt, field sales; D. Lambert, desk sales.

Products manufactured: radio communications transmitters, receivers & ancillary products, various electronic equipment including digital frequency meters.

RAYTHEON CANADA LIMITED

400 Phillip St. N., Waterloo, Ont.

J. Azar, M. M. Telecom Equipment. C. B. Stone, Resale Manager. M. Lemke, Contracts Manager.

Products Manufactured: Telecommunications Equipment and Components, Machlett Tubes, Microwave and Power Tubes, Raytheon Special Purpose Components.

RCA LIMITED

Broadcast & Instructional Systems, Commercial & Defence Systems Div: 1001 Lenoir St., Montreal 207 (514) 933-7551 TLX 01-2522

W. H. Holroyd, Mgr., Bdcst. & Instructional Systems. W. J. Heck, Mgr., Bdcst. Systems Merchandising. R. H. Curtis, Admin. TV. E. Taschereau, admin. AM/FM/Export. F. H. Holm, mgr. product planning & special accounts. R. W. Weaver, admin. special accounts. E. W. Miller, mgr. field sales. N. Harvison, sales eng., Atlantic district sales. D. R. Dashney, mgr. eng. M. Csuzdi, leader, antennas. S. Epstein, leader, systems. P. Labarre, leader, development. D. H. Macaulay, leader, field projects.

1450 Castlefield Ave., Toronto 15 (416) 651-6550 R. J. Norton, mgr., Ontario sales region. R. Maurizio, educational systems sales. 2070 Notre Dame Ave., St. James 21, Man. (204) 774-7489 TLX 03-58246 Mrs. M. Peak, Secy.

2876 Rupert St., Vancouver. (604) 433-6881 TLX 04-5587 R. Harlow, mgr., B.C. & Alberta.

Products manufactured: AM, FM & TV transmitters, video switching systems, TV tape recorders, audio tape recorders, audio consolettes, TV (VHF & UHF) antennas and filterplexers, TK-27 color film cameras, TK-42/43 & TK-44A studio & mobile color cameras, STL microwave systems.

Electronic Components Div.: 644 DeCourcelle St., Montreal 207 (514) 933-7551 L. J. VanVlaardingen, mgr., industrial & educational products. John P. McDonald, area sales mgr. 225 Mutual St., Toronto (416) 363-2441 Ross E. Magnus, area sales mgr.

Products manufactured: industrial tubes, audio tape, videotape.

R. S. C. AUDIO SALES LTD.

221 Norseman St., Toronto 18 (416) 231-7243 TLX 02-29922

Charles F. Cornick, pres. Harry J. Tracey, sales mgr. Douglas Adam, chief eng.

Products distributed: loudspeakers, enclosures, amplifiers, hi-fi amps and pre-amps, sound columns, transformers, commercial sound amps, mixers.

A. C. SIMMONDS & SONS LTD.

(representing Shure Bros., Evanston, Ill.)

285 Yorkland Blvd., Willowdale, Ont. (416) 445-9111 TLX 02-21343

W. B. Campion, sales mgr., Audio Div. D. B. Archer.

Products distributed: Microphones, microphone mixers, pre-amplifier, tone arms & magnetic phono cartridges.

SMYTH SOUND EQUIPMENT LTD.

165 Industrial Park Rd., Longueuil, P.Q. (514) 679-5490

J. B. Smyth, pres. G. M. Royal, sales, J. Morel, sales, Quebec. C. D. Courtage, sales, Ontario, 20 Richmond Dr., Brampton.

Products manufactured: monitor speakers, consoles, amplifiers, cassette duplicators, projection TV.

SUPERIOR ELECTRONICS SALES LTD.

2255 Dandurand St., Montreal 331 (514) 271-4761 TLX 05-25160

Richard Golick, pres. Stanley K. Plotnik, exec. vice-pres. Norman Friedman, controller.

Products manufactured & distributed: B&W & color replacement picture tubes, indoor antennas, outdoor antennas, UHF converters, misc. hardware & passive devices.

SYLVANIA ELECTRIC (CANADA) LTD.

8750 Cote de Liesse, Montreal 376 (514) 735-4201 Conrad Lachance, Eng., eastern C & I sales mgr.

35 Vulcan Rd., Rexdale, Ont. (416) 247-6171 Vic Stubbing, Eng., central C & I sales mgr.

Products manufactured: TV & studios tungsten halogen lamps, projector lamps.

TELE-RADIO SYSTEMS LTD.

1015 Finch Ave. W., Downsview, Ont. (416) 635-5221 TWX 610-492-2384 I. H. Nixon, Natl. sales mgr. R. K. Walker, gen. sales administrator. M. E. Laidlaw, central sales mgr.

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281 Palace St., Ottawa 7 (613) 746-8914 TWX 610-562-8904 B. Jones, Ottawa sales mgr.

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Towards the repatriation of Canadian broadcasting

by Leslie Millin

Staff writer, *The Globe & Mail*

October was a busy little month, what with an important public hearing in Vancouver in the middle of the month and a remarkable speech in Ottawa toward the end of the month.

If I were a broadcaster, as I daily give thanks I am not (so many of them find themselves constantly beset with dreadful problems), I would have spent recent weeks giving as much hard thought as possible to that Vancouver hearing of the Canadian Radio-Television Commission, and the subsequent Ottawa speech by CRTC chairman Pierre Juneau.

Juneau's speech to the annual convention of the Central Canada Broadcasters' Association, is a fascinating document. I didn't hear the original delivery, but Bob Blackburn was there and later reported that the speech got something less than the full attention of those present at the convention, perhaps because of the early hour at which it was made.

The two most important points in the speech, to my mind, may be summarized as follows:

— The entire Canadian broadcasting system is malfunctioning;

— The CRTC, in getting the system to start functioning properly, will not primarily be concerned with protecting the financial interests of broadcasters.

The basic complaints about the current state of Canadian broadcasting seem to be that too many of those involved are neither Canadians nor broadcasters, that the system neither reflects nor encourages Canadianism, that non-Canadianism will eventually mean non-survival of the broadcasting system.

Whether or not you agree with these propositions, there can be no doubt that they are at least defensible; and Juneau spent much of his speech defending them eloquently. What is perhaps more important than their ultimate truth is that these beliefs are held by the key man in an enormously powerful agency regulating broadcasting.

"If our . . . system were functioning as it should," he said, "with each neighborhood, each city, each province and region creatively plugged into the electronic highways, with talent free to find expression, to grow and to climb, to probe and sing, to explore and explain, to seek and share, the benefits

would flow into every mind and every heart.

"The viewer in his room would cease to be an exile every time he turns on his set, and would be given a chance to belong to the country of his choice or his birth."

The possible plea by broadcasters that they simply cannot afford to offer this level of service without prejudicing their financial interests will not be accepted.

"We are all convinced, I'm sure," Juneau said, "at least I am, that the people of this country will not accept policies which would protect the financial interests of broadcasters but would not concern themselves with service.

"What would be the purpose of safeguarding a broadcasting industry which more and more would be modelled after the soft drink industry and which would be confined to bottling a product imported under franchise?"

I suspect that quite a few broadcasters might feel that there is a hell of a lot of point in safeguarding the financial interests of people who were willing to risk their capital years ago in an unproved industry, and who have attempted for many years to give the best service they could arrive at, often in the absence of any clear national broadcasting policy.

In any case, it seems clear that the CRTC is determined to reshape broadcasting in Canada, and that the financial considerations of existing broadcasters will not necessarily stand in its way.

By regulation, guidelines or some other means, the CRTC is going to repatriate as much of Canadian broadcasting as possible. The commission has already shown a deep interest in the origin of the records played on Canadian radio stations, and it would not surprise me — indeed, I suggested the possibility last spring in *The Globe and Mail* — to see some sort of Canadian content rule for radio.

As far as television is concerned, something presumably will be done to end the domination of prime time by imported programming. Just how it would be achieved is hard to predict, but a method once suggested by the renowned Fred Friendly to achieve analogous results in U.S. television

involved tax incentives; he felt the only way to change U.S. television was to harness the profit motive.

Does all this seem a little bleak, from the broadcaster's point of view? I hope not.

As the listener or viewer gets more choice because of the current rampant technological advance, Canadian broadcasters are going to have to offer something distinctive to attract an audience.

It seems unlikely that Canadian broadcasters can produce imitation American programming any better than the Americans can produce the genuine article; or even that they can produce imitation British programming any better than the British can produce the authentic thing.

What Canadian broadcasters can do better than anyone else is produce Canadian programming — "give expression to the richness and originality of Canadian life", in Juneau's words — because, after all, Canadian broadcasters know the terrain.

There is another thought for your comfort. At the Vancouver hearing, a number of CRTC commissioners were clearly annoyed (in some cases revolted) by the stress laid by cable television operators on the need to import U.S. television programs, without restraint and by any means available, into every corner of Canada that can be reached by coaxial cable.

If Juneau meant what he said in his CCBA speech — and he doesn't make speeches lightly — then it would be highly inconsistent to allow such an importation of U.S. television programs (or even U.S. FM radio signals) as most of the cable operators seemed to want.

Considering what conventional broadcasters had to say about the potential damage of giving the cable operators what they wanted, there is therefore something in Juneau's speech to console them, even if they disagreed with almost everything he had to say about the present and future of radio and television in Canada.

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This was the gist of a frank report delivered this month to the Broadcast Executives Society by D. H. W. Henry, Director of Investigation and Research (under the Combines Investigation Act).

In the past, Henry said, "... consumer permissiveness has lead advertisers to think that they could get away with exaggerated claims, half truths, distortions, subliminal untruths and the like... It is apparent to me that both government and the general public have become aroused over this situation and are no longer prepared to stand for it..."

The Combines Investigation Act contains two relatively new provisions. One of these (33C) pertains solely to advertisements which misrepresent the price at which an article has been, is being or will be ordinarily sold — "ordinarily" being the key word. Mr. Henry explained that since the purpose of comparative prices in advertisements was "... to persuade the consumer that the advertiser's price represents a bargain in relation to the 'ordinary' price..." some principles have been established by the courts to determine what constitutes the "ordinary" price. Among these is the fact that the "ordinary" price quoted must be the price at which the goods recently have been, currently are being or (in the case of an introductory offer) shortly will be sold in the local advertising market by sellers other than the advertiser.

The second provision (33D) covers the area of misleading, deceptive or blatantly untrue statements which advertisements present as facts. It also includes a section on advertising which "... guarantees the performance, efficacy or length of life of anything when the statement is not based upon an adequate and proper test of that thing, the proof of which lies upon the accused."

Infractions of these laws are being detected by various means. Newspaper reading, radio listening and television viewing are sources which the members of Mr. Henry's department use personally. They also have the co-operation of the RCMP in local areas and are in the process of developing liaison with the Canadian Radio and

Television Commission, among others. A constant and well appreciated source of information is the flow of letters which come to Box 99, Ottawa, the "consumers' special channel".

Since the Combines Investigation Act does not provide for any regulatory measures, no suggestions or warnings concerning advertisements or advertising policy are given when infractions are brought to Mr. Henry's attention. The matter is simply reviewed (a thorough inquiry being made), and, if there is a *prima facie* case, it is referred to the Attorney General for prosecution. In doubtful cases, when there is a good chance of conviction, court proceedings are "recommended".

It is also Mr. Henry's intention to submit a number of arguable cases in order to test the limits of the law to see if new and more adequate legislation is needed.

Mr. Henry very seriously brought to the group's attention the fact that "It is not only the advertiser who commits the offence. Persons who have aided and abetted the commission of the offence are, in law, parties to it and are equally liable to prosecution. This may include both corporations and individuals who have participated in the creation and preparation of the advertisement or other representation. It therefore includes the advertising agency — but, it does not include a person who publishes an advertisement that he accepts in good faith for publication in the ordinary course of his business, i.e., the press and broadcast media." However, Mr. Henry did suggest that the medium representative refuse advertisements which are obviously misleading since then the "element of good faith would not be present". The penalties upon conviction for infringements of the Combines Investigation Act are fines and/or imprisonment.

Mr. Henry also dealt briefly with other DCCA work which is related to advertising: The Hazardous Products Act, part of which makes it unlawful to sell or advertise for sale articles (intended for children) which are coated with paints containing harmful amounts of lead; The Precious Metals Marketing Act which defines, among other points, the ratio of precious metal to alloy which constitutes the standard for differing quality marks (such as "Sterling Silver"); The National Trade-Mark and True Labelling Act which contains a section stating that, if "any" description of material content is

made on a fabric, all component fibres over 5% must be listed in order of predominance by weight; and The Food and Drugs Act which regulates the labelling, advertising, packaging and inspection of food and which investigates economic frauds and consumer complaints in this same area.

This latter division of DCCA and the work of the Combines Investigation Act (in regard to provision 33D) overlap and some cases could be prosecuted under either act. However, the foods industry works closely with these departments in order to insure compliance with the regulations.

Mr. Henry stressed the fact many times that it is the purpose of the DCCA to insure that the "... consumers who create the ultimate demand for all goods and services should be able to exercise that demand confident that they are making an intelligent, effective and satisfying choice..." and, though it is not the DCCA's goal "to do the consumer's thinking for him" or be "over-protective..." where there are impediments to his exercising his choice intelligently, the government must assist him... He should not be required to go through mental or arithmetical gymnastics to ferret out the real meaning" of an advertisement.

Mr. Henry complimented the Canadian Advertising Advisory Board for its hard work in the area of "true and informative advertising" and made special mention of the Canadian Code of Advertising Standards that "contains provisions which are clearly designed to bring about full compliance with the laws relating to false or misleading advertising..."

He went on to suggest that any businessman, who desired information on the legality of any advertising which he was considering, could get in touch with his department which was quite prepared to give free advice in this field. In fact, Mr. Henry stated that he feels that "so far as enforcement of the legislation relating advertising is concerned, there is considerable scope for consultation between broadcasters, agencies and advertisers with department officials".

Returning once again to the first concern of DCCA, the consumer, Mr. Henry reiterated that policy decisions must be made in "the light of the public interest" and that "... industry must attempt to view the matter in this way, as government is required to do, and to do so objectively..."

There's still hope for the Canadian Sound

by Kit Morgan

"The Canadian Talent Thing" in the October Broadcaster prompted considerable comment, ranging from "sock it to 'em" to "cancel my subscription", and including protests that many broadcasters are supporting Canadian talent.

Right! Which is why we were careful to say "some" stations and "many" stations when making critical charges — more careful than many of the articles in national publications, local papers and the trade press, even radio and television interviews, which reiterate the charge that radio is anti-Canadian talent.

There are many broadcasters who are making positive, creative contributions to the Canadian music scene — most prompted by a genuine feeling of responsibility, others in panic at the talk of legislation — and they are, understandably, angry and discouraged when the entire industry is condemned because of the apathy of the do-nothing stations.

One hang-up is the lack of perspective and surfeit of generalities within the Canadian talent set. "Canadian talent" is a catch-all label encompassing myriad elements from hillbilly bands to classical composers, including the un-talented, and its supporters are an equally mixed bag. With few exceptions, each element and each individual is narrowly concerned with looking out for number one, and if number one isn't making it, laying the

blame somewhere — elsewhere, like on radio — with little regard for the good things happening for other factions and individuals. Therefore, the hillbilly band whose record isn't played by the local radio station will accuse all broadcasters of discriminating against all Canadian talent, with no consideration of the many stations supporting many facets of the music scene.

On the other hand, the hillbilly band and the reporter to whom it cries the blues may well not know of broadcasters' support of Canadian talent. Many stations have somehow failed to spread the word of their activities — to the local entertainment editors; to Broadcaster; to the music trade papers, *RPM*, *Billboard*, *Cash Box*; to the CAB, where many writers turn to research broadcast stories — and help polish the tarnished image. Spread the word to other broadcasters; some may simply lack the imagination or initiative to get into the Canadian talent scene, and might get with it with some good examples. And there are some.

HERE'S ONE

Way back when, when the powers-that-were asked broadcasters what they were doing about Canadian talent, they had in mind local talent broadcasting live from the station. Then, as both broadcasting and listeners became more sophisticated, and a lot of local talent headed for the bright lights of the big cities, the Canadian content

on private radio dwindled. Now relatively few stations, mainly smaller ones, broadcast local talent live from their studios, relatively few do remotes from the local symphony orchestra performances or music festivals. And are proud of it.

Canadian Talent Library director Lyman Potts feels that CTL renews that local station-local talent link in a new, improved formula, in that subscriber stations all across Canada contribute to CTL recordings featuring talent from across the country and there CKEC New Glasgow, for example, contributed financially to the CTL albums featuring native son Ralph Fraser. It's one up on the old days, though; via CTL Fraser is heard not only at home but coast to coast in Canada, on the BBC in England, and in the U.S.

A new variation on this theme bowed this month with the distribution to CTL members of an album showcasing top Winnipeg talent, initiated and wholly financed (at a guesstimated \$7,500) by Transcanada Communications stations CKRC Winnipeg, CKCK Regina, and CKOC Hamilton.

Other stations have sponsored local talent records — CFPL London, CFAM Altona-CHSM Steinbach, CKPR Port Arthur, among others — but most have been budget-conscious productions for the local or regional market. The Transcanada group project is big league. The album features a 17-piece orchestra with three vocalists performing individually and as a group — all Winnipeg talent. Seven of the eleven compositions are Canadian — most of them written by Winnipeg composers. A top independent recording studio in Winnipeg was used, a top sound engineer flown in from Toronto.

If this venture is a success, plans are to follow up with albums featuring Regina talent and Hamilton talent. Looks like it; initial reaction from listeners to its premiere on the stations was good; it's being released on Quality Records' Birchmount label, with two numbers from the LP as a single.

(The idea is new; the spirit is not. CKRC, CKCK and CKOC are charter members of CTL; CKCK and CKOC are members of the Maple Leaf System; CKRC and CKCK have often let local groups use their recording facilities to make demonstration tapes to submit to record companies; they've supported Canadian talent in other ways.)

ANOTHER GOOD EXAMPLE

The Canadian Talent Library is, of course, Exhibit A in private radio's case for its support of Canadian talent. It's currently spending some \$120,000 a year in the cause — with its founding stations, CFRB Toronto and CJAD Montreal, underwriting some 40% of the costs, backed by 160 member stations.

Growing - with a Growing Newfoundland RADIO NEWFOUNDLAND

VOCM — St. John's — Canada's Most Unique Station

CKCM — Grand Falls — Serving Central and Northern Newfoundland

CHCM — Marystown — in the Booming Burin Peninsula

Now Includes

CKGA — Gander — The Crossroads of the World on the air May 1st, 1969

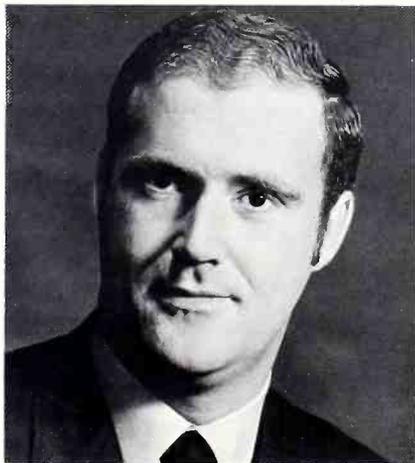
See Paul Mulvihill & Co. Ltd. — Toronto and Montreal

To chronicle its progress and its many and varied achievements would require pre-empting the *Broadcaster* directory for space enough . . .

Now, an Amateur Talent Library, the CHSC Amateur Talent Library. The St. Catharines station, which broadcasts the St. Catharines Symphony Orchestra concerts in stereo on FM, and programs a weekly half-hour of organ music live from its studios on AM and FM, is also firmly committed to developing young local talent. It has produced an album by the St. Catharines Youth Orchestra, and plans five Amateur Talent Library albums in 1970. Each one will be launched at a live concert presented by the station, with an album for every member of the audience included in the price of admission, and the concerts will be broadcast on CHSC-FM. The project spans symphony, choral, continental polka, folk and rock music.

CHSC is also sponsoring the Ontario Regional Folk and Rock Group competition for college and university students, sending its winner to the North American finals at the 1970 Canadian National Exhibition. (*Les Contretemps*, who entertained at the CCBA convention annual dinner last month, were the 1969 winners. That appearance led to meeting Prime Minister Trudeau to sing the 50th anniversary song, "Radio-Radio", and present a gold record of the official

PAUL L'ANGLAIS INC. APPOINTMENT



James R. Welcher

Gilles Loslier, Vice-President and General Sales Manager of PAUL L'ANGLAIS INC., one of Canada's leading French language Media representatives, is pleased to announce the appointment of Mr. JAMES R. WELCHER as Manager of its Toronto office.

MR. WELCHER brings to his new position a wealth of experience gained in National advertising sales, having been associated with La Presse and more recently with Stovin-Byles Television Limited.

version, and they'll record a CTL album next month.)

Taking another approach, Moffat Broadcasting established annual awards to encourage record companies to develop Canadian talent — handsome silver trophies are presented to the companies with the best beat, folk and country, and middle-of-the-road records and the best example of Canadian originality and creativity on record, as voted by listeners to Moffat stations, CKLG Vancouver, CKXL Calgary, CHED Edmonton, CHAB Moose Jaw and CKY Winnipeg.

THE LOGICAL THING

One of the easiest, most economical, and yet most effective methods of supporting Canadian music is, simply, to play it. The old cop-out, "play *what* Canadian music?" just doesn't make it as an excuse any more. BMI Canada Ltd. first countered that line in 1952 with the publication "Yes, There is Canadian Music" and the 1968 seventh edition and its quarterly supplements currently list over 6000 Canadian compositions that have been recorded. CAPAC, too, can cite examples of Canadian music for every programming format.

(At the CCBA convention in Ottawa last month, the music to drink and dine by during the reception and dinner was 100% Canadian, some 60 Canadian compositions in all. The BMI Awards dinner last spring featured only Canadian compositions throughout the gala evening. On both occasions, guests were surprised and interested to learn that the music was our own — which suggests that anyone on the program committee of a service club, church group or other organization could add interest to a meeting and boost Canadian talent by doing likewise.)

Airplay alone can't create a total Canadian music scene, but it's a vital catalyst. It stimulates demand at the retail level, encouraging record dealers to stock Canadian releases, which many are reluctant to do now; it stimulates record sales, and profits, not patriotism, will prompt record companies to invest more in Canadian talent; it stimulates attendance at dances, clubs and concerts featuring live Canadian talent, encouraging talent buyers to buy Canadian, and so it builds. The French-Canadian music scene, supported by French-language radio, is the best example of this; reaction to the CTL selections is another good example; several stations, large and small, are proving that the old clichés agin playing Canadian records, and the old clichés about radio being agin Canadian records, aren't valid today.

Some stations make a big thing of their Canadian music content — a Canadian Music Day on the first of July, a separate category at the bottom of the

chart — and none of the Canadian talent supporters knock it, because it's something and soothing to bruised egos. But psychologically unless it's backed up in regular, day-to-day programming without the flag-waving, it's akin to taking a negro to lunch during Brotherhood Week, a well-meant gesture that emphasizes rather than improves the image of second-class status.

It's generally agreed that the Canadian public suffers a national inferiority complex and downgrades all things Canadian; the special look-at-us-supporting-Canadian-talent, let's-give-this-next-record-a-listen-because-it's-a-great-little-group-from-Medicine-Hat treatment only intimates that the music needs a big build up to measure up. Radio just might psych its listeners into acceptance of Canadian music as being right in there with U.S. and U.K. talent, if radio would accord it that acceptance itself through quiet integration. Some stations are proving the theory.

OTHER WAYS

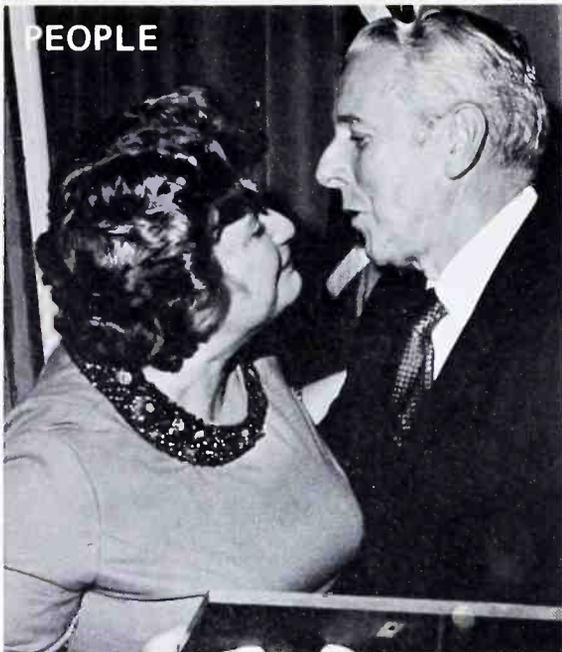
Paul Haines of CJAT Trail, and R. J. Hall and W. E. Gray of CKXR Salmon Arm, B.C., whose stations have automated programming equipment, made good things happen for Canadian talent simply by talking up the need for Canadian content with International Good Music, a U.S. supplier of tapes for automated programming. Negotiations are now under way between IGM and CTL to not only provide separate tapes of CTL selections for Canadian stations, but to integrate CTL numbers into tapes provided to some 300 U.S. stations, spreading the sound of Canadian talent south of the border and picking up performing rights royalties there.

About performing rights . . . Canadian broadcasters currently pay some \$5 million a year in fees to BMI Canada Ltd. and CAPAC, and this hard-earned cash is distributed to composers and publishers at home and abroad based on the weekly music logs prepared once a year for BMI, twice a year for CAPAC. When those logs are dominated by recordings of American compositions, as they are now, the bulk of those payments go to the U.S., as they do now. Broadcasters who'd like to see more of their fees stay in Canada must check that the composition, not just the recording artist, is Canadian. Comments one composer, "if they won't play Canadian compositions because they're pro-Canadian, maybe they will because they are "anti-American."

Although much of the Canadian talent controversy centres around records, many stations support Canadian music in other ways, through financial contributions to local

Continued on Page 121

PEOPLE



First recipient of the Howard Caine Memorial Award, Stuart MacKay, President All Canada Radio & Television, greets Mrs. Jean Caine of CHWO, Oakville, at the presentation during the closing dinner of the CCBA Convention.

The Award is presented to the broadcaster who has been judged by his peers to have most closely emulated the late Howard Caine in that his attitude towards public service has led him to make a significant contribution to his community and his country outside of and apart from the broadcasting industry.

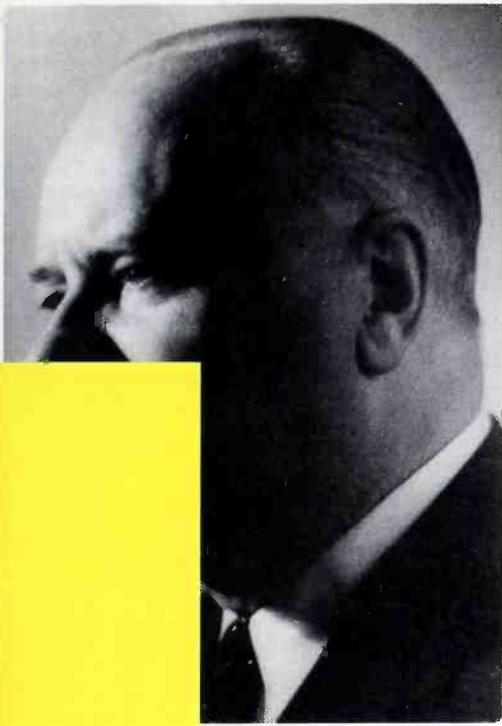


Nairn Mogridge (left) retiring from the CBC after more than 45 years service, reads a scroll giving him an Honorary Life Membership in the CCBA, and honoring his long service to Canadian Broadcasting. Looking on is Terry Kielty, CFRA, Ottawa (centre) and John Radford, CFJR, Brockville. The presentation was made at the opening dinner of the CCBA's 19th annual meeting.



Highlight of activity for wives of delegates attending the CCBA was an informal meeting with Prime Minister Trudeau. Among those present were Mrs. Corinne Fenton

(second from left) wife of Charlie Fenton, Stephens & Towndrow and Mrs. Sheila Brandy (left of the PM) wife of Stu Brandy, CKEY, Toronto.



station operators, who have years to private broadcasting to still remain active in the . A. (Dick) Rice, President, Edmonton. On November celebrated the 35th Anniversary of CFRN-AM, although he in 1922 when, he opened station CJCA.



CTV Network Promotion Manager Philip Wedge (left) receives an award from Broadcasters' Promotion Association President Joe Costantino at the recent BPA seminar in Philadelphia. CTV won the award for a sales promotion brochure on the FABULOUS SIXTIES series of specials, which was instrumental in the sale of the entire series to Canadian National.



Broadcaster of the year, George McCurdy, (right) McCurdy Radio Industries, is greeted by outgoing CCBA President John Radford. The citation read: A veteran in service to our industry. His career has been marked by his pioneering spirit, his keen assessment of our present and future needs in the reproduction of sounds, and his uncompromising pursuit of quality in engineering design and performance. These are the characteristics which reflect great credit on him, on the industry of which he and his confreres form important a part and indeed on Canada, since his work is of international repute. Fidelity is both the measure of his work and the measure of the man.

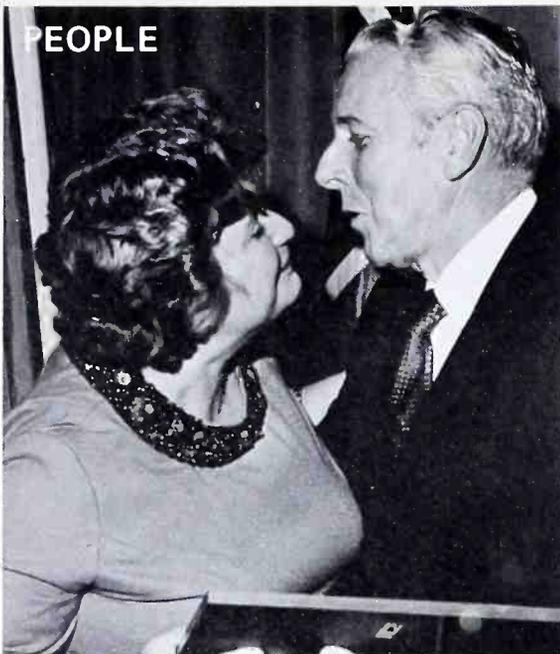


Young & Rubicam Limited, Canada, marked the thirty-fifth anniversary of the opening of its first international office in Montreal with a reception for the agency's clients, the press and other media. Among those present were Messrs. Marcel Provost, (left) president ACRTF; A. F. Mercier, (centre) president Perspectives and Gaby Lalande, vice-president and manager, Y & R Montreal.



Holding a gold record of their song Radio-Radio commemorating 50 years of broadcasting are Stephane Venne (second from left) and Bobby Gimby (second from right). Flanking the two composers are John Mills (left) General Manager CAPAC and Raymond Crepault, President, CAB. Radio-Radio was unveiled at the CCBA last month.

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There are very few station operators, who have devoted as many years to private broadcasting in Canada and who still remain active in the field, as Dr. G. R. A. (Dick) Rice, President, CFRN-AM-FM-TV Edmonton. On November first Dick Rice celebrated the 35th Anniversary of the founding of CFRN-AM, although he started in Radio in 1922 when, he opened Edmonton's first station CJCA.



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CCBA President says Canadian broadcasters generate confusion

Despite the existence of our associations we broadcasters are a disorganized lot. We continually lament the operations of our competitors who are truly organized, not just in name. We wring our hands over our analysis of Mr. Juneau's latest public address, but we do not get solidly behind our associations and bureaus. We insist on making private deals in our own market places and in currying favor with our legislators by expressing personal opinions all too often based on the premise that it is what the legislator would like to hear. We generate the confusion."

This industry critique was served up by John Radford of CFJR, Brockville, in his opening remarks as president of the Central Canada Broadcasters' Association at their 19th Annual Convention in Ottawa. He continued:

"It is a fact of life that we all suscribe to, that no two market situations are alike. Thus each broadcaster operates as an individual, coping with the various criticisms and directives as he sees how they apply to his particular and peculiar market situation. This industry was created by strong individuals, many with a high degree of showmanship, and the attending star complex. It has evolved on an individual basis and now exists as a large number of very unique individuals.

"There is much to commend this state. It should and does encourage innovation and change. It should, and does encourage flexibility and adaptability. However, the degree that innovation, change, flexibility and adaptability exist in our industry is not as great as it could be.

"Despite the uniqueness of our separate operations, we are often reluctant to move outside of the limitations on programming that have been dictated by success. There is a possibility that programming limits do not exist and that success might still remain. Success is not the only limitation placed on our operations. There is a genuine and smothering concern about government legislation

and regulation. The assumed need to keep our noses clean in the light of past regulation, new regulations, and the as yet unpublished regulations that we expect each day, tends to stifle initiative.

"So it seems that our unique broadcast industry individuals have become a wary lot and are not performing to the fullest capacity of their talents. The confusion that exists does not allow it.

"It is here in this situation that our very individuality lets us down. If the confusion is to subside, we must stop acting as individuals. We must wipe out our tunnel vision that sees only our own market problems. We must subjugate and compromise some or all of our personal views in a strong effort to lend some degree of stability to our business.

"Legislators cannot legislate for each individual. All legislation must be

general in nature. For every one we win for our exclusive corner of Canada we must accept hundreds of other dictums designed for each of the other Podunk Corners in this vast country.

"It is not only in the realm of legislation that we contribute confusion. We have radio and television bureaus to place our very commendable virtues before advertisers. Their work can do nothing but enhance our industry, if we support them and if we work with them. However, there is hardly ever an occasion when either of these bureaus set up something that is not undermined by some broadcaster who makes his own deal because "his market is different".

Broadcasters provide the financial viability to the BBM Bureau of Measurement. This is a tri-partite organization with two parties organized and achieving the results they wish. The other party provides the bulk of the money, but cannot subordinate the problems of the individual for the good of the whole.

So broadcasters are at each other, even within the ranks of the Board of Directors of BBM. The result is hundreds of broadcasters cursing the BBM, but little organized effort to provide the leadership and direction and financial aid that it and other bureaus and associations need to help the industry by helping all of those who deal with us from advertisers to legislators, to understand us and to recognize us as a cohesive industry

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Redmond is new CCBA President

R. E. "Bob" Redmond of radio station CHSC, St. Catharines, is the new president of the Central Canada Broadcasters Association, succeeding John A. Radford of CFJR, Brockville.

Other officers elected at the CCBA's annual convention in Ottawa were: Vice-President, Doug Trowell of CKEY, Toronto, who also was named 1970 Convention Chairman; Secretary-Treasurer, John Funston of CKSL, London, Ontario. Directors chosen were John Bermingham of CKLC, Kingston; Murray Cherverover of CTV Television Network Toronto, Walter Machny of CFCF-TV, Montreal, and Don Lawrie of Northern Broadcasting Toronto.

CCBA representatives to the Canadian Association of Broadcasters Board are: Frank Murray of CJBQ, Belleville, Don Martz of CFCF-TV, Montreal, and William McGregor of CKKW, Kitchener, for two-year terms following the 1970 annual meeting. R. P. MacGowan of CJLX Fort William continues on the CAB Board until 1971 and Russ Ramsay of CJIC-TV, Sault Ste. Marie, Ontario, was chosen to replace Gordon Keeble whose term runs until 1971.

The CCBA's Engineering section chose Roy Baker of CJOH-TV, Ottawa, as Chairman succeeding Joe Thompson of CFCF-TV, Montreal. Elected Secretary-Treasurer was Bill Nunn of CFPL-TV, London, Ontario, and Bill Onn of CKEY, Toronto, was named Manufacturers' liaison.

Zone Directors are: North, Ken Houser of CKSO, Sudbury; Western, Gene Hinz of CHLO, St. Thomas; Toronto, Harry Heyl of CFRB, Toronto; Eastern, John Buchanan of CJBQ, Belleville; Montreal, Bob Findlay of CFCF-TV, Montreal.

Newsletter Editor is Bill Post of CKSL, London, Ontario.

Broadcasters must interpret government policies to the people

Transport Minister, Don Jamieson, says parliament is losing contact with Canadians and broadcasters must take the lead in an effort to restore communication. He said:

"By 1980, it's conceivable there will be no Canada at all in the sense that we have known it", if present divisive trends continue.

The Minister spoke in Ottawa to the annual convention of the Central Canada Broadcasters Association.

Jamieson, former president of the Canadian Association of Broadcasters and Newfoundland Broadcasting Company Limited, said:

"Parliament is not where the action is."

He said broadcasters, particularly television personnel, have a much more immediate contact with Canadians and must act now to interpret government policies to the people.

And, he said, if broadcasters agree with the policies, they should join in promoting them.

Asked later if his address indicated plans to return to private life, he said:

"I'm not in any direct sense thinking of going back to broadcasting; that would be defeatist. I'll continue to search for ways to make parliament more responsive . . ."

He told the broadcasters that separatism in Quebec, while still a serious threat to Canadian unity, is no longer the most serious or only danger. He said:

"There is also the terrible unrest in the eastern part of the country and the feeling there that the people have not been asked to participate. There is an economic separatism in the west. The Rockies for 100 years have created a separatist barrier and I'm not convinced we're doing anything to breach that gap."

Mr. Jamieson said: "It's a delusion to say all problems will disappear if we solve the question of separatism in Quebec."

Mr. Jamieson said the absence of any "serious external threat" to Canada since confederation may explain, in part, the growing divisions in the country. He said:

"I wonder what would happen if some morning a radio station in British Columbia broadcast news that the United States Army was in . . . Montreal.

"I suggest there would be an immediate rallying around; an upsurge of national feeling in all parts of Canada, including Quebec."

Mr. Jamieson said broadcasters "more than any other group in Canada" are responsible for promoting understanding among all parts of the country as well as between government and the people.

He said the CBC is not living up to its role of providing a distinctive Canadian service.

Mr. Jamieson said: "Anyone must be depressed at the striking similarity between the CBC and all other broadcast services. You can't separate it out any more."

He said the publicly-owned corporation will have to become more specialized, a greater vehicle for promoting national unity, and less dependent on advertising revenues.

He said all forms of the media had been more responsive to the demands of the marketplace than to the needs of Canadians for sound national programming.

Mr. Jamieson said television has failed to make a clear separation between commercial advertising and the "message contained in programming."

"For example, a program showing the plight of Eskimos is interrupted to talk about the good points of . . . convertible loans."

As a result, he said, the public leaves problems to governments and listens to the commercials.

**Nothing but complaints
from the
prairie provinces? Hogwash.**

**There's always GOLD in the
GOLDEN WEST MARKET!**

*Watch for our new presentation . . .
coming soon to advertising agencies
across Canada.*

CJGX

YORKTON-MELVILLE
SASKATCHEWAN

CKDM

DAUPHIN
MANITOBA

CFAM/CHSM

ALTONA-STEINBACH
MANITOBA

GOLDEN WEST MARKET

radio-television representatives ltd. TORONTO • MONTREAL • WINNIPEG • VANCOUVER

dedicated to providing advertisers, legislators, listeners and viewers with the excellent service that we are capable of providing.

This association can help. We are not in existence to only have a convention once a year and only to deal with problems, legislative or otherwise, in central Canada. These are necessary functions of our association. However, we must also provide strong support and strong director material to our central association — The Canadian Association of Broadcasters.

From this, the largest regional association, must come CAB directors who are strong, who do not suffer from tunnel vision, who can instil the confidence of our membership and of our public. This association would eliminate the polite and formal method of elevation to CAB directorship.

The "moving through the chairs" game we play does not always provide for the best possible directors on the CAB. We can nominate any member to the CAB directorship. He does not have to be a past president. We must keep in touch and observe the functioning of our CAB directors. If a more suitable person appears in our region, we do not have to wait until an incumbent goes through his automatic two renewals to serve six years.

Our nomination committees must consider all openings each year with care and nominate those who have the *Time*, the ability and the perspective to function for broadcasters in Canada, not just in Podunk Corners. Each director should be a potential candidate for CAB presidency, all factors considered. And the CAB president must always be elected from the membership. Any other course is repugnant to the very concept of a Canadian Association of Broadcasters.

Juneau wants programs that break out of the Hollywood mold

Pierre Juneau, chairman of the Canadian Radio-Television Commission, has urged broadcasters to smash the Hollywood mould in programming and concentrate on reflecting life in Canada.

Mr. Juneau, opening speaker at the annual convention of the Central Canada Broadcasters Association, said Canadian Television, particularly, must get away from the "torrent of plastic studio shows" that obscures programs which are exclusively Canadian.

"The networks must seek to create programs which break out of the Hollywood mold, and give expression to the richness and originality of Canadian life."

There would be little purpose, he said, in attempting to safeguard a broadcasting industry "which more and more would be modelled after the soft drink industry . . . confined to bottling a product imported under franchise."

The rapid development of cable systems, Mr. Juneau said, makes the need for more Canadian production essential in the fields of culture, politics, education, science and community affairs.

The use of cable and microwave systems to import a wide range of U.S. television and radio programs has been receiving a great deal of attention by the CRTC.

A policy statement aimed at regulating

microwave usage by cable operators is expected fairly soon from the commission, possibly before the end of the year.

Many broadcasters adopt a cautious attitude on the microwave-cable issue, arguing that a sudden proliferation of U.S. programming in the Canadian market would make it impossible for Canadian interests to compete.

Mr. Juneau said more and better-trained broadcasters are needed in Canada to "bring Canadians out of their ignorance of themselves, out of their indifference so that they can accomplish better things together . . ."

Canadian broadcasters also had an obligation under the Broadcasting Act to promote unity between French and English-speaking Canadians.

The broadcasting system should "reflect for Quebecers and for other Canadians the reality of Quebec and what seems . . . to be the will of the people of Quebec; namely, to develop a strong province, unified around a certain number of basic objectives."

Mr. Juneau said a recent article in *Fortune Magazine* had pinpointed many of the weaknesses in broadcasting and other forms of communications. He said one of the relevant passages in the article read:

"Why is journalism still so wrapped up in the deadline, the scoop, the gee-whiz . . . What is now required is a higher level of art, a boldness that will get journalism unstuck from forms of communication developed in and for a social context very different from the present."

Television has followed "the horse-opera hero and villain" tradition, often serving as an outlet for established interests and extremists but ignoring others, he said. "The wide middle ground lacks a forum for its concerns."

Broadcasters now must consider it an urgent priority "to open the electronic connections between our two cultures."

"I would personally like to stress, as one familiar with both worlds, a sense of wasted riches, of lost opportunity," he said.

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Some Future Trends in Broadcasting

the quality of programming, particularly of a minority programming, would become increasingly important", he said.

With this greater selection, Chapman felt a challenge would present itself to programmers wishing to capture a large portion of the market. Those producing the best products would obtain it.

In summarizing the present trends of cable technology, Chapman said, "Cable systems are expanding in the urban areas and saturation will be achieved in the foreseeable future. One would expect that, at that time, cable will become the primary distribution system

for TV programming in the urban areas".

"Using the radio waves to distribute programs will become, by the same token, unnecessary in the cities", he said, "but radio signals will remain the primary means of distribution of program material in the rural areas for the foreseeable future, unless means and ways can be found to bring the cost of cables and their installation and maintenance much below where they are at the present time today.

"With the onset of this situation then the title 'broadcaster' will become

Continued on Page 107

The profound effects of cable and satellites on the broadcasting industry were the topics of a speech given by Dr. John H. Chapman, assistant deputy minister (Research) Department of Communications, to the Central Canada Broadcasters Association, Tuesday, October 28, at the Skyline Hotel, Ottawa.

In his speech, Dr. Chapman began by telling of cable's effect on the industry. "The growing spread of cable systems through our cities, the increasing fraction of the population that are being served by cable systems across Canada, and the effects of cable systems on your business are sufficiently well advanced that I don't need to say very much more about the impact of that particular form of technology", he said.

"Satellites, however, are just beginning to come across the horizon", Chapman said. He felt that the first TELESAT Canada system, to be in operation within three years, would be a telephone and TV distribution system used by networks, CBC principally, for distributing television programs across Canada and live TV to the frontier package stations in Canada's remote areas.

"Of course, the telephone service that the first TELESAT system provides, could make possible the distribution of voice radio programs at the same time", he said. "There is no question that the distribution of live television to the north cannot be achieved by any other means which compares in cost to the satellite."

Explaining how this would affect broadcasters in Canada, Chapman stated: "As a result of the impact of these two new forms of technology, cable and satellites, the broadcasting market will be altered and the viewing audience increased."

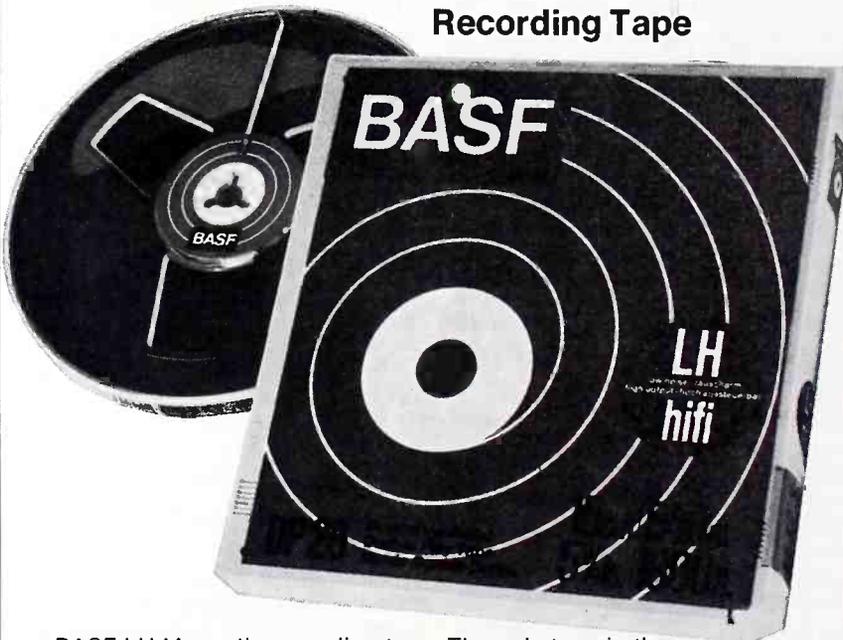
The viewing audience would also have a much increased opportunity of choice and be able to exercise greater selectivity he pointed out, "and in time,



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“Broadcasting in Canada will continue to be uncertain if it is subjected to incessant investigation.

Continuing inquiry puts the broadcaster on the defensive and works against his creative activity. It breeds dissension and distrust.”

This sharp attack on the practice of government investigation was contained in a brief submitted by the Canadian Association of Broadcasters to the Preparatory Policy Conference of the Liberal Party of Canada, held at Harrison Hot Springs, B.C., November 21-23.

The following is the complete text of the brief delivered by Raymond Crépault, President of the CAB.

There are two values in a brief look backward: It may help us to understand how we got here; it may help to avoid repetition of the same mistakes.

One thing at least, about Canadian broadcasting is clear – the hope for its purpose. From the beginning, broadcasting in Canada has been seen primarily as a unifying element to assist in the creation of a sense of national identity.

Little else about it is clear; much of it is bewildering.

Attempts to develop a distinctly Canadian solution to satisfy this country's unique needs and to offer a successful resolution of the wide diversity of conflicting interests, have resulted in five attempts to establish different agencies of regulation and control within as many decades.

This area passed from a government department (1913); to the Canadian Radio Broadcasting Commission (1932); to the Canadian Broadcasting Corporation (1936); to the Board of Broadcast Governors (1958); to the Canadian Radio-Television Commission (1968).

The same period witnessed investigations of broadcasting by three Royal Commissions, an influential private committee, a public committee, twenty Parliamentary hearings, numerous Parliamentary debates and other unofficial inquiries. Still further studies are now in progress.

Given this constant digging at the roots, it is a marvel that the tree survived at all. Moreover (and reference must be made to this later) most of the investigators, unlike those selected for other commissions and inquiries, have always been “inexperienced amateurs.”

Yet, in spite of it all, the parameters of Canadian broadcasting today are impressive. The physical plant of the private and public sectors taken together, represents \$283,520,000.00. Their operating expenses in 1967 totalled \$332,450,658.00. They employ 18,946 people. The private sector includes 262 AM and 63 FM radio broadcasting 57 television broadcasting stations; 175 rebroadcasting stations and a nation-wide English-language television network.

The public sector represents 25 “master” radio broadcasting stations, supplemented by 204 rebroadcasting stations; 20 “master” television broadcasting stations, supplemented by 74 rebroadcasting stations; nation-wide English-language radio and English-language television networks; French-language radio and television networks which, if not yet nation-wide, are very nearly so. (Figures as of December 31, 1967, latest available.)

This structure commands the listening and viewing loyalty of the great bulk of Canadians, in spite of the fact that eighty per cent of our population lives within one hundred

miles of the United States, sixty per cent within the direct range of American television outlets, an increasing number within range of United States programs imported by cable systems.

Why, then, the almost constant studies, investigations, recastings and alarms?

First, while there may have been general agreement as to the basic purpose and objectives of a Canadian broadcasting structure, there has always been widespread disagreement, which approached bitterness in the 20s and 30s, as to the means.

There were those who saw nationalization or at least a very high degree of state intervention, as the best means. Others saw the diversity and restless energy of private enterprise as the best means. The best advocates of both schools were sincere; many refused to recognize that sincerity on either side. These discussions (often marred by hysteria and shrillness) were complicated by those who favoured either nationalization or private enterprise purely as a principle, desiring that their principle be adopted without any real thought as to its value in achieving the objective desired for Canadian broadcasting.

While it is a delicate topic, the fact cannot be ignored that further complications arose from Federal-Provincial strains; and from the

fears of the political parties in the early days that any moves advocated by someone other than itself, was an attempt to gain an unfair and unwarranted partisan advantage.

There were other complications, some rarely if ever, publicly admitted.

Much of the discussion about broadcasting, and nearly all of the copious writings about it in academic journals, in magazines, in newspapers and more recently in books, has been contributed by individuals with specific biases.

It is not surprising that so many of these writers began and ended with an undue sympathy for the public sector or the private sector (and there appears to be a disproportionate amount of literature presenting the case for the public sector, the reasons for which are understandable upon a little reflection). What is perhaps more surprising is that so many who contributed to the debate, particularly amongst those in the print field generally, were swayed by a deep-seated distrust of and hostility to broadcasting in general.

Many writers have offered their "solutions" to what they regard as Canada's "broadcasting problem" when their real hope was that broadcasting would disappear.

Nor was all of this, perhaps not even a substantial portion of it, due to understandable competitive instincts.

Fear and distrust of, hostility toward broadcasting, is an interesting deep-seated, psychological, instinct in a surprising number of people. It is unfortunate so little attention has been paid to this highly important factor; a study in depth of it will be most rewarding.

One prominent broadcaster recalls a discussion in which an otherwise brilliant mind alleged that any selected item of information was valuable if transmitted through the means of books, newspapers or periodicals, but totally lacking in value if presented by electronic means. This view is surprisingly widely held; many who find it at first blush amusing might be disturbed were they to examine their own reactions deeply.

In fact, the present Broadcasting Act contains a provision permitting a fine of up to \$50,000.00 (in the original draft it was \$100,000.00) for a violation of broadcast regulations. Any individual or company who holds a broadcasting licence, subject to revocation or cancellation, and which is never more than five years away from a renewal application, is not likely to consistently violate regulations. Nor is it likely that the consequences to the public of any such violation would be of proportions sufficiently awesome to warrant the exceptionally punitive character of

section 29 of the Broadcasting Act, (Appendix A). Aside from the Broadcasting Act, it appears that the highest fine provided by Federal legislation is \$10,000.00 – and that for a very serious offence.

However unconscious the hostility may have been, this section is surely one of the many specific instances that can be given of its existence.

It seems to have been assumed, in spite of all the substantial evidence to the contrary, that those engaged in the art and science of broadcasting do not share the desire to achieve the fundamental objectives always accepted by other Canadians for Canadian broadcasting. This may be the reason why most of the bodies of public inquiry into broadcasting, as pointed out earlier, have been made up of "inexperienced amateurs".

Broadcasters in both the public and private sectors have been less consulted by public authority than probably any other industry in Canadian history.

There is yet another factor. As noted earlier, there have already been five attempts to establish different agencies of regulation and control. Each attempt has meant that new people with significant powers, were introduced into the broadcasting scene. Happily, these people have invariably been dedicated Canadians with a high sense of responsibility. They would be the first to admit that in each case, being human beings, they entered upon their new duties with certain preconceived ideas and with an almost total lack of knowledge and experience. It was inevitable, therefore, that in each instance there was a year or two in which there was a shift of direction, a veer of policy; there were mistakes made; thus compounding and complicating the issues and problems further.

In all this welter of confusion one of the many additional factors is worthy of note. Too often the public debate on broadcasting has concerned itself not with form, structure or objectives, but with content. This has often led to irresolution on the part of broadcasters and regulatory agencies alike, to a blurring of the real issues and to collateral discussions which, however valuable and useful, shortened the time and energy available for discussion of the basic issues.

From all this there emerges, we suggest, one important and clear-cut guideline for the future. Broadcasting in Canada will continue to be uncertain if it is subjected to incessant investigation. Continuing inquiry puts the broadcaster on the defensive and works against his creative activity. It breeds dissension and distrust.

No one would suggest that the combined system of broadcasting we now have is perfect. Demonstrably, however, it is a fairly happy blend that appears to serve well an unusual country with unusual problems. Putting broadcasting constantly under the "eagle eye", as has been the consistent practice in the past, does not contribute to better development of this service.

If there are to be investigations in the future, it would be worthwhile to turn to people more versed in the actualities of broadcasting. In the past the major guidelines for Canadian broadcasting have been formulated by people without experience in the medium. With the complexities of modern broadcasting, such an approach is no longer valid.

In his "The Troubled Air", the Honourable Don Jamieson states that broadcasting matters should not be settled by "intuitions, nor on the unsubstantiated theories of amateurs, however dedicated".

APPENDIX A

Punishment 29. (1) Every licensee who violates the provisions of any regulation applicable to him made under this Part is guilty of an offence and is liable on summary conviction to a fine not exceeding twenty-five thousand dollars for a first offence and not exceeding fifty thousand dollars for each subsequent offence.

Idem (2) Every licensee who violates the provisions of section 28 is guilty of an offence and is liable on summary conviction to a fine not exceeding five thousand dollars.

Idem (3) Every person who carries on a broadcasting undertaking without a valid and subsisting broadcasting licence therefor, or who, being the holder of a broadcasting licence, operates a broadcasting undertaking as part of a network other than in accordance with the conditions of such licence, is guilty of an offence and is liable on summary conviction to a fine not exceeding one thousand dollars for each day that the offence continues.

Broadcasting in Canada should now be re-evaluated in terms of a changing world; liberating itself from the past and taking on tomorrow's challenge. In the country where Marshall McLuhan largely formulated his concepts, a devotion to the rearview mirror society whereby we "march backwards into the future", is inconsistent.

It ought not to be our function to assume advocacy for the Canadian Broadcasting Corporation. Yet it is only fair to say that the CBC, with all its faults, has provided much worthwhile service to Canadians. Some respite from emotional jibing at its activities would be helpful. This is not to say that constructive criticism should be suppressed. On the other hand, it seems reasonable that if Parliament wishes a Canadian Broadcasting Corporation to continue, it should give it opportunity to build.

Nor do we think it either self-seeking or subjective to suggest there should be greater appreciation of the role played by the private sector. Its offerings are more popular than the CBC's; and in capital outlay and annual income, in personnel employed and in nation-wide operations; it is larger than the Corporation. If the most self-serving critic can find no other virtue in the private sector, he must in honesty admit it has turned myriads of Canadians away from U.S. stations.

What then of the immediate present? At a point in time when not all the past and existing problems of broadcasting have been solved, or even completely understood, these additional complications exist:

1. The resurgence of Federal-Provincial tensions, especially in the area of so-called "educational" television.
2. The advent of satellites.
3. The proliferation of wired services.
4. The widespread feeling in some quarters that the Canadian Broadcasting Corporation is no longer fulfilling its original purposes.
5. The rapidly increasing costs of production.
6. The accelerating pace of technological development.

Relative to "educational television", one of the better, if not the best studies in existence is that prepared by Mr. Pierre Juneau (now Chairman of the Canadian Radio-Television Commission) — at the time he was Vice-Chairman of the Board of Broadcast Governors. We feel this warrants the thoughtful consideration of all concerned.

Our own position in the matter has been made clear in several presentations. We feel that if the Hertzian wave technique is to be used, the equipment

or hardware should be supplied and maintained by the Federal jurisdiction and that the programming, within clearly defined boundaries, should be supplied by the various provincial Departments of Education.

We have, however, tried to make it clear that in our view use of the Hertzian wave technique for this purpose is wasteful of financial and spectrum resources alike. We feel that greater advantage can be obtained from the skilful use of audio and video recorders, EVR units and film. This approach offers much greater flexibility and adaptability at considerably less expense.

In this, as in other fields, we urge that the accumulated experience and knowledge of broadcasters will be of advantage. We see merit in an informal forum in which the appropriate Federal and Provincial authorities would be represented, and broadcasters would be invited to submit their views.

The Parliament of Canada has taken cognizance of the advent of satellite transmission through legislation and appropriate subsequent action. There is nothing too much in either we would take issue with, given the present circumstances.

We would prefer a larger, more sophisticated satellite, even in the early stages of development, but we are also fully aware of the financial and other problems Parliament must take into account.

The rapid development of wired or cable systems is a complex problem of paramount importance to Canada. Given proper policies of development, cable systems can do much to provide useful Canadian material to homes which might not otherwise receive it. In the absence of well-researched, carefully defined policies, this development could very easily destroy any attempt to utilize broadcasting as a means of maintaining and strengthening the Canadian identity.

In technological terms it is even now possible to visualize every urban home in North America supplied with its entire broadcasting service from one central computer located in either New York or Hollywood. Many additional other services could be provided. In our view, this is the particular field that does warrant further investigation, study and research. Because of its paramount importance, we feel that expenditure of funds required for this purpose is fully justified. When such research is undertaken, as we very much hope it will be, we think it again appropriate to recommend that the accumulated knowledge and experience of broadcasters from the public and private sectors, as well as that acquired by the cable operators themselves be fully utilized.

We venture upon any comment relative to the Canadian Broadcasting Corporation with reluctance. The position has been asserted by some, not always with sincerity, that the private sector of broadcasting is bent upon the "destruction or emasculation" of the CBC. Nothing could be further from the truth and this may be the time to comment briefly on this situation.

The Canadian Association of Broadcasters always asserted the view that no operating body should also be a regulatory body. Agreement with that view was confirmed by legislation constituting the Board of Broadcast Governors in 1958; by that constituting the Canadian Radio-Television Commission in 1968. Our policy concern ended there.

It is true that some of our members were, and are, adversely critical of the CBC's commercial policies and have stated their views. At no time did this prevent them from respecting the Corporation's achievements and saying that too.

The viewpoint that the Canadian Broadcasting Corporation has ceased to serve its original purpose and is functioning in a fashion very similar to that of a privately owned network, was not put forward by us. It has been put forward by others and in so many quarters that we feel failure to comment upon it would constitute a serious gap in our musings. It seems to us that Parliament has these alternatives:

1. To leave the Corporation constituted in its present form.
2. To permit the Corporation that degree of physical expansion which would allow it complete distribution of its radio and television services without utilizing privately-owned affiliates.
3. To do either of the above, but in either case, request the Corporation to review its commercial policies, especially in the case of radio broadcasting where commercial revenue has ceased to be of major significance.
4. To constitute the Canadian Broadcasting Corporation as a program production body. Such programs could be sold in the international market. In the domestic market they might either be sold to privately-owned stations or networks, or these could be required to carry a certain amount of them weekly, as a condition of licence, or both. The suggestion has also been put forward, and it may be worth study, that the National Film Board might be combined with such a program production body. It may well be that in one way or another private funds could be added to such a

program production pool and those of the Canadian Film Development Corporation. While we feel that all the possibilities should be given study, it is our view that the decision should be Parliament's and we make no recommendations.

5. It is, of course, entirely possible that the latter alternative mentioned above might be of great value in dealing with the rapidly mounting cost of production. In this connection study might be given to the "blocking" system which has periodically been used in other countries relative to imported productions. This would mean that a small percentage of funds derived from the sale, lease, rental or exhibit in Canada of programs imported into this country would be "frozen" and could be utilized only for further production in this country. Utilization could be accomplished in a variety of ways.
6. The fact that the technology of electronic communications is changing at a rapid pace and that production and related techniques are also changing, brings us to our final point.

We are not certain that it is either possible or desirable to evolve fixed blueprints or to seek fixed formulae for the electronic field generally and broadcasting specifically.

Because of the rapid pace of development, it may well be that we require continuous consultation in an attempt to devise plans and policies susceptible to rapid change themselves or at least to quick adaptation.

Even outside that framework of reference, we are very much of the belief that it is time to set aside the misunderstandings, prejudices and hostilities of the past; to bring together on an informal and continuing basis the accumulated skill and experience of broadcasters, the regulatory bodies, and the political world.

The public hearings of the CRTC and of the House of Commons Committee on Broadcasting, Films and Assistance to the Arts are valuable; indeed essential, and must be continued. But, in the most rapidly changing business in a rapidly changing world, we see great value in a continuing process of informal consultation, taken in an atmosphere of good will, of mutual respect, of striving for ways and means that will enable us all to make certain that broadcasting in Canada continues to "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada".

CRTC decisions from Vancouver Hearing

The CRTC announced approval of a series of radio and television licenses following its Vancouver hearing but avoided a statement on the controversy surrounding microwave usage.

The hearing saw the initial acceptance by the CRTC of briefs and applications involving microwave, a system that opens up a whole new range of considerations for the commission and established broadcasting interests.

CRTC Vice-Chairman Harry Boyle said in an interview no decision on applications involving microwave would be made until after the hearing in Ottawa dealing mainly with the use of cable and microwave in the Sudbury area.

Decisions announced by the CRTC included an approval for the owners of radio station CJYR Edson, Alberta, to operate a private broadcasting station in Jasper. Both stations will be operated by Yellowhead Broadcasting Ltd., owners of CJYR.

Ernie Mushtuk, G.M. of CJYR Edson, said the Jasper outlet would operate at 1450 kcs. with a power of 100 watts. It will initially carry programming relayed from Edson. Installation of equipment has already begun and radio service to Jasper should begin late in January, 1970.

The CBC received approval to establish a TV broadcasting operation at Bonnington, B.C. to receive and retransmit programs from CBUAT in Trail, B.C. The Corporation will use microwave to pick up the signal from CBUAT but only as a means of filling a reception gap in the present system. Retransmission at Bonnington will occur on Channel 13-plus, with an effective radiated power of 22 watts video, and 2.2 watts audio.

John Skelly of Kamloops, B.C. was awarded a license to set up a new AM station at Kamloops with another studio at Merritt, B.C. Skelly also received approval for a new AM station in Merritt with a studio in Kamloops.

Prince George Broadcasting Ltd., won a license for an AM station in Prince George, B.C. and Telesis Development Co., Ltd., was licensed to provide cable TV service to Gold River and Tahsis, B.C.

National Cablevision Ltd., was licensed to operate a cable TV system in Maple Ridge and Mission, B.C. while Merritt Cablevision Ltd., was awarded a license for the Merritt area.

Other applications approved by the Commission were Alberni Cable TV Ltd., new TV operation near Oyen, Alberta, to receive and re-transmit programs from CFCN-TV-1 Drumheller. The Fouillard Implement Exchange Ltd., for cable TV in St. Lazare, Manitoba. Dr. George E. Young for cable TV in Chapleau, Ontario.

Geroy Radio and Television Ltd., for Cable TV in Manitowadge, Ontario. Noram Cable Construction Ltd., for cable TV in Orangeville, Ontario. Quinte Cablevision Ltd., for cable TV in Picton, Ontario.

In Quebec, applications were approved for Cablevision de l'est Inc., for cable TV in Ayers Cliff, Quebec; Transvision Cookshire Inc. for Cable TV in Cookshire, Quebec; Transvision de Danville, Quebec, for cable TV in the Danville area; Transvision Disraeli Inc. for cable TV in Disraeli, Quebec; Transvision Inc. for cable TV in East Angus, Quebec; Cablevision de l'Est Inc., for cable TV at the Hermitage Club, near Magog; Electro-Vision Inc., for cable TV in La Tuque, Quebec.

Transvision Magog Inc., for cable TV in Magog, Omerville, Quebec, and surrounding area; Roland Hamel for cable TV in Malartic, Quebec; Maniwaki Television Ltd., for cable TV in Maniwaki, Reserve Indienne, Municipalite Deleage and Egan-Sud, Quebec.

North Hatley Transvision Inc., for cable TV in North Hatley, Quebec, Gagnon TV Ltd., for cable TV in Notre-Dame-de-la-Doree, Quebec; Border Community TV Inc., for cable TV in Rock Island, Stanstead and Beebe, Quebec; Paul Television Service Ltd., for cable TV in Rouyn-Noranda, Quebec; Venant Deshaies of Ste.-Angele-de-Laval, Quebec, for cable service in that area.

Gagnon TV Ltd., for cable TV in St.-Felicien-Belleveue, Quebec; Chouinard TV Ltd., for cable TV to St.-Pacome, Quebec; Guy Chouinard for cable TV in St.-Pamphile, Quebec; Valleyfield Transvision Inc., for cable TV in Valleyfield, Quebec.

Applications for new CBC low power relay transmitters were approved for the following: Shalath-Seton-Portage, B.C., in English language. Blue River, B.C., in

Continued on Page 106

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Allan F. Waters, President of CHUM Limited, has announced that the recent call for redemption of the Company's Class A Shares has resulted in conversion of 99.9% of the Class A Shares.

The vast majority of Class A shareholders elected to convert each Class A Share into two Class B Shares and one Common Share as recommended by management. Mr. Waters added that share certificates have been prepared for the Class B and Common Shares and have now been delivered to shareholders. As a result of the recapitalization, and the conversion of Class A Shares there are now

outstanding 927,900 Class B Shares and 1,100,403 Common Shares.

The Company is currently offering to the public an additional 1,000,000 Class B Shares through Nesbitt Thomson Securities Limited and John Graham & Company Limited, as underwriters. The final prospectus covering this issue has been distributed to the public.

Mr. Waters said the Company has made application to the Toronto Stock Exchange and the Montreal Stock Exchange for a simultaneous listing of all of its Class B Shares and Common Shares which will take place in mid-December, and until then Shares will be shown in the unlisted financial pages.

**Charge Kierans' "Audio Communique"
Smells of Ottawa "Big-Brotherism"**

A news release system to carry parts of Communication Minister Eric Kierans' speeches to radio stations drew cries of "1984" in the House of Commons.

Heath MacQuarrie, Conservative MP for Hillsborough, said it appeared to be a breach of privilege and moved that the matter be referred to the Commons Standing Committee on Privileges and Elections.

Radio stations recently were advised of the service in a letter from the information branch of Mr. Kierans' department.

A department official said that two Bell Codaphones have been rented, at a cost of \$18 a month each, to carry one-minute excerpts from Mr. Kierans' speeches.

The radio stations will be advised by letter when an excerpt is available and can record it by calling a special government number. The official said the user will pay for the call.

"We're not planning to produce a broadcast or an editorial package," said the official. "We're planning to produce a quote."

He said it costs more to issue a written news release.

The letter to radio stations, read in the House by Mr. MacQuarrie, said the excerpts can be recorded for use in news broadcasts or saved for public affairs programs.

He said: "We will let you know soon the number you must call"

There were cries of "1984" — reference to George Orwell's book — and "His Master's Voice" as the letter was read.

Mr. MacQuarrie said the matter is important because Mr. Kierans has "special roles and powers in reference to broadcasting. . . ."

"So it is not a far stretch of the imagination that the news editors of the radio stations as they dial the number in certain respects might expect to hear 'His Master's Voice'."

The Conservative MP, Mr. Kierans' shadow on the opposition bench, said the matter should be investigated. If it was proper, it should be open to all MPs. If it wasn't — "if it impinges upon the concept, even remotely, of managing news, then it should be thoroughly investigated and the practice curtailed forthwith."

Mr. Kierans denied outside the House that the system will be a propaganda service. "I'm not a propagandist," he said. "This is a new kind of news release — I suppose you could call it an 'audio communique.' There are a lot of bugs.

"If it works out, I'll advise my colleagues."

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American Football Telecasts Could Wipe Out CFL

The president and owner of the Ottawa Rough Riders Football Club says changes will have to be made in Canada's television laws if the Canadian Football League is to survive.

In a speech to the Ottawa Branch of the Canadian Club, David Loeb also warned that the possibility of American Football setting up shop in Canada could be a second major factor in wiping out the CFL.

He said present television copyright laws allow cablevision to rebroadcast "free of charge" the CFL football games without league or TV network authority.

He said: "The cable systems, in re-transmitting the signals of football games without league or network authority, appear to be guided by a 1954 exchequer court ruling, a judgment which apparently was based on copyright laws which had been written before the televising of games and therefore before cablevision was a reality."

The Rough Riders owner also made it clear he feels that a U.S. Football League Franchise in Canada would put the finishing touches to the effects of

cablevision on the CFL.

He said such a franchise system would result in further diluting of finances because interest by fans would be divided.

He said applications have already been made to the American Football Leagues to operate in three major markets of Vancouver, Toronto and Montreal.

He added: "If American franchises were established in Toronto and Vancouver, it would probably prove fatal for our league, not because the fans would desert the Argos and Lions but because interest would be divided and these areas of main sources of gate equalization would be lost."

Mr. Loeb didn't offer any solution to combatting a U.S. football invasion of Canada but he did suggest two ways by which cablevision might be brought under control to the satisfaction of the CFL.

He said the Copyright Act must be changed by the Canadian Radio and Television Commission and that the Commission should define the area of blackout surrounding a city in which a CFL game is played.

Indians and Eskimos Must Appeal to CBC

The vice-chairman of the Canadian Radio-Television Commission, Harry Boyle, has urged representatives of Canadian Indians and Eskimos to make a direct appeal to the Canadian Broadcasting Corporation to solve their communications problems.

Mr. Boyle said: "Only the CBC can provide a national forum" to promote communication among the Indian and Eskimo people themselves and between these groups and the rest of Canada.

He spoke after he and several other CRTC members received a brief on the communication difficulties of Indians and Eskimos.

The presentation was made by Walter Dieter of Regina, president of the National Indian Brotherhood; Walter Currie of Toronto, president of the Indian-Eskimo Association of Canada and E. R. McEwan of Toronto, vice-president of the association.

Mr. Boyle said use of the CBC network to provide programming of interest to Indians and Eskimos and to provide a vehicle of expression for their cultures would be much cheaper than setting up a new network for this purpose.

Mr. Currie said radio and television, especially the CBC, could do "much

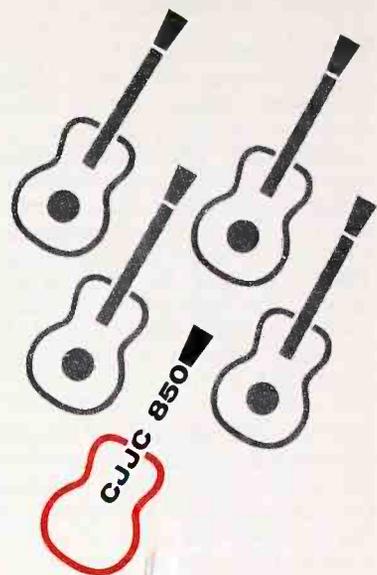
more" to promote communication among the native peoples and provide a reflection of their ways of life to other Canadians.

Mr. Currie said radio and television have the prime responsibility for providing the Indians and Eskimos with a means of communication since "their basic mode of communications is an oral one". He said most Indian dialects until recently have not had written alphabets.

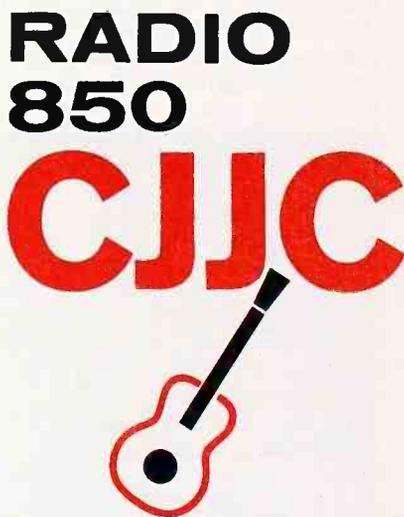
The brief called for the CBC to co-operate with community organizations in the production of radio and TV programs describing the social and economic situation of native people. The submission said that where possible, the CBC should extend its radio networks into the remote parts of the country to service Indians and Eskimos there.

It also suggested that privately-owned French and English-language radio and television stations serving Indian communities should produce programs by local Indian groups as a condition for obtaining a licence.

And the brief called for establishment of native community stations when possible in those areas not served by public or private stations.



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English language. Alice Arm, B.C., in English language. Wabowden, Manitoba, in English language, and Rolphton, Ontario, in French language.

The CBC also had applications approved first to amend its broadcasting license for LPRT, CBLE, Beardmore, Ontario. The present operation, 1,240 KHz and 20 watts in being changed to 1,240 KHz and 40 watts at a new antenna site. And second for authority to operate its existing equipment at Sackville, N.B. on the frequency of 17,855 KHz.

Approval for applications concerning ownership and control were given to the following: Sunshine Coast Broadcasting Co., Ltd., licensee of Station CHQB Powell River, B.C., for permission to transfer 11 class "A" common, 5,100 class "B" common and 10,000 preferred shares of capital stock from Robert Cartmell to (9 class "A" common, 1,475 class "B" common, 5,000 preferred shares) George Edwin Proffitt and to (1 class "A" common, 3,625 class "B" common and 5,000 preferred shares) Donald V. Cartmell and 1 class "A" common to George E. Proffitt and Donald V. Cartmell jointly.

Radio Station CKPG Ltd., licensee of CKPG Prince George, B.C., for permission to transfer 17,500 common shares of capital stock from the present shareholders to Q Broadcasting Ltd. (Vancouver Broadcasting Associates Ltd.), with 1 common qualifying share each being registered in the names of W. E. Bellman and J. E. Stark (Radio Station CKPG Ltd., owns all the shares of CKPG Television Ltd., Licensee of CKPG-TV Prince George and two rebroadcasting stations).

Bow Valley Broadcasting Co. Ltd., to amend the license authorizing Station CKXL Calgary, Alta., to show a change in the licensee from Bow Valley Broadcasting Co., Ltd., to Moffat Broadcasting Ltd., with no effective change in ownership.

Radio CHOO Ltd., licensee of CHOO Ajax, Ontario, for permission to transfer 11,199 common and 11 preferred shares of capital stock from Transonic Ltd. (2,000 common and 11 preferred) and Triarch Corp., Ltd. (9,199 common) to Refresco Ltd.

Orangeville Cable-Vu Ltd., to acquire the assets of a CATV system serving Orangeville and surrounding area, owned by Noram Cable Construction Ltd., and to carry on that CATV broadcasting undertaking to serve Orangeville, Ontario, and surrounding area.

Transvision Magog Inc., to purchase the assets of a CATV system serving Ayers Cliff, Quebec, owned by Cablevision de l'Est Inc., and to carry on that cable service to Ayers Cliff.

Transvision Magog Inc., to purchase the assets of a cable system serving Hermitage Club (near Magog), Quebec, owned by Cablevision de l'Est Inc., and for a license to carry on that cable service to Hermitage Club, Quebec.

The Commission also approved applications from the Stewart Community Club to carry on a new TV rebroadcasting undertaking at Mt. Dolly, B.C., near Stewart, B.C., to receive programs by "off-the-air" pickup from a proposed new TV broadcasting station at East Georgie, B.C. And for the Stewart Community Club to carry on a new TV rebroadcasting undertaking at East Georgie, B.C. to receive programs by "off-the-air" pickup from a proposed new TV broadcasting station at Kwinatahl, B.C.

The CBC received approval to add CHCH-TV Hamilton, Ontario to the TV network for the purpose of carrying Ontario school broadcasts.

Lakeland Broadcasting Co., Ltd., were granted authority to amend the license authorizing CKQS-FM, Oshawa, Ontario to permit transmission of Subsidiary Communications Programming for the purpose of operating a background music service.

Others obtaining approval were the following: Okanagan FM Broadcasters Ltd., to add subsidiary communications programming at CJOV-FM Kelowna, B.C.; the CBC to add CKFH Toronto to their English Radio Network in order to carry NHL Hockey; Metropolitan Broadcasters Ltd., to change the studio location of CFMQ-FM Regina, Sask., from the Northgate Shopping Mall to 13th Avenue and Robinson St., Regina, Sask.

City and Country Radio Ltd., to establish an auxiliary studio at each of the following locations: Dell Shopping Centre, White Rock Shopping Centre, Guileford Town Centre and Haney, B.C.; CHIC Radio Ltd., to change the location of the broadcasting studios of CHIC and CHIC-FM Brampton, Ontario from 2 Ellen St., to 7 George St., South, Brampton, Ont.

Applications denied by the Commission included Radio 1540 Ltd., licensee of CHIN Toronto, for permission to transfer 324 common shares of capital stock from John B. Lombardi to John Longo and 1 common share of capital stock from John B. Lombardi to Donald Carr. And an application by Radio CHIN-FM Ltd., licensee of CHIN-FM Toronto, for permission to transfer 324 common shares of capital stock from John B. Lombardi to John Longo and 1 common share of capital stock from John B. Lombardi to Mrs. Antonina (Lena) Lombardi.

Radio Winnipeg Ltd., licensee of CFRW and CFRW-FM Winnipeg, Manitoba, was also denied permission to

transfer 51,453 class "A" common and 1,148,272 class "B" common shares of capital stock from the present shareholders to Hector Fraser Dougall (1 class "B" common which was to be held by each of Mrs. Elizabeth Christine Dougall and John Scott Burton Dougall).

Cable is more important than satellites

Murray Chercover predicts widescale use of Cable Television as an alternative to TV Satellite communications.

The CTV Network, president, was speaking to a task force on communications at the Liberal Party Policy Conference at Harrison Hot Springs, British Columbia. He said Cable Television could eventually give Canadians the option of 70 different channels.

Chercover said, "We're in danger of being stampeded by technological change into systems that have no advantage." He said costs of expanding television broadcasting through satellites make that system impractical for Canadians.

Another speaker, Professor Thelma McCormack of Toronto's York University, said the country doesn't have adequate safeguards against what she termed "The Clout" of private industries controlling distribution of information such as CP-CN Telecommunications and Bell Canada. She wondered if it isn't time, in her words, to "nationalize the whole works."

Professor McCormack's remarks drew a spirited defence of the private companies from Robert Scrivener of Montreal, president of Bell. He invited delegates to cite a single instance where one of the private companies had abrogated its media responsibilities to the public.

The CBC came under fire from Ken Lefolii, a Toronto television journalist who was chairman of the session. Mr. Lefolii said the CBC "has failed as a public intervention into broadcasting" and has become a mere carbon copy of American commercial networks.

Laurent Picard of Montreal, a vice-president of the CBC, agreed with Mr. Chercover that cable television is far more important to the immediate future of the industry than vague concepts of satellite communication.

He described cables as "an electronic railway" now serving 15 per cent of Canadian viewers and destined to expand greatly in the years ahead.

Some Future Trends

Continued from Page 99

somewhat inappropriate, la meme chose s'applique au terme francais: radio-diffuseur, parce qu'on n'utilisera pas les ondes de radio, sauf a l'exterieur des villes."

On the subject of TELESAT Canada's TV distribution system again, Chapman commented that direct reception by home receivers would be non-existent mainly because of the high cost (\$100,000) of ground stations, a price much too high for the average homeowner.

"The satellite operates on a band of frequencies outside the broadcast band", he said, "therefore every receiving station will require a radio license from the Department of Communications. Thus the TELESAT Canada system which will go into operation in two or three years from now will send signals from the main TELESAT earth station to the satellite, thence to another TELESAT earth station, where it will then be handed over to a distribution system, which may be either a radio transmitter or a cable system depending upon the economics of the two forms of distribution in the particular area".

As to the future and the second generation of TELESAT Canada satellites, Chapman asked: "Will we see the voice in the sky, the picture in the sky; will there be direct broadcast to the home?" In answer, he pointed out that more power would be put into satellites in order to lower costs on the ground. This would result in an increase in the number of ground receivers and put them at a price that would be well within the means of very small communities. "For Canada", he said, "this will mean the possibility of distributing programs to hundreds of thousands of Canadians who are now deprived of TV entertainment."

Looking into what the effect will be on Canada's broadcasting system, Chapman sees three main directions that developments may take, though not that these three are the only possibilities.

First, a satellite system with only two channels, one English and one French, and a satellite antenna beamed to all of Canada. There would be no separate programming for specific time zones and it would be intended that service would be provided in the rural and remote areas, including the north. This change, he felt, would require some readjustment in programming philosophy.

"But would these be commercial broadcasting?" Chapman asked. He said

he didn't know but gave some reasons pro and con.

He thought it possible that the frequency used for this form of satellite broadcasting could be in the UHF band, so that one might receive programs on home sets. He doubted though, whether it would happen this way. If it was possible, there was the problem of spill-over from Canada into the U.S. and vice versa if the States had a similar system.

A second system that might evolve would provide broadcasting in all the time zones in English and French, he stated, and there might be up to 14 channels including the two-language ones for northern Canada. He wasn't quite sure just what would be a fair division of these channels between the CBC, and the other networks.

"Two channels might be beamed into each time zone, and say, two into the far north. In order to accommodate the 14 channels, I am convinced that a broadcasting band will be required which will be above the UHF and probably be in the microwave region," he said. "Therefore it could not be received by home receivers, and spill-over to or from the U.S. would not be a problem. All receivers would be licensed, because they would not be classed as home receivers, which are unlicensed. The programs would be distributed to viewers by cable or they could be rebroadcast in the UHF or VHF bands."

As each system expands in dimension, a third possible system would be one in which there were as many channels as one could use for broadcasting of any form from a satellite, Chapman said. To accommodate this number of channels, he pointed out, the satellite system could only be operated in the high microwave bands. Here again there would be no spill-over "because each of the ground stations would be individually licensed as a receiving station, and the distribution once again would be by cable or rebroadcast," he said.

"The systems that I have been describing are not really 'direct' broadcast systems, in the sense that they broadcast directly to the home. But they are 'community' broadcast systems, or as they are sometimes called 'semi-direct' broadcast", said Chapman. "Several reasons, among them cost and the containment of the spill-over problem, lead me to think that this is the most likely form of powerful broadcast satellites which we may see first in service."

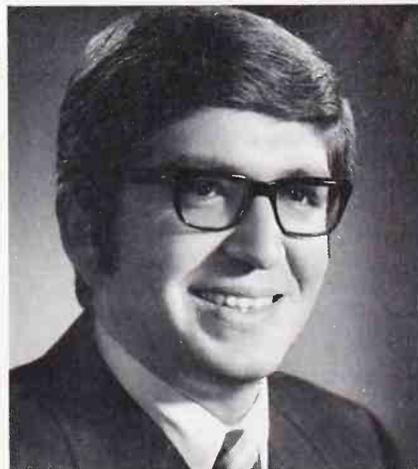
Concerning satellite ownership, Chapman couldn't conceive a government permitting private interests

owning one, although, of course, TELESAT Canada Corp. owns and operates the satellite systems. He felt TELESAT Canada would continue ownership of the satellites and that channels would be leased to operators. The broadcasters would then become program distributors and would do very little broadcasting in the conventional sense of the word.

"There will be some obvious advantages to this arrangement, which would not be inconsistent with the growing practice in Canada of renting transmitters and other hardware facilities," he said. "Therefore, it seems to me that the Central Canada Broadcasters Association should, in the future, emphasize the programming side of their activities. Building up Canadian content is, of course, in the long range interests of Canada and of yourselves, because I would think in the next decade or 15 years, more and more of the hardware facilities will be in the hands of some common supplier of services and increasingly the programming activities will be carried out independently of the broadcasting activities. That is to say, that although McLuhan said that the 'medium is the message', he did not say that you had to own the medium in order to convey the message."

TELEFILM OF CANADA

(Astral Television Films Limited)



Lawrence Fein

Mr. Jerry H. Solway, President, Telefilm of Canada, announced in Toronto recently the appointment of Lawrence Fein to the position of General Manager, effective November 1, 1969.

Mr. Fein has been with Telefilm since 1957 and held, for the past five years, the position of Sales Manager.

The High Cost of Waste

An examination of broadcast audience measurement services, by Jim Lee

Buyers and sellers of broadcast media face a continuing proliferation of basic information on which to base buys or make sales. Each year that rolls around brings some expansion of demographic data or similar "same-base" wrinkles and very little really new and useful information.

A few years ago, a buyer had to make do with, and justify sales on simple ratings in Metro Areas and total homes tuned in coverage areas of radio and television stations.

Now, with roughly the same sized staff, an agency has to consider such things as "LOH under 35 years of age with two children living in a house in which five people reside". With each added piece of information the time pressure increases to the point that it becomes difficult to introduce new and useful ideas. The earlier years created some habits in buying and selling for want of better methods and it's an unfortunate fact of life that a lot of these habits are still in use. How many buys are still made on the basis of such a meaningless excuse as GRPs? And how many on that even greater evil CPM?

CPM, as it's generally applied, is often more an indicator of waste than efficiency. A purchase based on a low CPM when the audience in question is not a user of, or likely to be a user of the product advertised, reflects nothing but waste. It always has and always will, but it's still a real justification for purchases.

It appears that the new expanded demographic data, available from both BBM and Nielsen for television, and BBM only for radio has simply led to

added classifications of GRPs and CPMs ... more and more statistics which are perhaps of as little use as the original GRPs and CPMs based on households.

The major advantage that the added data makes available is the simple matching of product users with audience profiles. Such matching assumes that the profile of the product is known and this is not always the case. Habit, again, is most often the problem, permitting people to use ancient knowledge for current decisions and providing a handy excuse to fall back on when the results are negative.

Profile matching is a little closer to a rifle-shot than the old buck-shot approach of simply buying the biggest numbers but it still has considerable chance of failure because the one real influencing factor of *choice* is not measured or accounted for in any fashion.

In all major cities there's more than enough television and radio fare to provide consumer choice and if selection of ones leisure time activity is not a choice, I don't know what is. You could match two groups of people on a tremendous number of demographics and find that their personal "choice" habits differ markedly. Add to this the variety of products available, each of which claims some major points and it starts to make life for the buyers and sellers very complicated.

Now throw in the developing consumer market which is becoming harder and harder to influence — the young men and women who were born in the electronic era, those people who as teenagers and even pre-teens have

seen space walks, men on the moon, and experienced the "emancipation of youth", and it should appear to be a little difficult to make purchase decisions on such rules of thumb as GRPs and CPMs.

Today, right now, it's wrong; tomorrow it could be a disaster. If real answers are to be found, advertisers, media and researchers have to get together without the encumbrances of multiple committees and subcommittees and work in concert to produce a service which will be acceptable now and which can develop along with the changes inevitably occurring in the whole marketing scene. Such a service would meld the nose-counts, program or station appreciation levels and the all important product usage data.

A recent radio study in Toronto placed a number of radio stations virtually in the identical position they held competitively six months ago, approximating the results of two previous studies. Over the 12 month period, therefore, it's possible to plot a nice even keel, or shift upward trends, producing graphs which give a clear picture of steady performance.

The problem is that these "facts" are true for the period of measurement only and in fact the changes in all positions over twelve months have been violent. One station, at least, showed a three month severe down trend after moving up in the three prior months. It was sheer coincidence that in two well separated surveys, this particular station showed the same relative situation.

Broadcast measurement must become more frequent if it is to approximate the audiences purported to be measured; surveys must attempt to track tuning habits as they happen.

Let's look for a moment at what is currently available in Canada in the measurement field. I don't intend to discuss methods, merely availability, with the exception of a few digressions to clarify points, for methods discussions tend to become almost never-ending.

BBM, the industry sponsored, non-profit, organization measures radio

A freelance research consultant, Jim Lee has worked in broadcast and media research since 1958. First with McDonald Research and then the CTV Network and CFTO-TV, Toronto. Since leaving CTV earlier this year he has been engaged in various projects, including the creation and operation of a national distribution system; specialized market research studies and the preparation of audience research data for a select group of Canadian television stations.

and television audiences a maximum of four times each year in the major areas, down to once a year in smaller centres. Last season BBM adopted what was basically the Nielsen format for reporting a large variety of demographics. Now, for television, BBM and Nielsen generally manage to overlap each others measurement periods, duplicating weeks and reporting categories, and generally making non-cooperation a fairly frustrating factor for the industry. BBM is the only service currently measuring radio, still attempting to do so on a time period basis with samples of a size tending to produce a certain lack of confidence in the results.

Nielsen measures some markets (Toronto and Montreal) six times each year networks five times and other markets a varying number between one and four. Nielsen reports pretty much the same demographic detail as BBM and produces reasonably quickly. It is my understanding that Nielsen have been experimenting with product usage data for twelve months and are working on a service combining tuning habits and their relationship to product usage. Nielsen attempted to enter radio about two years ago but discovered that the cost is simply too high relative to TV measurement.

Radio is a much harder medium to measure than TV for two reasons — far more stations and a considerably lower level of tuning in general. Differing radio measurement techniques inevitably produce wide differences in results, and the reasons are fairly obvious whereas TV measurement, particularly in winter months when 70-80% of homes have a TV set on in the evening, is not really so difficult and results tend to be not dissimilar except for “specialized” programs where response rates and projection techniques can result in sizeable differences.

TVQ — a service which measures viewer opinions of TV programs — was made available in Canada some two years ago and has a smaller number of steady subscribers. The main advantage of TVQ is to enable even closer profile matching to take place. TVQ reports “liking levels” and claims that the more a program is enjoyed the more frequently people will view and that this enjoyment will create a good environment for reception of the commercials in the programs which will therefore have a better chance of being heeded and acted upon. There’s a variety of back-up research from the U.S. TVQ people and their claims seem to have considerable validity.

Two relatively new services, Compass and Markets & Media Study, provide some broadcast measurement tied to a much more thorough investigation of

product usage. While the approach is fine, it seems to me they both suffer from infrequency and an excess of product information.

As noted above, the most useful service will be the one that measures audiences frequently. If, to this, can be added the aspects of qualitative viewing (TVQ) and product usage, all elements would be combined to provide a really useful service — one which could contribute greatly to reducing the high cost of waste.

Market Development Corp. have a service which approximates these aims but has not been strongly sold or

formatted but which offers great potential for the future.

So to summarize — the broadcast industry (buying and selling) faces a problem created by the provision of too much of the same sort of data. It must make changes while retaining the availability of all data and yet it must expand even further, at the same time simplifying the format of reports and their utility.

Maybe it sounds impossible, but it’s not. The mechanics of operation exist now in many areas and it’s inevitable that drastic changes will occur in the next five years because the cost of waste is simply too high.

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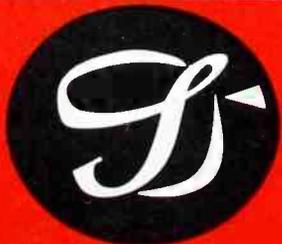
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NEWSCAST

Order For Cable To Carry ETV Is Considered Victory

Alberta Education Minister Robert Clark says the federal government's ruling on the use of cablevision by educational television is a "victory" for the Alberta government.

Mr. Clark said in a recent announcement by State Secretary, Gerard Pelletier, that cable operators may be instructed to set aside at least one channel for educational programming "is a valuable breakthrough".

He said his department has repeatedly stressed the need of education for free access to cablevision. However, he said, education must not be asked to pay for time on television.

"After all, CBC and CTV will not pay to have cablevision operators pick up their signals for relay to a home audience," he said.

BBDO Buys 30% of Baker

Baker Advertising Limited, of Toronto and Montreal, and Batten, Barton, Durstine & Osborn, Inc., with headquarters in New York and regional offices in Toronto and Montreal, have established an operational and financial association between the two advertising agencies effective November 1, 1969.

The announcement was made jointly by David Gillespie, president of Baker Advertising Limited, and Tom Dillon, president of BBDO.

Under terms of the agreement BBDO will acquire a 30% interest in Baker Advertising Limited. Toronto and Montreal staffs and clients of both agencies will be consolidated in the expanded operation.

The new Canadian organization will be known as Baker, BBDO Ltd.

Gillespie said Baker had been looking towards an international agency affiliation for some time.

"We are especially pleased with our partnership arrangement because we have solved the problem of international facilities by becoming closely associated with one of the world's largest agencies," Gillespie said. "Yet we are maintaining our Canadian autonomy."

He added that the new arrangement will substantially increase the new organization's billing in Canada, and provide Baker clients with international offices in the United States and Europe.

Dillon said the operational and financial association between BBDO and Baker will result in a new and strengthened Canadian organization.

"We spent a number of months carefully assessing Baker's advertising product, their people, and their creative output," Mr. Dillon said. "We are confident that our Canadian clients will benefit from this arrangement with Baker, and we welcome the opportunity to service Baker clients not only in the United States but in Europe as well."

CBS Will Seek Private Satellites

The Columbia Broadcasting System says it will seek creation of a system of privately operated domestic satellites to distribute television programs.

CBS President Frank Stanton says the satellites, which would cost about \$100,000,000, also could provide free facilities for non-commercial, "educational" television.

The system would replace the present arrangement in which networks pay American Telephone and Telegraph Company to relay broadcast signals.

CBS says AT&T has sought an increase in charges that would cost \$20,000,000 a year.

An NBC spokesman says that network is on record as favoring a pooled domestic satellite system.

Stanton says the satellites could be operative by 1972.

Royal & Dale Head RSB's Sales Development Committees

A new chairman of the Radio Sales Bureau's Montreal Sales Development Committee was named recently in the person of Guy Royal, vice-president and Montreal manager of Stephens & Towndrow Ltd. He succeeds Bill Mitchell of All-Canada Radio and TV Ltd., Montreal office.

Maintaining sales development committees in Montreal and Toronto, RSB acts as a service/marketing organization of Canada's radio broadcasters. Bob Dale of Paul Mulvihill & Co. Ltd., chairs the Toronto committee.

Having more than a dozen advertiser/agency presentations available on short notice, RSB's Montreal Sales Development Committee arranged 18 presentations during the week of October 24. The advertiser/agency meetings were attended by a total of 150 people.

The next round of RSB presentations in Montreal is scheduled for early December.

U.S. Networks Increase Revenue

U.S. network television advertising investments for October, 1969, rose to \$183,817,300 for a gain of 3.7% over October, 1968, when investments were \$177,195,000 according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising.

Nighttime network television brought the largest percentage increase, rising from \$114,413,600 in October, 1968, to \$121,623,700 in October of this year for a gain of 6.3%.

Of the various day parts, second largest increase was recorded in Saturday-Sunday daytime rising to \$22,284,900 a 3.9% increase over last October's \$21,457,200.

Network investments January through October, 1969, rose 9.4% over the same period in 1968 to \$1,343,020,100 against \$1,227,759,000 for the year before.

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An examination of broadcast audience measurement services, by Jim Lee

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The major advantage that the added data makes available is the simple matching of product users with audience profiles. Such matching assumes that the profile of the product is known and this is not always the case. Habit, again, is most often the problem, permitting people to use ancient knowledge for current decisions and providing a handy excuse to fall back on when the results are negative.

Profile matching is a little closer to a rifle-shot than the old buck-shot approach of simply buying the biggest numbers but it still has considerable chance of failure because the one real influencing factor of *choice* is not measured or accounted for in any fashion.

In all major cities there's more than enough television and radio fare to provide consumer choice and if selection of ones leisure time activity is not a choice, I don't know what is. You could match two groups of people on a tremendous number of demographics and find that their personal "choice" habits differ markedly. Add to this the variety of products available, each of which claims some major points and it starts to make life for the buyers and sellers very complicated.

Now throw in the developing consumer market which is becoming harder and harder to influence — the young men and women who were born in the electronic era, those people who as teenagers and even pre-teens have

seen space walks, men on the moon, and experienced the "emancipation of youth", and it should appear to be a little difficult to make purchase decisions on such rules of thumb as GRPs and CPMs.

Today, right now, it's wrong; tomorrow it could be a disaster. If real answers are to be found, advertisers, media and researchers have to get together without the encumbrances of multiple committees and subcommittees and work in concert to produce a service which will be acceptable now and which can develop along with the changes inevitably occurring in the whole marketing scene. Such a service would meld the nose-counts, program or station appreciation levels and the all important product usage data.

A recent radio study in Toronto placed a number of radio stations virtually in the identical position they held competitively six months ago, approximating the results of two previous studies. Over the 12 month period, therefore, it's possible to plot a nice even keel, or shift upward trends, producing graphs which give a clear picture of steady performance.

The problem is that these "facts" are true for the period of measurement only and in fact the changes in all positions over twelve months have been violent. One station, at least, showed a three month severe down trend after moving up in the three prior months. It was sheer coincidence that in two well separated surveys, this particular station showed the same relative situation.

Broadcast measurement must become more frequent if it is to approximate the audiences purported to be measured; surveys must attempt to track tuning habits as they happen.

Let's look for a moment at what is currently available in Canada in the measurement field. I don't intend to discuss methods, merely availability, with the exception of a few digressions to clarify points, for methods discussions tend to become almost never-ending.

BBM, the industry sponsored, non-profit, organization measures radio

A freelance research consultant, Jim Lee has worked in broadcast and media research since 1958. First with McDonald Research and then the CTV Network and CFTO-TV, Toronto. Since leaving CTV earlier this year he has been engaged in various projects, including the creation and operation of a national distribution system; specialized market research studies and the preparation of audience research data for a select group of Canadian television stations.

and television audiences a maximum of four times each year in the major areas, down to once a year in smaller centres. Last season BBM adopted what was basically the Nielsen format for reporting a large variety of demographics. Now, for television, BBM and Nielsen generally manage to overlap each others measurement periods, duplicating weeks and reporting categories, and generally making non-cooperation a fairly frustrating factor for the industry. BBM is the only service currently measuring radio, still attempting to do so on a time period basis with samples of a size tending to produce a certain lack of confidence in the results.

Nielsen measures some markets (Toronto and Montreal) six times each year networks five times and other markets a varying number between one and four. Nielsen reports pretty much the same demographic detail as BBM and produces reasonably quickly. It is my understanding that Nielsen have been experimenting with product usage data for twelve months and are working on a service combining tuning habits and their relationship to product usage. Nielsen attempted to enter radio about two years ago but discovered that the cost is simply too high relative to TV measurement.

Radio is a much harder medium to measure than TV for two reasons — far more stations and a considerably lower level of tuning in general. Differing radio measurement techniques inevitably produce wide differences in results, and the reasons are fairly obvious whereas TV measurement, particularly in winter months when 70-80% of homes have a TV set on in the evening, is not really so difficult and results tend to be not dissimilar except for “specialized” programs where response rates and projection techniques can result in sizeable differences.

TVQ — a service which measures viewer opinions of TV programs — was made available in Canada some two years ago and has a smaller number of steady subscribers. The main advantage of TVQ is to enable even closer profile matching to take place. TVQ reports “liking levels” and claims that the more a program is enjoyed the more frequently people will view and that this enjoyment will create a good environment for reception of the commercials in the programs which will therefore have a better chance of being heeded and acted upon. There’s a variety of back-up research from the U.S. TVQ people and their claims seem to have considerable validity.

Two relatively new services, Compass and Markets & Media Study, provide some broadcast measurement tied to a much more thorough investigation of

product usage. While the approach is fine, it seems to me they both suffer from infrequency and an excess of product information.

As noted above, the most useful service will be the one that measures audiences frequently. If, to this, can be added the aspects of qualitative viewing (TVQ) and product usage, all elements would be combined to provide a really useful service — one which could contribute greatly to reducing the high cost of waste.

Market Development Corp. have a service which approximates these aims but has not been strongly sold or

formatted but which offers great potential for the future.

So to summarize — the broadcast industry (buying and selling) faces a problem created by the provision of too much of the same sort of data. It must make changes while retaining the availability of all data and yet it must expand even further, at the same time simplifying the format of reports and their utility.

Maybe it sounds impossible, but it’s not. The mechanics of operation exist now in many areas and it’s inevitable that drastic changes will occur in the next five years because the cost of waste is simply too high.

BN Voice

Canada’s most complete service of
voiced news:

Serving 35 progressive Canadian
stations;

Delivering 356 voice clips weekly,
more than half of them Canadian;

Averaging 121 actuality reports
weekly, including 90 Canadian;

Utilizing specialized reporters at
Ottawa and in 14 other Canadian
cities;

Distributing finest international
coverage from Group W and its
all-news stations with correspondents
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Order For Cable To Carry ETV Is Considered Victory

Alberta Education Minister Robert Clark says the federal government's ruling on the use of cablevision by educational television is a "victory" for the Alberta government.

Mr. Clark said in a recent announcement by State Secretary, Gerard Pelletier, that cable operators may be instructed to set aside at least one channel for educational programming "is a valuable breakthrough".

He said his department has repeatedly stressed the need of education for free access to cablevision. However, he said, education must not be asked to pay for time on television.

"After all, CBC and CTV will not pay to have cablevision operators pick up their signals for relay to a home audience," he said.

BBDO Buys 30% of Baker

Baker Advertising Limited, of Toronto and Montreal, and Batten, Barton, Durstine & Osborn, Inc., with headquarters in New York and regional offices in Toronto and Montreal, have established an operational and financial association between the two advertising agencies effective November 1, 1969.

The announcement was made jointly by David Gillespie, president of Baker Advertising Limited, and Tom Dillon, president of BBDO.

Under terms of the agreement BBDO will acquire a 30% interest in Baker Advertising Limited. Toronto and Montreal staffs and clients of both agencies will be consolidated in the expanded operation.

The new Canadian organization will be known as Baker, BBDO Ltd.

Gillespie said Baker had been looking towards an international agency affiliation for some time.

"We are especially pleased with our partnership arrangement because we have solved the problem of international facilities by becoming closely associated with one of the world's largest agencies," Gillespie said. "Yet we are maintaining our Canadian autonomy."

He added that the new arrangement will substantially increase the new organization's billing in Canada, and provide Baker clients with international offices in the United States and Europe.

Dillon said the operational and financial association between BBDO and Baker will result in a new and strengthened Canadian organization.

"We spent a number of months carefully assessing Baker's advertising product, their people, and their creative output," Mr. Dillon said. "We are confident that our Canadian clients will benefit from this arrangement with Baker, and we welcome the opportunity to service Baker clients not only in the United States but in Europe as well."

CBS Will Seek Private Satellites

The Columbia Broadcasting System says it will seek creation of a system of privately operated domestic satellites to distribute television programs.

CBS President Frank Stanton says the satellites, which would cost about \$100,000,000, also could provide free facilities for non-commercial, "educational" television.

The system would replace the present arrangement in which networks pay American Telephone and Telegraph Company to relay broadcast signals.

CBS says AT&T has sought an increase in charges that would cost \$20,000,000 a year.

An NBC spokesman says that network is on record as favoring a pooled domestic satellite system.

Stanton says the satellites could be operative by 1972.

Royal & Dale Head RSB's Sales Development Committees

A new chairman of the Radio Sales Bureau's Montreal Sales Development Committee was named recently in the person of Guy Royal, vice-president and Montreal manager of Stephens & Towndrow Ltd. He succeeds Bill Mitchell of All-Canada Radio and TV Ltd., Montreal office.

Maintaining sales development committees in Montreal and Toronto, RSB acts as a service/marketing organization of Canada's radio broadcasters. Bob Dale of Paul Mulvihill & Co. Ltd., chairs the Toronto committee.

Having more than a dozen advertiser/agency presentations available on short notice, RSB's Montreal Sales Development Committee arranged 18 presentations during the week of October 24. The advertiser/agency meetings were attended by a total of 150 people.

The next round of RSB presentations in Montreal is scheduled for early December.

U.S. Networks Increase Revenue

U.S. network television advertising investments for October, 1969, rose to \$183,817,300 for a gain of 3.7% over October, 1968, when investments were \$177,195,000 according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising.

Nighttime network television brought the largest percentage increase, rising from \$114,413,600 in October, 1968, to \$121,623,700 in October of this year for a gain of 6.3%.

Of the various day parts, second largest increase was recorded in Saturday-Sunday daytime rising to \$22,284,900 a 3.9% increase over last October's \$21,457,200.

Network investments January through October, 1969, rose 9.4% over the same period in 1968 to \$1,343,020,100 against \$1,227,759,000 for the year before.

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Screen Gems International's vice-president in charge of production, Dan Enright, announced recently the appointments of Tony Robinow, formerly director of production, Screen Gems (Can) Ltd., to director of program development, Screen Gems (Can.) Ltd., and Bud Marce, formerly production executive with Screen Gems International, to director of production, Screen Gems (Can.) Ltd.

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In both cases, the CRTC ruled there would be unsatisfactory "stability of ownership" for effective operation and management of the stations if the transfers were allowed.

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Court Delays Obstruction Charge Decision Against CKLM

A Sessions Court judge has received decision until December 9 on the issue of a radio station manager's obligation to turn broadcast tapes over to policemen armed with a search warrant.

Defence Lawyer Raymond Daoust sought dismissal in court in Montreal of a case against Guy D'Arcy-LaBrosse, general manager of radio station CKLM, charged with disobeying a legal order and obstructing peace officers in the execution of their duties.

Mr. Daoust contended that his client was right in refusing to hand tapes over to police officers who came to his station, in view of federal regulations that require a station to hold its tapes at the disposal of the Canadian Radio-Television Commission.

The tapes in question were recordings of statements made in September by Raymond Lemieux, leader of a group seeking to make French the only language of school instruction in Quebec, prior to the riot over the school crisis in Suburban St. Leonard. Lemieux is awaiting a preliminary hearing on sedition charges.

Mr. Daoust also contended that his client did nothing when the police came to the station that could be construed as obstruction.

Prosecutor Claude Simard admitted it was true there was no physical obstruction. But it had been impossible for the police to find the tapes they wanted among all the tapes at the station.

Russia & Yugoslavia Join Commercials Contest

Yugoslavia and Russia have become the first countries from behind the Iron Curtain to enter the Hollywood Radio and TV Society's International Broadcasting Awards.

The participation by the two countries, bringing the total number of nations attending to 35, marks the ninth annual event honoring the "world's best" radio and TV commercials. The awards have been sponsored by the Hollywood Radio and Television Society since 1960.

Entries for the awards close Dec. 12 and winners will be announced at a gala presentation dinner in the Century Plaza Hotel, Los Angeles, on March 10, 1970. Award and trophy winners are being selected in twelve television and eight radio categories, in addition to sweepstakes winners for each medium.

Moreland-Latchford Captures International Awards

Moreland-Latchford Productions, Toronto, a Canadian educational film company, won out over 50 other companies in receiving the gold and

silver awards from the International Film and TV Festival of New York.

The awards, for first and second place, were won by Moreland-Latchford for its *Family Living and Sex Education* series, which took gold, and for its *Apprenticeship and Technical Training* film series, which took the silver. The two series, picked by a distinguished panel of judges from the film, television, and advertising world, won over films from England, U.S., Sweden, Japan, Germany, France, Italy, Argentina, Ghana, Denmark, Switzerland and Peru.

This is the second time this fall that Moreland-Latchford has taken top honors at international festivals with their *Family Living and Sex Education* series. Last month the films won the highest awards at the Columbus Film Festival in Columbus, Ohio.

John Ward Is New Chairman CAAB

John S. Ward, Vice-President of marketing for Southam Press Limited, has been elected Chairman of the Canadian Advertising Advisory Board for the coming year.

He succeeds J. F. Glazier of the Ford Motor Company of Canada, who continues as a director and a member of the executive committee.

The Board is sponsored by the Association of Canadian Advertisers, the Institute of Canadian Advertising and the associations representing each of the major media groups.

FCC Dismisses News Slanting Charges

News-slanting charges against the Columbia Broadcasting System in connection with a television documentary on *Hunger in America* have been dismissed by the U.S. Federal Communications Commission.

The FCC stressed it would not play "national arbiter of the truth" in such cases. It said questions raised "serve the public interest" and urged broadcast license-holders to consider and benefit from such criticism.

The FCC said: "In this democracy, no government agency can authenticate the news, or should try to do so."

It added: "We will therefore eschew the censor's role, including efforts to establish news distortion in situations where government intervention would constitute a worse danger than the possible rigging itself."

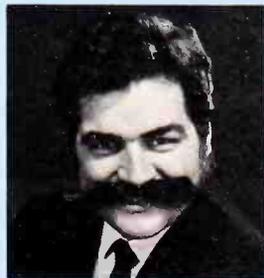
The CBS program, first broadcast on May 21, 1968, was investigated by the FCC after complaints including a letter from Democratic representative Henry Gonzales of Texas.

In spelling out its policy, the FCC said it would not defer action on license renewals under similar circumstances unless there was "... evidence of possible deliberate distortion or staging of the news."

MATCH' • MAK • ER \-, mach-, mā-kər \n:
One who makes plans to bring about a match between two things; also, one who arranges matched objects, as a CBC-TV representative.

CBC-TV REP. \n: A matchmaker capable of arranging superior TV exposure of commercials for advertisers. Also, one who has the ability to give network exposure to limited budgets.

The new CBC-TV commercial format is almost re-writing the English language. The new format, four commercial minutes per half hour, has provided a much greater opportunity for advertisers, small or large, to appear in prime network time in top rated shows. It is no longer necessary for an advertiser to purchase a whole program or season. Available in units of two minutes each, CBC-TV buys can be for as short a duration as required. Exposure on a number of shows can make a smaller budget look very large to the viewing community. The frequency required, the shows desired, and splits at no extra cost all add up to great opportunities. Call in your CBC-TV rep now, and let him give you the run-down on his new Matchmaker commercial format. You'll like the new language he speaks.



CBC-TV Network Sales

Toronto - 925-3311, Montreal 868-3211

New York - Enterprise 6961 (toll free)

That was a real convention, that was

Through the years, I've been going to conventions, oodles of them. I've travelled by train, plane, boat and car. Last month I went to the CCBA do in Ottawa, on the wagon. Try it some time!

Without the odd – and even – snort to weave happy haloes around the affair, I figured I was in for a pretty dull time. Absinthe lends enchantment to the view, as they say, but without it – ouch! I was so wrong.

I don't know whether it was the agenda, the booze (or the lack of it in my case), the people, the hotel, the food or the entertainment, but somehow or other the whole shebang seemed to take on a new look – something like the October *Broadcaster*, if you know what I mean.

Take the speeches for example. They were well-prepared and delivered, and get this for a *first* in a broadcasters' convention, the public address system worked all the time – well, practically.

While we're on speeches though, it has to be said there are times when the speaker seems to have had the script of his speech thrust in his brief-bag just when he was leaving and never took time to read it. This has its advantage, of course, because under these conditions, the speaker has just as much fun as the audience, because he and they are both hearing it for the first time. Maybe all that is needed now is for a ghost speaker to deliver the oration the ghost writer has written. Could be worth trying. Out-going President, John Radford, had much to say beyond the usual presidential platitudes; CAB President Ray Crepault's offering was an unusual combination of erudition and color on the subject of Canadian unity; while the speech of Don Jamieson (Hon. Don that is) was never better.

As somebody said, it was refreshing to hear from a member of the government who wasn't in favor of motherhood and against profits.

The trail of the suites and

bed-sittingrooms after hours was much as usual but inclined to be quieter. As I wandered around, alternating my quinine tonics with straight orange juices, I couldn't help noticing that no one was swinging from a chandelier, as was our wont in the *Norty Forties*. Orders from on high had proclaimed that hospitality suites should be closed by midnight, and it was most noticeable that there wasn't a sound in the suites, and you could hear a pin drop if anyone happened to drop one – by a quarter to three.

Bob Redmond, of CHSC, St. Catharines, who walked into the Skyline as agenda chairman, and out of it as CCBA's newly-elected president, deserves most of the credit for the show's success. John Radford of CFJR Brockville, handled himself as a good president should. It is worthy of note that both these gents hail from smaller markets, if they will pardon the expression, where they are operating successful community radio stations. Owners of such stations are closer to the mike, which means closer to the people, and should be heard from at conventions more often, as dispensers of neighborly "radio as it ought to be."

No convention of Canadian Broadcasters is complete without a drop-in at the Broadcast News suite to say hello to Uncle Charlie Edwards. This year you couldn't get a crib game with the old bird unless he was sure he could beat you. For this purpose you had to have a test series with Don Covey. Then, on the premise that if Covey could beat you, anyone could, he was willing to take you on, provided of course Don had won.

This time he had the good fortune to latch onto CAPAC's genial John Mills, from whom it appeared he managed to recoup most of his convention expenses (at two bits a game).

I have left the highlight of this year's CCBA Convention for the last. This was

the entertainment following the annual dinner.

CFRB's morning guy, the Unsinkable Wally Crouter, was the lively emcee, who performed the unbelievable task of keeping the kettle boiling without the comedy relief he usually gets from his commercials. Wally's *Up-your-BBM* style gag song good naturedly harpooned members of the audience earning the plaudits of everyone, including the harpoonees.

Three representatives of the Ottawa Press Gallery provided the next act. These were Charlie Lynch of Southam's plus not infrequent political commentaries on TV; Geoff Scott, impersonator par excellence of prime ministers and other political figures, once a stage partner of Rich Little's, spends his working hours in the press gallery as correspondent for CHCH-TV Hamilton and CFPL-TV London, among others; then there was Bill MacPherson, managing editor of *The Ottawa Citizen*, who proved what a managing editor does when he's let loose at a mike; finally, and what a finale, *Les Contretemps*, a group of six French Canadian students from Breboeuf College, Montreal, who delighted the audience with nothing short of a vocal and instrumental spectacular, which they sang in both French and English, as well as providing and presenting their own musical backgrounds. Later that week, CAB and CAPAC flew them back to Ottawa from Montreal to appear in the Prime Minister's office to sing for him the industry's new song, Bobby Gimby's and Stephane Venne's *Radio – Radio* and present him with his gold-plated copy.

Les Contretemps have become a real discovery for the Canadian Talent Library, where Lyman Potts has made arrangements to produce an album of their work before Christmas.

If it won't shock you coming from this department, *Broadcaster* would like to thank the literally large number of its readers who have taken the time and the trouble to say they have seen what we have done and have liked it.

We burned up literally gallons of midnight oil planning the New Book and executing the plans. A little vainly perhaps, we just knew we couldn't miss.

There was just one danger. "Wouldn't it be awful," we asked one another, "if nobody noticed the things we have done"? But they did, and, what is more, they wrote and told us so. Thanks a million.

Buzz me if you hear anything.

– Dick Lewis



CJOB Knows Winnipeg



Those chaotic '60s and clues to marketing in the '70s



H. A. (Hank) Skinner is President of the marketing consultants firm of Skinner, Thomas & Associates Ltd., Toronto.

Where's business heading in the next decade? What new marketing strategies will emerge? How will the communications industry cope with the new trends?

As the sizzling, sexy, screaming sixties draw to a close, it's a good idea to look into the rear-view mirror — despite Marshall McLuhan's warnings.

Next month, I'll give you Skinner's Fearless Forecasts of what's coming in the next decade, but meanwhile let's take a look at some of the more significant events of the sixties.

It was a wild era. Easily the wildest since the twenties. It started off with the Twist, ended up with the Bugaloo.

In between all this "no-hands" dancing were all kinds of happenings that indicated business was losing touch also . . . the Ralph Nader-GM battle over auto safety . . . screams about pollution and pesticides . . . the growing army of "maverick" executives . . . internal conflicts and labor disputes everywhere from the CBC to the CYC to dozens of large corporations . . . the conglomerate craze.

It was an age of rising expectations — and violence. Starting with the Negro sit-ins, minority groups around the world discovered they had power. The assassination of President John Kennedy triggered a spray of bullets . . . Martin Luther King, Malcom X, George Rockwell, Robert Kennedy. Television came under increasing criticism for having educated a generation to believe that there was no problem that couldn't be solved with gunfire.

Old values toppled like ninepins . . . sexy movies revived the depressed Hollywood . . . men started to wear high fashions, and cosmetics . . . women took to the mini-skirt like ducks to water, then followed with the micro-mini. The pill radically changed sexual mores . . . advertising went sicker and sicker as it tried to jump aboard the bandwagon.

Anything went — particularly shockability.

New ideas and products and services took off at a fast clip . . . aerosols for everything . . . instant printing . . . frozen food . . . hamburger joints . . . milk stores . . . franchises of all kinds . . . rock music . . . pop festivals . . . custom cars . . . dune buggies . . . ski-mobiles . . . skiing . . . sailing . . . computers . . . color TV . . . paper clothes.

Styles of living changed drastically . . . high rise apartments . . . town houses . . . jet travel . . . high-speed trains . . . men on the moon . . . satellite communications . . . cruise liners . . . mobile homes . . . camping . . . Expo 67 . . . underground shopping . . . expressways . . . enclosed shopping malls.

Old-style politics took a real beating. Kennedy-style charisma and Trudeaumania became prime qualifications for leadership. But old-style scandals rocked several countries — from the Gerda Munsinger case in Canada, to the Profumo debacle in England.

On the communications scene, it was an era of tough competition with television muscling in, the death of big magazines

like Colliers and Saturday Evening Post . . . postal rate hikes hit trade magazines and direct mail hard . . . the CBC shakeups and the formation of the CTV network. As the decade comes to a close, Cable TV is the next big questionmark. And there are sure to be fun and games with the introduction of video-cassettes to TV. Surprisingly, radio made a comeback, newspapers didn't suffer too much and specialty magazines like Playboy made impressive gains.

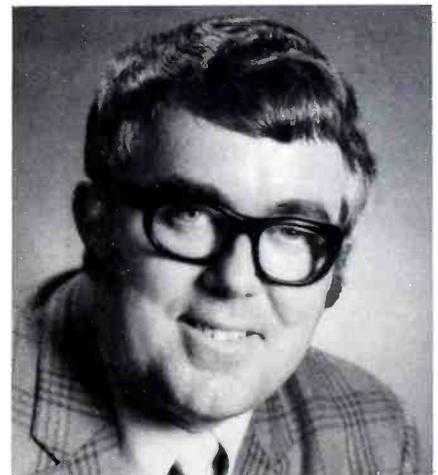
Ad agencies had a difficult time coping with all these changes. Profits slipped badly over the decade — largely due to the high production costs of TV, and the agencies' ability to give their services away. New creative boutiques were established. Staff turnover was higher than ever in the sometimes desperate search for a profitable formula. Advertising came under attack by nearly everybody — consumer groups, government, even the industry itself.

For marketing-communications, the '70s look like more of the same at this point in time. A lot depends on business levels.

But one thing's for sure — the combination of rising levels of expectation, better education and the new morality will set the pace for all communications in the '70s.

For my Fearless Forecasts, tune in again next month.

Ryerson Polytechnical Institute
CJRT-FM



Alan J. Small

D. C. Stone, Manager of radio station CJRT-FM, announces the appointment of Alan J. Small as senior producer. Mr. Small has joined the radio service of Ryerson Polytechnical Institute with a cross appointment as an instructor in the Radio and Television Arts course. Mr. Small Brings many years of broadcasting experience as a performer and program director, most recently with station CFRB. He will be involved in the production of musical and educational programs and the training of students in broadcasting.

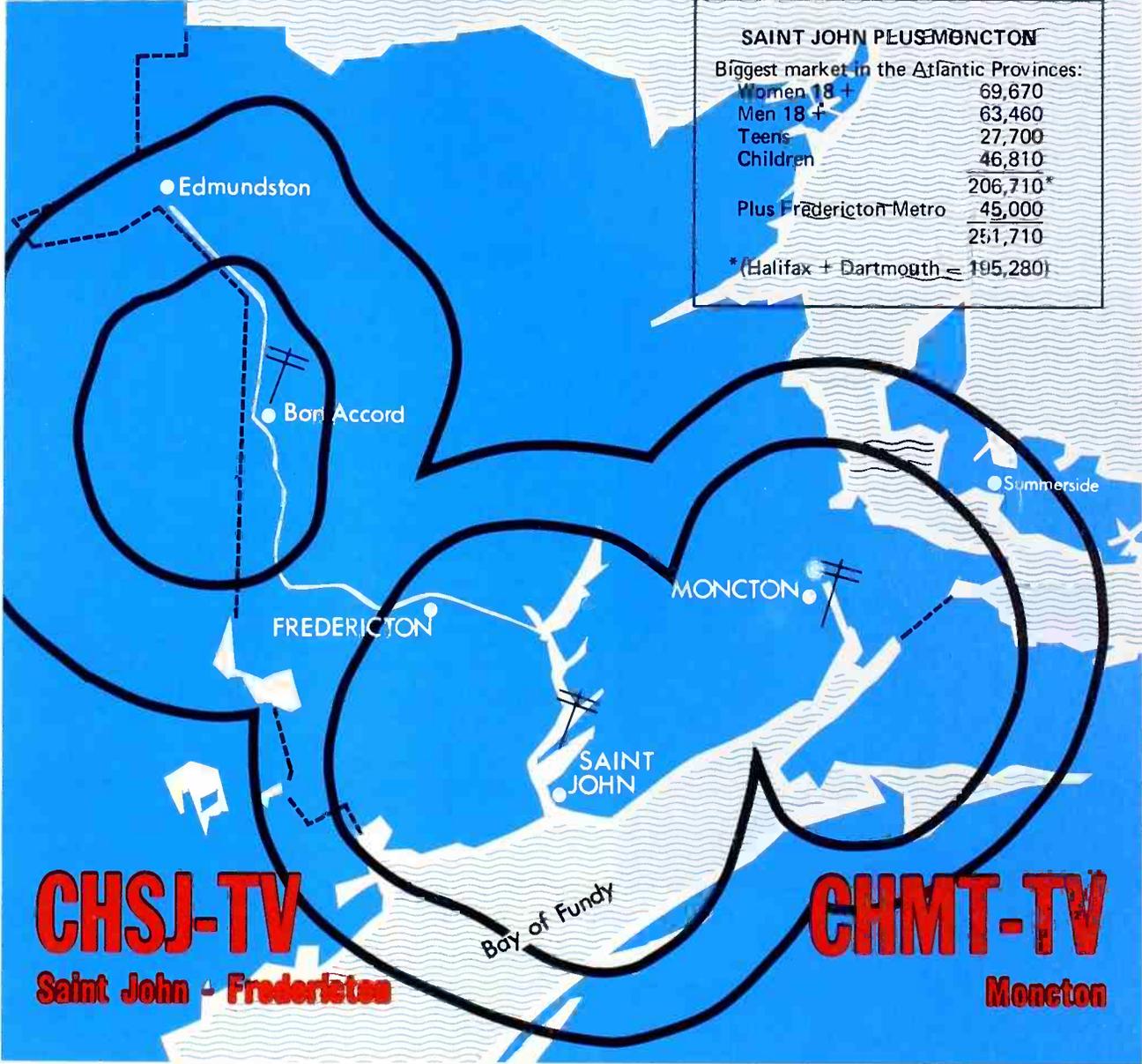
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	206,710*
Plus Fredericton Metro	45,000
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	251,710
*(Halifax + Dartmouth = 195,280)	

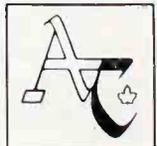


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Catherine Craig

The sympathy of the industry goes out to John and Stuart Craig of CKX Brandon, Manitoba, for the loss on October 29, of their wife and mother, the former Catherine Middleton.

"Cathy" Craig was a regular and welcome guest at broadcasters' conventions, until about two years ago bad health forced her to drop her attendance.

Besides John and Stuart, she leaves a daughter, Cathy, a Brandon school teacher.



J. Frank Willis

Canadian broadcasting, the Canadian Broadcasting Corporation and, above all, the Canadian public, were saddened on October 26 by the news of the passing of an apparent heart attack, of J. Frank Willis, the CBC's senior producer of radio drama and special programs, at the age of sixty.

Frank Willis' coverage of the race to save the lives of three men, trapped in an abandoned mine at Moose River, in his native Nova Scotia in April 1936, gained him national and lasting fame. He made 99 broadcasts in 95 hours at the scene of the disaster.

For thirty years his *Atlantic Nocturne* program, shortened later into *Nocturne*, his own readings of poetry on a background of music, made his voice known to and loved by Canadians everywhere, but most of his career was devoted to producing and directing the work of CBC actors and performers.

Tributes from actors who have worked with him through the decades, published in their association's magazine, *Actra Scope*, pay him the highest tribute possible, because they are obviously written by people who knew him at his best, and betimes perhaps at his worst, under the tension of a production.

Alan King, another CBC veteran writer/performer, said: "In less than one hundred hours, in 1936, he became known to most Canadians. During the next thirty-three years, he spent much of his time making Canada known to these same Canadians."

Budd Knapp, another veteran actor who has worked with him for over 30 years, paid him this tribute:

"His tart, relentlessly apt, observations, so inevitably coated with wit; his sympathy and empathy with his performers — always concealed by an embarrassed wryness; his affectionate and striking paintings of the Nova Scotia scene, and the warmth and earnestness of his talk in a Nova Scotia kitchen . . .

"These are some of the qualities that one recalls with an ache and some inadequate words, trying to describe a great guy. Sure he had his faults, so have we all, but how often do we encounter a man so humble in his arrogance — so tender and hilarious in his essential comprehension of the human condition!

"What a calamity — my friends. A bit of me goes with him."



W. R. Baker

W. R. (Bill) Baker, who joined Baker Advertising in 1923, died at Scarborough Centenary Hospital October 31.

He moved into the agency, which was founded by his father in 1911, after graduating from the University of Toronto. Back in the days when advertising practices and techniques were being formed, Bill Baker was involved in the introduction of many packaged goods brands, which are today familiar household words.

Bill Baker was elected president of the agency that bears his family's name in 1926. Holding this post until 1965 when he was succeeded by David E. Gillespie, he became chairman of the board, in which position he remained until his death.

He is survived by his wife Winifred Rose ("Hop"), his son, Roderick, step-daughter Mrs. Bowen (May Day), his brother Robert C. Baker and sisters Mrs. Meek (Edith) and Mrs. Hager (Dorothy).

symphonies and other musical groups, whether broadcast or not; on-air promotion of musical events; financial support or scholarships for local Kiwanis Music Festivals; offering management advice and promoting appearances by local pop music groups; providing studio facilities and engineering staff for local groups to make demo tapes. CHLO St. Thomas designed, financed and installed an excellent sound system in the city's Centennial Bandshell in a local park.

A note of caution, however. Whatever a broadcaster chooses to do to support Canadian talent, he must brace himself. Just as he's expecting a pat on the back, he'll get a kick in the butt, as in "that's great, but . . ." (PUN!). There are those who say "CTL is great for musicians, but why doesn't it record only Canadian composers?" and those who say "the CAB-CAPAC records are great for Canadian composers, but what's with featuring Duke Ellington instead of a Canadian?" In both cases, the American songs, the American name, are a means to an end; the end being wider exposure for Canadian talent via this link to a public that's oriented to American music and musicians, to a public that's way less likely, at this point, to dig 100% Canadian sounds. And to those "other" broadcasters who are reflecting that public rather than gently guiding it.

But someday . . .

80% of Americans —

Continued from Page 26

Respondents mentioning:	Number	Per Cent
Societal/Cultural factors _____	1603	66.7
Societal/Cultural factors only _____	(947)	(39.4)
Family factors _____	910	37.9
Family factors only _____	(337)	(14.0)
TV factors _____	499	20.8
TV factors only _____	(145)	(6.0)
Other Media factors _____	126	5.2
Other Media factors only _____	(5)	(.2)
All other factors _____	118	4.9
Don't know or no answer _____	105	4.4

riots and crime on TV news, 35%; coverage of riots and crime in newspapers, 30%; violence in TV entertainment, 27%; and the war in Vietnam, 26%.

Bruskin interviewed 2,404 persons. Of the 499 who mentioned television as a possible cause of violence, over 70 per cent mentioned other causes as well. The tabulation above indicates the number of respondents mentioning specific factors with or without other factors, followed by those mentioning only the specific factor (figures in parentheses):

Bruskin used a national probability sample of 2,500 homes covering approximately 200 points throughout

the United States. The question asked was: "There has been a great deal of concern in this country over the increase in violence. What do you feel are the possible causes of this? What else? Anything else?"

Roper interviewed a nationwide cross section of 1,995 adults. The question asked was: "There has been a great deal of concern in this country over the increase in crime and violence. Here is a list of possible causes. (Card.) Obviously, some are more important than others. I'd like you to go down the list and call off for each one of them whether you think it is a *very* important cause of crime and violence, or *fairly* important, or of *little* importance?"

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Box 300, Broadcaster

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MOR Radio/TV Announcer, University educated, married, mature, 10 years' experience, 1 year sales experience, with production promotion capabilities, seeking potential management position in medium market, preferably Radio/TV.

Box 298, Broadcaster

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RADIO BROADCASTER

to teach aspiring young radio and TV hopefuls.

The students are eager, the studios are top notch, and the area one of Canada's vacationlands.

A degree is required, but applicants with just a number of years of good experience will be considered.

SALARY: to \$13,500 depending upon qualifications and experience.

Reply in writing with references to: A. M. Anderson, Dean of Academic Studies, The Confederation College of Applied Arts & Technology, P.O. Box 398, Fort William, Ontario.

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Broadcast Research Council would stage four day seminar if...

Broadcast research, in fact media research, has been the source of much controversy in this industry for years. It would take pages and pages to examine all of the arguments for and against its uses and abuses.

Underneath the many debates is one common denominator, which has existed since day one – a phenomenal lack of understanding by those who use research to buy and sell advertising, despite valiant efforts by various research companies to point out that research is simply a tool to help make decisions in the face of uncertainty.

This lack of understanding was responsible, some six or seven years ago, for the creation of the Broadcast Research Council.

The BRC, as it is more fondly known, is made up of a handful of individuals, mostly from the broadcast and agency field, located in the Toronto area, who are actively engaged in the use of broadcast research.

For the past two winters the BRC has staged a series of lectures on research at the Ryerson Polytechnical Institute, bringing in expert speakers from all areas of broadcast research. These courses have been, by any yardstick, a tremendous success. But they only scratched the surface of the problem of understanding, partly

because attendance was quite limited.

BRC president, Bob Elsdon of CFPL-TV, London and vice-president Ron Brown of TvB say they will probably be running the Ryerson Course again this year, starting in January. However they have a far more ambitious plan on the drawing board which should be of interest to broadcasters, agency and client people across the country.

With the same objective in mind, that of increasing the knowledge and understanding of media research, they are hoping to run a four day seminar at the University of Western Ontario in London. This would be a sort of "total immersion" course on research.

The course would be aimed at any person involved in market planning, media evaluation or sales responsibilities. It would provide a review of the basic theory of statistics, how that theory is translated into marketing techniques and how these extend themselves into audience measurement systems. It would discuss the problems of adapting academic theory to real world practices and examine the pros and cons of various methods of interpreting product and media surveys.

While Elsdon and Brown are not prepared to declare names of proposed

lecturers, they say they will guarantee they would be top calibre.

As is so often the case in life the success or failure of this project, in fact whether or not it even sees the light of day depends on one thing – money.

Such a course, which would include on-campus residence for three nights and four days and all meals and text books, would cost between \$250. and \$350. per participant, depending on the number enrolled.

Convinced of the need, but faced with a great deal of advance planning, and a requirement to make a commitment to the University for their facilities, (the proposed date is sometime next summer) the BRC is anxious to gain some measure of the degree of interest in such a project, from all areas of the broadcast/advertising industry.

Any person, or company interested in either the Seminar or the Ryerson Course is invited to contact Elsdon or Brown directly, through their offices, or to fill out the appropriate form below.

If editorial comment is in order, this project is extremely worthwhile, and would prove to be a sound investment, both from the standpoint of time and money, for anybody who uses research to conduct their business.

ENQUIRY FORM

I am interested in hearing more about the proposed **BRC Seminar on Broadcast and Media Research** to be held at the University of Western Ontario in the Summer of 1970. I understand that this enquiry places me under no obligation whatsoever.

Signed

Company

Position

Mail to: R. V. Elsdon, Sales Manager,
CFPL-TV, London, Ontario.

ENQUIRY FORM

I am interested in hearing more about the **BRC Course on Basic Broadcast Research** to be held at the Ryerson Polytechnical Institute early in 1970. I understand that this enquiry places me under no obligation whatsoever.

Signed

Company

Position

Mail to: Ron Brown, Research Director,
TvB Canada, 500 University Ave.,
Toronto, Ontario.



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