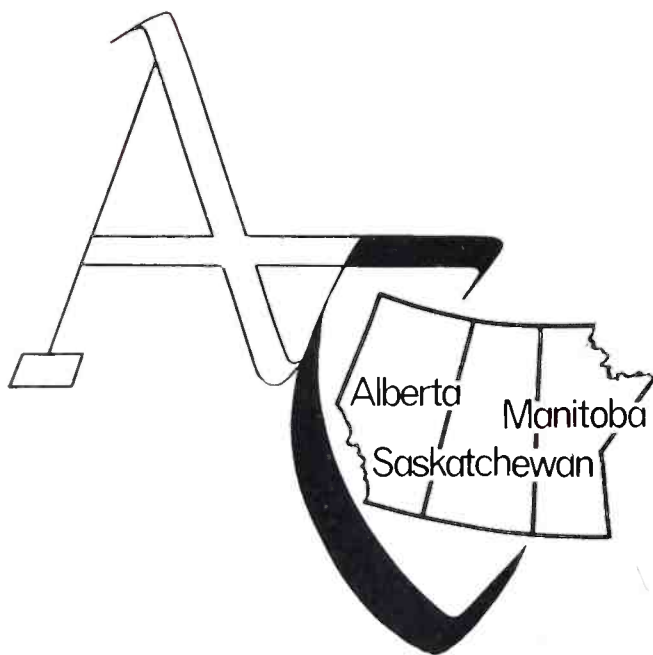


# Broadcaster

JULY 1970



**Eighth Annual Canadian Television  
Commercials Festival** See page 12



# We'll help you win the West

with

## CHCT-TV Calgary

Serving Calgary, Lethbridge, Medicine Hat. Reaching 417,000 persons, or 27% of Alberta every week.

## CKCK-TV Regina

The station most viewed by 294,000 persons, Weekly reach = 16% of Saskatchewan total.

## CKBI-TV Prince Albert

A weekly reach of over 133,000 persons; that's 14% of Saskatchewan's total.

## CKX-TV Brandon

Reaching over 152,000 persons each week, or 16% of Manitoba.

## Quality Markets

Represented by

All-Canada



Television

# A new lease on life for "Broadcaster"

There are three basic rules for a public speaker — stand up, speak up and shut up.

Back in January 1942, I started the ball rolling by standing up and publishing Volume 1, Number 1 of *The Canadian Broadcaster*, all eight pages of it. It appeared January 8, just one day late per page.

So much for the "stand up" process.

Through the years, I think it will be agreed, we have fulfilled the "speak up" rule, frankly and forthrightly. Sometimes we have been wrong, sometimes right, but never frightened.

Now what?

Faced with the fact that not even a publisher is immortal, and firmly convinced that now, more than ever before, the Canadian broadcasting industry needs and will continue to need a frank friend in print, I have persuaded Northern Miner Press Limited to take us into their fold as a wholly-owned subsidiary company.

*Northern Miner* has done me the honor of asking me to remain on the board of directors, and to continue my work on *The Book* for them, as publisher and editor.

Having taken care of our printing over the past eight years, *Northern Miner* is no stranger to *Broadcaster*. The union is a natural one, a coming closer together of old friends.

Under the guidance of the parent company's president, Richard C. (Dick) Pearce and his Northern Miner board, a choice of directors has been made for R.G. Lewis & Company Ltd.

This board will be headed by Ed Wenger, who will continue as assistant advertising manager of *The Northern Miner*, serving as president. Ed will be supported by three Northern Miner Press Limited executives: George Clark, secretary-

treasurer; Bill McFarlane, parent company director; Merv Meleski, production director. As a fifth — myself.

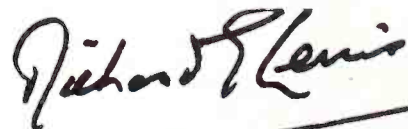
*The Northern Miner*, was founded in 1915, in Cobalt, Ontario, by Richard Pearce Sr., uncle of Dick Pearce, the present president. Since then they have moved to Toronto where, besides the operation of their own publication, they have built up one of the most up-to-date letter-press and offset printing plants in the country. They have recently acquired the printing plant of Western Miner Press Ltd. in Vancouver, which they are now operating.

Having gone through a siege of emotional turmoil over what seemed to be the abdication of what I have been trying to do all these years, I now realize *Miner* is giving me, at 68, a new lease on life and my life's work, so that I may, notwithstanding my age, continue to serve the interests of my friends in the broadcasting industry on a practical and business-like basis.

Back to the "speakers' rules", it seems to me I have not "shut up" after all. I have always wanted to have my Scotch and drink it too, and this, it seems, I have been able to accomplish.

I shall be carrying on at the same old stand, but from now on I shall be able to confine my limited abilities to *Broadcaster* itself.

Letters of approval will continue to be addressed to me; complaints to *The Northern Miner*.

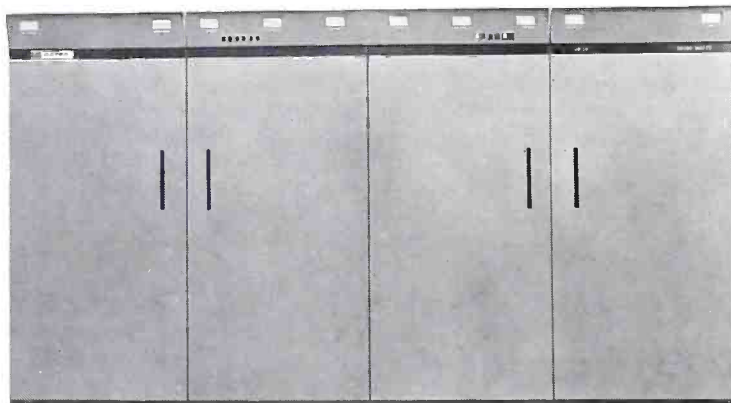
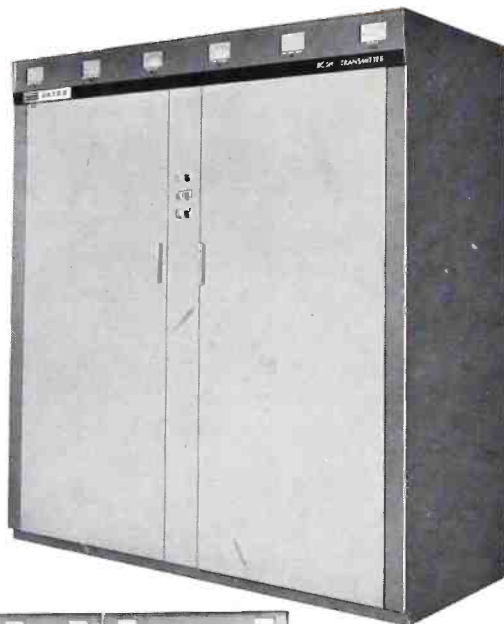


Richard C. Lewis

# For the ultimate in quality AM transmitters... look and listen to Gates

**BC-10H.** 10 kW. Only 5 tubes. Makes maximum use of solid state technology. Only 15.4 square feet of floor space required.

**BC-5H.** 5 kW. Power amplifier efficiency approaches 90%. Dependable ceramic type 3CX2500F3 triodes employed in modulator and PA stages.



**VP-50.** 50 kW. Lowest tube cost of any 50 kW model. Low power consumption—only 125 kW at 100% modulation. Solid state low level circuitry.



**BC-1G.** 1 kW. Heavy-duty 833A power amplifier and modulator tubes. Convection cooled dummy antenna. Power reduction to 250 watts. All components are easily accessible.

Gates offers the ultimate in quality AM transmitters to satisfy every broadcasting need. For more information on these or any of our many other AM transmitters, write today. Gates Radio Company (Canada), A division of Harris-Intertype (Canada) Ltd. Montreal office: 212 Brunswick Blvd., Pointe-Claire, Quebec. Toronto office: 19 Lesmill Road, Don Mills, Ontario.



## **GATES**



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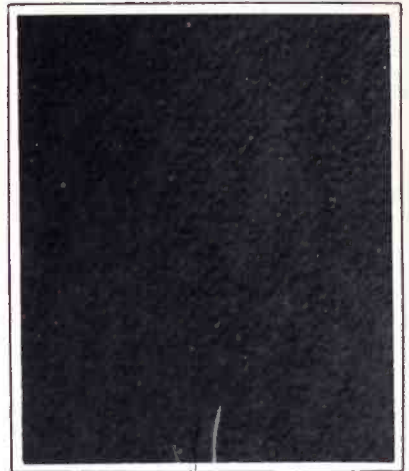
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# Broadcaster



Published Monthly By:  
R.G. Lewis & Company Limited  
17 Queen Street East, Room 128  
Toronto 1, Ontario  
Tel. (416) 363-6111 Telex 01-21576

Editor & Publisher: Richard G. Lewis

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Production & Layout: Margaret Covey

Lithographed by: Northern Miner Press  
Limited

Circulation Audited by: **ccab**

\$1.00 per Copy, \$10.00 per year, \$20.00  
for three years. Directory issue \$5.00

Second Class Mail Registration  
number 0002

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Volume 29, Number 7

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# NEWSCAST

## RC Council Wants Programs Classified

Television program classification as general, adult or restricted adult is being sought by the Manitoba Council of the Catholic Women's League.

The council passed a resolution at its annual meeting in Winnipeg last month, calling for the classification of programs according to their content.

The provincial group will recommend to the National Council that it ask the CBC to classify all dramas both in television guides and on the screen.

## Ceremonies Will Mark Channel 19's First Telecast

Channel 19, Canada's first full-time educational TV station, will go on air September 27, it was announced by T.R. Ide, Director of ETVO (the Educational TV Branch of the Ontario Department of Education).

With regular programming beginning September 28, the new station will telecast its test pattern starting September 14.

ETVO is preparing for a minimum of 3,220 hours of programming to fill 13 1/2 hours a day, Monday to Friday, and at least five hours a day on Saturdays and Sundays during Channel 19's first season. A library of 3,000 programs has been catalogued over the past four years. Programs scheduled for the new station will be directed to five different audience levels: pre-school, in-school, university and college, teachers-in-training, and adult education.

Channel 19's Toronto-based transmitter will cover an approximate 3,200-square mile area, stretching from Hamilton in the west to Oshawa on the east, and north-south from Newmarket to St. Catharines. Viewers in the area (about 40 per cent of the Ontario population) will be able to dial Channel 19 on UHF-equipped sets. Cable companies within the contour will automatically carry the new station. About 150,000 viewers in Metro Toronto already subscribe to Cable TV.

## Paul-Emile Lamy to Montreal

The nomination of Paul-Emile Lamy as acting representative of the Canadian Radio-Television Commission in Montreal has been announced by Pierre Juneau, CRTC chairman.

For the past two years, Lamy has served as general assistant to the chairman.

The announcement was effective the beginning of July.

## CBC Will Seek TV Outlet in Saskatoon

The Canadian Broadcasting Corporation has made formal application to the Canadian Radio-Television Commission for an outlet in Saskatoon it has been announced by CBC President George Davidson.

If approval is granted, the outlet is expected to be in operation by September, 1971.

The CBC is arranging for a small control centre and modest offices in Saskatoon. The station will rebroadcast CBC Regina programs.

## Finlay McDonald Leaves TV

The Halifax Mail-Star said last month that Finlay MacDonald, president of Nova Scotia's Industrial Estates Ltd., has resigned as president of CJCH Television Ltd. in Halifax.

MacDonald, although not available for comment, was named president of the Provincial Industrial-Promotion Crown Company earlier this year.

## AAB Meet in Fredericton October 18-20

The Atlantic Association of Broadcasters will hold their annual meeting at the Lord Beaverbrook Hotel in Fredericton, N.B., October 18-20.

## Date Revisions in CRTC Hearings

The Canadian Radio-Television Commission has announced date revisions in Public Hearings for 1970, as follows:

Date	Location
September 15	Skyline Hotel, Ottawa, Ontario
October 6	Hotel Bonaventure, Montreal, Quebec
November 10	Winnipeg Inn, Winnipeg, Manitoba

The September Hearing will be held by a Committee of the Commission.

## IVC Opens Toronto Office

International Video Corporation of Canada, Ltd. has opened its Toronto office at 1770 Albion Road, Rexdale, Ontario.

The Toronto office will serve the Ontario broadcasting industry and will be fully equipped to provide efficient service on IVC products. It will also provide a back-up service facility for IVC educational, industrial and cable television distributors in Canada.

Robert (Bob) Cezar has been appointed Sales Engineer for the Province of Ontario and will be located in the new

district office, it was announced by Emil Adamyk, Vice President & General Manager of International Video Corporation of Canada, Ltd.

## "Record" Player for TV

Competition for TV viewers may soon be rearing its head from a new source, with the development of Electronic Video Recording (EVR). EVR, or programmed TV material in a cartridge, bridges the audio-video markets, and is being introduced in Canada for distribution by Park Graphic, one of the Bellevue-Pathé group of companies.

The new Electronic Video process adapts to any home TV set through the antenna terminals just as a record player adapts to a radio. It is a film device for distribution of information. The three integral elements are the software (contained in special cartridges), Motorola's Teleplayer, and a TV set.

The \$795.00 (U.S.) Teleplayer is the unit which plays the pre-recorded cartridges and is closely comparable to a phonograph. A seven inch cartridge containing 180,000 frames of black and white film or 90,000 frames of color film is placed in the Teleplayer as the "record". With a snap of the lid and a push of a button, the machine threads itself and is ready to go with 50 minutes of monochromatic programming or 25 minutes of color. The images on the film are picked up and converted to audio and video signals by an electronic scanner which improves picture clarity and definition, especially with color pictures.

First intentions were for the marketing of a monochromatic model in July, 1970. However, rapid technological advances have enabled Motorola to introduce the Teleplayer, in the form of a compatible color/black and white player, in September, 1970, a year ahead of schedule.

Filed or taped programs can be transferred to the EVR cartridge format by an exclusive CBS process. The EVR system offers ease of operation and better economics than videotape or any other existing method, they claim.

Target markets of EVR are education and industry with a gradual broadening to the consumer market. The immediate uses of this system will be in the fields of merchandising, education and training.

Features intended to make the professional type EVR more functional for education and training include: higher density of information storage for the

amount of space used than any other audio-visual medium; use of dual sound tracks on color programs, permitting bi-lingual or different narratives; still frame action, freezing a picture on the TV tube for further study; automatic dimmer after 90 seconds, to protect the film; external audio input, allowing an instructor to override the sound track or expand the information given; and a reference counter which will enable the operator to locate specific film segments.

Although the Teleplayer is not a consumer product at this time, it seems likely that a less expensive model will be available as more entertainment programs become accessible. Eventually EVR cartridges will feature full-length movies, short subjects, educational and industrial films and operas in full color and stereo. All this will be available to the public through rental cartridges.

### Further Delay for Windsor Stations

CKLW and CKLW-FM Windsor, Ontario received license renewals to March 31, 1971, according to a Canadian Radio-Television Commission decision announced July 9. However, the Commission said the U.S.-owned stations have only until Sept. 1, 1970, to file an application or applications for transfer of ownership to eligible Canadian interests in accordance with a CRTC direction pursuant to Section 27 of the Broadcasting Act announced in November, 1969.

Western Ontario Broadcasting Co. Ltd., operating the two radio stations and CKLW-TV was turned down in an attempt to get an exemption from foreign-ownership regulations in broadcasting becoming effective Sept. 1, which limit foreign ownership in any Canadian broadcasting undertaking to 20%. Western Ontario is a subsidiary of R.K.O. General Inc., a U.S. corporation controlled by General Tire and Rubber Co. of Ohio.

The CRTC announcement says extension to March 31 for the two radio stations means that Western Ontario Broadcasting will have had "more than two years" from publication of the foreign ownership regulation by the federal government to find a buyer.

If an application is received by the licensee by Sept. 1, but subsequently denied, the CRTC will receive applications for the CKLW and CKLW-FM frequencies as it would if no transfer application had been received.

"In the event that applications would be considered from parties who would not have concluded an agreement with the present licensee, the Commission will be concerned about the continuation of service by the stations and about the economic consequences to the present licensee."

### Little People's Story

Doctor Gordon Thomas, a Newfoundland surgeon, told the "little people's story" at a public hearing of the Canadian Radio-Television Commission in Ottawa last month.

Dr. Thomas made his comments during an application by the Iron Ore Company of Canada Aviation Limited, a U.S. firm, to continue operating a primitive TV service in Schefferville, Quebec, and Labrador City, Nfld.

The firm is ineligible to operate a broadcasting outlet under the government's foreign ownership regulations which take effect Sept. 1. The company provides the facilities to carry CBC videotapes to people living in the area.

Dr. Thomas said the company is providing an extremely valuable service by making some TV service available. He went on to say that a priority of broadcasting must be to make TV and radio available in all areas of Canada.

### Hayhurst Appointments

Robert J. Birtles, Graham B. Lawrance and David G. McMaster are the three new vice-presidents whose appointments have been announced by W. Palmer Hayhurst, Chairman-of-the-Board of the F.H. Hayhurst Co. Limited.

All three are account supervisors on major accounts with the agency's Toronto office.

Also announced was the election of Kenneth M. Wright, vice-president and western manager, to the board of directors of the company.

### "Dartmouth for Dartmouthians"

This was the slogan adopted by a group of residents in Dartmouth, Nova Scotia, for their presentation to the Canadian Radio-Television Commission for permission to operate a cable television system.

The group, headed by Charles Keating, told the CRTC federal licensing body that his group would give Dartmouth a cable TV service and local programming completely separate and distinct from anything produced in neighboring Halifax, which provides no outlet for the "distinct character" of Dartmouth.

The group plans to lease facilities for receiving U.S. TV signals from RCA Ltd.

Also applying for a cable license in the Halifax-Dartmouth area were CJCH Ltd. of Halifax and Atlantic Cablevision Services Ltd.

### Six TV Awards for Cockfield

A total of six awards at advertising film festivals have been won for television commercials produced by Cockfield, Brown & Co. Ltd.

One for *Stretch 'n Seal*, a new

plastic-wrap developed by Imperial Oil's Home Products Division, was awarded a Silver Lion at the International Advertising Film Festival in Venice and an Award of Merit at the Television Commercials Festival in Toronto.

A commercial for Imperial Oil's Home Comfort Division won a "Clio" at the American Television Commercials Festival in New York. A French version of another commercial for the same Division was given an Award of Merit at the Toronto Television Commercials Festival.

Imperial Oil's Esso Dealer service was awarded a Diploma for a commercial at the Venice Festival. And at the Toronto Festival, an Award of Merit was given a French language version of a commercial produced for Bell Canada.

### Joint Committee to Study Canadian Music Problems

A series of meetings to deal with the practical aspects for producers and broadcast users of music in Canada have been initiated at the request of the CRTC by representatives from the Canadian Record Manufacturers' Association (CRMA); Canadian Music Publishers' Association (CMPA); Composers, Authors and Publishers Association of Canada Ltd. (CAPAC); BMI Canada Ltd., and RPM Weekly. The meetings result from CRTC Decision 70-99 which announced the new regulations applying to radio and television broadcasting in Canada, and are particularly concerned with the regulations relating to AM radio broadcasting.

The meetings have resulted in the formation of a joint committee of CRMA and CMPA which will undertake the following:

1. To produce and make available to all licensees of broadcast undertakings in Canada a comprehensive listing of recorded music which qualifies as domestic content according to the AM radio regulations. The list is targeted for completion by October 1, 1970.
2. To recommend the adoption of a uniform system of label identification by title of all new Canadian and foreign produced recordings released in Canada, qualifying as domestic content under (a) 30% domestic content of performance, production and composition of music or lyrics or (b) 5% domestic content for composition of music or lyrics.
3. To expand the joint committee to include representation from the private and public sectors of the broadcasting industry to form an industry-wide vehicle to deal with matters which may arise in the future resulting from changing broadcasting patterns or clarifications and application of the Regulations under these circumstances.



## NEWSCAST

### Templeton and Berton to 'EY

Charles Templeton and Pierre Berton will join CKEY Toronto effective September 7.

Berton and Templeton have been appearing on CFRB since March 16, 1966, in a show, "Dialogue", offering personal viewpoints on the news.

Their new show, which has yet to be named, results from a better offer and a better time-slot which CFRB could not match according to Jack Dawson, CFRB's general manager.

### Now it's Cable-less Cable

The use of a cable-less community television system and frequencies for its use have been approved by the U.S. Federal Communications Commission.

The system, developed by the Chromalloy America Corporation and Laser Link Corporation, picks up signals at a master antenna but transmits the signals by electro-magnetic waves instead of by cable. Underground cable is not required in the multi-channel quasi-laser air-link system.

Ira Kamen, Laser Link president, said the signals can carry 18 channels and can be beamed a distance of 15 miles.

The system is to be tried initially in the New York City area.

### Idea Bank Seeks Members

The International Broadcasters Idea Bank will hold its 10th Anniversary convention in Calgary June 23-26, 1971. The Idea Bank is a shirtsleeves idea session covering every phase of broadcasting, attended by non-competitive broadcasters from 5 countries.

Membership is based on preparation of a monthly report outlining new ideas used during the preceding month which is mailed to all other members. To be admitted, an applicant must not be competitive with any existing member so ideas can be freely discussed. Market size is not important, as long as the applicant agrees to abide by the rules of membership.

Broadcasters interested in Idea Bank membership should contact: Dave Lyman, CKXL, P.O. Box 1140, Calgary 3, Alta.

### "North with the Spring" is Cited

*North With the Spring*, a film produced by Hobel-Leiterman Productions Ltd. and the CTV Television Network was awarded the Silver Medal of the Atlanta International Film Festival in the category of Ecology and Conservation. The one hour film was directed by Beryl Fox.

Murray Chercover, president of the CTV Television Network Ltd., accepted the medal in Atlanta.

*North With the Spring* is the first of four nature specials produced by Hobel

-Leiterman and the CTV Television Network for telecast in Canada and abroad. The series is based on books by naturalist Edwin Way Teale.

### McCurdy Gets Tapetronics Line

McCurdy Radio Industries, Ltd. of Toronto will be the exclusive distributor in Canada for the Tapetronics line of cartridge tape recorders of International Tapetronics Corp.

The McCurdy organization is known for its design and manufacture of major audio control systems, in both Canada and the United States.

### CCA Electronics Buys Caldwell

Caldwell A/V Equipment Co. has been acquired by CCA Electronics Canada, Ltd., wholly-owned subsidiary of CCA Electronics Corp., Gloucester City, New Jersey.

CCA Electronics manufactures broadcast equipment while Caldwell is an engineering and distribution firm that specializes in broadcast, audio-visual and educational electronics equipment. Caldwell, which represents a number of non-competitive U.S., British and West German broadcast equipment companies, will continue to operate under its current name and management. Bruce Emonson continues as president of the Caldwell operation.

### Extend CKPM Deadline

The July 10 deadline for applications for a license to operate CKPM Ottawa has been extended by the Canadian Radio-Television Commission (CRTC) pending a possible appeal to the Supreme Court of Canada.

The CRTC said last March it would renew CKPM's license only to December 31 and invited applications for the frequency now occupied by the station, because the ownership of the station had not been made clear.

Confederation Broadcasting Company Ltd. which operates CKPM has since been granted leave to appeal the decision to the High Court.

Cut-off date for filing applications will be announced later but no applications for CKPM will be heard at a public hearing until the court has disposed of the appeal.

### CBC's Philips Order for \$1.1 Million

Philips Electronics Industries Ltd. has won a contract valued at \$1.1 million for 23 audio mixing and dubbing consoles and associated accessories for the Canadian Broadcasting Corporation.

The consoles will incorporate a new generation of small high-quality modular components which allows great flexibility in the design of consoles for diversified applications and functional versatility. A variety of console versions is being supplied for nine television studios, 13 radio studios and one film

dubbing studio in the CBC's consolidation project at the new Place de Radio-Canada complex in Montreal.

## OBITUARIES

### Harold and Muriel Ball

Toronto physician Harold Dewitt Ball and his wife, Muriel, were buried together in Toronto July 4, having died less than 48 hours apart.

The couple were married in 1915, and in 1933 they wrote and acted in a situation comedy on the CBC radio network as *The Martins* and later continued as *The Westons*. "Mandy" Ball spent 30 years as the star of her own series, *Aunt Lucy and Mary Martin* and did character parts, children's shows, news interviews and commercials for both radio and television. At the time of their deaths, Harold Ball was 83, and his wife 80.

### James Bannerman

James Bannerman, 68, noted writer and broadcaster, died in his Toronto home, July 9. For the last 22 years he has been known for his introduction to the CBC radio program *CBC Wednesday Night*, now *CBC Tuesday Night*.

### Mrs. Hector F. Dougall

Mrs. Hector F. Dougall, former president of CKPR radio and television, Thunder Bay, Ontario, died July 2 in Vancouver.

Mrs. Dougall was station president from 1960 to 1963. She was past president of the Algoma National Council of Women, a past regent of the Princess Beatrice Chapter of the IODE and a member of the Canadian Association of Broadcasters' Quarter Century Club.

### Leslie Ann Graham

Leslie Ann Graham, 16-year-old daughter of John O. Graham, president of CFGM, Richmond Hill, was killed in a two-car crash near Bobcaygeon, Ontario, July 12.

### Austin Grant

Austin Grant, former News Director of CKLW Radio and CKLW-TV Windsor, died at the age of 64 in Detroit, July 1.

Grant joined CKLW in 1949 and later broadcast a 5-minute program of automotive news called *Cars and Comments* which was carried by more than 100 radio stations.

### Mrs. H.G. Walker

Mrs. H.G. "Bud" Walker, wife of the director general of the CBC's External Services Division, died of a heart attack in Jamaica June 15.

Mrs. Walker, the former Mary Miller of Toronto, and her husband were attending the Commonwealth Broadcasting Conference in Montego Bay.

Bud Walker is the former director of CBC English network services and was based in Toronto for many years.



# Lack of investor interest continues

Equity markets in Canada and the United States during the month of June exhibited a lack lustre performance moving sideways on little volume. The continuing presence of economic uncertainties and liquidity problems of certain large industrial companies was reflected in a cautious attitude on the part of investors. The light trading activity was attributed by analysts to lack of investor buying interest rather than selling pressure. On occasion, this condition tends to produce wide price fluctuations from trade to trade for individual issues.

Contrary to the experience of the past four months, the TSE Communications Index during June showed slightly better relative market action rising 1.0% compared to a small decline of 1.8% for the TSE Industrial Index. The performance of the Communications Index is heavily influenced by the market action of Southam Press and Thomson Newspapers. The market value of these two companies weights the Communications Index to the extent of 70%. The increase in Southam's market price from \$47 to \$48 per share was largely responsible for the Communications Index's modest June advance. Southam's broadcasting interests are of modest importance to its overall publishing operations while Thomson Newspapers Ltd. owns no broadcasting interests in Canada although it does have minor CATV interests in the U.S.

Market price changes of broadcasting equities during June were nominal in degree, with the notable exception of Selkirk Holdings which advanced from \$9 to \$11-1/2. This erased about half of Selkirk's \$5 price decline in the previous month.

During the month this company received CRTC approval to acquire the balance of outstanding shares (approximately 85%) in Niagara Television. This acquisition will be effected through the issuance of 721,280 Class A shares of Selkirk (principally to Southam Press) and \$4,500,000 cash. Management indicated that banking accommodation has been arranged for the cash component of the purchase consideration relieving the need for immediate market financing.

**Maclean Hunter Cable** advanced 12.5% in price from \$3.20 to \$3.60 while CHUM Ltd. "B" was up 6.7% from \$4.50 to \$4.80. There was no significant corporate news affecting either company during the month and

the market price advance may have been simply a recovery from an oversold position.

At the company's annual meeting in late June, President W.C. Thornton Cran of **Standard Broadcasting** disclosed that subsidiary Standard Broadcast Productions Ltd. had entered the music publishing business in a small way. It was also announced that the company has withdrawn its long standing application for a VHF television license for the Toronto area and does not currently contemplate applying for a UHF channel. Shareholders were told the Board of Directors considers that the company's future activities will continue to be directed toward AM & FM radio. Mr. Cran further indicated that sales in the first two months of the current fiscal year are excellent.

**Famous Players** which remained unchanged at \$9-1/4 at the end of June was one of the foreign-controlled companies which appeared at the CRTC hearings last month requesting an extension of the September 1st deadline for divestiture of its broadcasting and CATV undertakings. In early July, Famous Players advanced to \$9-5/8 but lost this gain following denial by the CRTC of its proposed sales of Metro Cable TV Ltd. and Cornwall Cablevision Ltd. to Bushnell. The CRTC in June announced approval of Famous Players' disposition of its 50% interest in CATV systems in Weyburn and Estevan, Saskatchewan to **Agra Industries Ltd.** Agra has also received approval of its

acquisition of 65% interest in Lethbridge Cablevision provided Selkirk Holdings, which now owns the remaining 35%, reduces its interest to 25%.

**Bushnell Communications** was the centre of much attention as the CRTC June hearings were devoted to its vast acquisitions program. No market-making news emerged and during the month the company's Class "A" shares did not change materially in price, closing at month-end at \$10 bid per share. While the CRTC in early July approved acquisition of radio and television interests, denial of Bushnell's proposed cable acquisitions had a depressing effect on the company's shares which fell to \$7 bid by July 10. Applications approved total approximately \$30 million and analysts expect this amount to be financed through a combination of bank borrowings and a convertible preferred issue.

The market price of **Western Broadcasting's** common shares was little changed at \$14 at the end of June compared to \$13-3/4 closing price the month before. Late in June the CRTC approved the company's application to acquire the remaining 62.8% of the outstanding shares of Express Cable Television. A 37.2% interest was purchased during 1969. In approving the application, the CRTC noted that although Western owns radio and television undertakings serving the Vancouver area, because of the size of Express Cable, it does not consider concentration of ownership is involved.



## Cover Story

Featured on our cover this month is Dick Goulet, of Vickers & Benson Ltd. Montreal, agency producer for the Gold Bessy, "Bière" (Brasserie Dow du Québec Ltée) Montreal. This was one of the five "Bessies" won by the Vickers & Benson agency. In the cover picture Dick Goulet is flanked by comedians John Wayne (left) and Frank Shuster, who again donated their services as masters of ceremonies at the Festival dinner.

*Photo by Robert Lansdale*

# Quiet determination wins half-loaf decision

by Dick Lewis



**Stuart W. Griffiths**  
President  
Bushnell Broadcasting Ltd.

Industry men-in-the-know said they'd never get it. Newspaper columnists practically sneered and jeered at this exhibition of windmill-tilting. Up and down Bay Street, the brokers said no investor would ever touch it, in this or any other market. But Stuart W. Griffiths, president of Bushnell Broadcasting Ltd., was not saying a word. He just went ahead with his soft-spoken presentation to the Canadian Radio-Television Commission, in which he made application for the acquisition of 17 cable companies; the three radio and one TV properties of Canadian Marconi (CFCF-AM, CFQR-FM, CFCX short wave and CFCF-TV); the Thomson-Davies group of CKWS-AM-FM-TV,

Kingston; CHEX-AM-FM-TV, Peterborough; CFCH-AM-TV, North Bay; CKGB-AM-FM, Timmins; CJKL-AM, Kirkland Lake; and the rebroadcasting station, CJKL, New Liskeard - \$80 millions of them.

Nobody on the outside saw the slightest possibility of Stu Griffiths succeeding in his quest. They must have overlooked the quiet confidence he displayed through the deal and its preambles. They must have closed their eyes to his establishment of wholly-owned subsidiary, Independent Communications Sales Ltd. (ICSL), designed to represent the stations in the national sales market, before he had acquired them, and the high-priced help he had gathered around him to run the business he did not yet own.

When the CRTC rendered its verdict, Bushnell came up with a green light for all the radio and television properties (\$30 millions worth) and none of the cable properties (tagged at \$50 millions).

Promptly the wisecracker said: "See! What did we tell you? He can't possibly handle the conventional broadcasting properties without the cable to go along with them. It would be a great deal easier for him to finance the \$80 million package with the cable than \$30 millions worth without. He needed the cable revenue to finance programming for the stations."

It all sounded very logical and I wondered how Stu would squirm out of these comments. But he didn't even try.

My efforts to reach him by phone were surprisingly successful. First I was

told he was in one of those inevitable meetings, but would call me back. I shrugged as I hung up thinking "you can't be shot for trying." But in less than ten minutes, he was back to me, with a genial "H'ya Dick", and then I fired at him the questions I had prepared.

Stu Griffiths, now 52, was assistant to Wells Ritchie in the CBC's Press and Information Department when I first met him back in 1942. Later he became program director for CBC Television. Then he crossed the Atlantic to join the U.K.'s Granada Television Network, where he became program controller. In 1960, he returned to Canada where he was associated with a group headed by Upper Canada Broadcasting Ltd. in an application for a second Toronto television license. This was turned down by the Board of Broadcast Governors, in favor of Baton Broadcasting, an emanation of The Toronto Telegram.

In 1961, he climbed on the bandwagon with veteran broadcaster E.L. Bushnell, former CBC vice-president and general manager, who won the license for CJOH-TV, Ottawa. Now, past seventy, "Bush" has turned over the presidential reins to Stu Griffiths who is also a stock holder. If Stu Griffiths was disappointed over the half-loaf decision of the CRTC, he gave no inkling of it over the phone.

Yes, he was indeed happy with the results. "I regard it as a mark of confidence", he said, "that the CRTC has made us into a very large broadcasting company. If we are not to be the largest, at least they have given us more than any other broadcasting company has received - a great act of faith, and we are determined to do what we said we would do."

On the question of whether it might not have been easier to raise the \$80 millions *with* the cable licenses than the \$30 *without*, Griffiths said he thought it would be a little easier to raise the \$30 millions. "After all," he said, "they approved the most profitable part (Marconi and the Thomson-Davies packages) and denied what would have been, for the time being, the less profitable."

He quickly squelched the idea that they were planning to use cable to help defray the costs of programming. "On the contrary", he said, "we were actual-

## ED RIES AND ASSOCIATES

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WISHING TO PURCHASE HIGH QUALITY USED EQUIPMENT.

*Full facilities for stations and manufacturers wishing to dispose of  
used and surplus equipment*

ly planning to use broadcasting revenue to subsidize cable at the outset."

On the financing side, Griffiths showed little if any concern over the brokers' negativity. We are reviewing the proposal of going public", he said, "but all we need now is about \$25 million, in addition to what we already have." He felt there would be no problem in raising this from the banks, with some debentures to take up the slack. "After all," he said, "our company is relatively debt-free."

Griffiths hedged a little when I asked him whether either CRTC or Marconi has set a time-limit on the takeover. "This is covered in the Marconi agreement," he said. "It will probably happen around mid-autumn and the same thing applies in the case of the Thomson-Davies deal."

There is a good deal of curiosity about why CRTC gave carte blanche approval (subject to the fulfilment of promises of performance) with the one exception of the Thomson television station, CFCH-TV, in North Bay. Griffiths said the CRTC gave no explanation of this decision. "Could it be" I suggested, "CKSO-TV Sudbury wants additional coverage as a CTV affiliate in their area, and CFCL-TV Timmins wants a new station in Sudbury to carry the CBC network? To this Griffiths replied with

a non-committal "probably", pointing out again that "this is not confirmed by the CRTC."

"If CBC-TV goes into Belleville, will Kingston (CKWS-TV) and Peterborough (CHEX-TV) go CTV?" I asked. "If they did this, we'd have to look at it," he replied. "We are talking to the CBC about it. Discussions will probably carry through into next month."

There is still a possibility that Griffiths will throw his hat in the ring if CKPM-Radio Ottawa comes up for grabs. The CRTC ruled a renewal of this license only until December 31, 1970 when it will consider applications for the frequency. The legality of this is now before the Supreme Court of Canada. Griffiths said his company would be interested in buying if the present owns still want to sell.

Griffiths summed up the CRTC's decisions in this way. Their granting of the broadcasting licenses simply refers back to the position they have taken regarding Canadian content and improved broadcasting service. "We are now going to do our part to support the CRTC's position, because we agree with it. The Commission has no alternative, under the Broadcasting Act, on the question of Canadian content, to the way they are proceeding," he said.

COLOR TELEVISION

# CJFB-TV

SWIFT CURRENT  
SASKATCHEWAN

- CHANNEL 5—SWIFT CURRENT
- CHANNEL 2—EASTEND
- CHANNEL 2—VAL MARIE
- CHANNEL 10—RIVERHURST
- CHANNEL 7—SHAUNAVON

Ask WALTER BUFFAM,  
Sales Manager . . . or  
Radio-TV Reps, Ltd.

## WHY...

do over 80% of CBC Network  
advertisers add CJFB-TV to their  
schedules?

## BECAUSE...

The booming Swift Current market area is served by one weekly newspaper with a 1968 circulation of 6,178\*. Tv Basics, 1968/69, indicate 37,700 television homes available to national advertisers in the CJFB-TV coverage area. CJFB-TV, the *only* national medium dominating the wealthy South West Saskatchewan market. The *one* media buy for marketers intent on efficiently tapping this potential market rated 90%\* above national average.

\* Source: 1968/69 Survey of Markets.

CKVR-TV  
CHANNEL 3  
CANADA'S  
FASTEST  
GROWING  
TELEVISION  
STATION

Up 50% in total  
circulation in  
one year\*

Call us for  
complete coverage  
and market data

\*B.B.M. Fall '69—Fall '68



PAUL MULVIHILL & CO. LIMITED  
Toronto Montreal



## Vickers & Benson wins five "Bessies"

Four hundred and ninety-seven entries were submitted to the eighth annual Canadian Television Commercials Festival, held at the Inn on the Park, Toronto June 25. Of these, the Vickers & Benson Advertising Agency carried off five — one Gold and four Bronze Bessies, the gold one being for the best French commercial, their "Osaka" commercial for Dow Breweries.

Rose Magwood Productions scored a Gold Bessy for the best English commercial — their "Hockey" commercial for Javex.

Six hundred and twenty three guests, a record for the Festival, heard Emmy Award-winning talk show host David Frost speak at the luncheon held Thursday June 25th at the Inn On The Park, Toronto. The Festival was sponsored by the Broadcast Executives Society in association with the Television Bureau of Canada.

Frost flew to Toronto on the morning of the Festival from New York. He had taped two shows the previous evening, and following the luncheon returned to New York for further tapings that evening. The over 600 members of the broadcasting and adver-

tising professions rocked with laughter at Frost's skilfully-delivered anecdotes, and entered enthusiastically into a question-and-answer session with him later.

Entries for the Festival hit a record high, being 50% up on the previous year's total which was also a record. Attendance at all sessions also showed a marked increase, with the morning retail presentations and the afternoon session of International commercials, both hosted by Bill Walker, very well attended. Commercials for the afternoon sessions were selected and presented via videotape by Wally Ross, who was away in Europe at the time of the Festival. As last year, the Awards Dinner with Toastmasters Johnny Wayne and Frank Shuster, was a sell-out.

Rose Magwood's winning commercial for Javex won a Bronze Bessy in its class, and McConnell Advertising, Advertel Productions, BCP Publicité, Ronalds-Reynolds and Foster Advertising each won one Bronze Bessy.

Vickers & Benson's four Bronze Bessies were for: "Osaka", in the "Best Soft/Packaged Goods" class, for which they also received their "Gold"; "Hurry

Team" (Best Services — English), Gulf Oil Canada Ltd.; "Old Lady" (Best Corporate/Public Service — English), Bank of Montreal; "Bière" (Best Campaign — French), La Brasserie Dow du Québec Ltée.

Silver TvB Rose Bowls for top local commercials went to Canawest Film Productions of Vancouver; Canadian Advertising Agency of Montreal; CFPL-TV, London; CKTM-TV, Trois Rivières; CKWS-TV, Kingston; CKRN-TV, Rouyn; and CKNX-TV, Wingham.

A new feature of this year's Festival was the introduction of consumer panel awards. A group representing a cross-section of the viewing, product-buying public was invited to screen all the finalist entries and select their favorite single commercial and single campaign. The panel agreed with the professionals' choice of Foster Advertising's "Mail Early" series for the Post Office as Best Campaign, but preferred as the best single English commercial a spot called "Nice World", produced by Vickers and Benson for Pollution Probe of Toronto.

Chairman of the 1970 Festival was Don Napier, Advertising Manager, Eastern Division, Household Finance.

## Festival Award Winners

### GOLD AWARDS

#### for "Best English Commercial in the Festival"

Rose-Magwood Productions Ltd.  
"Hockey"

Bristol-Myers — Javex

Producer: Zale Magder

Creative: Cubby Marcus, Dennis Bruce  
Agency: MacLaren Advertising Co. Ltd.

#### for "Best French Commercial in the Festival"

Vickers & Benson Ltd.

"Osaka"

La Brasserie Dow du Québec Ltée.

Production: Davilia International

Agency Producer: Dick Goulet

Creative Credit: Pierre Pelletier

### BESSY AWARDS (National Commercials)

#### Best Hard Goods (English)

McConnell Advertising Ltd.

"Robots"

ESB Canada — Ray-O-Vac

Production: Sebert Productions

Agency Producer: Judy Ankerman

#### Best Hard Goods (French)

Advertel Productions Ltd.

"Patrolman"

Chrysler Canada Ltd.

Producer: Advertel Staff

Agency: Baker B.B.D.&O. Ltd.

#### Best Soft/Packaged Goods (English)

Rose-Magwood Productions Ltd.

"Hockey"

Bristol-Myers — Javex

Producer: Zale Magder

Creative: Cubby Marcus, Dennis Bruce

Agency: MacLaren Advertising Co. Ltd.

#### Best Soft/Packaged Goods (French)

Davilia International

"Osaka"

La Brasserie Dow du Québec Ltée.

Producer: Ian Hart

Creative: Harry Lake

Agency: Vickers & Benson Ltd.

#### Best Services (English)

Vickers & Benson Ltd.

"Hurry Team"

Gulf Oil Canada Ltd.

Production: RABKO

Agency Producer: Ken Burgess

Creative: Terry O'Malley

Continued on page 14



To the  
Broadcast Executives Society,  
the Television Bureau of Canada  
and the award winners  
in the Eighth Annual Television  
Commercials Festival ...  
Canadian Breweries Limited  
extends its congratulations  
on their efforts  
towards more effective  
Television Advertising.

... June 1970

**BESSY AWARDS**  
(National Commercials)

**Best Services (French)**  
BCP Publicité Ltée.  
"Marie Josée"

Mouvement Coopératif Desjardins  
Production: Onyx-Fournier Inc.  
Agency Producer: René Ram

**Best Corporate/Public Service Commercial (English)**  
Vickers & Benson Ltd. — Montreal  
"Old Lady"  
Bank of Montreal  
Production: RABKO  
Agency Producer: Rosanne McWaters  
Creative: Rosanne McWaters, Jack Bush

**Best Corporate/Public Service Commercial (French)**  
Ronalds-Reynolds & Co. Ltd. — Montreal  
"Cable"  
Canadian Industries Ltd.  
Production: TDF and Marko Studios  
Agency Producer: Pierre Mendel

**Best Campaign (English)**  
Foster Advertising Ltd. — Montreal  
"Mail Early"  
Canada Post Office  
Production: TDF

Agency Producer: Nevil Pike  
Creative: Robert Schulz

**Best Campaign (French)**  
Vickers & Benson Ltée. — Montreal  
"Bière"  
La Brasserie Dow du Québec Ltée.  
Production: Davilia International  
Agency Producer: Dick Goulet  
Creative: Pierre Pelletier

**ROSE BOWLS**  
for "Best Local Commercials"

**Group I (English)**  
Canawest Film Productions Ltd.  
"Bells"  
B.C. Telephone Company

**Group I (French)**  
Canadian Advertising Agency Ltd.  
"Cupidon"  
Boulangers Progressifs du Québec  
Production: France Ecrans — Paris  
Creative: Pierre Champagne (deceased),  
Viateur Lapierre

**Group II (English)**  
CFPL-TV London  
"Give a Child a Life"  
Family & Children's Service Bureau

**Group II (French)**  
CKTM-TV Trois Rivières  
"Lid'r"  
La Beauté Française Inc.

**Group III (English)**  
CKWS-TV Kingston  
"Big Boots to Fill"  
Police Association of Ontario

**Group III (French)**  
CKRN-TV Rouyn  
"Vêtements Auto Neige"  
Mercerie Vachon

**Group IV (English)**  
CKNX-TV Wingham  
"Pioneer"  
Wittich's Bread Ltd.

**SPECIAL CONSUMER  
PANEL AWARDS**

**Best English Commercial**  
Vickers & Benson Ltd.  
"Nice World"  
Pollution Probe, University of Toronto  
Production House: Sebert Productions  
Agency Producer: Ken Burgess

**Best English Campaign**  
Foster Advertising Ltd., Montreal  
"Mail Early"  
Canada Post Office  
Production House: TDF  
Agency Producer: Nevil Pike

**AWARDS OF MERIT**  
(English National)

**1. Hard Goods Classification**  
American Motors (Canada) Ltd.  
McKim/Benton & Bowles Ltd.  
Production: RABKO  
Agency Producer: Ed Sumner  
Creative: Barry Cowling

**2. Soft/Packaged Goods Classification**  
"Stretch 'n Seal"  
Imperial Oil Ltd.  
Cockfield, Brown & Company Ltd.  
Production: Rose-Magwood  
Agency Producer: Don McLean  
Creative: Ted Wood, Peter Fallowes

**3. Services Classification**  
"Wet"  
Canadian Government Travel Bureau  
MacLaren Advertising Co. Ltd.  
Production: TDF  
Agency Producer: Elizabeth Hastings  
Creative: Peter Bonner

**4. Corporate/Public Service Classification**  
"Beautiful City"  
United Appeal  
Young & Rubicam Ltd.  
Production: RABKO  
Agency Producer: Peter Barchou  
Creative: Syd Fassler, Doug Caswell,  
John Rindlaub

**5. Campaigns Classification**  
"Travel"  
Canadian Government Travel Bureau  
MacLaren Advertising Co. Ltd.  
Production: TDF

**ASSOCIATION OF CANADIAN ADVERTISERS INC.**



**B.E. Legate**



**W.T. Blakely**

The President and Board of Directors of the Association of Canadian Advertisers announce the resignation of B.E. Legate after 14 years as Managing Director. Mr. W.T. Blakely has been appointed to succeed Mr. Legate.

Tom Blakely is a former Advertising Agency Manager, Creative Director, Marketing Manager and Director of Public Relations for a number of well-known Canadian companies. The Association of Canadian Advertisers has a 200-company membership that invests some \$300 million in advertising annually with sales of approximately \$25 billion.

The effective date of this change of Association management is July 1.



Agency Producer: Elizabeth Hastings  
Creative: Peter Bonner

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**AWARDS OF MERIT**  
(French National)

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**1. Pour Produits Durables**

"Screaming Blueblood"  
Imperial Oil Ltd.  
Cockfield, Brown & Co. Ltd.  
Production: TDF

**2. Produits de Consommation  
Immédiate**

"Rome"  
Imperial Tobacco Ltd.  
Vickers & Benson Ltée.  
Production: Onyx Film

**3. Services**

"Fille Dans La Fenêtre"  
Bell Canada  
Cockfield, Brown & Cie. Ltée.  
Production: TDF

**4. Publicité de Compagnie**

"Astérix-Les Trois"  
Aluminium du Canada Ltée.  
BCP Publicité Ltée.  
Production: Belvision, S.P.R.L.

**5. Campagne**

"Le Vrai de Vrai"  
Coca-Cola Ltée.  
McCann-Erickson Publicité du Canada  
Ltée.  
Production: Telecraft Film Services

---

**AWARDS OF MERIT**  
(English Local)

---

**1. Group I Classification**

"Beautiful City"  
United Appeal  
Young & Rubicam Ltd.  
Production: RABKO  
Agency Producer: Peter Barchou

**2. Group II Classification**

"Cartoon"  
Shirley Ford  
CFRN-TV Edmonton

**3. Group III Classification**

"Spencer Twillingate"  
Carl's Place  
CKWS-TV Kingston

**4. Group IV Classification**

"China"  
N.R. Park & Sons Jewellers Ltd.  
CKOS-TV Yorkton, Sask.

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**AWARDS OF MERIT**  
(French Local)

---

**1. Groupe I**

"Voyage Fantastique"  
Les Distributions Culturelles Vita Ltée.  
McCann-Erickson Publicité du Canada  
Ltée.

Production: JPL Productions  
Agency Producer: Alette Dufour

**2. Groupe II**

"Renault La Belle"  
Garage Robert Enrg.  
CKTM-TV Trois Rivières

**3. Groupe III**

"Anniversaire"  
Green's  
CKRN-TV Rouyn

---

**CERTIFICATES  
OF ACHIEVEMENT** (English)

---

**For Editing**

MacLaren Advertising Ltd.  
"Fort Henry"  
Canadian Government Travel Bureau  
Production: New Studio of Film

**For Visual Effects**

MacLaren Advertising Co. Ltd.  
"Ski"  
Molson Breweries (Ontario) Ltd.  
Production: Central Film Services

**For Animation & Copywriting**

MacLaren Advertising Co. Ltd.  
"Car Clinic"  
Imperial Oil Ltd.  
Production: Pelican-Templeton

**For Humor**

Vickers & Benson Ltd.

"Hurry Team"  
Gulf Oil Canada Ltd.  
Production: RABKO

**For Music and Camerawork**

Davilia International Ltd.  
"One Shot"  
General Motors - Pontiac

---

**CERTIFICATES  
OF ACHIEVEMENT** (French)

---

**For General Craftsmanship**

Télévision du Québec Canada Ltée.  
"la Marguerite"  
La Cie. Paquet Ltée.

**For Animation**

BCP Publicité Ltée.  
"Astérix"  
Aluminium du Canada Ltée.  
Production House: Belvision S.P.R.L.

**For Music**

McCann-Erickson Publicité du  
Canada Ltée.  
"Le Vrai de Vrai"  
Coca-Cola  
Production: Telecraft Film Services

**For Photography**

Vickers & Benson Ltd.  
"Bière"  
Brasserie Dow du Québec Ltée.  
Production: Davilia International

Congratulations  
to  
CKRN-TV Rouyn  
for winning  
The Rose Bowl and  
The Award of Merit  
for Best Local Commercials  
at the 8th Annual  
Canadian Television Commercials Festival



**HARDY** RADIO & TELEVISION LIMITED  
QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

# Communication or Catastrophe?

by ROBERT E. OLIVER

President of the Canadian Advertising Advisory Board

Condensation of an address delivered in New York to the International Institute of Advertising during "World Advertising Week"

What forces lie behind the current upsurge of concerns over the social responsibilities of advertising and the business community?

That is not an easy question to answer, for many of the concerns are contradictory.

From a material point of view, it

seems self-evident that a high standard of living depends upon a high degree of productivity.

Goods in themselves, however, do not enrich the community fabric. It is only when customers *buy* that suppliers, employees, shareholders and the Government can share in the proceeds.

Since few in this sophisticated age purchase unknown products or services, a climate of awareness must be created.

Thus, a sustained high level of productivity calls for a high level of mass communication . . . a pretty water-tight case for advertising.

But — there is another side to the story.

Material progress aside, what is happening to man?

As knowledge and technology intermarry, the tempo of change accelerates. New products proliferate, the product cycle shortens, the market place becomes a bubbling, restless sea. The social layering and the value systems of society are often shattered.

Most previous societies resisted change. The industrial society *sponsors* change, with consequences that can be very unsettling.

Indeed, technology may produce the paradox of affluence, namely *more = less*.

We can produce more cars, construct more highways, erect more factories, expand the product and the package lines, create more efficient market areas in bigger metropolitan centres — and end up with less leisure, less peace of mind, less fresh air, sunlight, and water, less arable land to feed a world population that between 1970 and the year 2,000 is expected to leap from three to six billion.

For nearly a century, at least in

North America, we have been committed almost hysterically to the growth concept — more sales, more plants, more output, more population to provide bigger markets. Now Spaceship Earth is beginning to strain a little at the seams. Has the time come to initiate a "no-growth" phase in society? That will call for a real revolution in management thinking. Yet we cannot undo the industrial revolution. What we really need is not less technology but more direction.

While some social philosophers cry out for "the good old simple life", and apparently want to abolish the machine, less industrialized economies are desperately striving to achieve greater industrial output. Perhaps it would help if we could interchange populations for a while!

In the industrial society, technology and knowledge interlock in a forced-feeding process. In newly-industrialized nations, or non-industrialized nations, this multiplying process has not begun. Thus the gap between rich and poor nations grows greater.

At the same time, international communications have converted the world into a series of backyards. Technology has made us all neighbors, regardless of color and cultural patterns. We know what our international neighbor wears, whether he drives or walks to work, and how well he eats. As a result visible regional, national and international disparities add to world tensions.

For the first time in man's history technology has made possible an abundant life for all. But sociologists and economists warn us that we make it together or we do not make it at all. Technology commits us to an independent world.

When we analyze the international panorama of conflicting concerns, it becomes apparent why advertising so often finds itself serving as a protest symbol. Of course with the great outpouring of persuasion there are messages that are inept and on occasion inaccurate. Many forces are at work, quite properly, to rectify these. But mankind's real concerns relate to the nature and future of society — and advertising acts as a mirror reflecting a society in ferment.

Some say advertising is much more than a mirror. With the erosion of authority in the home, church and schools, one critic suggests that marketing men become the new high priesthood, structuring and propagating the value system of society. How qualified we are to inherit that mantle may be debatable.

Many of these provocative issues cannot be simply solved. But as someone said, "There are questions that all of us should ask though none of us can answer."

## CJBQ RADIO

IS

Twenty-eight talented Canadian broadcasters providing local listeners with inspiration, information and involvement.

VOICE OF THE BAY OF QUINTE, BELLEVILLE & TRENTON

In any event, before we can resolve issues, we must explore them. To establish a consensus calls for an interchange of points of view. As professional communicators we should be well qualified to listen with understanding to the different voices in our society; we should be able to help interpret the needs and aspirations of one group to another; and if we are a mirror, surely it is a fundamental responsibility to ensure that the images reflected are clear, and not clouded or deceptive ones.

How is advertising responding to these challenges?

It is both reassuring and significant that around the world the advertising industry accepts the axiom that freedom of choice is impossible without reliable advertising. A number of Codes of Ethics have been drawn up by media, by advertisers, and by advertising agencies to provide protection for the consumer in the marketplace. Codes alone will not wipe out misleading advertising, but they can be a major corrective force.

One of the most widely accepted is the Code of the International Chamber of Commerce, which our Board has already adopted in principle and which I believe IIA is also considering. It represents the distillation of many years of experience.

The first advertising CAAB undertook in Canada — created and run on a public service basis — was to publicize our Code and to offer free copies to the public. Our current campaign actually invites consumers to complain about advertisements they feel violate the Code. In the first six months of the campaign, we sent out 54,000 copies of the Code and handled close to 800 complaints — nearly 60% of them from men.

So far, in every instance where a complaint has been sustained, corrective actions have been taken. Our strength lies in interdependent action.

Incidentally, in Canada, where misleading advertising is a violation of both federal and provincial statutes, we work quite closely with elected and appointed government representatives. We exchange reports on the numbers and types of cases handled and where it seems appropriate seek each other's help in resolving fuzzy issues.

There are two personal observations I would like to make. First, we find the participation of media to be an essential factor in our programs. Even the Code remained largely unknown and comparatively ineffective until media became partners and co-sponsors.

Secondly, it seems to me that any sound public relations program for the industry must begin with some sort of ethical base. There is a sound legal doctrine at work here, too. It is a principle of common law that he who

comes to the court to plead for equity should come with clean hands.

Until recent times we communicators failed almost completely to tell the public about the functions of advertising in a highly-productive and highly innovative era. Yet advertising is the one aspect of business that speaks to the public night and day, that openly, unashamedly and constantly seeks attention. Inevitably, therefore, the public have opinions about advertising.

In a democratic climate where politicians must react to public pressure or be removed from office, it ill behooves the public face of business to hide behind a veil of mysterious silence.

In very recent times, many endeavors have been made to span this communication gap. Through public forums, news stories and advertisements themselves, the industry has begun to point out the partnership between productivity, mass communication and economic well-being.

Another valuable area of interchange has been with various sectors of the educational system. The educator has often displayed the traditional disdain of the professions and the idle well-to-do towards the business world. By temperament, also, many educators are inwardly repelled by the democratic concept, believing mankind would be far better off if the intellectual elite

took over. So there has been for some centuries in certain industrial countries a strange anomaly: the young generation attend, at considerable community expense, a training process conducted largely by those with little knowledge of and a good deal of hostility to the productive society. And in all fairness it must be conceded that until recently many businessmen gave their dollars but very little time or understanding to the educational process.

Fortunately, on both sides of the moat, attempts are being made to cross over for at least occasional conversation. We lecture and listen to each other, and we are learning that each of us can make a distinctive and yet a collective contribution to the better world of tomorrow.

The sudden realization of the need for direct public communication had a salutary effect upon our industry. We are often embarrassed to find how little we could say with complete assurance. Many of us cherished pet assumptions which we found other intelligent people not only questioned but sometimes violently rejected. So funds have been provided to explore consumer attitudes and to encourage independent research into the frequently muddy waters of social and economic impact. The results of such research will not always be

Continued on page 19

**In Nova Scotia** between the 7:00 A.M. to 9:00 A.M. period there are on the average, 185,200 people listening during each quarter hour.

They listen to:

	<b>Station Share</b>	<b>% of Province</b>
Group One Atlantic	77,400	41.79
Nova Scotia Group	69,900	37.74
Halifax (1)	21,100	11.39
Halifax (3)	4,300	2.32
New Glasgow	6,500	3.51
Sydney (2)	4,700	2.54
Sydney (3)	1,300	0.71
	<b>185,200</b>	<b>100%</b>

## **GROUP ONE ATLANTIC**

CKDH — Amherst    CJFX — Antigonish    CKBW — Bridgewater  
 CKDY — Digby    CKEN — Kenville    CKAD — Middleton  
 CKCL — Truro    CFAB — Windsor    CJLS — Yarmouth



## Télémedia (Québec) acquisitions approved

Decisions in a number of areas of broadcasting were announced by the Canadian Radio-Television Commission last month.

In one of the major developments in Quebec broadcasting Philippe de Gaspé Beaubien's new company, Télémedia (Québec) Ltée. acquired interests through a number of wholly-owned subsidiary companies.

The radio stations involved are CHLT and CHLT-FM Sherbrooke, CJBR and CJBR-FM Rimouski, CJBM Causapsal, CKAC Montreal, CHLN Trois Rivières, and CKCH and CKCH-FM Hull. Vice-president of the radio division is Maurice Dansereau.

Television acquisitions of CHLT-TV Sherbrooke, CJBR-TV Rimouski, and CJBR-TV-1 Edmundston, N.B. will be under the television division vice-president, André Lecomte.

Further applications to the CRTC resulted as follows:

- Radio Television Sherbrooke (1967) Inc. was denied its application to amend its broadcasting license for an increase in antenna height as the Commission did not believe that the increase coverage is necessary for the

undertaking to provide a service to Sherbrooke and surrounding area.

Three year licenses were granted to the following cable operations, subject to conditions specified in the license:

- a company to be incorporated represented by Harry W. Zahoruk to carry on CATV broadcasting undertaking to serve part of the Town of Burlington, Ont.
- Clear Color Cable Services Ltd. to carry on a CATV broadcasting undertaking to serve parts of the Boroughs of Scarborough, York, North and East York in Metropolitan Toronto.
- a company to be incorporated represented by G.R. Conway to carry on a CATV broadcasting undertaking to serve parts of the Metropolitan Toronto area.
- a company to be incorporated represented by Douglas Leiterman to carry on a CATV broadcasting undertaking to serve part of the Boroughs of Scarborough, North and East York in Metropolitan Toronto.

In view of these decisions, the following applications were denied for Burlington:

- a company to be incorporated represented by John B. Morison
- Maclean-Hunter Cable TV Ltd.
- a company to be incorporated represented by Donald M. Green
- a company to be incorporated represented by R.C. Armstrong.
- a company to be incorporated represented by W. Edwin Jarman
- a company to be incorporated represented by Ernest R. Hennessey.

The following applications were denied for parts of Metro Toronto:

- Videovision Ltd.
- a company to be incorporated represented by Stanley Lloyd Hosken
- a company to be incorporated represented by Tibor Lako.
- a company to be incorporated represented by Douglas Leiterman
- Scarboro Cable T.V. Ltd.
- Ernie Swan Television Co. Ltd.
- a company to be incorporated represented by Benjamin B. Torchinsky.
- a company to be incorporated represented by Cablecasting Ltd.
- a company to be incorporated represented by J. Wesley Hosick

In other broadcasting endeavors the CRTC gave these decisions:

- The Commission approved the Rogers Cable TV Ltd. license for the reception and distribution of additional FM and shortwave broadcasting and amended the condition of the license of Rogers Cable TV Ltd. which describes the CATV service area in the northwest of Metropolitan Toronto, being part of the Borough of Etobicoke.

### EDITORIALS?

Have  
we  
got  
editorials!

... big editorials, little editorials, editorials about ordinary things like ecology, acid trips, People's parks, etc., editorials on groovy way-out things like the federal budget, the Expos, Robert Stanfield...

**CFOX 1470**

WE WORK LIKE WE'RE NUMBER ONE

Radio House... Toronto 481-5101, Montreal 866-2617

- Coaxial Colorview Ltd., received approval only for its request to receive and distribute additional FM and shortwave broadcasting stations.
- CableVision Lethbridge Ltd. was granted approval for permission to transfer shares and thereby increase the share ownership of Lethbridge Television Ltd., a company ultimately owned and controlled by Selkirk Holdings Ltd. Condition of this approval is that Selkirk Holdings Ltd. shall reduce its ownership or control of shares in CableVision Lethbridge to the former level of 25%
- Baton Broadcasting Ltd. and St. Clair River Broadcasting Ltd., a wholly-owned subsidiary of the CBC, were granted a license for 5 years for CKLW-TV Windsor, Ontario. Baton and the CBC (St. Clair) will carry on business in partnership under the name of CKLW-TV. Baton will hold a 75% interest and CBC (St. Clair) 25%. Prior to termination of the license, the CBC has obligated itself to purchase all of the partnership interest of Baton.
- CableVision Medicine Hat Ltd. was granted permission to transfer shares to Monarch Investments Ltd. The shares are transferred to groups with other broadcasting interests in the local area due to economic circumstances of the area and the Commission believes this to be in the public interest.
- Express Cable Television Ltd. received approval for transfer of shares to Western Broadcasting Co. Ltd.
- Okanagan Valley Television Co. Ltd. requested a technical improvement of transmission of Channel 7, which was granted.
- Due to the uncertainty of mail delivery, the CRTc announced that the date for filing applications for the frequencies presently being used by the licensees of CHFM-FM Calgary, Alta. and CHIN-AM Toronto, Ontario has been extended to August 14, 1970.

Continued from page 17

clearly definitive, or complimentary. Even exposing the complications however, is one step towards enlightenment; and if the results are shared widely, we are sure that a better understanding of the process, within the industry and without, will in time result.

The creative contributions coordinated by the Advertising Council in the United States effectively demonstrate what everyone in this room knows — that advertising men and women share in the universal concern for a better world. On both a paid and voluntary basis, the industry in a variety of ways is engaged in attacking poverty, discrimination, carelessness, pollution, and other social ills. Governments are becoming increasingly aware that one of the costs of every social welfare program should be the cost of communicating with those who should be its beneficiaries.

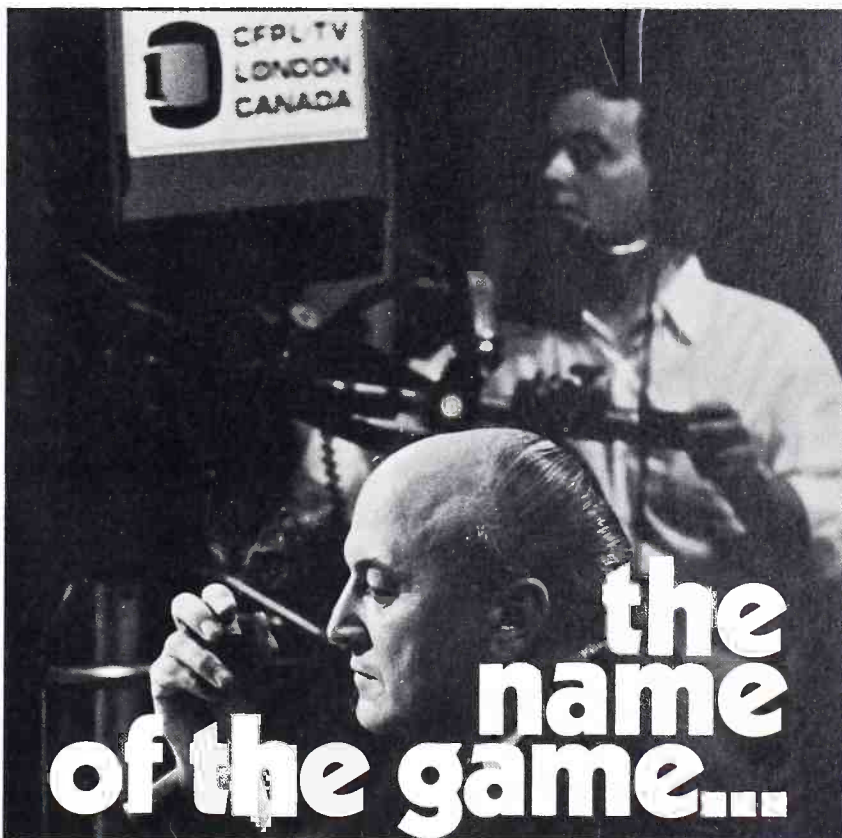
It seems very safe to predict these trends will continue. Others are turning to advertising, as you and I do, to solve problems, not create them.

Advertising, as the herald of change, reflects a civilization beset by many concerns. What we have seen demonstrates the *relevance* of advertising to these concerns.

Within our industry is a vast reservoir of communication skills, many of them already harnessed to the tides of social change.

Kahlil Gibran says that the young dwell in the temples of tomorrow. I believe the communication industry can unite to see that the doors of the temple of tomorrow swing wide to welcome the whole family of man — speaking many tongues, possessing many faiths and diverse beliefs, but united in a common dream of a world where the questing spirit of many may walk upright and free.

There is, of course, an alternative. As the late President Kennedy said, "We have the power to make this the best generation in the history of mankind, or to make it the last."



... was bumped on Monday, May 4 and we carried a two-hour program called "The White Paper — Special". Our man Alec Richmond, host of CFPL-TV's public affairs program 'The World Around Us', sat in the middle as interested citizens quizzed Finance Minister Edgar J. Benson on his proposals for tax reform. Pre-empting entertainment to provide important information is sometimes, as we see it, the name of the game.

CFPL-TV serves London and Western Ontario ... completely



# Economy cools ...but radio sizzles

1969 was a winning year for Radio.

Canadians bought almost 3 1/2 million new receivers, and for the first time, there were more radios in this country than people. The Radio Sales Bureau estimates that just under 22 million radios were in working order on January 1, 1970 (DBS figures for that date show a population of 21 million 260 thousand).

These and other data on radio size, growth, audience and revenue, are in the 1970 *Digest of Basic Canadian Radio Facts* which is being distributed to national advertisers, agencies and member stations by RSB, the marketing association for Canada's radio broadcasters. Issued annually, the RSB Fact Book lists dozens of radio statistics for reference by buyers and sellers of the medium. For example:

85% of radios bought last year were mobile; 44% were battery/portables (transistors) and 41% were for automobiles. 72% of receivers in use or ready for use are able to serve listeners outside the home.

There are still plenty of plug-in receivers around though — more than 6

million 100 thousand — and 97.3% of households are radio households. That's 29% more radio homes than there were 10 years ago.

The increase in radio-equipped cars is even more dramatic — up 117% since 1959. According to RSB, 4 3/4 million cars, 76.8% of all passenger cars in Canada, have one for the road — a radio, that is. What's more, says the Bureau, the average car radio is operating 63% of the time the automobile is in use.

The love affair Canadians have been having with the battery/portable radio for several years has not cooled. The ubiquitous "transistor" continues to outsell all other receiver types and accounts for 44% of total sets in operative condition. There are transistors in 56% of all households, and the farther west you go, the more popular the tiny sets are. 59% of Manitoba homes have them; 63% of Saskatchewan homes; 64.5% of Alberta homes. In British Columbia, approximately 2/3 of households have at least one battery/portable. One reason for transistor radio sales increasing 135% since 1962 is that

miniaturization techniques have reduced both size and price of the versatile units.

Much to the delight of FM broadcasters and listeners who enjoy the varied programs provided by the nine CBC and 73 independent FM outlets across Canada, FM Radio took a giant stride forward in 1969.

47% of households can receive FM, and in Ontario, the figure rises to 55%. Metropolitan areas are well above the national average with FM receivers in 65.5% of Toronto homes. Montreal: 62.3%. Winnipeg: 53.5%. Edmonton: 55% and Vancouver: 49.3%.

As for Canada's radio stations themselves, there has been a 50% increase since 1960 when there were 259 commercial broadcasting stations (226 AM — 33 FM). Today there are 388, of which 82 are FM. This works out to just over 55 thousand people for every Canadian station; 1970 figures put people-per-station in the United States at 33 thousand.

Of great benefit to the advertiser is the fact that the people-per-station figure is higher in this country; what's more, Canadians listen longer.

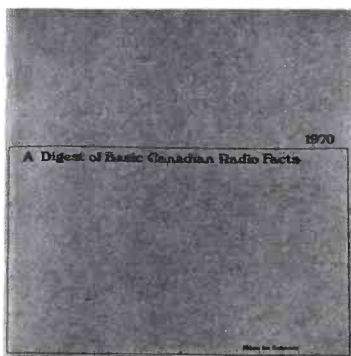
RSB says on a Monday through Sunday basis, men listen to radio for 2 hours 48 minutes daily; women listen for 3 hours 48 minutes; teens (12-17) listen for 2 hours 18 minutes.

Despite radio's record set sales and set count, the medium remains the most economical of commercial communicators. Radio station time charges to advertisers have held the anti-inflationary line to a remarkable degree. However, with more and more national and retail advertisers recognizing radio's cost-efficient advantages, their patronage of the medium last year amounted to almost \$106 million in time charges alone.

That represents an increase of 120% over radio's net revenue in 1959. The all-media revenue increase for the same period was 88%.

*Copies of the 1970 DIGEST OF BASIC CANADIAN RADIO FACTS are available from RSB. Contact: The Radio Sales Bureau, 12 Sheppard Street, Toronto 1. Tel: 416 - 363-2011.*

## Yours



**Free to Advertisers, Agencies  
and RSB Member Broadcasters.**

Radio Sales Bureau, 12 Sheppard Street, Toronto 1, 416-363-2011



## Airline pilots may sue media

The Canadian Airline Pilots Association says it is considering the possibility of legal action in connection with recent statements by the news media on the crash of an Air Canada DC-8 jet liner near Toronto July 5 in which all 109 persons aboard were killed.

Capt. Charles H. Simpson, president of the association, said "We have asked our legal advisors to examine the possibility of legal action with respect to certain statements saying the pilot is to blame for the accident."

He said there is no justification for such statements.

"Any premature release of preliminary conclusions or conjectures is prejudicial to the conduct of the inquiry into the accident and can be damaging to the grieving families and friends of the ill-fated crew and passengers."

Capt. Simpson said the association "deplores the tendentious and false headlines" which appeared after Transport Minister Donald Jamieson's announcement about the crash.

Mr. Jamieson said in Ottawa preliminary investigations showed that the flight recorder indicated that premature deployment of a braking device led to the damage-inflicting abortive landing minutes before the crash.

Mr. Jamieson said the flight recorder indicated an improper procedure for operation of the braking device.

Capt. Simpson said nothing in the transport minister's statement "justified headlines that the pilot is to be blamed for the accident."

"Mr. Jamieson made it clear that the results of the investigation are still incomplete.

"It would appear that the public inquiry called in this matter is being disregarded.

"Bits and pieces of evidence, often mixed with hypothetical conjecture and totally fallacious statements or interpretations, are being said to the public to satisfy its thirst for sensationalism." Capt. Simpson said.

## Book Mark

- Five weekly capsule comments on new books.
- One and a half to maximum three minutes each.
- Thirteen years on 18 B.C. stations.
- Now available to other provinces.

Five weekly items on returnable tape, \$30 monthly.

### Dorwin Baird Limited

2727 Crescentview,  
North Vancouver, B.C.

### BUFFALO BROADCASTING COMPANY LIMITED



George Gallaher



Merv Phillips



Ed Laurence

The Buffalo Broadcasting Co. Ltd. has taken over the operation of Radio Station CKRM in Regina as of June 15th, 1970.

Buffalo Broadcasting is a Saskatchewan based Company incorporated in 1969 for the purpose of purchasing this Radio Station in Regina, formerly owned by Cambrian Broadcasting Co. of Sudbury, Ontario.

George Gallaher, President - is also President of the Yorkton Broadcasting Co. Ltd., operators of Radio Station CJGX in Yorkton.

Mr. Merv Phillips, Vice President - of Buffalo Broadcasting Co. Ltd., will be the Managing Director of Radio Station CKRM. Mr. Phillips is also Vice-President of the Yorkton Broadcasting Co. Ltd.

Mr. Ed Laurence, Secretary-Treasurer of the Buffalo Broadcasting Co. Ltd., holds the same position with the Yorkton Broadcasting Company and is Production Manager of Radio Station CJGX.

Three of the Officers of the Company, Phillips, Laurence, and Gallaher have been engaged in the Broadcasting business for their entire adult lives.

Mr. Phillips, the new General Manager of CKRM, is a native of Regina and was educated and started in the Broadcasting business in the City. He later moved to Radio Station CJGX as an announcer. In 1955 he was employed on the Air Staff at CKXL in Calgary, returning to Yorkton as Production Manager in 1956. In 1959 he was appointed Sales Manager and has held that position to this date.



## CKLC -- In the Air, Everywhere!

Our own skydiver drops in via the CKLC Parachute to thrill the crowds at a host of Eastern Ontario events like picnics, fairs, regattas, boat shows, and sports events!

Another example of how CKLC gets right to the people in Kingston and Eastern Ontario. We can get *your* message right to them, too!

CONTACT: RADIO HOUSE  
about

# CKLC

We've Got a Good Thing Going!

### Concerning Cable

# Not regulation but encouragement

by R.E. Misener

Communications Associates

Crystal-ball gazing has long been a favorite gambit of after-luncheon speakers and of the "star" of the convention agenda. It's always much easier, and generally more entertaining to paint glowing pictures of developments ten years hence than it is to be wise and helpful about the problems of today. It's safer, too. Many in your audience won't be around in 1980 to make cynical comment about "false prophets"; others will have long since forgotten what you said; and finally, under attack, there's always the rejoinder "But who could possibly have foreseen that such-and-such would happen!"

In several statements in recent months, Stuart Griffiths, President of Bushnell Communications of Ottawa, has been quoted as saying he believes by the end of this decade much of television broadcasting as we know it today will have

been "phased out" and the universal medium in our country will be cable. If he's right, then recent CRTC decisions denying his cable aspirations may come to be referred to as Black Tuesday. However, much can happen in ten years; certainly a hell of a lot has happened in the past ten, and judging from recent reports Stu Griffiths has in no way lost his cool.

It may indeed come to pass that cable will become a full-fledged medium in its own right and a far cry from its passive beginnings as a community antenna service. It seems almost certain only the multi-channel capabilities of cable, or laser, or some as-yet undiscovered distribution system will be able to cope with the public's insatiable appetite, and perhaps need, for more and more information and entertainment services.

Bushnell's Griffiths is an astute broadcaster and an able businessman, but to

### GROUP ONE RADIO APPOINTMENTS



John Tarbat



Robert Salichuk

Mr. Bev Martin, President, Group One Radio Limited, is pleased to announce the appointment of John F. Tarbat to the position of Vice-President and Sales Co-Ordinator and Robert (Bob) Salichuk to the position of Account Executive.

Mr. Tarbat has experience in both national and retail radio sales and Mr. Salichuk has an excellent sales record in industrial and commercial selling. Both appointments were effective July 1st.



our knowledge makes no claim to be clairvoyant when he suggests that television broadcasting may be a passing fancy and that this decade seems certain to usher in the era of the Wired City.

It will be recalled that former president Lyndon B. Johnson created an impressive Task Force on Communications whose report was "leaked" to the press just at the time Mr. Johnson's lease on the White House expired. The exhaustive report contained in its mass of research and recommendations comprehensive estimates of the cost of "wiring" for television the whole of the continental United States. Mr. Griffiths is not alone in his predictions.

Now, in view of the awesome responsibility with which it is charged surely the Canadian Radio-Television Commission should be the most knowledgeable body in Canada on the subject of broadcasting. It may be, but of course it does not necessarily follow that it must therefore share the same vision of the future as those who believe that cable will "take over". However, if the Commission does not believe the signs point in that direction, then it

would seem that it must believe that television broadcasting and cable can be shotgunned into a workable coexistence through regulation.

The Chairman of the CRTC said in effect, awhile back, that simply because technology makes a certain action possible is not in itself a reason for taking such action. In the field of electronic communications, explosive technological advance plus the demands and desires of an insatiable public seem certain to negate the intent of restrictive regulation. "Blacking out" distant signals on cable services where a majority of Canadians live — Montreal, southern Ontario, the Lower Mainland of British Columbia — would simply cause a mushrooming return of rooftop antennas and probably fatal hardship by the cable business.

A wise man once said "The role of the regulatory and licensing authority is to help the industry (broadcasting) find an orderly path through a maze of unbelievable technological change". Easy to say, but an extremely tough assignment. There are those who believe

that the Commission's "Canadian" goals run the gamut from impractical to impossible.

Whatever the Commission's role, as it sees itself, it must devise and enforce such rules and regulations as may be necessary to steer the Canadian broadcasting industry towards an optimum of service to listeners and views consistent with the maintenance of a state of common well-being.

To these ends it is to be hoped the Commission will see fit to let water find its own level for awhile yet in Canada's fledgling cable industry, and to delay the framing of restrictive regulation. While cable operators are struggling to make an effective beginning in the new and uncharted realm of cablecasting, while they adjust to thinking of themselves as broadcasters, not just operators of passive community antenna systems; while they seek to devise acceptable technical standards for a medium so volatile it won't stand still long enough to be examined; encouragement should be the order of the day. Regulation tends to diminish the thing it regulates; encouragement leads to growth.

## Radio's "Creativity" Festival

A committee headed by R.J. "Dick" O'Brien, Director of Advertising for Dominion Stores Ltd., is making plans for the 8th Canadian Radio Festival, to be held February 4, 1971, at Toronto's Inn On The Park.

Thirteen of the executives who had helped put the last Radio Festival together have agreed to serve on this committee. The repeaters include O'Brien himself; he was Judging Chairman in the February 1970 Radio Festival. Seven newcomers have been recruited to complete the 22 member roster.

One of the first decisions made by the Committee was to scrap the word "Commercials" because it is felt the choice of this word limits the scope of the Festivals. "Creativity will continue to be a Festival basic, of course," O'Brien said, "but the scope is so much broader now, and commercials, though of great importance, are by no means the only reason for staging a Radio Festival. Next February's program will be structured on concepts which proved to be successful in the last Festival. Much is happening in radio; new methods of presentation; new sounds; fresh psychological approaches. What better

time to showcase them than at the Radio Festival?"

Although the Festival is more than eight months away, O'Brien has written to broadcasters and station representatives across Canada, urging them to "set aside those creative commercials and plan to attend this exciting event". He also reminded them that the Radio Festival, sponsored jointly by the Broadcast Executives Society and the Radio Sales Bureau, is the only annual national event of its kind.

**WE WORK!**

**chlo**

LONDON — ST. THOMAS  
CANADA —  
RADIO & TELEVISION SALES INC.  
U.S.A. — WEED & COMPANY

CFRB LIMITED



Donald W. Insley

Donald H. Hartford, President, CFRB Limited, announces the appointment of Donald W. Insley as Vice-President, Programming, for Radio Station CFRB, Toronto.

Mr. Insley joined CFRB in 1962 and has latterly been CFRB Program Director. He has had more than thirty years' varied broadcasting experience in Ontario and Quebec radio stations.



# BBM takes first steps in cable measurement

by Peter Macklin

The introduction of cable TV into a community is like the introduction of a new political party. Because it effects everything at once — programming, viewing habits, evaluation methods, ratings, information requirements, everything.

BBM is already working out new evaluation methods for city markets covered with cable grids. Cable market boundaries cross county lines. BBM's present measurement system is based on audiences by county to agree with client measurement systems. While BBM can now determine how many people are watching cable TV in a particular county, their reports do not yet break down the size of audience by the cable operator in that county. In some markets, cable share is not yet significant enough but in others such as London,

Ontario, cable audience share information is becoming vital. The problem is made more complex because any community served by cable is usually served by at least several cable companies.

Added to this is an identification problem. So far, cable companies operate without the call letters commonly used by TV stations. However, assigning call letters to cable companies presupposes one major development in Canadian broadcasting. When will cable programming really start? It's already made a test beginning in London, Ontario but has a long way to go to reach the concept propounded by Stu Griffiths in his recent submission to the Canadian Radio-Television Commission.

Griffiths' case for cable TV positioned it as *the* system of the future with all other systems such as conventional TV broadcasting secondary in importance.

Will cable companies need BBM evaluation in the near future and if so, how much? Certainly, present conditions don't allow for the same detailed information currently provided by BBM in their reports which are based on the personal diary system. BBM telephone interviewers ask if the home is provided with cable service and record this information.

Since September, 1969, when the CRTC reported on homes in Canada supplied by cable, BBM estimates there has been continued substantial growth in cable expansion. (See box for an updated picture of cable penetration in various communities across Canada as estimated by BBM.)

Even if cable operations don't expand to embrace programming, their expansion geographically and the sheer increase in the number of subscribers calls for more detailed evaluation on their impact.

BBM currently identifies the TV station watched by cross-checking the channel logged in the diary with the cable company operating in each home. But BBM knows this system leaves too many questions not answered.

In the coverage area of any major market, there could be as many as 15 to 20 cable operators delivering signals from as many as 25 to 30 additional

stations, especially those in adjacent U.S. border stations.

Time buyers want to know the coverage area in terms of what people are watching, what program, on what channel.

With program duplication made possible by cable service in homes, it has already become more difficult for a time buyer to schedule a commercial for a particular prime time program. The media buy is weakened because the same program probably is scheduled one or more times in the same week on other channels — all made available by cable. For this reason also, establishing the ratings of various programs will become more difficult and complex. BBM, to meet the increased demand for more detailed information, could issue two reports: one for TV broadcast stations and one for cable operations. Or it could issue far more definitive reports on the coverage area combining existing material with new source information. While the demand builds up, the cable operators and the CRTC will first have to decide what business cable is going to be in.

Hardy  
Radio & Television  
reaches into  
every corner  
of  
French Canada.

**HARDY**  
RADIO & TELEVISION

## Cable Penetration into Canadian TV Households as Estimated by BBM (revised from Sept/69)

Victoria	70%
Vancouver	50%
Calgary	—
Edmonton	—
Saskatoon	—
Winnipeg	20%
Toronto	25%
Hamilton	30%
London	70%
Kitchener	45%
Port Arthur	65%
Ottawa	50%
Montreal	20%
Quebec City	12%
Three Rivers	60%
Sherbrooke	60%
Maritimes	—

## CRTC applauds CBC's "Air of Death"

Running just about exactly counter to the findings of a special Ontario government committee, the Canadian Radio-Television Commission has released a report giving the CBC high marks for its controversial 1967 TV special on air pollution, *Air of Death*.

"The program adequately reflected the information reasonably available at the time of the broadcast and is well able to stand as an example of informational programming backed by a wealth of research and serving a useful purpose," the CRTC report said.

The report thus was opposed to the Ontario committee study, which gave the program a pasting for use of "unwarranted, untruthful and irresponsible statements" and treating "a complex problem in a way designed to create alarm and fear."

"*Air of Death*," the CRTC report said, "did achieve what clearly appeared as its avowed purpose, namely, to awaken the public to the very real dangers of air pollution."

The report "recognizes the increased awareness of the public to problems of air pollution since the original broadcasting of the program *Air of Death* on Sunday, October 22, 1967".

It faulted the CBC handling on one main point — the possibility of health hazards to humans as a result of fluoride fumes from fertilizer plant operations in the Dunnville, Ontario area.

"The program clearly stated that fluorine emissions were causing damage to plant and animal life in the area.

"While making reference to the fact that there was no conclusive proof of danger to human health, the program,

however, left the unmistakable impression that expert medical opinion considered the human health issue to exist and to be serious.

"Other medical opinion to the effect that there might not be such danger was available but not used," the report said.

"... In dealing with a subject as important and urgent as danger to human health, no effort should be spared to bring to the attention of the public the fact that there are conflicting views amongst medical practitioners on a subject, particularly when the research upon which the statement in the program was based demonstrates no direct clinical evidence for the contention that human health or life was in danger."

The CRTC report on *Air of Death* completed a circle for the program.

Fifteen days after it was broadcast, the Ontario government announced formation of a special committee under Dr. G. Edward Hall of Orillia, former

president of the University of Western Ontario, to investigate air, soil and water pollution in Haldimand County, where Dunnville is located.

The committee investigated the situation near the fertilizer plants of the Electric Reduction Co. of Canada Ltd., at Port Maitland near Dunnville, and the nearby Sherbrooke Metallurgical Co.

Its report, brought down December 10, 1968, although noting that area farmers had received many thousands of dollars in compensation from the fertilizer industry for damage to cattle and crops, said industrial pollutants were no danger to human health.

It also asked the government to establish "meaningful standards" for allowable levels of air pollutants with regard to their effect on human health, livestock and plants; suggested the Sherbrooke Metallurgical smokestack be doubled in height; said residents should

Continued on page 26

## If you plan to advertise

*in Belfast, Brussels, Carthage,  
Ceylon, Damascus, Dublin,  
Dunedin, Gibraltar, Hanover,  
Kimberly, Lebanon, Lucknow,  
Tralee, Southampton, Zurich*

use **CKNX** Wingham  
Radio-Television

We reach them all (and more)  
in Ontario's rich farming heartland



WE ANSWER  
YOUR TELEPHONE  
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signal, or tone-signal plus voice message

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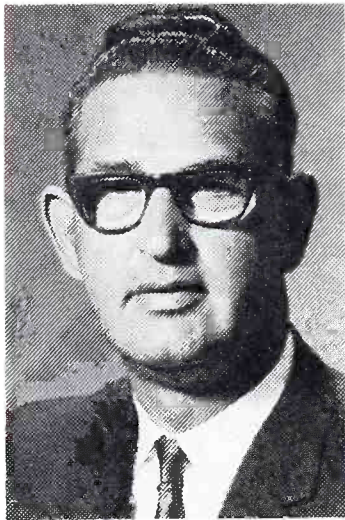
TAS 70-1





Ted Soskin

Mr. Frank A. Griffiths C.A., President of Western Broadcasting Company Ltd. announces the election to the Board of Directors of Mr. Ted Soskin of Calgary, Alberta. Mr. Soskin is the President and General Manager of Radio Station CHQR in Calgary, which was recently merged with Western Broadcasting Company Ltd. CHQR continues under the active management of Mr. Soskin.



John Newbery

The appointment of John Newbery as General Sales Manager has been announced by Radio Station CFAC, Calgary. Mr. Newbery has been on the sales staff of CFAC for the past ten years, serving as Retail Sales Manager since 1968.

Continued from page 25

be discouraged from drinking cistern water; and suggested Port Maitland farmers modify their growing practices until pollution problems were "finally solved".

A special section in the report aimed the "untruthful and irresponsible" blast at the CBC for the program which apparently spurred the Ontario government to create the committee.

It said the program made "careless use of the name *Dunnville*" and residents there suffered economic loss just as real "as the losses suffered by those within the 'polluted area'."

This included loss of markets because the public began to steer away from area vegetable products. The report said Dunnville residents might be advised to institute court actions for damages.

Two months after the Hall committee report, the CRTC announced it would hold a special Toronto hearing to determine, "in response to expressions of public concern" about *Air of Death*, whether the CBC had taken measures to maintain high standards in such information programming.

The hearing, with CRTC Vice-Chairman Harry J. Boyle presiding, was held in March, 1969. Sources said at the time one reason for it was to give the CBC a forum in which to reply to the Hall Committee criticism.

As in the Hall Committee's hearing, witnesses testified under oath.

The report, a year in the making, makes no specific mention of the Hall committee, simply referring to "charges with respect to the program made in other forums and media."

But it made one obvious reference to the Hall criticism with its finding that "the use of the term 'Dunnville' to describe the area allegedly affected by fluoride emissions was reasonable and proper in this instance."

Mr. Boyle, full-time CRTC member, Réal Therrien and Northrop Frye, a part-time member, who made up the CRTC team at the special hearing, reviewed all the exhibits filed and concluded the program "may well have been one of the most thoroughly researched programs in the history of television broadcasting."

But it said this did not mean that each aspect was dealt with in equal depth.

It found that, for the "vast majority" of the research material, "the measures taken by the CBC in the preparation, production and broadcasting of the program were consistent with the 'high standard' required of all broadcasters by the Broadcasting Act".

The report noted the program covered air pollution in a number of North American centres, with concern centred on possible effect on humans and pollution counter-measures.

But its criticism concentrated on the segment, relatively minor in terms of time "but major in terms of impact, concerning human health in Dunnville" and said "there might well have been more consideration of the fact that at the time of the broadcast there was controversy as to whether or not a human health issue did exist in the Dunnville area".

Dr. George Waldbott of Michigan, interviewed on the program, "clearly indicated his view that at least two persons in the area were suffering from fluoride poisoning."

The CBC filmed an interview with Dr. W.G. Greene of Dunnville but producer Larry Gosnell decided not to use it in the final program, in part because of poor sound quality and also because part of the interview corroborated Dr. Waldbott's findings as to damage to animals and crops.

But the CRTC report noted Dr. Greene had also said no tests of humans at the factory areas had revealed any toxicity and blood samples taken by the industrial hygiene department had revealed levels "within normal limits".

Of Dr. Waldbott, the report said, his credentials make him "one of the world's leading experts on the effect of fluoride" but he is also "known to hold sharply critical views on the effect of any fluoride emissions upon human health."

Without disputing the veracity of his credentials, the report said his views on the program should have been identified in "the context of his career and his involvement in meetings devoted to the elimination of fluoride emissions whenever and wherever they occur".

It also objected to this phrase used by the program commentator: "What's going to happen to these people who have fluoride poisoning if something isn't done for them?"

This presupposed a conclusion and gave no indication to the viewer that there might be another side to the question.

The CRTC report also criticized the handling of the program segment with Allan MacEachen, then federal health minister and now manpower and immigration minister.

Mr. MacEachen appeared on the air after Dr. Matthew Dymond, Ontario health minister.

The MacEachen interview was heavily cut before use in the program and left the impression the federal government was powerless to do much about air pollution and felt other matters had a higher priority, the report said. The version before editing contained a number of statements indicating deep federal concern with air pollution and outlining initiatives to establish the federal power as a co-ordinator of direct provincial actions against pollution.



# Final Arbiter is the Public

by Peter Macklin

The Canadian Radio-Television Commission will meet cable operators from across Canada in September to evolve guidelines for cable television, the new industry which grew from September 1968 to September 1969 from 926,000 installations to a staggering 1,350,000.

On April 10, CRTC and its intellectual and determined chairman, Pierre Juneau, proposed general guidelines for the licensing of cable TV systems. Now the commission is about to explore specific regulations, which will apparently be the subject matter of the September hearings.

The Canadian Cable Television Association is now preparing comments which it plans to file this summer. These comments will be based on detailed studies now under way and the CCTA believes they will be of interest to the CRTC in drafting the new regulations.

The cable operators, through their spokesman, W. Edwin Jarmain, chairman of CCTA, has expressed a willingness to co-operate with the CRTC.

Earlier this year, Jarmain expanded upon CCTA's willingness to co-operate in the following statement: "I believe we are in agreement on the objective of a television broadcasting system that provides programming which is varied, comprehensive, of high standard, and in which Canadian television broadcasting stations use predominantly Canadian resources in their programming. I further believe that our organization, CCTA will support all reasonable measures within the scope of the Broadcasting Act toward the accomplishment of this objective."

However, Jarmain appended a more cautionary note when he said: "It must be recognized that certain provisions such as blackouts and the deletion of stations would be intolerable to the Canadian public now receiving cable service and to the cable systems providing it. It is likely that the public will not stand being deprived of services that it has enjoyed for many years."

This last statement was reinforced strongly by Liberal MP John Reid, (Kenora-Rainy River), who is chairman of the Commons Committee on Broadcasting. Speaking to the annual meeting of the Western Association of Broadcasters last month, Reid said he does not believe the CRTC will be able to withstand the tremendous public pressure for increased access to cable television.

Cable systems should be allowed to bring into Canada all available United States channels. The capacity is there, he said. Further, he predicted the Canadian television industry was in for a miserably rough transitional period.

Radio, which had learned to specialize and to attract the small audiences would have the easiest time in adjusting to the great changes being brought on by cable television.

But for Canadian television, the problems would be severe as they were for radio when it had to adjust to the advent of TV in the early 1950s.

Many of the marginal stations might go out of business. The new emphasis would be on production of programs, not their delivery.

Reaction within the television industry was not in complete agreement with Reid's statement.

Ted Delaney, general manager of CFTO-TV, Toronto, felt the cable companies would be hampered by the high cost of production and by proposed guidelines. "These restrictions will not allow cable companies to compete with local stations in a market, or with the local movie houses. They will be forced into covering matters of civic interest within the community in which they are operating. Council meetings, local parades, that sort of thing."

Delaney added that CFTO-TV would produce programs for the cable systems, programs that would run strictly on cable. "As a leader in the industry, we're always looking for new markets, new ways of expanding. Production for cable allows us to sell not just in Canada, but in the U.S. as well," he said.

One interesting aspect of the entire cable controversy is the effect cable systems will have on marginal radio stations, if the regulations allow cable to sell commercials. Marginal radio stations depend largely upon retail business for their incomes. If offered an opportunity to advertise to a virtually captive audience on cable TV, at the same rate the local radio station is offering, a retailer will most likely choose cable. And that, of course, means serious trouble for the smaller radio stations which cannot attract large national advertisers.

CCTA does not intend to allow the guidelines to become regulations without a great deal of vigorous opposition. The president of CAB, Bill McGregor of CKCO-TV Kitchener, said if private

broadcasting is to make a continuing and effective contribution in this new competitive climate, it must be given freedom. In its 50-year history, the industry has shown initiative, and ability to produce a variety of programming, he said. Government incentives to broadcasters, program producers and record manufacturers in the form of tax assistance, grants and other supports would be in order.

It is impractical now to stifle the "wild stallion" that is cable TV, McGregor said. The Canadian public had clearly demonstrated a preference for an international pattern of programming.

How does all this effect the Canadian viewer? Will programming improve? Or will Canadian television quality return to the amateurish productions of the early fifties, when the CBC provided us with such thrilling entertainment as *Country Jamboree* and *The Big Review*?

Not likely. Since their inception nine years ago the CTV network has made startling improvements in the quality of Canadian programming. Working mainly through the production facilities of the CFTO-TV-owned Glen-Warren Productions in Toronto, CTV has provided many fine programs, including work that has been recognized far beyond the Toronto area.

Continued on page 29

## CHAB RADIO



Cy Coffyne

Vern Traill, General Manager, CHAB Radio, Moose Jaw, Saskatchewan, announces the appointment of Mr. Cy Coffyne as General Sales Manager.

A native of Saskatchewan, Mr. Coffyne joins CHAB Radio with extensive sales experience. Just prior to joining CHAB Radio, Mr. Coffyne was Sales Executive at CKXL Radio in Calgary, Alberta, a member station of Moffat Broadcasting Ltd., as is CHAB Radio.

Mr. Coffyne will be in charge of both national and local sales at CHAB Radio.

# Public Relations



Hank Skinner is president of marketing-communications consulting firm, Skinner, Thomas and Associates Ltd., Toronto.

Public Relations seems to be a very integral part of the marketing/communications scene. Some companies use it very effectively, others slaughter it. While there are a number of excellent PR people around, there are really too few good ones to meet the current demand.

One of the strange things about PR writing is that many ex-newspapermen and editorial/business writers feel that when their days are over (be it young or old), public relations is their bag. That is the very reason there is such a need.

The financial community, as one very large example, is in real need these

days to improve its image. But there is little evidence of any real effort being made, or any real imagination or brilliance being exhibited by PR people. Perhaps finances, stocks and bonds, and money don't mix with good corporate public images. In any event, the PR people don't seem to have come up with much.

Certainly the broadcast industry needs to figure out how to resurrect their picked-over bones. If any group ever needed to regroup and represent themselves — sanely, it has to be the radio/TV broadcasters. If you had a bumbling image, would you want to keep it? However, I'd be willing to bet 37¢ that no PR man in Canada has suggested to the CAB that they hire someone with some ideas.

And then, of course, there is the Post Office. And then again, one of these days, the unions are really going to need help, not only with the public at large, but with their own members. And on, and on.

Public relations seems to me to be an art. It requires ingenuity, persistence, fortitude, style, connections, conceptual thinking, imagination ad infinitum. A basic knowledge of what is news and how to write it, along with the needed heads might help.

If it is an art, then it might be a good

idea for the PR Society to issue a rating scale, perhaps from one to ten, on its members, the rating to be done by outsiders whose assessment would go unchallenged. If the Society were to accept this, then we could select from probably five houses, and let the rest all go.

For the purpose of evaluating a public relations house any firm should ask the following questions:

1. Who are their present clients, and what have they done for them?
2. What clients have they lost in the past two years and why?
3. Who are the principals, and what are their backgrounds?
4. What conceptual ideas have they developed which have aided the growth of past and present clients?
5. What type of presentation did they make?
6. Were they considered by other firms, and if rejected, why?
7. What is the maturity level of the people involved?
8. Are they good at follow-up and detail?
9. How much money are the principals making?
10. What is the appearance and image of the PR firm's offices?
11. What has been the staff turnover rate?
12. Is the company well thought of by the press, daily, weekly and monthly?
13. What writing ability do they have?
14. Does the current advertising agency know them and support them?
15. What is their fee structure? Is it competitive?
16. What other services do they provide?
17. Do you really need their help?

The above could be a helpful check list, but in any event, one might ask where they got their writing experience.

The various schools of journalism don't seem to develop PR writers. So who does? Perhaps it is high time a school was developed for the purpose of teaching PR writing which has news value.

The first students should be 90% of those who now call themselves PR people. After that you could interest others. Of course, the other alternative is to refuse to accept them as students, and advise all and sundry as to the decision of the school. Oh well, it's a thought.

As I said earlier, there are some good PR writers around. The trouble is, they are overworked, which allows the second rate boys and girls to try. Pity!

\*\*\*

About a year ago at this time, we ran a contest for an outstanding Canadian President. The ground rules were simple, straightforward and reasonable. No entries have been received to date.



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This, of course, indicates that Canadians are capable of excellent television program production a sign of hope for the future.

Another bright spot in the industry's future is contained in the comments of Ted Rogers, of Rogers Cable TV Ltd., in Toronto, who shares the CRTC's aim, "More Canadians watching Canadian Stations."

Rogers said in reference to the proposed guidelines, "We believe in it! We, as members of CCTA question the somewhat negative attitude, but we're taking positive steps to meet the needs of the Canadian viewing public, and, moreover, to protect their best interests, as well as the interests of the Canadian television broadcasters."

Woods, Gordon, a leading management consulting firm, has been retained by the CCTA for professional advice and statistical assistance that will enable cable operators to offer a better, more comprehensive service to their subscribers.

Rogers offered many proposals, which, if he can overcome the inertia of bureaucracy, will have a profound and

lasting impact on Canadian television.

One suggestion is to allow the cable companies access to the CBC program library. This would allow Canadian viewers to see shows, which they paid for in the first place, again, and at time periods better suited for their individual viewing habits. This would include a wide range of educational programs, public affairs specials and a host of other interesting and expensive productions that are doing nothing but gathering dust somewhere in the CBC's Kremlin.

Rogers goes so far as to suggest that cable companies could actually complement the service provided by the CBC.

In urban areas where CBC does not have a station or an affiliate, cable operators could and would provide a channel for national television. This would cost the cable companies money, but it would save the Canadian taxpayer millions of dollars, he said.

Cable, Rogers added, can also allow Canadian television stations a better opportunity to compete with their U.S. counterparts. For instance, if a program is being telecast simultaneously on a U.S. and Canadian station, the cable company can, with no distraction to the viewer, switch all the sets tuned to the

U.S. station to the Canadian station. The viewer gets to see the program of his choice; the station increases its audience measurably. This means that advertising dollars which would normally be spent on U.S. border stations — Buffalo, Bellingham, Vermont — *stay in Canada!*

Rogers reflects the bold, creative thinking that the cable companies will need to maintain a strong position in Canada. This approach, almost anti-establishment in character, has positioned the cable companies as prime and necessary members of the broadcasting industry, and certainly not as second-class citizens in a growing and vital part of our economy.

Still, despite the conflicts of CRTC and CCTA, the last word must come from the public.

Take the case of Jim Webb, a recent resident of Oakville, Ontario. "It cost me thirty dollars to have cable installed in my new home. Plus another thirty for six months service. Now the CRTC tells me they're going to deprive me of my favorite programs, which just happen to come from Buffalo. It means I have to invest another \$150 to have a damned roof-top antenna installed. Or maybe I just vote for another government!"

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Box 354, Broadcaster

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Experienced retail TV advertising salesman who appreciates a challenge, likes hard work and wants to locate where there is more in the future than just time sales. Full benefits, salary plus commission, car, etc. All inquiries handled in confidence.

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Interested? Lets get together.

Box 351, Broadcaster



# Let the Broadcasters Broadcast and the CBC Produce Programs

The June 12 Town Hall panel discussion at the St. Lawrence Centre, on television, sponsored by the Royal Bank of Canada featured six VIPs from the world of broadcasting – and me.

My co-panelists were Dennis Braithwaite of The Toronto Telegram, Norm Garriock of the CBC, Sydney Newman and John Hylton of the CRTC, and broadcasting personalities Douglas Leiterman (production) and Stanley Burke (public affairs), who moderated the discussion.

I dug up my pet theory which has been recited in previous issues of *Broadcaster*, about turning the CBC into a program production agency, and here is what I had the gall to say:

I am in complete agreement with the desire to develop the Canadian identity, which apparently can only be done by means of radio and television broadcasting. What is wrong with newspapers, the other media and our educational system is a good question.

The first requisite, it seems to me, is that Canadians must *want* to have their identities developed. A referendum on this point *might* disclose that quite a number of Canadians are only waiting for the USA to take them over. I don't know. I've never seen such a referendum, and would be against it if I did.

I have been a Canadian for 46 of my 68 years, having come here from England in 1923, and I have decided to stay.

Why? Because I like it and am proud of it. Through the years I have had job opportunities in the States, but have always decided against them. But my enthusiastic nationalism was not engendered by an Act of Parliament, or a regulation of the Canadian Radio-Television Commission.

The tactic of the government's Broadcasting Act, through its agency, the Canadian Radio-Television Commission, to force Canadianism on people, whether they like it or not, by doing their best – inevitably a poor best – to prevent them from watching American television programs, is, to my mind, completely futile, for a number of reasons.

(1) Television to most people is an

avenue for relaxation and escape. Whether you agree or not, this is a true statement of fact as it is.

(2) Canadian television cannot hold a candle to the U.S. variety in terms of entertainment for several more reasons. (a) The USA has ten times the number of people as Canada. (b) The USA has ten times the number of TV stations as Canada. (c) The USA has ten times the financial resources as Canada. (d) The USA has ten times the talent and talent know-how as Canada. (e) The USA, in terms of revenue for the advertising which pays for private enterprise television, has many times ten times as much as Canada.

## On the Other Side of the Coin

Both the USA and Canada each have three networks to program for; each has the same amount of time to fill, a potential of 24 hours a day, the USA with its tremendous resources and Canada with far less than ten per cent of those resources.

But Canada has one thing the USA lacks, which is a publicly-owned broadcasting system, paid for by the tax payers.

The American TV stations have enough potential advertising revenue in their country to enable them to undertake a certain amount of cultural, educational and nationalistic programming without hope of revenue.

Due to their need of more and more money to keep their stations on the air, this is practical to a far lesser degree, if at all, with Canadian broadcasters.

This situation is, or could be countered by the publicly-owned Canadian Broadcasting Corporation – our corporate public servant – if it was able, empowered or willing – I am not sure which to devote its energy and considerable ability to the development of the Canadian identity, which apparently needs to be developed as part of the national purpose.

## How Should This be Approached?

Last year, CBC expenditures amounted to \$200 millions. Of this, it spent around \$31,000,000 on talent for its own unsponsored programs. The rest

went for administration, hardware as it is called in the industry and what was termed by Robert Fowler in his report of the committee he chaired on broadcasting – housekeeping.

It rang up, on the credit side, about \$30 millions for its commercial programs.

What has always seemed to me a practical approach would be for the CBC to sell its owned and operated stations and networks to private enterprise broadcasters, get completely out of the advertising business and spend its entire time producing, on film and tape, programs of national importance to Canada, in terms of development of our national identity, and without regard to sponsorship potential.

In return for the removal of the CBC from the business of advertising and the operation of stations, there would be a proviso in private stations' licenses obliging them to carry X number of hours of CBC programs a week, all suitable for the individual areas of each station, and all aimed at developing the Canadian identity.

CBC would no longer be compelled, at public expense, to carry the weight of building, maintaining and operating its stations and networks. It would no longer have to undertake the sale of advertising. Neither would it have to carry commercial programs advertising American products, from the American networks.

As I have said, the function of the publicly-owned CBC would be to produce programs with a distinctly Canadian flavor and supply them – perhaps for a fee – to private enterprise stations, which would be compelled, as a condition of license, to carry them on the air along with their regular fare. In this manner, they would be:

- (1) an important contribution to Canadian unity;
- (2) an addition of truly Canadian material to the stations' regular schedules
- (3) a tremendous relief to the Canadian tax payer.

Buzz me if you hear anything.

Dick Lewis

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