

THE CANADIAN

roadcastaster

March 1969



**Thank you
broadcasters**

THE CANADIAN ASSOCIATION OF BROADCASTERS L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

43rd ANNUAL CONVENTION APRIL 27-30, 1969

LORD RITCHIE CALDER
(Keynote speaker)
"Educational Television and
the Future of Telecommunications"

AL SLAIGHT'S PANEL
"A Seminar on Radio Programming"

PROFESSOR MARTIN MALONEY
"Is TV Violence Really Harmful?"

ANNUAL DINNER
"An Evening in the Silver Slipper"
- a gay nineties gala -

JOHN TEBBEL
"The New Threats to the Freedom
of Information"

BERT CANNINGS' PANEL
"The Genesis and Coverage
of Violence by News Media"

MURRAY CHERCOVER'S PANEL
"Television Programming -
The Future. Challenge and Change"

1969 - AGENDA -

A

SUNDAY

6:00-8:00 p.m. - President's reception -
Alberta Room, Chateau
Lacombe

N

N

MONDAY - Alberta Room, Chateau Lacombe

9:30 - President's Address

9:45 - Keynote Address -

Lord Ritchie Calder

U

10:45 - Address: Professor John Tebbel,
Department of Journalism,
New York University

Radio Programming

A

2:30 - Panel: Chairman A. Slight
and 11 Canadian and American
experts on Radio Programming and
Radio Research

L

TUESDAY

9:30 - Television Programming -
"The Future. Challenge and Change"
Panel: Chairman M. Chercover
Harry Boyle
Charles Templeton

M

12:00 - Quarter Century Club Reception

1:00 - Quarter Century Club Luncheon,
Chateau Lacombe,
McDougall and Klondike Rooms

E

2:30 - Address: Professor Martin J. Maloney
Department of Radio-Television-Film,
Northwestern University

E

3:15 - "The Genesis and Coverage of
Violence by News Media"

Panel: Chairman A. G. Cannings
Richard Duwors, University of Calgary
Richard Jencks, CBS

T

WEDNESDAY

I

9:30 - Business Meeting - The Macdonald

12 noon - BES Reception - The Rotunda
Chateau Lacombe

12:30 - BES Luncheon - former Alta. Premier
the Hon. E. C. Manning, Alberta Room,
Chateau Lacombe

N

2:30 - Business Meeting - The Macdonald

6:00-7:00 - Reception, Eldorado Room,
The Macdonald

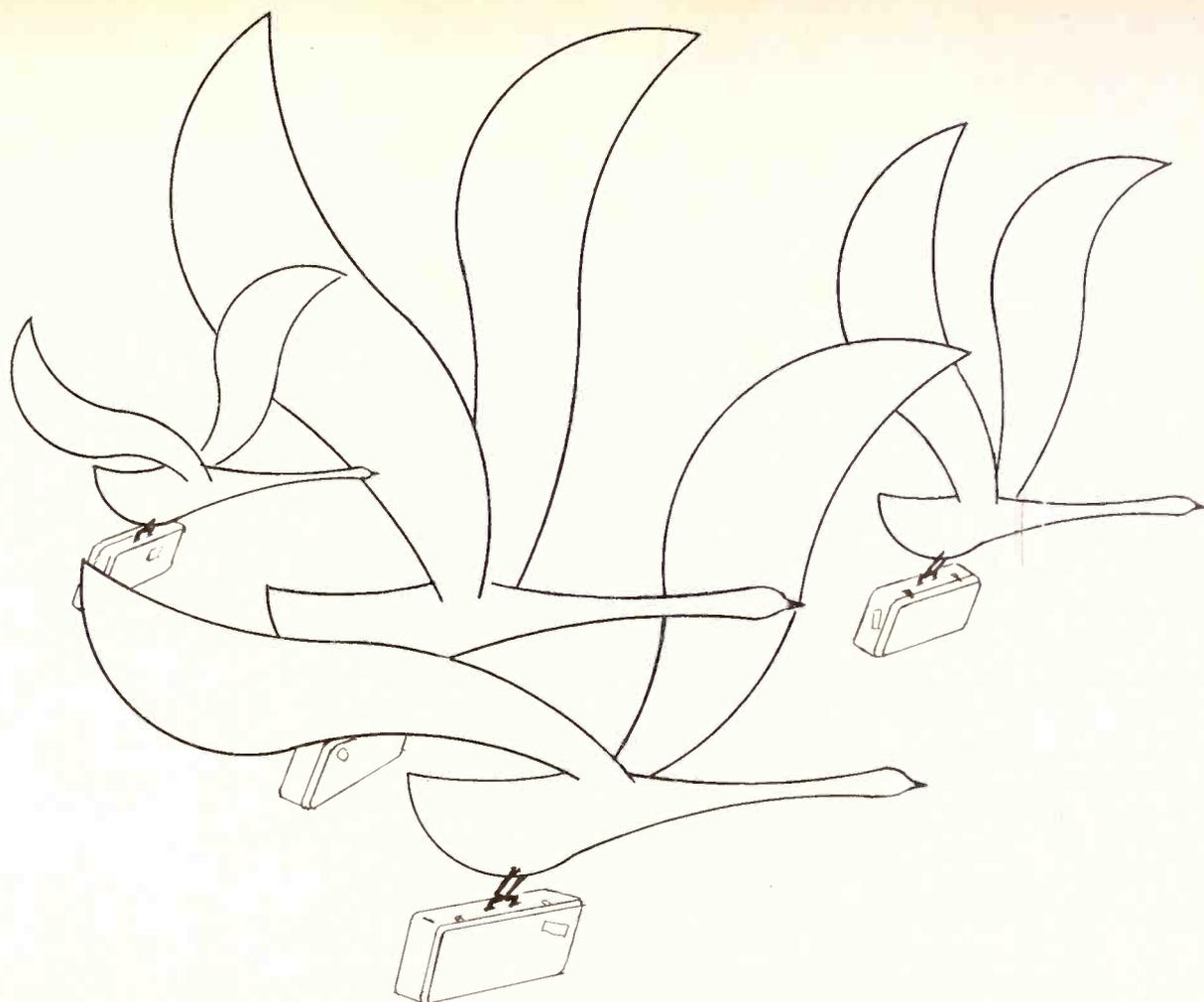
G

7:15 - Dinner - Tonquin Room

REGISTER AT THE LACOMBE OR MACDONALD HOTELS IN BEAUTIFUL,
EXCITING EDMONTON.

(Programming draws the audience that is our bread and butter. That's why the
theme of this year's meeting - PROGRAMMING, Broadcasting's Product -
is so vital to us all in the broadcasting business).





Be an early bird!

Get to the Edmonton convention of the Canadian Association of Broadcasters **FRIDAY, APRIL 25** in order to see the city and to take advantage of tours laid on by the local committee.

For full details contact

GERRY WALKER - CAB Office, Ottawa.

DICK RICE - CFRN-AM-TV, Edmonton.

THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS





A HANDSHAKE AND A SMILE FROM TIMMY greets all the "helping hands" of the broadcast industry, from the vantage point of our front cover, as he makes "personal" contact to express the grateful appreciation of all the crippled children for the help they've received through the voluntary support given each year to the annual Easter Seal campaign.

Broadcasters across Canada, and all those associated with the industry, give freely of their time and services, which, if reckoned in dollars and cents would represent a staggering sum. It has been like this ever since the first Easter Seal campaign was launched in 1947.

It was in that initial campaign year, too, that the first *Easter Seal Radio Show* was contributed by a small network of radio stations in Ontario.

Spontaneous reaction by the listening audience helped avalanche campaign returns all over the province. Its success quite naturally called for a repeat effort the following year, and so much interest was generated that the broadcast continued under the name of *Timmy's Easter Parade of Stars*. It became a national show, featuring top talent, and TV picked it up until it was carried by radio and television all across Canada.

The radio broadcast continues this year, but the TV has been replaced with greater flights of commercials, also provided free by members of the industry.

The radio version of *Timmy's Easter Parade of Stars*, 1969 edition, will run Sunday March 30, 4:00-5:00 p.m. EST on all CBC and affiliated radio stations, as well as being made available to any other stations wishing to carry it.

Heading up the all-star cast for the show will be Glen Campbell as MC, with Nana Mouskouri, Albert Pratz, Gilbert Bécaud, the rock group *Guess Who*, Pauline Julien, Don Messer & His Islanders, and the Carl Tapscott Singers.

The impact of television will be felt through the scheduling of a special series of Easter Seal commercials. In fact, this impetus to the success of the campaign will be stepped up considerably by the stations' frequent use of the specially-produced 20-30-60 second color films, produced under the direction of Bob Stevenson of ICTV Sales Ltd. in co-operation with Wally Bick of Spitzer, Mills & Bates Ltd., in Toronto.

The radio commercials, too, of various lengths, were produced this year on discs by RCA Victor Co. Ltd., and feature Harry Belafonte, Ward Cornell, Betty Kennedy of CFRB Toronto, and Canada's 1969 national *Timmy*, 11-year-old Ian Walmsley of Oshawa, Ont. (shown on our cover).

Because the Easter Seal campaign is a mail appeal, in many cities undertaken through the efforts of the Kiwanis Clubs, the support given by the broadcast industry is vital to its success. Broadcasters realize this, and in the interests of these children, act accordingly.

(MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!



.....And some of them have been happening for quite awhile! For instance, three out of five persons in the Kamloops area are employed in forest industries. This sawmill of the Kamloops Lumber Company is one of about 80 in that part of Okanagan Mainline Land. From Penticton to Kamloops, wood products account for nearly a third of total manufactured values. It's a booming industry in a booming market....and we're the people who serve and sell it all.

OKANAGAN MAINLINE RADIO

CJIB VERNON CKOV KELOWNA CKOK PENTICTON CFJC KAMLOOPS

Just call



the All-Canada man

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Authorized as second class
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Ottawa, and for payment of
postage in cash.

*Southern
Saskatchewan's
only*

*Captive
Television
Market*

CJFB-TV

CHANNEL 5 — SWIFT CURRENT
CHANNEL 2 — EASTEND
CHANNEL 2 — VAL MARIE
CHANNEL 10 — RIVERHURST

**A CROSSROADS
OF THE WEST...**

Swift Current is the shopping centre of Southwest Saskatchewan. A city within a city—the complex of fine motels, motor hotels, restaurants, service stations, and other complementary services straddling the Trans-Canada Highway at the approaches of the city, constitute one of Western Canada's finest and best equipped tourist communities. As a result the tourism trade is an important, growing facet of the economy. Motorists and tourists in increasing numbers make Swift Current a must stop east or west. The popularity of these excellent tourist facilities pays dividends by diverting these tourists to the over 100 modern retail outlets in the downtown shopping and business area.

*SEE:
Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.*

Hire a lady-killer...

It seems we have this fatal fascination for the ladies.
Each week, CFRB reaches 60% of Metro Toronto women, eighteen and over.*

Isn't that your target market?

If you have something to say to women, say it on CFRB.

They'll get the message.

*BBM Coverage and Circulation Report November 1968

CFRB  **1010**
Ontario's Family Station.

...and get your man!

Men and women do agree on some things. Radio in Toronto, for example. While we're fascinating the ladies, we're also intriguing the men.

Each week you can reach 59% of them in Metro Toronto in the same age group, eighteen and over*. Want to talk to adults?

Talk to us first. And we'll connect you.

*BBM Coverage and Circulation Report November 1968

CFRB 1010

Ontario's Family Station.

Represented by:

STANDARD BROADCAST SALES
COMPANY LIMITED
2 St. Clair Avenue West
Toronto 7, Ontario
(416) 924-5721

1407 Mountain Street
Montreal 25, Quebec
(514) 849-2454

CANADIAN STANDARD
BROADCAST SALES INC.
654 Madison Avenue
New York 10021, N.Y.
(212) 838-5774

No one is against the broadcast media but...

by James Montagnes

THERE SEEM TO BE as many reasons for non-use of the broadcast media as there are advertisers not producing commercials for radio and television. A survey of advertisers and agencies shows a variety of reasons for advertisers of consumer goods or advertisers for corporate reasons not utilizing either radio or television or both as advertising media.

Lack of sufficient budget was advanced by a number of those interviewed. It was also given by a large Canadian pulp and paper company which some years ago had used radio and television for consumer products. These included one minute commercials for cottage wallboards, timed on Ontario radio stations to catch owners en route weekends by car to their lakeside cottages.

But, it is understood, management

at that time had pressure applied by publishers to use more print media, and so the broadcast campaign was dropped. Now there has been a change of management, the new executives being more merchandising oriented, and there is a chance for radio and television to be considered again seriously.

The non-use of radio is attributed by a number of advertisers and agencies to the need for visual demonstrations of product and product use. These advertisers use television to some extent.

An example is Bata Shoe Co. of Canada Ltd., through Cardon Rose Ltd., Montreal and Toronto advertising agency.

Said D. Dalys, manager of the Toronto office: "Ours has been largely a fashion-oriented agency, and fashion requires visual advertising. Radio has a weakness for fashion advertising. We have recommended radio for certain instances, and currently have some submissions from western Canadian stations."

For other of the agency's clients, Dalys pointed out that "we have not found an economic means of network radio, and production costs for television are tremendous. We do not feel the present rating system is the best. Also too many radio stations are changing program patterns too often and there is too much changing of personalities."

Ray Avery of Ronalds-Reynolds & Co. Ltd., agency for Ronson Products of Canada Ltd., stated that the advertiser is not against radio, but that visual presentation of its products was advantageous. The client might use television for its seasonal advertising at the end of the year, "but it

is practically impossible to buy decent time availabilities on major market stations at that time of year."

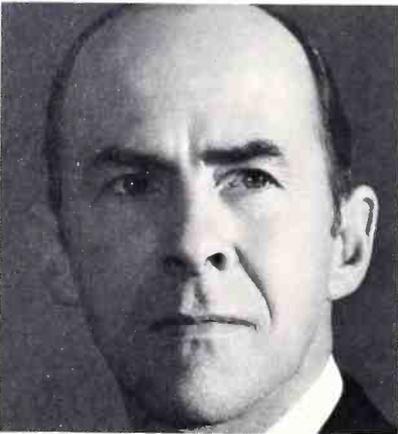
On the corporate advertising level other factors practically ruled out the broadcast media. "Our products are not for the consumer market," said Ed Belfry, sales promotion manager of Anaconda American Brass Ltd. "We have gone through extensive studies on the use of the broadcast media for corporate advertising. There are budget limitations, and our agency (Stone & Hand Ltd.) is against it. But we would be delighted to find a way to use radio and television. So far we haven't found it."

"We have used radio and television from time to time," said H.J. Pollock of Grosberg, Pollock & Gwartzman Ltd. "Our client, Bick's (Pickles) of Canada Ltd., has had an inordinate success with outdoor advertising. This has taken most of our budget. We also have to participate in chain grocery store co-operative advertising in the newspapers and store promotion. We have no plans at present to try the broadcast media again."

"Television is more in keeping with our need for demonstrations and creative objectivity," said John Hayter, advertising manager of Alberto-Culver of Canada Ltd. "We started out with television and have found it best suited for our creative strategy and package identification. Radio commercials are not able to produce the same effect, though radio can be used as a reminder. We get mass coverage from television with a high reach frequency and do not feel it necessary at present to supplement the television advertising."

→ 12

ANNOUNCEMENT



Brian Pearce

Mr. Jim McManus, Sales Manager, CFCF Radio Montreal, is pleased to announce the appointment of Mr. Brian Pearce to the position of Sales Manager, CFQR-FM. Mr. Pearce has been associated with CFCF Radio and CFQR-FM for three years, prior to which he held positions with advertising agencies and in various media. The experience and knowledge he brings to his new responsibilities reflects the increasing importance of FM broadcasting to progressive advertisers.



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.

CRANBROOK "The only Voice of the Rockies"

Group One Radio Ltd. — Toronto, Montreal, Winnipeg & Vancouver

Computer studies telecine for better color TV

TO PROVIDE BETTER RECEPTION of color film programs on home TV receivers, a two-part two year research project has been completed by CBC engineers, involving the use of a computer at McGill University, Montreal, and working in co-operation with the Canadian Telepractices Committee, representative of the entire Canadian broadcast industry.

As a starting point, the engineers adopted the criterion that film colors, when seen on a color TV receiver, should be identical to the colors from the same film seen on a movie screen. The most important advantage of this standard is that the artistic judgment of the film producer is not modified by the television system. A second advantage is that the telecine camera is easier to design and operate because, in engineering terms, the output must match with the input.

In the first part of the project, the computer was programmed to calculate telecine camera errors for a number of film test colors. These errors were expressed in terms of just noticeable differences between input and output.

The computer program has shown that by making various changes to the telecine camera, an optimum condition is obtained where color errors are not perceptible in television programs on films of reasonable technical quality.

To obtain this optimum condition, equipment modifications are required, including new dichroic (color separation) mirrors and color trim filters, an improved vidicon pick-up tube, the addition of a matrix (mixing) amplifier, and changes to electrical circuits.

The second part of the project

studied the preferred viewing environment for color television, because the environment of near darkness in movie theatres is not suitable for home TV viewing.

A typical home viewing environment provides high ambient (general) lighting in the room, to allow for people moving around or reading.

Evaluation of film destined for color television was undertaken in film review rooms using optical projection, with room ambient lighting in the form of a large-area "surround" light to the picture screen. The advantage of a "surround" light is that no light falls directly on the picture screen. In this way, the contrast of the picture is maintained and the ambient light makes for a pleasant viewing condition.

In practice, the "surround" light is carefully controlled to match the white of the picture screen and it is useful in controlling eye adaptation. In other words, the "surround" light becomes a reference to judge color balance in the picture area.

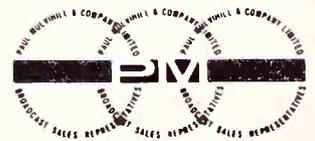
J.E. Hayes, CBC vice-president, engineering, said: "We expect the most important result of this project will be an improvement in color pictures on home receivers. This will be due, in part, to modifications to telecine cameras and, in part, to new review rooms, that will enable film evaluators to do a better job of selecting color film for television."

He indicated that new telecine cameras purchased by the CBC will be provided with the required modifications, and cameras and color film viewing rooms now in use will be modified as soon as possible.

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

Summer means a Bonus on

The ONTARIO Five



Regular audience: 51,500 adults at 95¢ C.P.M.*
Summer Bonus: Many thousands of tourists!

Radio CKWS Kingston • CHEX Peterborough • CFCH
North Bay • CJKL Kirkland Lake • CKGB Timmins

*Average adult audience per quarter hour:
6:30-9:30 am. Source: BBM November, 1968

ASK SBS REGIONAL DIV.

For your
**PROMOTION-
 IN-PRINT . . .**

the
**CREATIVE
 SERVICE**

of
 The
**Canadian
 BROADCASTER**

17 Queen Street East,
 Suite 128,
 Toronto 1, Ontario
 Telephone (416) 363-6111
 TELEX 02-21576

Roy Thomson sells Canadian stations to Bushnell TV Limited

Retains ownership of Thomson newspapers

SALE OF THE BROADCAST INTERESTS of Lord Roy Thomson and the late Senator Rupert Davies' families to Bushnell TV Co. Ltd. of Ottawa was announced this month by Don R. Lawrie, general manager of Northern Broadcasting Ltd., Toronto. The sale is subject to the approval of the CRTC. A parallel press release was issued by CJOH-TV Ottawa (Bushnell TV Co. of Canada Ltd.)

Included in the purchase are CKWS AM-FM-TV Kingston, CHEX AM-FM-TV Peterborough, CFCH AM-TV North Bay, CKGB AM-FM Timmins, and CJKL Kirkland Lake. All are basic affiliates of the CBC English network.

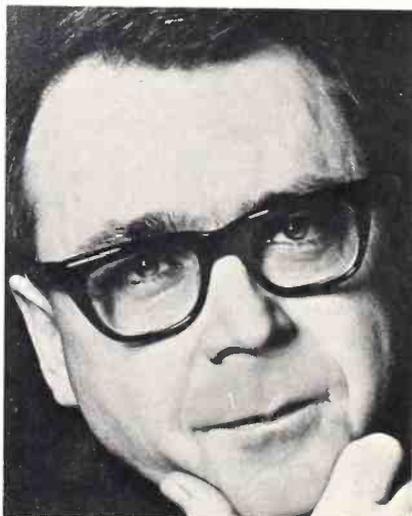
The deal also included purchase of the Thomson interests in Cablevue (Belleville) Ltd., a CATV system operating in Belleville and Trenton,

which also must receive CRTC approval.

Bushnell TV Co. Ltd., a public company with extensive broadcasting, CATV and TV production facilities, owns and operates CTV network stations CJOH-TV Ottawa and CJSS-TV Cornwall.

Lawrie pointed out that Thomson Newspapers Ltd. has no interest in broadcasting operations in Canada, and the Bushnell purchase was entirely separate from Lord Thomson's and the Rupert Davies families' newspaper holdings here.

ANNOUNCEMENT
 CKCO-TV
 Kitchener-London



John B. German

Central Ontario Television Ltd. announces the appointment of John B. German as National Sales Supervisor. Mr. German has an extensive background in advertising with senior positions in broadcast sales and agency media. His broad experience is available to CKCO-TV clients. He will make his headquarters at the Toronto office of Hardy Radio & Television Ltd.

Phone: 363-9433

NTV ousts top execs -

Beaubien takes charge

FOUR EXECUTIVES of NTV Communications Corp. Ltd. were dismissed last month, when Al A. Bruner, president, W. Lloyd Crittenden, vice-president, Michael Koskie and Jeremy Brown "departed over a basic difference with the company directors on interpretation of policy."

The company, owned jointly by Niagara Television Ltd. and Québec Télémedia Inc., a subsidiary of Power Corp. of Canada Ltd., Montreal-based investment and holding company, wants to set up a third national television network using two space satellites for bilingual broadcasting.

The episode was said to have coincided with the takeover by Philippe de Gaspé Beaubien as the company's new chief executive officer. Beaubien, former director of operations for Expo '67, declined to confirm or deny the dismissals.

A story based on a forthcoming interview with Beaubien will appear in an early issue of *The Broadcaster*.



Come with us. We'll give you the world.

We are News/Radio Limited.

And we have just set up a private, radio news service in Ottawa. With a direct broadcast link from the Press Gallery to our studio and offices in the National Press Building.

We've pulled six of the best people together to run it.

Like Tayler Parnaby as Bureau Chief. And Paul Taylor as Parliamentary Correspondent.

Since we are hooked into the CBS Radio News Network, we offer their great international coverage, exclusive in Canada.

News/Radio is a perfect supplement to your own local news.

We feed stations coast to coast, 16 times daily. With

carefully selected and fully edited material.

Including commentaries from people like Walter Cronkite.

News/Radio is available to just one station in each market. First come, first served.

Get in touch. We can give you the world. Contact: Allan Slaight, (416) 363-9391. Collect.

News/Radio Limited.

A division of the Stephens & Towndrow Organization.

No one against broadcast ...

Promotion via Sales Bureaus

Both radio and television, through industry supported sales bureaus, are promoting the broadcast media, in a variety of ways.

The Radio Sales Bureau, for instance, has a new series of tapes for teachers of marketing courses.

The Television Bureau of Canada has a new 35-minute presentation ready for spring unveiling. It will cover such questions and comments from non-users of television advertising as:

"How can you stand there and tell me TV costs are justified?"

"Commercials cost more than the programs they go in!"

"Only a brewery can afford talent repayments!"

"Cluttervision is commercials interrupted by programs."

"French television—Who needs it?"

"Television ratings are for the birds!"

"TV is too mass—I want quality, not quantity!"

"Only prime time is my policy, and you don't often have it to sell."

"My retailers don't use TV—why should I?"

Scope for creation

Many advertisers and agencies interviewed on non-use of radio pointed out that they use television. And for the same reason as is given in the new TV presentation—that television provides creative scope.

But radio also provides creativity, Cedric Haynes, president of the Radio Sales Bureau pointed out.

"Agency people are not aware of the imagery developed in programs in the early days of radio, such as *Fibber McGee and Molly*, *Jack Benny*, *Eddie Cantor*, *The Lone Ranger*, and others," he said. "Without seeing the actors every listener could hear and visualize the cupboard door opening and all the contents falling out of the closet in the *Fibber McGee* programs. The present agency people have to be re-educated to the imagery available with sound.

"We may have oversold the flexibility of radio and its use as a fast mover of goods. But with good commercials we can get across the imagery that used to be a major part of radio programs. We can have listeners visualize colors. We have some 4,000 successful commercials from both Canada and the U.S. on tape in 160 categories for use by advertisers, local and national.

"Many advertisers think they do not have to spend as much money on radio commercials as on print or television commercials. We have to teach them to spend money for good radio commercials. Many national and regional Canadian advertisers would get even more spectacular sales results from radio if they were prepared to spend a few thousand dollars on the writing and producing of a campaign series of radio commercials. American success stories galore confirm this view."

Better programs to sell more ads

Haynes and his associates constantly call on potential radio advertisers and address agencies and marketing

groups on what radio can do. They have recently completed a series of calls on Canadian government departments at Ottawa to show how radio could be used to advantage. They are advising stations in smaller centres to improve their programming to sell more advertising at the retail level.

Buy small markets through groups

Haynes believes there will be an increasing trend for advertisers to buy smaller markets through groups of stations. He feels that agencies would also prefer to deal with a group of stations to cover a small market, rather than picking individual small outlets for their clients.

Radio Sales Bureau is not letting potential radio advertisers forget about the medium, though major calling time has to be spent with those advertisers having the largest budgets. But a mail order campaign of news about radio commercials, their effectiveness and cost is reaching many non-users of radio, with unexpected results.

Haynes likes to recall the presentation made not long ago to a group of lumber dealers in the Vancouver area. After the presentation and the usual coffee, the smallest of the dealers in volume of sales asked a great many pertinent questions, the type likely to be asked by a senior advertising agency man.

Questioned by RSB representatives on his line of information, he said he used to be an advertising agency man, but had gone into lumber. The local lumber dealer association had assigned him the job of evaluating their advertising needs. The local station sales personnel lost little time in contacting that lumber dealer.



Dick Lewis's first --

Beaver Award

FOR COMMUNITY SERVICE

won by

CKNX

RADIO

25 years later information and service to the people of Midwestern Ontario is still the main reason for our existence. We're talking to a lot more listeners too, with increased power of 10,000 watts. Try Lorrie Potts for some spring and summer availabilities.

Not only how many but who received the message?

"THE ULTIMATE GOAL of data collection is to accurately measure the effect of advertising." Dr. Bill Byram, of the BBM Bureau of Measurement, opened with this statement when he began a panel discussion at last month's meeting of the Professional Market Research Society, in Toronto.

"One must ask who saw, heard or read the message, because nobody knows yet," he said in a talk which defined some of the problems of data collection.

"What is the definition of measurement of units?" he asked. "Should we work on minute by minute units, or on a fifteen minutes basis? Can the reader of comics be classified as a 'reader'? The difficulties in placing a truly random sampling are great."

Quite apart from non-response to many of the diaries which BBM sends out every year, Dr. Byram finds that 50 per cent of a final sampling is not presentable when it is received, and he suggested that perhaps some kind of multi-media diary would have a better result.

Receivers of the diary would be able to note more accurately where the attention of the entire household lay, for instance where television was being used in a household in which some member of the family was in another room. The video has no impact in such a situation, but the audio may still be registering with the person in the next room, and therefore could be noted.

Dr. Byram said there was much greater control of question design now, and, so far, the individual diary was the greatest contribution to research today.

"But more coherent planning is required," he said.

Ken Purdie, media research manager of MacLaren Advertising, spoke on the aspect of processing data, and urged researchers to ask what is meant by the figures they produce.

"Look back and see," he said. "Study a large number of families. Find out what is typical. What shows

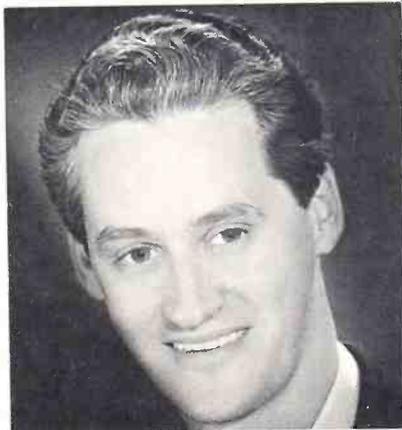
as being general effects? Then compare with the results and ask what relative reach the program got.

"Generalize what sort of reach and frequency a TV schedule is going to produce.

"Everyone wants to produce figures...masses of figures...but how can we reduce this mass to see the patterns, variations, etc.?" he asked. "We're inclined to lose sight of what we mean in research. What effect did we have, that's the question."

Newton Gent, media manager of *Weekend Magazine*, impressed on the meeting his belief that "the man who prepares the honest figures has a responsibility to see that those figures cannot or do not get misinterpreted."

ANNOUNCEMENT



Jim Kidd

Mr. Walter Machny, General Manager, CFCF Radio, CFQR-FM and CFCX Shortwave, Montreal, announces the appointment of Mr. Jim Kidd to the position of Program Manager, CFCF-AM, CFQR-FM and CFCX Shortwave Radio. Mr. Kidd brings with him many years of experience in the programming, production and advertising fields. Mr. Kidd's most recent position was Production Director for CFCF Radio.

BULLETIN

SPRING SONG?
Weather great
So are sales
Sound fantastic
But still awaits.

BIG, BIGGER
On-site work began this month for **CHLO**'s new 10,000 watt day/night fax. (Coverage? Days, 443,888. Nights, 437,888 people within 0.5 mvm contours!)

CR-TC
Visited London this month and can confirm Don Messer and Guy Lombardo never more popular!

OUR GOOD GUYS
Heard from 245 'Super Sweethearts' in 28 Southwestern Ontario centres.

As 'Neversweats' of basketball fame have raised a few thousand \$\$\$ (Their loss record remains unblemished!)

Worked on ELGIN THEATRE GUILD's "Guest in the House". Paul Ski produced. Sound, Jerry Stevens. **CHLO** filled the seats.

'Pirate' Tom Lodge back and dominating evening listening in these parts.

Office Manager Jim Heseltine covered Canadian Curling Finals for **CHLO** from Oshawa.

G.G. Brian Henderson judged talent at WESTERN FAIR's 'Farm Show'. Ad-Service Manager Don Lumley ditto on the Public Speaking Competition circuits.

HURLEY SEZ
With competition so 'lively', 'responsible', 'quality' and even 'stereo', **CHLO** is only better! **CHLO** involvement makes the difference!!

Ask A, K, T, P or F, the helpful RADIO & TELEVISION SALES male quintet tell you how you can become profitably involved with **CHLO**!

Buy now,

Frank Hurley
Sales Manager

CHLO Radio

LONDON - ST. THOMAS

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

Translating change into action

by D.C. Trowell

(Reprinted from *The Financial Post*)

Broadcast Management: Radio and Television, by W.L. Quaal and L.A. Martin; Saunders of Toronto Ltd.; 251 pp.; \$6.50.

THIS IS THE FIRST VOLUME of a series, *Studies in Media Management*. If the ones to follow are anywhere as good, it will be a worthwhile series to have.

As the authors point out, any attempt to deal with procedures in such a volume as this would make it "obsolete before publication."

Anyway, procedures are simply the tools. Policy is the name of the game, and the manager must concentrate on policy areas. This book points out some of those areas in broad-

casting.

Some are purely U.S. in fact and detail, but Canadian managers will be quick to see the parallels—and in some cases the handwriting on the wall.

The book hammers at the need for a manager to recognize the values of change and to be creative enough to translate the values into action. No mean task for him—but an objective that bears constant repetition.

The Quaal-Martin team maintains its consistency in emphasis on the areas of management concern, and it makes liberal use of examples drawn from a wide range of radio and television operations.

Both authors have highly successful track records, academically and in the practice of broadcast management, so what they have passed along is well worth listening to. The style is easy and generally objective.

Only once is there a lapse, and that's in a section headed *The Audience and sub-headed The Critics*. Here the text takes on a polemic tint and even tends to whine.

The book is clearly organized, well indexed and thoroughly referenced as to bibliography.

While this publication doesn't pretend to be the definitive work on the subject (could there ever be one?), in many ways it's an interesting historical document. It won't provide answers to new management problems confronting broadcasters today and in the future. It simply emphasizes management philosophy and helps organize broadcast management thinking processes.

It sets out principles which, if heeded by owners and managers, and we hope, understood by regulatory bodies, will provide a sound basis for improvement in the state of the broadcasting art—and do it in such a way as to make broadcasting attractive, interesting, entertaining and satisfying to the greatest possible number of people. Without going broke in the process!

Technological advances in electronics are racing forward, and our creative ability to use them must be given free rein. The caveat: There are economic realities which must be defined to make the most of both technique and message as we zoom into the future. That's a key role of the manager.

This book and the series of which it is the first can be most helpful. I recommend it to all owners, managers, regulators, politicians, peer groups, academics or students who want to gain useful, working knowledge of radio-TV management in a painless way.

Doug Trowell is vice-president and general manager of radio station CKEY Toronto.

ANNOUNCEMENT

PAUL L'ANGLAIS INC. APPOINTMENTS



Gilles Loslier

Lieutenant-Colonel Paul L'Anglais, President of Paul L'Anglais Inc., Canada's leading French-language media representatives, is pleased to announce the following executive appointments which became effective January 1st 1969:

Mr. Gilles Loslier is promoted Vice-President of the Company and appointed General Sales Manager, with over-all responsibility for all sales offices and all media. Mr. Loslier has been with the Company since its inception eight years ago and was until recently Assistant to the President.



J. Richard Genin

Lieutenant-Colonel J. Richard Genin joins Paul L'Anglais Inc. as Assistant General Sales Manager of the Company. Mr. Genin has been active on the Montreal publishing and broadcasting scene and latterly was Vice-President and Quebec Manager of Stovin-Byles Television Limited, where he had been employed for more than ten years.



**this palm sized module
gives you 16mm
sound conversion
on the job!**

ARRIFLEX 16BL is the quality 16 mm sound camera that matches its sound recording systems to your filming assignments — **single system — double system — either or both**

SINGLE SYSTEM Here's how. Just slip the Arri recording module into the 16BL camera head and presto—you've got a high adaptability single-system magnetic sound camera. All accomplished in a half minute or so with only a screwdriver. The companion Arri recording amplifier offers dual mike inputs with built-in mixing; music/speech selector switch, and you can monitor from line or off the record track. Threading the 16BL in its single-system configuration is fast and simple.

DOUBLE SYSTEM Here's how. Reverse the procedure: slip out the Record Module, and you've got a double-system camera with built-in 60 cycle generator, automatic electric "clapstick" and a built-in "cue marker," for sync-ing with 1/4" recorders.

And there you have it. **Total sound convertibility** in the palm of your hand. The **quality** camera that lets you match its sound recording systems to your filming assignments.



ARRIFLEX® 16BL

*the most capable
portable sound
camera in
the world!*

**GONE
ARE DELAYS.**

Orders filled
immediately from
our Toronto Warehouse.



BRAUN

Sole Canadian distributor of Arriflex Cameras and Nagra Recorders.

BRAUN ELECTRIC CANADA LIMITED, 3310 Elmbank Road, Malton, Ontario. Telephone 416-677-3243

CBC plans more French-language TV for Ontario

Expansion of French-language TV into many parts of Ontario is currently under consideration by the CBC, Parliament was told last month.

Liberal Robert Stanbury, parliamentary secretary to State Secretary Gerard Pelletier, said the publicly-owned corporation has established an internal committee to study the whole question of French-language service in Ontario and a policy will soon be laid down and funds provided.

Areas now being examined include Windsor, Toronto, Pembroke and the whole of Northern Ontario, said Stanbury, but other communities will also be studied.

Stanbury was replying to queries from Liberal Gaetan Serre, representing the Nickel Belt, about government's position on requests from the Franco-Ontario Cultural Committee for the expansion of French-language radio and TV service to Ontario's 750

thousand inhabitants of French descent.

He said French Canada should no longer be identified with Quebec only, and if French culture is to exist in Ontario, then the CBC French-language service must be expanded.

TV set sales soar

TV set sales in Canada, during the third quarter of 1968, were up 7.5% over the corresponding period in 1967, according to figures compiled by TvB Research Department, from data supplied by DBS.

"Made-in-Canada" sets were up 1.5%, while producers' sales of imported sets were reported to have increased by 67.0%. Imports now represent 13.8% of total set sales, which were up by 6.5% for the year.

Sales of "Made-in-Canada" color receivers totalled 65,646 for the first nine months of 1968. In addition, some 38,500 color sets were imported.

World-wide interest shown in Toronto IECE October 6-8

Electronic developments destined for application over the next decade will be spotlighted at the International Electronics Conference and Exposition, set for Toronto, next October 6-8. Some 10,000 experts and laymen are expected to attend.

Set up in the 120,000 square-foot Automotive Building, in Exhibition Park, some 250 different firms will display the latest in electronic and electrical products and developments, including broadcast aids, tubes and transistors, computers, power conversion devices, communications systems, instrumentation, measuring equipment and telemetry, nuclear industry components and services, military electronics, ultrasonic engineering, research apparatus, and even the sophisticated electronics of space vehicles and their guidance.

Sponsored by the Canadian Region of the world-wide Institute of Electrical and Electronics Engineers, the international electronics sessions and exposition grew out of the Canadian Electronics Conference which was held for several years. The Canadian Region of the IEEE now hosts these global sessions and exposition every second year.

Westinghouse Broadcasting abandons NAB's TV code

For overloading the breaks, and overstepping the bounds of good taste, Westinghouse Broadcasting Company last month said it was abandoning the TV Code of the National Association of Broadcasters.

The Westinghouse group, which comprises 12 US radio and TV stations, said it was opting out because of "excessive piggy-back commercials" and the advertising of intimate feminine products.

In a letter to Vincent T. Wasilewski, NAB president, Donald H. McGannon, of Westinghouse, chairman of the Code in the late 50s, decried what he called "clutter" of piggy-backing, and said recent acceptance of feminine hygiene advertising has been "the last straw" in making his decision.

He said the Westinghouse group was abandoning only the Code, not the NAB.

Next CRTC hearing set for Ottawa April 15

37 applicants for CATV licenses and five CBC applications dominate the Ottawa agenda for the CRTC public hearing, April 15.

CHIC Brampton, Ont. is seeking approval of a share transfer.

The CRTC will table a proposal for new regulations concerning "information returns to be submitted by broadcasting receiving undertakings" (cable TV).

Famous Players' reorganization proposal will also be discussed, after having had preliminary review last November, and subsequent study by the Commission.

Tom Daley, CFPL-TV London named to BPA committee

The only Canadian member named to serve on two of the 19 committees of the Broadcasters Promotion Association, Tom Daley, promotion manager, CFPL-TV London, Ont., immediate past president of the BPA, has been appointed to the 1969 Nominating Committee.

Daley also serves as chairman of the President's Advisory committee.

The 1969 BPA seminar will be held in Philadelphia, November 9-12.

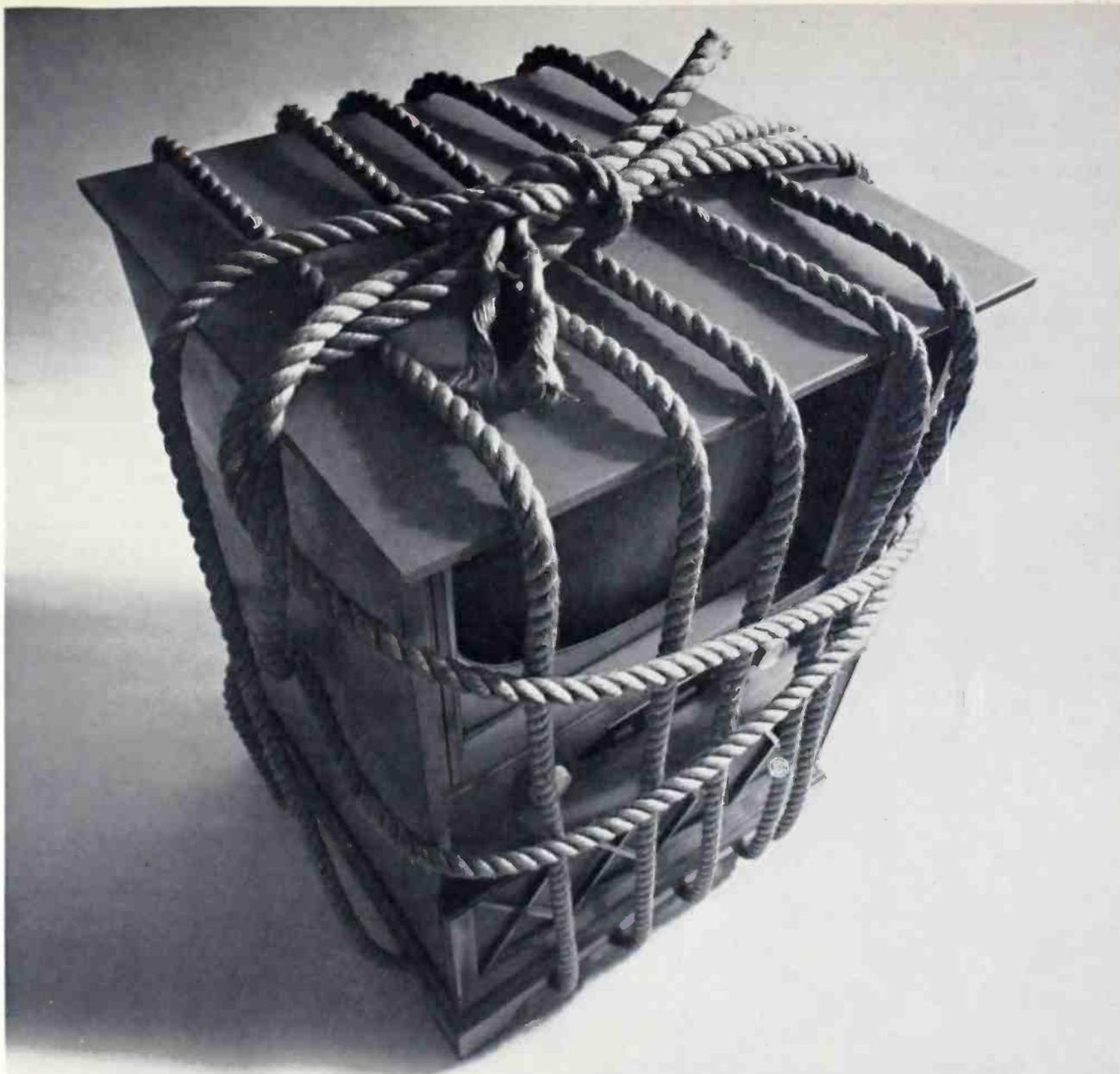
CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Planning for expansion and consolidation of service with a power increase to 10,000 watts

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

ask Major Market



Captive audience.

CBC Television Network ties up a potential ninety-nine percent of Canada's television households. That's 25% more potential viewers than the other network television.

CBC's commercial minute costs twelve hundred dollars more than the other network's commercial minute. Twelve hundred dollars more on CBC buys 25% more potential viewers. Twelve hundred dollars on additional spots to supplement the other network's reach isn't enough to touch CBC's 25% advantage.

Be big. Set your advertising loose on the largest captive audience in the country.

CBC  **TV**

10-channel cable system proposed for Toronto ETV

The world's largest ETV system, providing 10 channels on cable leased from Bell Canada, to serve the 680 schools in Metro Toronto, has been proposed by the Metropolitan Educational Television Association (META).

Elwy Yost, executive director, said

the system would be "the largest, most sophisticated and relatively inexpensive television distribution system on the face of the earth."

It could be in operation in two and a half years, if school boards approve it by July 1, and earmark the necessary funds, association officials said.

The plan to pipe ETV into the 680 schools over a 10-channel cable TV system must be approved by Metro

public and separate school boards and Peel County board of education. Peel's 107 schools would be served on a separate four-channel high-frequency transmission beamed from META's own audio-visual centre on Church St. near Bloor.

Use of the cable system, leased from Bell Canada, would run to about \$1.2 million annually, on a 10-year contract. Total cost was estimated at approximately \$2.57 per student.

The 10-channel system would have a capacity of 300 hours of programming a week, enabling META to telecast 600 to 700 half-hour programs compared to 18 half-hours now provided by the three stations serving the Toronto area, CBC's CBLT, Baton Broadcasting's CFTO-TV, and Niagara Television's CHCH-TV.

META would program four channels, and the other six could be used for teacher training, by the AV centres of the Toronto, borough and separate school boards, or by universities and community colleges.

Rising costs hurt U.S. radio, Canada still in black

Gloomy news for U.S. radio broadcasters has emerged from last month's Federal Communications Commission report on the industry's waning finances, hit by an increase in operating costs which outstripped growing revenues in 1967.

Canadian private radio broadcasters, on the other hand, enjoyed a profit despite a similar rise in expenses.

FCC figures for 1967 show that while U.S. radio took in around \$907,300,000, a four per cent gain on 1966, operation cost 6.7 per cent more than the previous year and left many U.S. radio broadcasters in the red.

Profits before federal taxes in fact dived 17 per cent from \$97,300,000 to \$80,750,000, the biggest losers being the four radio networks and the FM-only stations. Of the remaining 4,057 AM and AM-FM stations, only about 67 per cent made money, five per cent less than 1966.

Canadian DBS figures, however, list costs at \$77,143,817, also about 6.7 per cent over 1966, but total radio revenues grew to approximately nine per cent more.

Net operating revenue of Canadian private radio broadcasters in 1967 was \$11,617,314, close to 11.3 per



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

CFPL-TV serves Western Ontario — *completely.*



**CFPL-TV
LONDON
CANADA**

ANNOUNCING

THE FORMATION OF

GROUP ONE BRITISH COLUMBIA

CFKC CRESTON, B.C.

CKKC NELSON, B.C.

CKXR SALMON ARM, B.C.,

CKCR REVELSTOKE, B.C.

CKEK CRANBROOK-KIMBERLEY, B.C.

Representatives

GROUP ONE RADIO LIMITED

Toronto
923-0919

Montreal
849-1303

Winnipeg
942-1892

Vancouver
682-6391

Plus we are adding our new station in Castlegar this spring to reinforce the dominant position of this group in the area.
B. Martin

There are
New Reasons
why
you will ~~want~~ ^{need}
to advertise
in these two Specials -
**The Canadian
Broadcaster's
Spring
DIRECTORY**
and
**the ACA CONFERENCE
ROUND-UP ISSUE**

Timed to synchronize with
the CAB's Edmonton
Convention... April 27-30
and

The Association of Canadian
Advertisers' Toronto
Conference... May 5-7,
here is a means of communicating
your sales message
to the people who pay the bills
in a format you just
can't afford to miss.

The CANADIAN BROADCASTER'S twice yearly directories, are anxiously awaited by advertisers, agencies, broadcasters and adjunctive businesses from one issue to the next.

This Spring issue will contain, in addition to the regular lists of stations, reps, agencies, equipment manufacturers and their personnel, these new features:

- CABLE TELEVISION (CATV) OPERATORS
- AVAILABLE UHF CHANNELS
- DIRECTORY OF CRTC OFFICIALS
- SYNDICATE NEWS SERVICES
- CRTC DECISIONS SINCE APRIL 1968

INSERTION ORDER

CHOOSE FROM THESE FOUR PLANS

Write or wire **The Canadian Broadcaster**, 17 Queen St. E., #128, Toronto 1. Phone (416) 363-6111 - Telex 02-21576

- PLAN 1** **SPRING DIRECTORY ISSUE** (April 21). Extra distribution at the CAB Edmonton Convention and the ACA Toronto Conference.
- PLAN 2** **ACA RUNDOWN ISSUE** (May 19) with full reports of ACA and CAB Conventions. Extra copies mailed to all ACA members.
- PLAN 3** **PLANS 1 & 2 COMBINED**
- PLAN 4** **PLANS 1 & 2 AND** the two **ACA DAILY BROADCASTERS**, published and distributed each morning of the ACA Convention, May 6 reporting May 5 meetings and May 7 reporting May 6 meetings. Limited space in "Dailies" will be accepted only from advertisers using Plans 1 & 2 and is offered subject to prior sale only.

PLAN 1 or PLAN 2

FULL PAGE	\$400
2/3 PAGE	\$280
1/2 PAGE	\$220
1/3 PAGE	\$150
1/4 PAGE	\$120

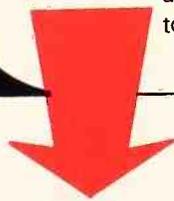
PLAN 3, combining PLANS 1 & 2

FULL PAGE	\$800
2/3 PAGE	\$560
1/2 PAGE	\$440
1/3 PAGE	\$300
1/4 PAGE	\$240

PLAN 4 - PLAN 3 AND ACA DAILIES

FULL PAGE	\$1200
2/3 PAGE	\$840
1/2 PAGE	\$660
1/3 PAGE	\$450
1/4 PAGE	\$360

COLOR RATES ON REQUEST



Advertising Department
The Canadian Broadcaster
Suite 128, 17 Queen St. E.,
Toronto 1, Ontario

Please reserve space in your CAB/ACA convention issues as indicated below.

- PLAN 1 SPRING DIRECTORY - April 21
- 2 ACA RUNDOWN - May 19
- 3 PLANS 1 AND 2 COMBINED
- 4 CAB/ACA PACKAGE including
Plan 1 and 2 and 2 ACA Dailies

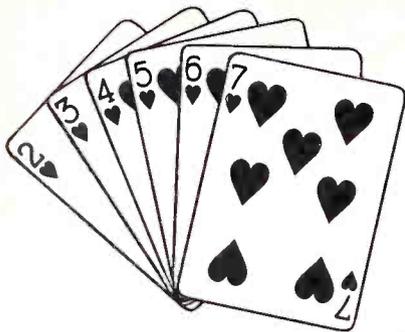
Copy will be in your hands by March 31, 1969.

SIGNED _____

COMPANY _____

ADDRESS _____

NOTHING BEATS OUR



6 CARD STRAIGHT FLUSH

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

CHANNEL	AREA
2	Kirkland Lake Haileybury New Liskeard Cobalt Rouyn, Noranda
3	Kapuskasing
4	Hearst
5	Malartic Val d'Or, Amos
6	Timmins, Porcupine
7	Chapleau

**LET OUR REPS
DEAL YOU IN!**



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

cent extra on 1966 figures totalling \$9,623,211.

In the U.S., the four radio nets improved on 1966, but the odds stayed heavily against the FM-only stations with only 115 out of 405 showing a profit.

Total radio and television revenues in the U.S. in 1967 was three billion, 200 million dollars, a 3.4 per cent increase on 1966, although pre-federal-tax profit at \$495,400,000 was 16.1 per cent lower.

Canadian broadcasting, including CBC radio and television, and private television, enjoyed a gain of 10.7 per cent on total broadcasting revenue, from \$180.4 million to \$199.7 million.

Total operating revenue increased by 11.3 per cent from \$192.4 million to \$214.2 million in 1967.

CKEY Toronto opens own weather office

CKEY Toronto began operation of its own weather centre, with staff meteorologist Morris Kestin, Monday, February 3.

The new venture makes CKEY the first and only radio station in Toronto to have a full-time, full-fledged meteorologist on staff, working from his own weather maps, teletype data, satellite photos and radar reports, right in the station studios.

Kestin provides up-dated forecasts for hourly use, as well as data for in-depth summaries during major news reports at 7, 8 and 9 am, 12 noon, and at 5, 6 and 11 pm.

Quebec CATV refusal taken to Supreme Court

Appealing a CRTC decision that refused a third cable TV license for the Quebec asbestos-mining communities of Thetford Mines and Black Lake, lawyers for applicant Emile Couture, a Thetford Mines businessman, argued that the Commission had exceeded its authority in refusing to grant the license.

The case is expected to go before the Supreme Court, in the fall.

Couture had purchased land, put up towers, and entered into installation agreements on the strength of a license he obtained from the DOT.

Before he could begin operations, however, Parliament passed the Broadcasting Act giving the CRTC responsibility for cable television. Couture's lawyers said he went to the CRTC for confirmation of the DOT's decision and that the new regulatory body erred either in law or jurisdiction in refusing him.

Couture's application to the CRTC, at the Ottawa hearing, was opposed by the two other operators already doing business in the respective communities, Thetford Video Inc. and Black Lake Télédiffusion Inc.

Appointments

Gene Plouffe has joined Hardy Radio & Television Ltd., Toronto, in radio sales. Starting out as a radio announcer at CJIC Sault Ste. Marie, he rose there to the position of assistant general manager in both radio and television. On leaving the Soo, he went into sales with the CTV network, and was transferred later to become manager of the network's Montreal office. He is a former director of the Central Canada Broadcasters Association, and was a founding member of the Ontario Educational Television Council. Latterly he was national executive director of Junior Achievement in Canada.

Roy Green has left Hardy Radio & Television Ltd., and has joined Paul Mulvihill & Co. Ltd. Starting in radio at CHNO Sudbury in 1950, the following year he moved to CHUM Toronto as an operator. In 1954 he joined the rep office of Omer Renaud, which became Interprovincial Broadcast Sales, and later Markey Brook. When this company closed its doors, he joined the Hardy office. With time out for a stint at Airtime Sales, he returned to Hardy in 1966.

→ 24

HOYLES, NIBLOCK AND ASSOCIATES BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

TELEPHONE 613-237-1038

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

TELEPHONE 604-437-1141

GATES

SOLID STATESMAN BROADCAST PRODUCTS

Now the dependability of Gates Solid Statesman circuitry can be yours. Fewer tubes, lower replacement costs. Dramatically reduced heat dissipation. AM, FM and audio – the complete Gates Solid Statesman line is recognized the world over for excellence of design and unquestioned reliability. More than ever... the soundest sound in radio broadcasting is the new sound of Gates.



GATES

GATES RADIO COMPANY (CANADA)

A division of Harris-Intertype (Canada) Ltd.

Montreal office: 212 Brunswick Blvd., Pointe-Claire, Quebec

Toronto office: 19 Lesmill Road, Don Mills, Ontario



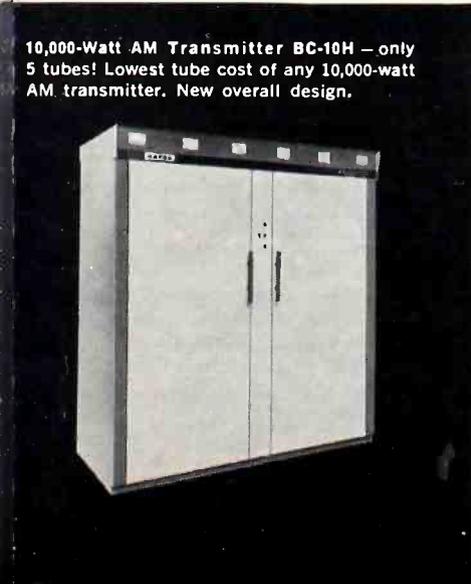
Stereo Statesman Console – features 5 stereo mixing channels from 11 inputs. Full audio switching. New illuminated program keys.



Criterion Cartridge Tape System – standard of the broadcast industry. Direct drive design, 0.2% speed accuracy, quiet solenoid.



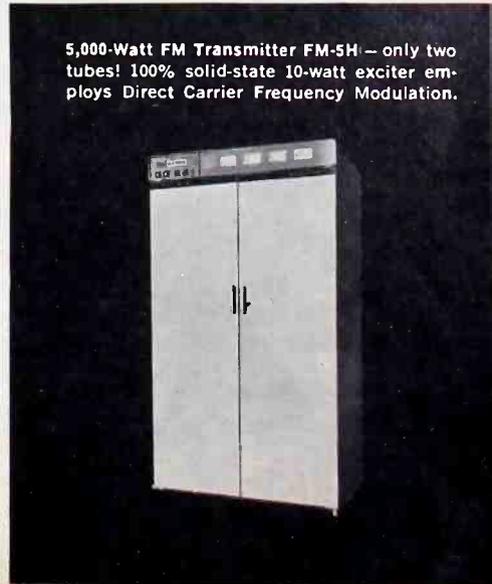
Gateway II Console – 8 monaural mixing channels from 18 inputs. Provides for remote announcer operation of studio mike channel.



10,000-Watt AM Transmitter BC-10H – only 5 tubes! Lowest tube cost of any 10,000-watt AM transmitter. New overall design.



Remote Amplifiers – choice of 1, 2, 3 or 4 channels. All Solid Statesman models rugged, compact... with modern flightline styling.



5,000-Watt FM Transmitter FM-5H – only two tubes! 100% solid-state 10-watt exciter employs Direct Carrier Frequency Modulation.

Cable TV guidelines expected this month

Guidelines for cable television should be in the hands of the CRTC "within 15 days". Secretary of State Gérard Pelletier told the Commons March 10.

He said he hoped the government would be able to have the guidelines ready by then, but the question of monopolies in the broadcasting industry "still has to be looked into."

Wednesday night baseball first on TV, with Expos

Weeknight baseball on TV, for the first time in North America, and the first national telecasts of major league games other than World Series or All Star games, will be brought to

Canadian viewers starting April 8, with 21 of the regular season National League games, featuring the Montreal Expos, seen on the English and French networks of the CBC.

O'Keefe Brewing Co. Ltd. will be a 50 per cent sponsor of the 21-game schedule, including both home and away games, which will be telecast on 15 Wednesday nights, four Sunday afternoons and two weekday season openers, Tuesday April 8, at 2:00 p.m. from New York, and Monday April 14, at 1:30 p.m. from Montreal.

March 22 could be called Foster Sports Day on TV, when the agency, which also handles the O'Keefe account, is involved in four major network sports events running through six and a half hours of television coverage.

Michael Hind-Smith, vice-president, media & broadcasting, handled the negotiations for Foster, with the events including the CBC-TV coverage of the World Curling Championship for the Air Canada Silver Broom from Perth, Scotland, 2:00-4:00 p.m., and three CTV network events, 4:30-6:00 the Canada-Sweden game of the World Hockey Championships at Stockholm; 6:30-7:30 p.m. the World Cup Ski Races from Waterville, N.H.; and 11:40 p.m. more hockey with the Russia-Czechoslovakia game, from Stockholm.

OBITUARY

JACK HILL, 51, a veteran of over 30 years in broadcasting, and a key member of the staff at CKOC Hamilton, Ont. for the past twelve years, died at his home in Ancaster, following a lengthy bout with cancer.

He joined CKOC late in '57 as production manager, and was named assistant manager in 1964. For almost a year he had hosted the station's *On The Line* opinion program each weekday morning.

Hill was born in western Canada and worked on his father's ranch until he began his broadcasting career in 1938. He started as an announcer with TransCanada Communications, CJRM, now CKRM Regina, taking time out from 1940-45 to serve with the RCAF and returning to the station for a year following the war's end.

From 1946-56 he was with CKRC Winnipeg as production manager, and prior to joining CKOC spent a little over a year with All-Canada Radio & Television Ltd. as radio time salesman.

He was a free-lance TV actor in Toronto for a while, and also did some free-lance magazine writing, both fictional and historical, having articles published in *Chatelaine*, *Woman's Home Companion*, *Lions' Club Magazine* and *United Church Observer*.

He leaves a wife and four children.

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Toronto's O'Keefe Centre

Tune in Toronto CKFM 99.9

Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO CKFM 99.9

Represented by Standard Broadcast Sales in Toronto and Montreal

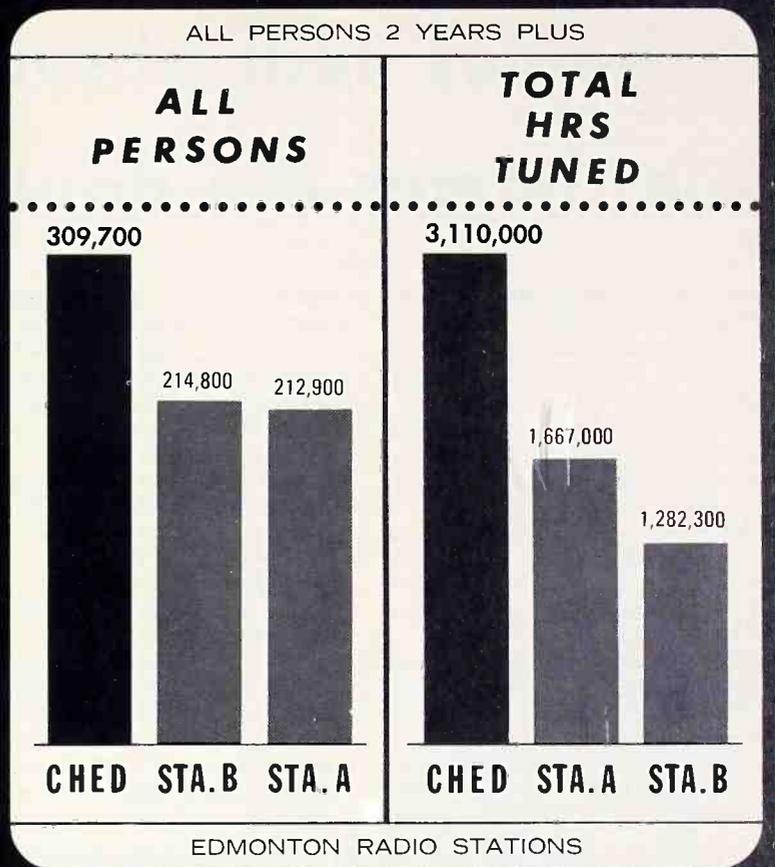
WANTED

Mature Daytime Announcer, with minimum two years experience, for M.O.R. station. Good salary and company benefits. Send tape, résumé and photo to:

R. E. Nelson
Operations Manager,
CFCO Radio, Box 630
Chatham, Ontario

**MORE PEOPLE
listen to
CHED
for
MORE HOURS**

**each week
than to any other
Alberta
radio station.**



The latest listener survey * indicates that once again CHED is the MOST LISTENED TO STATION in the exciting Alberta market.

YES THEY'RE MOSTLY ADULTS ...

Each week 189,900 persons over 18 years of age listen to CHED for MORE than TWO MILLION HOURS. (2,054,500). That is over 10,000 more adults for a ¼ million MORE ADULT LISTENING HOURS, than any other Edmonton station.

The facts speak for themselves! CHED IS complete radio coverage in Alberta.

- AL ANDERSON
- CHARLIE BROWN
- RUSS CAMPBELL
- DAVE CUMMINS
- RON GREIG
- DON HAMILTON
- DON KAY
- BOB McCORD
- JIM McLAUGHLIN
- WES MONTGOMERY
- FRANK ROBERTSON
- JIM SANTROCK
- MARY TOBIN
- RALPH WARRINGTON
- GLEN YOST



*BBM Bureau of Measurement, Nov. 1968, Released Jan. 1969.
Represented by Major Market Broadcasters Limited

Which Quebec radio station is most popular

WITH MEN

THE ANSWER:

CHRC	47%
SECOND BEST STATION	17%
THIRD	—
FOURTH	—
NO ANSWER	10%

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public, service, and influence. These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec.

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

CHRC

RADIO-QUEBEC CITY

AM: 50,000 WATTS/800 KCS
24 HRS. A DAY
FM: 81,000 WATTS/98.1 McS
13 HRS. A DAY
SEPARATE PROGRAMMING
(STEREO)

REPS:
CANADA—
HARDY RADIO & TV LTD.
MONTREAL • TORONTO
WINNIPEG • VANCOUVER
U.S.A.—CSBS

ACTRA wants legislation

BLOW-FOR-BLOW ARGUMENTS between the Association of Canadian Television and Radio Artists and its members' employers, current and potential, go on and on. Often it seems that nothing short of new legislation for "Canadian content" in broadcast programming and commercials is going to break the deadlock.

Over the past year at least, most of ACTRA's get-togethers with broadcasters and/or advertisers have seemed to consist mainly of constant "brickbatting" by both sides without any real effort towards amicable agreement.

"Not so," said ACTRA's general secretary, Paul Siren, who agrees there are instances of "quite spirited debate" at many of the meetings. "But," he says, "there is an excellent rapport at the executive level at all discussions.

However, despite this rapport, there have been few voluntary concessions from Canadian broadcasting and advertising.

ACTRA accuses all and sundry of failing to have faith in Canadian talent, showing instead a strong bias in favor of imported material.

Business counters with the hard, cruel facts that the Canadian public is better-oriented to U.S.-style programming and advertising. Business contends it has a right to conduct its operations in the most profitable manner it can. So if that means using foreign artists and foreign commercials, so be it.

Occasionally, someone in broadcasting or advertising will stand up and plug for Canadian talent.

Jerry Goodis, president of the Goodis, Goldberg, Soren advertising agency is one example. "Canadian commercials should be more Canadian," he says. Then he proceeds to explain why more Canadian talent is *not* being used by his agency, and why he, much to his regret, is forced to buy U.S. talent instead. (*Broadcaster*, May 23, 1968).

The following issue carried a reply to Goodis from ACTRA president Victor Knight who charged the ad agencies' creative staffs—copywriters, art directors, producers and the like—with preparing U.S.-style advertising requiring an imitation of a U.S. actor

by a Canadian one.

Both arguments are seemingly valid, and typical of the many exchanges between ACTRA, broadcasting and advertising. No solutions are offered by any of them.

All parties are fully aware of, and generally sympathetic towards each others' points of view. Yet there has been no comprehensive study or examination of the true extent, implications and effects of the problem.

Lack of data

It appears there are no accurate figures on actual Canadian content in either broadcast programming or advertising. And no one has yet suggested finding out by means of a joint study by ACTRA, CAB, CBC, ICA and ACA.

ACTRA feels this study is a question for the CRTC because CAB broadcasters, advertisers and agencies are profit-conscious and their only consideration is profit.

There is another side to the question of Canadian talent which cannot be dictated by Ottawa. If amendments to the Broadcasting Act result from ACTRA's brief, then the union, like any business, has created a demand which it must be able to fill.

Ross MacRae, vp Broadcast Services for Cockfield, Brown & Co. Ltd., says he believes part of the problem is that "we don't know who is available to work in commercials in this country." He further points out that there is a very high demand for talent between 20 and 30 for commercials but there are not enough people in this age group with real professional experience.

This should be largely overcome by ACTRA's intention to publish a talent catalogue which would prove of great value to casting directors, but ACTRA must ensure that all age groups with all qualifications are available to employers.

The union has been called "militant" and "outspoken," for its direct tactics in the interests of its members, but, in the words of its general secretary, Paul Siren, "with about 3,200 members we are not large, so we are prepared to bend the ear of anyone who will listen."

Considering a selective campaign to sell your product? Put it up on CBC's Selective Selling Block, where strong sales impressions are made on the spot.

CBC's National Selective Sales Representatives have all the know-how about getting your spot campaign on the Selling Blocks you require.

Going once. Going twice. Sold to the selective market of your choice.

CBC  **TV**
The Service Station

The selling block.





MacGREGOR



McGARVEY



POTTS

A.R. MacGREGOR has been named Technical Services Manager and A.G. Pilcher Technical Adviser in the Engineering Section of the Ontario Department of Education ETV branch.

MacGregor was assistant director of engineering for Baton Broadcasting Company, CFTO-TV Toronto, before joining the Ontario ETV Branch as technical adviser in 1966. He previously spent several years with CKLW-TV Windsor, as cameraman and technical director, also master control operator for both radio and television.

Before joining ETVO in January, Pilcher was Operations Manager for Western Ontario Broadcasting Limited, CKLW-TV Windsor. He has had several years' experience with CKLW-TV in the fields of television engineering, traffic management and as television producer and director, and was in radio, at CFCO Chatham, Ont.

The Engineering Section of the Ontario ETV Branch provides advisory services on the reception, recording, distribution, and display of educational television in the schools. As part of a Province-wide utilization program, it also advises schools on the design, selection, operation, and maintenance of ETV.

"PETE" McGARVEY, news director, CFCO Chatham, Ont., received the Sertoma Club of Chatham's 1968 award for "Service to Mankind", in recognition of his professional and personal efforts on behalf of many causes in the community.

He was cited for his promotion of historic and scenic life in Kent County, where he was president of Kent County Tourist Association in '67, and for his creation of *The Pageant on the Thames* in Centennial Year, also for his activities in Junior Achievement, Chatham and district United Community Appeal, the Oxfam Walk, and community service rendered during the Kent County flood emergency in '68.

McGarvey came to CFCO in '65, after 18 years with CFOR Orillia,

where he won a similar honor in 1957 as founder and developer of the Stephen Leacock Memorial Home. He served as a town councillor in Orillia for twelve years.

McGarvey was created an Honorary Kentucky Colonel in 1963 for the same Leacock project, and was received as an Honorary Chief of the Walpole Indian Island band in '67, following *The Pageant on the Thames*.

WILLIAM A. POTTS, former advertising agency executive, has been named manager of advertising and public relations for Allcock, Laight & Westwood Ltd., Bramalea, Ont.

Potts has held senior positions in major advertising agencies, including Maclaren, Stanfield, and Hayhurst, and prior to his A.L. & W. appointment, was vice-president, director and Toronto manager of Freeman, Mathes & Milne Ltd.

"Radio and television are being considered as major vehicles for the upcoming campaigns in the Fall of '69," Potts said.

JIM KIDD, production manager, CFCF-AM, CFQR-FM and CFCX (shortwave) Montreal, has been promoted to program director, replacing Gerry Bascombe, who has taken over the PD's post at CHFI AM-FM Toronto.

Kidd, who has been in charge of production for the Canadian Marconi Co. Montreal operation since 1962, is one of the country's top collectors of old records, and says he has two garages and a den full of the antique recordings (*Electron-Nov.* '68).

With Ed Manning, CFPL-TV London, Ont., an equally-enthusiastic record collector, he was financed by the Canadian Centennial Commission to set up the Canadian Archives of Recorded Sound, in Ottawa (*CB Jan. 11.* '68), which contains every recording ever made by a Canadian artist at home or abroad.

Bascombe, born in Toronto, had been program director for the Marconi

stations for the past five years, and previously had two years with CFCF-TV. He joined the Rogers Broadcasting Ltd. Toronto stations February 24.

Two more senior appointments, in the re-organization of the CBC English Network Division, effective March 1, included Jim Patterson, 46, TV operations director, named director of TV operations and production services, and Robert (Norm) Garriock, 47, assistant TV program director, became director of television network planning.

Born in New Westminster, B.C., Patterson has been with the Corporation for 13 years, serving as assistant director of television at CBut Vancouver, manager of CBC's TV film service at Toronto, and as assistant to the director of television, in Toronto. He was named TV Operations Director a year ago.

Garriock, born in Toronto, joined the CBC in 1949 as a farm broadcasts producer. He has held various appointments, including regional farm broadcasts commentator; production supervisor of CBC-TV's farm and fisheries department; assistant TV network supervisor, farm and fisheries broadcasts; program director, radio; and assistant TV program director.

Garriock will now have the responsibility for the development of English Network television schedules, as well as responsibility for efficient business, distribution and budgetary control methods.

IVOR B. M. LOMAS, F.R.P.S., F.B.K.S., has returned to Canada after serving as U.S. manager, motion picture technical services, for The 3M Company, and has joined Film House Ltd., Toronto, as director of the laboratory.

Lomas was awarded the Fellowship of the Royal Photographic Society for his original work in color masking Kodachrome prints. The SMPTE has recognized him by awarding him a special commendation for his contribution to the book *Control Techniques in Film Processing*, and he is the author of more than 20 published technical articles.

He was also engaged by the National Film Board as a color control consultant, while re-organizing their laboratory operations.

Lomas has over 35 years experience with Kodak, Technicolor, Colour Film Services, Ferrania, Crawleys and the 3M Company.

Advertising to Canadians should be created in Canada

CREATIVE TALENT in the Canadian advertising industry will be in ever-increasing demand, Robert F. McNulty, vice-president, marketing and planning, Ford Motor Co. of Canada Ltd. told the Toronto Advertising & Sales Club, Feb. 25. He said advertising agencies should be prepared to meet these demands by remaining "on guard in the marketplace."

"I'm the businessman and you operate part of my radar, out there in consumer land. You anticipate the changes in our economic geography, in communication technique, and in the atmosphere of the marketplace."

Speaking on *Creative Autonomy*, to meet Canadian marketing needs, McNulty described how the advertising programs for the Ford car line, are adopted, or adapted, for Canadian consumption.

Notwithstanding the rationalization of the North American automobile

industry under the Canada-US Automotive Trade Agreement, the car business provides unique opportunities for advertising agencies in Canada to demonstrate their capabilities, he said.

As well as a large French-speaking market, this country has peculiar climatic conditions, and distribution patterns radically different from the US, and in Ford of Canada's case, McNulty said, special media counselling is required because the company's product lineup differs in Canada from the US, and there is a relatively stronger import market in this country.

"It has been proved to me...that your industry has the talent, the sophistication and the creativity to counsel clients wisely and productively. Your credentials fully qualify you to adopt, adapt or initiate—and I trust you will guard these credentials very jealously," he said.



Lloyd Crittenden

Ralph Snelgrove, President of United Program Purchase Limited, is pleased to announce the appointment of Lloyd Crittenden as General Manager of the Company. As Chief Executive Officer, Mr. Crittenden will be responsible for the further development of this growing company which currently involves some thirty Canadian TV stations.

U.P.P. is engaged in the development, purchase and distribution of television programs.

Mr. Crittenden will also continue in his capacity as Vice-President and Secretary-Treasurer of the Company. The appointment is effective March 1, 1969.

We're looking for a radio man who'll go half way

West that is, in the U.S. There's a great spot just waiting as GENERAL SALES MANAGER of a 50,000 watt radio station in the mid-western U.S.A.

But unless you've got a great deal of get-up-and-go and can prove it with creative performance, forget it.

We know we're expecting a lot so we don't expect the guy we want to come cheap. That's why we're leaving salary open and we'll throw in some stock options for good measure.

Considering what we're offering, you can understand our reluctance to time-wasting pussyfoots. But if you honestly believe you've got what it takes, and see this as a step in the right direction, just give us a call.

You might just end up going all the way.



SKINNER THOMAS
& ASSOCIATES LTD.

50 HOLLY STREET, TORONTO 7, ONT.
(416) 487-7124

There's room for everyone in the search for creativity



"WE'RE ALL IN THE SAME BUSINESS, communicating with people, and if we all go on learning how to do it better,

we'll all be ahead of the game," said Jerry Goodis, president of Goodis, Goldberg, Soren Ltd., Toronto, at the Carleton School of Journalism GGS-sponsored ad seminar, in Ottawa.

Speaking on the process of creating advertising, he said "advertising agencies, like newspapers and magazines, and radio and television, are in the communications business... internally in fact, we call GGS a *communications* agency, rather than an *advertising* agency.

"We're involved in the process of creating information and ideas about our clients' products, and services, and we are attempting to communicate these ideas to people in the market place."

Goodis said all creative contributions do not come from the creative department, but "may come from

people involved in the financial or management end of our business—and they certainly come consistently from the people who are in regular contact with our clients." He said contributions may also come from the people involved in the selection of the media the advertising will run in...and even the mail boy.

"One key person in the creation of good advertising," Goodis said, "doesn't even work at the agency—that's the client himself. Ideally, our clients are not people who just approve the work we do, they are vitally important contributors to it. We expect our clients not only to love us and pay our bills promptly—we expect them to give us information and ideas, and the more they give us, the better and more effective will be the finished product."

ANNOUNCEMENT

COCKFIELD, BROWN & COMPANY LIMITED



WALSH



CAMPBELL



SIMON

The election of L. E. B. Walsh, Ian B. Campbell and Roger A. Simon as directors of Cockfield, Brown & Company Limited at the recent annual general meeting of employee-shareholders has been announced by D. R. McRobie, President. Mr. Walsh is Vice-President, Client Services; Mr. Campbell, Vice-President, Media Services and Mr. Simon, Vice-President, Marketing Services in the Toronto Office of the Company. Their election fills vacancies on the Board created by the retirement of three directors during the past year.



Advertising/Merchandising/Public Relations/Marketing Counsel

Working together...



Mart Kenney with
Teddy Blanchette,
British Columbia's
"Timmy" for 1968.

“The help which has been so willingly given by the Canadian broadcasting industry to the annual Easter Seal Campaigns for Crippled Children, ever since they started in 1947, deserves more recognition than it has ever received. Having been connected with these campaigns for over twenty years, I am proud of my long association with the people of Canadian broadcasting, because they regard helping such causes as “The Crippled Kids” a major part of their responsibility as Canadian citizens.”

MART KENNEY,
Past Chairman,
National Easter Seals Broadcast Committee.

The 340 member stations of the Canadian Association of Broadcasters are grateful for this recognition of their abiding interest and involvement in their communities, their provinces and their country.

...for the good of the industry



THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

*There was a young girl named Jean,
Who worked for Benson and Green.
Before she got chucked,
She'd spent three million bucks,
Which wasn't bad for a girl of sixteen.*

This limerick, casting a brickbat at inexperienced media buyers, was used by Jim Struthers, general manager of CKCK-TV Regina, when he sat in on a broadcaster-station-rep panel airing their grievances at the agencies at the March luncheon of the Broadcast Executives Society in Toronto.

He teamed with Roch Demers, former general manager of CJMS Montreal and now executive vice-president of Raymond Crépault's Radiodiffusion Mutuelle Ltée.-Mutual Broadcasting Ltd., along with Bob Munro, vp and gm, Major Market Broadcasters Ltd., and Eric Viccary,



STRUTHERS

THOMAS



vice-president and manager of television, Radio-Television Representatives Ltd. Chairing the panel was Barry Thomas, vp and national media program director, McKim, Benton & Bowles.

This first of a two-part panel pulled no punches in discussing their side of the story designed to continue the statement—"The Trouble With You Clients and Agencies Is..." The targets for their barbs will have a chance to reciprocate at the April 10 luncheon when the topic will be *So THAT'S Your Rate Card!*

VICCARY LED OFF by saying "the biggest problem revolves around audience statistics" and the cpm. He pointed out the problems with traffic when schedules are not sent out on time, and urged willing acceptance of make-goods by the client and agency. He also suggested advertisers take the reps into their confidence, and look at their special proposals with an open mind.

Demers said clients do not effectively communicate. Too much stress is laid on the numbers game to justify purchases, he said. He, too, found fault with the agencies, where stations are often required to deal with inexperienced and inept personnel.

Media buying, he said, requires thorough knowledge and experience, and good training. He urged advertisers to demand top flight personnel to handle their media contracts.

Munro stressed the importance of effective marketing planning. "The more lead time you give us," he said, "the more effective your plan will be." A major problem was the late arrival of copy for campaigns, and he urged agencies to get the commercials in sooner. He also said there was an over-reliance by media buyers, especially juniors, in half-hour efficiencies, and made a plea to "figure out a better way of costing out the reach—for radio."

On pre-emptions and make-goods, Viccary said "make-goods, in television, are a big problem...there must be some way to get together and take care of the situation with more speed and efficiency."

He also suggested that agencies and clients "be completely honest with the reps and the station people." Buzz me if you hear anything.

Dick Lewis

ANNOUNCEMENT



Ralph J. Trainor

Mr. Tom Reynolds, President is pleased to announce the appointment of Mr. Ralph J. Trainor to the newly created position of Director of Merchandising and Sales Promotion for The Miss Canada Pageant; The Miss Teenage Canada Pageant and Multi Creative Productions Limited. Mr. Trainor has an extensive background in sales and promotion in Canadian broadcasting and industry. He joins the Pageants and MCP from a similar position with a well-known merchandising organization. In this capacity, Mr. Trainor will provide manufacturers and suppliers with opportunities for product promotion and advertising in connection with the Pageants as well as with a variety of television programs, national consumer contests and sales incentive programs. The appointment is effective immediately.

Bienvenue à . . .

CKRB

ST. GEORGES DE BEAUCE

NOW A

HARDY

STATION

10,000 watts
Serving Beauce County

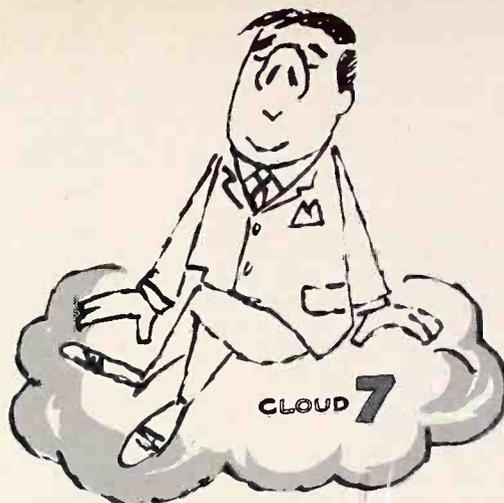


THE TSE COMMUNICATIONS INDEX over the month of February rose 2 per cent as contrasted with the 4 per cent decline of the broad Industrial Index. The Communications group's superior performance was in part attributable to an 8 per cent gain in the price of Southam which constitutes almost 50 per cent of the Index. Each industry group index on the Toronto Stock Exchange is weighted by individual stocks on the basis of the total dollar value of the shares in public hands. Southam's recent market strength is attributed by analysts to its favorable 1968 earnings statement which was commented on in last month's column.

The Class "A" shares of Selkirk Holdings declined to \$14 5/8 during the month of February. Earnings in 1968 were \$518,683 compared with \$454,597 in 1967. Income from operations before income taxes was relatively unchanged; however the income of Calgary Television Limited (CHCT-TV) was included for all of 1968 but only for 2½ months in 1967. Selkirk's share of the loss of an unnamed subsidiary company not consolidated in the parent's accounts amounted to \$45,339 whereas there was no provision for this item in the 1967 accounts. Income from investments increased sharply from \$88,643 to \$241,226. Many of Selkirk's broadcasting interests represent less than 50 per cent ownership and income therefrom is received by way of dividends. On the basis of shares outstanding at the end of the year, earnings amounted to \$0.57 per share in 1968 and \$0.52 per share in 1967. The company previously reported earnings of \$0.60 per share for 1967 based on the average shares outstanding during the year, which method is favored by most financial analysts.

Shares of Standard Broadcasting declined 5 per cent to \$11 3/8 over the month of February but strengthened to \$12 early in March. On March 5 the company announced an increase in the regular dividend rate to \$0.05 per share quarterly, indicating an annual rate of \$0.20 per share. Last year the company paid an extra dividend of \$0.10 per share. The company has released a new rate card for CFRB effective May 5, 1969. The prime time rate is being increased from \$120 to \$140 per minute while other selective increases are also being made.

Famous Players' performance in the market over the month of February, was somewhat erratic. The shares reached an all-time high of \$84 later declining to \$75. At a special meeting on March 4, shareholders approved a number of changes in capital structure including a four-for-one stock split, and the authorization of 5,000,000 share purchase warrants. The warrants will have a call on the common at \$25 per new share and will expire December 31, 1979. The initial block of warrants will be issued to shareholders as a special dividend on the basis of a warrant for each new share held. George Destounis, the newly appointed president and managing director, stated that the capital changes are designed to bring more capital into the business in order to facilitate the company's planned expansion program. These changes in no way affect the company's application to re-organize its communications interests. This proposal is on the agenda for the April 15 CRTC hearings in Ottawa.



The Advertiser who found that WINNIPEG has one of the HIGHEST CASH INCOME GROUPS in Canada

Winnipeg-ers haven't discovered their affinity to Texans (yet), but they're on the way. Already 18.8 percent of Winnipeg households have incomes over \$10,000 per year . . . and that's tops.

And Winnipeg is just on the brink of being even richer. For it's the hub of Manitoba which is growing faster than any other province in Canada.

Winnipeg is the hub of Manitoba . . . where today, a \$1 billion-dollar hydro development on the Nelson River provides work for 3,000 workers. And in 1969 will start to lay down low cost power in the southern Manitoba grid that will lure industrial development to the Winnipeg area.

Winnipeg is the hub of Manitoba . . . where a 100 million-dollar expansion program is enlarging the world's largest nickel mining and smelting complex . . . where a \$30 million dollar chemical fertilizer plant has just been completed . . . where \$14 millions have just been spent on two distilleries . . .

How do you tap this
Wealthy Market?
C-JAY-TV . . . of course!

Put your dollars where they'll develop impact . . . buy your time on the station with the full coverage. Then your message reaches the high income groups. C-JAY-TV reaches the 4th largest concentration of consumers in Canada. It carries all the CTV network shows as well as providing local flavour tuned to the local sales picture.

C-JAY-TV



WINNIPEG
first in the 4th Market

*All data derived from Globe & Mail, Jan. 16, 1968.

WANTED TO BUY

Small or medium size Radio Station in Ontario, the Prairies, or B.C. Send confidential reply to:
Box 240

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

WRITER - Mature female, will relocate, 18 years exp. in all media: news, feature, on the spot, radio/TV commercials, continuity, PR. Also on mike/camera exp. will consider position integrating both.
Box 239

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

WANTED

Creative senior writer for CFRN Radio, Edmonton. Salary commensurate with experience. Apply in writing, including samples.

CFRN Radio
Broadcast House
Edmonton, Alberta

YUKON RADIO

A new AM station will go on the air this spring in Whitehorse. Applications to fill several positions now being accepted. Reply giving full particulars.

R. B. Hougen
P. O. Box 1799
Whitehorse, Yukon

*an
announcer
is a rich, authoritative,
confidence-inspiring voice;
an adroit presenter of music,
a skilled interpreter of news,
and (occasionally) an artist
with words.*

*if
we have just described
you
please send tape and resume
now.*

CHQM

1134 BARRARD STREET, VANCOUVER 1, B.C.

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

classified advertising

BROADCASTER

Talented exp. 2 yr. maj. market M.O.R. annr.—newsmen. Age 24, unusually good voice, seeks solid future in good music station, AM-FM or TV. Pref. S. Ont. but all inquiries immed. replied. Call 416-388-3979 or write

Box 242
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

NEWSCASTER

Professional, mature and natural newscaster—6 years radio and 3 years TV—in small and medium market, wants a major part on any stable responsible news team.

Box 237
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED

Man for interior BC radio station for Announcing-Production-News. Reply with audition tape and full details to:

CKCQ
Box 3000
QUESNEL, B. C.

Openings available for experienced newscaster and experienced salesman. Write, with résumé, to:

CHWO Radio
Oakville, Ontario

MORNING MAN WANTED

Radio announcer wanted to handle one of the top-rated Breakfast shows in the Maritimes. Early morning experience preferred. Send résumés etc. to

Box 236
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED - ANNOUNCER, COPY EDITOR

Adult station in western medium market requires experienced announcer. Good voice. Good commercially and mature. No rockers need apply. Good salary and benefits for the right man. Also require a copy editor and an experienced writer. Wages commensurate with experience and ability.

All above positions are in a rapidly expanding area of the west.

Box 241
The Canadian Broadcaster
17 Queen St. E., Suite 128,
Toronto 1, Ontario

WANTED

Young man who can see a new day for FM Broadcasting. A mature voiced PERSONALITY, who wants to join a new FM operation from the ground up. A wealth of ideas and enthusiasm a definite asset for a station that will serve over half million people in Eastern Ontario. If you want to work with us to build something special, send a detailed résumé along with a tape to:

Box 238
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

**QUEBEC SUBURBAN FRENCH AM
STATION FOR SALE**

Michael Jay
Licensed Broker
Shoreacres House
1262 Don Mills Road
Don Mills, Ontario
445-8822

Brokers for purchase and sale of AM, FM, TV, CATV Systems and Media Properties in Canada and throughout the world.

Automation frees announcers for productive and creative work

MORE AND MORE RADIO STATIONS are now actively interested in automation. Surprisingly enough, AM stations are as interested as the FMers are. Already, several Canadian broadcasters have plunged into this programming trend, and others are studying the possibilities. Among those "gone automated" are CJOB-FM Winnipeg, CFQR Montreal, the FM outlet for the Canadian Marconi Company's CFCF, CKWW-FM Windsor, Ont., and two AM stations, CKPM Ottawa and CKOV Kelowna, B.C.

Jerry Bassett, manager of broadcast sales, Schafer Electronics, Chatsworth, Calif., says he believes automation will play a primary role in almost all radio stations in North America before too long.

One of Schafer's major installations in Canada is the fully-automated non-commercial station, CJRT-FM, operated by Ryerson Polytechnical Institute as part of its Radio-Television Arts course, and programmed to reach a diversified Toronto audience.

Freeing announcers from "the boredom of the board", isolated in a small room for the duration of their shifts, has been one of the big factors in influencing management to study the possibility of introducing automation. As Bassett said, "it eliminates the need for a man to sit at a control board playing records, and frees him for more creative and productive work."

Besides this, "equipment for an automated radio station doesn't drink, smoke, chase girls, come in late, get in trouble, run up bills, ask for a raise, become a star, or move to another station," he said.

In a more serious tone, Bassett said it was entirely feasible to use only one man at a radio station to create programming.

A station could become automated for "between \$10,000 and \$12,000, and become completely computerized at an additional cost of \$20,000 to \$25,000."

He said one group controlling two U.S. radio stations has \$55,000 worth of automation equipment and is rumored to be grossing \$5,000,000 a year. All programs were taped and there was "not one live word" on the air.

Equipment manufacturers have been eager to show their latest developments in the automated field at broadcasters' conventions, and Gates Radio has an operating, completely automated model radio station for such showings, that tells the story better than words.

Musical selections, spots and news can be integrated into the system on rotary and single-cartridge reproducers...the three rotary multiple cartridge reproducers, when combined with the Randomax random-select programmer, can pick any one of 72 spots—commercials, station IDs, and promotional spots, with Gates' SP-10 programmer "providing the commands to operate the system."

Network cue equipment, on receiving a control tone, fades out the music and joins the network for newscasts, if so desired. Automatic logging equipment prints out the time and details of each program element, and this log, when combined with the station's master program schedule, provides an accepted program log for the FCC or CRTS.

Winnipeg FMer is completely automated

CJOB-FM Winnipeg, Canada's first FM country music station, has not only gone automated, but has completely computerized its FM programming.

Installation of the automated equipment, the IGM Series 500, a few months ago, climaxed a series of achievements for CJOB-FM, which has led western Canada in the FM broadcast field.

In the spring of '48, CJOB was the first station in Canada with a license to operate on the FM band.

In the fall of 1960, CJOB-FM was the first FM station with separate programming in western Canada.

And, in the fall of '68, CJOB-FM became completely automated in its programming set-up.

The station, which operates around the clock, with its International Good Music Inc. (IGM) pre-programmable control unit, introduced the new equipment to Winnipeggers at the *Project Tomorrow* ten-day trade show held in the T. Eaton Co.'s downtown store. The inaugural broadcast took place as the store manager pushed a button to start the IGM 500 operating.

Window-dressed for the public showing, the multi-colored display surrounding the actual equipment was designed and created by McKim/Benton & Bowles, Winnipeg. Billed as *The Electronic Brain with the Built-in Personality*, the CJOB-FM adaptation of the IGM 500 programmed Channel A as Time, B as Commercials, C as Weather, D as Personality, and E as News, with F for Music.

Radio 'OB Ltd.'s remote broadcast console was also on location at the Eaton display, and actual program material was prepared by station personalities and inserted into the computer on the spot.

The original hourly procedure of CJOB-FM programming has not been altered to suit the new equipment, rather some adaptations to the Series 500 were created in the Winnipeg installation to accommodate the program hour. A spot-weather-spot sequence on the quarter-hours, for example, necessitated a re-wiring to permit the Series 500 to proceed from Channel B to Channel C then return to Channel B before continuing on to the next priority item.

Cliff Gardner, 'OB's program director, says the equipment "gives greater control of the program content and it also results in better programming through advance planning."

The CJOB-FM unit is limited to a six-hour maximum, but the system could be expanded to give unlimited operation, freeing the announcer for the more detailed production of local news and features, and providing more time for selling and promotional efforts.

"About 80 per cent of an announcer's time is spent doing a technical job," said Gardner. "Now, he need only spend a half-hour loading the equipment for a six-hour operating period." The rest of his time can be used to better advantage in other duties."

News and Sports Director—must be capable of voicing sportscasts and doing play by play hockey, baseball and High School football. Send application and audition tape to:
R.J. Robinson, General Manager,
Okanagan Radio Limited
33 Carmi Ave.
Penticton, British Columbia

Everyone knows the menace of cancer

The banning of cigarette advertising from the air in an effort to halt the development of lung cancer looms up as an immediate possibility, first in the United States and later in Canada. (The fact that only broadcast advertising is mentioned is significant but irrelevant here).

Nobody in his right mind will disagree with the basic purpose behind this possible move. There is a question though to what extent this purpose can be achieved by abolishing radio and television advertising of cigarettes, because what advertising really sells is a brand rather than the idea of smoking.

Far and away the majority of cigarette smokers are creatures of habit. They indulge in twenty to fifty "weeds" a day, and, generally speaking remain loyal to a specific brand.

There is another group, made up of youngsters who are beginning to smoke, probably because they believe it to be the "in thing".

To deal with these two categories separately:

The majority group is affected by advertising very definitely. An appealing new cigarette commercial appears on the television screens. It offers a new gimmick or a good gag and leads the viewer to try a pack next time he runs out. So he tries one, likes it and switches. Or perhaps he goes back to his original brand after a trial spin.

In either event, he continues smoking his regular daily number, so nothing is accomplished in terms of cutting back in consumption. Advertising sells not cigarettes but brands.

The same thing applies when a new brand is displayed on a cigarette counter. He may try it, or not. If he does, he may stick with it, or not. But come what may, he still indulges in his twenty to fifty a day, no more and no less. One brand may gain and the other one suffer, but the sale of cigarettes in general remains unchanged.

The other group—the young new smoker or the one about to become a smoker—presents a problem. He experiments with smoking, just as he may try a bottle of beer, because his friends do it and it seems to be the thing to do.

Advertising may exercise a certain amount of temptation for him to take the plunge, but it can be argued equally convincingly that the act of forbidding—along with the publicity it would cause—often influences people to disobey the ban, perhaps just for kicks.

Back in the twenties, when the law forbade the sale of liquor, it was the regular procedure for the young fry to arm themselves, when going to a dance or party, with a "Mick-

ey" of the "hard stuff" stashed away in hip pockets (or even panties). The "done thing" again.

In this same period, the only way to procure a bottle was with a prescription from a medical doctor. Sometimes it took a bit of contriving but you could usually find one who was willing to sell you a six ounce "scrip" at the going rate of a dollar. And it was a simple matter to take it to a drugstore and have it filled. And was it fun!

Again, prohibition, both in Canada and the United States, created a multi-million dollar industry called bootlegging. A phone call would bring your favorite bootlegger to your door with a bottle, for up to twenty dollars. Sometimes this bottle would be right off the boat, but often straight from the bathtub.

Further back still, at the beginning of everything, they tried prohibition in the Garden of Eden, and, as everyone knows, that didn't work either.

Everyone knows of the menace of cancer. It is still a mystery to the medical profession which is tirelessly working to find a solution.

On the other hand, everyone knows that, with or without broadcast advertising, millions of people are going to smoke cigarettes. Since the first scare their number has diminished somewhat, notwithstanding advertising. They have quit because they wanted to. But the smokers still smoke.

As regards the effect of banning advertising, it is common knowledge that the effect of such a ban might well be to encourage rather than to discourage. There was a time when publishers would leave no stone unturned to get one of their books "banned in Boston", because they knew this was the surest way to get the publicity to make it a best-seller.

We freely admit the menace of cancer. There has as yet been no definite proof, but it seems likely that smokers' lungs are more often afflicted than non-smokers'. On the other hand, it has been maintained, rightly or wrongly, that lung cancer may often be a "secondary" cancer, emanating from an original growth in some other part of the body.

The advertising industry is not capable of determining to what extent cigarette smoking contributes to the development of the disease, neither should it be expected to do so. The decision lies entirely with the medical profession and its research people.

If cigarettes are a major cause, attempts to discourage smoking by banning advertising are nothing short of futile. The only step to take, but if steps should be taken at all, is to ban cigarettes entirely, in the same way as heroin, cocaine and opium are banned.

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***BBM FALL 1968 REPORT**

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EDMONTON

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tical system from film dyes through to dichroics is designed and manufactured by Eastman Kodak.

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