

Broadcaster



Robert J. Fleming & Associates

Inside French Canada, page 23



Reach Out!

to:

Northern Ontario

CJIC-TV Sault Ste. Marie

Reaching almost 100,000 people in a market area 13% above average, with an income level 37% above average.

CKSO-TV Sudbury

A reach of over 230,000 persons. An 11% above average market, 42% above average in income.

Western Ontario

CKNX-TV Wingham

Reaching over 188,000 people, in more than 20 Urban centres. Located in one of Ontario's finest farming areas.

CFPL-TV London

Reaching almost 770,000 persons in an area above average in growth, income and retail sales.

Quality Markets

Represented by

All-Canada



Television

There must only be one Canada

One of the problems confronted by both advertisers and the media in doing business across the language barrier lies not so much in the behavior of the French language media as that of the English speaking agencies and their clients. It is entirely a question of rapport, or that "in" word, communication, and this has to be a two-way street.

Obviously it is incumbent on French language broadcasters and others to keep their advertisers and potential advertisers aware of what is happening in the French language markets. This is done, to a certain extent, but there could and should be more of it.

An example which might be called trivial, although it is not, lies in program schedules which list shows by their French names, without noting, in English, beneath the title, that this is a quiz show, a variety program, a drama, pop music or what have you.

But on the other side of the coin, practically every French language broadcaster or other business man, especially in the advertising area, has at the very least some knowledge of the English language. It can safely be said though that most of his English-speaking counterparts have absolutely no knowledge of French. Not only this, they are fiercely proud of this ignorance and are ferociously determined not to acquire such knowledge.

This article in no way aspires to rub salt into our national language controversy. What it would do rather is face up forthrightly with the fact that, rightly or wrongly, for better or for worse, Canada has two official languages, English and French. It rests with Canadian business not just to make the best of this two hundred year old situation, but further to take full advantage of it to its own benefit.

The prime difference between English and French Canada is obvious. It is the language. But advertisers do not have to dig far below the surface to recognize that there are far more deeply rooted racial characteristics, which require examination and understanding, if French language advertising is to be effective advertising. It has to be recognized, for example, that

French Canadians are fervent Canadians to the exclusion of all else, whereas many English-speaking Canadians tend to come through as primarily North Americans.

Actually regional differences exist in every part of Canada, from British Columbia to Newfoundland, but because English is the mother tongue everywhere else, these differences are more discernible to those who prepare advertising.

This is one of the reasons why there exists a deplorable lack of knowledge on the part of Anglo-Saxon advertisers of how to prepare (not just translate or even adapt) copy which will reach and completely penetrate the French language markets, right there — where they live.

Right now, French-Canadians are emerging from what have become their traditional doldrums. Today they are making themselves seen, heard and felt more than ever before. Their curve on the economic graph is slanted *upwards*. Their increase in population and income is at a rate exceeding the national figures. Their nationalistic Canadianism has reached the point where, if the rest of Canada will not adopt their patriotic fervor, many of them are prepared to go it alone.

It is because, whether we like it or not, Canada is a bi-lingual and bi-cultural country that we stand alone among all the great nations. It is because of this that we have not become part and parcel of the gargantuan United States of America. Overlooking emotion of all kinds, our continued growth and prosperity, as a country as well as individually, depend on our ability to present to the world one Canada with two languages and two personalities, bonded together in complete unity, without either faction abdicating its individuality. Only knowledge and understanding of one another can beget this unity.

All patriotic fervor aside, the peculiar nature of Canada and Canadians is responsible for our gross national product, and this fact alone should be right up the alley of Canadian business.

BROADCAST EXECUTIVES SOCIETY

Presents the

6th ANNUAL

BROADCAST ADVERTISING COURSE

(Twenty, two-hour, Tuesday Evening Classes)

at Ryerson Polytechnical Institute

The course is for those interested in advertising, sales and promotion as it relates to broadcasting.

The course is designed for all those interested in broadcasting or advertising.

Subjects to be covered are:

	December 1st	— RADIO CREATIVITY Thomas A. Tevlin, Vice-President & Group Creative Director, F. H. Hayhurst Co. Ltd. — CREATIVITY PRESENTATION Peter Harricks, Vice-President, Marketing, Radio Sales Bureau	
October 6th	— THE ROLE OF ADVERTISING IN THE CANADIAN ECONOMY Robert E. Oliver, President, Canadian Advertising Advisory Board	December 8th	— RETAIL ADVERTISING IN RADIO Stuart C. Brandy, Vice-President, Sales, CKEY Toronto
October 13th	— BROADCAST REGULATIONS T. J. Allard, Executive Vice-President, Canadian Association of Broadcasters	1971	
October 20th	— THE ADVERTISING MEDIA John B. Tomlinson, Vice-President, Director of Media & Programming, McCann-Erickson Advertising of Canada Ltd.	January 5th	— PRODUCING THE TELEVISION COMMERCIAL Roy Arsenaull, President, Roy Arsenaull Services
October 27th	— ROLE OF THE ADVERTISING AGENCY IN DEVELOPING SUCCESSFUL BROADCAST ADVERTISING E. W. S. Reed, Senior Vice-President, Needham, Harper & Steers of Canada Ltd.	January 12th	— THE NETWORK AFFILIATE — LOCAL & NATIONAL SALES Ian Hall, General Sales Manager, CFTO-TV National Sales
November 3rd	— THE BUSINESS OF BROADCASTING Keith Campbell, Vice-President, Marketing, CTV Television Network Ltd.	January 19th	— WRITING THE TELEVISION COMMERCIAL L. B. McCall, Radio & TV Arts, Ryerson Polytechnical Institute
November 10th	— MARKETING AND THE BROADCAST FUNCTION G. M. Elliott, Vice-President & Director of Planning, MacLaren Advertising Co. Ltd.	January 26th	— SELLING THROUGH TELEVISION Ross F. Downey, President, TVB of Canada Inc. Ross MacRae, Vice-President & Director of Broadcast Services, Cockfield, Brown & Co. Ltd.
November 17th	— RADIO 1971 R. E. Redmond, President, Radio Station CHSC, St. Catharines, Ont.	February 2nd	— TELEVISION CREATIVITY (some speakers as above)
November 24th	— SELLING RADIO TO THE NATIONAL ADVERTISER Harold Abernethy, National Sales Representative, Standard Broadcast Sales Ltd. — RADIO PROMOTION AND MERCHANDISING AT THE STATION LEVEL Mrs. Lyn Rice, Advertising & Public Relations Director, CHUM Ltd., Toronto	February 9th	— BROADCAST RESEARCH Dr. B. K. Byram, President, BBM Bureau of Measurement
		February 16th	— AUDIENCE MEASUREMENT A. C. Nielsen Co. Ltd.
		February 23rd	— COMMUNICATING THE SALES MESSAGE Rick Campbell
		March 2nd	— THE MULTI-CHAIN FRANCHISE G. P. Vale, Executive Vice-President, Bradley-Vale Advertising Ltd.
		March 9th	— CABLE Speaker to be announced. — FINAL EVALUATION Syd Perlmutter, Course Director.

REGISTRATION: \$50.00

ENROLL NOW — CLASSES BEGIN OCTOBER 6th

COMPLETE THE COUPON BELOW FOR FURTHER PARTICULARS AND APPLICATION FORM:

Please send me application form and syllabus for 6th Annual Broadcast Advertising Course at Ryerson.

NAME

ADDRESS

PRESENT AFFILIATION

OCCUPATION OR POSITION

Return to: Broadcast Executives Society,
12 Richmond St. E., Suite 347,
TORONTO 210, Ont.
Telephone: 366-9567.

Bassett buys CKLW-Radio, Windsor

With the purchase this month, subject to CRTC approval, of radio stations CKLW, AM and FM, Windsor, Ont., Baton Broadcasting Limited of Toronto successfully outbid several would-be buyers, gaining an acceptance of their offer from RKO General, New York. The amount of the sale was not disclosed.

John Bassett, publisher of the Toronto Telegram and president of Baton Broadcasting confirmed this phase of the sale. Bassett said: "We are now working very hard to prepare our application to the Commission and details of changes in the format of the two radio stations will be included in that application."

Baton Broadcasting last June bought CKLW-TV jointly with the CBC on a 75/25 per cent basis for about \$5 million after the CRTC ordered RKO General, a subsidiary of the General Tire and Rubber Corporation of the United States, to sell its stations to Canadian interests.

Under Canadian law, U.S. control of Canadian broadcasting stations must end by September 1, 1970. Closeness with Detroit had caused CKLW-TV many problems. The Baton-CBC partnership will give the television station programming from both the CBC and CTV networks to help fill up gaps in its schedule.

In granting the license for the TV station, CRTC provided that the CBC will assume full ownership of the station in five years. While the CBC has had a continuing interest in CKLW-TV, it apparently did not have the budget to buy the station outright at the time.

Previously, Baton Broadcasting had attempted to buy the TV station for \$5.4 million in a deal with Maclean-Hunter Ltd. that would have made the two companies partners. The Commission turned down the application because both potential buyers have substantial broadcast holdings in Canada. Instead, the CRTC proposed the temporary Baton-CBC partnership.

BES GOLF TOURNAMENT

The Broadcast Executives Society is holding its 8th annual golf-tournament at the Bayview Golf and Country Club Friday, September 18.

Tickets, by advance sale only, may be obtained from Bart Gibb or Justin McCarthy, c/o Major Market Broadcasters Ltd., 1255 Yonge Street, Toronto — Phone 929-3301.

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Broadcaster



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17 Queen Street East, Room 128
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Tel. (416) 363-6111 Telex 02-21576

Editor & Publisher: Richard G. Lewis

Assistant Editor: Peter Macklin

Contributing Editors: Hank Skinner,
R. E. Misener, Bob Blackburn

Traffic & Sales Service: Tracy Rayton

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NEWSCAST

COLES PUB. APPOINTS KERT ADVTG. Coles Publishing Co. Ltd., Toronto has appointed Kert Advertising Ltd. as its advertising agency to aid in the promotion of an increased market for *Coles Notes*, condensed study aids for students.

The agency is currently creating a national campaign for *Coles Notes* and intends to concentrate heavily on radio.

AWARD FOR TV NEWS CAMERAMEN The Roy Tash News Film Award in the form of a gold-plated motion picture camera has been established as a trophy that signifies outstanding achievement for Canadian television news cameramen.

Introduced by the Canadian Society of Cinematographers, the award will be contested for the first time this year.

The contest is open to all Canadian cameramen at a fee of \$5 for CSC members and \$10 for non-members. Entries of silent or sound, color or black-and-white originals or duplicates, must have been used on a TV newscast between Jan. 1, 1969, and Aug. 31, 1970.

Bell & Howell Canada Ltd. sponsored the trophy which is named for veteran newsreel cameraman Ray Tash, and is one of his old cameras.

Contest inquiries should be directed to Don McMillan, Palette Productions, 52 Edward St., Toronto.

AD & SALES CLUB ROSTER

The Advertising & Sales Club of Toronto has announced its officers for the 1970-1971 year: president, Ralph G. Morley, president, R. G. Morley & Assoc.; 1st vice-president, Roland W. Meeke, vice-president and general manager, Schick Safety Razor Co.; secretary, J. Allan Reed, manager, Commercial Printing Div. Maclean-Hunter Ltd.; treasurer, Alfred H. Gillier, Ontario manager, Quebec Le Soleil; 2nd vice-president, J. Clifford Wilson, vice-president and associate manager, Kenyon & Eckhardt Ltd.; vice-president, education, John Scarff, advertising manager, Dow Corning Silicones.

The board of directors is completed by Milton C. Cooper, district advertising manager, Household Finance Corp.; Robert T. Brown, director—director of marketing administration, Gulf Oil Canada Limited; William F. Craik, sales supervisor, Corby Distillery; R. H. O'Hara, vice-president, Cockfield, Brown & Co. Ltd.; J. Bruce Gardiner, sales manager, Special Product Dept.,

Maple Leaf Mills Ltd.; George N. Walker, sales manager, Sterling Industries; J. Ray Morris, advertising services manager, Catalogue Advertising Dept., T. Eaton Co. Ltd.; J. Robert Johnson general manager, Canadian Press Clipping Services, Direct Mail Services, Maclean-Hunter Ltd.; W. P. Blackwood, representative, MagnaMedia Ltd.

CARTRIDGE TV FOR HOMES

The first U.S. mass-produced cartridge color TV system for home use, Cartrivision, has been announced by Avco.

The Admiral Corporation will be the first TV set manufacturer to adopt the new system which will sell in the \$800 to \$900 range.

Cartrivision has been designed to record programs off the air for instant play-back as well as pre-recorded programs in full color.

SEPTEMBER 1 DEADLINE FINAL

Failure to meet the minimum Canadian ownership requirements (20% or less foreign ownership) by September 1 will mean loss of licenses for broadcasters. The original deadline for compliance was September 1, 1969. This was extended for one year.

The CRTC says about 55 licenses, owned by 35 companies, are involved. About half these licenses are owned by two companies, Famous Players and the Columbia Broadcasting System of New York.

CRTC stated that if it does not receive applications by September 1 from the then ineligible licensees to transfer ownership to Canadians, the licenses will become available to any interested party in the same area as the ineligible company and under the same conditions.

NEWS PIRATING CHARGE IS DROPPED

The general manager of radio station CKWW Windsor, Richard Richardson, says the station was notified by the Canadian Radio-Television Commission that there had been complaints about CKWW's use of another station's news.

Richardson said in an interview the CRTC had written to CKWW president Geoff Stirling about complaints by CBE, the CBC's outlet in Windsor, that CKWW had been copying and using CBE's news on the air.

In Ottawa, the CRTC would not comment.

"It wasn't a matter of pirating—that word has been misused," Richard-

son said. "And there is a certain amount of news monitoring in every newsroom."

He said earlier that CKWW investigated the situation and found there had been an "over-zealous" reporter. But staff adjustments had been made, and "the matter is closed."

LOCAL COMMERCIAL RADIO FOR U.K.

The new British Conservative government plans to put commercial radio on the air in Britain.

The proposal for radio stations serving local communities was announced in the speech from the throne July 2.

An organization representing most newspapers outside London has opposed the Conservative-supported idea of "commercial local radio stations", apparently fearing that such outlets would capture some of the advertising now appearing in the provincial press. But the Tories stipulated in their election manifesto that local papers could obtain a stake in the projected stations.

According to the throne speech, the new broadcasting system will be "under the general supervision of an independent broadcasting authority."

An organization of potential owners called Local Radio Association (LRA) hopes that ultimately there will be a total of 150 stations in 116 centres.

MILLS HEADS SASK. ACTRA

Professor Walter Mills was re-elected president of the Saskatchewan Branch of the Association of Canadian Television and Radio Artists at the annual general meeting of ACTRA in Regina last month.

GRANGER-LENKURT AGREEMENT

Granger Associates of Menlo Park, California has announced completion of a marketing agreement with Lenkurt Electric Co. of Canada for a substantial order for Granger's newly developed solid state microwave radio system.

The radio system, Model 6010, has been designed to transmit up to 120 high quality voice channels to CCIR standards in the 960 MHz frequency band.

Telephone companies and government post and telegraph agencies will be the typical users. All the 6010 equipment manufactured by Granger for Lenkurt will carry a Lenkurt brand name and will be marketed in Canada by Lenkurt exclusively.

FRENCH UHF PLANNED FOR TORONTO
Marc-Yvain Giroux, vice-president of the Association for French Radio and Television, is pleased about the decision of the Canadian Broadcasting Corporation to open a French-language UHF television station in Toronto.

Giroux said his association has been seeking such an outlet since 1960 in briefs to the CBC and Canadian Radio-Television Commission.

The CBC announced that it would apply to the commission within the next two months for permission to operate the station, which would serve 200,000 French-speaking residents of southern Ontario. A commission decision is expected by late fall. The station would carry the basic French network of the CBC.

Although Giroux is pleased, he feels "it's a little late". He said his association was promised an extension of the French network into television in 1964, after the CBC introduced Toronto's only French-language radio station, CJBC.

The association represents 50 French-speaking organizations in southern Ontario.

CANADIAN CABLE FOR DETROIT

A Toronto spokesman for Rogers Cable Television Limited has confirmed that the company has applied to set up a cable television system in Detroit. It would be the first Canadian company to set up a cable system in a major U.S. city.

The application was made public early this month when the business manager of Essex Cable TV in Leamington, Ontario, a company owned by Rogers, appeared before Detroit Common Council along with three U.S. applicants.

If the application is successful, there will be a wait because the U.S. federal Communications Commission has put a freeze on new cable applications until after new cable TV legislation is passed.

The proposed regulations make city governments responsible for recommending cable applicants to the federal regulatory body and put a ceiling of two per cent of gross cable income on fees paid by cable operators to city governments.

CONROY AGAIN RUNS CTV's W5

Robert Conroy has taken over as producer of CTV's news and public affairs program W5, as this fall, for the fifth season.

Conroy directed the series during the 1968-69 and 1969-70 seasons and also produced the final six programs for 1969.

According to Conroy, W5 will "be doing more in-depth reporting this year — less in studio reporting and more on the scene coverage. We must continue to innovate," he said.

CLOSED CIRCUIT DISPLAY

Magnasonic Canada Ltd. will be showing the complete line of Ikegami professional and semi-professional closed circuit television cameras at Sutton Place, Toronto, August 24-26.

Featured at the exhibit will be the new Ikegami color television camera.

Those interested in this display are invited to attend. They should ask for the CCTV department at the door.

CBS ANNOUNCES NEW PRODUCTS

A brochure describing a complete line of audio and video products for radio and television broadcasting has been published by the Professional Products Department of CBS Laboratories.

Featured in the brochure is a new electronic color television broadcasting device, known as the "Color Corrector" which permits adjustments in color variations after a television program has been encoded. Other new products such as the Mark II Image Enhancer which sharpens television images as they are transmitted to the home, are included.

Copies are available from CBS Laboratories Professional Products Department, 227 High Ridge Road, Stamford, Connecticut 06905.

FIRST SHOW BY PORTABLE VTR

The first syndicated television series produced entirely using portable videotape equipment will begin production this month at WGBH-Boston, Massachusetts, a public television station.

Entitled *Jean Shepherd's America*, the 13 week series will consist of visits to remote and interesting American communities from Alaska to Florida.

The entire television series will be produced by a three-man camera crew using an Ampex VR-3000 portable high-band videotape recorder and a portable color television camera.

The VR-3000 will also be used to produce local news and feature programs for the station.

"INSTANT TELEVISION STUDIO"

TV Dolly-Lite, a 220 lb. unit on wheels which provides a mount for a television camera and monitor, a platform for a VTR unit, and five integral quartz lamps and a microphone input on an extension boom has been announced by TV Dolly-Lite Systems.

Because TV Dolly-Lite does not come with a camera, microphone or video tape recorder, presently-owned equipment can be packaged on it or new equipment can be purchased to suit the requirements of the user.

The unit provides a pre-set lighting system which remains on a camera axis even during panning and tilting. The simplified control panel and easy maneuverability and storage make it possible for a single operator to make any room become an "instant TV studio".

SLIDE CUBE SYSTEM SAVES TIME AND SPACE

The Slide Cube System has been introduced by Bell & Howell Canada Ltd., incorporating the use of a two-inch cube both to store and project 40 slides at one time, using only one-eighth the space required for a conventional round slide tray.

Their studies indicated that the per slide cost with the conventional round tray was 3.6¢ whereas, with the new cube system, cost has been reduced to about 1¢ per slide.

Further advantages cited were the cataloguing of slides. Since the slide cubes are both compact and inexpensive, they enable the user to store small quantities of slides in the minimum amount of space.

An innovation in the showing of slides is an illuminated Preview/Edit station which allows the operator to preview his slides before the audience sees them, and edit them for proper orientation or sequence. Also there is a scan or search feature incorporated in the Slide Cube. When the slide advance is depressed, the operator can (i) view and skip a slide without his audience knowing, (ii) search for a special slide for immediate projection, and (iii) scan the entire 40 slides in 30 seconds.

Bell & Howell's suggested list price is \$164.95.

COMMUNICATIONS SOCIOLOGY COURSE

A communications sociology course which students will take by radio and television will be offered by Ryerson Polytechnical Institute starting January 6, 1971.

The course is open to anyone willing to pay a \$60 registration fee and write exams. It will be transmitted over Ryerson's CJRT-FM station. Channel 9 (CFTO-TV) and Channel 19 (educational) will provide television coverage.

Margaret Norquay, who will be teaching the course, says students may use a hot line 30 minutes a week to offer comments and ask questions about the course. Assignments will be mailed.

AUG. 31 DEADLINE FOR PETITION TO CRTC

Richard Reeve, a Victoria man who has been running a campaign against recently proposed cable television rules, has set the end of August as a deadline for signing petitions to be submitted to the Canadian Radio-Television Commission.

The CRTC has announced public hearings will be held on rules which could black out one or more United States channels and Reeve says he expects to have between 15 and 20 thousand signatures opposing the suggested changes.

"PIP" WEDGE IS

CTV DIRECTOR OF DEVELOPMENT

Philip (Pip) Wedge has been appointed to the newly-created position of director of development for the CTV network it was announced by Murray Chercover, president and managing director of CTV.

Wedge will be concerned with CTV's international co-production activity, the active development of sales of CTV products abroad, supervision of individual programs in development and production and other assignments of this nature.

He will retain senior responsibility for the promotion department for the present. Mrs. Lorraine LePage has been appointed assistant promotion manager and will be responsible for the day-to-day running of the department.

RCA TV PROJECTOR

PROJECTS ONTO 3 x 4 SCREEN

A movie-like television projector for possible use in home, school and industry was reported by RCA scientists, Dr. John A. vanRaalte and Victor Christiano, addressing the 1970 symposium of the Society for Information held in New York City.

The experimental projector is a greatly simplified, low-cost system that employs an electron beam, a 500-watt light bulb and a special mirror to project enlarged TV images directly onto a 3 x 4 foot movie screen for general viewing.

Basis of the new system is an extremely thin metal film, or mirror, that can be deformed electrostatically at TV speeds. Light from a very bright external source strikes the thin film mirror and is reflected onto a screen. The projected image is made up of reflections from the points at which the thin film mirror is deformed while its contrast is determined by the amount of deformation at each point.

Enquiries should be directed to Bill Holroyd, Manager Broadcast & Instructional Systems, RCA Limited, 1001 Lenoir Street, Montreal, Quebec.

CANADIAN MARKETING SHOW CHANGES

The 1971 Canadian Marketing Show produced by Industrial and Trade Shows of Canada, a division of Maclean-Hunter, Toronto, has announced a new date and new location.

The show will be held April 5-7, 1971, in the Queen Elizabeth Building, Exhibition Park, Toronto.

The annual marketplace for the advertising and marketing community has been changed to avoid any conflict with

the Association of Canadian Advertisers convention and the New York Premium Show.

Displays by more than 100 exhibitors range from advertising specialties and premiums to media presentations and exhibit design services and from point-of-purchase displays to audio-visual services.

WILL CONVERT FLAT INDUSTRIAL TV TO 3-D TV

An optical kit for converting industrial television systems to 3D-TV has been announced by Stereotronics Television Company of Sherman Oaks, Calif.

The Stereotronics System consists of an optical device which permits the viewer to see the scene in true depth on any TV monitor when placed on the lens of a closed-circuit television camera. Components of the system are a Stereo-Captor, Stereo-Screen, and Stereo-Glasses which result in three dimensional viewing.

The system provides a means of converting existing flat, two dimensional industrial TV systems to 3D-TV, requiring no electronic modification. The dimensional picture may be recorded on film or video tape and played back in stereo.

NEW EDITING POTENTIAL

The IVC-870 Insert and Assemble Edit Color Video Tape Recorder has been announced by International Video Corporation of Canada, Ltd.

This latest video tape recorder in the IVC-800 series provides for the production of sophisticated programs using many different sources edited together.

Edits are synchronized with the vertical interval giving a clean disturbance-free electronic splice. The IVC-870 has a full 5.0 MHz video bandwidth and is capable of complete remote-control and dial access. Also included is a built-in audio amplifier and speaker for local monitoring.

DISTILLERS DENY PRESS INFLUENCE

The Association of Canadian Distillers has denied charges that the independence of the news media of Canada is threatened by the "tremendous financial power and influence of the liquor industry."

In a brief to the special Senate committee on mass media in April, the West Toronto Inter-Church Temperance Federation and Alcohol and Drug Concerns Inc., both of Toronto, said newspapers, radio and television stations tend to play down the dangers of alcohol or actively promote its use.

They suggested media attitudes are influenced by advertising money from distilleries and breweries.

While strongly objecting to regulated news, the distillers feel that severe

restrictions exist on what the Canadian distilled spirits industry is permitted to publish in the form of paid advertising.

They said in a news release that advertising on radio and TV is prohibited and in the print medium the frequency, size and content of distilleries' advertising is strictly regulated.

The association said fewer restrictions on liquor advertising would make a great deal of sense, especially when "one considers the staggering number of United States and foreign publications entering Canada each year — some 148 million copies — which carry beverage alcohol advertising.

FISHER BROTHERS INC. NAMES Y&R

Mr. Art Fisher, President of Fisher Brothers Inc., the large, privately owned, international marketer of consumer products headquartered in Montreal, has announced the assignment of a line of new products to the Montreal office of Young & Rubicam, Ltd.

Fisher Brothers currently markets a line of pure fruit juices and fruit drinks under the FBI brand name. In addition they are the agents for Outspan fresh oranges, Jaffa oranges, deciduous fruits from South Africa, Luden cough drops, and several other grocery items.

PAT HURLEY TO TORONTO

Pat Hurley, vice-president and sales manager of CJAD Montreal is moving to Toronto to become vice-president of the sister stations, CFRB/CKFM. Hurley replaces Wally Shubat, who has resigned, without disclosing his plans.

George Daniels, vice-president of the Montreal office of Standard Broadcast Sales, replaces Hurley as vp and sales director of CJAD.

Ron Nason, assistant manager of SBS, Montreal, moves up to replace Daniels as manager.

SMPTE CONFERENCE TO STRESS CATV

CATV will be the subject of a special two-day symposium at the 108th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE) at the New York Hilton Hotel, October 4-9, with the two-day CATV Symposium set for October 8 and 9.

Program chairman for the CATV Symposium is G. Norman Penwell, Director of Engineering for the National Cable Television Association, 918 16th St. N.W., Washington, D.C. 20006.

The two keynote speakers of the Symposium will be Irving Kahn, Chairman of the Board of Teleprompter, who will speak on Thursday; and Sol Schildhouse, of the CATV Bureau of the FCC, Friday.

SMPTE President Deane R. White

said the SMPTE welcomes the opportunity of featuring CATV in an SMPTE conference program. It is the hope that large numbers from the CATV industry, as well as from the motion-picture and television fields, will attend. Since local CATV systems will soon originate programming on their own, this SMPTE Conference could provide information needed for this in the areas of techniques and equipment, particularly as relating to the uses of film and video tape.

Areas covered by the SMPTE Conference include filming and film processing; special photographic and TV systems; TV production; theatre projection and screening room practices; photo-instrumentation; laboratory practices; TV systems and equipment; and super 8 film. Running concurrent with the SMPTE Conference will be the 124-booth equipment exhibit featuring the latest developments in professional equipment in motion picture and television, including equipment of particular interest to the members of the NCTA.

The 108th SMPTE Conference is expected to draw some 4,000 persons.

CAB APPOINTMENT



Norman A. MacDonald

The Board of Directors of The Canadian Association of Broadcasters, l'Association canadienne des radiodiffuseurs, announces the appointment of Mr. Norman A. MacDonald as Director of Member Services. Mr. MacDonald has been Assistant Research Director, CAB, for the past seven years. His new appointment is made to expedite the increasing volume of direct contacts between the Association and individual members, especially in the areas of regulations, import duties, copy clearance, personnel inquiries, provision of transcripts and tapes and supply of material including regulations, newsletter binders, press passes and like special services.

CRTC Decisions

MARITIME BROADCASTING CHANGES OWNERSHIP

CRTC has approved the transfer of 538 common shares of capital stock of Maritime Broadcasting Co. Ltd. to L.F.D. Investments Ltd. who will now have 50.2% of Maritime, licensee of CHNS, CHNX and CHFX-FM radio in Halifax. Other owners include D. Grant, 12.4%, W. Coleman, 12.5%, G. Piercey, 24.9%.

TELEVISION DE QUEBEC GETS PROVISIONAL EXTENSION

The continued operation of CKMI-TV and CFCM-TV by Télévision de Québec Ltée will be only allowed to March 31, 1971, by CRTC if that company's license renewal application includes an acceptable plan for transferring ownership and control to Canadians.

At present, 50% of the common and 50% of the preferred shares are held by Famous Players Canadian Corp. Ltd., an American firm.

Télévision de Québec presented a plan at a CRTC public hearing in November, 1968, for sale to a firm

known as Teltron Communications Ltd. In April, 1969, CRTC denied the application but urged the two stations, one French, one English, to conform with the government foreign-ownership requirement. If no acceptable plan is submitted before September 1, CRTC will then receive applications by other interested parties.

ELECTROHOME GETS KITCHENER RADIO AND TV BUT CABLE IS DENIED

CRTC approved transfer of ownership of CKKW and CFCA-FM radio and CKCO-TV stations in Kitchener to Electrohome Communications Ltd., but refused bid for Electrohome to buy cable TV systems in nearby Stratford, New Hamburg, Baden, Waterloo, Preston, Galt and Kitchener from Grand River Cable TV Ltd.

Electrohome would have owned 55% of its new subsidiary plus 80% of Grand River and 100% of Central Ontario Television. In turn, about 54% of Electrohome Ltd., a public

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Cover Story

GOOD LUCK TO 'TUK'

Charles Blow (holding the microphone), Mayor of Elmira, Ontario, sends off the new 273 foot radio tower to the Eskimo village of Tuktoyaktuk in the Northwest Territories. With him from left to right are: W. H. Fuller, president of Wind Turbine, the Elmira company that made the tower; Richard Rohmer, Q.C., president of the Mid-Canada Community Service and Broadcasting Foundation, developers of Radio TUK; Fred Howard, Elmira industrial chairman; and Wes Armstrong from CHUM radio, Toronto, which will be "twinned" with the Arctic station. Sometime in September the 500 inhabitants of Tuktoyaktuk will turn their radios on to hear their own radio station start broadcasting. Predominantly Eskimos live in this community located in the MacKenzie Delta about 85 miles northeast of Inuvik, which is 1,300 miles north of Edmonton, Alberta.

When Radio TUK begins, its programming will be in Eskimo and English and will be the sole respon-

sibility of the people of TUK, as will the entire operation of the new station.

Officially, they call themselves the Tuktoyaktuk Broadcasting Society which was formed by Marion Wolitski who runs the local Hudson's Bay store. There's also the local J.P., John Norberg and school-teacher Mrs. Jo Ann Mast.

This was the group who, with Richard Rohmer and Allan Waters from CHUM, applied to the CTRC for the license to broadcast.

The desperate need for such a station was graphically explained by Mrs. Mast at the CRTC hearing. Even though it might seem insignificant, in Tuktoyaktuk the killing of a wolf by the men of the village is an important incident. The Commission chairman Pierre Juneau agreed. And Radio TUK's application was approved.

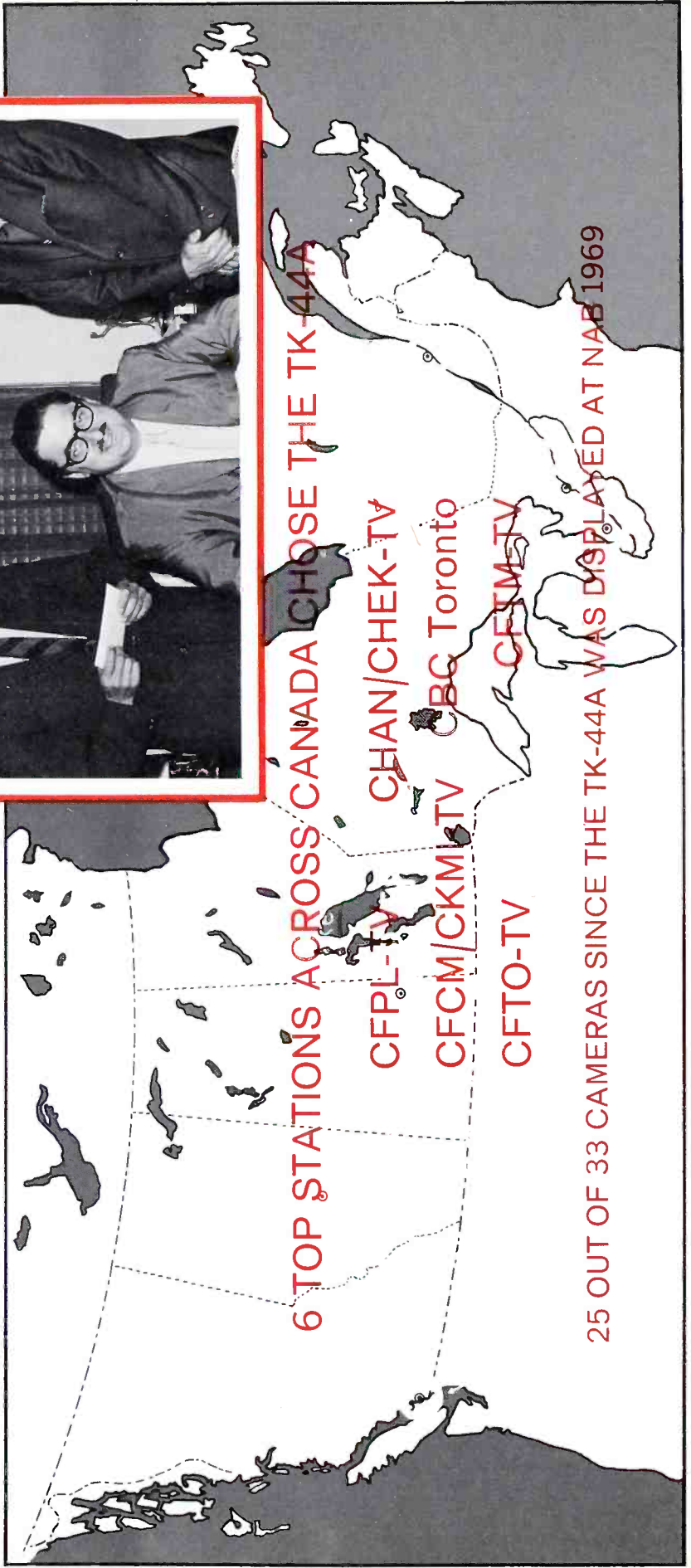
A unique part of the operation of the station is its "twinning" with CHUM Radio in Toronto, who will exchange its news service with news tapes from TUK. CHUM president Allan Waters emphasized that news support and financial assistance would be the only areas of involvement by his station.

LATEST ADDITION TO THE GROWING LIST OF PURCHASERS OF THE BEST COLORIMETRY CAMERA IN CANADA:

CFTM-TV Montreal, President Roland Giguère and Technical Director Maurice Doucet signing the order for four TK-44A cameras. Accepting the order for early delivery for RCA, Manager Eastern Canada Sales, Leo Gilbeau.



RCA Broadcast Systems



6 TOP STATIONS ACROSS CANADA CHOSE THE TK-44A

- CFPL-TV CHAN/CHEK-TV
- CFCM/CKM-TV CBC Toronto
- CFTO-TV CFTM-TV

25 OUT OF 33 CAMERAS SINCE THE TK-44A WAS DISPLAYED AT NAB 1969

Do we really need the CBC?

We have taken a lot of liberties with the impromptu speech delivered this month to the Broadcast Executives Society's August luncheon by Willard Z. (Bud) Estey, Q.C., a Toronto lawyer whose work is well known to the broadcasting industry. Speaking without a script, he sketched graphically the succession of controls which have bugged the broadcasting industry since it began, and in this article, we have tried, to the best of our ability, to digest and condense what he said, from a tape recording.

Way back in 1923, someone in our House of Commons passed the Radio Act. From that day forward there has poured forth a flow of the strangest regulations of any subject in the voluminous revisions of the statutes of Canada.

At this genesis, there were only two or three radio stations around, a few amateur operators, assorted subscribers and also the Jarvis Street Baptist Church which had the highest powered transmitter in Toronto. This was when, on the other side of the border, the U.S. had begun to sprout transmitters of all sizes. At least one of them somehow wandered over to our side and blotted out the Jarvis Street Baptist Church. Shortly after, Canada got her Radio Act.

Very much like it is today, the problem then was allocating wave lengths. Dividing broadcast hours among stations was also getting difficult. In 1925 the director of the radio service for the Canadian government duly noted there were now 44 radio stations in our country plus an overwhelming 600 in the States. American stations were seen as a disturbing influence in Canada and it was this problem, apparently with the ultimate survival of Canada at stake, that finally was brought before the then Prime Minister McKenzie King.

One chapter followed another written first by the Massey Commission, the Fowler Commission, the B.B.G., now the C.R.T.C.

Uncle Sam's powerful transmitters spell doom for Canada.

This is the keystone upon which everything has been built and if that stone has a crack in it, maybe that's why our broadcasting is in such a mess.

In the last 50 years we've had two radio acts, four broadcasting acts plus a permanent standing committee in the House of Commons (there's only one other which belongs to finance). No one knows how many regulations have

been pumped out that are in force. All this to fight the deluge of American broadcasting. To save our nationhood.

Those were the days! Following the Radio Act of 1923 came the Aird Commission of 1929, a group sparked into action by the Canadian Radio League which was really a league of losers.

The CRL had everything — doctrinaire socialists, misguided but well-intentioned people, many minority groups — but it lacked the guy on the



street. It was successful in selling the Aird Commission the idea that what Canada needed was state-owned broadcasting.

The Aird Commission was a learned group. It had a retired bank chairman, a public utility fellow from Quebec and a newspaperman from Ottawa. Within a year they had recommended a BBC-type organization for Canada. They

Continued on page 12

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**

Continued from page 11

also thanked the German Broadcasting System for their assistance just before Hitler's takeover.

When the Aird recommendations got out of the House of Commons, Canada found that the Commission had prescribed not one but two broadcasting systems, one to be owned by the federal government and run by the provinces. The other one was for independent broadcasters who, Aird said, should really not be knocked out of the game since after all, they had pioneered it.

Then the depression hit, forcing the government to lease rather than buy any stations. It wasn't until 1936 that Canada, under McKenzie King's regime, finally got its first broadcasting act; before this all legislation had dealt with hardware only.

Under this act, the CBC, as a crown corporation, became everything. It not

Y & R APPOINTMENT



James M. Scala

James M. Scala has been appointed Manager of the Montreal office of Young & Rubicam, Ltd. He was previously, Vice-President, and Operations Manager in Montreal. The announcement was made today by C. H. Geofroy, President and Managing Director of the agency.

Scala succeeds the late Gabriel Lalande who was fatally injured in an automobile accident on June 24.

A native of Clinton, New York, Scala joined Y&R in 1953 in the media department, moved to the account management department in 1963 and was appointed Montreal Operations Manager two years ago.

The Montreal office of Young & Rubicam was opened in 1934 and currently accounts for one-third of Y&R, Ltd.'s total billing.

only ran the six stations it started with but built new ones. It expanded from two to three networks. And it regulated all the other stations that had survived the 1932 Act, fathered by the Aird Commission, and its offspring, the CRBC.

The second great weakness of Canadian broadcasting developed in Cuba. In 1938 we sent some delegates to an international conference on frequency allocation for the western hemisphere in long and short wave broadcasting. The conference was temporarily adjourned to let the CBC half of our delegates argue their case ("we have six stations, we want six frequencies") against the DOT half of our delegates ("but there's a total of 115 stations on the dial").

Canada wound up with six continentally-cleared channels plus a few channels that could be co-occupied with the U.S. Strangely enough, on those co-op channels, we imposed a 1,000-watt power freeze for independent operators. That became our second great weakness.

For it came to pass in the 1940's that the freeze on 1,000 watts stuck for independents with few exceptions. CKAC in Montreal and CFRB in Toronto reached 10 kilowatts but still, they hardly compared in strength to CBC's six 50 kilowatt stations.

The third great weakness came in the form of a prohibition against networking the private radio stations, low-powered though they were. A network meant increased audiences and that was to remain the monopoly of the CBC.

Poor radio! It was as though the government had taken a nickel mine in Sudbury, filled it half full of water and said, OK, keep on mining. But this wasn't enough. Along came TV, quickly followed by the Massey Commission of 1949. Massey, like Aird, agreed we should have a state system, and like Aird, didn't really tell why. He was somewhat concerned about overall costs (the \$1 million predicted by Aird became ¼ billion last year). Typically, the important thing about this commission was that its findings were not acted upon except in a fringe-like way.

One of the final fringes was for TV the duplication of the dismal history of the radio. For each major community, let there be one TV station. The DOT handled frequency negotiations with the U.S. without public hearings and without public authorization.

Poor TV! Poor Canada! Acting on the executive power of the radio act, the DOT was remarkable. On the U.S. side of Lake Ontario 16 VHF channels were allocated of which 3 went to

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...

Saskatchewan's economic base is expanding rapidly. Over the next two decades the province is expected to become a major industrial and commercial region in addition to the harvesting of its vast natural resources.

Swift Current and the booming centres covered by CJFB-TV as a market are running at 107% above national average. The current growth rate is running at 40% per decade compared with a 6% overall growth rate for the Province of Saskatchewan. The only audio, visual medium delivering this booming market to the national advertiser is CJFB-TV!

Source: 1968/69 Survey of Markets.

Buffalo, three to Cleveland, three to Detroit. Toronto got one that counts, the CBC, and it got a commercial station. But there was compensation. Calgary got four channels and Brandon, Manitoba, got three, Moose Jaw, Saskatchewan, got two!

With all this wreckage lying around the country, enter the Fowler Commission. Enter a new broadcasting act in September, 1958. Enter the first legislation on program content... something Americans had always eschewed because they fear the word censorship and anything that near goes out.

This act, introduced by Diefenbaker, reflected the thinking that elements of the broadcasting industry should be owned by Canadians and not necessarily by the state. The split finally worked out was 75% for the government, 25% for independents. There was a grandfather clause: "If you already were in, you could stay in." The act also ended the old CBC Board of Governors who used to hand out licenses to the competition and in its place gave us the BBG.

Legally, that was it to 1958. The shift had begun to place increasing dependence upon independent broadcasters. And nothing really happened until Mr. Pickerskill in 1962/63, under Prime

Minister Pearson, decided CATV should be Canadian-owned. The regulation brought into force in 1963 however, called for a repeat of the 75:25 split in ownership. It didn't have much force. What it had, broadcasters found out, was loopholes.

So in 1968 Canada got a new Broadcasting Act which really didn't accommodate CATV much better than before and certainly not as well as the way the Americans have dealt with it.

In the United States, nothing goes on the air that is not the subject of copy-righting. It's all owned by somebody and therefore, they've said, CATV systems will pay a royalty. This is not

U.S. law yet but about nine-tenths through.

Were we to be tempted to follow that line, it would ruin us. It would ruin us more than putting a cork in the St. Lawrence Seaway. Who would we pay those royalties to? WBEN-TV? The Library of Congress? Frank Sinatra?

How much American music do we import? Well, the pipeline for music would look like a wee straw compared to what you'd have to pay for the output of the three American networks which we use — or pirate — every hour of the day.

Then you have the use of microwave

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... were won here. Our news team of reporter John Macdonald and cameraman Teri Culbert were here at the Bluewater Bridge at Sarnia when a car driven by a terrified tourist drove into a group of University of Western Ontario students demonstrating against U.S. nuclear testing in Alaska. "Charlies"? — Charlie Edwards awards for excellence in broadcast journalism. We received the regional and the national. Our news director is happy... but not satisfied... there's still the international.

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



**CFRN-TV
EDMONTON
ALBERTA**

**Western Canada's
largest audience**

**CFRN-TV
EDMONTON
ALBERTA**

**now adds 2 new
re-broadcasting
stations**

**CFRN-TV
EDMONTON
ALBERTA**

in CATV. And you have a funny thing. You have 55% of the country getting something 45% can't have. Democratic? If you do let that 45% have it, you may ruin the broadcasting industry unless you change the income tax act as they've done for magazines; this would then say any time someone pays for an ad in the States, from which you benefit, you'll be charged income tax on the cost of that ad, just as if you put it on your local station. That would change things in a hurry. Maybe *The Toronto Star* would stop advertising on WBEN-TV and start writing editorials on Canadian programming.

Now that we've stopped and stared almost to the point of stupefaction, at our broadcasting industry, stop and ask yourself why do we now have the CBC? We needed the CBC by axiom because someone said so in 1929, in 1930 and 1932 and 1936. It's possible we needed

it in 1957, because we didn't have the full complement of TV stations licensed to the limit we had set for ourselves.

But why do we need it now? And if we need it, do we need it all? Must we spend \$48 million a year to run just the CBC radio network? Some times of the day you can't even find it on your audience surveys. Do we have to spend that in our national interest? Do we have to spend about a quarter billion dollars yearly in order to employ about a thousand entertainers, in order to run a Roman circus, but which is not an ETV system? Must we run it because the private stations don't radiate their programs far enough? Or must we run it because private stations can't be made to carry nationally produced programs? You tell me because I don't know.

In Quebec there are stresses and strains over the government operation of our state-owned broadcasting system. Some say it's separatism. But maybe it's a resistance that the body politic in Quebec has built up to the federal propaganda being pumped into that body. I wonder how long can a federal system stand national, state-owned broadcasting. And I question does this country now need it. If we don't have a nationally-owned newspaper in each province, why do we have a nationally-owned TV station? Lucky Alberta and P.E.I. — they've yet to get theirs.

As a court of last resort, let me take you to our House of Commons. What informed discussion do we find on the subject of broadcasting? We find no discussion of any kind whatsoever. Now it's true we've got a broadcasting committee and we can go in there and holler. But the broadcasting committee is appointed by the cabinet. And you have a majority in the House that says you're not going to discuss this and you're not going to discuss that. If you find out what the cabinet will report, you can report it. This system may work well in some fields but it doesn't seem to work well in broadcasting. Because if you believe what you see, in any kind of surveys, in advertising expenditures, there's no question that national broadcasting has never been popular in the sense of that word popular.

When someday, they turn out the lights in the House of Commons and give everyone a secret vote, they'd abolish the CBC retroactively to 1932. There's no question about that either. It's difficult to run a state-owned broadcasting system. Embarrassing to live with it. Impossible to justify it. If it's really necessary, why don't they discuss it? There's too much silence. How can you focus silence onto the subject and problems of our broadcasting industry? I ask you.

STEPHENS & TOWNDROW
CO. LIMITED



Guy Royal

The Board of Directors of Stephens & Towndrow Co. Limited takes pleasure in announcing the appointment of Mr. Guy Royal as President and General Manager of the Company, effective immediately.

One of Canada's leading Broadcast Sales organizations, Stephens & Towndrow are national sales representatives for 14 AM and 6 FM radio stations and 3 television stations.

Mr. Royal began his broadcasting career as an announcer in 1953. During the past 17 years he has gained extensive experience in all aspects of broadcasting and particularly in broadcast sales.

He joined Stephens & Towndrow in 1961 and prior to his appointment was Vice President and Montreal Manager. Mr. Royal is now located at the Company's Head Office in Toronto.



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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!

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Radio House Limited (Canada)
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about

CKLC

We've Got a Good Thing Going!

Investor confidence is improving

July provided a market rally in North American equity and bond markets. A belief developed amongst many investors that the worst of the restrictive fiscal and monetary measures have been seen. Recently released statistics indicate the rate of decline in industrial production is moderating while the rate of price inflation shows signs of tapering off. Although recent trends in corporate earnings have continued downward, investor confidence is improving.

In terms of the Dow Jones Industrial Average and the TSE Industrial Index, the market advanced 7.4% and 3.8% respectively, over the month. On the other hand, the TSE Communications Index failed to respond to the general strength and advanced by only 0.3%, from 199.41 to 200.08. Its relative performance can be traced to the 2.3% decline in **Maclean-Hunter Limited** and the 0.8% decline in **Southam Press**. In contrast to these publishing stocks included in the index, the market action of the broadcasting stocks was neutral to fairly strong.

Earnings of **Southam Press** for its second quarter declined 25.5% compared to the same period of 1969. Profits for this period continued to be affected by factors which also adversely affected the first quarter, principally the labor dispute at 50% owned **Pacific Press, Vancouver**. **Southam's** common stock closed at \$47⁵/₈ on July 31, down from \$48 at the end of June.

Maclean-Hunter Limited's net earnings for the second quarter declined some 36% compared to the same 1969 period, from 22.4¢ to 14.8¢ per share. Financial results of the 50% controlled transcontinental pop festival resulted in a loss equivalent to 5¢ per share. **Maclean-Hunter** common stock declined slightly, from \$11 to \$10³/₄ per share at the end of July.

By contrast, **Maclean-Hunter Cable TV's** common rose sharply by 36% in July. For the three months ended June 30, revenues amounted to \$1.16 million and pre-tax profit was \$379,000, representing a margin of 32.6%. The Company has agreed to purchase the CATV system in Thunder Bay, Ontario (19,000 current subscribers) and three systems in the Eastern Townships of Quebec with 23,000 current subscribers. The CRTC failed to approve acquisition of **Famous Players** Hamilton cable system due to its concern over concentration of cable ownership.

Net earnings of **Standard Broadcasting** for the June 30 quarter increased 10.3%, from 12.4¢ to 13.7¢ per common share. Management commented that signs of a softening in demand for radio broadcasting have become evident in many areas of Canada. **Standard's** general outlook for the remaining nine months of the current fiscal year was said to be favorable. **Standard's** common stock advanced 5.7% during July, up to \$9¹/₄.

During July, earnings for the latest quarterly reporting periods of **CHUM Limited** and **Western Broadcasting** came to hand. Both companies achieved increases of nearly one-third in total earnings. However, earnings per share were changed very little due to costs associated with financing of recent acquisitions. The stock market reacted favorably to both issues, with **CHUM "B"** shares advancing from \$4.95 to \$5¹/₈, while **Western Broadcasting** remained unchanged at \$14 until the last day of July, when it advanced \$2 per share up to \$16.

Shares of **Famous Players** were the weakest in the group, declining 5.3% during July. The Company appears to be the unfortunate recipient of a constant stream of bad news. In June, the CRTC denied the proposed sale of **Cornwall Cablevision** and **Metro Cable** to **Bushnell Communications**. Subsequently, in July the CRTC turned down the proposed sale of the **Grand River Cable TV** system to **Electrohome Communications**. Sale of the **Hamilton** system to **MH Cable** was also denied. The denial in each of these cases was based on very recent CRTC moves to limit concentration in television and CATV in the same market. The next development was the announcement by the CRTC that **Famous Players** would not be granted a time extension beyond September 1 for filing applications regarding the sale of its communications assets. The CRTC's apparent inflexible position regarding **Famous Players** has caused some analysts to feel the Company is an early casualty of Ottawa's current narrow nationalist thinking.

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 CKDY - Digby CKEN - Kentville CKAD - Middleton
 CKCL - Truro CFAB - Windsor CJLS - Yarmouth

Concerning Cable

Foreign cablecasters are entitled to a fair shake

by R. E. Misener
Communications Consultants

This may have been a long hot summer for some, or a succession of hazy, lazy days for the fortunate few; but for those licensees of "broadcasting undertakings" faced with an August 31 deadline to file acceptable proposals to conform with the secretary of state's directive on Canadian ownership, these past few weeks will have been all too short, and anything but hazy or lazy.

Frenzied activity has been the order of the day among those affected. All broadcasting enterprises in which the ownership by non-Canadians exceeded the permissible 20% limit as set down by Mr. Pelletier's directive and amendments thereto were aware that after September 1, 1970 the CRTC could neither amend nor renew their present licenses. But the CRTC public announcement of July 24, stating that all non-conforming licensees must file by August 31 completed proposals to meet the state secretary's demand, or suffer the consequences, must have seemed like a low blow in some quarters.

In more than one public announce-

ment, the CRTC has suggested to the non-conformers that they have had nearly two years since the requirements for Canadian ownership of broadcasting licenses were first made known to the industry. In all fairness to broadcasters, it should be remembered that the secretary of state's first directive on the subject was a most confusing document and went through two major amendments, and did not jell into a firm direction for the industry until the spring of last year.

There has, in fact, been little enough time for most of those affected to develop satisfactory plans for divestiture. And in spite of best efforts some of the best laid plans have come resoundingly unstuck after submission to the CRTC, in several instances leaving the non-conforming licensee a few short weeks in which to shape up.

There are at least two main considerations in all this. The first, the almost passive acceptance of legislation requiring that Canadian broadcasting be at least eighty percent Canadian-owned. By contrast watch for the howls of protest resulting from recent proposals that Canadian industry at large should be at least 51% Canadian. And the second is the fairness of the timetable for divestiture. The Federal Communications Commission in the United States appears to believe that five years is reasonable for divestiture in the concentration of media ownership situations which seem to concern them.

There is nothing new about American capital providing growth opportunities for Canadian enterprise. Famous Players Corporation, "a U.S. controlled company" has been in partnership with Canadians in broadcasting, and has been one of the principal founders of Canada's burgeoning CATV or cable television business. Famous is of course one of the "foreigners" being told to pick up its marbles and get out of the game, and in several situations, through no apparent fault of its own, it has until the end of this month to present plans for a graceful exit. Famous and the other non-Canadian entrepreneurs who are being ousted are entitled to a fair market value for their investments and should not have to suffer a fire sale.

Phyllis Switzer in her July newsletter to the Canadian Cable Television Association estimated that there were still about thirty-five foreign-controlled cable systems on the market — thirty-five divestiture situations which must be

tidied-up by the end of this month.

If this "tidying up" is not approved by the CRTC, the affected licenses are to be put up for grabs by any and all comers. In such an eventuality the normal price-determining influences of the marketplace would become inoperative; the market would be very much a buyer's market; and resultant from CRTC approval of an application for the license, the present license-holder would be in the unhappy position of having just one prospective buyer for his system or station. The CRTC is facing an awesome responsibility in this whole issue.

It's been anything but your old-fashioned good ol' summertime for CRTC staff as well as for those segments of the industry caught up in the Canadian ownership hassle. As the vacation season began there was a considerable backlog of applications before the Commission on which decisions had not been announced. However, during July and August the CRTC staff has been busy clearing the decks for the next round of Public Hearings which begins in a few weeks. Most of the applications which have been heard to date by the Commission have now been dealt with.

As this was written, decisions had not yet been published on cable applications for Northern Ontario and for Kamloops, B.C., nor for transfer of ownership applications involving cable in Montreal. Hanging fire from away back is the matter of UHF television for Canada. Applications were invited and submitted in the fall of 1968, but in December of that year the CRTC cancelled the scheduled UHF hearing and has made no public comment on the subject since. Also, in an apparent state of limbo since the public hearing of June 1969, is the issue of FM radio. Representations were invited at that time on FM's role in the scheme of things, but if some special function for this part of the frequency spectrum has been blueprinted, the word has not yet come down from Ottawa.

Every consideration before the CRTC is important to the people directly concerned, but perhaps one of the thorniest issues facing the Commission this fall is that of formulating workable regulations for the cable television industry, regulations which, in the Commission's own words, must be consistent for the whole of Canada. Therein lies the problem. Regulations which might work in Saskatchewan and Alberta would stifle the medium in southern Ontario. This, and all other facets of the job of Canadianizing Canadian broadcasting will fill the CRTC plate again in a hurry. We can only hope the Commission's digestive system can cope with the input.

New deep seaport New school system New hospital New shopping centre

Just a few of the things
happening in bustling . . .

Rivière-du-Loup market

(Charlevoix, Kamouraska,
Rivière-du-Loup,
Témiscouata counties)

Reach this important
market with:

**CJFP - CJAF - CHRT Radio
and
CKRT-TV**

call

HARDY RADIO-TV

... and now a word from Bob Blackburn

Now you see it and now you don't

CRTC-watchers generally felt that many of the hearings and decisions of last season were epochal, but this fall almost certainly will see events even more deserving of that description.

Before the end of the year, the commission is expected to propose a list of regulations governing the operation of cable companies, to hold a public hearing of opinion and recommendation on the proposals, and to promulgate a revised and final set of regulations.

This is the procedure it followed last season with respect to on-air broadcasting regulations, and God knows that kicked up enough fuss.

But with the exception of the unprecedented establishment of rules governing the amount of Canadian music which must be played on AM radio, the new regulations were actually just modifications of existing regulations. They appeared to come as a surprise to some broadcasters and as a blow to most, but the fact remains that they were mainly predictable adjustments, with no new principles involved.

But what's coming up is a whole new can of worms, because there really has been no prior regulation of what must and must not be carried on cable — save for the odd thing like football and election results.

And they're going to get into some pretty dicey areas. I imagine anyone reading this remembers all too well the furor which arose during the CAB convention in Ottawa last April when the CRTC stole all the thunder by announcing its cable "guidelines", which were to serve as an indication of what CRTC policy was likely to be when time came to regulate.

The conventional broadcasters were then engrossed in preparing a defence (ineffectual, as it turned out) against the new regulation of their own industry, and didn't pay much attention to a couple of bones the commission was throwing them.

One was the simple fact that they weren't the only ones the CRTC was socking it to — the cable operators were going to get some pretty big lumps, too. The other was the specific provision for blacking out U.S. stations when they were carrying programs Canadian stations had pre-release on.

That bit was supposed to provide a touch of protectionism for the on-air broadcasters, but they paid it scant attention. Of course, the cable operators were enraged, but even they couldn't match the public reaction.



Viewers had been stirred up a little by the proposed Canadian content regulations, but this blackout business really got them going (partly because of the popular failure to understand that the blackout would only apply to cable).

For the first time, the public really seemed to be sitting up and taking notice of the CRTC, which previously had merely bored most of the minority which was even aware of the commission's existence.

The CRTC as a potential stimulant to cultural nationalism drew little attention, but as a threat to the availability of the opiate of U.S. programming, it was suddenly notorious.

The issues raised by the guidelines are complex, but the ones which once more will grab the public are the priorities dictating which channels may or must be carried, and the blackout provision. In major centres the priorities may mean that one or more U.S. channels now being carried would have to be dropped.

And the public reaction seems to indicate that while the CRTC can get away with depriving people of service they've never had, it may be going too far in attempting to take away something viewers do already have.

So it seems possible that if the commission decides to ease up on any of the major guidelines, it might well be in the area of priorities (which will become less important in perhaps five years or so when multiple channel services are introduced on cable systems) and in blackouts.

The accompanying photograph illustrates the oddness of blackout restrictions. Taken in a Toronto home, it shows two sets, side by side, both tuned to Ch. 12, CHEX, in Peterboro, Ont. The station was carrying a CFL foot-

ball game which was blacked out in Toronto and Hamilton.

In accord with a CRTC ruling, the cable company, Metro, had to cut CHEX from its service during the game.

The set on the right is plugged into Metro cable and the one on the left is connected to the rotor-equipped roof antenna which the owner had the good sense not to abandon when he had cable installed.

One way or another, this man will see the football games. In the same way, viewers within reach of U.S. channels will continue to see them, if they are determined to do so.

It does seem that blackouts of specific U.S. programs or the crowding out by priority of entire U.S. channels is one of the least effectual of the CRTC's major proposals, and their dubious contribution to the national purpose would seem to be far outweighed by their adverse effects on the commission's currently shaky public relations.

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company, would have been owned by the Pollock family of Kitchener under the proposal. Approval of the cable application, said CRTC, would have resulted in a concentration of ownership in Kitchener to an extent not considered to be in the public interest.

MACLEAN-HUNTER WANTS THUNDER BAY CABLE TV

The sale of Lakehead Videon, a cable TV system serving over 19,000 subscribers in Thunder Bay, Ontario, to Maclean-Hunter Cable TV Ltd. is pending CRTC approval.

Famous Players Corp. Ltd., a U.S.-controlled company, holds 50% of Lakehead, and as such, is subject to the 80% Canadian regulations.

CRTC rejected Maclean-Hunter's bid to buy the Hamilton cable firm, Co-Axial Ltd. of Hamilton, Ontario. Stating it is concerned about concentration of ownership, CRTC pointed out Maclean-Hunter already owns and controls 17 cable systems and five radio stations in Ontario.

EDMONTON MAYOR CRITICIZES EDMONTON AND CALGARY CABLE DECISIONS

Mayor Ivor Dent of Edmonton said that awarding cable TV licenses to two

private companies in Edmonton was a "damn poor decision".

Five bids for Edmonton cable licenses were rejected by CRTC including one from the City of Edmonton. The other four were: Vidi Cable Ltd., a company to be incorporated represented by Mrs. Elizabeth Farrell, Northgate Cablevision Limited, and a company to be incorporated by E. E. Bishop, Q.C.

CRTC awarded three-year licenses to Capital Cable Television Co., to serve the eastern half of Edmonton, and also to QCTV Ltd., a three-year license to serve the western half of the city.

Mayor Dent said he doesn't criticize the two successful bidders, but he is annoyed that what he called the "little man" will obtain no financial benefit except through revenue from leasing city-owned telephone lines. He said, "if the CRTC is going to flip coins to make decisions, then they may as well go out of business."

A condition of the Capital Cable license is that Dr. Dick Rice must dispose of his 15% share in that company. Rice is the principal shareholder in Sunwapta Broadcasting which operates two radio stations and a television station, CFRN, CFRN-FM and CFRN-TV, in Edmonton.

For Calgary, three-year licenses were granted to Community Antenna Tele-

vision Ltd. to serve the north half of that city, and to a company to be incorporated by D. R. Graham, to serve the south half.

Denied were applications from Foot-hill Cablevision Ltd., Microwave Cablevision Ltd., and Calgary Videon Ltd.

Community's license, said the CRTC, was conditional on FP Publications Ltd. disposing of its shares in that company.

CRTC renewed licenses for all five of the CBC components — the separate French and English-language networks for television and AM radio, and for the English-language FM network. The new CBC expiry date is March 31, 1974.

The CTV network license was extended by CRTC to September 30, 1973.

The Commission awarded three-year licenses to operate cable TV to a company soon to be incorporated by Donald Anderson for the Halifax-Dartmouth area, and to a company to be incorporated by Frank Leaman for the Dartmouth area. It denied applications from CJCH Ltd., Halifax, Atlantic Cablevision Services Ltd., and MetroVision Ltd.

CRTC said both of the approved systems would have to carry programming of the French network service of the CBC and the applicants must have effective ownership and control of the local "head end", the signal-receiving and distributing system.

In Quebec, CRTC approved cable TV licenses for CKRT-TV Ltd., Rivière-du-Loup. Decibel Engineering was granted a license to provide service in the Nicolet area and Rejean Dumoulin was authorized to set up cable in Hospital Christ-Roy in Nicolet.

In the Ascot Country area, a license was given Transvision Eastern Townships Ltd. Gagnon TV Ltd. was licensed for Chibougamau and Chapais in the province.

CRTC gave conditional renewals to the Iron Ore Company of Canada Aviation Limited for Stations CFKL-TV Schefferville, Quebec, and CJCL-TV Labrador City, Newfoundland. Despite the fact that Iron Ore Company is 60% U.S.-owned, CRTC approved the licenses since there would be no other service available in these areas. Total operating costs are \$115,000 annually with no advertising revenue. The stations now carry CBC videotape and do not provide any local programming.

In Sudbury, Ontario, a new TV station on Channel 9 with an effective radiated power of 168,000 watts (video) and 16,800 watts (audio) will be set up. CRTC approved this license for J. Conrad Lavigne Limited for a five-year period. The station will be a CBC affiliate.

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NEWMAN NEW HEAD OF NFB

Sydney Newman has been appointed chairman of the National Film Board and also Government Film Commissioner. The 53-year-old Newman left the NFB 18 years ago to become a highly successful television producer with the BBC.

Newman said that originally he turned down the government's offer of the job. But he said in an interview he agreed to accept it after further talks with State Secretary Pelletier.

Newman succeeds Hugo MacPherson who resigned last month. At the same time, Prime Minister Trudeau announced that 38-year old André Lamy, head of production for Onyx Films Incorporated, is to become Assistant Government Film Commissioner, a new position.

"TODAY" GOES TO CBC SEPTEMBER

The CBC says that five productions of the *Today* show, an NBC morning program, will be produced in Canada during September.

The shows will originate from Montreal, September 14 and 15, Ottawa, September 16, and Toronto, September 17 and 18.

With host Hugh Downs and commentators Barbara Walters and Joe Garagiola, the shows are expected to feature interviews with prominent Canadians.

CBC facilities and crews will be used in all five shows.

The *Today* show last did telecasts from Canada three years ago during Expo 67.

VIOLENCE IN U.S. EXCEEDS CANADA

A survey conducted by a University of Western Ontario sociologist says more violence is shown on national television news in the United States than in Canada.

Dr. Benjamin Singer said the survey made from April 20 to May 10 showed "aggression items" constituted 49.5% of the Columbia Broadcasting System's nightly news reports compared with 25.9% on the CBC.

Excluding Vietnam war coverage, Dr. Singer said, the CBS concentration on aggression was about 38% of its telecast time compared with about 18% on the CBC.

Dr. Singer said the U.S. coverage is a "contributing factor" in the increase of violence in that country. He cited recurrences of airline hijackings, bombings, courtroom disruptions, campus and urban disorders and mass murders.

He said results of the survey were sent to the Canadian Radio-Television Commission in Ottawa where a CRTC spokesman described them as "an interesting and significant study."

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anglais de l'industrie dans une seule association —
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS.

LANGUE FRANCAISE RADIO MA

CFGF Alma, Que.	CKLS LaSarre, Que.	CKSB St. Boniface, Man.
CHAD Amos, Que.	CFLM LaTuque, Que.	CKRB St. Georges de Beauce, Que.
CJAF Cabano, Que.	CFLS Lévis, Que.	CKBS St. Hyacinthe, Que.
CJBM Causapschal, Que.	CKBL Matane, Que.	CKJL St. Jerome, Que.
CJMT Chicoutimi, Que.	CKML Mont Laurier, Que.	CFNS Saskatoon, Sask.
CFML Cornwall, Ont.	CKBM Montmagny, Que.	CKCN Sept-Iles, Que.
CHVD Dolbeau, Que.	CJMS Montréal, Que.	CHLT Sherbrooke, Que.
CHRD Drummondville, Que.	CKAC Montréal, Que.	CJRS Sherbrooke, Que.
CHFA Edmonton, Alta.	CKLM Montréal, Que.	CJSO Sorel, Que.
CJEM Edmundston, N.B.	CHNC New Carlisle, Que.	CFBR Sudbury, Ont.
CHEF Granby, Que.	CJRC Ottawa, Ont.	CKVT Temiskaming, Ont.
CFRG Gravelbourg, Sask.	CHRC Québec, Que.	CKLD Thetford Mines, Que.
CFGR Gravelbourg, Sask.	CJRP Québec, Que.	CFCL Timmins, Ont.
CHLC Hauterive, Que.	CKCV Québec, Que.	CJTR Trois Rivières, Que.
CFLH Hearst, Ont.	CJBR Rimouski, Que.	CHLN Trois Rivières, Que.
CKCH Hull, Que.	CHRT Rivière-du-Loup, Que.	CKVD Val d'Or, Que.
CHRS Jacques Cartier, Que.	CJFP Rivière-du-Loup, Que.	CFLV Valleyfield, Que.
CJLM Joliette, Que.	CHRL Roberval, Que.	CKVL Verdun, Que.
CKRS Jonquière, Que.	CKRN Rouyn, Que.	CFDA Victoriaville, Que.
CFLK Kapuskasing, Ont.	CJSA Ste. Agathe-des-Monts, Que.	CKVM Ville Marie, Que.
CKFL Lac Megantic, Que.	CKGN Ste. Anne-des-Monts, Que.	

LANGUE FRANCAISE RADIO MF

CKCH-FM Hull, Que.	CHRC-FM Québec, Que.	CHLT-FM Sherbrooke, Que.
CJMS-FM Montréal, Que.	CJBR-FM Rimouski, Que.	CKVL-FM Verdun, Que.

LANGUE FRANCAISE TELEVISION

CJPM-TV Chicoutimi, Que.	(CKHQ-TV-1, Manicouagan, Que.)	(CKRT-TV-2, Ste. Rose du Dégélé, Que.)
CKRS-TV Jonquière, Que.	(CKHQ-TV-5, Mont Georges, Que.)	(CKRT-TV-3, Rivière-du-Loup, Que.)
(CKRS-TV-1, Port Alfred, Que.)	(CKBL-TV-6, Matane, Que.)	(CKRT-TV-4, Cabano, Que.)
(CKRS-TV-2, Chicoutimi, Que.)	CFTM-TV Montreal, Que.	(CKRT-TV-5, St. Urbain, Que.)
(CKRS-TV-3, Roberval, Que.)	CFCM-TV Québec, Que.	CKRN-TV Rouyn, Que.
CKBL-TV Matane, Que.	CJBR-TV Rimouski, Que.	(CKRN-TV-1, Senneterre, Que.)
(CKBL-TV-1, Mont Climent, Que.)	(CJBR-TV-1, Edmundston, N.B.)	(CKRN-TV-2, Val d'Or, Que.)
(CKBL-TV-2, Murdochville, Que.)	(CKHQ-TV-2, Outardes, Que.)	(CKRN-TV-3, Ville Marie, Que.)
(CKBL-TV-3, Grande Vallée, Que.)	(CKHQ-TV-3, Micoua, Que.)	(CKRN-TV-4, Matagami, Que.)
(CKBL-TV-4, Mont-Louis, Que.)	(CKHQ-TV-4, Outardes, Que.)	CHLT-TV Sherbrooke, Que.
(CKBL-TV-5, Causapschal, Que.)	CKRT-TV Rivière-du-Loup, Que.	CKTM-TV Trois Rivières, Que.
	(CKRT-TV-1, Baie St. Paul, Que.)	

C'est de cette manière que les diffuseurs privés partout au Canada contribuent d'une façon significative à l'unité nationale de notre pays.



L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

INSIDE FRENCH CANADA

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

Quebec's Canadians

Change or starve

Some frank opinions of Pierre Gervais,
director of French services for Foster Advertising, Montreal

If things are changing rapidly throughout the country, and throughout the world, there are few places where the result of changes is more evident and far-ranging than in the province of Quebec. Call it evolution or quiet revolution, the fact remains that Quebec is rather brutally catching up with the twentieth century.

Such an upheaval cannot of course take place without causing a number of problems and the Quebec society is indeed experiencing its fair share of difficulties. And since the Quebec situation cannot be detached from its Canadian content, the whole country is affected by it. It should be noted, however, that one facet of the problem, separatism, perhaps more open in Quebec, is not peculiar to it and is rampant, in one form or another, just about everywhere in Canada outside Ontario.

For example, the Maritimes don't appear very happy about the condition of their integration with Canada. They have a big employment problem. In the Prairies and B.C. economics dictates trade should move on a north/south basis, not east/west as it does now. Ranchers out west can ship cattle to Chicago much cheaper than they can to Vancouver or Toronto. In British Columbia there are many important differences in attitude. Whether it's the long distance, the mountains or just the people or all three, when you're talking to Westerners, you're talking to people who aren't happy about the way they've been handled by the East.

Naturally enough, they are Pacific-oriented whereas we are Atlantic-oriented and it's the Atlantic viewpoint that's always been emphasized and that's always taken precedence. Trudeau recognized this when he took his Pacific tour. Pacific countries are mushrooming and growing in importance.

Quebec is changing economically, socially and politically, which means that practically everyone is affected in one

way or another and more often than not in several ways at the same time.

First consider the economic changes because they are at the root of the whole upheaval. Beginning in the early 1960s, under the influence of a dynamic new government, Quebec's economy started becoming more urbanized, shifting away from its traditional rural status.

The primary and secondary industries mushroomed, gross product and personal incomes were inching closer to the national average, and disposable incomes were rising faster than anywhere else in Canada.

People had more money, they were spending it more freely, industry was speeding up.

Their new affluence gave Quebecers a shot in the arm and they suddenly became much more conscious of themselves and of their newborn economic strength.

Social changes were quick to follow. Education, lagging behind national averages, became a top priority. Schools, colleges and universities popped up everywhere and their enrollment rose steeply.

Simultaneously, as a result of both economic betterment and improved education, traditional values were being questioned. Family ties were being loosened and the family as a social unit started losing significance. The influence of the church became less and less significant.

At the same time, partly because of all this, there was a resurgence of nationalism leading to such extremist activities as the bombings of 1963. Though perhaps more violently expressed than ever before, this expression of nationalism was not new; it had occurred several times in the past.

Recruiting mainly at first young intellectuals and pseudo-intellectuals, the separatist movement grew steadily over the years to the point where it succeeded in getting 23% of the popular vote

in the elections held last spring. Lévesque's Parti Québécois had for its platform, political separation with the retention of economic ties with the rest of the country. It also had definite socialistic leanings. This platform was particularly successful in the low income, working-class districts of Montreal where they concentrated their efforts. These people had nothing to lose.

The apparent strategy of the Parti Québécois had originally been to appeal to the youth of the province, to the college kids and to Trudeau-inspired intellectuals but these were all people who really hadn't taken a cold shower in life yet. You could, with relative ease, make strong appeals to them. Emotions in youth run strong. This appeal was very successful.

But then, mass appeal involving plenty of promises has, historically, always been a relatively easy manipulation. If someone asks me where's the best place you know to go fishing, I can fire him up to go to a certain place even if I've never been there myself.

Before they become the official guide to Quebec's future, Lévesque's organization needed more support and so, added teachers, professors and slices from the liberal professions. They moved on to the working classes and here they found what they needed. Thousands of people all over the province and they all wanted action.

The Union Nationale government of Daniel Johnson had allowed the economy to cool down and the flow of dollars to dwindle. After his death, the result was a more marked split between the independent movement and the federalist action.

Inadvertently, De Gaulle marked the beginning of a new stabilization period in 1967. At that point, the province could hardly borrow a pencil. It needed

Continued on page 24

millions. But catching up on the last 25 years was to take more than cash. Time was needed. Also, someone was needed who knew how to get the most out of both these commodities.

The people of Quebec picked Robert Bourassa and gave him control of two-thirds of the legislature; his Liberal party won 72 out of 108 seats in the Quebec National Assembly. I believe Bourassa's greatest challenge is to bring about economic stability for Quebec. It's a simple fact of life: those people who don't have enough to eat regularly aren't going to just ask for changes, they're going to make changes.

So more workers must be put to work. In 1969 about 50,000 new jobs were actually developed. The government's goal over the next seven years is an average increase of 72,000 jobs annually.

With Bourassa and the political stability he represents, there will be much heavier investing in the province by outside financial interests. ITT (International Telephone and Telegraph, U.S.) plans to locate on the north shore of the St. Lawrence, an area that's been traditionally poor in development. When this move takes place, something like 2,000 jobs will be created for the people there.

If I sound capitalistic, I mean to be. Capitalism means to me to be people in search of jobs, in search of reward, in search of personal happiness. If you frustrate this search, or block it, you duplicate the basic conditions that led to Cuba or to Hungary.

Putting the economy of Quebec back into shape means feeding the wife and kids, making sure you're going to have a roof over your head. It's providing the basic essentials. Deprive Quebecers of the essentials and someone is bound to rock the boat.

People have the basic right to work. In Quebec this is now a demand. Once you've satisfied, or begun to satisfy the basics, and I mean basics, then you can afford to get concerned about other basics. Especially education.

Since 1945, education levels in Quebec have been rising substantially. Last year the province spent more than \$580 million on education. Ontario, in comparison, spent \$647 million. In evaluating our needs, and our financial commitment to education, I fail to see why our federal government spent \$1 3/4 billion on defence in fiscal 1969. What kind of horrible investment is that? What is Canada getting for her money?

There is much to be accomplished in Quebec and it is wishful thinking to believe that with Bourassa, the sepa-

ratist movement will die. If the expression of faith on the part of 23% of the voters is a positive one rather than a negative vote for the traditional parties, there must be a lot of work done to reverse this trend.

First our attitudes towards ourselves must change. For example, if you gave me the choice of either voting for the National Democratic party or the Parti Québécois, I'd vote P.Q. They seem to me to have a far more modern image of Quebec than the backward reputation evidenced by the N.D.P.

Our attitude about the historical French versus English conflict must be changed. The war between Generals Wolfe and Montcalm is over. Asking how it started, or who started it, or who is responsible for what happened—you can ask the same questions about pollution. Who is responsible for it? One answer is, some of the best people we have in the community. Instead, our attitude must be positive. We are as good as you. Now we must do something about it.

Secondly, then, our attitudes towards our problems must change also. The Canadian constitution is 103 years old. It needs revising badly. Old relationships are no longer possible. For example, it is typical of our present generation to believe no longer in parental authority. Who hasn't experienced problems resulting from this development?

Canada has two languages and for many, this is a problem which is not going to disappear yet. With regard to the use of the French language, the rest of Canada, especially Ottawa has shown much understanding and wisdom.

With regard to the French-speaking Quebecer, he is different, of course, from his English-speaking counterpart. Language and cultural barriers do exist and some aspects of his psychological make-up have to be considered.

He is, for instance, more emotional and more extroverted. He is also more dubious and more careful about major expenditures. He has a different sense of values.

At the same time, he is also similar to the other more than 200 million North Americans who surround him. He wears basically the same clothes, lives in the same houses, washes with the same soap, and drives the same cars. His way of life is undoubtedly far closer to that of his American neighbors than that of his French cousins across the Atlantic.

The end result is a curious blend of North American materialism and Gallic effervescence. Like everybody else, he can be motivated.

And now that he is, can you blame him?

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Channel 10 channels Quebec to Quebecers



Tex Lecor, star of one of nine new shows on CFTM-TV sings of better days ahead for Quebec.

The top show in the Montreal market last season (1969-70) as rated by BBM was CFTM-TV's *Cré Basile* starring comedian Olivier Guimond. This fall, Guimond will appear on CBC's Channel 2, along with four other former CFTM (Channel 10) stars, Jean Lajeunesse, Jeannette Bertrand, Dominique Michel and Denis Drouin.

However, of ten other top programs, BBM showed six were on CFTM. They will return this fall. They'll be reinforced with nine new shows, most already tested in audience battles this summer. And if CFTM's success in both building stars and shows prevails, they'll keep dominating the Montreal market.

On an average evening last season, something like 600,000 Metro Montrealers sat down to watch their favorite programs — on Channel 10. Their loyalty seems almost unswitchable. Reports CFTM: "Research shows 49% of our air time attracts 300,000 plus audiences." Even allowing for additional error in projections, CFTM's audience loyalty is going to be extremely hard to break and beat.

To keep down the effects of the usual competitive onslaughts, CFTM has barricaded itself with a combination of high-pressure organization and low-pressure programming.

The station's production facilities are among the most complete anywhere and

they are fully-equipped for color. Local production at CFTM now totals 83½ hours every week which comprises 71% of their total weekly air time of 118 hours. Starting this fall, 8½ hours per week will be invested in public affairs programming.

Jim Welcher of Paul L'Anglais Inc, which handles sales for CFTM, indicated this was a move to merchandise the man on the street more. "You can't measure Quebec TV stations by U.S. standards," he said. "Rather than provide an antiseptic for the daily life the guy who sits down in front of his TV set, we're providing public affairs programs to become an important interchange between people and performers.

"The strategy is to heat up the medium somewhat. Quebecers don't want just to digest programs; they're demanding more involvement. And they have to.

What is the French Canadian consumer? Among all the other things, he is a person right in the middle of more than 200 million people who are English. They don't simply speak another language. Their habits and thinking and living styles are different. This shows up in the reaction or response of Quebecers to U.S. syndicated

Continued on page 26

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programs. They're popular but they miss the progenitive character of a local program. Successful local French shows spawn new ones in Quebec far more so than successful American shows dubbed for this market.

"Why will Quebecers watch one program over another? Because they tend to ally themselves with the local talent, the French Canadian performer. Our sense of humor is different. If we have more soap opera shows in Quebec, it's because we want them. That's not true for the rest of Canada.

"Certainly soap operas, like variety

shows and situation comedies, entertain. But they are significantly different in Quebec than elsewhere," Welcher said. "You get wit, irony, sadness, social criticism, about things that really matter, in a form that strikes the viewer far more personally than is the case for television in other market regions."

The programming philosophy for CFTM, and for the other five stations in Quebec represented by Paul L'Anglais Inc., is changing to engage in more involvement with audiences. Welcher explained, "TV is not only a vehicle for entertainment; it's a medium to let the people of Quebec share in what's happening in this province. They want

to know, to compare and to reflect about their lives. We strive to make our programming their outlet. It's a low key process because you don't live high pressure full time."

The influence of these views is perhaps best reflected in one of CFTM's newest programs. *Les Berger* is a half-hour weekly show that's already been tested this summer when it produced consistently large audiences, many reaching beyond 700,000, according to the Paul L'Anglais people.

Les Berger is the saga of what might be a typical Quebec family. Picture it. You're living hand to mouth like you've been doing for generations. While there are good times and bad times, there is no time you wouldn't pull out if you could. Meanwhile, you have to live.

Director Jean Claveau picked the lead performers because they looked like they had lived the roles. Claveau has been a producer ten years at CFTM and has proven his perception of the reactions of his audiences. He cast his actors not only for their past professional experience (all four leads have a little) but for their ability to *be*, in actual fact, *Les Berger*.

Most of the other new shows attempt to communicate this type of involvement. *Une Journée Avec* — A Day With — is an interview program working to satisfy the French Canadian appetite for status with a low pressure style of presentation of the more prominent people in Quebec. Not only friendly and informative, it helps point out the direction Quebecers want to go. Up.

Sous Mon Toit — Under My Roof — stars a guy called Tex. His full name is Tex Lecor. Singer, painter, non-conformist in a pragmatic way, he's one of the poorer people of Montreal. Of Quebec if you like. Or really, of anywhere. For being himself mostly, CFTM estimated Tex's audiences peaked to 877,000 this summer. Equally important are the intangibles which you can't measure. Tex seems to have recruited the unmistakable affection of a small army of Quebec youth as he goes on singing and dreaming of better times ahead.

CFTM almost builds stars to order and as fast as required. With the new shows mixed in the fall schedule with such veterans as *Cinéma Kraft*, garnering prime time viewers in the 1970/71 season should be as successful as it's been before. However, imitation is the sincerest form of flattery and CBC has declared new emphasis on more popular programming along CFTM lines. There's still a sizeable and lucrative gap between Channel 2 and Channel 10, and Channel 10 is well aware of this.

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Art Houde
CHNC New Carlisle



Aurèle Pelletier
CHRC/CHRC-FM Québec

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CFOM Québec



Roland Couture
CKSB St-Boniface



Charles Thibodeau
CKRB
St-Georges de Beauce



Roger Duceppe
CKBS St-Hyacinthe



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Luc Simard
CJFP/CKRT-TV
Rivière-du-Loup

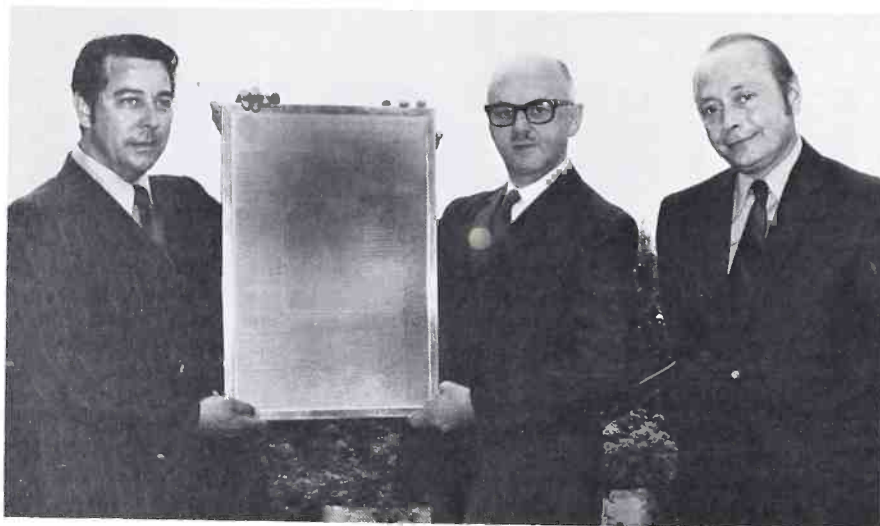


David-Armand Gaurd
CKRN/CKRN-TV Rouyn

For information on these leading stations call



Inside James Lovick, Montreal



Al Bowen, left, and Jean Tougas, right, of James Lovick Limited, Montreal presented a memento-in-advance of the 1976 Olympics to Mayor Drapeau recently. They framed the original mats of the front pages of three Montreal newspapers on the day the Olympics were announced.

Seven offices across Canada mean Lovick Advertising is that much closer to client and market needs. But maybe nowhere is it as close as in Montreal where it has two agencies.

PART I — Jean M. Tougas, director of French Services, Lovick, Montreal

Whatever it is, we don't think of the French language or culture as being a problem when it comes to the Quebec market. After all, when you consider the size of the market, the growth, the buying power, I would hope that advertisers think, as we do, of the French-speaking market as a *consideration* in their overall marketing strategy. Or if they still see it as a problem, they should at least recognize it as a more interesting one than usual. Because it is.

We first look at the elements of marketing and try to determine if these elements apply to the market. If they don't, we then suggest the steps to be taken to fit the Quebec situation.

The same thinking goes for creative. Ideally we would like to create each ad campaign in French. However we all know that, in spite of tremendous progress in this area over the last few years, we still *adapt* campaigns.

One growing trend I should mention

is what I call the "B-B" (bilingual-bicultural) approach which is a collective creative effort of the English and French creative groups at the very beginning of the planning stage of an ad campaign. This system has produced very interesting results for some clients as they find out from the outset what can be done and what can't for the French-speaking market. Short of creating a different campaign for this market this method has proven its efficiency by cutting down on money, time and headaches.

Another growing trend is the emergence of the youth market in Quebec. The increasing importance of this group has called for an awful lot of consideration from advertisers. Sometimes to the point of antagonizing the still-important-and-lucrative somewhat older and more silent market. The broadcast industry has catered to a high degree to this new generation. The music, the messages and the medium must be tuned to the 'in' things. Otherwise the advertiser may be tuned out.

A bold new contemporary advertising approach is often the only way to reach this new emerging set of consumers. And as fast as many of them in inter-

views negate this fact, it is still a fact.

Youth is excitement. Much of the young Quebec market shares radical views and claims to be against everything that is of the establishment. They will protest against anything that is a threat to our mother tongue (French) and yet they will spend hours listening to Americanized history. They will swear they are non-conformists and will, at nearly any cost, lead a life of their own. But if someone comes out with a new trend they will rush to the stores and buy the new midi coats. They will follow any so-called leaders in protest marches, they will organize sit-ins just like their American confrères. Radicals? Yes. Non-conformists? No. They offer a more controversial personality.

They are a valuable market and an interesting one because they're quick to catch on to new trends, however, because of the conditioning they are subjected to from the examples of the outside world — because of the ideas that are gaining ground on campuses and in high schools, the advertising messages must be extremely well-patterned to reach them. That is really to impress them. If they are not, this new youth market could easily ignore a product to death in Quebec.

Like any region, the Quebec market has its share of problems. And like any region, in time these problems will be exchanged for new ones. This is a rich province from many standpoints. It can only develop to even bigger things. We have a huge development taking place in the suburbs of Quebec City. Montreal is getting a new airport. The Olympic Games will soon be here.

Now with all this prosperity, let me introduce a note of caution. Even if you wish to consign to history the last elections held in Quebec, keep in mind one important factor that came out of this electoral battle. The French-speaking consumer has come to grips with the reality that his dollar is worth just as much in French as it is in English and the wise advertiser should bear this in mind when planning future ad campaigns for this market.

The few extra dollars that a well-

planned and well-designed campaign may cost could prove to be a most worthwhile investment.

Just like the province itself, the television and radio industry in Quebec will boom as these are constantly present media. Their flexibility should provide them the opportunity to be among the first to capitalize on the pace of our economic development.

By present media I mean they are always *instantly available* to people. The mobile units in radio or TV have made broadcasting's presence a must everywhere and at any time. The live reports on events have equally contributed to the growing presence of these media.

The programming on each station has tremendously influenced the younger generation (at least as much as they've influenced it). The DJs show more alertness. The exchange lines on radio have made the listener a more important part of his world. The public interest in television shows and the increased general quality of Canadian productions all tend to make radio and TV more interesting for the viewers *and* for the advertisers.

Needless to say, the French-speaking viewer and listener holds a special place of his own in the number of hours spent with the broadcast media. Therefore Quebec stations have been in a somewhat better position to feel the opinion of the public. They've also been astute enough and persistent enough to change their programming drastically in certain instances to cater to their audiences as they perceived them. The result in general is programming that is very well patterned to its market. How some stations handle their programming, in fact, involves year round monitoring for stations, for advertisers and for advertising agencies.

But then, ad agencies are changing, adapting their operations to developments in Quebec. Some have major branch offices here, some have not or have closed their branch office. There are major differences.

I know some agencies work on a co-operative basis and I can see several pitfalls in such an operation unless each of the partners has non-competitive accounts. On the other hand, this arrangement may preempt one of the partners from pitching one account that would be strictly interested in the English-speaking market or vice versa because of conflicting accounts already being serviced by one of the two shops. Simple communications may also be a stumbling block but so far this has not been a noticeable problem.

While I admit that today, world communication is a matter of hours, not weeks, I do not share the view that advertising is the same the world over.

To exaggerate, I would challenge anyone to sell DeGaulle's Bubble Gum in the South of France. Basic advertising principles apply in general most anywhere; but motivations or sequence of motivations are what make one region very different from another. For example, women's lingerie — is it under-clothing or fashion? Toothpaste — cosmetic or cleanser?

Lovick has international affiliations throughout the world. However, each country's problems are discussed and analyzed in the light of local or regional values. That's what we do here in Montreal.

PART II — Allen Bowen,
vice-president and manager,
Lovick, Montreal

James Lovick Ltd. formed a Montreal subsidiary, Bowen Mann Limited, almost 2 years ago. It was set up apart from the agency since a new kind of operation, a new service group, was needed to provide product development assistance. In a word, to provide innovation in Quebec. The whole process of think tanking with outside experts and cross-pollinating ideas within a wide circle of advisors was a fairly new concept. Especially in this market. Now there is a complete product workshop operating independently from James Lovick. It has its own clients who may have other agency associations.

There are a few advertisers in the U.S. who have recently set up house agencies. This is an indication that some clients are "ahead" of some agencies — probably medium-sized agencies.

The large agency can provide complete services in marketing, creative strength, research, all media planning, public relations, experienced contact people and so on. The small agencies can offer a specialized service usually provided by the principal himself. He is often creative, or experienced in marketing, or a merchandising idea man. With expenses cut to the bone, he can compete. But the medium-sized agency has none of these strengths going for it and can't afford to add them. So clients themselves gear up with imaginative marketing men, outside media services, a creative boutique, a sales promotion consultant — or even a "built-in" agency.

Big agencies like Lovick tend to get bigger and provide more and more services so that the house agency is not a factor. However, new service opportunities are continuously coming up and our new product workshop is an example.

We don't try to channel media and creative assignments through Lovick. Since this is a different form of service, the media department is not normally required and the creative required is more likely to be by a product designer,

a package designer, or a concept visualizer.

There are cases where a new product eventually needs a promotional introduction. Then the client may want the assistance of a full-service agency.

Most of our assignments are in Quebec. But we range from coast to coast and we are working now on a project in the Arctic, and one in the Bahamas.

Our most recent client is the Government of the Bahamas and we have moved from these discussions to begin talks with one of the new African republics.

Here is an example of how we work in Quebec. A large international manufacturer of "printed" prefinished plywood was squeezed from two sides by a "real grain" plywood company and a printed hardboard manufacturer. To introduce a *real* product difference, we suggested printing colored finishes and our color consultant, Faber Birren, provided the trend tones.

We don't try to exaggerate the differences between Quebec and other markets. But they exist. So we exist to exploit them. In one sense we could be a model simulation of a growing trend (United States) towards small, special service groups of specialists, working as generalists. There's one important difference though. We're in our third year.

CKPM APPOINTMENT



W. O. Morrison

Mr. James A. Stewart, President and Managing Director of Confederation Broadcasting Ottawa Limited, owners of CKPM, wishes to announce the appointment of Mr. W. O. Morrison as Executive Vice-President and General Sales Manager, effective date July 1, 1970. Mr. Morrison brings to Radio Station CKPM many years of experience in the broadcasting field. He is associated with many business and charitable organizations in the City of Ottawa.

English Market within a French Market

Beginning with the publication of the booklet "The Twin Languages of Montreal", a multi-media study, in 1964, CFCF-TV and All-Canada Radio and Television has invested large sums of money and time in maintaining current, factual information on the French-English language mix in the Montreal Market.

Prior to 1964, there was little unanimity of opinion within companies as to the language-break ratio between French and English in the Montreal Market. As part of the research for the "Twin Language" presentation, a survey of 18 Toronto advertising agencies, and 14 Montreal agencies was conducted. The Toronto survey revealed an average acceptance of 71% French, and 28% English in the Montreal Metro Market. Individual estimates ranged from a 60/40 split in favor of

French, to a high of 85/15 in favor of French. One third of Toronto respondent agencies placed the ratio at 75% French, 25% English.

The average acceptance of language-split with the Montreal agencies was 58% French, 42% English, with much less fluctuation of opinion.

Based on figures compiled by McDonald Research Limited, the "Twin Language" study showed the language capability as follows:

	Percentage of Total Homes
Television Viewing	
French only	41%
English only	41%
Both English and French	13%
No viewing	4%
TOTAL	<u>100%</u>
ENGLISH	
CAPABILITY	44%

	Percentage of Total Homes
Radio Listening	
French only	48%
English only	37%
Both English and French	7%
No listening	8%
TOTAL	<u>100%</u>

ENGLISH	
CAPABILITY	54%

	Percentage of Total Homes
Publications (French & English dailies, weeklies and magazines)	
French only	41%
English only	38%
Both English and French	21%
TOTAL	<u>100%</u>

ENGLISH	
CAPABILITY	59%

**HERE IS A FACT
ABOUT
QUÉBEC CITY'S
MORNING
MEDIA PATTERN**

TOTAL AUDIENCE AT 8:00 A.M.*

can you afford to by-pass morning television any longer when rates are at their lowest?

* BBM, March 1970



For further details, "informez-vous". Call our reps.

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

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

These figures alone are considerably removed from the avowed agency ratios referred to above. When the bilingual factor was introduced, over 60% of Metro Montreal homes had an English capability, making them available to English-language advertising.

This first study maintained that a 55/45 formula would satisfy the need to reach consumers in the language they found comfortable, and even 50/50 would not be unrealistic in "tight budget" situations.

The Twin Language study also revealed, that Montreal department and grocery stores actually bought more space in English-language daily newspapers than they did in French-language dailies, with department stores placing 57% of their daily newspaper advertising in English-language papers.

The second research booklet published by CFCF-TV and All-Canada in March 1965, "60/40 in Montreal", was further corroboration of the earlier McDonald study, based on figures resulting from research commissioned from A. C. Nielsen Company and McDonald Research Limited. The Nielsen survey produced the following:

TV Homes — Metro Montreal

View French stations only	21%
View both French and English	56%
View English stations only	23%

It is interesting to note that the percentage of homes viewing in French only, or English only, was virtually equal. The Nielsen study further showed that bilingually speaking, 38% of French TV homes watched both English and French, and 18% of bilingual English TV homes watched both English and French. The end result of the Nielsen Survey pointed toward a 59/41% French/English language break for TV homes in Metro Montreal.

The McDonald survey of the same period agreed within narrow limits with the A. C. Nielsen data. It showed:

Percentage of Total Homes

French TV	51%
English TV	44%
Nil or not reported	5%

The two surveys averaged, showed: 55% of Metro Montreal homes were French TV homes

42% of Metro Montreal homes were English TV homes

The results of the "60/40 in Montreal" study, provided advertisers and agencies with a researched basis upon which to evaluate their French-English TV expenditures in Metro Montreal. The "60/40" study was widely accepted, and the station still receives frequent requests for copies of the "60/40" research booklet.

A third publication "Emerging TV

Continued on page 32

QUEBEC'S No. 1 RADIO SALESMAN!

In Quebec, the language of the majority is French. And the station the majority listens to most is CKVL, Number One radio in Quebec.

CKVL
delivers

- MORE ADULT MEN
 - MORE ADULT WOMEN
 - MORE TOTAL AUDIENCE
- THAN ANY OTHER STATION
IN QUEBEC.***

CKVL
50,000 hard-selling watts**
VERDUN-MONTREAL

Representatives: Radio & Television Sales Inc.,
Montreal-Toronto-Vancouver
Canadian Standard Broadcast Sales Inc., New York

*BBM, March 1970, full coverage area, whole day cumulative audience, Monday to Sunday 6 AM to 1 AM

**daytime

ONE? TWO? OR THREE?

RADIO STATIONS IN MONTREAL FRENCH...

A weekly budget of from \$900.00 to \$950.00 will buy from 10 to 18 breakfast spots on one of Montreal's top three radio stations:

CKAC \$900.00
Station "B" \$950.00
Station "C" \$935.00

Typical schedules from the March '70 BBM (F.C.A.) show these comparative reach and efficiency levels:

	Adults Reached (000)	CPM \$
CKAC	240.2	.93
Station "B"	251.4	1.38
Station "C"	288.5	.99

Reach is optimized, with no loss in efficiency, when CKAC is combined with one other (15 spots — \$925.00) or with both of the other stations (12 spots — \$920.00):

	Adults Reached (000)	CPM \$
CKAC + Stn. "B"	407.4	.90
CKAC + Stn. "B" + Stn. "C"	508.9	.99

Whatever your radio plan in French Montreal, you can extend reach, increase frequency or improve efficiency when you include



Our Representatives will make available details of these BBM March '70 R/F Studies (including Men, Women and Profile data) to assist you in budget allocation.



Continued from page 31

Reach Patterns/Metro Montreal", came out in 1969. The research was compiled by M. L. Thomas, former executive vice-president of the Marketing Data Corporation, an associate company of Gruneau Research Ltd., now research director of Southam Marketing Research Services, from source data supplied by BBM ballots from the November 1967 and February 1968 surveys. Every ballot, 3,797 from both surveys, was analyzed individually by computer.

The "Emerging TV Reach Patterns" booklet gives the most recent figures on television acceptance, as a medium in Metro Montreal, and indicates television reach for each individual station in the Montreal market. Detailed demographic break-outs are given for each station, and credit is given to each Montreal television station by call letters. The latest data on station viewing by men, women, adults and teens, is detailed in the study. French and bilingual viewing of English television is established, and the exclusive reach of each station in the market examined. Out of this study, CFCF-TV was able to declare that it reaches 118,400 men, 161,900 women and 53,760 teens; a total of 334,060 persons **not reached** by French television.

Since 1964, CFCF-TV and All-Canada Radio and Television has had a research project underway. The current study, which will be available for formal presentation to agencies and clients in a few weeks, was conducted by Southam Marketing Research Service, a Division of the Southam Business Publications Limited. It will be published under the title "French/English Language Comprehension Study of Metropolitan Montreal". The principle purpose of the study, is to establish a realistic measurement of the French/English language dexterity and comprehension in Metropolitan Montreal.

This latest study could result in a further reappraisal of TV budgeting in the Montreal market.

With the publication of all of these booklets, details of the studies were revealed in face-to-face presentations with clients and agencies in Montreal, Toronto, Vancouver and New York.

In today's competitive market, the efficient purchase of television time requires an increasingly heavy reliance on qualified scientific research. CFCF-TV is a fore-runner in this area, and is the only television station in the market, providing agencies and advertisers with independent research material on a continuing basis. All booklets are available on request.

Imperial Tobacco is pleased about the audience delivered — and the cost-per-thousand — of Groupe Un Quebec. Why don't you give us a try?

GROUPE UN QUEBEC

- | | |
|-----------------------|------------------------------|
| CFGT — Alma | CJMD — Chibougamau |
| CHVD — Dolbeau | CHLC — Hauterive |
| CFLM — La Tuque | CJSA — Ste. Agathe-des-Monts |
| CKLD — Thetford Mines | CFKL — Lac Megantic |
| CFDA — Victoriaville | CHGB — La Pocatiere |
| CKVM — Ville-Marie | CKVT — Temiscaming |

You have to live in Quebec to sell in Quebec

The following report tries not to be the usual definitive study of a major market area in our country. Instead, here are some fresh reflections on their experience with a great way of life. Comments by John Tomlinson, vice-president and media director of McCann-Erickson Advertising of Canada Ltd., also comments by David LaFerle, Associate Media Director, Toronto.

McCann in Montreal is one of Quebec's bigger agencies. Billings range between \$4 and \$4½ million. Because of recent changes in the tobacco industry's attitudes to cigarette advertising, the media mix at McCann Montreal is shifting to a 50:50 position for broadcast and print advertising.

About 12 accounts including Benson & Hedges are handled directly from the Montreal office; others like Coca-Cola Ltd. and Honda, based in Toronto, are also worked on in Montreal. The French Service Department handles all Quebec marketing and creative problems for many Toronto accounts.

Approximately 35 people man the Montreal branch with verve, complete competence and a high degree of inde-

pendence along reasonably traditional agency organization lines. The familiar key departments, account service, creative and media deliver their own decisions for their own problems, in both French and English.

McCann Toronto is much like Montreal but is also different. It has the usual agency organization and in addition it has "E Group." This is a mixture of creative and account service specialists working as generalists under Stuart Eaton, director of creative services. "E Group" is a special service arm working on a number of McCann accounts.

McCann, New York City, has gone much farther than Toronto, with five such groups called collaboratives, a 1969 move which has so far successfully de-functionalized key departments including the media arm.

What's it like inside Quebec? Unlike Toronto, where you live to work, the nice thing about Quebec is you work to live. And in Quebec, living has much to offer.

Very basic things like spending money are more fun than in Ontario. In many ways. It's really not how much you spend, but how much you get out of

spending beyond what you're buying.

Quebec lets you relax and enjoy the process of buying. The manner and the moment can be as important as what you buy or even where you buy it. So when you stop to buy some wine, you stop. Everything. And you think *why* you're buying it. So now you let yourself indulge in the art of selection. Which compares to the art of tasting.

Thus Montreal stores have comfort and quiet to merchandise along with products. This atmosphere is missing for the most part in Toronto.

It seems to us the whole process or act of making decisions in Montreal differs significantly from the approach maintained in Toronto.

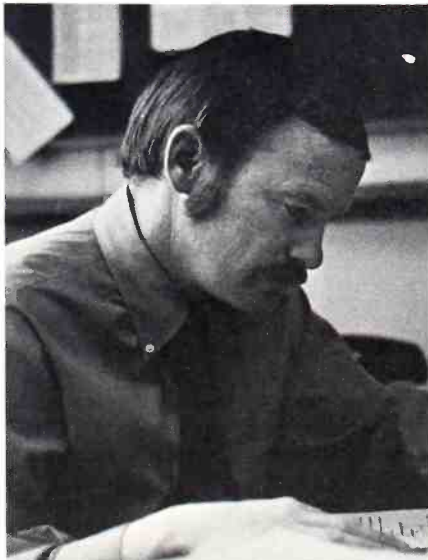
Toronto lives on apparently endless piles of statistics and documentation. Certainly this information back-up is just as available in Quebec. But there is a less rigid formality about the employment of facts, of the attitudes towards the exploitation of information. Along with any formal analysis of a situation, Quebecers tend to also include the subjective aspects of the problem. The personality or disposition of company management is hard to report statistically. But it has decisive bearing when you're trying to make a sale. Toronto has almost a drug-like concern for making ever more dollars. Montreal is just as conscientious but with a bit of flair added. Example? Ebullient Mayor Drapeau. He's making money for Quebec.

There's a very rich strain of aggressiveness in that province. Outside of Hollywood and New York City, Montreal ranks as the third largest TV and film production centre in North America. It's large and dynamic as this, not just because it's needed. It's wanted!

Late in 1968 a small Montreal film distributor-and-producer put together a new company called Cinepix. The president, John Dunning, proceeded to complete and market a feature film called *Valérie* at a cost of \$85,000. Result? Smash hit and financial success especially outside Quebec.

Financially assisted by the Canadian Film Development Corporation, Dunning with writer/director Denis Herouz, made a second feature called *L'Initiation*. Same results. *More* profits. And a growing English-speaking audience outside Quebec. Their third film soon to be released is called *Love is a 4-letter word*. Pictures four and five are planned for full North American distribution. Like the first three, they'll probably involve a fair bit of satirical sex, shots at the establishment, and some comedy. Together, they become almost a whole new industry. With a world-wide market.

If Quebec can produce what *anybody* wants, she can also resolutely produce



Both John Tomlinson (left) and David LaFerle spent two years in McCann's media department in Montreal. Starting in August, LaFerle rejoins the agency's Toronto office to become associate media director and to manage the media research function for both Toronto and Montreal offices. Replacing him in Montreal is Jim Melville.

Continued on page 34

what she alone wants. Starting this fall, probably September, a new magazine is scheduled for publication called *Projection*. It will be something like *Playboy* but primarily designed for Quebec readers. Replacing the *Playboy* bunny will be the *Projection* lips. OK. But our feeling about that is maybe commercial symbolism in Quebec is slightly more direct than in some other parts of the world. To us, this proves that if Quebecers lack *anything* in formalized business experience, they more than make up for it in feel. Intuition is one of their greatest assets.

WE ANSWER YOUR TELEPHONE DAY AND NIGHT BUSINESS or RESIDENCE

NEW!
PAGETTE RADIO PAGING
one-way radio tone-
signal, or tone-signal plus voice message

TAS
communications services

TORONTO 924-4471 OTTAWA 237-6262 MONTREAL 866-6921

TAS 70-1

Both the newspaper industry and the broadcasting industry in Quebec are booming. One of the largest newspaper cities in North America is the city of Montreal. (Sometimes you have to keep comparing Quebec to North America.)

There are dailies and weeklies for every kind of taste, all kinds of interests, every type of market and product. And if Quebecers aren't reading, they're watching or listening. And if they're not doing that, they're enjoying something else. Because, going back to the beginning of our interview, the idea behind it all is to live. Everything else comes second. Which is maybe one reason why Quebec is first in so many areas.

The people in Quebec love their own shows and especially their own performers. They have their own 'star' system, but not the same as what's in effect in the States. It's not because of the smaller size of the market either. When they like someone, they want to know him or her better, to get closer to the individual. They really want to *know* this person.

Undoubtedly, when the entertainment industry hits its stride with the film and broadcast industries, Quebec is going to export a large scale international influence.

John and I have each spent better than two years working out of Montreal.

Simply put, we learned a helluva lot about Quebec. No one really can do business successfully in this province without not only knowing about it, but *feeling* something about it.

Our job at McCann Montreal involved media selection and purchase. But this is just part of it. Anyone with a copy of *Canadian Advertising Rates and Data* plus common sense can sit down and select a fairly good buy. With a little experience, say three or four years, you probably have a good buyer on your staff. But to become a good planner and eventually go on up the ladder, you have to know a lot more than simply statistics. You have to feel the market, listen to the stations, know something about the people listening to the stations, understand how they react, why they react the way they do, what they want, what they don't want, why they prefer the lives they lead over what they understand to be the lives we lead. You have to *live* there.

So it would seem Quebec is a completely different part of Canada. If your business is Canada, you have to *know* Quebec. Understanding it is vital. McCann sent us to live there to get this kind of understanding. It's as primitive as that. And it was great.

Where else would we like to live? San Francisco sounds nice.

les
**Bonnes
Nouvelles!**
toujours !

par

BROADCAST NEWS

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

Maintenant . . .
Le FM "Qui parle et
qui chante"



Now . . .
The FM "That talks
and sings"

CFGL/FM

Montréal — Laval

Le #1 FM Français
dans le Grand Montréal
est représenté par :



The #1 French FM
in Greater Montreal
is represented by :



PAUL MULVIHILL & CO. LIMITED
Toronto, Montreal

the age of the cassette



H. A. (Hank) Skinner is President of the marketing consultants firm of Skinner, Thomas & Associates Ltd., Toronto.

Some time during the decade of the seventies, advertisers are going to start to lose their audiences. Not that people are going to disappear. People are going to become programmers of their own, with or without commercial content! But at their discretion.

The age of the cassette is upon us, and let the television, radio and movie people beware. Already the cassette is in evidence in tape recorders and on car radio stereos. Japanese manufacturers have already introduced a film. Next you will get it in radio and television where people can simply buy or rent the program of their choice, without the necessity of commercial messages.

And the broadcast industry has only itself to blame, because they have been greedy, have plugged both radio and television full of commercial messages which, in themselves, are often tedious, dull, unimaginative and an insult to the intelligence of many people.

But the fault is also at the doorstep of the agencies and advertisers. The consumer can't get away from them — now — but soon the advertiser is going to lose most of his audience — not altogether, but in most cases the middle and upper class who can afford their own programming, and more importantly, the ability to buy product.

How then will advertisers get to these people? Probably by organizing themselves to merchandise commercial cassettes which have programming, along with announcements which are limited in number, coupled with an improvement in quality.

Let's look at programming today. We have a pot pourri of educational, sports, comedy, theatre and quizzes day by day. In addition, there is radio with its disc jockeys, news, commentator shows and specials. Then there are movies, theatre, festivals, rock 'n roll. All of these compete for the consumer dollar, either directly or indirectly.

In the case of the latter group, we are freed of commercial content, but at the cost of an admission ticket. We could stay home, save \$3.00 or more, but be

delayed by deodorant, aspirin, car, cigarette and other meaningless messages, in the most partly badly produced.

The delightful alternative open to us all soon will be to buy a movie or show, devoid of commercial content, which we can see from beginning to end without interruption, on our own television sets.

Certainly the cost of a movie may be \$15.00 or even more. No problem, you simply arrange a movie night for 15 adults at \$1.00 a head, or sell it after you have finished to a neighbor for \$13.00. Your cost is \$2.00 for the night, but it has saved babysitters' fees, car mileage, parking, theatre tickets, and probably a drink out afterward.

So obviously cassettes are going to have appeal. Therefore, prime time audiences — 7:30 to 11:00 P.M. — are going to shrink in volume. Suddenly advertisers will find the CPM going up. Their reaction will be to divert to other areas of advertising impact. Radio will hardly suffice, since cassettes will allow continuous music for background effect.

Radio's impact will probably resolve itself around the major newscast times — but how many more commercials can you plug in between 7:00 and 9:00 A.M. Monday through Friday?

It's time that advertising agencies, and the communications industry sat down and decided what avenue of approach should be followed. Should agencies, radio and television produce cassettes for home viewing, which would include commercials (at a lower price), in order to compete with non-commercial programming? Or will it be the salvation of the movie and independent television producers, who will have a totally new audience? An audience which declines present television programming or the lack-lustre efforts of the movie industry.

If one really wanted to be analytical and objective, the idea of the film cassette has great potential and appeal. Uninterrupted programming, at the discretion of the viewer, will allow for more selective viewing, and a need for better production.

One can go on further to suggest

that there is nothing to prevent the newspaper industry from substituting film cassettes for the daily paper, to be delivered every day at 7:00 A.M. Simply insert the cassette in the set while at breakfast, and the news is there, without editorial comment or commercial messages. Even the weather is covered. The traffic reports in metropolitan areas today are so monotonous that one need never listen to know what routes to avoid.

The CRTC rulings on Canadian content really won't have much bearing in the future. People will have the opportunity to avoid the whole fishy-smelling mess by choosing their own programming requirements.

What Canadian broadcasters should do is ignore government control over Canadian content, and devote their attention to how to attract an audience ten years from today. Commercial radio/TV as we know it today will be head-to-head against a private programming system which has more appeal and a bigger audience.

One of the great advantages will be the increasing impact of educational programming which can be afforded by either film or tape cassettes.

Great strides are being made by educational television today in developing better programming to appeal to a greater mass of people. This ability to see the world in which we all live on an educational basis will have vast appeal to millions.

The avoidance of commercial content will enhance its value.



From the standpoint of the sports enthusiast, the cassette will provide the "instant" replay without the overtones of sponsorship. Key plays, races, shots, etc. can be replayed over and over again for the fanatic. A missed event can always be picked up tomorrow. Live telecasts can be recorded and sold to the public, along with all those other events of popular interest. But the public will undoubtedly ask that what they buy is free of contamination.

I am very well aware that commercials sustain and support radio and television. They, the sponsors, bring us all great entertainment. But unfortunately, all that is good is tarnished by the greed of networks, stations and individuals. The public, given the opportunity, will gladly pay for the choice of free programming.

Thus broadcasters had better forget their provincialism and concentrate on the future of their investments. A way to compete, to attract advertising dollars is going to require the ingenuity of all management in broadcasting.

Competitors are at work. They have a new concept to sell. One with appeal. What counter offer will today's broadcasters offer?

CLASSIFIED

<p>WANTED IMMEDIATELY</p> <p>Young, energetic sales oriented manager for Vancouver Island Radio Station.</p> <p>Box 360, Broadcaster</p>	<p>Young, aggressive, married man with 7 years' radio experience seeks position in production or music department. (514) 473-9450.</p>	<p>AVAILABLE</p> <p>Excellent production manager, music director available now. Production tape and resume sent on request.</p> <p>Box 363, Broadcaster</p>
<p>FOR SALE</p> <p>One K. H. Station in British Columbia.</p> <p>Box 361, Broadcaster</p>	<p>ENGINEER FOR CHUM</p> <p>Engineer with radio station experience required to specialize in installation and maintenance of studio equipment. Apply in writing only to George Jones, Chief Engineer, CHUM, 1331 Yonge Street, Toronto 7.</p>	<p>PRODUCTION ASSISTANT</p> <p>Required by the London Board of Education to work in the area of high quality television programming and student training. Must have desire to perform several diversified functions, but some professional experience is necessary in studio production, graphic arts or 16mm photography. Starting salary \$6500. to \$7500. Excellent fringe benefits. Opportunity for advancement. Send resume to:</p> <p>Production Supervisor Educational Television Centre 380 Maitland Street London 14, Ontario</p>
<p>Two-half years' experience. Looking for work in the West and/or Coast. Doing Radio-TV News, in Radio 10,000, TV (6 chl) 100,000 watts. Resume and tape upon request.</p> <p>Box 362, Broadcaster</p>	<p>NIAGARA PENINSULA RADIO STATION</p> <p>is looking for an experienced, clever, witty, imaginative copy writer capable of "doing their own thing" to join a creative team. Excellent fringe benefits. Ideal, friendly working conditions. Send "your thing" to:</p> <p>Box 356, Broadcaster</p>	<p>Ambitious, intelligent, 26-year-old broadcaster with wide talents and varied experience wishes to return to the business after 1 year at university.</p> <p>Qualifications include announce duties on AM, FM and TV in both private complex and on CBC network out of Toronto. One time program director of FM station. Extensive exposure to news, promotion, production and middle management responsibilities. Pleasant middle range voice with professional, unaffected style. Impeccable diction and pronunciation.</p> <p>Personable, responsible, attractive. Willing to relocate anywhere with middle or large size operation.</p> <p>Available immediately. Rockers need not apply. For complete resume and tape:</p> <p>Box 359, Broadcaster</p>
<p>AVAILABLE</p> <p>Announcer, 2 years' experience. Personality-type ad-libber. Also copy and sales experience. Call Dave (416) 622-2803 or write 28 Koos Road, Etobicoke 652, Ontario.</p>	<p>PRODUCTION RECORDING ENGINEER</p> <p>Contemporary Top 40 Station in large Southern Ontario Market. The man we are looking for should be knowledgeable in all areas of recording, must be of a creative nature and capable of producing the best — with the finest equipment. If you have a photo include it with a resume of your experience, education and salary requirements.</p> <p>Box 357, Broadcaster</p>	<p>AD GIRLS FOR AD MEN</p>  <p>CALL JANESE OLIVER For specialized staff in Radio, Television, Advertising, etc.</p> <p>THE GIBSON GIRL (Also Gibson male division) 57 Bloor West, Toronto, 924-7392</p>
<p>AVAILABLE IMMEDIATELY NEWS DIRECTOR — NEWSMAN</p> <p>25-years' experience to blend in with your operations for challenging offer.</p> <p>Bill Falkner 995 Ducharme Windsor 22, Ontario</p>	<p>METRO TORONTO STATION URGENTLY REQUIRES WEEKEND SUPERVISOR</p> <p>Applicants must be at least 25 years of age, thoroughly experienced in broadcasting and must be available Saturdays and Sundays from 9-5 on a continuing basis. Good starting salary.</p> <p>Box 355, Broadcaster</p>	<p>A MAJOR TORONTO STATION REQUIRES CHIEF ENGINEER</p> <p>Must be thoroughly experienced in AM & FM transmitter maintenance and capable of efficiently supervising studio technician staff. Good starting salary, all company benefits. References required.</p> <p>Box 354, Broadcaster</p>
<p>WANTED</p> <p>Award-winning Alberta station looking for crackerjack sign-on Morning Radio newsmen. Participation in TV News and Public Affairs programming assured.</p> <p>Send on-air Radio audition tape, picture, background, references to:</p> <p>Box 358, Broadcaster</p>	<p>AD GIRLS FOR AD MEN</p>  <p>CALL JANESE OLIVER For specialized staff in Radio, Television, Advertising, etc.</p> <p>THE GIBSON GIRL (Also Gibson male division) 57 Bloor West, Toronto, 924-7392</p>	

He learned while earning



Everything happened to Guy Royal, when he moved from the Montreal manager's office of Stephens & Towndrow to Toronto where he arrived this month to take over the presidency of this national sales representative organization.

First of all, seven of the staff left to set up their own company, but Guy says he only lost one station, CKFH Toronto, and he has practically re-staffed already.

Things have been happening to this 38-year-old rep since before he wormed his way into radio and CJCB Sydney back in 1953.

Before this, in the late forties, with a background of amateur show business, he got into the Sun Life Assurance Company as the youngest agent-trainee they had ever had. They had a

new sales-training program, entailing the use of a tape-recorder and a scripted sales pitch. They let him lock himself in a sound-proof room for an hour a day and listen to his own telephone technique off the tape.

While on holiday in 1953, he auditioned for CJCB and that July started there as an announcer. The station's policy for announcers was for each of them to do the copy-writing for a number of accounts. He feels now this provided him with excellent training.

In 1955, he took off with CJCB's morning man, Bill Davis, who was to be manager of a yet-to-go-on-the-air station at Bathurst, N.B. Guy's job here was chief announcer, copy chief, disc jockey, billing clerk and floor sweeper.

Seven months later, he left for

CKCW Moncton, where Fred Lynds gave him a crack at the morning show.

Guy says the only snag here was that he finished work at the studios at 11 each morning, and as his wife didn't want him hanging around the house, he kept begging Fred to give him something else to do. "Finally they let me go out and sell during the day", he said, "which meant I did my morning show from 6 a.m. to 9 a.m., and then went out selling from 9 till 5."

When the CKCW sales manager resigned in 1956, they took Guy off the morning show, to devote all his time to sales.

Next — it was in 1957 — Guy decided it was time for him to storm the Toronto citadel. He tried, but without success, so he took a shot at Montreal, where all he accomplished was a car accident, which put him in hospital for ten days.

Back in Moncton for a year, in July, 1958, he got himself an offer from CFCF Montreal, on the sales staff. The starting salary was half what he had been making in Moncton, but he was out for experience, and decided that, for the time being, the money didn't matter.

Next, word came that Geoff Stirling was going to get a Montreal license for CKGM. "I had always been an admirer of Geoff's", Guy said, "and I eagerly wanted to work with such an exciting personality."

Stirling took him on in September, 1959, as local sales manager. Before he left in December, 1961, he was national sales manager.

When he left CKGM to go to Stephens & Towndrow, the parting was only a partial one, because S & T had CKGM high on their list of represented stations.

Due to his father's death when Guy was 17, this second oldest son of a family of eight was too busy playing the role of provider to graduate from high school. "However", he says, "I did continue to educate myself as I went along. I took and completed an advertising course with the Montreal Ad Club and also a layman's law course at McGill in 1962. But most of all I learned while working.

"Someone once told me," he said, "that the second best way to learn about business is out of a book."

In the course of his non-stop business career, Guy Royal and his wife, Marina, have produced four daughters, April (15), Madeline (13), Julie (7) and Cathy (5). "Maybe I lit on the best way", he quipped.

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Dick Lewis

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