

THE CANADIAN

broadcaster

APRIL 11, 1968



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AMPEX

APRIL 11, 1968
Volume 27
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A.C.A. GOLD MEDAL AWARD JURY



MONTREAL RADIO-TELEVISION PIONEERS

TOP PHOTO: The Gold Medal Award Jury, of the Association of Canadian Advertisers, that will decide who wins the ACA Gold Medal Award for having made the most significant contribution to the advertising industry in 1967. The medal will be presented at the ACA convention opening April 29 at the Royal York Hotel, Toronto. Left to right: Douglas W. McIntyre, general manager, Canadian Weekly Newspapers Association, Toronto; W.R. Adamson, director, Graphic Arts Industries Association and president, Mono Lino Typesetting Company Limited, Toronto; Ross C. Ainsworth, general manager, Outdoor Advertising Association of Canada, Toronto; F.G. Brander, president, Periodical Press Association, publisher, *Maclean's* Magazine, Toronto; Allan E. Ross, outgoing president of ACA, advertising manager, The Goodyear Tire & Rubber Company of Canada Limited, Toronto; B.C. Legate, managing director, ACA; J.F. Glasier, chairman of the award jury, advertising manager, Ford Motor Company of Canada Limited, Oakville; D. A. Bannerman, director, Canadian Daily Newspaper Publishers Association, advertising sales manager, *The Toronto Daily Star*; C. Warren Reynolds,

representing the Institute of Canadian Advertising, president, Ronalds-Reynolds & Co. Ltd., Toronto; W. O. Crampton, representing the Canadian Association of Broadcasters, TV consultant to CFRB Toronto; Marce Munro, director of news and public affairs, CBC, Toronto.

BOTTOM PHOTO: Members of the Montreal Radio-Television Pioneers, who met recently at the Château Champlain to congratulate three well-known broadcasters, Vic George, Len Spencer and Marcel Ouimet, on their retirement from active participation in the industry. Left to right, seated: Mac McCurdy (CJAD), Jack Tietolman (CKVL), Vic George, Paul L'Anglais (CFTM-TV), Len Spencer, Aurèle Pelletier (CHRC Quebec). Standing: Phil Lalonde, Ferdinand Biondi, Corey Thomson (CKVL), Gérard Lamarche, Marcel Paré (Publicity Services), Yves Bourassa (B.C.P. Advertising), Jean Lalonde (CJLR St. Jerome), Roy Malouin, Alphonse Gauthier, Marcel Provost (CKVL), Joe McDougall (Public Relations Services), Bill Harwood (Omega Films). (Marcel Ouimet was unavoidably absent due to the illness of Mrs. Ouimet.)

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■■ IN A SUPREME COURT DECISION handed down in Ottawa, it was ruled that the CTV Network does not have to pay CAPAC fees for musical works contained in network shows it distributes to its affiliated stations. TV stations belonging to the network already pay fees to CAPAC, the court decided.

CAPAC, which collects royalty fees for its members, filed a tariff in 1962 charging CTV a general license of 1½ per cent of the gross amount it receives for network shows, less the amount it pays to affiliated stations. CTV objected, and refused to take out a license. CAPAC then took action, charging infringement of copyright. Mr. Justice Louis-Philippe Pigeon, writing the unanimous judgment, noted that CTV delivers programs to affiliates by shipping a copy of a videotape or over microwave facilities provided by Bell Canada. In all cases, the delivery was not a public performance but a private act of distribution.

Licenses held by the affiliates gave them the right to "perform the works through television broadcasts. The authorization to make use of the copyright...was given by CAPAC to the affiliated stations and it cannot be said to proceed from CTV," said Mr. Justice Pigeon. "CTV effectively provided the means of doing that which CAPAC had authorized," he said.

ANNOUNCEMENT



L. M. NICHOLS

John Bassett, President and Chairman of the Board of Baton Broadcasting Limited, announces, the appointment of L. M. Nichols to the position of Vice President: Finance and Administration. Mr. Nichols was previously Vice President: Finance and his new responsibilities will become effective April 1.

■■ NEW PRESIDENT of the British Columbia Association of Broadcasters is Don M.E. Hamilton, manager, CKLG-AM-FM Vancouver, who is currently chairman of the FM advisory committee, CAB. He succeeds W.A. (Bill) Speers, vice-president, Selkirk Holdings Ltd.

Hamilton was appointed to the board of directors of the CAB for a two-year term, Speers for one year.

Elected vice-president was Ralph J. Robinson, manager, CKOK-AM-FM, Penticton. Directors are J.P. (Joe) Kobluk, manager, CJAT Trail and Ray Peters, president and general manager, CHAN-TV Vancouver.

■■ W.A. (BILL) SPEERS, vice-president, Selkirk Holdings Ltd., immediate past president, BCAB, was chosen to represent B.C.'s private broadcasting stations on the board of directors of Broadcast News Ltd., for a second two-year term, during a meeting of station managers held at the BCAB convention.

■■ RADIO-QUEBEC, the provincially-run radio and TV network, announced by Premier Daniel Johnson, might one day be linked to the Canadian Communications Satellite System, proposed in the federal government's White Paper (see page 16).

The Quebec premier told newsmen that the province is very interested in plans for the proposed \$100 million satellite telecommunications system. He said Radio-Québec, the provincial educational network designed to begin operations later this year, might eventually be joined to the Canadian system. Johnson also said that Radio-Québec, which will eventually broadcast in French, across the province, will join France's satellite communications system when it goes into operation in 1971.

■■ REID FORSEE, 64, senior radio producer for the CBC, Toronto, well-known for his public affairs and institutional programs, and a long time proponent of highway safety, was killed in a fiery two-car automobile crash on Highway 11, north of Toronto, near Barrie, March 30.

Forsee and his wife, Doris, 56, who was also killed, were on their way north to check on their summer cottage. Their car crashed broadside into a car driven by Lawrence Maloney, 24, an art director for CFCH-TV North Bay, as Maloney's car, proceeding south, suddenly swerved across the highway directly in front of the oncoming Forsee car. Maloney, too, died in the wreckage, as his car burst into flames. Maloney was on his way to his

parents' home in Burlington. The Forsees lived in Oakville.

Reid Forsee was due to retire in less than a year. He joined the CBC in 1938.

He had produced the award-winning weekly *Safety Clinic* radio program since 1946, and held the Service to Safety CHSC award. He was a former chairman of Oakville Safety Council.

Forsee was probably best-known for his Sunday morning *Neighborly News* program, for which he began as announcer in 1940, and eventually became the producer. He was also associated with *Court of Opinion*, *Plain Talk*, *Christian Frontiers* and *Playback*, the annual Old Time Fiddlers' Contest broadcast from Shelburne each fall, which he originated, and many special events such as the Royal Visits.

The Forsees are survived by their two sons, John and David.

■■ LOYOLA COLLEGE, MONTREAL now has two fully-equipped radio studios and one TV studio for its Communications Arts department.

British General Electric Co. (Canadian) Ltd., Don Mills, Ont. has just completed installation of two McCurdy SS.4360 audio consoles, complete with turntables and intercom, and a modified SS.2400 with announcer turret.

The installation is complete to full broadcast control room standards, enabling students to gain first-hand experience in operational technique.

■■ THE ONLY MONTREAL RADIO STATION to again send a news team to the provincial capital for direct coverage of the budget, CJAD was on the air minutes after Premier Johnson read his speech in the legislature. As the premier spoke to the members, he was also heard over CJAD, being interviewed on the most important points in the budget. The recorded interview was done by CJAD's director of special events, Sidney Margles, during the "lock-up" where newsmen are briefed ahead of time on the contents of the budget address. The station used broadcast lines to bridge the 165 miles between Montreal and Quebec City.

■■ FOR OUTSTANDING ACHIEVEMENT in TV news reporting, CFPL-TV London, Ont. will be presented with a National Headliner Award in Atlantic City, N.J. April 20. Ron Laidlaw, CFPL-TV news director, will accept the award, the fourth Canadian recipient since the

awards were established in the U.S. in 1935, and which have honored more than 700, including individual writers, newspapers, radio and TV stations, radio and TV networks, news syndicates, magazines, newsreel and TV news cameramen, and press photographers.

The award to CFPL-TV's news department was made for consistently outstanding local television coverage of news events in cities under 300,000 population. Specific mention was made for CFPL-TV's film presentation *The Final Hours of Expo '67*, showing the people's reaction, not the ceremonies, which CFPL-TV carried live and in color.

■ ■ **VICKERS & BENSON LTD.** has been appointed to handle advertising and promotion for the confectionery and ice cream lines of William Neilson Ltd., Toronto. The account was formerly handled by F.H. Hayhurst Co. Ltd., to whom tribute was paid by A.R. Chadsey, vice-president, marketing, William Neilson Ltd., "for the depth and excellence of its advertising service." The change was brought about by new emphasis being laid on marketing by the Neilson organization.

Murray Black, V & B account supervisor, will be working on the account with A.R. Walker, Neilson's ad manager. Planning will begin immediately for programs to take effect on completion of the current spring-summer promotions for which Hayhurst is responsible.

■ ■ **THE POPULARITY OF TV WESTERNS** is reflected in the signing of 18 Canadian markets for *Western Star Theater*, re-titled episodes of *Death Valley Days*, says the distributor, Peter M. Robeck & Company, 230 Park Avenue, New York City. Latest acquisitions are CJIC-TV Sault Ste. Marie, Ont.; CJON-TV St. John's, Nfld.; CJCH-TV Halifax, N.S.; CKSO-TV Sudbury, Ont.; CJDC-TV Dawson Creek, B.C.; CKNX-TV Wingham, Ont.; and CJOH-TV Ottawa.

The first-run *Western Star Theater* is chasing the track record clocked by its two predecessors, also released in Canada, *The Pioneers* and *Trails West*, with 563 licenses in 206 markets in the U.S. and Canada. The 68 *Western Star Theater* episodes, hosted by Rory Calhoun, featuring guest roles played by top Hollywood stars, brings the total to 272 re-titled half-hours now available in Canada at no dollar cost to stations under a unique program exchange plan.

■ ■ **AMENDMENTS** to the Libel and Slander Act that give broadcasting stations a course similar to newspapers and periodicals to make amends in libel and slander actions were

introduced in the British Columbia legislature last Friday. B.C. Attorney-General Robert Bonner said in introducing the bill that stations would have the same course open to them as newspapers to mitigate damages in the event they libel or slander someone.

Under the act, newspapers may publish retractions in mitigation or to make amends to show that libel was published without malice and without gross negligence.

The amendments give to broadcasting stations the same course of using a correction and retraction to provide identical mitigating benefits.

The amendment also declares that the name of the proprietor or publisher of a newspaper must be carried at the head of the paper's editorials or on the front page, if the newspaper is to continue to have at its disposal procedures for making amends or mitigating damages. In the case of a broadcasting station, the station must give notice of proprietors' names.

Bonner declined to comment outside the House when asked if the amendment was designed because of the growth of radio hot-line shows, but said the bill "was requested by members of the broadcasting industry."

■ ■ **ADDING TO THE TEAM** of Fowler & Trumper, Toronto-based ad agency, Stan Kent, formerly creative group head at James Lovick Ltd., has become a vice-president in creative consultancy.

Kent, a former practising lawyer, has a solid background in the advertising field, with many years in the copyrighting end. He was previously associated with John Bradley Ltd., King City, as vice-president, following a stint with Cockfield, Brown & Co. Ltd. He began his career in the U.S. with Montgomery Ward, later going to a small agency in Saginaw, Mich., from which he came to Canada.

■ ■ **CANADIANS ATTENDING** the NAFMB convention in Chicago included Hugh Bachelor, of the Canadian Radio-Television Commission; Hugh Davidson, assistant radio network program director, CBC, Toronto; Ross McCreath, vice-president and general manager, All-Canada Radio & Television, Toronto; Andy McDermott, president, and Paul McDermott, Radio & Television Sales Inc., Toronto; Jack Tietolman, president, Radio Futura Ltd., CKVL-AM-FM Verdun (Montreal); Mike Stephens, manager, CKWW-FM Windsor, Ont.; Ted Rogers, president, CHFI-AM-FM Toronto, CHAM Hamilton; Don M.E. Hamilton, manager, CKLG-AM-FM Vancouver, chairman, FM Advisory Committee, CAB, and newly-elected president, CBAB; Don MacDonald, program director, CFCA-FM, Kitchener-Waterloo, Ont.; G.W. Bascombe, program director, CFQR-FM Montreal; Bill Ballentine, manager, CKFM Toronto; Nels Gardiner, engineer, CBL Toronto.

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for the

NEW

MONTHLY

broadcaster

BETTER in modern format, paper, printing and more pages

BETTER in local, national and international coverage of the whole, wide, wonderful world of broadcasting.

BETTER in presenting the facts and the facts behind the facts

BETTER in recruiting experts to express their views and report their experiences, keeping you ahead of developments which are continuously occurring and making broadcasting the truly modern medium

BETTER in producing a major magazine with a comprehensive industry report, designed to inform, not only broadcasters, but advertising people and everyone whose businesses are or could be benefited by broadcast advertising.

BETTER in providing an advertising market place for those who sell broadcast advertising and allied services, broadcast equipment and other supplies

BETTER because The Canadian Broadcaster is the single concern of its publishers, whose only interest is serving the industry and its clients

Broadcasting is our business

Publication on the present twice-monthly basis will continue until the issue of May 23. The first of the Bigger and Better Monthlies will appear June 12.

*An advertisement of
The Canadian Broadcaster*

OPINION

CKMI-TV Quebec City

"Despite the Premier's (Daniel Johnson) trip to New York and his assurance that Quebec was not intending to secede, many investors remain uneasy...This Province needs capital and more capital. We must assure these investors not only for a short period but on a long-term basis. At the present time new capital investment in Quebec is down by 5.8 per cent while Canada as a whole increased by 4.7 per cent. It is obvious then that the political climate here is not good, and President deGaulle's fauz-pas last summer didn't help matters. Mr. Johnson is walking a tight rope. He must be a champion of constitutional rights for nationalistic Quebec, but on the other hand, uphold an anti-separatist conviction. Any alternative will pull the plug on Quebec's economic growth. The Premier has a tough job to pull this one...but it can be done."

CFOX Montreal Lakeshore

"...live broadcast coverage of House of Commons sessions would surely have some advantageous effects. Absenteeism would certainly be reduced—every member of parliament would want his constituents to see him in his seat at every possible opportunity."

RALPH PASHLEY

CKDA Victoria

"The secret ballot is, in my opinion, the only way to get the right opinion of the members. There isn't one union leader who, if asked if he would like our laws of voting for federal, provincial or municipal governments changed to open votes instead of secret ballots, who wouldn't complain to the sky. But at the same time these same union leaders are, I'm sure, looking forward to the day when the open vote can be legal. The day that this happens, and the day that it's constituted will be a black day for the union rank and file. They will have lost what they gained: their right to vote as their conscience tells them they must, instead of their fear telling them what they reluctantly should.

RALPH PASHLEY

CKDA, Victoria, B.C.

"I'm starting a new slogan. It goes like this. 'Help our people to help themselves.' How do we go about this business and make it work? Well, we start off by having our unions working for humanity instead of themselves. We have our unions look at every person on welfare and figure out how they can be taught and used. At this stage of the game, there will be no money involved. The only dollars given will be by the government. The employer and union will provide the training and nothing more. The work done by the individual involved will be dollar free. Thus we will have built, eventually, a prosperous, working nation, a nation of happy people—all working and seldom quarreling."

Is broadcast regulation for the people or the bureaucrats?

There is one system of regulation which should be applied to the business of broadcasting in greater degree, and it has nothing to do with the Board of Broadcast Governors or the Canadian Radio and Television Commission either.

Stated flatly, it is a plain matter of common sense.

As we quoted the new BBG/CRTC chairman, Pierre Juneau, as saying, in our last issue, "good taste and morals are the responsibility of the individual stations."

We hope he meant it.

It goes farther than this though. Perhaps, to an even greater degree, the very definite responsibility and the sole responsibility lies with the audience who, whatever their IQ, can surely be depended, for their own sake as well as that of their children, to give distasteful programs — distasteful to them that is — the treatment they deserve — a click of the switch.

It is our considered opinion that regulation and controls in this area cannot and never will work effectively.

Commercial broadcasting depends for its financial success on advertising revenue. Advertisers buy the radio and television media on the basis of the size of the audience. Stations broadcasting distasteful or otherwise undesirable programs will lose their audience, and so their advertising, regardless of all the rules and regulations in the world. In a democratic community, is this not the most desirable situation?

Just as the banning of a "dirty" book is the best kind of sales promotion for that book, prohibition of "way-out" or "avant-garde" programs, or whatever you want to call them, especially ones broadcast south of the border, just builds audience for the U.S. or other stations which carry them.

This sort of thing started in the Garden of Eden, where the "forbidden fruit" just clamored to be eaten.

Here is another example. The introduction of prohibition to North America, through the Volstead Act in 1919, added the crime of bootlegging to the Criminal Code. It made drinking an "in-thing" with the young crowd, which wouldn't think of going to a party without a flask on its hip, and regularly paraded out to its cars between dances, for a swig of what must have been, to it, the filthy stuff.

Today the young rebels — hippies they are called now — may grow long hair and beards, fly in the face of

established convention (which might be a good idea at that), but with liquor a staple and easily obtainable commodity, their hangouts are coffee houses, not speak-easies, and their drinks — coffee.

What we have been living through since the prohibition experiment — perhaps since the Garden of Eden even — has been a process of finding things to ban.

The procedure has been to pick on some commodity which some people — just some, mind you — are given to abusing. Then we make rules and regulations, write statutes into the constitution, designed to curb the few abusers by denying the sane and the sound the pleasure of a social drink, a naughty book or a racy program.

It doesn't make sense, because good and evil are a matter of opinion. It doesn't make sense, because the experience is that prohibiting — prohibiting *anything* — does not react as a deterrent.

Actually liquor and dirty books are only two of innumerable examples of how prohibiting something immediately makes it desirable and fun to acquire.

Theoretically, in broadcasting, the BBG's province has been to regulate an industry the way the public, which bears the cost, would like to see it regulated. In other words, they are appointed to speak for the public.

Yet the average age of the five full-time (voting) members of the new CRTC is nearly 50, way over that of the viewers and listeners. In addition to this, their age, education and other academic qualifications — and consequently their tastes — place them in another world from the people to whose desires they are supposed to cater.

Only one of the CRTC's full time members, the vice-chairman, Harry J. Boyle, comes right out of broadcasting, and his connection has been strictly with the CBC and on the program and non-commercial side.

Centuries ago, Moses gave us the ten commandments as guide-lines for living. The other day, the Honorable Pierre Trudeau made some common sense revisions of our Criminal Code.

If we are blessed with a reasonable modicum of common sense, these are the rules we obey. If not, if we prefer to write our own rules in contradiction of time-worn principles, we face the consequences. What more do we need?

The three A's of FM --- artistry, advertising and automation

by Gordon Beerworth ■

THE BASIC PROBLEM confronting FM broadcasters today is programming, said Donald LeBrecht, manager, WBT-FM Charlotte, N.C., in a panel discussion at the NAFMB convention in Chicago. "In most markets," he said, "FM penetration has reached the point where we're not competing among ourselves, we're competing with every AM station in town, too."

"The people are out there," he said. "All you have to do is figure out which ones you want and how to get them, which means programming, selective programming, creative programming."

Another FM broadcaster, Marlin R. Taylor, music director, Kaiser Broadcasting, FM stations, WJIB Boston, KFOG San Francisco, also placed the emphasis on programming. "First and foremost," he said, "the mistake that so many FM operators make, and some AM stations too, for that matter, is to treat programming as a second-class citizen. You all realize that it takes effort and capable personnel to sell time—the same is true for programming."

"If you can't find or afford a qualified person to handle your programming, then you as the owner or manager should do it yourself."

Predicts automation as future of FM

Many operators are turning to automation for their FM outlet, with automated programming becoming the way of life and representing the difference between success and failure. "Automation is here, it's going to stay," said William Greene, director, CBS-FM New York. He predicted that "not only is FM the future of radio, but automation will be the future of FM."

One of the largest suppliers of taped music services is International Good Music Inc., Bellingham, Wash., which "has spent eight years developing programming that can be taped and used by stations in all parts of the world, integrated into any conceivable format, so that a station can create and maintain its own local identity," said Rogan Jones, Jr., of the automation service firm.

Kaiser's Taylor pointed out, how-

ever, "that automation can be helpful if used properly, but don't expect a machine to be your program director and do a good job."

Edwin D. Gimzek, president and general manager, OAC Advertising Inc., Binghamton, N.Y., said that "automation and imagination are not necessarily incompatible...it can be the most expensive inexpensive programming in the world."

Sales techniques differ for AM-FM

Gimzek, speaking on *The Small Market Agency Looks at FM*, stressed the difference in sales techniques required for FM. "AM techniques cannot be successfully adapted to FM selling," he said. "Demographic breakdowns, sets in use, listener surveys, psychographics and penetration figures can be deadly. The salesman should be acutely aware of these facts and figures, if he can get them. But unlike AM, he cannot lean on them for his sole support."

He said that FM's numbers alone are not very impressive. "Surveys do not show me much. If they are studied closely, no matter how you slice it, they reveal that FM audiences are small...not the great cross-section of any market. Rather they are tightly grouped, fussy and generally highly selective in terms of listening times and program appeal. FM out-of-home penetration is miniscule. Few cars have FM radios (although one speaker pointed out that one of "the Big Four" was planning to install FM radios in the new models, and set sales generally are on the upswing). In other words," Gimzek said, "looking at facts and figures definitely puts FM at an almost fatal disadvantage."

He did feel that "the small agency, the baker, the dry cleaner, and the pizza parlor" are among the best potential sources of revenue for the small market FM station. He urged FM broadcasters to "start acting with a bit of progressive innovation, not like media scavengers looking for scraps from the budget."

Gimzek told the FM'ers to "take a good hard look at your selling techniques. Perhaps your audience is

small. So what? This can be a distinct advantage if that audience hears a message tailored specifically to them and their interests.

"Maybe the rate card works out to a high cost per thousand," he said. "No problem. Show me how—with selective buying—I can generate more business for less money than any other media available. Convince me that with my budget, FM is an all or nothing buy. I might take all!"

"Don't cut the rate card to be in a favorable competitive position with AM. Make the rate card work. AM is not the competition. Produce an FM approach that displays the medium as the ideal answer for the small market advertiser—because in many cases it is. The 'big fish in a small pond' concept can be a powerful convincer."

Can't force mediocrity on FM listeners

Philip Lesly, president, The Philip Lesly Company, Chicago PR firm, said that "the search for avenues to the segmented public is one of advertising's current problems." He said he could see FM as a possible solution, but cautioned that "it is vital that FM stations constantly remember that they have attracted people who are not satisfied with the mediocrity and the 'air pollution' imposed on them by standard broadcasting. You cannot now force mediocrity on them—in programs or commercials—and especially, in the ratio of commercials to program content."

As one panelist expressed it, "the traditional FM concept of beautiful music, non-controversial programming and just plain 'glop' oozing from speakers is not necessarily the answer."

Keep reps informed

It was agreed that the right programming must be backed up by the right promotion to reach the right people... and "be sure to let your reps know what you're doing. Keep them fully informed at all times." Too many stations let the reps "dig for themselves" and expect big results. That's not playing ball, at all, said Charles

Codus, general sales manager, CBS-FM, New York. "Sell your rep on your station and your market, and he'll sell you. Give him the tools he needs to do his job. Never keep him guessing. Phone him if you have something new, if you're planning changes don't wait until they happen, but let your rep know in advance."

John T. Lawrence, Jr., general manager, FM division, Taft Broadcasting Company, Cincinnati, Ohio, explained how FM operators can meet the challenge of competition. He said "Now that the FM penetration figures are getting up into the 60 and 70 per cent range in major markets, we have to make sure that the percentage of actual regular listenership keeps rising from its present rather low levels.

"Here is where promotion, as well as programming, on your own facilities, can really help," he said.

RADAR study outlined

Graphic details of the new U. S. research study known as RADAR, gave impressive listenership figures on FM in a slide presentation by Joshua J. Mayberry, director of research, ABC Radio Network, New York. FM marketing characteristics were provided by BRI (Brand Rating Index). Mayberry's presentation showed FM's seven-day cumulative reach to be 32 million adults, 27 per cent of the entire unduplicated adult audience (U.S.) of all radio. His figures pointed up the well-known fact that FM's overall audience profile is based on "the big earners and the big spenders."

"If we are to be competitive," he said, "we must be able to see what we have and where we are going. We must have a foundation on which to build a body of acceptable information with which we can attract more national, regional and local advertisers. The key word here is *acceptable!*"

"Many of you, individually or in groups, directly or through your representatives, have supported research on FM. Agencies, too, have investigated the medium. None of this work, however, regardless of its individual merit, received genuine acceptance on a broad basis."

He said "RADAR (Radio's All Dimension Audience Research) has, from all indications, received wide agency acceptance. Without question, RADAR will soon be syndicated. This study is the most comprehensive national survey ever conducted from a true probability sample. Financed by the four (U.S.) radio networks, ABC, CBS, NBC and Mutual, this study incorporates the most advanced and thorough methodology and checks currently available."

Mayberry said "RADAR shows that during the average quarter-hour, Monday-Sunday, 6:00 a.m.-12 midnight, 2,148,000 adults 18 and over listen to FM stations (in the U.S.). As a means of putting this in perspective," he said, "let's compare this to AM

radio's average quarter-hour audience of 14,464,000. For every hundred adults listening to AM radio, 15 are listening to FM radio.

"Another important finding of this data: the average adult FM listener spends 7 hours and 20 minutes weekly with our medium...an average figure."

Examining some "traditionally held theories" about FM listening patterns, Mayberry asked "what periods are really 'prime'?" Much to our surprise, we see that the highest quarter-hour adult audience is 9:00 a.m.-4:00 p.m. with 2,500,000 listeners rather than the evening period with 1,500,000. It is also interesting to note that traffic periods are very strong—2,300,000 in Morning Drive and 2,400,000 in the Afternoon Period.

"Is night-time FM, Class C time in reality? No, it is not! Just as daytime FM is a complement to an AM schedule so is night-time. Furthermore, at night FM audiences are highly competitive with AM. During this period, FM's adult audience is equal to 21 per cent of AM's—FM's adult audience 18-49 is equivalent to 25 per cent of AM's.

"FM is 7 per cent above average in its pull of adults 18 and over. Total Radio is 2 per cent above average. In terms of adults 18-49, FM is 17 per cent above the norm while Total Radio is 7 per cent above average."

Audience breakdown studies, on product usage levels, shown in slide charts, pointed up that "FM households are larger...that FM homemakers pursue the 'good life'—and they're willing to pay a premium to keep up with the times".

Convention Report...

■ GORDON BEERWORTH, *The Broadcaster's* news editor, went to Chicago to cover the National Association of FM Broadcasters convention March 29-31. He was the only Canadian press representative covering the convention.

His reports, on pages 8, 9, 10, 11 and 14 provide highlights of the three-day convention which drew some 500 FM broadcasters, including 14 Canadians (see page 5).

The consensus among the Canadians attending the convention was that in many ways Canadian FM broadcasters are several steps ahead of their counterparts in the U.S., especially in programming and sales.

Beerworth initiated a move with the directors to create a Canadian region of the NAFMB and elect a Canadian director, which NAFMB officials felt would be mutually advantageous to FM operators on both sides of the border.

planning radio for your next campaign

?

Your best radio buys are the stations with the facilities and know-how to effectively merchandise and promote sales for your client. ... After all, the purpose of the campaign is to REACH PEOPLE and MOVE PRODUCT! ... Some stations do that particularly well. ... And we've got them!



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

Hail yesterday's nuts and altruists as today's far-sighted businessmen

FM HAS ARRIVED. It is no longer considered a lost cause nor a cause for loss, but is viable, buyable and becoming more and more profitable, often strongly competitive with AM stations in many market areas. Such was the consensus of opinion from close to 500 FM broadcasters gathered for their annual convention in Chicago, March 29 through April 1.

"Today FM rivals AM in many markets," said U.S. Congressman Lionel Van Deerlin (Calif.), keynote speaker at the opening luncheon, and a former radio-TV news director and commentator. "FM is now willing to battle anyone," he said, "even the AM sales department, in the demographic battle for sales and audience. You no longer hide behind Brahms and Beethoven as your contribution to program variety and diversification," he told the FM broadcasters, "although you still honor these two worthy gentlemen as distinguished progenitors."

"As little as five years ago, FM stations were thought of solely as high-brow classical music stations at best, and as mere simulcasters of AM programs at worst.

"By evolution the industry has discovered, with the increase in number of both stations and FM receivers, that it need not restrict itself to either of these limited roles.

"Today there seems to be general agreement that *FM has arrived*," he said. "An FM franchise is no longer cynically referred to as 'a license to lose money.' Stations which a few years ago couldn't be sold by their owners for the cost of equipment now command six-figure prices."

Congressman Van Deerlin, who had some 20 years experience in both the print and electronic media before being elected to the U.S. House, is the only former broadcaster serving on the House Subcommittee on Communications and Power, which has jurisdiction over legislation affecting the radio and television industries.

"Only a few years ago," he said, "FM operators such as you were often referred to as altruists, nuts, or both. Now you are being hailed as far-sighted businessmen who had the tenacity and creative ability to con-

quer a marketplace strewn with obstacles, both planned and unplanned."

Bitter struggle to keep alive

Van Deerlin sketched the "bitter-hopeful" years that FM went through, after Major Edwin H. Armstrong announced his discovery in 1935, the heartbreaking story of the patent suits and the fights with the patent pool he faced in his attempt to bring his new discovery to the marketplace, the more than ten years of regulatory proceedings he was forced to endure to have spectrum space allocated for his new invention.

"FM also ran into several *unplanned obstacles*," he said, "such as the 'freeze' during World War II and the advent of television, which drew off capital which might otherwise have gone into FM.

"In the 25 years after Major Armstrong announced his discovery in 1935, FM was kept alive by a hardy few who recognized its technical superiority, and firmly believed in its potentials as a communications medium. To mention a few:

"John Shephard of the Yankee Network, who built the first FM stations and stubbornly kept them on air even though his audience had no FM receivers.

"Commander Eugene McDonald of Zenith Radio Corporation who continued to produce a full line of FM receivers during the early 50s, at a time when FM was being written off by most set manufacturers as a failure."

Van Deerlin credited the hardy FM broadcast licensees of the early days of the medium, "who never lost their faith or determination during the late 1940s and 1950s even though they shed a lot of economic blood in the marketplace."

He compared the problems of the early years of FM with those faced by the proponents of subscription television and the developers of broadband cable in bringing their currently new inventions into the marketplace... "being opposed in many quarters and being forced over numerous regulatory hurdles."

"It would be sad indeed if we have not learned a lesson from the history of FM," he said, "and refuse to let new inventions in radio and other forms of communication be tested by the public, the ultimate judge of whether there is a need for goods and services."

FM attains new status

Van Deerlin said that "those who only five or ten years ago were belittling FM are today being forced to revise their prejudices" in the face of the ever-increasing number of "creative, innovative and competitive FM stations"... some 1800 in the U.S. today.

"FM is no longer being treated as an unwanted stepchild, kept alive by a social welfare program supported by AM.

"The FCC rules limiting the duplication of programming by associated AM-FM stations, plus the FM industry's creativeness, have given FM its own niche in the communications spectrum."

He said "FM stations have in the last few years diversified their programming and programming policies so that today FM is a broad program spectrum medium with something for every taste—from folk-rock to chamber music.

"You have increased news programming; you are in the forefront in educational programming; and, while appealing to the general public, you have retained your historical and technical ability to offer specialized programming services for a wide variety of so-called minority tastes."

**WANT A MAN?
WANT A JOB?**

**Try a small
advertisement in**

THE CANADIAN
broadcaster

Anything AM can do FM should do better

REMINING FM BROADCASTERS that while their medium is radio, it is different from AM, and "it is this difference that makes it worthwhile", Robert E. Lee, a member of the Federal Communications Commission, said there is "one gimmick that could only be performed in FM".

That gimmick, he said, is putting a telephone program on multiplex stereo with the caller on one channel and the station announcer on the other.

He said he had not heard of a station trying this, but pointed out that "a lot of realism could be added" by doing it.

Commissioner Lee was addressing the FM Day Program, which linked the NAFMB convention with the 46th annual NAB Convention, in Chicago, ending the former which drew some 500 broadcasters, and beginning the latter that had a registration of almost 7000.

He discussed the FCC's recent adoption of a Notice of Inquiry regarding the use of automatic FM broadcast transmitters, which he said was initiated in response to a proposed rule making filed by the Collins Radio Co.

The FCC Commissioner said the main reason for revising the rule is to accommodate automatic operation of FM transmitters which have equipment "that will automatically examine the licensed parameters of a transmitter, compare with a fixed reference, decide whether the parameters are within tolerance, and carry out whatever corrective action is necessary".

He told the broadcasters that "this is perhaps one of the most substantive progressive steps contemplated since remote control was under consideration".

Panel participants present 4 P's for "Operation Go"

How to succeed in FM without really trying was described by Peter V. Taylor, WJOB Boston, Mass., in a panel discussion, at the NAB FM Day session, during which four successful FM broadcasters revealed what it takes in Personnel, Promotion, Programming and Popularity to make an FM station go.

The other panelists who partic-

ipated in the "Operation Go" presentation were Charles F. Boman, WJLM Gadsden, Ala.; Gary Gielow, KPEN San Francisco; and Hugh W. Dickie, WTMB Tomah, Wisc. Moderator was Harold R. Krelstein, WMPB Memphis, Tenn., a member of the NAB Radio Board.

Taylor said he advised spending about three months sizing up competition - AM and FM. "Then start programming", he said. "Big ads work; color if possible. Get a consistently tasty logo. Mail out everything you do to everyone".

He urged FM'ers to pay personnel a little more at the start, because "it pays off in the end". And in technical quality, he said "don't sacrifice a thing".

Gielow also emphasized the importance of top personnel. He said that "if a basic concept of a station with an adequate facility in a good market is to be staffed only by the best and strongest available announcers, engineers, salesmen and other personnel, in my opinion it must succeed. It cannot fail".

As for programming, Gielow said "enough time cannot be spent" on it - "not only in the initial selection of an over-all format for a station, but in the day-by-day execution of that format."

Nothing that one of the great superiorities of FM is its audio quality, Gielow said that "any FM broadcaster who does not engage competent engineers to provide him with the best high-fidelity stereo signal is not only shortchanging his listeners, but himself as well.

"It's senseless to create the world's greatest radio station and not tell anyone about it," he said. But, he added, if you get good people to staff your station, "promotion will come readily if not always easily."

Boman said the citizens of Gadsden realize WJLM is not WJBY's FM station. Even before the station went on the air in 1966, he said, all promotion pointed out that Gadsden was going to have *four* stations rather than the existing three.

"We emphasized *radio* rather than *FM*," he said, and noted that success of the campaign is evidenced by the

fact that advertisers doing business with both stations send separate cheques in separate envelopes.

He said the rates on the FM outlet are higher than on the AM station and advertisers accept this because they realize that with fewer commercials WJLM must charge more.

Dickie described how his station sells FM with the statement that "if you're gonna sell FM, you've gotta believe in it, *and* your people must believe in it.

"They should own FM stereo radios, they should have FM radios in their private cars. You have to believe in it to sell it."

Stereo programs are the "bread 'n butter," he said. "But we get a lot of cake, too. I mean the special events broadcasts," such as broad-

(continued on page 14)

ANNOUNCEMENT

BYLES, GIBB & ASSOCIATES LTD.



I. B. MacPHERSON

Mr. J.B. Gibb, Executive Vice-President, has pleasure in announcing the appointment of Mr. Ian B. MacPherson to the Toronto sales staff of Byles, Gibb & Associates Limited. Mr. MacPherson has been active in radio sales for over 12 years, having been associated with a major radio representation company for 8 years as well as having gained first hand radio station experience with two major market stations.



BOB STEWART
MacLaren Advertising



GEORGE MURRAY
Ogilvy & Mather



DAVE SUTHERLAND
McConnell Eastman

Research departments lead to management posts in advertising agencies

by James Montagnes

ELECTRONIC AIDS are fast changing the pace of the research departments of Canadian advertising agencies.

"We couldn't do ten years ago what we can do today," said George B. Murray, director of media and research at Ogilvy & Mather (Canada) Ltd., Toronto. "Now with computers we can integrate copy, marketing and media research almost instantly. We have taken the drudgery out of analysis work. The biggest change has come within the past five years."

Not all agencies are utilizing the computer as much perhaps as this international firm with offices in Canada, England, Italy, United States and Australia. But all agencies are beginning to use computers in some parts of their research to cut down on clerical work, and so cut costs and deliver faster results to their clients.

There are as yet no computer rooms in the offices of Canadian advertising agencies, but most are renting time on computers in the growing number of firms specializing in electronic data processing. Complicated analyses of audiences of radio and television stations can now be prepared on an overnight basis.

Accent on research

"Computers are being used to test markets in various ways so as not to reveal ideas and information to competitors," Dave Sutherland, director of marketing of McConnell Eastman Ltd., Toronto, explained. "We can get a rough estimate of selling in test markets by feeding certain basic data

into the electronic machines."

Organizations such as BBM Bureau of Measurement lease time on computers to supply their data books and also computer print-out sheets for members outside metro areas in order to cut costs on data processing.

Research departments of agencies are already using computers to obtain status reports on campaigns, on the reach frequency of radio and television commercials. Some are picking media by computers as well as creative data, times for commercials, and types of programs. In London and New York agency offices, some media programs are being obtained by use of the electronic brain.

"Canadian advertising agencies became involved in market and other advertising research because few of their clients had research departments," explained Bob J. Stewart, manager of the research department of MacLaren Advertising Co. Ltd., Toronto. "In recent years a number of clients established their own research departments. About 25 per cent of consumer sales companies now have their own research divisions. Agencies, have, however, been ahead in the research field. The competitive situation has required greater market knowledge, more demand from clients on measuring the effect of advertising.

"There has been an increased desire on the part of agencies to understand the quality of the advertising product. This has taken the form of directional research, pre-testing before too much money is

spent on a campaign, and on assessment research, testing how advertising performed.

"In directional research there have been laboratory tests such as television film and select audiences, tests to study the comprehensibility effectiveness of advertising. The assessment research has been mainly on the recall of commercials the day after they appeared on TV or on radio. Local research organizations are utilized by advertising agencies for these studies."

Towards better advertising

"Research shows the way to create and produce better advertising and sell it," Dave Sutherland pointed out. "Many clients are still using agency departments for market research because it is cheaper than establishing their own research departments.

"Advertising research should be done as early as possible. It should be used in television before spending big money and time. We are developing testing techniques. We are starting to experiment with forced exposure to advertising, natural exposure and recall, non-verbal exposure and other ideas. There may be a break-through in the next few years in mechanical methods. There is at present and for the near future a limited research use for the audience reaction to radio and TV commercials."

In Canada agencies still do basic market research for many companies, while in the United States major

agencies are more in communication research. Companies are interested in the results of total advertising research, but are limited in Canada by the high cost.

Agency personnel in general understand the business and limitations of marketing research better today than ever before. Research is now delving in areas of verbal response which have presented difficulties. The tendency to overuse market research has diminished in recent years. Motivational research now also has a firmer basis than a decade ago and is putting data into useable form.

Research department personnel are now called in on client conferences, and work closely with the creative department and the client. Creative people in agencies are beginning to use research departments, and teams of creative, copy writing and research personnel are working together more and more.

Need for simplification

There is a vast amount of data available to research departments in audience and circulation reports and studies by such organizations as BBM, Nielsen, Audit Bureau of Circulation. The BBM Bureau of Measurement books, for example, are so full of data many agency people are not fully versed in their use. The eight books for radio and television for all Canadian markets weigh 23 pounds, and stacked on each other, measure nine inches. They are so cross-indexed it takes time to get the full value out of the data.

"The media council of the advertising agencies are now studying ways to simplify these volumes," Dave Adams, client service director of BBM, said. "They have had a number of meetings on how to cut down on the size of the books and make them easier to use."

Agency personnel also informed me of this development, but pointed out that no decisions have as yet been reached. They want something more practical for the junior timebuyer, who is not too informed on how to utilize all the research data.

Several large agencies have held seminars for timebuyers on how to use the BBM reports, but there is a heavy turnover in timebuyers. It has been suggested that BBM hold seminars, and some of the courses of the Institute of Canadian Advertising deal with the utilization of data available through BBM, Nielsen and other research organizations.

BBM's new method

It is expected that the new personal diary method of BBM, replacing the family unit diary, may partly solve the problem. At any rate, the personal diary, according to BBM president Dr. B.K. Byram, has had greater response among the random sample. It is a more accurate check on individual listening and viewing.

The spring study, out this month, shows almost 50 per cent response from the sample of 100,000 picked across the country. It has a higher percentage rate of returns from teenagers.

"In some agencies there is no communication between the research department and the media research section," Dave Adams commented. He was formerly with MacLaren Advertising. "Agencies should have properly developed research departments and know how to apply the figures we and other research firms have available."

Entry to management

Agencies vary as to the problems of obtaining young people to staff their research departments. At Ogilvy & Mather (Canada) Ltd., George Murray said about 90 per cent of the people hired for research are raw recruits, chosen after they have been given a battery of tests. They are among the top five per cent in intelligence quotient. The agency prefers to train its own staff.

"Our research people have to have a higher intelligence because of the work," Murray stated. "They must be compatible people, must have computational skills. We feel that clerical jobs will soon be taken over by machines."

"We are looking for university graduates, high school graduates, young people with energy, common sense, intelligence, ambition and a love of advertising. They must be dedicated to research. We now have a reputation and are flooded with calls. The research department is the entry into management throughout the agency, the way to higher earnings, profit sharing and other benefits."

At McConnell Eastman the research department even goes to universities to seek out people, Sutherland explained. He feels that the creative and research people of an agency should have rapport. There is a problem of melding these two agency sections.

"We hire people out of school if very bright," Sutherland went on. "We get staff by trading with our media department. We get others from manufacturing companies with research sections, from various advertising media, and some from other agencies. We generally want a university degree and our qualifications for scholastic standing are perhaps higher than for other agency departments."

Stewart at MacLaren reported that his department hires university students for the summer, but that it tries to get permanent staff with some research experience and a university degree in sociology, business administration, library science or other specialized subject needed for its research work. He said there were a number of commercial associations which have courses in marketing research.

All agency people interviewed reported that salaries in research sections may not be the highest in the agency business. Averages for market research men start at \$5,000 to \$6,000 a year; for girls at \$4,500; analysts get between \$8,000 and \$9,000 annually; assistant research executives up to \$10,000 and \$12,000; and the top salaries range between \$15,000 and \$20,000 a year.

They all pointed out that research is a good training ground for future executives, and that there is a full-time career in the research department of an advertising agency.

GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

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

GROUP ONE RADIO LIMITED

MONTREAL

932-8357

TORONTO

923-0919

WINNIPEG

942-1892

VANCOUVER

682-6391

FM Programming

casts of annual meetings and grand openings of stores.

In its news operation, Dickie said his station puts one of its best men to work on Sundays, and scoops all the opposition with that day's news.

He noted that someone always says: "Man, you just wait. In another five or ten years, FM's going to come into its own." Maybe you're content to wait," he said, "I'm not. We're adding another 200 feet to our FM antennae this week."

FM head urges use of stereo

Multiplex stereo "has contributed to a popular FM image, and is making the medium more accepted every day," said Harold I. Tanner, president, WLDM Detroit, chairman of the NAB FM Radio Committee, who urged FM broadcasters to produce dynamic programming and promote their medium.

Speaking at the NAB FM Day conference in Chicago, Tanner noted that very few commercials are produced with stereo in mind, and he said advertisers should take full advantage of stereo's unique qualities "and see that the airing of their messages is in accord with the modern technology available to them."

He also pointed out that "programming a stereo station with all stereo material is better business for you."

Tanner said broadcasters "must continue to experiment with new program concepts" to retain and increase FM audiences. "We must not only be aware of today's sounds, but must be able to interpret them and channel them into even more effective programming."

Tanner reminded the broadcasters that for years they have wanted FM to be considered *radio*, "and not some specialized foreign service." He said this goal has been reached but cautioned them not to "meld it so completely into being *just radio* that we forget to point out that it has its own distinct quality of sound."

FM, he said, is by far "the most superior method of radio transmission we have today," and said its future "depends as much on stressing its attributes as it does on implementing new techniques and programming concepts."

He urged the FM broadcasters to promote their own medium, and said an ideal time to launch a promotional campaign is May 1, the beginning of National Radio Month.

He also urged his fellow broadcasters to "lay some ground work" in promoting the sale of FM radios in

automobiles, and determine the number of FM receivers and FM homes in their markets. "We all want the agencies and their clients to be cognizant of FM's financial rewards, but it's our job to provide them with a means of measuring our worth," he said.

Fundamental management is formula for success

Determine your problem, and then figure out a way to beat it with fundamentally good management," FM broadcasters were told by Charles M. Stone, vice-president, radio, NAB, who said this is one of their biggest jobs.

"Fundamental management is the magic formula for success," said Stone, as he addressed the annual FM Day Program of NAB's 46th annual convention in Chicago.

He said that in revenue the percentage gain of FM's rate of growth has far outdistanced that of AM and TV combined. He said FM is running 132 per cent ahead of 1962 in national and local spot, compared to 37 per cent for AM and 56 per cent for TV (in the U.S.)

Stone also said "the fantastic mushrooming of FM" is reflected in

set sales, as quoted in EIA estimates for the U.S. market, and "the percentage of penetration may well be in the high 60's by the time 1970 rolls around."

Discussing station advertising, Stone said that two-thirds of the combined AM and FM revenue dollars are locally derived.

"If the situation is to change," he said, "it will be just as exciting as we are able to make it exciting; and if we are going to excite the national advertiser, we're going to have to get a little more excited ourselves."

He told the broadcasters that "far too many FM operators are disproving that lack of rating information contributes to rack and ruin. Sometimes it's good to wonder whatever happened to the magnetism of enthusiastic personal selling — door-to-door advertiser and agency selling...."

"FM's management cannot afford to wait until the agency estimator tells the time buyer to tell the associate media director to tell the media director that the purchase of FM is justified," he said.

Stone said "FM is local. FM is people — people who buy things they are sold on buying."

CBC Directors

Roster of directors reaches 16

NEW MEMBERS of the CBC Board of Directors, whose appointments were effective April 1, coinciding with the proclamation of the new Broadcasting Act, bring total membership to 16, including George Davidson and Laurent Picard, the president and vice-president of the CBC.

Appointed for five year terms are: Mrs. Saul Haynes, a native of Montreal and a graduate of McGill University. A former city councillor, she is a past-president of the National Council of Women;

J. Yves Menard: 42, a graduate of the University of Ottawa and Loyola College, a former radio announcer who moved into the field of advertising and served with a number of agencies as an account executive and supervisor. In 1961 he became a vice-president of Johnson & Johnson Limited and three years later was appointed executive vice-president of the company. In 1966 he joined the importing and distributing firm of Herdt-Charton as a partner and vice-president (Marketing);

Mrs. Olga Risna; who with her husband, a former member of the Estonian Parliament, fled Estonia in 1944 and, after a period in Sweden, came to Canada in 1951. A former president of the Baltic Women's Council of Canada, she has taken an active part in the International Institute of Metropolitan Toronto, as well as various ethnic activities in that area;

Gordon Denning: 44, of Toronto,

who joined the Department of National Revenue and became supervisor of the Business Investigations and Assessment Division in London, Ont. He left the government service a few years ago to form his own accounting firm, with offices in St. Thomas and Aylmer, Ont.;

R.B. Wilson, a native of Victoria, B.C., graduated in Commerce from McGill University, and for many years was president of Wilson Motors in Victoria. He was also Mayor of Victoria from 1962 to 1965 and now is Chancellor, and Chairman of the Board, of the University of Victoria.

Named for four-year terms are: A.F. Mercier, vice-president of the Quebec City daily, *Le Soleil*, and president of the weekend magazine, *Perspectives*. A former president of the Canadian Press, CDNPA, and the Quebec Board of Trade, he is a governor of the Faculty of Commerce, Laval University;

Jean-Claude Delorme, 33, of Montreal received his law degree in 1959 from l'Université de Montréal, and joined the Montreal firm of Martineau, Walter, Allison, Beaulieu, Tetley and Phelan. In 1963 he joined the executive staff of the Canadian Corporation for the 1967 World Exhibition (Expo) as Secretary and General Counsel. Recently he was appointed vice-president of Standard Brands Limited;

James S. Hinds, 36, a native of

(continued on page 22)

CAB president addresses U.S. broadcasters

"THERE ARE SO MANY INFLUENCES attempting to affect the policy of broadcasting today—certain political individuals who, appreciating the vast audiences available, would wish to harness broadcasting as the voice of a 'Big Brother' type government. Certain educational leaders would wish to use broadcasting to bring to the people only that which educationists feel is 'good' for the people." S. C. "Cam" Ritchie, president,

Western Ontario Broadcasting Co. Ltd., CKLW AM-FM-TV Windsor, Ont., and president of the Canadian Association of Broadcasters, speaking to the Radio Management session of the NAB convention in Chicago, April 2, said: "But you know, the 'people' are a wonderfully wise and patient force in our society. They seem, in the main, to know what they want—certainly have the ability to make up their own minds—and retain the power, by means

of the ballot, to tell the politicians how they wish to be governed, housed, fed, entertained and pensioned."

He said "these same people go to the polls every day in every community and let the broadcaster in his community know what is expected of him. The same voters who elect their governments—municipal, state, or federal—by majority vote periodically, every day by majority vote elect the broadcaster who best fulfills their tastes, needs and desires by his effort in his community."

Ritchie's topic was *The Role of the Community Broadcaster*. He said: "The broadcaster, of all persons in any community, is best equipped to relate his area's wishes—socially, economically and politically—to his community and his nation. He is the one man of the community who has the pulse and as immediately as *now* can relate the whims and fancies of his audience."

He said he used the words "*of the community*" advisedly, since "many of the forces who would attempt to represent the people may be *in* the community...the so-called *thought* leaders—intellectual leaders and various political and pressure groups."

Ritchie said "Of all the influences,

(continued on page 21)

Canadian engineering director on color film transmission problems

TELLING THE AMERICANS how Canadian broadcasters were making efforts to overcome difficulties in transmitting color television film, Glen Robitaille, director of engineering, CFPL-TV, London, Ont. and chairman, Canadian Telecasting Practices Committee, told the 22nd Broadcast Engineering Conference in Chicago, April 1, that color film was chosen as the committee's first major project because the film industry and broadcasters had not produced a system that would maintain color consistency from the original film to the transmitted signal.

Robitaille, a featured speaker at the engineering session of the 46th annual convention, National Association of Broadcasters, said that during the committee's investigation it was noted "that a perfect match between a directly projected scene of any film and the television monitor image of that scene is virtually impossible."

He said, however, that this should not be surprising "because a colorimetric match between the original material and the projected film image is equally impossible."

The Canadian committee had decided, he said, "to reproduce an accepted film on an accepted monitor via a variable telecine chain and produce optimum reproduction" as determined by a viewer panel.

Currently being investigated, Robitaille said, as a means of judging film chain performance, is the adjustment of the film chain to reproduce, as accurately as possible, the directly projected image of the film being televised.

This proposal, he said, "lends

itself to an engineering approach" and leaves artistic freedom "in the hands of the film maker."

He said it also "appears to be the system most independent of variations in film systems used in the film production. The testing procedures in this proposal appear to be less dependent on film quality...bad film should appear bad, and good film, good. The best match will be the desired condition."



BBM ANNOUNCES A NEW EVALUATION TOOL

For Use With February-March 1968 BBM Survey Reports

AVERAGE RATINGS & AUDIENCES BY TIME BLOCK

for

MEN, WOMEN, TEENS & CHILDREN

for

EVERY T V STATION

BY STANDARD TIME BLOCKS:

DAYTIME 2-HOUR BLOCKS
EARLY EVENING PEAK EVENING
LATE EVENING LATE MOVIE

and

MOST RADIO STATIONS

BY ROTATION PERIODS

AS INDICATED
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Contact David Adams at BBM for details (Tel. 416-485-9464).

BBM BUREAU OF MEASUREMENT
120 Eglinton Ave. East, Toronto 12



Government proposal leaves room for NTV and common carriers

CANADA'S OWN SATELLITE communications system may be operational by 1971 or 1972, under a proposal contained in the government's White Paper released by Industry Minister Charles Drury on April 1. It contained policies that could make Canada a world leader in domestic space satellite telecommunications.

The policies call for a mixture of government and private funds, the proportions not yet decided, in a \$100-million venture to give the country a system that could make television, telephone and data communications available coast-to-coast and into the far north within the next four years.

As much as possible, every component in the system, from the satellites in orbit to the ground stations feeding and receiving them, would be made in Canada, which could mean a big shot in the arm for the Canadian communications industry.

Operative in 1969

Two consortiums of Canadian and U.S. companies, one headed by RCA Victor Co. Ltd., and the other by Northern Electric Co. Ltd., both of Montreal, have been invited by the federal Department of Industry to submit proposals for the satellite system. The proposals must be submitted within the next six months, to be ready for study when the proposed government-industry satellite corporation is established, perhaps in the fall when Drury said he will present legislation to Parliament.

Actual work could begin early in 1969. The government wants the system in operation by mid-1971.

RCA Victor announced that it had reached agreement with the Systems Group of TRW Inc., Redondo Beach, Calif., for technical co-operation, and Spar Aerospace Products Ltd. of Toronto will also join RCA's development team. RCA and Spar worked together on Canada's Alouette and Isis satellite programs. TRW is the contractor to Communications Satellite Corp. (Comsat) for the Intelstat III satellite, to be launched later this year as part of the U.S. communications satellite program. RCA has also

built a number of earth-receiving stations, including the ones at Mill Village, N.S.

Northern Electric Co. Ltd. has reached agreement with Hughes Aircraft Co. of California and Canadair Ltd. of Montreal for participation in their group proposal. Hughes Aircraft has developed a number of U.S. satellite programs, including the Early Bird and Surveyor 7, now on the moon. Hughes also designed the Intelstat I and Intelstat II. Northern Electric and Canadair are building a \$2.5-million experimental earth receiving station at Bouchette, Quebec.

Seek U.S. assistance

Drury said that Canada would seek outside assistance, almost certainly from the U.S., for the rocket launch needed to put the satellites into space.

Distribution point for the system would be a pair of satellites in synchronous "fixed" orbit 22,300

miles above the equator, to handle TV, telephone and data transmission. One satellite would operate at a time, the other serving as a back-up in case of failure and to step in during times when periodic solar interference can black out one satellite. A third satellite would be on the ground, ready to be shot into orbit as a further back-up.

Each initial satellite will have at least four TV channels and possibly as many as 12. Each channel can handle one TV transmission or 600 two-way telephone circuits. The biggest satellites under consideration at present would have a maximum of 12 TV-equivalent channels. The bigger satellite would cost more, both to build and to launch, because of its greater weight. Drury said if a four-channel satellite is chosen the system could be in operation by 1971, otherwise the larger one would mean a 1972 start.

He said the government has retained Robert M. MacIntosh of Toronto, joint

Gabriel Awards

Canadian religious programs score for third year in U.S. Catholic competition

CANADIAN RELIGIOUS BROADCASTING took top honors for the third consecutive year in the annual international Gabriel Awards competition, sponsored by the Catholic Broadcasters Association of America. *Spectrum*, a weekly half-hour TV program produced by Religious Television Associates of Toronto, won the award for three programs in its 1967 series.

Rev. Des McCalmont, TV Production Supervisor for the United Church of Canada, and executive producer for Religious Television Associates, was in South Bend, Indiana, March 28, to receive the award for *Spectrum*, at Notre Dame University. The three programs in the '67 series which won the award were: *The Flying Agnostics*, *Cardinal Léger* and *Run, Jack Kuper, Run*.

Religious Television Associates

include the broadcasting divisions of the Anglican, United and Roman Catholic churches, in co-operation with the CTV Network, Public Affairs Department, directed by Charles Templeton.

The three churches pool their production budgets and staffs to present programs in which all three have participated from the initial concept to finished production.

The series is seen across Canada on the CTV network and six additional stations: CHCH-TV Toronto-Hamilton; CKVR-TV Barrie; CFCL-TV Timmins; CHOV-TV Pembroke; CKLW-TV Windsor; and CFPL-TV London.

Spectrum runs a full gamut of subjects, ranging from drama to documentary and panel discussions to music. It is seen Sundays at 1:00 p.m. on the CTV Network.

general manager of the Bank of Nova Scotia, to prepare a plan for the corporate financial and senior management structure, to make up the best mixture of government and private ownership, for the satellite corporation.

The federal government will participate in the ownership of the system, either directly or through the state-owned Canadian Overseas Telecommunications Corp., and will lay down regulations to govern its operation. Drury said it is in the public interest that the government retain control over the system.

Reflects NTV proposal

The government's proposal for a joint government-private industry corporation to run the communications system follows up previously submitted proposals by Niagara Television Ltd. and Power Corporation of Canada Ltd. for a satellite system and a third TV network, and by the Trans-Canada Telephone System and CN-CP Telecommunications for a domestic satellite system.

The government plan, moreover, does not eliminate them from participating in the White Paper proposal, and NTV Communications Corporation president, Al Bruner, said they certainly would welcome the opportunity to participate.

"It's exactly what we proposed in 1966," he said, "a Canadian domestic space satellite system owned and developed by a consortium of interested companies, the government, and the Canadian people."

Bruner said, "We never wanted to own the whole operation, but proposed one exactly like the White Paper has suggested."

"When and if this corporation is brought into being, we would like the opportunity as users and investors to participate."

He said NTV had been formed as a result of its previous proposal, and the belief it had in satellite communications. The group operates today with a staff of 30, with offices in both Toronto and Montreal.

CTV looks with interest

Speaking for the CTV network, board chairman Gordon Keeble also welcomed the government announcement. In the White Paper, Drury said he doubted if the CTV network would make use of the satellite operation because its stations are situated in areas of greatest concentration of population and can be served more cheaply by microwave. Keeble added this would probably be essentially true if there is no planning to bring alternative service to thinly-populated areas, but we do have plans for extension of service. "I think we will be involved in the use of satellites in one form or another, and we may even take a position as one of the owners."

"The price factor is by far the main consideration. The key to the whole

satellite operation is 'how much?' If competitively priced we will certainly want to get in on it.

"Originally, NTV proposals envisaged CTV and CBC as owners and we will certainly be looking at the satellites with a great deal of interest."

Speaking for the Canadian Broadcasting Corporation, James P. Gilmore, vice-president in charge of planning, and assistant chief operating officer, addressed the Association of Canadian Advertisers, Toronto Chapter, on April 2, and summarized the objectives of the Canadian satellite system policy as quoted in the White Paper:

"The impact of domestic satellite distribution on broadcasting policy is one of the most important considerations. A domestic satellite system of even a few channels would make television service in both French and English available to any point in Canada. It would do it sooner, and at lower cost, than would any other known system of communication. In particular, it would facilitate the extension of television network service into many areas previously unserved because of the prohibitive cost of a terrestrial microwave feed. (It must be understood that this does not refer to direct broadcasting to the home. It involves reception by special earth stations which will then feed the programs to local television stations)"

Gilmore said this summarizes the objectives of the Canadian policy in direct terms, as they affect broadcasting generally, and the CBC in particular.

"Our northern radio networks already reach these modern pioneers (in Canada's northland) but it is essential that we now add sight to that sound," he said.

Gilmore urged the "advertisers of the world" to be on the lookout for prestige events to bring to their potential clients via satellite TV. He said "We are not yet using the medium to our maximum advantage."

Emi-Cossor Ltd. develops new high-frequency receiving antenna

AN APERIODIC LOOP ARRAY, a new high-frequency radioreceiving antenna, has been successfully developed by a Dartmouth, N.S. electronics firm, Emi-Cossor Ltd.

The antenna has successfully passed preliminary evaluation trials conducted by the U.S. Navy's Cheltenham receiving station in Maryland.

Officials said the antenna, comprising a series of metal double-loops mounted on poles in a straight line about six feet off the ground, can replace the tall radio towers which are now used by the armed forces.

United Artists TV claim

CATV should pay

program copyright fees

U. S. CABLE TELEVISION operators were charged with "unjust enrichment" by Louis Nizer, New York lawyer for United Artists Television Inc., during a U. S. Supreme Court hearing on whether or not CATV system operators should be subject to copyright laws. Nizer said they should be.

The court fight has developed into a six-year-long hassle over whether CATV operators should have to pay for copyrighted movies, cartoons and such picked up from television broadcasting stations, and relayed to subscribers for a fee.

Last May, the U.S. Circuit Court in New York City ruled that if copyrighted material is relayed, the CATV operator must pay the copyright owner for the privilege.

Fortnightly Corp., a CATV company, appealed to the U.S. Supreme Court. Its lawyer, Robert C. Bernard of Washington, argued for reversal. All a CATV operator does, he said, is to put up an antenna and make a wire connection to the sets of its subscribers so they can receive programs more efficiently.

He compared this with putting large antennas on rooftops of apartment buildings, and said the CATV operator does not engage in a "performance" within the meaning of the copyright law by relaying a movie.

"We transmit electromagnetic energy and the respondent, United Artists, does not claim a copyright over electromagnetic energy," he said. "Besides," Bernard added, "the public's right to receive programs is paramount."

Describing CATV as "a small-town industry", he said the ruling by the court in New York could lead to damage payments of \$1,000,000 a month, and "open the way to a takeover of the CATV" by other interests.

"The copyright owner has received his reward," Bernard said. "He's been paid for an audience that involves the CATV audience."

Nizer slammed back hard in reply. He listed several big companies engaged in CATV, detailed the expensive equipment used, and said the industry makes a 72 per cent profit on its operations because CATV operators "don't pay for the material they sell".

Denying that the objective is to wreck CATV operators, Nizer said "we welcome them if they would pay—and they can afford to pay—the artists who create the material they are using."

The court hearing is continuing.

New board kicks off with April 23 hearing

RELATED BIDS from Island Radio Broadcasting Co. Ltd., licensee of CFCY Charlottetown, and Prince Edward Island's only television station, CFCY-TV, a CBC affiliate, also operating CFCY-TV-1 at New Glasgow, N.S., for permission to sell the TV stations to the CBC, and for CJCH-TV Halifax to establish a rebroadcasting station in Charlottetown, to program the CTV network, will be heard by the (BBG) Canadian Radio & Television Commission at their April 23 public hearing in the Château Laurier, Ottawa.

The proposal to turn CFCY-TV over to the CBC, which has been under negotiation for several months, results from the station's contention that there are insufficient commercial revenues available to enable it to survive competition with a CTV rebroadcasting station. Island Radio will continue to operate CFCY.

CJCH-TV proposes to establish and operate the Charlottetown station on Channel 8+, with an ERP of 100,000 watts (video), 20,000 watts (audio), omnidirectional, EHAAT 689 feet, to receive programs from CJCH-TV via microwave.

CFCY-TV is now operating on Channel 13, 38,600 watts (video) and 19,300 watts (audio).

An application will also be heard from Radio C-FUN Limited, Vancouver, for permission to transfer all shares of capital stock to Radio Futura Ltd. of Verdun, Que., headed by Jack Tietolman, who also owns and operates CKVL Verdun.

Radio C-FUN Ltd. will also apply for authority to increase its power from 10,000 watts, DA-N, to 50,000 watts, DA-2, day and night, and change its antenna site.

New Stations

Bids will be submitted for two new AM, two FM, and three TV rebroadcasting stations. Loren James Cassina, representing a company to be incorporated, seeks a new AM station at Milton, Ont., on 960 kcs., with a power of 500 watts, day and night, DA-1. Andy Bathgate, well-known hockey player and golfer, representing a company to be incorporated, is seeking an AM outlet at Burlington, Ont., on 1570 kcs. with a power of 1,000 watts day and night, DA-2.

FM bids will be presented by Radio Maria-Chapdelaine Inc., for a new FM station at Dolbeau, Que., on 106.3 mcs., ERP 100,000 watts, omni-directional, EHAAT 505 feet, and by Radio FM Saguenay-Lac St. Jean Ltée. who seek an FM outlet at Alma, Que., on 97.5 mcs., ERP 18,400 watts, omni-directional, EHAAT 135 feet.

TV rebroadcasting stations are sought by the CBC near Chibougamau, Que. and La Tuque, Que., while a private group headed by Hector Reid proposes to establish and operate a station at Ramea, Nfld. The Chibougamau station would receive programs by off-air pickup from CKRS-TV Jonquière, for retransmission on Channel 5, with an ERP of 530 watts (video), 110 watts (audio), directional antenna, EHAAT 482 feet. The La Tuque station would receive off-air programs from CBVT Quebec City, for retransmission on Channel 3-, ERP 9700 watts (video), 1900 watts (audio), directional antenna, EHAAT 357 feet.

The Ramea proposal is to receive off-air programs from CBNT-3 Marys-town, for retransmission on Channel 13, with a transmitter power of 5 watts, directional.

Radio 1540 Ltd., licensee of CHIN AM-FM Toronto, seeks permission to broadcast over both stations in languages other than English or French for periods that in the aggregate exceed twenty per cent but do not exceed forty per cent of the broadcast time per week of each station.

Two station groups will seek permission to establish networks. Newfoundland Broadcasting Co. Ltd., licensee of CJCN Grand Falls and CJOX Grand Bank, will apply for authority under Section 13 of the Broadcasting Act to form and operate a network for the purpose of carrying the programming of CJCN on CJOX during certain periods of the day. Moffat Broadcasting Ltd., owning and operating CKLG AM-FM Vancouver, CKY Winnipeg, CKXL Calgary, and with a part interest in CHED Edmonton, is seeking permission to form and operate a network for the purpose of carrying the football games of the Western Conference of the Canadian Football League, for the 1968-69-70 seasons.

The CTV Television Network Ltd. will make application for an extension of its authority to operate its network

from October 1, 1968 to September 30, 1969.

An application will seek approval of the transfer of 11,355 shares owned by Ralph Snelgrove Television Ltd., CKVR-TV Barrie, CKVR-TV-1 Parry Sound, CKVR-TV-2 Huntsville and CKVR-TV-3 Haliburton, all in Ontario, to Saturna Properties Limited, a holding subsidiary of Western Broadcasting Co. Ltd., Vancouver, of which Frank A. Griffiths is president. Western owns and operates CKNW New Westminster, B.C. and CJOB Winnipeg.

Approval of share transfers will also be sought by CKTR (1958) Ltd., owning and operating CKTR Trois-Rivières, Que., to Radiodiffusion Mutuelle Limitée-Mutual Broadcasting Ltd., and by Greatlakes Broadcasting System Ltd., owning and operating CFOR Orillia, Ont. to Orillia Broadcasting Ltd.

Miscellaneous

Other share transfers will be sought by Sun Parlour Broadcasters Ltd., operating CHYR and CHIR Leamington, Ont.; Okanagan Valley Television Co. Ltd., operating CHBC-TV Kelowna, B.C. and eight TV rebroadcasting stations; CKRT-TV Ltée., operating CKRT-TV Rivière-du-Loup, Que. and four TV rebroadcasting stations; Restigouche Broadcasting Co. Ltd., operating CKNB Campbellton, N.B.; TRI-CO Broadcasting Limited, operating CJSS-AM-FM Cornwall, Ont.; CHAB Ltd., operating CHAB AM-TV Moose Jaw, and CHRE Regina, Sask.; and by British Columbia Television Broadcasting System Ltd., owning and operating CHAN-TV Vancouver, CHAN-TV-1 Chilliwack, CHAN-TV-2 Bowen Island and CHAN-TV-3 Squamish.

Approval of stock issues will be sought by Radio CKAY Ltd., owning and operating CKAY Duncan, B.C., and by La Voix de l'Est Limitée, licensee of CHEF Granby, Quebec.

CHGB Ltée. will seek authority to increase the daytime power of CHGB La Pocatière, Que. from 5,000 to 10,000 watts, nighttime power to remain at 5,000 watts, on 1310 kcs., DA-N.

Maisonneuve Broadcasting Corp. Ltd., licensee of CKGM AM-FM Montreal, will seek authority to change the location of their main studios from 1455 Drummond St. to 1310 Greene Avenue, Westmount.

PE 350

THE NEW NO SWEAT LIVE-COLOR CAMERA IS BETTER A DOZEN WAYS



for starters . . . there's chroma enhancement on all 3 color channels — not just the red channel

- new optics and new pre-amplifiers that give you the best sensitivity in the industry
- an eight-position color filter wheel to compensate for color temperature changes . . . instantly adapts to light changes from high noon to dusk
- plus a host of new operator-oriented conveniences . . . the color filter wheel can be quickly adjusted by the operator's hand wheel on the right side of the camera housing
- access to the viewfinder yoke and the high-voltage power supply is through a weatherproof hatch located on top of the camera housing
- two more talent tally lights installed under the lens. That's just a sneak-peak at the CGE new PE-350 live color camera. Want natural, precise color pictures? We deliver . . . Made in Canada too.

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CANADIAN GENERAL ELECTRIC

MANY ADVERTISING AGENCIES would use more radio, but are so confused by rate cutting deals and the complex problems of local and national rates that they escape to other media in self defence.

This was the message delivered flatly to the BC Association of Broadcasters at their Harrison Hot Springs Convention last week, by Cedric P. Haynes, now in his sixth month as president of the Radio Sales Bureau.

Ced. Haynes, who came to RSB from the buying side of advertising, notably National Drug and Crush International, and is obviously a man who is not afraid to report things as he sees them, told the BC Broadcasters that rate cutting is one of the industry's greatest dangers today, and, while he honestly believes 1968 is going to be a good year for radio, whatever may happen to other media, the practice of chiseling rates might easily reverse this.

"It doesn't happen with newspapers, magazines or the others," he said, "so let's not sell radio short; let's not sell it as a bargain-basement, push-button panicky type of thing;

rather let's sell service and ideas."

Haynes reported how he had started in his new work by canvassing advertisers and agencies, personally and by mail, to find out what they want and had come up with the time-worn diagnosis, lack of information.

"Agencies are looking for more information than they have ever had in the past," he said. "They are interested in using more radio, but they have to be shown how to do it. They have to be filled in on the complex problems of research, merchandising and marketing. They need more than the Russian roulette game of numbers."

One sort of information he felt was lacking was on station formats on which advertisers could gauge the kind of people they would be reaching, not just how many.

"Keep the information flowing so that they know what you are doing all the time, and make sure they understand the meaning of 'middle road', 'rock' and so forth," he said.

He warned against accepting business from non-franchised agencies,

describing them as "small one-man organizations with no assets". Dealing with them may lead to trouble and easily create difficulties with top agencies.

On the subject of small market—"let's call them community"—stations, he said there is no pat answer to success, but "you must have professionalism in managing and selling. He felt remuneration should not only be on commission, but advocated a share of profits also.

He told the stations they were overly concerned with selling against competing radio stations, rather than getting the business away from the newspapers and the others.

He felt the smaller community stations had one great advantage over the metropolitan variety—"You know the people in your area."

One of the most important things for stations to do is to keep the rep house informed. Reps subscribe to local papers in their stations' home towns, he said, to keep on top of industrial and other developments, but they have no way of knowing what is going into billboards or other media, or what large accounts are moving into the market via newspapers.

"Few stations know the potentials of their own markets, or what the competing media are doing," he said.

"Advertisers have to be shown more than the numbers. In this day and age the advertiser has to know more than how many people are listening. A station has to show him that they are influenced by the commercials—his commercials.

Following a straight-from-the-shoulder outline of his views, and his plans to implement them for the industry, came the inevitable question of cost.

The Radio Sales Bureau has a membership of 52 per cent of eligible stations who sell 65 per cent of the national radio advertising. CDNPA, the newspapers' parallel organization, is growing faster. It has 25 sales executives to RSB's four. There are not enough people to make the required presentations to advertisers and their agencies, he said, and "we intend to do something about it, with your help."

Ced. Haynes told the West Coast Broadcasters what he thought about them, and what he was going to do for them come hell or high water.

A soft-spoken man, with a quiet air of assurance befitting the colonel he once was, the BCAB got the message, and accepted it with appreciation.

Buzz me if you hear anything.

ANNOUNCEMENT

CKRM APPOINTMENTS



KENNETH F. REEVES



JAMES B. ROBERTS

James T. Miller, General Manager of CKRM Radio, Regina, announces the appointments of Kenneth F. Reeves as Sales Manager and James B. Roberts as Production Manager.

Mr. Reeves brings to his new position an extensive background in sales and broadcasting. Mr. Reeves was a sales representative for two of Canada's largest marketing and pharmaceutical firms and is also well-known as a Saskatchewan sportscaster.

Prior to joining CKRM as Production Manager, Mr. Roberts had spent many years in the field of production management in the broadcast industry. On two different occasions Mr. Roberts has received national awards for broadcasting excellence.

Representative for CKRM Radio is Mike Callaghan of Air Time Sales.

Ritchie at NAB

the broadcaster is more truly of the community. His staff are members of Rotary, Lions, Kiwanis—they are leaders in Boy Scout troops, church organizations, teen clubs and countless similar activities.

“Through his staff and their personal, broad coverage of his community, the broadcaster then more directly, efficiently and certainly more quickly, detects the constant changes in the wishes of the people that seem to be part and parcel of life in this twentieth century. He is immediately able to reflect these wishes back to the community, state and federal leaders, and believe me, these leaders are paying more and more attention to these reflections.”

He said “a whole new breed of ‘thought’ leaders, headed by the broadcaster, is being born, and it frightens the present leaders as it frightened the clergy when the printing press came into being. The majority of the present intellectual leaders, now print-oriented, are fearful that the masses will unseat them because of the vast amount of information flowing through the electronic press of the broadcaster—more easily accessible and disseminated, than at any time in the history of man.

“Attempts are being made constantly made through legislation, regulation, critical press comment, and organized resistance groups to contain this volatile, living, breathing, intellectual force in every community. But the *people* will win, as history has proven through the ages, and the people *vote*, every day, overwhelmingly in favor of the broadcaster. *He is here to stay.*”

Community mainspring

Ritchie emphasized that “right now, and *more so* in days to come, the local ‘community broadcaster’ is and will continue to be the mainspring that keeps his community ticking and in time with the rest of the country and the world.”

He pointed out that the broadcaster’s “community”, in this instance, is the area covered by his signal, either a single small town or that portion of the metropolitan area he considers to be his audience.

Speaking of the contributions of a broadcaster to his community, Ritchie said: “You know, we are sometimes the lousiest communicators. Every one of you has to keep careful records for the FCC (in Canada it’s the BBG or CRTC). Why hide these records? Why is the secret of the tremendous service that you give to your community just between you and the FCC?”

He said “the broadcaster is now

the first person called upon by any group, organization or association in his area interested in the community effort.

“After all, your license does read ‘to operate in the public interest’ and I am sure every one of you conscientiously attempts to fulfill that requirement.

“Now, if in so doing, you just happen to make a profit, really is it necessary to apologize? Is profit one of the dirty words that we must not mention in broadcast circles?”

“I would be the last man to deny the broadcaster the right to sell advertising to permit him to support his staff and the accessory services, a few of which I have outlined. So many, in being critical of this aspect of the broadcasters’ daily fare, neglect to take into consideration the contribution he makes to the economic welfare of the community.”

**Pre-CAB soul search
for RSB members
and non-members
May 5 in Montreal**

WHAT WOULD RSB DO if it had the money? This is the intriguing question Ced. Haynes and his RSB ambassadors, Larry Heywood, Pete Harricks and John Fox, will answer jointly in a fast-moving presentation at the Chateau Champlain, Montreal, Sunday May 5 at 4 pm. A question period will follow this 40-minute presentation. The meeting takes place immediately before the opening of the CAB Convention, May 5 to 8, and will be open to RSB members and non-members.

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING RATES

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

RADIO TIME SALESMAN

Are you looking for an experienced radio time salesman? Someone who believes in servicing and follow-up after the sale? Production experience. Prefer Metro Toronto area or within 100 mile radius. Presently employed. 20 years experience.

Box 158
The Canadian Broadcaster
17 Queen St. E., Suite 128,
Toronto 1, Ont.

NEWSMAN AVAILABLE

Young, aggressive newsman with several years experience in large southern Ontario market is looking for a challenge. Married—no children—will move anywhere.

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17 Queen St. E., Suite 128
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**1 Gates 250 watts AM
transmitter model BC 250 GY**

Radio CJFP Ltd.,
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Riviere-du-Loup, Que.
Phone (418) 862-6003

Ask for Germain Gelinac,
Technical Director

AVAILABLE

21 year old graduate of Career Academy, Broadcasting School, Milwaukee. Some experience. Single

Richard G. Levy
McLean Ave., Arnprior, Ont.
Phone: 623-2305

AVAILABLE NOW NEWS DIRECTOR

Top mature professional news broadcaster seeks relocation in go-ahead news oriented outlet to help build a winning team.

Box 157
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17 Queen St. E., Suite 128
Toronto 1, Ont.

WORLD'S SMALLEST RADIO

Smaller than a match folder, it's a real transistor portable, needs no antenna or ground, excellent quality. A postcard brings details.

Venture Sales
Box 155A
Markham, Ont.

"BESSY" awards will replace "RATECs" at May 27 TV Commercials Festival

THE GOLD BESSY AWARD, named for the Broadcast Executives Society which co-sponsors the annual Canadian Television Commercials Festival with the Television Bureau of Advertising, will be presented for the best commercial in the 6th annual competition, Monday May 27, at the Inn on the Park, Toronto.

The Gold BESSY Award was chosen as the new name for last year's Gold Centennial Award presented in honor of Canada's 100th anniversary. The BESSY Awards, renamed by the BES board of directors, replace the former RATEC Awards, which designated the Radio and Television Executives Club, the original name of BES.

TvB Rose Bowls are presented for the most Outstanding National Commercial and the most Outstanding Local Commercial, in English, and similar awards will be presented for the same categories among French language entries.

The BESSY Awards are presented for the best three Notable National Commercials and the best three Notable Local Commercials, in English, in markets under 100,000, from 100,000 to 500,000 and over 500,000. French BESSY Awards are presented for similar categories, but in only two classifications, markets under 350,000 and over 350,000.

Certificates of Merit will be awarded where warranted, and Special Citations may be given for the Best Public Service Announcement, Best Station or Program Promotion, as well as outstanding achievements in techniques such as animation, optical effects, product demonstration and other categories.

Canadian creativity

The competition is open to "any Canadian individual or group of individuals engaged in creating or producing Canadian television commercials. The creative concept and production supervision must be Canadian."

The rules stipulate that any commercial is eligible that has been "first broadcast at least once on any television station serving the Canadian market during the period April 1, 1967 to March 31, 1968 inclusive."

Entry forms and full details are available from the office of The Canadian Television Commercials Festival, 125 Scollard St., Toronto 5, Ont. Closing date for entries is April 22.

Frank C. Buckley, BES president, says: "In today's environment, it is most important that the quality and the presentation of the commercial message be acceptable to the viewer if the desired effect is to be obtained. The purpose of the Television Commercials Festival is to stimulate the industry to produce more imaginative and more effective commercial messages."

During the day-long event at the Inn on the Park, conference sessions will spotlight the showing of international award-winning commercials, top U.S. commercials, outstanding color commercials, and demonstrations of important creative examples. Top flight speakers will be heard.

There will be a luncheon, cocktail hour, and the annual dinner at which the awards will be presented. Special entertainment will be featured.

CBC Directors

Sudbury, and part-time resident of Manitoulin Island where he operates a family farm, is a graduate of the University of Toronto and Osgoode Hall. He has had his own law practice in Sudbury since 1961. He is a Regent of Huntington College, Laurentian University, and a member of the Board of Directors of the Alcohol and Drug Addition Research Foundation;

Michael Lypka, came to Canada from the Ukraine in 1938, graduated from the University of Toronto and Osgoode Hall, and has practised law in Hamilton since 1954. He is president of the Hamilton Branch of the Canadian Ukrainian Committee and was chairman of the Hamilton Ukrainian Centennial Committee;

Mrs. Una McLean Evans, was born in Sunnybrook, Alta., and educated at the University of Manitoba. After serving in the Canadian Women's Army Corps during World War II, she worked on historical research at the Glenbow Foundation in Alberta, before her marriage of Edmonton newspaper columnist Arthur Evans. She is past-president of the Canadian Federation of Business and Professional Women's Clubs, and currently is an alderman on Edmonton City Council.

Appointed for three-year terms are: Irving Pink, 55, of Yarmouth, N.S., a graduate of Dalhousie Law School, who for the past 20 years has served as solicitor for the municipalities of Yarmouth and Barrington. He was appointed a Q.C. in 1958, and is a past-president of the Union of Nova Scotia Municipalities and the Nova Scotia Education Association;

Mrs. Denise Lacroix, of Trois-Rivières, was for several years commercial editor of *Le Nouvelliste*. A founding president of Le Syndicat de la Commission Scolaire Régionale des Vieilles Forges, she is administrative secretary of L'Ecole de LaSalle in Trois-Rivières;

Roland Pinsonnault, born in St. Cyprien de Napierville, Quebec, moved to Gravelbourg, Sask. at an early age and was educated at College Mathieu there. A farmer and member of the Saskatchewan Wheat Pool, he has been president of the French-language School Board of Saskatchewan since 1952, and is president of the French-Canadian Cultural Association in that province;

N.L. McCowan, 64, of Summerbury, Sask., attended the University of Saskatchewan, and served as a school principal in that province for 20 years before moving to the Northwest Territories in 1950 as principal of the Fort Smith Federal School. He later served at the Hay River and Princess Alexandra schools and is retiring this spring after 18 years service. A Justice of the Peace for 14 years, he is also a member of Council and Deputy Mayor of Hay River.

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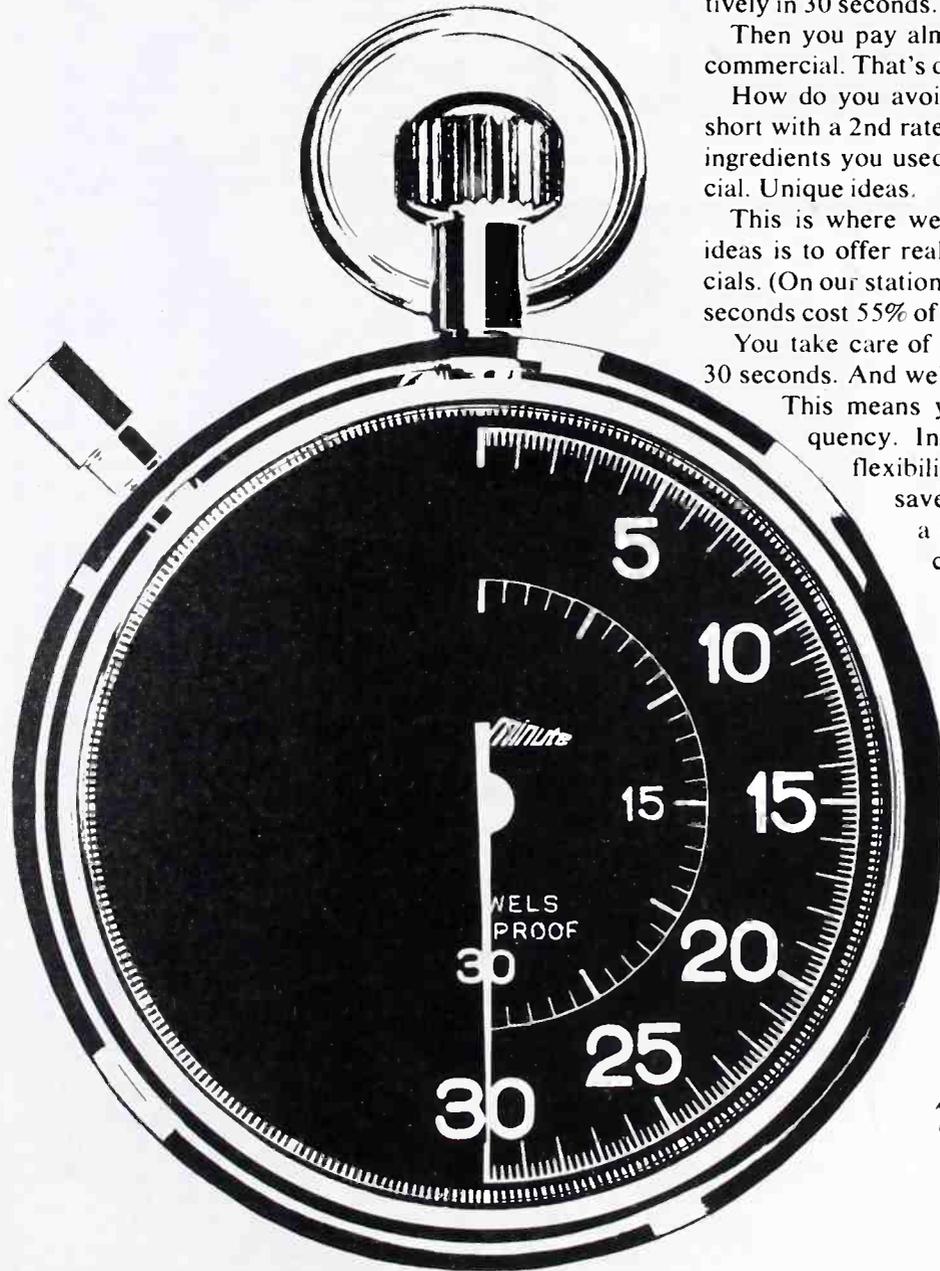
N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH
D.O.T. AND B.B.G. SUBMISSIONS

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MONTREAL 29 QUE.
CABLE: PAPPACO

If you're smart enough to do a good 30 second commercial, be smart enough not to pay a 60 second rate.



You've found a way to get your message across effectively in 30 seconds. That's smart.

Then you pay almost a minute rate for a half-minute commercial. That's dumb.

How do you avoid selling your first rate commercial short with a 2nd rate media schedule? By using the same ingredients you used to cook up that first good commercial. Unique ideas.

This is where we'd like to help. One of our unique ideas is to offer realistic rates for half-minute commercials. (On our stations - CHCH-TV and CHLT-TV - 30 seconds cost 55% of a 60 second rate.)

You take care of fitting your 30 second message into 30 seconds. And we'll take care of the other 30 seconds.

This means you can boost your reach and frequency. Increase your audience. Get greater flexibility. Add this to what you've already saved in production costs over making a 60, and you've really got a commercial that's working its head off.

What other ideas do we have? Well, we were the people who came up with Prime Time Equivalents. Superspots. And Orbit Plans. But we're not resting on our laurels. Once you start to set trends, you have to keep at it. And our marketing men do.

They're pretty smart guys.

NTV Marketing



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We never stop starting things.