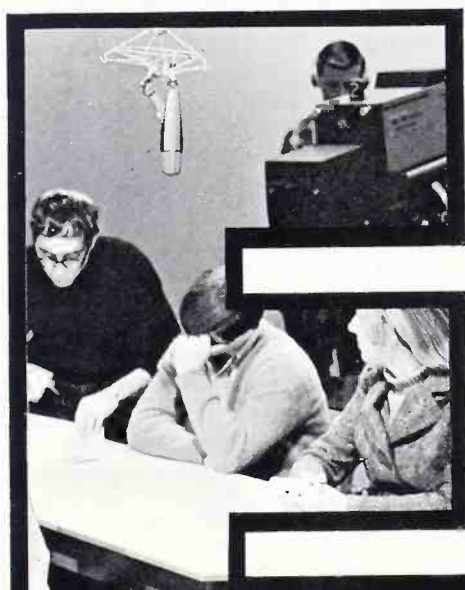


THE CANADIAN

# Broadcaster

September 1968



# IN FOCUS



## Enter the Baker “Win a beautiful Slave Girl” contest.

This is Olga, Barbarian beauty from Barbarosa. We are currently offering her as first prize in an exciting new contest for one of our more adventurous clients. The response has been startling. So startling in fact, we have decided to extend the contest to the more adventurous members of our own communication family. That's you. Enter now. Olga, with all her savage charms could be yours. Feverishly rip out this ad and send it with your name and address to your favourite Baker account executive or media buyer. If you win, and if you fulfil the trifling contest rules requirements you will have to answer a skill testing question.

### .....✻ CONTEST RULES ✻.....

1. The winner must answer a skill testing question.
2. THE WINNER MUST PRODUCE A CANADIAN SLAVE OWNER'S LICENSE DULY ISSUED AND AUTHORIZED BY THE PRIME MINISTER'S OFFICE AND THE DEPARTMENT OF HUMAN RIGHTS.
3. If this cannot be obtained, a magnificent set of "Tales from the Arabian Nights" will be offered in substitute.



Send this ad with your name and address to:

**BAKER ADVERTISING  
LIMITED**

20 Toronto Street, Toronto 1, Ontario

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Cover: pictures by courtesy of META (Metropolitan Educational Television Association) - Toronto.

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Published monthly by  
R.G. LEWIS & CO. LTD.  
17 Queen St. E., Room 128  
Toronto 1, Ontario  
Telephone (416) 363-6111

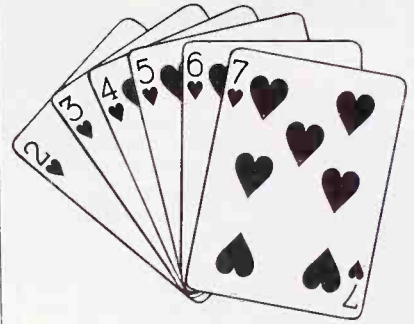
Lithographed by Northern Miner  
Press Ltd.

Circulation audited by **ccab**

50¢ per copy  
Directory Issues \$2.00  
\$7.00 per year  
\$14.00 for three years

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BEATS OUR**



**6 CARD  
STRAIGHT FLUSH**

**YOU'RE COVERED  
ON 6 CHANNELS  
WITH CFCL TV'S  
PAT HAND!**

CHANNEL	AREA
2	Kirkland Lake Haileybury New Liskeard Cobalt Rouyn, Noranda
3	Kapuskasung
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5	Val d'Or, Amos
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7	Chapleau

**LET OUR REPS  
DEAL YOU IN!**



**PAUL MULVIHILL  
& CO. LIMITED  
TORONTO MONTREAL**



# BULL ETIN

With many stations complaining about declining revenues, **CHLO** finished fiscal 1968 the end of August with a tremendous increase over 1967. Monthly increases of up to 45% were not uncommon and dozens of new clients were added. To everyone who had anything to do with buying **CHLO** during the past 12 months may we extend our heartfelt appreciation!

Heard about the place for your vintage Volkswagen? It's called the Old Volks Home!

The Erie Economic Region tells us there are 437,911 people in the combined Counties of Middlesex, Elgin, Oxford and Norfolk. OF THAT TOTAL 204,183 ARE CHILDREN OR STUDENTS! **CHLO** has the only top 40 format in the Erie Economic Region...put these two facts together and you've got instant success for that youth-oriented product or service advertised on **CHLO**!

Then there was the matronly lady in bathrobe and curlers who ran out to the curb shouting "Am I too late for the garbage?" The garbage man bowed toward the truck and said "Hell no, lady, jump in!"

We would like to say hi to Frank Gardiner of Radio & Television Sales Inc. Toronto office who has done some good work for us lately. Also, a big hello to Earl Gallagher who has joined the Chicago office of our U.S. Reps WEED & CO. (ok men, you got your names in the column...now let's see a little action).

Love thy neighbor! (but don't get caught). Well, that's it for this month, old tiger. Keep your zipper up and write if you get work. Victory through vegetables!

Best regards,

*Peter Webb*  
Sales Manager

**CHLO Radio**

LONDON - ST. THOMAS

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

# letters

Sir: On your "Letters" page of the July *Broadcaster*, Mrs. Mary Bush, general manager of CFOM Radio, wrote on the subject of the tremendous public response against the closing down of that English station in Quebec City. At the end of her letter she states "so, despite BBM, CFOM does have an audience that is vocal and aware of the community."

I would respectfully like to point out to Mrs. Bush that contrary to her impression, BBM does give CFOM a fairly sizable audience. Nearly 25,000 persons, or about six per cent of all the people in Metro Quebec, tuned at least once a week to CFOM, according to the last BBM survey. This ties in appropriately with the figure of 16,000 persons who phoned or petitioned.

These 25,000 persons tuned on an average 6.6 hours per person per week. Only two other radio stations in Quebec City had a higher loyalty factor. This generated more than 157,000 person-hours of tuning during a week.

If CFOM had been a member of BBM it would have obtained a full station report and I cannot help feeling the sales department would have made a sale or two which would have obviated the necessity of even considering the closing down of the station.

We sincerely hope the efforts of its well-wishers will keep CFOM alive.

DR. B. K. BYRAM  
President of BBM

## July deadline for VHF-UHF sets meets manufacturers' opposition

THE FEDERAL GOVERNMENT'S decision to open the door to ultra-high frequency (UHF) television channels has been welcomed by ETV authorities and most manufacturers in its general import, but an accompanying decision, which compels manufacturers to fit UHF tuners on *all* new receivers from July 1 next year, has met with varying reserve from both groups.

The ruling, which will be announced officially this month, does resolve a stalemate between manufacturers and broadcasters. The former were not prepared to lay out cash for production of all-channel receivers until UHF programs were actually broadcast, and the broadcasters wouldn't commit themselves to UHF transmitting equipment until there were enough UHF viewers.

Now the manufacturers are concerned about supplying UHF-tuner-equipped receivers to a large part of Canada which they say has no UHF channels at present and is unlikely to have those channels for some years, and therefore should not be forced into paying the extra money for a UHF/VHF television set.

David J. Cook, superintendent of development and creative services of the Ontario government's ETV branch, said his group would like to see the best channels now available, such as unused VHF channels in the north, used for both educational and general

programs.

"It would be ridiculous if unused VHF channels remained unused simply because people thought only UHF channels are to be used for ETV," he said.

The Ontario ETV group, together with the Metro Toronto Educational Television Association, have been pressing for UHF channels, but Ontario ETV doesn't want to confine educational material to UHF television.

Jim Allard, executive vice-president of the CAB, raised another point which emphasized the value of VHF channels in ETV.

"There is some doubt about the wisdom of using UHF or any Hertzian wave transmission for educational programs because such programs are not very flexible," he said. "It is possible that an important program in the curriculum could be missed because the class was in the gym when it was broadcast."

So, all-in-all, UHF is favored in principle, but there is a strong objection to the totality of the federal government's ruling on UHF tuner installations, by manufacturers, some of whom fear adverse effects on sales because of the time it will take for people to adjust to the increased prices of receivers; others who are concerned with moving existing stocks.



**JACK DENNETT**



**BETTY KENNEDY**



**BOB HESKETH**

# the **CFRB** secret



**WALLY CROUTER**



**GORDON SINCLAIR**



**BILL DEEGAN**



**BILL McVEAN**

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

# CFRB 1010

ONTARIO'S FAMILY STATION



**SEVERAL COMMUNICATION COMPANIES** have released their semi-annual earnings reports in recent weeks. There were substantial differences in the relative trend of 1968 earnings compared to the same period of 1967 and these resulted in divergent trends for the market prices of individual common stocks.

Selkirk Holdings in the first half of the current year, earned \$133,904 compared to \$107,342 in the corresponding period last year. Since there were more shares outstanding in the latest period, per share earnings declined to \$0.32 from \$0.36. While the Class "A" shares sold off to \$14¼ during August, they subsequently recovered to the \$15 range. Selkirk indicated in its report that it hoped a satisfactory solution could be worked out respecting the various percentage ownership interest held by individual shareholders of B.C. Television. An application on behalf of Selkirk, Famous Players and Western Broadcasting to acquire all the outstanding shares of the television company was recently turned down by the CRTC. According to the Selkirk report, B.C.-T.V. shareholders are considering alternate proposals.

Famous Players, on the other hand, indicated in its semi-annual report that it has requested re-consideration of the April application to increase its interests in B.C.-TV. Famous Players said it has held a meeting with the Executives of the CRTC who were receptive to plans for transfer of the company's communication investments into a new Communication Company. In

the meantime, formal agreements between the Communication Company and various Famous Players affiliates in television, radio and CATV are being signed. The report indicated the Communication Company would be making a formal application to the CRTC for approval of these agreements by the end of August. Famous Players will be substantial shareholders in the new company. It is anticipated some participation will be made available to the public. Earnings per share increased 19 per cent to \$1.06 in the six months ending June 30, 1968 compared to \$0.89 in the first half of 1967. Earnings in the latest period benefitted in particular from an increase in attendance at movie theatres. The company's communications interests made good progress despite a slow-down for national television advertising revenues during the early part of the year. After declining from its June high of \$60 to a July low of \$54 Famous Players common stock responded favorably to the report and advanced to the \$58 range in a month or so.

Maclean-Hunter had a less satisfactory earnings performance with earnings per share in the first half of the current year declining 39 per cent to \$0.25 from \$0.41 in the comparable period last year. Operations were adversely affected by the industry-wide slow-down in national advertising revenues for both print and broadcasting media. The company achieved reduced costs during the second quarter of 1968 despite increased expenditures on both CATV and new publishing

ventures. Effective May 1st, Maclean-Hunter purchased the remaining 50 per cent equity in Greatlakes Broadcasting, subject to the approval of the CRTC. Great Lakes owns and operates stations CHYM and CHYM-FM in Kitchener and CFCO in Chatham. Maclean-Hunter is establishing a book department to produce and market a number of technical textbooks and in addition has acquired "Canadian Travel Courier", a trade magazine in the travel field and the bi-annual "Directory of Canada's Travel Industry". After declining to \$12 7/8 during August, the shares firmed to \$14¼ toward month end.

Southam Press continued to demonstrate market strength as a reflection of its favorable earnings trend. For the six months ending June 30, 1968, earnings were \$1.31 per share, up 7 per cent from \$1.22 per share for the corresponding period of the previous year. The shares were about \$50 near the end of August.

Standard Broadcasting's common shares, trading on the new 5 for 1 split basis, reached an all time high of \$14¼ and were \$12½ toward the end. The company has acquired CKLC and CKLC-FM, Kingston subject to CRTC approval. In recent days, rumors became widespread that another acquisition, this time in the background music field, is pending.

## First ETV films shot in 1927

USE OF FILMS as teaching aids, forming the basic part of educational television, as it is today, actually got a start in Canada over 40 years ago, although ETV itself began to flourish only in the past few years.

In his *Reminiscences*, published in the Canadian Film Institute's August newsletter, R. Barclay Shaw told how he formed a Dominion Educational Film Association in 1927. It was disbanded in 1940.

The object of the association, he said, was "to promote and facilitate the circulation of suitable educational 16mm films on a strictly non-profit basis, in schools and universities as teaching aids, and in the public auditoria as educational-cultural feature films, and documentaries."

Shaw noted that the National Film Board was established in 1939, a year prior to the disbanding of the Dominion Educational Film Association.

## BBM RADIO RATING

# 89%

**257 of CANADA'S 290  
AM Radio Stations  
are BBM Members**

42 of 44 Maritime  
54 of 62 Quebec

77 of 89 Ontario  
47 of 54 Prairie

and 37 of 41 B.C. Stations



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



## The TR-70A...

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

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

**RCA**

## New news network to be launched for Canadian radio

Totally independent of any radio station, a new news network service for Canadian radio is being launched this month by Stephens & Towndraw Co. Ltd., the Toronto-based rep house, working in collaboration with CBS Radio of New York.

To operate under the name of Stephens & Towndraw/CBS Radio News Network, the system will establish its own headquarters in Ottawa, in the National Press Building.

Allan Slaight, S & T's president and managing director, told the *Broadcaster* the service will be "totally independent, and will not work out of any radio station," referring to the only current service of this kind in the package offered by Standard Broadcasting Corp. in connection with NBC Radio, with a direct wire link to Ottawa and feeds distributed from CFRB Toronto.

The S & T/CBS Radio News Service will utilize the CBS International

ANNOUNCEMENT

### CALGARY TELEVISION LIMITED



Mr. D. F. Penn

The Board of Directors of Calgary Television Limited announces the appointment of Mr. D. F. Penn as General Manager of CHCT-TV Channel 2.

Mr. Penn has been in broadcasting for twenty years and prior to this appointment was General Manager of radio station CFAC.

News which will be fed directly from the U.S. to Ottawa, where hot news from the Canadian scene will be added. The edited packages will be fed out from Ottawa headquarters several times each day. There will also be commentaries by Walter Cronkite and other CBS news features for added in-depth coverage of the world at large.

Slaight said the Ottawa headquarters will be headed by Tayler Parnaby, currently assistant news director at CHUM Toronto, who will become Director of Operations for Canada. He will direct a staff of five, which will include Paul Taylor as Parliamentary Correspondent.

## RSB announces new staff appointment

John C. Spragge, 31, one of the top air personalities on CHUM Toronto, who has been associated with the news-announce staff of the station for the past ten years, will join the Radio Sales Bureau in Toronto, October 1.

With a strong background in sales and public service promotion, Spragge will assume some of the duties formerly handled by John Fox, RSB vice-president, retail sales, who resigned to accept the post of retail sales manager for CKNW, New Westminster, B.C.

## CTV network adds Lethbridge station

CFCN-TV Lethbridge, Alta. has been added to the CTV network as a satellite of CFCN-TV Calgary.

The Calgary station has been affiliated with the CTV as a founding member since the network's inception in 1961.

On the selective side, the Calgary-Lethbridge combination is being sold by Radio-Television Representatives Ltd.

The Lethbridge satellite is now being made available in Medicine Hat by cable.

## Philips launches first fully-integrated local-nat. ad campaign

An intensive TV spot campaign to run concurrently with a heavy schedule of newspaper advertising from September to December will totally integrate local and national advertising for the first time by Philips Appliances Ltd.

Primarily in the two media, with concentrated highly-selective spots on television, backed by half-page advertising in newspapers, the campaign will make full use of local dealer tags on all commercials and newspaper ads. This decision was reached, says R.C. Ward, national advertising and promotional manager for Philips, following the success of last year when nearly one-half of the TV commercials carried dealer tags.

"The television advertising will reach an estimated 14 million people, twice a week in 36 major markets," he said. "Newspaper advertising will cover 33 major markets with 171 separate advertisements."

Handling the account will be McCann-Erickson of Canada Ltd., Toronto, with Eric Chidley as account supervisor, and Group X of the agency as the creative group.

Ward said extensive field trips and discussions with dealers and regional sales representatives formed the basis for the decision on the fall campaign. "We reviewed advertising approaches to find out which ones were most effective at the local level. From these discussions we also evolved an integrated program that gives the dealer the best possible support and at the same time completely meets our national advertising objective," he said.

An important feature of the campaign is that specific products will be advertised at specific times, with color TV sets in the first wave, from September to early October. Philips' sound products will be emphasized from mid-October to late November, and small appliances will highlight the November to Christmas drive. An



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



# STOP



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


**UHER**

Tape Recorders

For information contact

**ROBERT BOSCH (CANADA) LTD.**  **BOSCH**

33 Atomic Avenue, Toronto 18, Ontario  
7325 Decarie Blvd., Montreal 9, Quebec

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additional sustaining campaign on cassette recorders will run from September to late November.

Topping it all off, Philips will sponsor a series of five *National Geographic* specials on the CTV Network, beginning September 15 with *Dr. Leakey and the Dawn of Man*.

Four of the five specials will be seen on Canadian television for the first time. Two others will be seen before Christmas and two are scheduled for January and February.

## Pathé-Humphries plans new sound studio complex

The most advanced sound studio facility in Canada is being planned by Pathé-Humphries of Canada Ltd. following the acquisition of the studio building and all facilities of Peterson Productions Ltd. at 121 St. Patrick St. in downtown Toronto.

R.J. Beaudry, vice-president and general manager of Pathé-Humphries, said "after complete renovation, the new development will provide a sound recording studio complex second to none in Canada, offering the most

advanced mixing, music recording, dubbing and complete transfer services for motion picture, TV, radio and audio-visual production."

The new studio complex will be personally directed by Joe Grimaldi, head of Pathé-Humphries sound recording operation, who will move from P-H Brockhouse Rd. headquarters and laboratories in west Toronto to relocate at the new premises.

Beaudry will continue as chief executive of the Toronto operation, for both the motion picture labs and the new sound studio facilities.

Dean Peterson, president of Peterson Productions Ltd., said "in making the decision to relinquish our captive facilities, we are the first of the major film production houses to follow a trend set by the film industry in both the U.S. and Britain. Today, the big studio set-up is already a thing of the past, with only one or two exceptions," as companies move towards greater efficiency by specialization, each concentrating on a specific segment of the industry. "Producers are now strictly producers," he said, "and technical services are highly-specialized 'feeder' operations."

## Japanese sponsor for Canadian shortwave

All-Canada Radio & TV Ltd., Toronto, and Dentsu Advertising of Osaka, Japan, have launched a novel campaign on shortwave radio.

CKNX Halifax and CKFX Vancouver, both shortwave stations, have gained Toyo Rayon as sponsors of their midnight to dawn marine weather forecasts.

The audience consists of fishermen sitting off the eastern and western shores of Canada—a select captive audience for whom the shortwave marine weather forecasts are indispensable.

It may very well be the first commercial sale made on Canadian shortwave radio, says All-Canada, who worked directly with Dentsu in what Ken A. Baker, vice-president, radio, at All-Canada, called "a spirit of marketing exploration."

Baker said Japanese advertising agencies appear to be extremely interested in the marketing possibilities in Canada generally, and particularly the wide coverage that can be accomplished by Canadian radio.

## Canadians eye ELDO for satellite launching

Canada has shown interest in using the European Launcher Development Organization's Europa II rocket to put a Canadian telecommunications satellite into orbit in 1971 or 1972, informed sources said in Paris.

The question was raised in talks at ELDO headquarters between officials of the six-nation organization and a Canadian Technical Mission, the sources said.

Canada wants to use Europa II—a launcher based on Britain's Blue Streak and due to put a 170-pound payload into orbit in 1972—to orbit a geostationary satellite for Canada's intergal telecommunications network.

These talks were considered encouraging and a further round was agreed on after ELDO has studied a detailed list of points put forward by the Canadians.

Members of the Canadian team included delegation head Dr. John H. Chapman, deputy chairman, science, Defence Research Board; Pierre Juneau, chairman of the Canadian Radio-Television Commission; John Almond, technical officer, Industry Department; and I.S. McLeish, an industrial research officer with the Industry Department.

The team investigating all aspects of a domestic space satellite communications system for Canada, is expected to have a report ready for the government this fall.

## Ogilvy & Mather gets Eagle Pencil

Ogilvy & Mather (Canada) Ltd., Toronto has been appointed to handle all the Eagle Pencil Co.'s advertising in Canada, formerly divided among three agencies.

The account, billing an estimated \$200,000, has been shared by Batten, Barton, Durstine & Osborn Inc.; Paul, Phelan & Perry Ltd.; and J.M. Eastman & Associates Ltd.

## Top speakers booked for Radio Festival Oct. 30

Hugh Heller and Chuck Blore from Hollywood, with Maurie Webster of CBS, will be among the top speakers at the BES/RSB Radio Commercials Festival, Inn on the Park, Toronto, October 30.

### ANNOUNCEMENT CFCF-TV APPOINTMENT



John Krug

D.W.G. Martz, Vice-president, Broadcasting Division, Canadian Marconi Company, announces the appointment of John Krug to the position of production services manager, CFCF-TV. Mr. Krug brings many years of television experience to his new position, having served with CFCF-TV since its inception in 1961. Mr. Krug's newly-created department will be responsible for all local and national commercial production and client program production.

## Canadians design microwave links for Ecuador

Canadian engineers, Acres InterTel Ltd. of Ottawa, have designed two separate microwave systems which will give fast, reliable telecommunications between the major centres of Ecuador in South America.

One microwave route will move along the Pacific coast plain. The other is to cross a volcanic range of the Andes mountains from the capital city of Quito to the port of Guayaquil, the republic's largest centre.

The sierra, or mountain route, involves a 960-channel system for La Empresa Nacional de Telecomunicaciones (ENTEL), an Ecuadorian government agency, and is scheduled for completion and initial operation in 1970.

The costa, or coastal route, will have a 300-channel system for two privately-owned companies—La Empresa de Telefonos, Quito (ETQ), and La Empresa de Telefonos, Guayaquil (ETG). Raytheon Canada Ltd., Kitchener, Ont., is currently installing this system and expects to have the job finished within six months.

Both routes were surveyed and recommended by Acres InterTel Ltd.,

Ottawa, who tendered for the ENTEL route against international competition, and were privately financed for the air and road survey of the ETQ-ETG route.

The microwave systems will replace very high frequency (VHF) systems which are unable to cope with rapidly growing communications traffic.

## First CATV system in Canada has price tag of \$2.5 million

Community Television Ltd., first CATV system in Canada when it opened 16 years ago, and one of two operating today in London, Ont., had a value of more than \$2.5 million when negotiations for its sale were announced last month.

The company's Woodstock-Ingersoll branch, said Harry B. Anderson, was sold for \$1 million to Shaw Pipe Protection Ltd. of Edmonton, Alta. The pipeline-coating firm, in its first venture into the cable TV field, took over the 4,500 customers of the five-year-old service in the two communities.

The London system has some 11,000 customers.

## New Vermont UHF station will cover Montreal

A new UHF television station, serving an area of 12,500 square miles in

Vermont, New York, New Hampshire and neighboring Quebec, went on the air last month.

Jack L. Siegal, general manager of WVNY-TV Burlington, Vermont, said Channel 22 will carry to a point north of Montreal.

Channel 22 will have studios at Fort Ethan Allen in Colchester, just outside Burlington. It will be the first full-time ABC network television outlet in the Lake Champlain Valley.

Siegal said the new station will provide Vermonters with their first live coverage of local sports and special events.

## CFCL-TV and Timmins PTA produce school program

CFCL-TV Timmins, Ont., joined forces with local Parent-Teachers Associations, for both public and separate schools, to produce a 13-week public service TV series intended to give parents an insight into their children's schooling.

Titled *K to 13* (Kindergarten to 13), the 15-minute programs were telecast from March to June on Sunday afternoons, and proved to be a unique, well-received series for CFCL-TV.

The programs were moderated by Terry Coles, CFCL-TV program director, who is also a School Board Trustee.

# Money-saver

# Money-saver Mo

# Money-sav

# ney-saver

# Money-sav

You save on:

- time — here to-day — there tomorrow
- warehousing — ship direct from source to market
- packaging — Air Express packaging requires less bulk, less weight
- insurance — pilferage and damage are reduced to barest minimum

Call your Air Canada Jet-Air Express office for fast service. Here to-day — there tomorrow.

**AIR CANADA**  
**Jet-Air Express**





## CGE gets contract to supply Mexican TV

Canadian General Electric Co. Ltd. has accepted an order to supply about \$300,000 of Canadian-designed and built broadcasting equipment for five Mexican cities.

Telecadana Mexicana S.A., a private television network in Mexico, has ordered second-channel transmitters from CGE for the cities of Mexicali, Queretaro, Merida, Puebla, and Tepic as part of expansion of television broadcasting facilities there.

The first three cities will receive 5-KW transmitters, Puebla a 2-KW transmitter and Tepic a 150-watt unit.

In addition, CGE will supply 4-slot ultra power antennas with the 5-KW transmitters, and 1-slot antennas with the smaller units.

### ANNOUNCEMENT

#### GRUNEAU RESEARCH ASSOCIATES



M.L. THOMAS

V. C. Gruneau, President, Gruneau Research Associates, announces the appointment of M.L. (Tom) Thomas as Executive Vice-President. Mr. Thomas brings to his new association comprehensive research experience—particularly in the Radio-TV advertising field. Previously he was Television Research Director for a leading broadcast representative firm following several years as Research Director for the Radio Sales Bureau.

Mr. Thomas is co-founder and past President of the Broadcast Research Council, and is President of Optiscan Limited.

The total contract is the largest single broadcast-equipment export order CGE has ever received.

## SMPTE "Little Convention" booked for Rochester, N.Y.

Telecine color, mixing and matching will be the theme of the annual Fall "Little Convention" sponsored jointly by the Rochester and Toronto sections of the Society of Motion Picture and Television Engineers.

The one-day seminar will be held this year in Rochester, N.Y. on Saturday September 21. Experts will discuss the proper use of film in color television, and other co-related topics.

The papers session will begin at 10 a.m. in the Dryden Theatre of the George Eastman House.

Speakers include Grahame Woods, CSC, Rodger Ross and Les Holmes of the CBC; Roger Beaudry of Pathé-Humphries, Bob Pittluck of Cineffects, Blair Benson of CBS, and others.

Further information may be obtained from Harold Eady of the Toronto Section, SMPTE, 925-2823.

## Y & R to handle Melchers for all Canada, except Quebec

Young & Rubicam Ltd. has been appointed by Melchers Distillers Ltd Montreal, to handle the company's advertising for its complete range of liquor products, outside of the province of Quebec. Tremblay Advertising, Quebec, will handle the Quebec advertising, formerly placed through BCP Advertising Ltd., Montreal.

Y & R's Montreal office will service the account, which made the switch effective September 1.

Sarto Marchand, president of Melchers, said the appointment of Y & R was in line with the company's recently-announced plans for expansion in the national and international markets.

## Canadian satellite contracts awarded

The first contracts in Canada's domestic communications satellite program have been awarded by the Federal Government to Northern Electric Co. Ltd. and RCA Victor Co. Ltd.

All the contracts involved are for studies on design, development and supply, and are worth a total of \$550,000.

The Industry Department has said the contracts would "define a satellite design suitable for a domestic system...select the best system for Canadian requirements after examining space and ground station needs...provide a plan to implement development and fabrication of the space segment with maximum participation by Canadian industry...and prepare cost and schedule estimates for design, development, fabrication, testing and launching of the space segment."

Both contractors will perform identical studies covering these areas.

## WB/7A to produce "Li'l Abner" on TV

Warner Bros.-Seven Arts is currently developing a new half-hour prime time TV series, in color, built around the antics of the comic strip character *Li'l Abner*, and the folks of *Dogpatch, USA*. The animated series is being prepared for the 1969-70 network season.

WB/7A acquired the television rights to *Li'l Abner* from cartoonist-creator Al Capp. "It has been one of television's most-sought-after properties. Prior to our agreement, Mr. Capp was known to have rejected many previous offers," said Donald E. Klauber, executive vp in charge of worldwide television activities for WB/7A.

As a comic strip, *Li'l Abner* has remained in the top three since its creation by Capp in 1934.

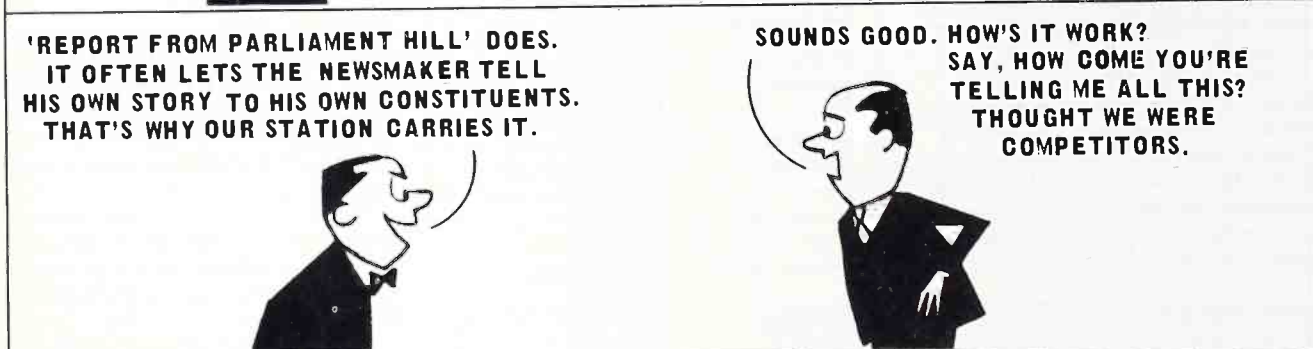
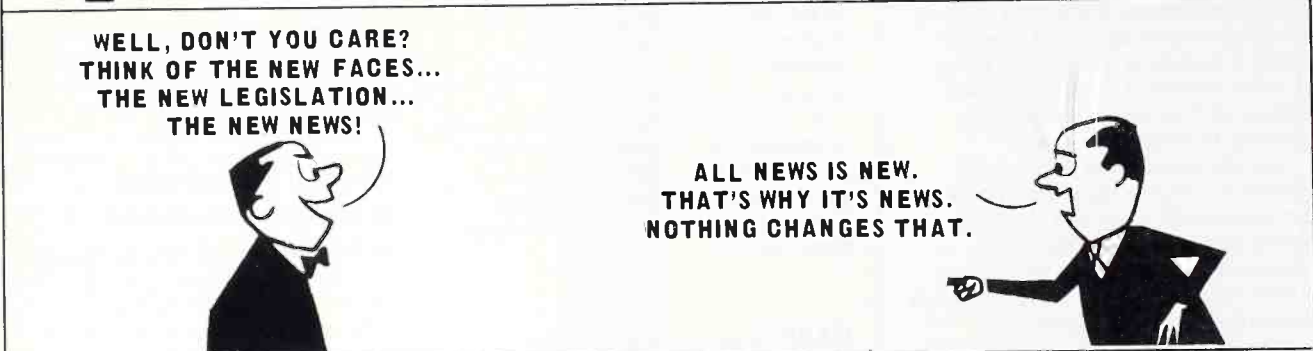
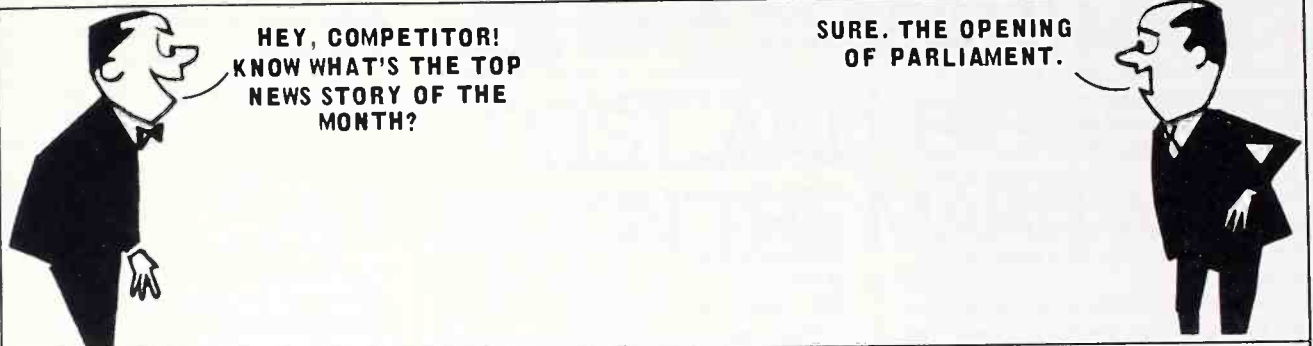
### APPLIED ELECTRONICS LTD.

Professional equipment sales

BROADCAST EDUCATIONAL INDUSTRIAL  
Audio and television components and systems.

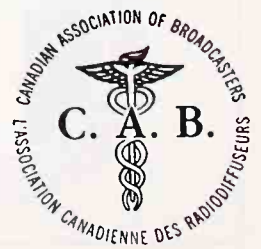
40 Torlake Cres. (416) 252-3194  
Toronto 18, Ont.  
Telex 02-21561

# HEY! Wanna hear a good one?



Make it *Report From Parliament Hill*..

News reported by the newsmaker in his own voice.  
Produced in Ottawa by CAB's RADIO BUREAU division.



**GGG expands its creative teams**

Goodis, Goldberg, Soren Ltd. has announced four new appointments in the creative structure of its Toronto and Montreal offices.

David Garratt, who has been with Ronalds-Reynolds for most of his advertising career, joined GGS in Toronto, August 26, as a creative group supervisor.

He joins Bill Peck, GGS copywriter for the past three years, and Terry Iles, a GGS art director since 1964, both of whom have been appointed creative group directors at the Toronto office.

Allen Sneath of GGS in Montreal moves up from associate creative director to creative director

Garratt was born in England and raised in Toronto. He joined R-R as an art director 20 years ago and in 1964 he became a vice-president and executive art director of the agency.

Bill Peck has 16 years experience in advertising as a copywriter, ad manager and publicist, including eight years as ad manager of Dow Corning in Toronto.

Iles is a 1960 alumnus of the Ontario College of Art and began his advertising career with TDF Artists, Toronto, later splitting three years as an art director with James Lovick Ltd. and Baker Advertising. He has worked on most GGS major accounts over the past four years.

Sneath joined GGS, Toronto, in 1963, and after a period with an advertising agency in England, re-joined GGS in Montreal as a creative group supervisor.

**CBC's Olympic coverage exclusive for Canadian TV**

Canadian TV coverage of the Summer Olympic Games (October 12-27) at Mexico City will be provided by the CBC, which obtained exclusive rights.

Programs will feature live coverage of the opening ceremonies, and the final events involving Canadian athletes, as well as a one-hour daily program of highlights.

A 100-member CBC crew will travel to Mexico City to provide about 180 hours of live and recorded programs for the English and French TV and radio networks, plus the International Radio Service.

**CAAP grad joins Hayhurst on Rothmans' account**

R. Bruce Briggs, 29, a CAAP graduate, has joined F.H. Hayhurst Co. Ltd., Toronto, as an account executive assigned to the Rothman account.

Briggs has had considerable agency experience in Toronto and New York, having previously worked on a number of major accounts with McConnell Eastman and Kenyon & Eckhardt.

**Radio station owners plan cable TV service**

Cable television service for the 20,000 people in Richmond Hill, Ont. is planned by the co-owners of CFGM Radio, John Graham and Stewart Coxford, president and vice-president respectively.

They have set up a company, Richmond Hill Cable TV Ltd., to operate in the community just north of Toronto, and have received their DOT license.

Eight TV channels will be offered at the outset, said Coxford, who added that "further additions will be provided for."

**Film and TV engineers to confer on television**

TV will be a major topic at the 104th Technical Conference of the Society of Motion Picture and Television Engineers, November 10-15, at the Washington Hilton Hotel in Washington, D.C.

A featured presentation will be a panel discussion on problems facing the television industry, and some 18 or 20 papers have already been scheduled for presentation on various topics.

The other sessions on the conference program include Aerospace; Audio and Video Tape; Cinematography; Education; Instrumentation and High-Speed Photography.

An equipment exhibit is scheduled to run concurrently with the conference, from November 11-14.

**New ad agency set up in Quebec City**

Forming their own agency, several members of the staff of Payeur Publicité Inc., Quebec City grouped together to establish themselves as Bleau, Duperrey, Giguère & Associés Inc., which is now operating at 410 St. Vallier St. East, Quebec 2.

Shareholders are Paul E. Giguère, chairman of the board; Peter Bleau, president; and Guy Duperrey, vice-president, who will function as account executives; Yves Caron, treasurer and comptroller, and Irénée Plamondon, art director, are both members of the board.

Other staff members are Lucie Giguère, media supervisor; Diane Fournel, research; Jean-Guy Delisle, production manager, and Marie-Andrée



**CKY IS NO. 1 IN WINNIPEG & MANITOBA**  
**BBM proves it!\***  
 \*Spring 1968 Weekly Circulation Total Adults Tuned.  
 CKY is Manitoba's favourite daytime radio choice and BBM ratings prove it! That's because people like to listen to personalized adult radio . . . they respond to "talk" programs like Bill Trebilcoe's "Bi-Line" . . . Kay Wise on "Tradio" and "Party Line".  
 Reach the largest Manitoba daytime audience . . . put your selling message "in the centre of things" on CKY. No. 1 in Manitoba.  
 Call Major Market Broadcasters Limited, Toronto or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice President, National Sales in Winnipeg.



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



Gosselin, illustrator.

G.H. Payeur, president of Payeur Publicité Inc., says his company is in the process of reorganizing and replacing the people who left.

Guy Drouin, formerly with CFCM-TV and Dubuisson Publicité et Conseil Inc., Quebec City, has joined the Payeur agency as general manager. Two new account executives are Pierre Sillion and Gilles Boisbriand.

### GGG named to handle world-wide Jiger promotion

Goodis, Goldberg, Soren Ltd., Toronto, has been appointed to handle world-wide advertising, public relations and sales promotion for Breton Versatrek Ltd., manufacturers of the all-purpose vehicle, the "Jiger."

Breton Versatrek Ltd. is an all-Canadian company formed earlier this year in co-operation with the Cape Breton Development Corp., with administrative and sales headquarters in Toronto.

Michael Sorokolit is the GGG account supervisor, Ollan Delany is account executive. Fred Webster, as Breton Versatrek's representative, will co-ordinate the programs.

### Canadians compete for World Newsfilm Awards

A World Newsfilm Awards Festival, honoring the work of television and cinema news cameramen of all countries, will be held in Monaco next month.

Canada is among the many countries entered in the festival, which will be held annually in Monaco.

Judges have been invited from Russia, the U.S., France, Germany and Great Britain, and the panel will be chaired by Terry Ashwood, president of the International Newsreel Association.

### Anti-dumping levies may be imposed on Jap TV manufacturers

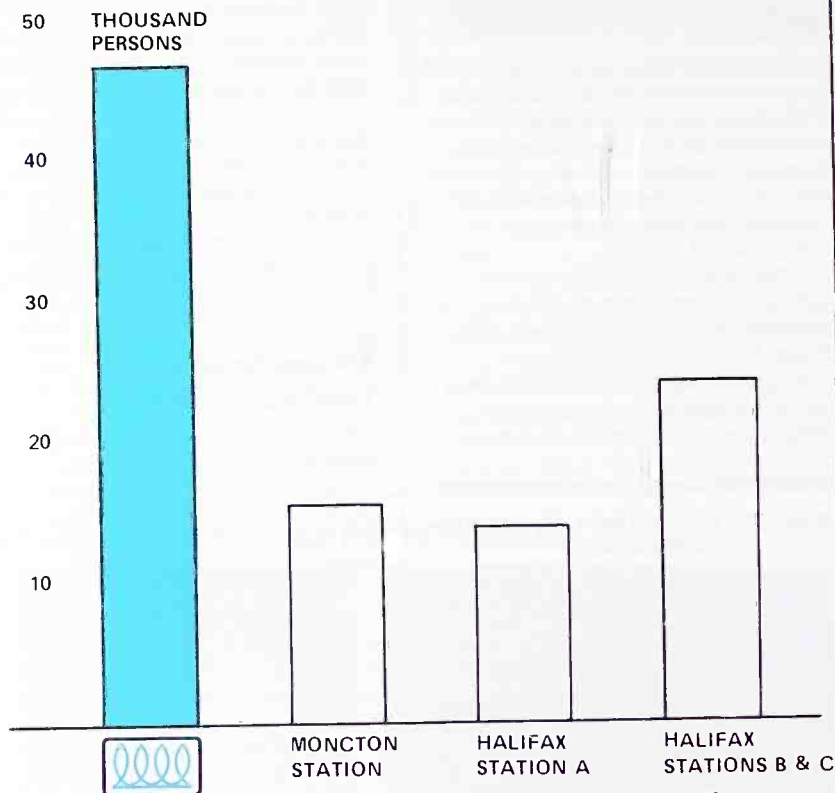
Japanese TV set manufacturers have been advised by Canadian officials to raise their export prices or be hit with anti-dumping levies by Canadian Customs authorities.

An investigation by Customs officials revealed the Japanese TV sets were being sold in Canada 10, 15 and 20 per cent cheaper than on the Japanese market, at the expense of Canadian manufacturers.

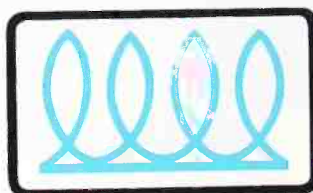
Japanese manufacturers have each been told what Canada considers is the fair market value of their products here.

# NEW RADIO MARITIME

## FIRST AND BIGGEST BUY IN THE MARITIMES



BBM SPRING '68  
ALL PERSONS - TOTAL  
1/4 HR. AVG., MON-FRI



# RADIO MARITIME

CFCY CHARLOTTETOWN • CJCJ SYDNEY • CHSJ SAINT JOHN

represented by



ALL-CANADA RADIO AND TELEVISION LIMITED

## Philips ETV equipment at education showplaces

The "Mini-Compact", a new low-cost Vidicon TV camera, is a feature of Philips' array of color and monochrome ETV equipment shown in the Philips Electronics exhibits at the Atlantic and Pacific Education Showplaces.

The "Mini-Compact" is tiny, self-contained, lightweight, hand-held if required and complete with optical viewer.

Positive interlace permits full use of stop and slow motion techniques with video recorders and provides maximum vertical resolution. The "Mini-Compact" betters a 600-line horizontal resolution on video output and an RF output is available for use on Channels 2, 3 or 4.

Other lenses and studio quality vidicons are available as optional accessories to the vidicon tube and 25 mm FL/f1.9 vidicon lens.

Automatic light level compensation means acceptable pictures can be obtained with light levels as low as

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### ANNOUNCEMENT

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#### STEPHENS & TOWNDROW CO. LIMITED APPOINTMENT



Robert G. Alexander

Allan Slaight, President of Stephens & Towndrow Co. Limited, announces the appointment of Robert G. Alexander as Sales Executive in the Company's Television Division.

Mr. Alexander joins Stephens & Towndrow after thirteen years with another Canadian broadcast representative firm.

Stephens & Towndrow Co. Limited represents, in Canada, WBEN-TV, Buffalo.

1.5 ft.-candles using a fast lens.

A 50-pound portable video recorder is another highlight of the Philips Exhibition range, and offers facilities normally associated with much more costly models.

## New appointments at CKSO Sudbury, Ont.

CKSO Sudbury, Ont. has announced the appointment of Vern Paul as local sales manager. Paul moved to CKSO after seven years at CKFH Toronto.

CKSO-TV also announced the appointment of Alec Bridge, former promotion director for both TV and radio, to the post of television program director. Bridge will also continue to supervise on-air and off-air promotion for CKSO radio and television.

## Kokanee Broadcasting launches new station

CFKC Creston, B.C., owned and operated by Kokanee Broadcasting Ltd., in conjunction with CKKC Nelson, will be officially inaugurated September 21. The station will operate at 250 watts on 1340 kcs., broadcasting 19 hours daily.

J.P. Haines, Kokanee's program director, told *The Broadcaster* the Creston station will originate approximately nine hours of programming daily from their own studios, with the balance of the schedule picked up from CKKC in Nelson.

He said CFKC will be the first private AM station to serve approximately 15,000 B.C. residents in the south-east part of the province, and an additional 10,000 across the U.S. border in neighboring northern

Idaho. He added that at present there is no other Canadian signal available in this area.

Presiding at the official opening of CFKC with Gordon Green, president of Kokanee Broadcasting Ltd., will be B.C.'s Provincial Secretary and Minister of Highways, the Hon. W.D. Black.

CFKC is represented nationally by Group One Radio Ltd., Toronto.

## New Montreal FMer on the air Sept. 10

CFGL-FM Laval, Que. went on the air September 10, serving the greater Montreal area, at 105.7 mcs. with an ERP of 100,000 watts, EHAAT 398 feet, omnidirectional antenna.

Operated by Stereo Laval Inc., the new station is owned by Jean-Pierre Coallier and Roland Saucier, both Montrealers.

Saucier is president of National Sports Productions Ltd., a Montreal advertising and promotion firm that represents the Montreal Canadiens hockey team and the Montreal Forum.

Coallier is a Montreal radio and TV performer and cartoonist for *Montréal Matin*, French tabloid daily.

## Ex-Hamilton station owner gets CRTC approval to take over N.B. station

CRTC approval has been given to an application by Restigouche Broadcasting Co. Ltd., Campbellton, N.B. to transfer 1,124 shares of its capital stock, constituting control of station CKNB from Paul Ahier to Jack Shoone, formerly with CHIQ (now CHAM) Hamilton, Ont. and CKCR (now CHYM)

## Something to CHINwag about . . .

38,000 PEOPLE ATTENDED RADIO 1540'S ANNUAL SPAGHETTI PICNIC AT TORONTO'S CENTRE ISLAND, BREAKING ALL RECORDS!

THAT'S WHAT THEY CALL RESPONSE  
ON RADIO INTERNATIONAL CHIN TORONTO

Kitchener, Ont.

In announcing its approval, the CRTC said its decision was subject to the company providing sufficient public service programming for the French-speaking audience in the Campbellton area.

### Two agencies combine services and strength to aid regional approach

A new regional approach to Canadian marketing has been brought about by a combination of services and management of Roberts/Fenton Advertising Ltd., a fast-growing Vancouver-based national agency with McConnell Eastman Limited, headquartered in Toronto. The new firm, to operate out of Vancouver, will be known as Roberts/Fenton/McConnell Ltd.

Peter Hunter, president of McConnell Eastman, said Roberts/Fenton/McConnell will assume responsibility for all the accounts of both companies in Alberta and British Columbia, and bring together the staffs and facilities of the two firms in Vancouver, Edmonton and Calgary. He said a key factor will be the continued involvement and participation of Roberts/Fenton top management in the West. John L. Roberts, as president of

Roberts/Fenton/McConnell, will join the board of McConnell Eastman, while Hunter, with McConnell Eastman secretary-treasurer N. Douglas MacDonald, will join the board of Roberts/Fenton/McConnell.

The new firm will operate a Toronto office under Ray Cattell, who becomes vice-president and eastern general manager, and will be able to draw on the services of McConnell Eastman, which in turn will use Roberts/Fenton/McConnell's western facilities for its national clients. Both companies will be unaffected in the east by the new arrangement and will operate independently.

Hunter said he believes "the result of our planning is the creation of the first marketing/communications and research service in Canada, realistically planned to offer its clients equitable service both in the east and the west, with top management participation in each region."

### COMING EVENTS:

**September 29-October 1:** ACRTF convention, Skyline Hotel, Ottawa.

**October 20-22:** CCBA convention, Château Champlain, Montreal (BES Keynote Dinner, Sunday evening.) Theme: New trends and new developments in communications.

**October 30:** Sixth annual Radio Commercials Festival, Inn on the Park, Toronto, sponsored by BES and RSB.

### Obituary

Joseph Alexandre de Sève died of a heart attack in Montreal, September 3. He would have been 72 September 14.



De Sève was founder and president of Télé-Metropole Corporation Inc., which operates CFTM-TV, French-language Montreal station, the representative firm of Paul L'Anglais Inc., and JPL Productions Inc.

He was also president of France-Film.

Frank W. Doyle, 65, author of the CBC network radio show, *Harmony Harbor*, a nostalgic mixture of sea chanties and maritime stories, and retired executive editor of the *Halifax Chronicle-Herald*, died in a Halifax hospital following a lengthy illness.

## MOFFAT BROADCASTING APPOINTMENTS



D. LYMAN



G. S. MENZIES



J. TYRRELL

James M. Pryor, Jr., Vice-President of Moffat Broadcasting, Ltd. and General Manager of Moffat station CKXL, announces the following appointments:

David E. Lyman, former CKXL Program Manager, becomes Station Operations Manager. Mr. Lyman has 15 years of broadcasting experience in Canada and the United States, and has been with Moffat in Winnipeg and Calgary for over 5 years.

G. Stuart Menzies, CKXL account executive, becomes Retail Sales Manager. Mr. Menzies has extensive experience in advertising sales. Prior to joining CKXL, he was affiliated with a Calgary advertising agency on a managerial level for several years.

John E. Tyrrell becomes CKXL's National Sales Manager. Mr. Tyrrell also has comprehensive experience in broadcast sales, including the management of his own Toronto-based station representative firm. Most recently, he has been General Manager of an Ontario radio station.



HUDSON



HOPKINS



JASPAN



URSEL



**WILFRED L. HUDSON**, director of research and development, BBM Bureau of Measurement, retired at the end of August, at the age of 60, after eleven years of service with the industry organization.

Hudson joined BBM in July 1957 when the function of organization and general direction was taken over by an executive vice-president and the research and development director was left free to work in the research field exclusively.

Born and educated in Gananoque, Ont., he graduated with honors in maths and physics from Queen's University. This gained him a job with Canadian General Electric Co. Ltd. where he eventually became manager of economic analysis. He left there to join BBM.

He and his wife have bought a house on Lake Kashagawigamog in Haliburton, where they propose to retire and enjoy sailing, gardening and fishing.

Hudson's title of Director of Research and Development has been changed to Director of Surveys, and Hudson's assistant, Don Harwood, has been appointed to the new post.

**H. G. (LEN) HOPKINS**, music director of CKNW New Westminster, B.C., and for 17 years a well-known orchestra leader broadcasting on the CBC Radio Network from leading hotels across the country, has been named manager of the newly-opened Vancouver offices for BMI Canada Limited.

Born in St. Thomas, Ont., he is one of a musical family, and a brother, Don, is a bandleader in Montreal.

Len conducted his band at the Château Laurier in Ottawa and was picked to open the Hotel Vancouver, being with the CNR Hotels for 17 years, broadcasting regularly from

coast to coast on the CBC network. He also played one night stands and location jobs with his orchestra, throughout Ontario.

For the past thirteen years, prior to joining BMI Canada Limited, he had been with CKNW.

The BMI offices are located at 1462 West Pender St., Vancouver 5, and will serve composers, authors and publishers of music in both BC and Alberta. Assisting Hopkins will be Miss Lynne Reusch, a native of Vancouver, who has a background of international music.

**ELMER F. JASPAN** has been named director of operations (programming and production) for CKLW-TV Windsor, Ont., which also serves Detroit, Mich., and has offices in the two cities. The station, serving an international audience on channel 9, is a CBC-TV affiliate.

His appointment was announced by S. Campbell Ritchie, president of Western Ontario Broadcasting Co. Ltd., which operates the dual-city station.

Jaspán, with over 20 years of broadcast experience, began in radio, as an announcer for WTTM Trenton, N.J., while still in college. In 1949 he was named program director of WPTZ, now KYW-TV Philadelphia. In '53 he went to WCAN-TV Milwaukee, Wis. as station manager for one of the first UHF stations in the U.S.

In 1955 Jaspán entered the advertising field, and during the next 12 years was successively vice-president and radio-TV director of Bauer & Tripp, Philadelphia; vp and associate radio-TV director, L. C. Gumbinner Advertising, New York; and radio-TV account executive, Kenyon & Eckhardt, Detroit, where for three years he handled all broadcast activity

for the Lincoln-Mercury division of the Ford Motor Company.

He returned to station operation about nine months ago when he joined WMIL Milwaukee as general manager, from where he came to CKLW-TV.

A member of the Detroit Adcraft Club, he is also a member of the Philadelphia Television-Radio Advertising Club and the Broadcast Pioneers.

**FRED URSEL**, with eight years of retail selling for Ontario radio stations behind him when he joined Standard Broadcast Sales in 1961, has been named a vice-president of the company and manager of the Regional Division.

His seven years with SBS have included service as a sales representative and as assistant sales manager of the Major Market Division, in the Toronto office.

While still located in Toronto, Ursel will now devote all his time to the expansion in scope and effectiveness of the SBS Regional Division offices in both Toronto and Montreal.

Ursel's appointment increases the number of active sales representatives in the Regional Division to five. The division now represents CKSL London; Niapenin Radio: CKTB St. Catharines and CJRN Niagara Falls; The Ontario Five: King Pete Radio CKWS AM-FM Kingston and CHEX AM-FM Peterborough, CFCH North Bay, CKGB AM-FM Timmins and CJKL Kirkland Lake; CHLN Trois Rivières; CJMT Chicoutimi, and CFGT Alma.

Ursel is a graduate of the Ryerson Polytechnical Institute.

Replacing Ursel in the SBS Major Market Division in Toronto is Ron Krochuk, who for the past two years has been associated with CJAD Montreal, as a sales representative. Prior to that, he spent six years as a

retail salesman and promotion manager for CJOB Winnipeg.

**PIERRE NORMANDEAU** of Thetford Mines, Que., is the recipient of the \$3,000 bursary donated by Télévision de Québec (Canada) Ltée. to a bilingual student, enabling him to study Radio & Television Arts for a three-year period at Ryerson Polytechnical Institute in Toronto.

Normandeau graduated in June from St. Georges de Beauce College, where he obtained his B.A. While a student, he performed as MC on a weekly youth program over CKRB St. Georges. He also won several first prizes for photography.

**JOHN B. GRAVEL** has been appointed management supervisor in the Toronto office of J. Walter Thompson Co. Ltd., with particular responsibility for the advertising accounts of Labatt Breweries of Canada Ltd. placed by JWT.

Gravel, who joined the agency in 1967, is a native of Montreal. He worked on the Pepsi account in Montreal and the Schaefer Brewery account in New York while he was with Batten, Barton, Durstine & Osborn, prior to moving to JWT.

**PHILIP (PIP) WEDGE**, who came to Canada to produce a pilot for one of the top game shows in England, *Double Your Money*, which was sold to the CTV Television Network and brought him the post of executive producer, has been appointed manager of promotion and presentation for the network.

Wedge replaces Sam Elber, who has moved to Philadelphia to become director of promotion for the Kaiser Group of UHF stations.

Born in London, England in 1928, Wedge served two years in the Royal Navy, and spent eight years in journalism and promotion for the recording industry, during which he became assistant editor of the *London Musical Express*.

He entered television in 1955, when he joined Associated Rediffusion Television, producing children's programs for two years in the company's music department.

He became assistant head of Light Entertainment, and was associated with the production of the two top British game shows, *Take Your Pick* and *Double Your Money*.

Wedge visited Canada and Australia to produce pilots for the two shows in Toronto and Sydney. When the CTV Television Network bought *Double Your Money* for the '64-'65 season he was invited to become executive producer, and worked in Montreal before moving on to Toronto, where he is now located.

# THE STEENBECK EDITOR IS SIMPLICITY PLUS



**STEENBECK**

**ST900W**

## 16mm 6 Plate Film Editing Machine

Rear projection picture  
Picture size 8 $\frac{1}{4}$  ins. x 11 $\frac{1}{2}$  ins.

### Operating Arrangements

Track 1—Picture only. Picture and optical sound married. Picture and magnetic sound married.

Track 2—Magnetic sound centre track.

Track 3—Magnetic sound centre track.

On request: Tracks 2 and 3 magnetic sound edge track.

### Technical Data

Particularly short threading paths and great simplification in threading of elements in easy to follow pattern. Correct distance between sound and picture is always main-

tained by the swinging base for picture optical-sound or picture magnetic-sound married. Each track can be uncoupled and drawn further by hand.

Framing: Overall and equal brightness with Quartz-Iodine lamp. Cold light mirror for lower heat level. Frames can be slow set permitting each frame to be switched separately. Adjustable from slow speed of about 2 frames per second to Synchronus speed of 24 frames per second and high speed of 90 to 100 frames per second. May be switched from forward to reverse without damage to film.

Equipment operates on 110 volts A.C., 60 cycles. Other voltages on request.

For further information please write Kingsway Film Equipment.



**KINGSWAY FILM EQUIPMENT LTD.**

148 Norseman Street, Toronto 18, Ontario



ACTRA studies  
ETV involvement

**CHARLES S. CHAPLIN**, vice-president and Canadian general manager, television, of Warner Bros.-Seven Arts Limited, Toronto, has been appointed director of European Television Sales for the company, and will be headquartered in London, England.

In his new post, Chaplin will be responsible for the distribution of WB/7A's TV programming library throughout the United Kingdom, Europe, Africa and the Middle East.

He joined Seven Arts Productions Ltd. in 1962, after 17 years as Canadian general manager of theatrical and television operations for United Artists, where he spent a total of 32 years service, beginning as office boy.

**HASKELL M. MASTERS**, who joined Warner Bros. in 1945 as Canadian general manager, and became general manager of Warner Bros.-Seven Arts Distributing, Canada, a division of WB/7A, following the merger in July 1967, has been named to succeed Chaplin in Toronto.

Masters, who was elected vice-president and general manager of Canadian operations for WB/7A last month, will continue to be located in Toronto.

He entered the film industry in 1916 with Boston Photoplay in Boston, Mass. and joined United Artists in

Toronto in 1919, later becoming general manager for Canada.

He held the post until 1940 when he left to form Odeon Theatres of Canada Ltd., serving as vp and managing director. He was also president of Empire Universal Films Ltd.

**H. J. MORAN**, assistant general manager of the Montreal office of J. Walter Thompson Co. Ltd., has been elected a vice-president.

A native of the Lakehead, Moran is a graduate engineer from the University of Toronto, and holds an MBA from the University of Western Ontario. He spent several years with General Foods as a senior product manager prior to joining JWT in Montreal as an account executive. He was named assistant general manager there earlier this year.

**MYRON R. MAY**, who joined JWT in Toronto earlier this year as management supervisor, has also been elected a vice-president.

Born in Detroit, May is a graduate of Michigan State University. He served as a field representative for JWT in Atlanta and Miami on Ford Motor Company accounts, and was manager of Forward Planning on the Ford account in JWT's Detroit office before coming to Toronto.

**ARTISTS' INVOLVEMENT IN ETV** is being encouraged by their union, ACTRA, in much the same manner as in other areas employing writers and performers.

Victor Knight of Montreal, ACTRA president, told *The Broadcaster* the union could not offer any definite policy concerning ETV because, understandably, so much depends on the federal government's pending decisions in general, and the relationship between ACTRA and educational authorities in particular.

The union has not considered any type of training program because it is aware that some teachers have already been relieved of classroom duties to undergo instruction in ETV, and wants to see how this training develops.

"However," said Knight, "we are very much concerned with the fact that many ETV programs have no reference to copyright.

"If teachers' material and/or talent are being used, then it seems only fair that they should receive the same benefits as any other writer or performer," he said.

ACTRA has investigated existing copyright laws and believes it has a valid case. Knight said ACTRA wants negotiations with the Teachers' Council for the purpose of making a joint approach to the appropriate authorities to get a ruling on ETV copyrights.

ANNOUNCEMENT

NEW DIRECTORS, MAJOR MARKET BROADCASTERS LIMITED



J.M. Pryor



C.N. Knight



J.M. Goulet

W.D. Whitaker, President of Major Market Broadcasters Limited, announces the appointments of the following directors: J.M. Pryor, Vice-President and Secretary of Moffat Broadcasting Ltd. and Bow Valley Broadcasting Co. Ltd., General Manager, radio station CKXL Calgary; C.N. Knight, General Manager, radio station CFPL London; J.M. Goulet, President and General Manager of radio station CKAC Montreal.



# All media must raise standards or face government intervention

ISSUING A WARNING that Canadian newspapers, radio and television must learn to discipline themselves, or the government may try to do it for them, Beland Honderich, president and publisher of *The Toronto Star*, told a gathering of media people that they should act now, before it was too late.

Addressing the Communications Day luncheon at the Canadian National Exhibition, Honderich said failure by the media to seek higher standards and to "conduct themselves in a manner that inspires public confidence and support" could lead to government intervention.

In his criticism of the state of the industry today, he said that "at the moment, I doubt if there is a legislative body in Canada that would dare to enact laws restricting freedom of the press. It is well to remember, however, that such attempts have been made in the past in Canada and they may be made, again."

Honderich said "we are not as ill-served as we might be," but he added that "we are not nearly as well served as we could and should be by the three media which enter our homes every day."

In newspapers, he said, management and unions have not given "enough attention to improving professional standards and developing a code of ethics."

Press, radio and television could join in a "communicative council" which could keep watch on activities of all the media, and, by the force of opinion, exercise an influence to improve them.

Such a council would "assure the public that the news and information media are conscious of their responsibility to the public."

If the newspaper industry has "serious shortcomings", he said, radio and television are falling even farther short of their best potentialities in news and public affairs broadcasting.

"With certain honorable exceptions, private radio stations have subordinated program content and scheduling to the selling of goods," he said.

"Private radio has become a midway barker, luring as many suckers as it can into the tent by endless repetition of the same raucous spiel and sound effects."

Honderich added that "Television has gone the same way as private radio, in that it now belongs heart and soul to the advertisers."

"The primary aim of television is not to inform or enlighten," he said, "but to entertain, and with the lowest common denominator entertainment, at that."

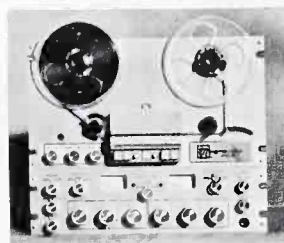
He said what was most disturbing about TV development in Canada was that it was increasingly difficult to see any difference in the aims and quality of programming between CBC and privately-owned television.

"The prime-time evening hours are filled with programs that have no other purpose than to hang on to as many viewers as possible against similar shows on the rival channels," he said.

Honderich pointed out that sponsorship of programs was determined by the Nielsen ratings, based on a sampling of 1,200 families. "So finally the ratings rule, not the program producers or even the top network executives, some of whom can't bear to watch the stuff their companies put on the air," he added.



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# Ottawa dallies while provinces build

by Gordon Beerworth

IN THE FIELD OF ETV, important stirrings are noted across Canada. For many reasons, therefore, this has seemed a highly desirable time to take a long, hard look at educational television, a glimpse of its past, a review of how it stands today, and a preview of the problems and potentialities in its future.

What Earl Rosen of the Metropolitan Educational Television Association of Toronto (META) said in his book *Educational Television: Canada* (1967), still holds true today: "While Canada continues to consider the best ways of employing television as a significant educational resource, many other countries, everywhere in the world, developed and developing, are beginning to use TV for education as much as for entertainment and selling.

"The question still facing Canadian educators is: What status, or role, will ETV have and what will it be permitted to do?"

Ottawa holds the answer, but the provinces in general are not waiting for the lifting of the starting gate. Many have already burst through, and educational television is off and running, while federal legislation (and the part it will play) is still being discussed.

The concern and involvement of government in the development of educational television is of prime concern, on both levels, since broadcasting on the one hand comes under federal jurisdiction, and education, on the other hand, rests with the provinces.

"This jurisdictional question," said former Secretary of State Judy LaMarsh, speaking on ETV at Sherbrooke, Que. last year, "is one of the most complex and delicate problems we face in dealing with educational television in Canada.

"I am confident," she said, "that with goodwill and understanding, on the part of both levels of government, we can overcome this problem, as we have similar ones on the past, to the mutual benefit of both sides and, most important, of the people of Canada."

## Approach to ETV a two-way street

"The need in Canada, then, is for a system that will serve the requirements of education," said Pierre Juneau, now chairman of the CRTC, who as vice-chairman of the then BBG, spoke at a national seminar on ETV sponsored by the Canadian Association for Adult Education, in Toronto, last year.

"The recommendation of the BBG to the Government has been that our ETV policy should be based on this principle," he said, and "this brings us to a difficult question, namely the clarification of the specific purposes for which new broadcasting facilities built and operated by an agency of the federal government, would be used."

He quoted the White Paper on Broadcasting: "Federal policies in the field of communications must not work to impede but must facilitate the proper discharge of provincial responsibilities for education.

"For this purpose, it will be necessary to work directly with the provinces to study the technical facilities required, and to plan and carry out the installation of educational broadcasting facilities throughout Canada."

Juneau felt that, "without a basic agreement between the federal government and a provincial department of education, there can be no educational television in that province."

Problems of access, procedure

and priorities in the various provinces might be solved by setting up consultative machinery at the provincial and perhaps at the national level, he suggested.

A final point concerning the creation of a new federal agency, to be responsible for the development and operation of ETV will have to be decided finally by Parliament, he said.

The matter died in the Commons Committee on Broadcasting, with the dissolution of the last Parliament.

## What price the CBC?

One question that keeps popping up, from many quarters, is why it is necessary to establish a new agency to supply transmission facilities for ETV programming, primarily controlled by the provinces, instead of using the existing facilities of the Canadian Broadcasting Corporation.

The CBC for years has provided for school broadcasts in its morning schedules, and in many provinces provides the facilities for transmitting ETV programs prepared by the departments of education.

"It would be easier and safer to expand an existing system, making use of experience already gained and personnel already collected, than to launch something wholly new and untried," said a *Toronto Globe & Mail* editorial, "and more room for school broadcasts could be made on regular CBC schedules."

*The Globe & Mail* writer also noted that "Manitoba, Nova Scotia and Prince Edward Island have already urged that ETV be left to the CBC". Even the CBC president, Dr. George Davidson thought the corporation should be the logical guiding force, comparing the cost, efficiency and availability of a new agency with what was already offered by the CBC.

Dr. Lewis Miller of Scarborough College, University of Toronto, and chairman of the ETV committee, AUCC, noted that Nova Scotia, which began its school television system in 1962, developed in co-operation with the CBC, had pointed out that broadcast transmission time is necessarily limited and the saturation point had now been reached. They advocated the development of a provincial ETV network, or even an Atlantic regional network, "planned, established and operated by the Canadian Broadcasting Corporation and its affiliates."

Programming control for ETV in Nova Scotia is in the hands of the Nova Scotia Advisory Council on School Television, with representation from the elementary, secondary and adult education divisions of the Department of Education, the Nova Scotia Teachers' Union, the N.S. Association of Urban and Municipal School Boards, and the CBC.

### Nova Scotia leads in ETV

Dr. Harold Nason, deputy Minister of Education, said Nova Scotia "is leading Canada in the use of educational television, with more than 50 per cent of its students (well over 100,000) making use of TV lectures covering mathematics, science, social studies and French." He said plans are being made to add art and English courses next year.

The province will establish a production and training centre in Halifax, he said, as soon as federal legislation is enacted permitting various areas of the country to establish their own ETV systems.

### Ontario plans 33 stations

With plans for a 33-station ETV network covering Ontario, this province is awaiting the green light from Ottawa in order to proceed with the \$25 million project, one of the most ambitious in Canada.

Education Minister William Davis said the proposed system would blanket the province, with five ETV stations and 28 rebroadcasting outlets. The first step would be to establish Channel 19, to serve south-central Ontario, covering Metro Toronto, Hamilton and Oshawa, as an originating centre for rebroadcasting units. Other key stations would be set up in strategic locations throughout the province.

The Ontario Department of Education began producing on its own in 1965, two series, one in Grade 7 math and the other in Grade 13 physics, which were broadcast throughout the province on both CBC and private stations. The ETV branch was formally established in 1966, to carry out the province's extensive plans in this

field.

A system of grants to school boards to purchase TV receivers for school use, installation of closed circuit systems in many schools, and co-operation of many private TV stations in producing and telecasting programs on educational themes helped boost interest in ETV. Particularly active were CKWS-TV Kingston, CFPL-TV London, CFCH-TV North Bay, CJOH-TV Ottawa, CHCH-TV Toronto-Hamilton and CFTO-TV Toronto.

Toronto's activity has revolved around the Metropolitan Educational Television Association (META), which produces its own programs for schools in the greater metro area of Toronto, as well as nearby Hamilton, St. Catharines and Oshawa. Many of the programs are telecast in full color.

Facilities of the CBC's CBLT Toronto are also used in conjunction with CHCH-TV and CFTO-TV to carry META's full schedule each week.

Ottawa will launch Educational Telecommunications, a new system of on-demand ETV, in a two-year \$1 million experiment set for 1969-70. It is a joint venture of the Ottawa public school board, the Ottawa Collegiate Institute Board, the Ontario Institute for Studies in Education, and Bell Canada.

The plan involves provision for each classroom to have access to more than 2,000 films, videotapes and kinescopes by dialing an electronic library in Bell Canada's Britannia office. Connections will be by coaxial cable. Teachers consult a program catalogue, dial the code number for



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the program desired and within minutes it appears on the classroom TV screen.

## Quebec on its own

Not waiting for action from Ottawa, Premier Daniel Johnson of Quebec announced in February that his government had decided to go ahead on its own, evoking a 1945 provincial law to establish its own Radio-Québec broadcasting network. Concerned at first almost exclusively with educational programs, the provincial network has been set up to broadcast in the Montreal and Quebec City areas beginning some time this month.

Johnson indicated that about \$10 million would be spent on the production of programs. "For every dollar you put into educational television," he said, "you can save three on traditional teaching methods."

Judge Guy Guérin, named to head Radio-Québec, said that although they hoped to transmit the first broadcasts by using the facilities of private TV networks in the province, they did not intend to compete with commercial stations. "Radio-Québec's sole purpose is to operate in the educational and cultural fields," he said.

The programming will be entrusted to the Quebec Department of Education, which has in the past been heavily involved in ETV. However, a major factor in broadcasting their productions prior to the formation of Radio-Québec, has been the close collaboration given by Radio-Canada (CBC), which provided not only personnel and equipment but the necessary transmission facilities. Both English and French-language sections of the Department of Education have enjoyed this co-operation. The set-up under Radio-Québec has still not been clarified.

Another innovation in Quebec was the pilot project of TEVEQ, launched by the ETV branch of the Department of Education, to telecast basic adult education courses in the Saguenay-Lac St. Jean region north of Quebec City. It was planned to offer regular secondary school courses for the benefit of adults unable to complete high school. After a two-year trial, it had been hoped to extend the project across the province on a Quebec ETV network. Now, TEVEQ will become part of Radio-Québec.

## Alberta advances with CARET and MEETA

Development of local ETV in Alberta was encouraged by a number of pilot projects, co-ordinated through the department of education and the Minister's Advisory Committee, formed in 1966.

Leading off in Category One,

eligible for support of up to 50 per cent of the costs, from the province, were the Metropolitan Edmonton Educational Television Association (MEETA), and the Calgary and Region Educational Television Association (CARET).

MEETA was described by Rosen in his book *Educational Television, Canada* as having "advanced further than any other ETV body in the country in developing its own programming resources."

The group, which includes Edmonton public and separate school boards, the University of Alberta and five of the surrounding school systems, along with the Department of Education, plans to apply for a license to operate its own ETV station. Four of its members have their own equipped TV studios, including a mobile unit specifically designed for the University of Alberta Faculty of Education. MEETA plans to co-ordinate these studios through a master control once the go-ahead is given from Ottawa.

*(The CARET story is described in detail on page 30 of this issue.)*

Other projects were set up in various areas throughout the province, at Lethbridge, Athabaska, Vermilion, and the County of Mountain View, with the smaller Category Two projects established to cover twelve rural school divisions.

## Closed circuit TV teed off in B.C.

In British Columbia, Rosen noted, many school boards are taking the lead in establishing closed circuit educational television in Canada.

One of the most highly-developed CCTV systems in a school is the Kamloops Educational Network (KEN) in North Kamloops. The high school and two elementary schools are linked together with 59 outlets able to receive programs over two channels.

In one year alone, and that was three years ago, 1267 programs were aired, of which 1001 were videotape replays. KEN produced 365 programs, recording 99 on videotape, with all operations by student technicians, many of whom were studying TV production in an experimental course being taught at North Kamloops.

In '66-'67 KEN's closed circuit network was expanded by the establishment of a videotape network in local schools.

A group was formed under the name of the Inland ETV Committee, representing 25 interior B.C. school districts, to finance a feasibility study on setting up some form of educational network, either over existing channels, by tape exchange, or even by microwave on the 2500 MHz band.

## Canadian School Telecasts viewed coast-to-coast

ETV in Canada sprouted from the Canadian School Telecasts which began in 1961, and were broadcast across the country on CBC and affiliated stations.

Telecast on a twice-weekly basis, the programs have been produced by the CBC at the request of, and under the guidance of the National Advisory Council on School Broadcasting, which represents the Departments of Education in all ten provinces.

This Council was replaced in 1966 by an independent chartered Commission and two Councils, one English and the other French-speaking, each having representatives from the Departments of Education, teachers' organizations, the CBC and the Canadian Educational Association.

Participation in the School Telecasts has been on the national, regional and local level in most of the provinces, with many of the Departments of Education producing programs for the CBC, to be shown on regional and provincial telecasts.

Manitoba and Saskatchewan have been heavily involved with use of CBC School Telecasts. New Brunswick and Prince Edward Island have used the CBC programs, and in nearby areas Nova Scotia School Telecasts also

have been well received.

Pilot projects have been discussed. Closed circuit installations are being set up and much use of videotape is being made in many areas across Canada, brought about through close collaboration with private TV stations, in production and use of broadcast facilities.

Even Newfoundland, which had no ETV up to 1966, has made extensive study of its use, and a government ETV conference, held there that year, has had great impetus to further development in that province.

## The future looms big

Throughout Canada, major efforts are under way to exploit the full potential of educational television, in all its aspects. There is a steady and visible increase in the number of co-operative approaches to ETV, in which school systems, universities, Departments of Education and other groups are working together to share responsibility and initiate new developments.

As Rosen noted in his review of *Educational Television, Canada*, "other real possibilities for enhancement of the role and impact of ETV in schools, universities and libraries are related to the rapidity of technological change.

"Developments in the foreseeable

future include the use of satellites for networking ETV programs, opening up of the UHF band, improvements in broadcasting and closed circuit ETV equipment, and the wide availability of less expensive videotape recorders."

Rosen also notes that "more sophisticated use of broadcast ETV and closed circuit TV will make obvious the advantages of using the various technologies, combining them most effectively for maximum educational benefit.

"For example," he said, "although the ETV approach cannot serve the multiple-channel needs for complete in-school scheduling, it does provide the vital ingredient of high-quality, professional programming. An ETV station could, then, broadcast around the clock, making available programs or lessons to be taped off-air by school or university videotape recorders. The receiving schools could then schedule the recorded tapes as required throughout the day."

Intelligent pooling of resources of people, money and facilities, along with information, experience and programs in Canadian ETV should provide educational television with what it needs for its ultimate development on a broad, national basis.

But the overall answer to the future of ETV rests with Ottawa.



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# ETV advisory body will guide Ottawa on national policy

FORMED AS A SOUNDING BOARD for the development of educational television in this country, the Educational Television and Radio Association of Canada (ETRAC) was officially founded during a three-day conference in Banff, Alta. last month. Named to head the 24-member executive committee was L. Alan Robertson, executive director of Calgary and Region Educational Television (CARET).

The watchdog group includes representatives of nearly 100 educational institutions, broadcasting groups and other interested organizations from coast to coast.

The new board, after a lengthy executive meeting, agreed to send a letter to Secretary of State Gérard Pelletier, telling him of the new organization's existence and offering the government assistance in creating a national educational television policy.

The group also agreed to open an office for ETRAC in Ottawa, as soon as possible, with an executive officer who will probably begin as a part-time employee.

It was also planned to create a kind of master catalogue of all the ETV productions that have so far been produced in Canada by organizations such as Toronto's Metropolitan Educational Television Association (META), Metropolitan Edmonton Educational

Television Association (MEETA), Calgary and Region Educational Television (CARET), North Kamloops Educational Network (KEN), the Nova Scotia Advisory Council on School Television, the Educational Telecommunications group in Ottawa, and Quebec's Department of Education.

ETRAC hopes to show some of the best ETV films at the national Educational Showplace, on the CNE grounds in Toronto, next January.

Robertson stressed the benefits of having the informal discussions around which the conference revolved for the three days. "These people got to know each other, where before they may have known one another only by name, and may have had no idea of what was going on in other parts of the country." The delegates spent their time exchanging information, discussing their work and implementing dozens of recommendations for the new board to sift through and arrange into a policy for ETRAC to follow.

### Criticizes commercials "that teach wrong things"

Lashing out at the CBC, where he was formerly employed for 15 years with the corporation's school broadcast department, Max Braithwaite, a freelance writer who has prepared many ETV scripts besides writing novels

and textbooks, said the public network "has abrogated its right to participate in educational television. It has become a quasi-commercial network."

He told the delegates to the ETRAC conference not to become involved with the CBC, but to aim for their own educational network. He suggested it would be very difficult to become disentangled from the CBC or CTV networks if the new association were one to become involved with them.

Braithwaite, who admitted he thought highly of the CBC's broadcasting to schools, argued that since everything broadcast on television is to some extent educational, the CBC had been guilty of broadcasting many things that have a bad influence on those who see them, from imported canned drama to certain commercials.

Citing specifically two types of commercials that teach viewers the wrong things (and he said the CBC broadcasts both), Braithwaite said: "There are these cigarette commercials that tell young people that smoking is a manly thing to do. And, the commercials (for finance companies) that tell people the way to solve their problems is to go out and borrow money, when in most cases that's just a way for them to get in deeper."

Criticizing the U.S. Sunday night drama series, *Bonanza*, seen on the CBC network, Braithwaite suggested the western show offered the theory that "the solution to everything is a bullet in the guts."

He said *Bonanza* was particularly pernicious in that it promoted this theory through a father figure, Ben Cartwright, played by the silver-haired Lorne Greene, well-known in Canada as an actor and former CBC newscaster.

"They go into the background of some of the villains," he said, "trying to build up an empathy by showing how someone betrayed him or something. But the solution never is psychoanalysis or anything like that; it's still a bullet in the guts. And at the end of every show, they laugh."



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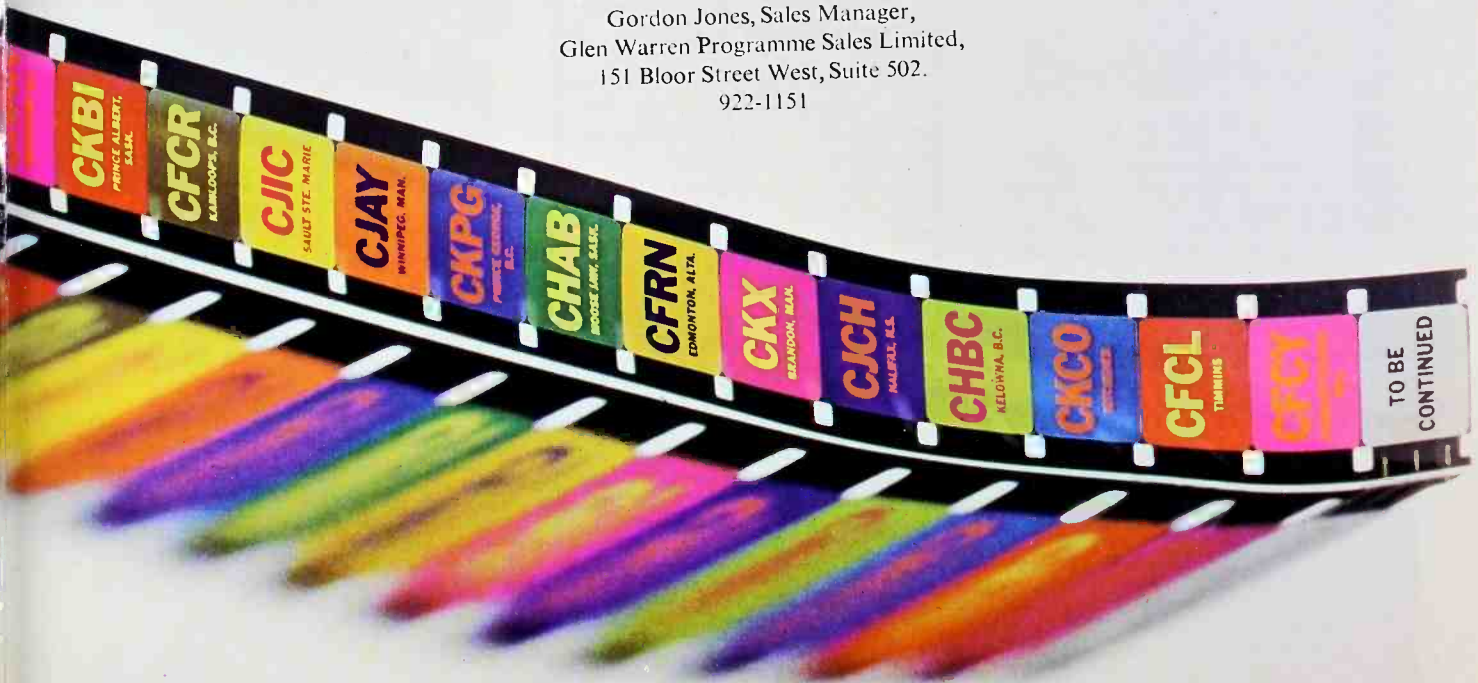
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**CBC APPOINTMENT****R. GORDON SMITH**

The appointment of R. Gordon Smith as Operations Manager of CBCT Charlottetown is announced by S. R. Kennedy, CBC Director for the Maritimes.

Mr. Smith will be responsible for the overall supervision of television stations CBCT channel 13 Charlottetown P.E.I., and rebroadcasting station CBCT-1 channel 7 New Glasgow, N.S.

Mr. Smith is a native of Saint John, New Brunswick, and has held positions there with CFBC as Sports Director, Production Manager and Assistant Manager. He has also had six years television experience with CJCBC Sydney as Program Director, program host, interviewer and news announcer. His latest position has been Program Supervisor of the CBC radio station, CBI Sydney, which he joined in 1967.

CBC offices for CBCT and CBCT-1 are located in the Dominion Building, Queen Street, Charlottetown, phone 892-3591.

**THREE-DIMENSIONAL TELEVISION** may result from recent experiments conducted by Dr. Nicholas George of the California Institute of Technology.

Dr. George used laser beams to convert black and white photographs into 3-D color.

Photos taken from a camera at different angles would be re-photographed in laser beam light, and the images divided into various colors, then transmitted by existing television systems.

**CARET**

## Calgary ETV is on the air with first multi-channel license

**CANADA'S FIRST MULTI-CHANNEL** microwave ETV system was officially launched in May, transmitting programs to 24 Calgary-area schools and the University of Calgary, with full service on four channels.

The Calgary and Region Educational Television (CARET) broadcast centre, which is capable of color transmission, is located on the campus of the Southern Alberta Institute of Technology, with studios and transmission facilities in SAIT's 12-storey Tower Building.

CARET was the first group to receive a license from the DOT for a multi-channel educational television microwave system.

It operates on the newest and possibly the most important method of broadcasting instructional material, the 2500 megahertz system, which, in essence, provides a private TV broadcasting network for exclusive use by the educational organizations of CARET. The system's most important feature, compared with conventional VHF broadcasting, is its ability to broadcast simultaneously on four channels.

The CARET system is a two-year pilot project, operated as a co-operative effort by the University of Calgary, the Southern Alberta Institute of Technology, the Calgary Public and Separate School Boards, three rural school divisions, Mount Royal Junior College, and the Alberta Department of Education.

The initial pilot project group consists of a total of 24 area schools and the University of Calgary, all of which are served by the broadcast centre on the SAIT campus.

Alan Robertson, executive director, said the total cost of putting the system into operation was about \$500,000, but Alberta Government Telephones provided transmission facilities free of charge.

Robertson, who was appointed full-time director in 1966 to co-ordinate the activities of CARET, said that before June, 1970, the Calgary project will be evaluated to determine how it is being used in the schools,

what effect it has had on learning, how it has been received by teachers, the community and the school trustees.

A later phase, he said, might be an application for use of an unassigned TV channel to enable the service to reach the homes and rural areas, for transmission of extension and adult education programs.

### Pre-CARET service offered through CHCT-TV Calgary

Going back to the beginning of educational telecasting in the Calgary area, prior to CARET, the initial programming originated in 1961, in co-operation with CHCT-TV Calgary.

**L. Alan Robertson**

The first regular in-school television lessons (Elementary French: *Parlons Français*) were telecast daily on CHCT-TV's Channel 2, as a joint offering by the Calgary Public and Separate School Boards.

In 1964 the boards were joined by the University of Calgary, Southern Alberta Institute of Technology, Mount Royal Junior College, and three rural school districts (Calgary/#41, County of Wheatland/#16 and Foothills/#38) to form the Southern Alberta Educational Television Association.

In 1966, in a brief submitted to the Alberta Department of Education and approved by the minister as the *Category One Pilot Project*, the

(continued on page 32)



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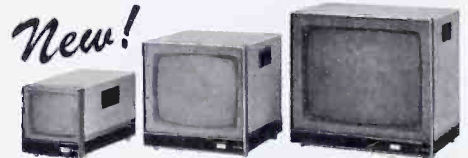
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## Calgary ETV . . .

(continued from page 30)

initial plan called for a closed-circuit distribution system to the Calgary schools, followed at a later stage by an application for VHF Channel 9, for continuing education programming.

CARET was formally adopted as the name of the group in September '66, and preparation of 40 15-minute programs for use in the elementary schools got underway.

The first CARET programs, produced in co-operation with CHCT-TV, were telecast April 3, 1967. CARET then moved to the SAIT campus, and the Alberta Government Telephones proposed installation of the 2500 MHz system. This resulted in the application for a license, submitted

to and approved by the DOT.

CARET became a private company under the Companies Act (Alberta) July 21, 1967, and moved into new quarters in the SAIT Tower Building September 11. Commencing in October, CARET began regular programming at 9:30 a.m. daily, for a 30-minute period, over CHCT-TV.

Studios became operational and production got underway by January 23 of this year, with the first video signals broadcast from the transmitter on top of the SAIT Tower Building, May 2. Full-time programming began May 24.

### CARET-SAIT combines production facilities

Located in the basement of the SAIT Tower Building's "L" Block, a twin-studio production centre serves the

needs of both SAIT and CARET.

For SAIT, it provides a closed-circuit campus operation serving the various departments, a training facility for broadcast technology students, and a training facility for students enrolled in the Television, Stage and Radio Arts courses.

For CARET, the centre serves for the production of broadcast quality programs for transmission by local commercial stations, for production of broadcast quality programs on videotape for exchange with other ETV centres, and for transmission over the CARET 2500 MHz system. It also offers a training facility to provide educators with practical experience in the production of ETV programs.

The CARET studio production and transmission complex provides the program source for the 2500 MHz broadcasting system. Four simultaneous program sources may be channeled by cable to the four 2500 MHz transmitters located on the rooftop of the 12-floor Tower Building.

An operator in transmission control at the basement level can select through remote control facilities any or all of the four transmitters for broadcasting programs to the schools. He monitors all programs transmitted.

Each of the four 2500 MHz transmitters accepts one of the four program sources which is translated to the 2500 MHz signal at a strength of 10 watts for transmission. The output of each of the four transmitters is coupled to the transmitting antenna specifically selected to suit the geographical arrangement of the receiving buildings.

As signals in the 2500 MHz band travel in straight lines, all buildings intended to receive programs must have line of sight to the transmitting antenna. For any school without line of sight, cable service can be arranged from a nearby school within line of sight, that has a receiving antenna.

For reception, schools have specially designed parabolic antennas mounted on small masts. From the antenna, the microwave transmission goes to a convertor which translates the 2500 MHz signal into four VHF channels, which, for CARET, are 7, 9, 11 and 13.

These four channels are injected into the school's internal distribution systems, which can also carry other channels for reception in the classroom by standard TV receivers, such as Calgary's channel 2 (CHCT-TV) and channel 4 (CFCN-TV).

Thus, a teacher in any classroom has access to six VHF channels, and can choose the lesson appropriate for their class and grade level by simply selecting the desired channel on the classroom TV receiver.



"... 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."

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## SAIT claims first with ETV color facility

**BROADCAST TECHNOLOGY** and a co-related course on Television, Stage and Radio Arts, taught at the Southern Alberta Institute of Technology, benefit not only from the use of some of the most modern equipment available, but, says Richard W. Gailey, senior instructor, "we claim the honor of having the first complete educational color production facility in Canada, and, until just recently, the only one west of Toronto."

Moving into spacious new quarters in SAIT's brand-new Tower Building, the training facilities for SAIT students share a twin-studio production centre with the Calgary and Region Educational Television staff.

SAIT's Television, Stage and Radio Arts course was developed as a direct result of a request from the Western Association of Broadcasters, to train new production personnel for the broadcast industry.

Students take a combination of classroom lectures and projects in either of the Institute's two monochrome TV studios, the new color TV studio, or the stereophonic radio control room and studios.

Equipment includes two GE PE-250 live color cameras, two Houston-Fearless counterbalanced tripods, one GE PE-240 color telecine camera, two Eastman 285 film projectors, one Richmond Hill Laboratories' custom switcher complete with sync, color bar and special effects generators; Conrac color and monochrome monitoring facilities; McCurdy dual channel and stereo audio consoles; McCurdy turntables; Gates cartridge machines; Ampex ¼" audio tape recorder; Sony 1" and 2" color video recorders; and an Ampex VR1200B recorder.

SAIT completed their installation last August, and moved the equipment to the new studio facilities in January.

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# Who's afraid of ETV?

by Alan M. Thomas



*Dr. Alan M. Thomas is the executive director of the Canadian Association for Adult Education. He received his BA from the University of Toronto and his MA from Columbia University. Among other academic activities he was assistant professor and supervisor of Communications at the University of B.C. He has held his present post since 1961.*

ONCE ALL CANADIAN POLITICS were regarded as railroad politics. Since the 1930s it can be argued, with equal validity, that all politics are broadcasting politics.

This is particularly true of Educational Television. When the CBC, with

only a partly expressed "educational" role, was created, two provinces, Ontario and Quebec, openly contested the right of the Federal government to legislate in this area, right to the Privy Council. (The decisions made at that time and the grounds offered for it are worth reading for anyone interested either in Canada or broadcasting.)

Once the Federal right to legislate was established, the issue subsided for a while. However, the particular form of broadcasting engaged in, namely the CBC, has been consistently contested by private interests, or at least by some of them, and the CBC became in Quebec the centre of opposition to the regime of Maurice Duplessis, and more recently a home for the new nationalism.

The Canadian political history, of the past thirty years at least, as mirrored in the House of Commons, finds argument over broadcasting a continuing running sore in the body politic, and now ETV is running true to form.

Committee followed committee, commission piled on commission, and act succeeded act. One exasperated and fatigued politician recently remarked that any Canadian political

figure was a fool to get involved in broadcasting.

Unfortunately such a choice has not been open; no federal politician has been able to avoid such involvement.

Another way of putting it, of course, is that despite successive attempts to smother the issues in committees and compromises, broadcasting has remained one of the most vital and lively elements of Canadian politics in the past thirty years.

Nothing could be more true of Educational Television, despite the characteristic attempts to cool it.

While early provincial efforts to dispute the Federal control of broadcasting were subdued by some distinguished and ironic logic from the Privy Council, no such rhetoric can settle the present conflict. Here the Federal claim to dominance in broadcasting comes face to face with a similar provincial absolutism regarding the field of education. And it does so against a background of much increased provincial vigor and self-determination, the particular problems posed by Quebec, and the rise of education to the position of the most powerful and influential institution in the entire society.

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By educational television in this context is meant not general programming which may or may not have an educational intent, or may or may not educate. What is meant is rather "instructional" television, which by various means, of which the televised lecture is only one, sets out deliberately to bring about a predictable alteration in individual behavior.

Without going into the details of the definition of ETV, it is important to make one point. The logic of "instructional" television is the precise opposite of the logic of "entertainment" or "general purpose" television. Entertainment television attempts to create and to hold the largest possible audience for the longest possible period. Educational television aims at a specific audience defined in educational terms for a particular period, and then deliberately drives that audience away in order to attract another one.

The significance of this fact is simply to establish that despite prolonged and distinguished contributions to educational television by the CBC and some private stations, the two sorts of television broadcasting cannot in the long run be combined on the same channel or station. Educational television must have its own

transmitters and channels. It is nothing short of scandalous that no such station yet exists in Canada.

Meanwhile, back in Ottawa, the Federal government has been trying to maintain its pre-eminence in broadcasting by proposing to establish an educational network which will then lease time to the official provincial educational agencies. A very neat solution to the problem.

At the same time, at least one provincial government, namely Ontario, has formally recognized the particular power and significance of ETV, by proposing to establish an independent television authority that will govern ETV in that province.

So far so good. While the proposals involve a certain expense, the political and legal issues they set out to solve are tremendously important, and worth some expense in solving. We are now waiting for the new regime to get on with the implementation of the plan or of some plan.

However there is another aspect of the original Federal proposal which harks back to the preference for sweeping these issues under the rug and keeping them there as long as possible.

Along with the proposal for the new Federal technical authority came

also the proposal that ETV should be confined to the UHF band. If the suggestion that this was cheaper is spurious, one can only conclude the government hoped that the small ability of domestic receivers to pick up UHF transmissions—something around two per cent—would mean the potentially explosive and embarrassing educational programming on which some provincial governments might embark would be neatly confined to schools and out of the public eye—and mind—for some time.

An opinion given at the last parliamentary committee was that it would be ten years before UHF reception would be even as much as 20 per cent available on domestic sets, even if the government passed an all-channel bill this year—which, by the way, they propose to do. Again a neat political solution, but one which is a dismaying and immoral sell-out of the Canadian public and the potential of ETV.

#### Need to consider adult education, too

The precise value and power of ETV lies in television's access to millions of homes, to people who need not be dragged out to schools in order to

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# OKANAGAN MAINLINE RADIO

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the All-Canada man

learn things—namely, the adult population of Canada. To segregate ETV to UHF, which means in effect to make it available only in schools where children are already grouped, is to deny its essential nature and value. Certainly there is considerable value to making ETV available in the schools, but a whole set of institutional problems there introduces the danger that it could amount to hardly more than a cheap method of distributing films. This fact the opponents of any educational use of the broadcasting spectrum have only too easily seen. They have advanced all sorts of arguments that there are lots of ways of achieving the same thing in schools—ETR for example—without using the public airways at all.

It's hard to disagree with this argument so long as the UHF restriction is maintained. However, once it is admitted that the real target of ETV is the adult population, and that the restriction to UHF, except on technical grounds—that is, in the few places where no VHF channel exists—is totally invalid, then the argument for not using the public channels simply disappears.

If the UHF restriction is maintained, there simply won't be any adult education on ETV worth considering. The audience, except for a small number of artificially constructed groups, will be non-existent.

Even if an "all-channel" bill—a sop if there ever was one—is passed this year, the penetration of UHF-VHF receiving sets will be terribly slow. It

will probably be something less than the penetration of color television, or perhaps will resemble the early pattern of FM. What's worse is that the people who need access to this resource will get it last.

In a country facing a serious shortage of trained manpower, increasing problems of urbanization, latent racial difficulties, and the use of leisure time, to coolly deny the adult population the benefits of ETV is simply a kind of suicidal stupidity.

It is, of course, true that there has been and can be abominable ETV. But then everyone will admit that there can be and has been abominable broadcasting of all sorts as well as splendid achievement. The educators hold no corner necessarily on incompetence, and there are signs of an increasingly competent group of a new breed of educational broadcaster appearing.

The fact is that past lessons, derived from situations in which conventional educators tried to work with conventional broadcasters, cramming one educational program into a popular schedule, have little bearing on what could happen when educational broadcasters have the chance to develop the quite unique circumstance of an educational channel. The lessons from the USA are quite useful. ETV can be as good and as bad as any sort of broadcasting, but the contributions made by all-educational channels are quite unique. The recent formation of ETRAC (*page 26*) in Banff this summer bears witness to this.

There is another argument that, by implication, intrudes itself into the present situation, in fact there are two.

### Voices from high places counsel caution

There are a number of voices at the moment from high places counselling caution—not an unfamiliar sound in this country.

Their argument is that communications are developing so fast that we should wait, go slow, before we commit ourselves to anything as radical as an ETV network or system. Wait ten years is the common argument.

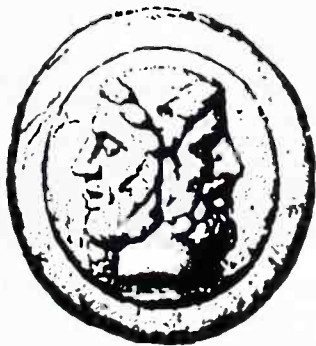
No doubt the description of the development, particularly when you talk satellites, is true, but what about the last ten years? The development in that decade has been pretty dramatic too and we are still without educational broadcasting. It seems to me this argument is one being put forward largely by the existing powers who do not wish to surrender any of their present predominance to any new contender in the field.

The second argument is that because private broadcasting and CBC now occupy most of the VHF frequencies in Canada, they somehow have a prior right to any that are now vacant, and that only when there is some old VHF frequency that no one really wants should the educators even be remotely considered. This, of course, is a lot of nonsense.

The air waves belong to the people of Canada, and they should choose between existing contemporary needs in the use of them, not be seduced by irrelevant and supposed precedents. There are something like 50 or more available VHF frequencies, if you count drop-in channels. It may be that in some cases the interest of general broadcasting, public or private, does take precedence over the interests of educational television, but it is not a foregone conclusion. ETV must be ready to compete in every new application, on equal grounds with any other competitor.

The CRTC has recently been instructed, or requested by the Secretary of State to begin the proceedings for opening up the UHF band for use. It has been suggested that these uses will be primarily of an educational nature.

It is not clear whether the present government means to maintain the policy of segregation of ETV to this band. If it does, then it will be betraying all of the courage and imagination that has so far informed Canadian broadcasting, and will deal a savage blow to the new Canada waiting to be born.



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CATALOGUE NOW AVAILABLE



# Coming up: Ontario ETV system with own 33-station network

by David Martin

ETV OPERATION IN ONTARIO began four years ago with the Ontario government's decision to go ahead. Since July, 1966, the Ontario Department of Education has had an ETV branch which has since grown in experience and ability to a state which now constitutes what Education Minister William G. Davis calls "the nucleus of an authority for educational broadcasting in Ontario."

At this time, Ontario ETV has planned, produced and distributed over 460 ETV school broadcasts, ranging the curriculum from Grades 1-13, and these have been received in over 2,600 Ontario schools.

Ontario ETV does not have its own studios, but draws on experienced people in broadcasting, hires the necessary skills and facilities in transmission engineering, light, sound and camera techniques, and develops directors, producers and writers for ETV program production.

The programs completed have been broadcast despite limited air-time on the commercial stations now running ETV 1-1½ hours daily. Another 45 programs are planned for 1968-69.

The work of Ontario ETV is closely tied with teachers and administrators throughout the province and the rapport with the school system and its personnel is functioning well in guaranteeing teaching and curriculum standards. In fact, the programming, techniques and aims of Ontario ETV have attracted considerable highly favorable comment from educators outside Canada.

Now, Ontario ETV is facing a chance to establish its own studios with the likely advent of an Ontario ETV system comprising five broadcasting stations and 28 rebroadcasting outlets, under consideration by Ottawa.

This is causing some concern at the CBC which carries the Ontario ETV programs along with private stations and covers most of the other provinces' ETV programming.

CBC contends it is able to expand and cope with increased ETV programming for some years yet, and the Ontario government is wasting capital on a network which the CBC feels is not yet necessary.

That's the basic objection anyway, but the CBC must also be concerned on a further two points.

First, the fact that quite a number of experienced CBC people are actively engaged in ETV, working with the Ontario ETV branch, and could be drawn off to the new network if the price is right.

Secondly, both the CBC and private stations in areas to be covered by the proposed ETV network must be anxious about the further splitting of audiences which can no longer be called "captive" because of the increased opportunity for alternative channel viewing.

However, the minister made statements to both the Ontario Legislature and the Commons Committee in February urging full use of all avail-

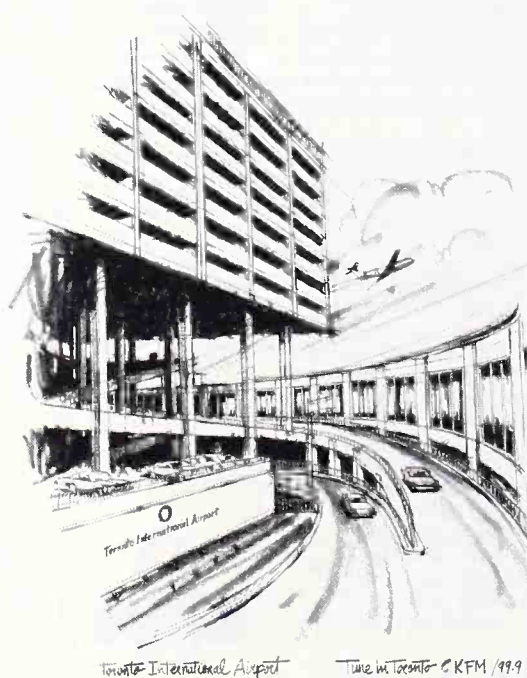
able facilities for ETV, including CBC, private stations, unused VHF stations and whatever UHF channels are allocated to the Province for ETV.

The minister's statement to the former Board of Broadcast Governors in October, 1966, did in fact urge that priority of ETV interest be in this order:

ETV network stations; CBC network stations; CTV network stations; private independent stations.

As far as the other fears are concerned, Davis has recommended stations in general to look to the experience of U.S. broadcasters in coping with the effects of ETV on individual stations.

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# dateline ottawa

WHAT KIND OF TROUBLE can a Canadian radio station get itself into through its open line programs and the Instant Popes who run these programs? Controversy, of course, is the name of the radio game these days.

With many station personnel encouraged to sound off, it is not surprising that many listeners take the opportunity to do so too. In venting their opinions on radio, these callers may also be hitting back at somebody they dislike. The station becomes the innocent vehicle to carry defamatory abuse.

The matter of a hard-hitting opinion was studied by the English courts earlier this year. The case arose from several letters published in the *Daily Telegraph*. As one judge complained in his decision, each letter took about 60 seconds to read, but the letters took hours when considered in the courts. Indeed they did. The lawyers bombarded each other with pleadings (the statement of claim and replies) totalling 83 pages, with more than 300 pages of correspondence, with more than six days of hearing witnesses, followed by more than two days of argument after the trial. And then, a 35-page judgment by the trial judge. Then came the appeal, taking up the time of three lord justices and four counsels for three days.

At the trial, the newspaper was found liable for publishing the letters and the plaintiffs received damages totalling about \$11,500. On the appeal, the three judges unanimously decided to throw out the case and reverse the decision. Not only did the \$11,500 in damages disappear, but the plaintiffs also had to pay court costs—about \$52,000. Plus pay their own lawyers.

What was the case about? It involved a public path, and the question as to whether a company was using the same for its vehicles. The lawyer for the company had previously been the lawyer for the municipality which tried to cut down vehicular traffic on the path. What he had tried to stop he now promoted. The letter to the editor said in part: "If this has made local residents a little cynical, they must be forgiven."

The trial judge held that these words meant that the lawyer had brought improper pressure to bear on the municipality, his former employer.

The Court of Appeal took a different view. The newspaper had argued that the publication of the letter was to put a matter of fair comment before the public. The Appeal judge said: "In considering a plea of fair comment, it is not correct to canvass all the various imputations which different readers may put on these words. The important thing is to determine whether or not the writer was actuated by malice."

There was no evidence that the writer of the letter had any axe to grind on the head of the poor lawyer who had changed jobs. Accordingly the decision of the trial judge was reversed.

The Court of Appeal had considerable to say about the right of comment, and the case is well worth studying by those who have the responsibility for the open line programs and the control of the Instant Popes. It will be found in the first volume of the 1968 All England Reports at pages 497 to 514. The remarks of Lord Denning at page 503 might even be usefully pasted up on the boards in newsrooms.

These points should be noted:

1. The facts must be presented correctly;
2. The matter spoken about must be of public interest;
3. The caller must honestly state his real opinion;
4. These being fulfilled, the caller can make derogatory imputations even if this opinion is exaggerated or wrong or prejudiced.

If you have an honest belief that Aunt Minnie's cooking is giving you heartburn, you can call up the radio station of your choice and transmit your bellyaches if the cooking is eaten at a church supper, but not if it's eaten in your own home.



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## Film House introduces "Wrap-around" sound

FILM HOUSE, TORONTO, is introducing its new six-track 24 "input" console to Canadian film producers. Built in Holland by Philips, to Film House's own specifications, the \$120,000 console is the only one of its kind in Canada.

At present, most film-makers use single-track, monophonic sound, but the new Film House console delivers what can best be described as "wrap-around sound."

Film House has installed the giant console, "24-6" in its Studio II, where film-makers can take their edited tracks and have them mixed. These facilities are capable of handling as many as 24 separate tracks, mixing and displaying them, in monaural form or multiple track stereo to a maximum six tracks.

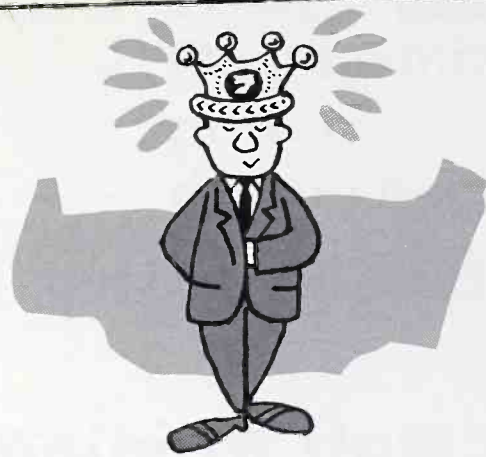
Robert Crone, FH president, says "a sound mix is only as good as the mixers, and Film House has three of Canada's most professional and experienced mixers, Clark Daprato, Paul Coombe and Ron Alexander.

"Clark played in the Ottawa Symphony Orchestra for ten years, while he was mixing sound at the National Film Board, and, for over five years, Paul Coombe was on location, sound recording with the camera crews. He started at Film House the day it opened, as a sound transfer man, then progressed into the theatre where he has been mixing for the past three years.

"Ron Alexander was a sound technician and his considerable musical talent led him into sound mixing at the National Film Board where his credit has been on most of the pictures they have produced in the last ten years."



Watching Film House's new sound mixing specialist, Ron Alexander, operating the company's new \$120,000 six-track console, are Fin Quinn, (centre) vice-president, marketing and Robert Crone, (right) president.



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- Winnipeg's Effective Buying Income is the 4th largest of all Canadian cities.

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- Winnipeg is expansion-minded. Vigorous immigration programs are attracting more and more people to Manitoba. More and more skilled and intellectual new Canadians are settling in Winnipeg.
- Winnipeg is the hub of Manitoba...
  - ... where \$1 billion dollar hydro development on the Nelson River will lay down low cost power on the southern Manitoba grid, thus attracting new industry.
  - ... where \$100 million has been spent to expand the world's largest nickel mining-smelting complex.
  - ... where a \$30 million dollar chemical fertilizer plant has just been completed.

### RIGHT NOW...in Winnipeg itself...

- A \$40 million dollar 30-storey office tower and business complex is being completed.
- A \$5 million dollar department store has just been opened.
- A further multi-million dollar department store has been announced.
- A new modern multi-million dollar Hotel complex is under construction.

C-JAY TV  
dominates this  
"GROWTH" market.

Book on the full coverage station, C-JAY T.V., reach the fourth largest concentration of consumers in Canada.



**C-JAY-TV**



**WINNIPEG**  
first in the 4th Market



# Phone industry harnesses ETV for staff training

"TELEVISION DEVELOPS in the trainee an acute sense of participation," says Al Collins, Supervisor of Management Training & Development Methods at

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ANNOUNCEMENT

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**DON HARWOOD APPOINTED  
BBM DIRECTOR OF SURVEYS**



Donald H. Harwood

Don Harwood, Assistant Director of Research and Development, BBM Bureau of Measurement, has been appointed Director of Surveys, as announced by Dr. B.K. Byram, BBM President.

Don Harwood graduated from Carleton University, Ottawa with a major in sociology. He was with the Canadian Broadcasting Corporation Audience Research department in Ottawa for nearly four years as a writer and analyst. He spent a year in Sydney, Australia, as Research Officer with Beacon Research, a subsidiary of Unilever and its agency Lintas. On his return to Canada he joined BBM as Research Officer and later became Assistant Director of Research and Development.

In this new position Don Harwood will be in charge of the production of all BBM surveys.

---

Bell Canada's Management Training School in Montreal. "There is a tremendous feeling of involvement. The more the trainee becomes involved in the subject the faster he learns."

"You can tell someone they have a bad habit of twitching their mouth or blinking their eyes far too often and they think you are exaggerating. But show them by instant playback videotape and *they tell you*," he said.

That's just one of the many advantages of the use of television as an aid to training, teaching and learning, demonstrated at Bell Canada's Management Training School.

According to Collins perhaps the greatest benefit of videotaping is the introduction of extra senses into the training process, not just the traditional senses of seeing and hearing.

An important segment of the training undertaken at Bell's training school is the development of "training instructors," Collins said.

Instructor courses run for one week. In this period three teaching subjects are covered, and two are videotaped. By limiting the taping to two subjects each of the student instructors has the opportunity to obtain the most benefit of the video exposure and still cover the three subjects thoroughly. Classes are limited to six to provide effective individual attention.

After each taping session the student gives a self-critique of the presentation followed by the full class and the instructor. After this, the tape is played back and again critiqued.

"This is where the real learning comes in," says Collins. "The student learns very quickly. After he sees how he stands, how he moves, whether he talks 'out of the window', how his physical image projects the subject or doesn't, as the case may be, he has a realistic approach to his presentation.

There is much less tendency to rationalize away his faults and shortcomings."

About the only disadvantage to the incorporation of videotape into the training program is time. It takes twice as long to cover each student since each presentation is delivered and critiqued twice, once "live" and once taped.

"But this is more than offset by the plus factors," said Collins. "The third subject is learned faster. Most of the individual delivery faults are ironed out during the taped sessions.

"After the first taping, there is a marked improvement from one presentation to the next," Collins said. "However the big plus is the reaction from the field. The feedback we get here is that the instructors are better trained and doing a more effective job. And that's what counts."

## Sensitivity sessions

Videotaped playbacks are also used in many of the school's management development courses. Generally these are group participation events, specially structured to produce discussion and conflict.

"By videotaping these sessions, we call them sensitivity sessions", Collins said. "We are able to show students how others react to them, to what they say and how they say things."

Collins has found that rarely in a group session are people aware of exactly how they are affecting others. It's hard to get this across without a visual playback.

In the two years since Bell purchased its basic portable units, a television camera with a variety of lenses, a one-inch helical scan videotape recording unit, monitor, lights

and auxiliary equipment, with one unit in Montreal and the other in Toronto, the applications have been almost limitless.

One of the reasons which prompted the initial purchase was to train Bell's executives and management personnel to appear on television with confidence. In day-long pressure and teaching courses the company's spokesmen are exposed to conditions they would find in a studio, with lights, production crew, cameras and a real studio-atmosphere. The courses are planned, prepared and run by the company's Public Relations staff.

Candidates are taped in panel discussions, time-limited talks and interviews throughout the day by professional TV interviewers. The interviews range from the chatty afternoon woman's program type through to the toughest radio hot-line style. After each session there is an immediate playback and critique led by an outside communications specialist.

In spite of the fact that it's a rough course, with no let-up, the course has yet to receive an unfavorable review. The overall result is that Bell's television and radio time has improved in both quantity and quality.

### Closed circuit presentations

The immediate record and playback facility is only one of the many uses to which Bell's equipment has been put. While many of the applications have been training oriented, the equipment has been used for closed circuit conferences between Montreal and Toronto, press conferences, employee information, product introductions, trade and business shows, lectures and so on.

The advantages of using videotape and closed circuit television are almost as many as the variety of applications.

Some typical programs Bell has successfully undertaken include:

Training engineering associates on the Critical Path Method of planning in a series of eight ten-minute lectures. By videotaping the lectures the original two-day course was cut to one without any loss in training value. The lecturer was freed for other work, and delegates were only off their jobs for one day. Time saving alone on this program is in excess of 150 management man-days annually.

Groundbreaking ceremony at the Bouchette Satellite Station: Closed circuit coverage from Bouchette, 70 miles north of Ottawa, was provided from the site to Ottawa where all guests were assembled. The on-site

activity was seen on monitors and feeds were made direct to the CBC and CTV networks in Ottawa for national news coverage. Similar use was made of closed circuit facilities when ceremonies were held in connection with the Canadian Switch Network opening in Smiths Falls, Ont., and Bell's Data Centre in Dorval. In the latter cases pre-filmed and pre-taped material was included in the closed circuit presentations. In all cases it was neither desirable nor convenient to have the guests assemble at the actual location.

Explanation of Bill C-104 to Bell employees: When Bell Canada was asking changes to its charter, one of its vice-presidents was interviewed to explain many of the features of the Bill to the company employees. Kines (16 mm film) were made from the videotape to show "the Bell family" throughout Ontario and Quebec. This was considered the most effective way of keeping employees informed.

### Aid to education

Bell's role in aids to education includes the use of television to explain the company's position. This is simply a case of making effective use of the medium that is currently of great interest to educators and school administrators, and has proved a big success at various education show-places.

Introduction of products and services have included the recent introduction of Bell residential long distance service, "Econopak", and the introduction of a new telephone to employees. In both cases videotape was used to that all employees concerned received the same information.

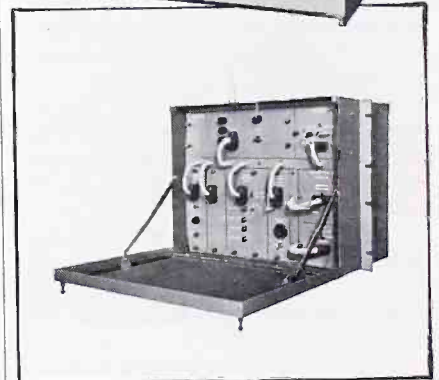
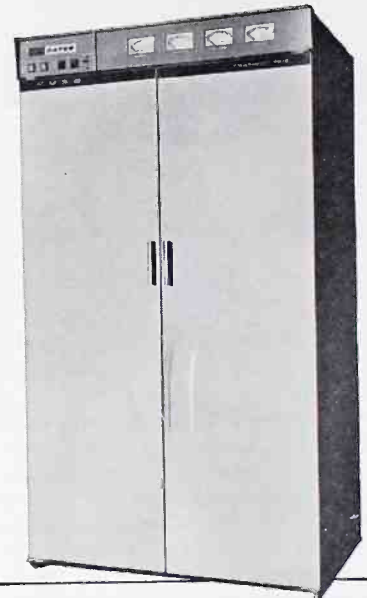
"The more people who come to know of the advantages and uses of this equipment and technique, the greater is the demand," says R. M. Doney, Supervisor-Information (Radio and Television) H.Q. Public Relations, who is responsible for the development of Bell's Audio-Visual group.

Over the past two years Bell's A-V equipment has been in use about 80 per cent of the time.

While videotape does have very many benefits, it is not a universal answer to communication and training problems, Doney said. "Its effectiveness is only as good as the care taken in the preparation and production of the particular program. This is particularly true of lecture, training and informational programs that have to stand by themselves. They have to hold the interest of the audience.

"Commercial television has made the average viewer very sophisticated," he said.

# What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters - one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8202 today.



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# Broadcasting in the media mix

by James Montagnes

**BROADCASTING IS ACCOUNTING** for a larger share of the advertising dollar. This is the consensus of a number of media directors and also of statistics on advertising expenditures.

"We are more involved in broadcasting than five years ago," said Richard C. Berndt, director of media for James Lovick Ltd., Toronto. "We use broadcast advertising for clients who have been able to supply us with more definite needs. The BBM Bureau of Measurement has been able to supply more audience data, broken down by groups. Thus we are using radio to zero in on the type of people we can reach, market by market, to fit client needs.

"Radio gives an excellent opportunity for the awareness of markets, as for example, we use special weekend schedules for soft drinks and beer.

"TV is not quite as selective as radio. Advertisers have to buy network or spots by programs. We can reach youngsters Saturday mornings and between 4 and 5 o'clock in the afternoons. We can best reach men with sportcasts, women in the afternoons, and the general family in prime

evening time. We use television when we want to reach an awful lot of people, when we can associate the client image with the audience."

## TV for new business

The use of TV has increased substantially, not necessarily as a change from print media, but more for new business. New brand products have gone into TV, according to Michael Kennerley, media director of Foote, Cone & Belding Advertising Ltd., Toronto.

"There has been a greater interest in radio," Kennerley said. "This is due to the relatively high cost of TV for smaller advertisers. Radio has greater benefit for certain products, depending on marketing circumstances. This applies especially where the name is important. Radio has a higher degree of frequency than is available on TV.

"Billings have gone up over 50 per cent in the past two or three years. The greatest increase has been in broadcast advertising, mostly on TV, though radio has increased more this year. We are pushing more brands into the teenage market."



McINTEE



HIND-SMITH



BERNDT

Figures from Elliott Research Limited show that broadcast billing was up last year over 1966 while print media were not up as much over the same period. In the first four months of this year both broadcast and print media were down from the same period of 1967, but print media were down more than broadcast. The broadcast total for the January-April 1968 period was \$12,603,950 (\$12,692,124 in the 1967 period). Of this radio accounted for \$3,002,707 in 1968, (\$3,023,870 in 1967), while TV amounted to \$9,601,243 in 1968 (\$9,668,254 in 1967). In comparison, the print total was \$12,150,623 in the January-April 1968 period (\$13,645,555 in 1967), with dailies, weekend, magazine and farm publications all being lower.

## Billings show up trend

"Billings in general have been somewhat soft in total over the past year, but are now coming up," S.E. McIntee, vice-president, media and broadcasting of MacLaren Advertising Co. Ltd., Toronto, felt. "Our TV billings are up because of account acquisitions for various brands of some of our large

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	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

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MONTREAL  
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clients. We find there are more availabilities, there is more flexibility in time negotiations. This shows there is not as much buying pressure as a year ago. There have been cutbacks on networks in the coming broadcast advertising year."

McIntee does not forecast much change from conditions of a year ago. Large advertisers will have more money for spot availabilities. Conditions in all media are softer than a year ago.

Because rate structures have tended to level off in the past year, with fewer rate increases in all media, MacLaren Advertising is understood to be working on a cost per thousand study on all media, on which to base buying in the coming year.

"Broadcast media are getting larger slices of budgets for a variety of reasons," said Michael Hind-Smith, vice-president for media and broadcasting, Foster Advertising Ltd., Toronto. "Advertisers are looking at TV for creative impact, for good efficiencies available. We are selling the broadcast media about 50-50 with other media. This is less than in the United States, where broadcast accounts for about 60 to 75 per cent of agency billings. Broadcasting in Canada obtains a smaller share of the advertising dollar than in the United States.

"On the negative side of broadcast advertising is the agency problem of having to be concerned with the clutter of commercials. Everyone wants 30 second commercials for economy and impact."

There has been an increase in the number of clients who have discovered the broadcast media since Michael Hind-Smith moved from the television network field into the agency business. One large advertiser (Canadian Westinghouse) now is 90 per cent in broadcast advertising since the beginning of 1968. An automotive account (Pontiac-Buick of General Motors) now has Nancy Greene sportcasts on TV.

### Broadcasting a part of media

"There has been a tendency in the past year to integrate broadcasting into the total media functions of an agency," Hind-Smith explained. "It is a significant change. Broadcasting is now a whole part of agency operations, both creative and media."

Other media directors also pointed out that media directors now handle broadcasting as well as print and outdoor media, that the day of separate directors for the various media is in the past.

"Radio has to be sold to clients who were previously print oriented," said Berndt. "There is no longer

opposition to getting into radio advertising. But clients have to be persuaded that it is not necessary for the audience to see the product. Radio has the advantage of reaching more people more often."

Berndt feels that a major reason more advertisers do not use the broadcast media is a cost factor. To cover Ontario's four major markets on TV cuts a big hole in a budget, he pointed out. Some advertisers feel there is a lack of good times available and that there is some inflexibility. It is not possible to pull out of TV in less than four weeks. Short term advertisers find it difficult to get the right times on TV. Seasonal clients therefore go into radio. He felt that something better than the ordinary has to be created if an advertiser is involved in cluster spots.

One reason there is more use of broadcast advertising, according to Berndt, is that, unlike its predecessors, younger management in business as well as in the agencies, has grown up with the use of radio and TV as advertising media.

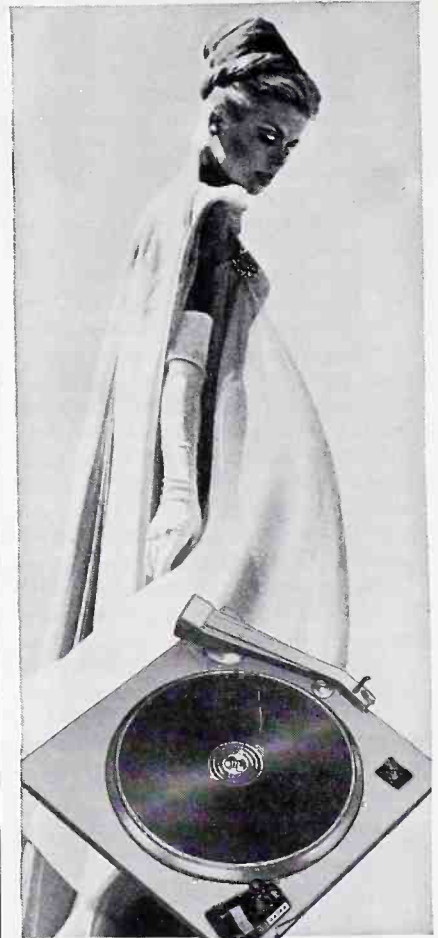
"There is no direct resistance to broadcast advertising among clients," Michael Kennerley said. "It is extremely rare that clients do not use radio or TV. The availability of survey material has been an important factor on agency recommendations for the broadcast media. There is no such data available for print media. The information on broadcast data is more reliable than for other media. The special analysis from BBM and Nielsen is satisfactory. Unfortunately most clients still look at homes as a measure of audience instead of individuals.

### FM lacks data

"We have used FM," Kennerley said. "The indications show its use in the past year has been quite successful. We have used it on long term consistent campaigns. The indications on sales show it to be successful. Our research has borne out that buyers of one product for which we used FM (Hammond Electric Organs) has been high as a result of our using FM. We plan to use FM in only a limited way. Its use depends on changes in programming. There has to be considerable market testing to substantiate a change to FM. There has been a growth in FM receiver sales, and more higher income and better educated groups now listen to FM stations."

Few other media directors had plans to use FM broadcasting, most feeling that they have not had much experience, that there is not enough data available on the FM audience or even the number of FM receivers in use.

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12" or 16" models available.

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Both turntable models achieve new lows in rumble, wow and flutter — without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago.

Truly, the soundest sound in broadcasting is the new sound of Gates.

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# Larry Henderson will launch "Programmed Learning Lab"

67 FLEDGLING BROADCASTERS will graduate September 28 from the "Programmed Learning Laboratory" of the International Career Academy of Canada Ltd., in Toronto.

Headed by Larry Henderson, veteran Canadian broadcaster, former "voice of CBC-TV National News", the Directing Faculty includes the renowned Foreign Correspondent Robert St. John; Howard Miller, described by *Time* as North America's number one disc jockey; John Cameron Swayze, top U.S. commercial personality; Fran Allison of *Kukla, Fran & Ollie* fame; Danny Gallivan, leading Montreal hockey sportcaster; with Earl Gillespie and Merle Harmon, voices of U.S. baseball and football; and Ulmer Turner, prominent U.S. newsman.

Career Academy operates twelve resident schools, in major cities across the U.S., with the Toronto school and Canadian headquarters

located at 8 King St. East.

## Learn by being on-air in actual studios

For two hours each day, Career Academy students study broadcasting in a series of private listening booths, with a turntable, tape recorder and interconnected headphones and microphone. Each is literally in a class by himself, or herself, under the guidance of an instructor whose lesson material has been pre-recorded. The student listens, then makes a tape on the day's assignment which is played back for evaluation and comparison with the recorded material.

For another part of the class day, students move into the school's fully-equipped studios, for "on air" work in a full schedule of co-ordinated "local" and "network" programming originating daily from these studios, which operate just like an actual station.

Familiarization with cut-ins, commercial breaks, IDs, time signals and promos enables students to announce- operate on rotated assignment through all phases of broadcasting. One day he may be a newscaster or sportcaster, announcer, disc jockey, commentator or moderator, another day a program director making out the daily log, or, control operator learning the intricacies of discs, tapes and cartridges.

All the elements of TV broadcasting are offered in the Academy's television section, where students work with a closed circuit system using a TV camera and videotape recorder.

The Academy also operates a complete home study course, and all graduates receive their Certificates of Proficiency, attesting to their professional training, signed by the members of the Directing Faculty.

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### ANNOUNCEMENT

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## HARDY RADIO & TELEVISION LIMITED APPOINTMENTS



GEORGE HELLMAN



DOUG LONEY



ROGER LISABELLE

Mr. Arthur Harrison, General Manager of Hardy Radio & Television Limited, announces the following appointments:

Mr. George Hellman has been promoted to the position of Sales Manager of the Montreal office. Mr. Hellman was formerly Sales Research and Promotion Manager of Hardy Radio & Television, and has been in the broadcasting and representation fields for 19 years.

Mr. Doug Loney assumes the duties of Sales Research and Promotion Manager in Toronto, returning to the industry where he was formerly with several well-known advertising agencies.

Mr. Roger Lisabelle has been appointed Account Executive-Radio in the Montreal office. Mr. Lisabelle's 18 years experience in media with several Montreal agencies will prove a valuable asset in his new position.

All appointments are effective immediately.



## Simplification and added usefulness

AN ENTIRELY NEW FORMAT for BBM survey reports will be introduced with the publication of the Fall 1968 survey results, about the end of December.

Two main purposes are being fulfilled by the changes to be made: (1) to simplify BBM reports and make them easier for all to use, and (2) to increase the usefulness of the reports by including much new data.

A meeting was called many months ago by the Toronto Media Directors' Council to discuss ways to achieve these two objectives. Following the meeting, which was well attended by agency, broadcast station reps and network people, two committees were appointed to draw up specific plans for changes in the BBM report format to bring about these two aims, first, a television committee under the chairmanship of Roy Chernoff of McKim/Benton & Bowles; then a radio committee under Ken Purdye of MacLaren Advertising.

The recommendations of both these committees were first presented to the Annual Meeting of the BBM Bureau of Measurement in Montreal in May 1968, and then circulated to all members with invitations for comments, criticisms and suggestions.

The BBM Board of Directors met at the end of May to consider the recommendations in the light of comments received from the membership, and spent many hours in discussion, particularly of the age breaks which had been proposed. The membership at large continued to show much concern about the impending decisions, and early in August the BBM Board met again, when a format was agreed on that appears to satisfy the differing points of view which had been expressed to the Bureau.

The Fall 1968 BBM reports will include three age breaks for Adult Men and Adult Women, 18 plus, 18-34 and 18-49.

Each of these "Age Group" figures will be weighted according to the population of that group in each area being measured. In other words, there will be an automatic correction applied if a disproportionate number of diaries is returned by any one of these groups.

This is the first time that such accurate projections of specific demographic groups have been available in Canada, and is an exclusive advantage in the personal diary method of

audience measurement. BBM's Personal Diary surveys up to the Fall 1968 measurement have provided such weighted figures for the four basic audience groups—Men, Women, Teens, and Children.

The first objective of simplifying the reports and making them easier to use is being achieved by several changes:

The "Circulation" data for all areas (former "Buff Pages") and all stations (former "White Pages") is being removed from the published reports and made available as a single volume for the whole of Canada—one for radio and one for television.

The Area Information (former "Blue Pages"), except for each station's "Central Area" data, will be eliminated from the published reports and supplied on separate sheets. Each station will be entitled to receive the area pages on request, for every area in which its audience is reported, without charge. Other areas can be supplied for a nominal charge.

Central Area audiences for Men, Women, Teens and Children (wherever sample size permits) will be shown on the same page as the Station Total data including the three age breaks for Women, Men and Lady-of-the-House; this will remove the need for leafing back and forth between the present Blue and Green pages.

The second objective, to increase the usefulness of the reports, flows from the inclusion of the new data already outlined.

There will also be summary pages showing Average Audiences by Time Blocks for every station. For Radio, these averages will be shown for each station's rate card time blocks. For Television they will be standardized for certain viewing periods, for example: Peak Evening (7-11 p.m. Monday through Sunday).

In competitive radio markets, and in all television markets, the Central Area data for Men, Women, Teens and Children (wherever sample size permits) will be shown in percentages, or rating points. Each individual radio station, in both competitive and single station markets, will have this Central Area data shown also in hundreds.

A major change in the Television report format will be the publication of the data for each television market in a separate market book. This will mean approximately 50 separate books for the Fall and Spring surveys.

The soundest sound in FM  
is the new sound of GATES



New from  
Gates...

## DUAL- CYCLOID CIRCULARLY POLARIZED FM ANTENNA

Now you can have circular polarization without individual horizontal and vertical transmitting bays on the tower.

The new Gates FM antenna combines in a single unit the time-proven features of the individual Gates Cycloid and vertical-type 300G antennas.

Designed for rugged, trouble-free operation. No power divider required. Any number of elements from 1 to 16 may be utilized for maximum flexibility in power gain selection. Special antenna with null fill and beam tilt also available.

The new Gates antenna is ideal for transmission of today's complex FM monaural, stereo and SCA multiplex signals.

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# Will hear first CATV applications at September 25 hearings in Moncton

LICENSE APPLICATIONS for CATV systems will be heard for the first time at a public hearing of the Canadian Radio-Television Commission. Twelve such applications from the Atlantic Provinces will highlight the first regional hearing of the CRTC, at Moncton, N.B. on September 25.

ANNOUNCEMENT  
**NIELSEN - MONTREAL  
BROADCAST DIVISION APPOINTMENT**



David W. Soles

The appointment of David W. Soles as Client Service Executive in charge of Broadcast Division Sales and Servicing Operations originating from Nielsen's Montreal Service Centre has been announced by George W. Ralph, Executive Vice President and Manager of the Broadcast Division, A. C. Nielsen Company of Canada Limited.

Born in Quebec City, Mr. Soles received his primary and secondary school education in Quebec prior to graduating in Honours Business Administration from the University of Western Ontario. For the past two years he has gained experience as a member of Nielsen's Client Service staff operating out of Toronto. Effective September 2, 1968, he will locate in Montreal in order that his experience and knowledge of the French market will be readily available to Nielsen Broadcast Division clients in the Province of Quebec. Mr. Soles' offices will be at Nielsen's Montreal Service Centre, 515 St. Catherine Street West, telephone 842-8688.

The CRTC will also hear applications for four new AM, one FM and two TV stations, five license amendments, and 33 license renewals, all from the Atlantic Provinces.

A major portion of the agenda will be allotted to hearing comments and queries relative to the development of a national policy for the extension of alternative Canadian television service.

Among questions which the Commission will consider in relation to the introduction of TV alternative service are: "its effect on such local information as is now supplied through radio and television; the influence of the availability or non-availability of advertising revenue; the role of Community Antenna Television; the importance of local programming, including news; English, French or bilingual broadcasting in the Atlantic Provinces; the general broadcasting situation."

The Commission has on file applications for Moncton and Charlottetown. The Moncton applications were heard by the former BBG in November 1967 and the Charlottetown application was heard by the CRTC in April 1968. Comments are solicited from applicants and others on the

general question of the provision of alternative service rather than on the specific applications. The Commission particularly seeks comments from "existing or proposed networks (i.e., CBC, CTV or NTV) and from the CATV industry."

Consideration will also be given to the policy of the BBG which it announced on October 15, 1966: (1) "The Board will not recommend for approval applications for AM radio stations in situations in which local radio and television service is already available. This policy was designed to ensure that commercial revenue which might otherwise be available to support alternative television service will not be diverted to less important broadcasting services."

(2) "It is the policy of the Board to ensure the continuation of local television service to all viewers who now receive local service. The Board will not recommend extension of alternative television service under conditions which would deprive viewers of the level of local service to which they have become accustomed."

(3) "It will be the policy of the Board in dealing with the extension of

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Many built in features that are accessories on other makes.



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alternative television service to do so in a manner which will not prevent or seriously endanger the realization of the ultimate pattern of a CBC outlet and a private outlet, wherever alternative service is available. It is the opinion of the Board that the best long-run pattern of alternative television service is a combination of a public broadcasting station (an outlet of the CBC carrying the CBC national network service) and a private broadcasting station (a privately owned station carrying the private network service.)"

### 13 CATV licenses sought by 11 firms

Applications for licenses to provide CATV service in stated areas will be sought by one firm in Newfoundland, two in Nova Scotia and ten in New Brunswick.

Sydney Neal Thistle seeks a license "to carry on a CATV broadcasting undertaking" to serve Baie Verte, Nfld. and Eastern Cablevision Ltd. will ask for a license to serve Truro and Bible Hill, N.S.

Coratel Services Ltd., Truro, N.S. has applied for a license to provide a CATV system to serve Colchester Hospital in Truro.

New Brunswick applications for CATV licenses include North Shore Community Television Ltd., to serve

Campbellton; City Cablevision Ltd., to serve Fredericton, Nachwaaksis, Silverwood and Marysville, plus one to extend this service to Oromocto; H & B Communications Ltd. to serve Edmundston and St. Basile; Guerette Télévision Communautaire Limitée to serve Kedgwick, and another to serve St. Quentin; Saint John Cablevision Ltd. to serve Saint John, and one by Fundy Cablevision Ltd., also to serve Saint John; Alexander Clayton Weatherby to serve St. Stephen and Milltown; and Woodstock Community TV Ltd. to serve Woodstock.

### Church radio board seeks FM license in Nfld.

Wesley United Church Radio Board, St. John's, Nfld. wants to operate a new FM station in St. John's, on 92.1 mcs., ERP 2100 watts, EHAAT 465 feet, omnidirectional.

New AM stations are sought by: Gregory M. Bonner, for a company to be incorporated, in Oromocto, N.B., to operate on 1380 kcs., 10,000 watts day and night, DA-1; Evangeline Broadcasting Co. Ltd. at Digby, N.S. to operate on 1420 kcs., 1000 watts day and night, DA-1; the CBC, at Marys-town, Nfld., on 740 kcs., 10,000 watts day and night, DA-N, with studios at St. John's; Colonial Broadcasting System Ltd., for a station at Gander, Nfld., on 730 kcs., 1000 watts day and

night, DA-1, with another studio at Grand Falls.

The CBC seeks to operate a TV station at St. Anthony, Nfld., as a Frontier Package outlet, on Channel 12, with a transmitter power of 5 watts, to broadcast CBC network programs on a delay basis. The corporation also will seek a license for a TV rebroadcasting station at Baie Verte, Nfld., to receive programs off-the-air from CBNAT Grand Falls, to be retransmitted on Channel 3, ERP 2280 watts video, 460 watts audio, EHAAT 877 feet, directional.

### Several stations seek license amendments

In three different applications for authority to amend station licenses, the CBC will seek to provide live network service to CBWT-1 Fisher Branch, CBWBT-1 The Pas, and CBWBT Flin Flon, all in Manitoba, instead of by off-the-air pickup from CBWT Winnipeg.

Sudbury Broadcasting Co. Ltd. will seek to amend the licenses of CFBR and CHNO, both in Sudbury, Ont., to provide for an exchange of frequency and resultant power increase. CFBR, now operating on 550 kcs., 1,000 watts day and night, ND, would up its power to 10,000 days, 2,500 nights, DA-2, prior to moving to 900 kcs., with 10,000 watts days, 1,000 watts nighttime, DA-2, presently occupied by CHNO, which would take over the 550 kcs. frequency, with 10,000 watts days, 2,500 nights, DA-2.

Evangeline Broadcasting Co. Ltd. will ask to change the location of the main studios of CFAB Windsor, N.S. from the Pulsifer Bldg., Water St. to 87 Gerrish St.

Evangeline Broadcasting Co. Ltd. in two proposals, will seek to switch frequencies for their two stations at Kentville and Middleton, proposing to move CKEN Kentville from 1350 kcs., 1000 watts day and night, DA-N to 1490 kcs., operating on 1000 watts days, 500 nights, DA-1, with CKAD Middleton to go from 1490 to 1350 kcs., changing from 1000 watts days, 250 nights, ND, to 1000 watts day and night, DA-1.

The CBC will seek to amend its license for CBND Flowers Cove, Nfld., from 600 to 790 kcs., the LPRT power to remain at 40 watts. The corporation will also ask to operate existing transmitting equipment at Sackville, N.B. on 11,965 and 17,720 kcs., with the present power of 50,000 watts.

The Commission will also hear applications for AM license renewals from ten Newfoundland, nine New Brunswick, and eight Nova Scotia stations, one in PEI, and five CBC-operated LPRTs.

## ANNOUNCEMENT

### CFQC RADIO APPOINTMENTS



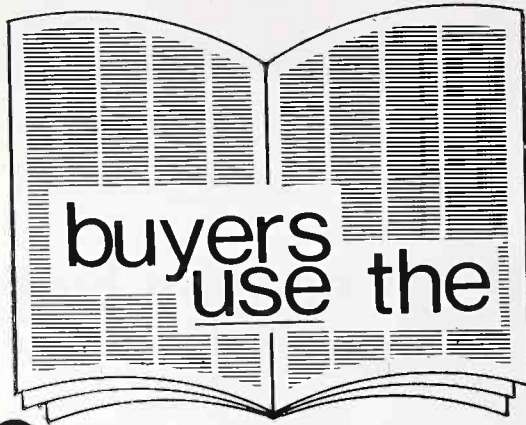
DENNIS J. FISHER



WALLY STAMBUCK

The appointments of Dennis J. Fisher and Wally Stambuck are announced by Mr. Vernon Dallin, Managing Director of CFQC Radio. Mr. Fisher has been appointed Station Manager. Mr. Stambuck succeeds Mr. Fisher as Production Manager of CFQC Radio in Saskatoon.





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**Fall 1968 Directory**

# Private stations and pro broadcasters

## staff training course for ETV

TRAINING STAFF for the educational television industry is one of the aims of Conestoga College at Kitchener, Ont. where students of the new two-year television and radio course will graduate in 1969.

This community college of Applied Arts and Technology is offering a series of courses designed to produce a "production technologist" who is educated in the basic production and

technical skills of broadcasting, and who will fit into the plans of an ETV or ITV operation.

The radio and television courses are part of a creative arts program of studies under the guidance of division co-chairman Bert Henderson and Tony Parsons. Students with a grade 12 diploma are offered courses in English, Theatre Arts, Radio, Television, Film, Journalism and Design. About 150 are expected to enroll in the Creative Arts Division this fall, with approximately 25 electing to take radio and television as their major subjects.

The student who graduates from the Television Course at Conestoga will have been taught the basic production skills necessary for an ETV operation. He will be capable of working with educators in the preparation and execution of program material for classroom distribution.

CKCO-TV Kitchener, is instructing in basic radio and television skills. David Ruskin, free-lance CBC producer-director, will be developing more of the production skills needed to work in the educational television field.

Facilities offered at Conestoga College include a remote television unit outfitted with educational equipment to record programs on and off the campus. Dynamobile of Canada has designed a mobile recording studio with two vidicon cameras, a helical scan videotape machine, portable audio console, and video switcher. Second year students will spend much of their time in this unit recording programs and lectures for closed-circuit use by the College. Their first task in the fall term is to produce a series of lectures on the electronic and technical aspects of television which will be used as instructional material throughout the Conestoga Television Course.

In addition to classroom and studio instruction students will become familiar with broadcasting procedures by spending a week at CKNX-TV Wingham. This community-minded station is giving some of the more mature students the opportunity of working with their staff in the direct operation of the station. Conestoga College hopes this will become a regular feature of its television course in the coming years.

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ANNOUNCEMENT

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**CALGARY BROADCASTING CO. LTD.**



Mr. John E. Ansell

The Board of Directors announces the appointment of Mr. John E. Ansell as General Manager of radio station CFAC.

Mr. Ansell has twenty-three years experience in broadcasting and comes to Calgary from CKWX Vancouver, where he held the position of Operations Manager.

### Staffed by professional broadcasters

The teaching staff for the current term is composed of professional broadcasters who bring many years of experience in varied fields to the classroom. Ward Cornell, familiar television personality and radio management counsellor, is giving a series of lectures in broadcast management. Walter Obe, formerly a continuity writer and director with

**N. J. PAPPAS AND ASSOCIATES**  
**BROADCAST CONSULTING ENGINEERS**

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... our twin color stations ...

**CFCM-TV** (French)

and

**CKMI-TV** (English)

*naturellement!*

## POURQUOI?

... because they consistently attract more than 70% of the total TV audience in our area of over 1,000,000 people.

If **YOU** want to be NO. 1 in **YOUR** field, just call **OUR** reps.

**CFCM-TV**  **CKMI-TV**  
TELEVISION DE QUÉBEC (CANADA) LTÉE  
QUEBEC CITY

**CFCM-TV** (French)

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Hardy Radio & Television Ltd.

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MONTREAL  
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**CFCM-TV** (French)

Programs only:

Paul L'Anglais Inc.

TORONTO  
MONTREAL

**CFCM-TV** (French)  
**CKMI-TV** (English)

Programs and announcements:

Forjoe-TV Inc.

NEW-YORK  
CHICAGO  
SAN FRANCISCO  
LOS ANGELES

**CKMI-TV** (English)

Programs and announcements:

Hardy Radio & Television Ltd.

TORONTO  
MONTREAL  
WINNIPEG  
VANCOUVER



"BROADCASTERS INDIVIDUALLY are the most interesting people I have ever known, but collectively they're impossible—on their better days."

It was specifically television broadcasters Ross Downey was talking about, and the occasion was this reporter's joint gabfest with Don Lawrie, Director of Broadcasting Operations for Northern Broadcasting Company Ltd. and Downey, the 39-year-old operating president of the Television Bureau.

## TvB BOARD: 1968-69

**CHAIRMAN:** Don R. Lawrie, director of broadcasting operations, Northern Broadcasting Ltd., Toronto.

**IMMEDIATE PAST CHAIRMAN:** Al A. Bruner, president NTV Communications Corp. Ltd., Toronto.

**VICE-PRESIDENT:** Ross A. McCreath, v.p. and g.m. All-Canada Radio & TV, Toronto.

**VICE-PRESIDENT:** Ron L. Skinner, president and g.m. CKOS-TV, Yorkton, Sask.

**SECRETARY-TREASURER:** Art Harrison, g.m. Hardy Radio & TV Ltd., Toronto.

**DIRECTORS:** Ross F. Downey, operating president, TvB, Toronto; Gordon L. Carter, v.p.-sales, CHAN/CHEK-TV, Vancouver; Douglas A. Clarke, sales manager, CJCH-TV Halifax; Arthur P. Fitzgibbons, director of operations and general sales manager, Télévision de Québec (Canada), Quebec City; Jean-Paul Ladouceur, commercial manager, CFTM-TV, Montreal.

Downey has occupied his post since January 1968 and Lawrie is the newly-appointed chairman of TvB.

Downey, formerly marketing manager of Canadian Breweries Ltd., softened his above-quoted remark with the reflection: "It is the most interesting job I have ever held, and I hope it is permanent."

The chairman disposed of Downey's concern, if any existed, by telling me the TvB Board is unanimous in its endorsement of Ross, and has already demonstrated this by making him their first operating president.

But how did he work it?

In Ross' own words: "I am trying to build a strong Bureau."

What are the ingredients?

He hired Robert de la Durantaye, 30, fluently bi-lingual, with a background including announcing while in high school, sales rep with Marconi, adman for Pure Spring Beverages, and marketing manager (Quebec) with Canadian Breweries. He now heads up TvB's Marketing Services.

This, as the title implies, means direction of all the Bureau's Marketing activities. These include presentations to local advertisers in markets across the country, and national advertisers,



LAWRIE

DOWNEY

along the lines of the article: *TvB is now selling television...not talking about it.* (CB for June, page 22.) He stressed the point that TvB presentations, under his aegis, are designed to help advertisers make more effective use of television—to help the advertisers, not just the stations.

Ross said he and his men have covered all Canadian TV stations. "I haven't gone as far or as fast as I would have liked," he said, "but I'm making progress. We agreed at the beginning it would take three years."

Right after his January appointment, when people were asking—"What the hell's he doing?" Ross was on an exploratory kick.

From January to June, he was concentrating on devising something to sell. He came up with a slide presentation called DecisionVision.

"This done," he said, "I made my first call for membership.

"I was able to lay my samples on the counter just like any other commercial traveller, and from then on we were away to the races."

Pointing out that he and his staff have complete confidence in their product, he said this fall will show definite results in contacts with advertisers.

"But," he emphasized, "the final solution will come when we can close the membership roster with all stations in the deal.

"Then we can devote our time—all of it—to promoting the effective use of television among national advertisers, instead of spending too much of it recruiting new station members."

Ross' blunt summation of today's state of the industry was just this:

"The Canadian television industry is shortly going to hit the \$200,000,000

mark (now around \$165,000,000) with over 50 per cent of all national advertising dollars.

"Advertising budgets are not growing as fast as they used to.

"Through the efforts of the CDNPA, the newspapers have, in the past six months, become more aggressive in selling national than ever before. And radio's aggressiveness is well-known.

"No television station in Canada—none—concerns itself with selling TV per se (as a medium) and the same can be said of the reps.

"Surely we're big enough—surely the battle for dollars is severe enough—and getting more so—that the industry has to have a sales arm, as well as its individual stations.

"Advertising campaigns are born in the board room before the reps come into the picture. This is where the basic media decisions are made. Will it be newspapers and magazines, radio, television or what have you?

"It is the function of the Bureau to do its work while media selection is in the planning stage, not to overlap the work of the reps or compete with them, but to create budgets for them and their stations, before either of these groups knows what is happening."

"It's going to take Ross the three years of his contract to implement and keep implementing his long range plans, thereby building a permanently successful Bureau." This from Don Lawrie.

"At the end of this time," Don went on, "Ross insists on the right to decide for himself whether the industry wants (I think he meant 'deserves') a Television Sales Bureau."

Buzz me if you hear anything.

Dick Lewis

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66¢ per agate line  
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## ANNOUNCER/DISC JOCKEY

Available immediately, 23 year old graduate of Loyola Univ.\* & Mid-Western Broadcast School, Chicago. Formerly professional musician. Tape on request.  
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Western Ontario radio station looking for experienced newsmen and announcers for middle of the road station. Send references and audition tape to:  
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Smooth sounding well accepted Western Ontario radio station looking for aggressive salesman. Good account list and excellent possibilities. Apply to:  
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Toronto's most prestigious stereo shop wants part-time salesmen in centres outside of Toronto. If you work in some phase of the filming, broadcasting or recording industries—in any position which requires knowledge of home and business sound installation—you can earn generous commissions for spare time selling. We sell packaged sets and custom designed installations, and a wide variety of components featuring only the finest names in the industry. And we protect our customers with an unconditional money-back guarantee.

Please apply in writing, stating references, to

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## INTERESTED IN JOB OPPORTUNITY ANYWHERE IN CANADA

Announce or operate—experience in operating with Rogers Broadcasting, Toronto-Hamilton.  
Mark Taylor, 289 Normanhurst  
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TV & film production assistant. Female, with 5 years experience.  
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In a 26 yr. old married broadcaster who is promotion minded, possesses progressive ideas, a flair for production, an ear for music (MOR & Top 40). Exp. in all time periods, bright delivery and 100% dependable. Will consider all locations and offers.

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## RADIO TIME SALESMAN

We want an aggressive self-starter to sell radio time for Radio Station CJOE in London.

We have an excellent account list available for a salesman who wants to be associated with a station that is moving up fast.

Salary and excellent commission. Full employee benefits.

Must have excellent appearance and character.

Please send complete details to:

Mr. William E. Ballantyne  
Radio Station CJOE  
London, Ontario  
Telephone: 519 - 433-6111

## TECHNICIAN REQUIRED

with experience in AM/FM transmitter, studio, VHF mobile, etc. Some travel involved for chain station servicing, salary open. Location Southern Ontario. Apply

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Complete recording/broadcast facilities: GE audio console, McCurdy turntables with pre-amps, Gray arms with GE heads, Ampex 351, Ampex 602, ATC cartridge record/playback, ATC demagnetizer, McCurdy pre-wired patchfield, large rack, RCA 44BX microphone, custom 4 channel mixer, custom teak cabinets, complete Capitol Lp production series plus complete AF and Elektra sound effects library. 18 months old and kept in top shape by professionals. Original cost \$9450, package price \$6400. Cash or terms. Phone Montreal collect 514-684-1314 or 514-453-6519.

## AVAILABLE

Radio/TV announcer... 7 years experience in production, sales, promotion, programming, on air... seeks position as program director or in sales. Would like to locate in Southeastern market or west coast. Married, age 30.

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Toronto 1, Ont.

## Can ten ETV systems give us one Canada?

The materialization of ETV, still in the future, marks a new milestone in the history of broadcasting and is probably the first in a number of imminent developments in the medium.

The significant thing is the sudden expansion of television, from the medium of information and entertainment it has been so far, into this new realm, where it will become a part of our schools, technological institutions and universities, operated as arms of our many forms of government.

The incredible maze made of our country by the British North America Act results in the segregation of our ten provinces from the central (federal) government into ten, in many respects, autonomous provincial principalities.

Education is the prime area in which this segregation occurs, and the introduction of Educational Television, programmed for each province by an agency of its own government, may well militate, even more than ever, against the national unity we have been so wishfully seeking, for so long.

At the outset, ETV's function in its in-school programming will be a means of raising the quality of lessons and lectures by using the services of better-skilled teachers and lecturers, of whom fewer may be needed. This, they hope, will not only fill the gap caused by the dearth of these instructors, but it will also lessen the cost involved in employing the larger number now required.

It will lessen to some extent the personal contact between teacher and student. This may be a detriment, but it at least follows the pattern now adopted by or forced upon business by the computer and other mechanical devices.

In the face of the possibility of giving education a much-needed shot in the arm, the danger is that under provincial jurisdiction students will learn to sing less of *Oh Canada* and more of *Oh Ontario*, *Oh Alberta* and *Oh Quebec*.

In out-of-school ETV, the first step, it would seem, will be the distribution by television of instructive lectures on such subjects as using a lathe, building a house, bringing up children, the new math or foreign languages.

Obviously this sort of thing will perform a useful function and a valuable one. But this kind of project does not end where it starts. Almost inevitably the curriculum will gradually extend into such important but abstract topics as citizenship, which, by actual derivation, is a synonym for politics.

Step by step, it would be only natural for the provincial authorities charged with the administration of ETV to come up with programs designed to inform people about our system of government—their own government—and before long we would likely be treated to a panegyric on Progressive Conservatism in Ontario, a soliloquy on Social Credit in Alberta, and something along the same lines on the Union Nationale in Quebec.

Already, under our present outmoded educational system, children learn Canadian history from a different

text book in each region, and with provincially-controlled television to back it up, the situation could be even worse.

The problem of provincial versus federal control in such areas as education, especially in relation to ETV, is not new.

At the 1967 Couchiching Conference, Robert Stanbury, Liberal member for York-Scarborough in both the previous government and this one, and Chairman of the House Committee on Broadcasting in the last, had this to say:

"Educational television is too powerful a force to be left under the direct control of any government...It is so dangerously powerful it must be kept out of direct government control...I hope licenses will not be issued to any government either for a single station or a network."

Perhaps it is worth a thought that the Canadian Broadcasting Corporation has been involved in education through its *School Broadcasts* since its inception. It has accomplished this by co-operating with provincial departments of education and earned the approval of many educators.

Expanding its activities into the field of ETV, the CBC, which has kept itself immune to government interference—most of the time, could be assigned responsibility for ETV along with the provinces, thereby finding a more useful and rewarding function to perform than the relaying of the popular commercial programs produced by the American networks.

Whatever form in-school ETV takes, it will have little if any effect on commercial TV. Adult ETV may.

Obviously it will not stop at craft talks and technical lectures. From these it will almost inevitably develop into drama and music of a type generally regarded as dull, especially by those who have never seen or heard it.

However dull the programs may be though, they will attract a certain percentage of the audience, and if they are watching *Romeo and Juliet* on ETV, they cannot also be watching *Bonanza* on commercial TV.

There are people who accept the commercials on TV, as we know it, as the price they must pay for the program. They realize someone has to pay the shot, but given a choice—short of bearing the cost themselves—they would rather have the programs without the commercials. If ETV branches out in a literary fashion, there will be no commercials to irritate these people and no direct charge to them for the programs.

In this way, adult ETV will compete with the commercial broadcasters.

Maybe the commercial broadcasters should shrug it off with a nonchalant "oh well!" Maybe though they should take a look at films and programs of a more serious order than those they are currently showing, on the off chance they might be able to find a slot for some of them in their own schedules.



stephens

&

towndrow

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# the day music stopped

Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In Canada the economic loss is beyond belief. Hundreds of radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. Thousands of children who have been studying music no longer have any use for pianos or violins or woodwinds. Every symphony orchestra and opera producing

group has disbanded. Most night clubs, theatres, dance halls, concert halls, ballrooms have shuttered their windows. Thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI Canada Limited, together with our affiliated composers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI Canada Limited wouldn't be in business. Nor, possibly, would you.

*All the worlds of music for all of today's audience.*

