

THE CANADIAN

Broadcaster

SEPTEMBER 28, 1967



**"UNDER ATTACK"
BY
SCREEN GEMS**



Background noise disturbing

Not like real people

Very nice

I like that one

Awful

Music is catchy

Great

She could be me

Don't understand It

Can't stand the voice

What does it mean

If I see that I'll stop buying the product

We pre-test all TV and Radio commercials with housewives before we present them to our clients. (We pay the shot).
It's more profitable for ourselves and our clients that way. **BAKER ADVERTISING LIMITED**

SEPTEMBER 28, 1967
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Number 18

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Pierre Berton (left) conducts a final briefing with panelists and guest before a taping of "Under Attack", in the theatre of the Ryerson Polytechnical Institute. In the background, program producer Elsa Franklin does some last minute checking.

Photo by Paul Smith

Take one moderator, one controversial personality, three panelists and a live studio audience, mix well for 60 minutes and the result is one hour of interesting and entertaining television.

At least that's the way it is with Screen Gems' new one-hour show *Under Attack*, which made its debut September 19.

The moderator is Pierre Berton, who has already enjoyed a few years of success with *The Pierre Berton Show*, also produced by Screen Gems.

Devised by Elsa Franklin and Dan Enright, *Under Attack* features a weekly guest who is well known for his militant views on any one of the controversial, social, political or moral issues of the day. He is invited to visit the campus of a particular university and place himself "under attack" by the student body.

Following a preliminary interview with Berton during which the guest states his convictions and viewpoint, he then faces an intensive, no-holds-barred, cross examination by a panel of three students. When the panel is

finished the audience takes over to voice its own opinion of the subject and to direct questions to the guest and/or the panel.

Screen Gems plans to produce 35 programs. To date they have ten in the can. Guests include such people as Nathaniel Brandon, Ralph Cowan, Gilles Gregoire, Mort Sahl, David Susskind, Charlotte Whitton and others of both national and international fame.

Production for the program is being handled by the mobile crew of CHCH-TV, Toronto/Hamilton.

Elsa Franklin, who has produced *The Pierre Berton Show* for the last three years and will continue to do so, is the producer of *Under Attack*, with Helen Jackson, formerly with CTV's Sunday night program *W-5*, as executive assistant. Bernard Cowan is the program announcer.

So far six stations are carrying the program — CHCH-TV, Toronto/Hamilton; CFPL-TV London; CHEX-TV Peterborough; CKWS-TV Kingston; CFCH-TV North Bay and CJCH-TV Halifax.

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SIGHT & SOUND by Ian Grant

■ ■ A meeting of the board of the Radio Sales Bureau has been called for October 6 to receive the report of the RSB selection committee, charged with recommending a successor for RSB President W. Denis Whitaker, whose resignation is officially effective September 30. Whitaker has consented to stay on in an advisory capacity until his successor is established at the Bureau.

Whitaker's plans for the future are still in an "no statement" position, but the Number 1 rumor has it that he will take over the presidency of Major Markets Limited.

■ ■ Bob Howe, president of Garry J. Carter of Canada, has announced that effective October 1, the name of the firm will be changed to Howe Advertising Ltd. There will be no change in personnel or address.

■ ■ New accounts for Bradley Vale Advertising include P. Lawson Travel and Atlas Tours Ltd., formerly with James Lovick, Calgary, and Elgin Watch Co. Ltd., previously with Lovick's Toronto office.

The two travel accounts will be supervised by John Bradley and Carl Noylander will look after Elgin Watch.

■ ■ Estimates from the Television Bureau of Advertising indicate sales of color TV sets in Canada have quadrupled over the past year.

From approximately 40,000 a year ago, color TV sets reached an estimated total of 160,500 in Canada as of August 1. The breakdown is as follows: Maritimes — 7,000; Quebec — 31,000; Ontario — 80,000; Prairies — 24,500 and B.C. — 18,000.

In the U.S. NBC's latest estimate, July 1, shows a total of 11,270,000 color equipped television households, one fifth of all households.

■ ■ Neil Johnston is moving from the Vancouver to the Toronto office of Radio & Television Representatives as a salesman in the television division. He has been with the company for two years.

Replacing him in Vancouver is Ron Price, formerly of CKLG and CHAN-TV.

Also joining the company is Larry Lamb, retail sales manager of KCTB. St. Catharines, as a salesman in radio.

■ ■ Charles LeRoy, former media director with the Toronto office of MacLaren Advertising, has been appointed media manager, marketing division, Imperial Tobacco Company.

■ ■ Following the long-awaited and finally materializing plans of the advertisers and their agencies to institute a system of self-regulation, with strict penalties for infringements, (story on page 15) Registrar General John Turner has warned the industry that tighter laws are coming.

Speaking at the annual meeting of the Institute of Canadian Advertising in Montreal last week, the registrar general said advertisers should reach for professional standards that "take account of your immense influence and draw limits on its use."

This involved a more effective code of behavior and a system of disciplining.

"Skills and creative talent must be used more than just corporate gain," he said. "It involves developing educational institutions to train members of the profession."

■ ■ Promotion of Roly Koster, production manager, CHFI-AM-FM, Toronto to be station manager of CHIQ Hamilton, Ont. has been announced by Rogers Broadcasting Ltd., operators of the Toronto outlet. CHFI president, Edward S. (Ted) Rogers recently acquired the assets of the Hamilton station, subject to BBG approval.

Norm Marshall of CHFI has been named manager of operations for the Hamilton station, and Earl Bradford will be news director.

A change in call letters is still being considered.

■ ■ Cockfield, Brown has been appointed to handle advertising and promotion for the newly formed Automotive Replacement Products Division of the Goodyear Tire & Rubber Company of Canada, Limited.

The new account brings to seven the number of Goodyear divisions being served by Cockfield, Brown. The others include Plastic Films and Adhesives, Industrial Products, Shoe Products, Molded and Extruded Goods, Printers' Supplies, and Aviation Products.

Marketing plans for the new account are now in the development stage, and will include automotive industry trade advertising and extensive sales promotion. Account supervisor is Ross W. Booth, and account executive is Gordon Rawnsley.

■ ■ Some executive shuffling has taken place in Transcanada Communications Limited.

Jim Grisenthwaite, general manager of CKRC Winnipeg, becomes general manager of CKOC Hamilton, replacing Don Dawson who has left the company. Dawson's future plans are still unknown.

Succeeding Grisenthwaite at CKRC is Bob MacDonald, the station's production manager.

ANNOUNCEMENT

CFAM/CHSM APPOINTMENTS



JIM MCSWEENEY



RAY SAUNDERS

Elmer Hildebrand, CFAM/CHSM station manager, announces the appointment of Jim McSweeney—Production Manager, and Ray Saunders—Music Director.

A veteran broadcaster, Mr. McSweeney is a native of Winnipeg, and has fifteen years of broadcast experience. In addition to his production duties, he is on the air each day, 7:00 to 9:30 on CFAM/CHSM's morning program.

Mr. Saunders, who has been with the station for a year, has a wealth of musical knowledge and six years experience in his field. He is heard daily on CFAM/CHSM from 5:00 to 8:30 p.m.

CFAM—1290 and CHSM—1250, operating as Radio Southern Manitoba, broadcast identical programming to all of Southern Manitoba and Winnipeg, with two 10,000-watt transmitters located at Altona and Steinbach.

Ron Lamborn, general sales manager of CKCK Regina, becomes general manager, succeeding Jim Struthers who becomes general manager of CKCK-TV Regina.

Garry Miles, retail sales manager at CKCK, moves in to take Lamborn's place as general sales manager.

■ ■ Adrian Egan and Mike Mezo, who parted company with Air Time Sales, some months ago, have joined forces with Rick Guest and Bill Hazell of Radio House Limited. They have taken CFUN Vancouver and CFAX Victoria with them to join CFGM Richmond Hill and CFOX Pointe Claire, already repped by Radio House.

■ ■ Congratulations to Bill Hyland of All-Canada's radio division, whose wife just presented him with a baby girl. It apparently turned out to be an expensive baby. Bill, after having two boys was doubtful about getting a daughter, so all the secretarial staff in radio bet him a lunch that he would have a girl — he paid off last Monday.

■ ■ Light has been shed on part of the sale of 179,000 shares of Western Broadcasters Ltd. (CKNW, CJOB etc.). 85,000 went to United Accumulative Mutual Fund. They were sold by Frank Griffiths, president of Western, and a member of his family for a reputed \$1.4 million. The remaining 94,000 shares have not been accounted for.

■ ■ A Canadian advertising campaign has won an "Award of Excellence" against strong competition from United States and Canadian life insurance advertisers. The 1967 radio campaign of the Imperial Life Assurance Company of Canada was given this award by an independent panel of judges, and only one other Canadian company was similarly honored in the consumer advertising categories. A total of 583 entries, in various classifications, was submitted by 132 U.S. and Canadian companies for the annual competitive exhibitions of the Life Insurance Advertisers Association, held recently in St. Louis.

The radio campaign, created by Vickers & Benson, Toronto, consisted of four recorded English and French commercials based on the theme "Give me a minute and I'll cover you for life." This line was spoken by the same voice, representing "the Imperial Life man", in each commercial. A different male, and one female voice were used for each of the commercials

which presented the advantages of Imperial Life's Centennial Plan in straightforward laymen's language. The campaign was aired over more than 70 stations, from coast to coast.

■ ■ Representation of CKPT Radio, Peterborough, Ontario goes to Hardy Radio & Television Ltd., effective October 1. CKPT is owned by Watergrove Investments Ltd. (Alan Waters, CHUM Toronto and Ralph Snelgrove, CKBB and CKVR-TV Barrie). Until this change, CKPT was repped by Major Markets Ltd., another Alan Waters enterprise.

■ ■ The British Travel Association has been canvassing stations to carry a competition between October 16 and November 24, offering prizes of a British-styled family wardrobe, plus a free family holiday in Britain.

The stations are to ask listeners to write in 100 words or less: "why my family and I wish to travel to Britain." The station selects a winner, who receives a cash voucher for \$150 for British woolens. This entry is then forwarded to the British Travel Association for the grand prize of a trip to Britain.

The Association will supply stations with a 60 second voice over script.

The letter from British Travel Association is signed by Bernie Sherwin, whose name is the same as that of a public relations man with MacLaren Advertising, who handle the account.

One station representative contacted him suggesting the account might spend some advertising money with the stations. He was told they didn't need to spend advertising dollars. They had sent the letter to some 200 stations with the hope of getting 50 and apparently they have succeeded.

For an investment of \$7,500 in cash vouchers the British Travel Association is going to get a lot of free radio advertising across the country.

It would be a reasonably safe bet that the competition will be carried by newspapers — only in their case they will be paid for it.

■ ■ Now that Paul Hellyer has been named Minister of Transport, replacing Jack Pickersgill, an apt question might be, how long before he starts trying to unify the broadcasting business?

PARAMETER '67

COMING

"How Many? How Often?" — an introduction to Reach and Frequency — is number three in All-Canada's 1967 series of PARAMETER booklets. PARAMETER THREE, a guide to basic R/F concepts, will be released by mid-October.

To add your name to our mailing list, and receive your copy of PARAMETER'S ONE and TWO ("Broadcast Research Terms" and "Sampling") contact ALL-CANADA — the firm that represents Canada's best Radio & TV Stations.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

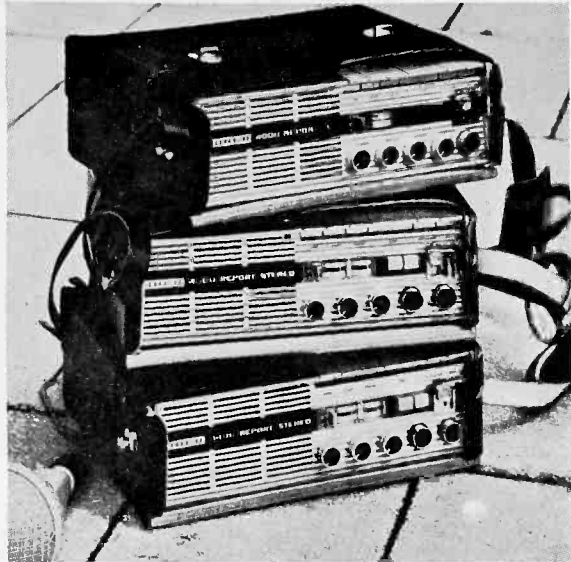
MONTREAL TORONTO WINNIPEG
1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

All-Canada Radio & Television Limited



1000 Yonge St. Toronto, 925-9361

UHER 4000 REPORT L
UHER 4200 REPORT STEREO
UHER 4400 REPORT STEREO



Professionals know the Uher 4000 Report L Monaural portable tape recorder as THE SUPERIOR unit.

Now UHER brings you another development in their professional recorders—THE 4200 2-TRACK and 4400 4-TRACK tape recorders IN STEREO.

UHER 1000
REPORT
PILOT



A new lightweight, full track, portable tape recorder featuring movie synchronization and meeting the standards of professional recorder models.

BU-4/67

ROBERT BOSCH (CANADA) LIMITED
 33 Atomic Avenue, Toronto 18, Ontario

Please send information on the indicated Uher tape recorders:

4000 4200 4400 1000

NAME _____

ADDRESS _____

CITY _____ PROVINCE _____

ROBERT BOSCH (CANADA) LTD.  BOSCH

33 Atomic Avenue
 Toronto 18, Ontario

7325 Decarie Blvd.
 Montreal 9, Quebec

 and **BOSCH** are registered trademarks of Robert Bosch GmbH Stuttgart Germany

OPINION

WINNIPEG FREE PRESS

"A practical suggestion for reforming the BBG is to change not its composition but the manner in which it carries out its duties. The BBG now works behind closed doors. Nobody knows how a decision is reached because no account of the voting is ever given. All that emerges are curt statements giving the bare bones of a recommendation."

CAPE BRETON POST

"Canada is the only Western country which imposes a radio and television ban on political broadcasts for 48 hours prior to an election."

OTTAWA CITIZEN

"Allowing this station (CKVR-TV Barrie) access to the Toronto market by the back-door method has demonstrated once again the possibilities for party patronage in this sensitive area and underlines the need to place decisions by the BBG beyond the reach of political influence."

SOL TAISHOFF

(U.S. Broadcasting and Television Magazines speaking to the RTNDA Convention)

"But do not be blinded by the glitter of the hardware. The laboratories cannot give you the substance of your job. They cannot give you the content of your programs."

SOL TAISHOFF

"It is my reluctant conclusion that most broadcast editorializing is dull. Too many broadcast editorialists have merely adapted the technique of the print editorials. They face the microphone and camera with sombre voice and stern expression and read from the gospel of the moment. And their presentation and message are as gray as those columns of inert type on the average newspaper's editorial page."

U.S. SENATOR PHIL HART

(Quoted by Sol Taishoff)

"A one-minute TV spot showing a lot of agitated tummies that only Alka-Seltzer can soothe is far more effective than any newspaper ad for the same product."

EDMONTON JOURNAL

"Parliament and the government will be derelict in their duty if (1) they do not investigate the spendings of the CBC on the Pan-Am Games and, (2) put CBC spending generally under control. It is clear that no effective control is now being exercised."

TORONTO GLOBE & MAIL

"...voting on the granting of licenses by the Board (of Broadcast Governors) should be limited to its permanent members. These, being appointed for considerably longer terms than the part-time members, are more independent of political pressures and would probably give the board a less political face than it now wears..."

OAKVILLE DAILY JOURNAL-RECORD

"Just as disturbing is Ottawa's willingness to play Lady Bountiful to the CBC with your money, of course. But what's \$140,000,000 in an affluent nation that can't even afford an adequate housing program? It's outrageous! Ditto for giving retiring CBC brass \$25,000 handouts."

A declaration of independence

You are reading the first copy of The (new) Canadian Broadcaster.

The steps we have taken to renovate, reactivate, revivify (you name it) this nearly 26-year-old news magazine for the broadcasting industry have been dictated by you, our readers. You asked for it and now you have it.

We hope you like it and will find it useful. We hope you will use it as a sounding board for your thoughts, whether positive or negative, on any phase of the broadcast-advertising business. We are the self-appointed communicators for you communicators.

As ever, we are an independent journal, with compulsory allegiance to no corporation or organization. The opinions we express are our own, implemented (or opposed) by the ones we hope you will contribute.

Our objective is not to flatter the industry or its clients. Rather we intend to keep those who buy and sell broadcast advertising informed on each others' thinking, so that the views of each one of you may benefit the entire industry.

We intend to commend and extol those who contribute their fresh approaches and their new techniques to the art of selling (or entertaining or informing or educating) over the air, by publishing them for all to see.

This is an industry which has grown to greatness because of the unselfish teamwork of most of the people in it.

These are the people who have contributed their time and their money to a long list of industry undertakings, knowing full well that only the industry as a whole could gain from them, without any actual advantage being derived by the individual himself.

Advertisers and their agencies need the audience measurement offered by the BBM Bureau of Measurement, and there should be a special citation for the broadcaster who cheerfully contributes his share in the full knowledge that the next BBM report will prove him to be second best in his market.

The Canadian Broadcaster would like to show this man how others have remedied this situation by earning more audience recognition by stepping up their programming. It would also like to hand along to him a yardstick, other than the "numbers", which someone else had used to supply advertisers with a valid assessment of his audience's buying power of the product involved and perhaps offer them a more inviting picture than that offered by the "leading" station.

Arrayed against the broadcasters, the advertising agencies and the advertisers is a long list of do-gooding organizations, whose members are enthusiastic supporters of motherhood but violent antagonists of advertising (especially broadcast advertising) and the whole principle of competitive business and the profit motive.

These dissentient voices numerically insignificant but stentoriously noisy — as minority voices always are — are in direct opposition to the system of business — all business. Often without the slightest idea of what they are beefing about, their slurs are shrugged off because they are only cranks, harmless ones at that, who will quit their belly-aching if no one pays them any attention.

The Canadian Broadcaster is in favor of business defending itself energetically against these enemies. It will spearhead, reinforce or in any way help to bolster this defence when business is willing to crawl out of hiding and face up manfully with these vicious assailants.

But The Canadian Broadcaster cannot resist these aggressors single-handed. It is a major war, one which might well bring the whole structure of our economic or profit system crumbling into ruins, a war which can only be won by fighting back.

Campaigns initiated by socialistically-minded agitators, or even governments, to legislate a business out of business, can be nipped in the bud, but not after they have burst into bloom.

Everything from talk-radio to riot control

by Gordon Beerworth

News-on-the-air is still visibly moving ahead in the time it occupies and the variety of its formats, Bill Monroe, NBC News, Washington, said in his keynote address to the 22nd annual RTNDA conference and workshops in Toronto.

"The 90-minute news program, an incredible idea a few years ago, is increasingly common on television," he said. "The all-news idea continues to grow in radio. The documentary and the editorial are being joined by the cartoon."

He said the U.S. top commentators are probing deeper into the news, and this, besides some outstanding documentaries, is an indication that we are not in a rut.

"Public television is doing, and is promising, some interesting things," he said. "In short, the horizons are not closing in on us. We're still in a fluid business, experimenting, trying new things. If you want to accept the dubious proposition that the golden age of TV entertainment faded away ten years ago, most of the signs nevertheless still point to a golden age out in front somewhere for radio and television news."

Referring to requests of politicians for space in newspapers which often get refused, he said bids for air time for the same politicians, for a weekly program, are more often accepted...because the broadcaster feels he needs all

the friends he can get (in Washington) and he knows he can get a gold star from the FCC for running a so-called public-service program, no matter how bad it is. "The difference," Monroe said, "is that the broadcaster is more nervous about the government than the publisher is. In the long run, I suggest that this difference is dangerous for the broadcaster and dangerous for the country.

"You may run across critics who feel a good many newspapers do a miserable and irresponsible job, but they don't feel the government ought to step in and apply some kind of pressure to make them do better. There is a pretty solid feeling (in the United States) that the government should keep its hands off newspapers.

"The feeling about broadcasters is different.

"In the first place, government already has its hands on broadcasting because of the licensing process.

"In the second place, our credentials as distributors of information are not as clear to the naked eye as those of newspapers. The newspapers started out with news, then developed comic strips. We started out with slapstick. Then we began getting into news.

"In the third place, we are so big and prosperous as an industry, and television in particular is so strikingly effective as a communications medium, that people are scared of us.

"The regulators themselves in fact...don't believe that equal time rules, fairness doctrines and various pushings and proddings in behalf of the public interest can do more harm than good because they remind broadcasters that they have to worry about a government agency to which they have to go for an okay to stay in business.

"The regulators don't believe that enlightened regulation, intended to foster courage in the broadcaster, might breed caution instead.

"Let me say that I don't object to our recognizing that we do have a responsibility to use our impressive equipment with discretion to keep it from being provocative. But we have to stay in the business of covering the news, informing, getting the story and telling it.

The largest audience of any Western Canadian television station



Representatives

RADIO-TELEVISION REPRESENTATIVES LTD.

"If we ever get into the business of suppressing the news or playing it down, we've had it, and our country will have turned down a dimly-lit street. At that point, for broadcast journalists, God will be dead."

Low pay causes membership drop but young inflow compensates in part

More than 40 news directors have left Canadian radio and television in the past year, and moved into other work, Bert Cannings, news director, CFCF-AM-FM-TV, Montreal, re-elected president, RTNDA of Canada, told the Canadian Centennial RTNDA conference in Toronto.

Low pay was noted as the key factor in a drop in RTNDA membership, in both the U.S. and Canada. The membership committee report listed 1022 members in the two countries, only 70 from Canada. 230 members were dropped for one reason or another, the great majority for non-payment of dues.

Cannings noted that although a tremendous number of RTNDA members were leaving the profession, or returning to a newsman status rather than a news director, "there has been a good inflow of younger broadcasters to partially fill the void."

To increase membership in the association, for the first time in its history, a career brochure and recruitment film has been prepared, stressing advantages and opportunities.

The Small Markets Committee's research also hopes to increase membership by taking an interest in 1 to 5-man news departments. Keith Cummings, KAYS Radio-TV, Hays, Kansas, committee chairman, said: "A number of stations reported most of their news functions were handled by a parent newspaper. In many cases a radio

station had no news staff of its own, it merely took the news gathered by the newspaper staff and used it on the air."

He said comments from an 800-station response to a questionnaire included: "Need for a good basic manual for use by the news department and by other members of the staff...lack of good (trained) personnel, low pay, lack of adequate staff, and lack of management to recognize the importance of a good news department, well-trained, well-staffed and adequately paid."

Concern over salaries in the Medium Markets was also evident in the committee's report. Salaries ranged from a low of \$56.00 a week in one extreme case to as high as \$300.00 at the other end of the scale. Average starting salary was \$115.00 a week.

2-way talk-radio is brotherhood of refined thought

"Talk radio", as it is called, is "the pulse of the people", Jerry Williams, WBBM Chicago, told the Radio Workshop of the RTNDA International conference.

"Everybody really wanted to talk, in depth, about current news and issues," he said, "and that's how talk radio was born."

Williams flew in from Chicago in time to participate in the discussion and left immediately after, unable to interrupt his busy on-air schedule any further.

Tom Reardon, WTAG Worcester, Mass. agreed "talk radio has a place on a station's schedule", and Dave Crane, KLAC Los Angeles, said "two-way talk radio has become a brotherhood of refined thinking. It updates those who are not fully informed on the news and issues of the day."

All three panelists concurred
(Continued on page 14)

you
can't
beat the
flexibility
of spot
television

Markets are what
you're after . . .
and when you buy
stations selectively
you get the type of
audience you want
through participation
in top rated shows—
shows that deliver big
audiences at a good
efficiency. Only spot
television provides
maximum flexibility
and at the right cost.

For the right stations in
the right markets con-
tact your Paul Mulvihill
representative.



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



COLEMAN



SLAIGHT



MARSHALL



CANNINGS

PEOPLE

BERT CANNINGS, who was just made president of the Radio & Television News Directors Association, Canada, for the second year, has been a cavalry bugler, a member of a machine gun battalion and a tank regiment, an RCAF disciplinarian, a public relations officer and a professional fighter, but news—newspaper, radio or television—has always been his second love, his first being his family.

Starting in 1927 as a stringer for his hometown newspaper, the *Medicine Hat News*, Bert "strung" for the *Regina Leader Post*, the *Saskatoon Star Phoenix*, the *Vancouver Province* and the *Toronto Star*. He also wrote news in 1937 for radio station CJCJ (now CKXL) Calgary.

In 1939, just before World War II, he joined the RCAF, rising to W.O. 1 disciplinarian, and winning a P.R.O. commission in 1940. He saw service in Canada, the Aleutians and Iceland.

In 1945, Bert went to CKWX Vancouver as news director, and in 1948 became news and special events director.

In 1955 he moved to Montreal as news director of CFCF Radio, adding CFCF-TV to his activities when it was launched in 1960.

Besides running the 'CF newsroom, Bert Canning appears daily on Pulse 6:30 News with *Canning's Comments*. He also writes and appears on such 'CF specials as *Expo '67 Reports*.

Besides Bert, the Canning household, in suburban Dorval, consists of his wife, Julia, Robert, Richard and Kathleen. His daughter, Elizabeth, is married.

HERBERT G. MARSHALL, vice-president and manager, television, of Radio-Television Representatives Ltd. has espoused the American Marketing Association "because this is where you meet people who make marketing decisions and I always wanted to find out why advertising decisions are made."

Marshall, 31, joined RTVR in 1962 as a salesman, rising to his present position January 1 of this year.

In short order, he decided it was necessary for a successful representative to explore the whys and wherefores of a television buy, beyond the audience measurement. For this reason, he has made a continuous effort to find out what goes on between the agency and its client before the deal reaches the media department, and also to get in on the planning stage if it is humanly possible.

Marshall says bluntly he joined AMA for the contacts. But he apparently believes in pulling his weight because he is taking an active part in the organization of AMA's 15th annual management seminar at the Royal York Hotel, Toronto, January 10, 1968.

The seminar's subject is "Canada/USA—One Market—1970?" Marshall says this may be a far cry from selling television, but this is a possible situation we may all have to face, and it could affect everyone of us in the advertising business, whether we like it or not.

Herb Marshall has one bugaboo. He says don't call us "TV Reps"; we are "Television Representatives."

ALLAN SLAIGHT, the man who left the general manager's desk at CHUM Toronto, in August 1966, to go to England and get in on the ground floor of the UK's commercial radio which never happened, is the new president of the national representation firm of Stephens & Towndrow, to which, at 37, he brings nineteen years experience in various branches of the industry.

He started at CHAB Moose Jaw in 1948, when his father, Jack, now of Thomson Newspapers, bought it from Carson Buchanan. Moving to Edmonton in 1950, he worked with three of that city's stations—CFRN as newsman in 1950-52; CJCA in the same slot, 1952-54; CHED as news director and later national sales manager, 1954-58.

In 1958 he joined CHUM as program director, and was general manager when he left.

Questioned on the future of the

one-time CBS-owned Stephens & Towndrow, now minus its two founders, Slaight admitted CBS will eventually reduce its participation to a 25 per cent interest.

Apparently the company is in the course of formulating a co-operative operation, with the 75 per cent of the stock which is not going to be held by CBS taken up by represented broadcasting companies and broadcasting companies which may be represented in the future.

Present broadcasting organizations now represented by Stephens & Towndrow include the Moffat stations, part of the Geoffrey Stirling group, Raymond Crépault's CJMS Montreal and CJRS Sherbrooke, Maclean-Hunter's CKEY Toronto and Bill Bellman's CHQM Vancouver.

Company control? You tell us.

JOHN TRAVERS COLEMAN, 34, took over management of the Montreal office of the CTV Television Network September 1.

A condensation of his personal résumé discloses, in part, that:

Once he was a professional musician, accent on jazz.

As a professional writer, he has written for magazines and radio. He has written sketches for reviews, two historical books and TV comedies.

After a year with the *Montreal Gazette* in display advertising, he moved to the ad. department at Eaton's.

With British United Press (now UPI) he covered the Montreal criminal courts and the provincial legislature.

Transferring to Vancouver in 1953 he did *News in Brief* for radio. In Regina, as BUP bureau manager, he continued his art studies in "abstract conception," did a six-hour Saturday afternoon stint as disc-jockey on CKRM and scripted five 30-minute episodes of *Adventures in Sound*—for the CBC in his off moments.

In January 1955, he joined the public relations staff of the CNR. Back in Vancouver in May, he handled press relations and all Pacific Region advertising.

In Montreal in November 1959, he organized the public relations department for Pepsi-Cola.

In June 1961 he joined the F. H. Hayhurst Co. as account executive, working on Rothman's Rock City Tobacco account (Number 7 and Sportsman).

July 1963 saw him general manager of Miss Canada Productions. When "The Pageant" was sold, he joined CKEY Toronto as national sales representative.

In October 1965, he became national sales manager of CFGM Richmond Hill, where he formulated national sales policies and direction, research, station promotion, sales planning and development, promotional merchandising, staff training and client relations.

From CFGM he moved to CTV Montreal and this fills you on in John Travers Coleman to this writing.

TURN TO
ELEVEN
FOR
TURNED-ON
TV



RTNDA (Continued from page 9)

with moderator Jack Thayer, vice-president and general manager, KLAC Los Angeles, that most stations programming "talk" have effectively integrated news into their all-talk formats.

"A responsible station cannot afford to get into commentary of the local scene," said Dick Wright, WTAG Worcester, Mass., who convened the dual panel discussion, and participated in the News Commentary and Analysis—Extra Added Ingredient section.

Gordon Sinclair, CFRB Toronto, joined Wright in sharing personal experiences and anecdotes as each told of his on-air commentary of the local scene.

Charles King, vice-president, news, Mutual Broadcasting System, New York, said: "Most commentary as we know it has become associated with a national network...a most expensive luxury for a station."

Radio lacks color... television over-stresses it

Radio was too often sterile in its approach to some of the events in the day's spot news, Prof. Richard Yoakum, Indiana University, chairman of the RTNDA radio awards committee, told the news directors at their Toronto conference.

Yoakum said that "radio announcers must remember that the picture is not there, and the only way the public can tell what's happening is to hear the proper words in their proper place. This was not always the case."

All three radio awards, and four for television, went to American stations.

Prof. Baskett Mosse, Northwestern University, Evanston, Ill., chairman of the television awards committee, said he regretted the fact that "too much emphasis had been placed on color rather on the value of the news story. Too many squad cars had been photographed too many times simply because they were colorful."

Other topics discussed during the convention, and heavily accented towards U.S. interest and coverage, were: War coverage, with emphasis on "Vietnam", very pointedly termed "TV's first war"; Satellite transmission, an audio-visual seminar moderated by James Gilmore, vice-president and acting operations chief, CBC, Ottawa, with an international panel representing COMSAT, NBC, CBS, ABC and the European Broadcasting Union; Riots: Coverage and Codes: with panelists from five U.S. cities where racial troubles have been most pronounced.

The conference concluded with the induction of Jay Crouse, WHAS-AM-TV, Louisville, Ky. as president for the coming year, succeeding Bruce Dennis, WGN, Continental Broadcasting Co., Chicago. Eddie Barker, KRLD-AM-TV, Dallas, Texas, was elected first vice-president.

Bert Cannings heads RTNDA Canada for second year

Re-elected for his second term, Bert Cannings, CFCF-AM-FM-TV, Montreal, heads the RTNDA of Canada. At the annual meeting,

concluding the Canadian Centennial Conference, in Toronto, Graham Allen, CBC, Halifax, was elected vice-president, television, and Don Johnston, CHML Hamilton is vice-president, radio.

Regional directors are: Pacific—Bill Hutton, CKWX Vancouver, radio, and Andy Marquis, CHAN-TV Vancouver, television; Prairies—Frank Flegel, CKRM Regina, radio and Stan Weiler, CHAT-TV Medicine Hat, television; Central—Ken Brown, CBC, Ottawa, radio, and Gary McLaren, CKCO-TV Kitchener, Ont., television; French-Canada—Marcel Beaugard, CKVL Verdun, radio, Francis Peladeau, CBC, Montreal, television; Atlantic—Don McIsaac, CJCB Sydney, radio, John Millar, CHSJ Saint John, N.B., television.

Charlie Edwards, Broadcast News, Toronto was elected treasurer, and John Strong, news director, CKNX-AM-TV, Wingham, Ont. is secretary.

'Charlies' and 'Dans' are new names for RTNDA Canada news awards

Two tribute awards, one each for excellence in radio and television news coverage, and the other for radio and television documentaries, will be made by RTNDA of Canada at future conventions.

The annual meeting in Toronto decided to extend the categories, of both radio and TV awards, announced this year. Next year, the awards for 1967 will be presented in two different categories the news coverage awards being presented as the "Charlie Edwards Awards," to honor the general manager of Broadcast News Ltd. (see "Over the Desk"—page 28) and the new awards for documentaries, will be called the "Dan McArthur Awards", in memory of the man who was the organizer and first chief editor of the CBC News service.

The trend is to balanced programming

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Advertising charlatans . . . a blight on the business

Advertisers, advertising agencies, broadcasters and all the other media had better climb on the bandwagon, because, at long last, the Canadian Advertising Advisory Board is moving into action with its campaign to restore to advertising its just place in the public eye, in the face of the extraordinary battering our industry has been taking in recent months.

Speaking at the September luncheon of the Broadcast Executives Society, and in subsequent conversations, Allan B. Yeates, executive vice-president of Spitzer, Mills & Bates Ltd. and president of CAAB, said the major project at this time is the Canadian Code of Advertising Standards.

"You know as well as I do," he said, "that 90 to 95 per cent of advertising is effective and appro-

priate, but the small percentage that is misleading or irritating creates problems for everyone.

"Clearly, we have a responsibility to the community and ourselves to set and maintain standards of integrity; and, currently, we are exploring the best ways of dealing with those who persist in violating the code, which could be advertisers, agencies or media.

"We are also working on plans," he said, "to publicize it widely and regularly, so as to make it a more effective instrument."

The CAAB undertaking includes setting up a National Information Service, speakers bureaus and a central library system for the industry.

He said 90 per cent of the financial requirements for the campaign have been obtained from

the three sides of the industry, and in October they will be starting a national study of consumer attitudes towards advertising.

"A team of top researchers including top management and university types, have spent a good many man hours defining further areas of social and economic research. Now CAAB is assigning priorities to these studies and at least two of the projects are expected to be launched by the end of the year."

One major information project will take the form of an all-media advertising campaign emphasizing the economic and social benefits of advertising. Creative work is now in the final stages, he said, and it is hoped they will be able to unveil the campaign at the November meeting of the Broadcast Executives Society.



NEWSCAST

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ASSOCIATIONS

Broadcast Executives Society retiring president Frank Buckley, at the BES general meeting at the Park Plaza Hotel, Toronto, this month reviewed the society's accomplishments during his year of office in "providing a platform for consideration of matters of current interest (to the broadcasting industry)—even those of a controversial nature."

Buckley mentioned the BES association with the extension department of the Ryerson Polytechnical Institute in presenting a course on Broadcast Advertising.

The Radio and Television Commercials Festivals, sponsored by BES in co-operation with the Radio and Television Sales Bureaus, are examples of "functions with built-in industry benefits", he said. These festivals, combining workshop sessions with award presentations constitute "one of the best ways of stimulating and supporting creative effort by all concerned with production of commercials."

He reminded the society how they had been able to hear Dr. O.J. Firestone, author of *Broadcast Advertising in Canada*, "a completely new look at the economics of broadcasting," which was underwritten by Bill Byles, president of Stovin-Byles Limited.

Shortly after this, he said, advertising in general and broadcast advertising in particular came under the scrutiny of a joint Senate-Commons committee on price spreads. The agencies (ICA) and the advertisers (ACA) represented the advertising industry in appearing before the committee, using as their basis Dr. Firestone's second book, *The Economics of Advertising*. The presentation was made by Warren Reynolds, George Sinclair and Bryan Vaughan, all prominent agency presidents. These three appeared at the BES January meeting to give the society the highlights of it.

Pointing out the BES is more than willing to co-operate and assist in any such program in which the broadcast industry is involved, Buckley said he hoped the broadcast segment of this consumer program as presented

by the Canadian Advertising Advisory Board will be presented at the next meeting. (See page 15).■

The threat of "managed news" has been combatted over the past twelve months by the Radio & Television News Directors Association, according to their outgoing president, Bruce Dennis, WGN Chicago. This battle for freedom of news is unlike anything in modern journalism, he told the U.S. and Canadian newsmen at their Toronto convention.

The fight stemmed from threats made by the American Bar Association, proposing standards governing Free Press and Free Trial, in an effort to restrict coverage of certain court cases. Also concerned over other possible dangers to editorial freedom, RTNDA is challenging the FCC in court over the commission's equal time regulation. Some members of the U.S. Congress were desirous of imposing a code of action arising mainly from criticism of race riot coverage.

Dennis, news and public affairs V.P. for WGN, Continental Broadcasting, had previously stated his association's concern over the issue in appearances before various news and law groups. He told the Eastern Regional RTNDA Conference in New York: "In the United States today, there is a new roadblock in news coverage. Five-to-four Supreme Court decisions which are aimed at guaranteeing fair trials have brought interpretations that threaten the right of a free press. When I say free press, I mean freedom of the news—radio, television and the less instant media."

He stated the RTNDA position: "We oppose the management of news by any agency, association or arm of government. We propose that all news sources be kept open to the press for the protection of our people and our country."

Jay Crouse, WHAS-AM-FM-TV, Louisville, Ky., newly-elected RTNDA president, said: "Canada has the same basic problems as the United States, although they are of a slightly different nature and have different emphasis."

Norris L. Nathanson, general manager, Cape Breton Broadcasters Ltd., CJCB, Sydney, N.S., was elected president of the Atlantic Association of Broadcasters for 1967-68, at the annual convention in Saint John, N.B.

He succeeds George A. Cromwell, general manager, New Brunswick Broadcasting Co. Ltd., CHSJ-AM-TV, Saint John.

Other officers are: Orville Pulsifer, program manager, CHNS Halifax, 1st vice-president; Robert A. Lockhart, managing director, CFBC Saint John, 2nd vice-president, and George A. Lebel, manager, CJEM Edmundston, N.B., secretary-treasurer.

A recommendation to hold the 1968 convention in the Bahamas was referred to the new executive and a poll of individual member stations.

More than 150 management and engineering representatives from 33 radio and seven television stations in the Atlantic Provinces attended the three-day conference.

CABLE

Begun as a sideline to its broadcasting business, CHQM-AM-FM, Vancouver, started offering its "Q" for Quality background music, broadcast on a sub-channel of its wavelength, in 1962. The "Q" label has since been copied by other good-music stations across the country.

QM now has 700 subscribers, one of which is a chicken farm, where, says the *Vancouver Sun*, the proprietor claims the soft music wafting through the chicken coops encourages the hens to lay more liberally.

W.E. (Bill) Bellman, president and manager, CHQM, opened the station on December 10, 1959, operating what he called a "sophisticated good music station" at 10,000 watts.

A new tower for the station's 50,000 watt transmitter has just been placed in operation, Bellman estimating the total cost of the power increase at \$250,000. He said the station will now provide a much better coverage of Vancouver Island centres.

The *Sun* says "Bellman feels that 60 per cent of his station's audience is under 50 years of age with the bulk



TK-42s capture fast action under blazing sun... give CTV superb color pictures!

To get the big view of the game one TK-42 was stationed
on roof of press box. Three TK-42s were used in all.





Air-conditioned RCA mobile unit built for CBC contained the control room for three-camera pickup.



Soccer matches for CTV, Canada's privately owned color network, were among the programs broadcast in breathtaking living color from the grounds of Expo 67. The remote pickup, shown above, was made with TK-42 cameras during a "round-robin" series of games between England—the present world professional title holder—and Russia, Mexico, West Germany, Belgium and Austria, at the 25,000-seat stadium, "Autostade."

Two things are especially noteworthy in these pictures: The soccer field is ablaze with the light of the mid-afternoon sun; play is fast and furious. Yet what kind of pictures were received on the home screens? Superb!

Whether the sun was high in the sky, causing short shadows, or late in the day when shadows became

elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

CBC made extensive use of the TK-42 cameras throughout Expo, with results that proved there is nothing like a TK-42 for location shooting. If you want the very finest color pictures under widely varying conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representative. Or write RCA Victor Technical Products Marketing, 1001 Lenoir St., Montreal 30, Canada.



THE MOST TRUSTED NAME IN ELECTRONICS



being in the 21-year to 41-year group. Listeners under 18 years aren't of much use to advertisers, he adds, so 'QM religiously avoids catering to the teen set.'

Vancouver Broadcasting Associates Ltd. owns the combined 'QM operation, with Bellman owning 50 per cent of the stock. He still has his original partners, A.B. and R.L. Cliff, J.E. Stark, Russ Kinnimount and Alan Tatum, who hold the other half of the firm through Western Industrial Holdings. ■

Cable television is expected to come under the wing of the BBG, in the new legislation contained in the new Broadcasting Act, which awaits Parliamentary approval. Licensing of cable systems, now handled by the DOT, will likely be done through the Board, which is also expected to concern itself with the ownership of such systems and protection offered to Canadian TV stations.

About 400 cable TV systems are operating in Canada and about half of them are in the province of Quebec. It is estimated that they serve about 350,000 households.

Toronto, long a hold-out against cable television, except in sprouting sub-divisions, now has no less than eight firms laying cable or planning to enter the field, due to the increasing number of high-rise apartments which deflect TV signals, causing ghosting and other problems with home reception.

EDUCATIONAL TV

ETV means different things to people in different regions, all in accordance with varying educational needs and problems.

But one thing it must mean if it is ever to achieve efficacy is a total spectrum of programming from pre-school to old age whose abiding goals are enlightenment, wisdom, imagination, knowledge, information, instruction and citizenship.

The Federal Government, however, equates ETV exclusively to in-school demands, totally neglecting the continuing educational needs of adults. It thus intends to relegate all ETV developments in Canada to the UHF broadcasting band (i.e. Channel 19 in Metro Toronto) which means that while schools can be fairly easily readied for reception (their number is limited), it will probably take a decade at least—perhaps much longer—before Canadian citizens in most TV receiver-equipped homes (400,000 in Metro Toronto alone) actually go out and lay down purchase money for the UHF adapters necessary for access to programming specially designed for them.

What is required to amend this dark situation is a more enlightened attitude on the part of Mr. Pearson's cabinet accompanied by imaginative legislation during the fall session of Parlia-

ment.

If such occurred, one result could be a Federal ETV Authority with policy making, money granting, broadcast facilities—leasing, and watch-dogging powers.

Another could be educational bodies across Canada given the first option of procuring any available and unused VHF channels (e.g. MEETA in Edmonton re channel 11).

Still another could be legislation making the inclusion of UHF adapters on all new sets mandatory for manufacturers. In areas where no VHF's remained available, UHF would be essential.

But how does this apply to the local Metro scene? Are there, for example, any VHF's remaining?

What price Toronto?

There has been much talk about the BBG approval of Channel 3 to Palgrave. Despite the fact that the entire issue has now gone back to the BBG for re-examination and re-assessment, the fact remains that even if the move doesn't transpire there would still be no free Channel 3 for ETV bodies in the Metro area. Not unless licences were revoked and re-allocated. Barrie and Toronto are simply too close.

What about CFRB's plans involving a multi-million dollar expenditure and a multi-channel switch to bring 13 to Toronto? The BBG will entertain this proposal at a hearing in early '68. It will listen to no other at that time, according to Dr. Andrew Stewart, because the 13 move is predicated entirely upon firm contracts between CFRB and the people in Kitchener and Rochester. The channel is thus not up for grabs in the BBG's estimation. Therefore we won't know if 13 is a new VHF for Toronto until the BBG approves it (in which case it is CFRB's). The situation is just that

ironic, and doubtless will incur a flood of protest.

At the present moment it seems reasonably doubtful that there are free VHF's in Metro for exclusive ETV use. UHF Channel 19 (on a properly divided time-share basis between the Department of Education and the considerable number of in-school and adult interests represented by META) plus donated time (including, hopefully, prime time) from all the home-based VHF's here will have to provide the main answer. Already CBLT, CFTO and CHCH have been very generous to META in broadcasting and in studio production time.



Elwy Yost

But if the picture appears depressing for V's in Metro, it needn't be elsewhere in Canada. Bold and imaginative legislation this fall from the summit can bring considerable light upon the scene.

So much for the political side of the ETV maze in Metro. Now let us look at the schools.

Getting into the schools

One of the greatest problems in educational broadcasting today is flexibility of program utilization on the in-school level. A perfectly good grade eleven geography program being beamed on a VHF or UHF channel at ten o'clock on Friday morning is

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not going to be very effective if all of the grade eleven classes are taking other subjects at that time and school officials are, for a variety of reasons, unable to alter timetables to accommodate viewing.

Apart from the tremendous asset of properly maintained and operated videotape recorders within the school system (these will always be a necessity), one clearly needs more versatile means of getting educational television programs to the school.

Both coaxial cable and 2500 megahertz offer practical solutions and both are incurring widespread use in the USA today. But which for Metro?

Megahertz is certainly the cheaper of the two systems and it has fair though limited flexibility. If permission were granted to use the D.O.T.'s full local allotment, up to twelve programs could theoretically be beamed simultaneously on a direct point A to point B microwave basis to all 900 Metro schools which were specially equipped to receive them.

Cable is costly; however, it is tremendously versatile. Eight land lines from a central distribution system to key redistribution centres in the Toronto Board area, the five boroughs, the separate school system and Toronto Township could each carry, at a minimum twelve different programs at the same time (making 96 in all, and one day many times that number) eventually permitting complete dial access on the part of any teacher in

Metro to any program at any time to suit his classroom needs.

META is planning, at an early date, a Metro-wide conference of leading educators, technologists and audio-visual personnel to help architect the right course of action for this region. Provided political problems have been solved, this will be a pathway out of the labyrinth.

By Elwy Yost,
Executive Director, META

FILM

WARNER BROS. — 7 ARTS: Charles Chaplin, vice-president and general manager, says their *Marine Boy* series, half-hour, color, has been increased from 52 to 78 episodes due to its popularity across Canada.

WB-7 Arts also expects to release, "within the next month", a half-hour documentary, *The Six-Day War*, with highlights from captured Arab and Israeli films. It will be in stark black and white.

Upcoming offerings on the Canadian market include the *Karmen Israeli Dancers*, in color, and the two-hour color special, *Damn Yankees*, still being negotiated by WB-7 Arts.

Chaplin said the U.S. ABC Network will show *The King and I*, October 25, sponsored by Eastern Airlines. Nothing has yet been heard about its Canadian TV showing.

Editing is now underway in Hollywood for the Canadian production of *The Fox*, starring Anne Heywood, and

it is hoped to have it available for release by the end of the year. ■

Screen Gems Inc. (Canada) has a pilot available, produced in Montreal, a new concept in game shows, for the French-Canadian market.

Qu'en savez vous? said Bruce Ledger, vice-president and general manager, Screen Gems, Toronto, offers an exciting show, and there's nothing comparable with it in the English market. ■

International Telefilm Enterprises, Toronto, has 34 new properties ready to be released in Canada, says Murray Sweigman, president. All feature films, the "Royal 23" includes *Lavender Hill Mob*, *Man in the White Suit*, and other British productions, while "Cinema 11" includes U.S. produced action westerns.

ITE has about 250-300 features now available, said Sweigman, who reports sales "up about 30 per cent".

"Plans are indefinite," about ITE's Canadian production activity, said Sweigman, who would give no news "until the cameras are rolling". ■

Sovereign Film Distributors Ltd., Toronto has a new RKO package of 16 brand-new feature films for television, ready for the Canadian market, said Herb Mathers, general manager. These have never been shown in theatres.

Mathers also said Sovereign will



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have a number of films from a new production company now being formed, National General Productions, which will film all "blockbusters" and star-name productions, in England, the U.S. and some in Canada. These films, unlike the RKO package, will follow the theatre route first, then to TV. Eugene Klein is president, Irving Levin is vice-president and in charge of production. Both are Hollywood residents.

Marvel Super Heroes, an all-color cartoon series depicting characters from the comic strips, is available in 195 episodes, from Sovereign. The series is being sold across Canada, and will be seen this fall.

Atlas Films, Montreal, distributed through Empire Sovereign Films, has 50-60 French feature films available, said Mathers. These have been produced in France, with a co-production deal in Italy and Germany, and feature big name stars in the French cinema. Some are now being sold in the Quebec market.■

Telefilm of Canada, Toronto-based distributors, now have the Superman cartoon series, 104 episodes, 52 in color, available for the first time in Canada.

Telefilm, says Laurence Fein, sales manager, is now the sole Canadian distributor for American International Films, and features such as the *Beach Party* series will be up for network availability shortly.

Telefilm also has a science fiction package, which has been sold and is now being shown in Montreal, Ottawa and Edmonton, Fein said.

Now That April's Here, an all-Canadian production, filmed in Toronto, is now available from Telefilm, and such top foreign classics as *The Cranes Are Flying* and *Ballad of a Soldier*, two outstanding Russian productions, are being shown in Canada, through Telefilm distribution.

Going into syndication through Telefilm are such popular Canadian shows as *Country Music Hall*, 39 episodes now ready on video tape, and *Let's Sing Out*, both CTV network productions. From the U.S., Telefilm of Canada is bringing in for syndication *The Gypsy Rose Lee Show* and *Tell me, Dr. Brothers*.■

National Broadcasting Co. Inc., (Canada) has sold two new TV series to the CBC, for future showing on the network, said James Inch, vice-president and general manager.

Included are *Abbott & Costello*, 39 half-hours, and *Bird Man and the Galaxie Trio*, 20 half-hours, all in color.

INTERNATIONAL

Radio network operation for the ABC in the U.S. and the BBC in England will introduce a new concept in multi-network service. Each will program four different formats to pinpoint selected audience groupings.

ABC Radio plans to start January 1, 1968, using four services in place of their present single network. Each will feed tailored programming to different lineups in which stations are grouped according to their local program formats.

BBC will make the switch September 30, when its four existing radio

networks will be designated as Radio 1, Radio 2, Radio 3 and Radio 4, each offering a different service.

ABC Radio hopes to have four different affiliates, one for each service, in each of the major U.S. market areas. They hope to increase the present 400-plus affiliates to some 650, and eventually to 800 or 1000.

ABC's four services will be:

The American *Information Network*, compatible with local station formats."

The American *Contemporary Network*, for stations featuring contemporary music, such as the Top 40 and similar formats, along with local personalities.

The American *Personality Network*, for stations with MOR programming that combines news, popular music and features such as the 30-year ABC network program, *Don McNeil's Breakfast Club*.

The American *FM Network*, planned to give FM stations their first exclusive news and public affairs service, and develop special features with specific appeal for FM listeners.

Each service will also provide about three 30- to 60-minute public affairs programs per week, to be fed at night, for taping.

Each of the four networks will feed its affiliates an average of five to 15 minutes of news, sports, assorted features and other material, each hour. The different feeds will be consecutive rather than simultaneous, so new network lines will be needed. The feeds will be made within each hour, from 7:00 a.m. to 7:00 p.m.

Each service will have its own staff. Sales however, for all four

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services, will be handled by a single group.

The BBC will defer to the younger generation by introducing popular music on its airwaves.

Some 30 newly-hired disc jockeys will staff the new BBC pop music network. Seventeen are former "pirates" who worked for the flock of unauthorized stations off the British coast. All but two have been shut down by the government.

The BBC Pop Music Network will be *Radio 1*.

Radio 2 will take over the title of the present Light Program service, featuring light entertainment in words as well as music.

Radio 3 will be the future designation of what the BBC now calls its highbrow Third Program, beamed to those who appreciate the opera, classics and similar cultural broadcasts.

Radio 4 will operate what is presently known as the Home Service, of news, drama, talks and "good music".

The BBC also plans to open a total of eight FM stations, serving particular communities.

The FM venture, for the publicly-owned and non-commercial BBC, will introduce a Canadian-like feature, new to Britain. Up to now, the BBC radio has been regional in coverage rather than beamed to serve specific areas. The new FM stations will serve particular towns and cities, and complement the work of the four numbered networks, of the AM service.

NETWORKS

CTV Network sales are running ahead of last year's at this time by nearly twelve per cent, but the increase could have been higher.

According to Bob Aiken, the network's general sales manager, this is due mainly to an increase by hard goods advertisers such as General Motors, Firestone, Polaroid and Philips, from short term to 52 week contracts; the return, after a five-year absence, of major package goods manufacturers—H.J. Heinz, J.B. Williams and Rothmans. There is also a group of clients new to CTV network programming — Bissell, Robin Hood, Shulton, Singer, household cleansers, Cluett-Peabody, Royal Insurance, Marx, Mattel, Sun Life, Textile Improvements, Cel-Cil, Prestolite, Samsonite, Tonka Toy and the Bank of Montreal. In addition, 30 of last year's advertisers in all categories showed increased expenditures.

Aiken says the network has lost at least four clients due to selective bonusing by most CTV member stations.

He cited the case of one cereal manufacturer who bought all CTV stations on a selective basis at a cost-per-thousand of \$3.07. In order to match this deal, says Aiken, the network would have had to give away \$110,000 of time to supplement a \$220,000 purchase of two prime time and two daytime spots per week over a 36 week period.

In Aiken's view, most stations would have received more net revenue had the advertiser in question been unable to bargain with the stations and had to buy the network.

And talking of buying the network, it may cost more money very soon. Aiken's proposal for rate card Number 8 is already in the works and it will be priced higher than all member stations' rate cards put together.

If ratified by the network's commercial committee, the new card will amount to an eight per cent increase in prime time Canadian shows, a five

per cent increase in prime time U.S. shows and twelve per cent in CTV national news.

Why the increase? In Aiken's view, television is by far the most effective advertising medium and despite the efforts of many large U.S. dominated agencies to keep TV costs down, the price of television must increase if it is to do a better job.

As far as he is concerned, the old yardsticks are out of date. "Take for instance, the NFL games in the United States—agencies are buying cost-per-thousands of \$12.00 and up. This is a far cry from that magic \$3.00 cpm we have lived with for so long," he said.

As an example of a U.S. agency trying to chisel rates, Aiken says there is one in Toronto, reported to be the biggest in television billings but ranking down the list at CTV, who every year since 1962 has offered to buy all unsold network time at a 50 per cent discount. This would have cost about \$650,000 but to date CTV has said no.

On the programming side the network says they still do not know the final cost of the extensive PC Convention coverage (which if newspaper critics are any judge was far superior to that of CBC), except that it is a reasonably safe bet that they lost money.

Only one advertiser wished to be included in their coverage — Xerox. According to CTV all the others backed off because of political implications, despite the fact that they were offered first refusal on the Liberal Convention and the next Federal election.

Miss Canada Pageant will be running November 13 from 9:30 to 11:00 pm EDT, live from CFTO-TV Toronto. This year however, all CTV stations will carry the show live. Last year it was delayed in the west and because of the time difference, local radio stations were giving the results before the show hit the air. One third of the show is still available. American Motors and Singer have picked up the other two-thirds. This marks Singer's first network purchase.

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PROGRAMMING

Effective September 17, CFUN Vancouver totally abandons its rock policy and places the new emphasis on music, news, sports and talk, along with limited commercials.

It has taken CFUN four months and \$200,000 to prepare for a new sound in Vancouver radio. The decision to make the change was made in June this year, and C. Edward Farey was elevated from senior account executive to the post of broadcast operations manager.

CFUN and its predecessor CKMO have been broadcasting in Vancouver for 47 years. In the 1950s, CFUN featured *The Sweetest Listening in Town*. They adopted the rock and roll policy in 1960.■

The Canadian Association of Broadcasters Program Exchange has available an edition of the weekly BBC World Report, titled *The Use and Abuse of Drugs* which runs 13 minutes and 30 seconds. This program has been sent to 25 member stations and has been requested by 11 others.

It features Dr. Richard Joyce of the London Hospital who is researching into drugs; Dr. Halbach, head of the Pharmaceutical and Toxicological Division of the World Health Organization in Geneva; Mr. Nepote, Secretary General of Interpol in Paris, and

BBC correspondents, who give on-the-spot accounts of drug traffic and use in the Middle East and South East Asia.■

Thirteen Canadian radio stations from coast to coast started September 11 simultaneous programs called the All Time Heavyweight Tournament and Championship with a series of computer simulated fights between the all-time heavyweight champions. There are 15 fights and then a final championship bout, when the hypothetical champion of all-time will be chosen.

The programs are produced by Woroner Productions in Miami, Florida, and the description is done by Guy Lebow who creates a ringside account of the fight from a round by round printout produced by an NCR computer which has been fed information about the characteristics of the fighters.

The programs are sold on the local level. In Toronto, Mercury sponsors the series as a contest, the object being to guess who will be the all-time champion. The listener must drive into the Mercury dealer to fill out his choice. Full page ads in the *Toronto Telegram* have also been run by the sponsor to help promote the series.

Three of the program's sponsors across the country are car dealers. Zeibarts, Niagara Finance, Olands Brewery, Imperial Oil and Woolworths are some of the others.■

A re-evaluation of programming and personnel functions and equipment, together with a time study of "money lost" should be necessary preparation now for a station's 1968 operation, Robert E. Redmond, president, CHSC St. Catharines, told the AAB convention in Saint John, N.B. last week.

Redmond spoke on management and programming aspects for small and medium market stations. "Some broadcasters," he said, "are bent on self-destruction through complacency."

He urged station management to improve client relationships and services, suggested expansion of their sales forces to include saleswomen, and told them to develop a product through programming to give the station its fullest potential.

Offering other advice for efficient station operation, Redmond said: "Too often high-priced personnel are sitting around waiting for the proper equipment to work with."

He said stations should look for higher educational standards among the employees they hire. Successful stations hired or developed air personalities who are "qualified and a part of their community." The greatest liability is "the chatterbug who says nothing."

"Management must set the standards," said Redmond, "and the higher the standards the greater the returns." He urged that ideas and suggestions



ANDY McDERMOTT



KEITH KEARNEY



TED BROCK



PAUL McDERMOTT



JIM McLENNAN



FRANK GARDINER

Nobody has all the right answers

to selling broadcast...

But we think we have some pretty good clues!

BTS

Why not call us?

RADIO

& TELEVISION SALES INC.

TORONTO 924-4477 • MONTREAL 841-1131

of station personnel be taken into consideration when setting such standards.

PROMOTION

If you leave your transistor radio on at regular volume, how long will it play? The answer, according to Toronto radio station CHUM, who tried the experiment recently, is that it will play for more than 66 days.

The test was part of a promotion sponsored by Mallory Battery Company of Canada Limited, which manufactured the Duracell batteries to power the radio. The set was turned on at regular volume, and left on, to play until the batteries failed. Listeners were asked to guess how long the batteries would last. Most of the contestants underestimated the final result.

The contest on CHUM was the first part of a continuing Toronto radio campaign for Mallory's Duracell batteries. Mallory, through its agency, Needham, Harper & Steers (Canada) Limited, is using CFRB, CFGM and CKEY in addition to CHUM.

RESEARCH

A.C. Nielsen is introducing a new NBI report format this fall. The new Viewers-in-profile report will show audiences in terms of both households and individuals. Individual audience figures will cover all members of the family and not just man-of-house and lady-of-house as in previous reports.

Labelled NBI/VIP the reports will also show more audience data on the chief purchasing agent and principal female homemaker—lady-of-house. This important segment will be reported in terms of total LOH, as well as LOH by age category, family size and with children.

Cumulative audience data by individuals will now be available in addition to the continuing availability of unduplicated household data. By means of special analyses, subscribers will thus be able to determine the reach and frequency distribution patterns of advertising schedules in

terms of individuals by sex, age groupings and family sizes.

Nielsen say that all full service agency and advertiser clients of their broadcast division have renewed their contracts. They are also boasting several new subscribers—among them B.A. Oil, ABC-TV Films, Doyle, Dane Bernbach, McCann-Erickson and Papert, Koenig, Lois Inc.

According to the company, advertising agencies accounting for approximately 90 per cent of the television billings in Canada are now Nielsen subscribers.■

Complan Research Associates Limited—that's the name of the new research house formed to look after the clients left unserved as a result of Interpublic's decision to close down McDonald Research and get out of research in Canada.

Interpublic, who bought McDonald Research three years ago, are closing up shop September 30, following Clyde McDonald's resignation and move to the CDNPA.

Ray Whalen, former second-in-command at McDonald, will be president of Complan with Earl Kliman as vice-president and Margaret A. MacIver secretary-treasurer. They officially open for business October 2 at 1675 Bayview Avenue, Toronto. Telephone (416) 483-1126.

Whalen says they will be taking nearly all McDonald Research employees with them to Complan, along with the majority of the company's clients. Contrary to current rumor he says Clyde McDonald has absolutely no association with or financial interest in the new firm.

As for the future, Whalen says Complan is considering certain new research projects and will be going after more government contracts such as tourism. He explained that when Interpublic took over they could not get tourist department contracts, since they were on a heavy "buy Canadian" campaign and could hardly do business with an American owned operation.

Aside from one-shot special studies for such people as the CBC, Whalen says he does not foresee Complan undertaking any regular broadcast surveys similar to those previously offered by McDonald Research.

SALES BUREAUS

"A hard-hitting front line sales organization that will benefit all segments of the Canadian television industry is our objective."

In these words, President Al Bruner and Executive Vice-President Ed Lawless described new goals and ambitions for the Television Bureau of Advertising.

Working on the premise that TvB is the only Canadian television organization that can work for the good of the whole industry, since it is devoid of any specific station or network affiliation, Bruner explained

that during past weeks the board of directors and TvB staff, in conjunction with their member stations, have formulated a new set of objectives for the bureau, which with regular evaluation will deliver to TvB members "total value for the sales dollars expended."

While these objectives are not public information, Lawless says they will not change TvB activity, but rather strengthen its operation.

In the meantime life goes on as normal at the bureau. Merv Austin attended the Atlantic Association of Broadcasters convention and with Bill Stewart, CHSJ-TV Saint John, the newest TvB member, put on a presentation of TvB material at work on the local level.

Research Director Ron Brown is putting the finishing touches to a new set of TV Basics, which should be ready for distribution about the end of October. Brown is not saying exactly what, but the new edition of *TV Basics* contains some demographic data that has never before been published in Canada.■

To a growing number of Canadian listeners, the FM outlet in their market is just another radio station, according to the Radio Sales Bureau, which has just released the results of a polling among FM stations across Canada, to examine their attitudes towards commercials, programming, promotion and sales.

In the FM report, W. Denis Whitaker, RSB president, says certain factors, such as BBG regulations, will prohibit FM program fare becoming synonymous with that of AM in the foreseeable future. However, the trend of recent years towards a narrowing of the program gap between the two and a corresponding decrease in the difference between their respective listeners' demographic characteristics will continue to accelerate as more FM stations are licensed and set penetration increases.

On set penetrations, the RSB report points to the latest available DBS figures (May 1966) on the number of Canadian homes with one or more FM receivers. In major markets these range from a low of 29 per cent in Quebec City to a high of 45 per cent in Toronto. Nationally, better than 28 per cent of all homes are equipped with FM—and that was over a year ago. Figures for 1967 are not expected until later this year.

Whitaker believes audience profiles will continue to vary, but on a station-to-station rather than on an AM-to-FM basis. Listeners will select their dial position because of the appeal of a station's "sound image" and this—regardless of whether that station operates on the AM or FM band—will be the deciding factor.

Discussing national sales attitudes in the report, RSB's national sales director, Peter Harricks, says there is considerable interest being displayed by advertisers and their agencies but comparatively little buying.

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

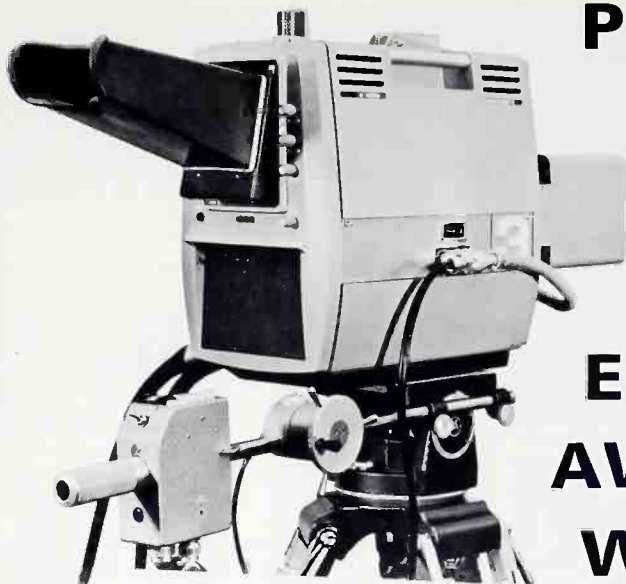
LARGE RETAIL SALES
40.7% of Nova Scotia.

LARGE FOOD SALES
38.2% of Nova Scotia.

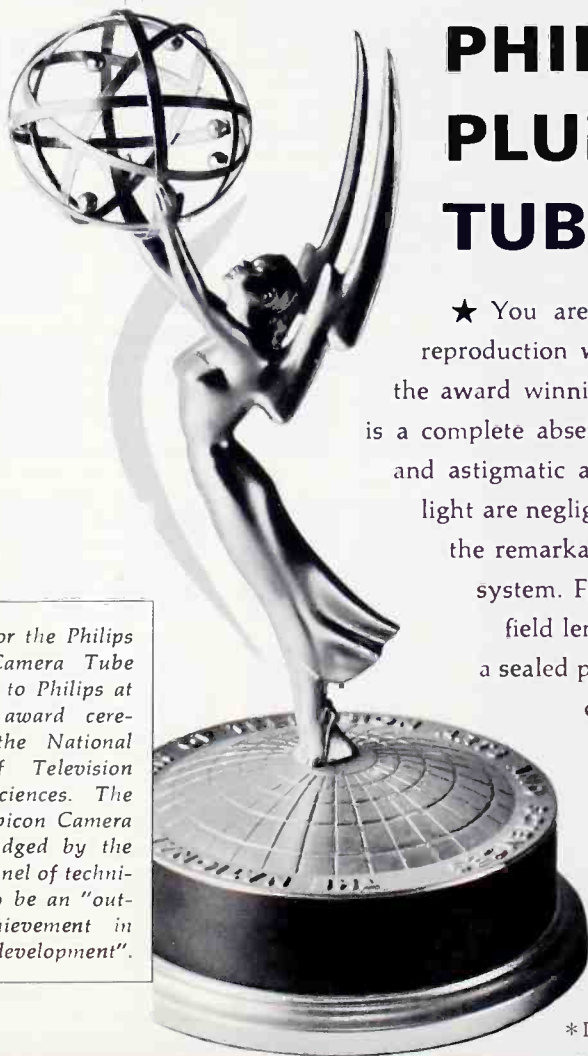
8 STATIONS-ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

| | |
|----------|-----------|
| Toronto | Montreal |
| 923-0919 | 932-8357 |
| Winnipeg | Vancouver |
| 942-1892 | 682-6391 |



PHILIPS COLOR CAMERA with the EMMY AWARD WINNING PHILIPS PLUMBICON* TUBE



An EMMY for the Philips Plumbicon Camera Tube was awarded to Philips at the annual award ceremonies of the National Academy of Television Arts and Sciences. The Philips Plumbicon Camera Tube was judged by the Academy's panel of technical experts to be an "outstanding achievement in engineering development".

★ You are assured of superlative fidelity of color reproduction with Philips Plumbicon color camera with the award winning Philips Plumbicon camera tube. There is a complete absence of ghost images, spurious reflections, and astigmatic aberrations. Color errors due to polarized light are negligible — another of the many advantages of the remarkable—yet simple—Philips color separation system. Free of optical relays, dichroic mirrors and field lenses, the unique assembly is in the form of a sealed prism block, only three inches long. Because of its high stability, the Plumbicon Color Camera permits hours of "hands-off" operation. Perfect color matching between cameras is possible even for close-up flesh tones, and over wide variations of indoor and outdoor light levels including highlights and shadows.

*Registered trade mark for television camera tubes



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PROFESSIONAL ELA DEPARTMENT

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116 Vanderhoof Ave.,
TORONTO 17, ONTARIO
Telephone (416) 425-5161

4107 11th St. S.E.,
CALGARY, ALBERTA
Telephone (403) 243-7737

FM radio, says Harricks, seems to find itself in the position of having insufficient data on the medium available to the potential buyer.

The buyer, therefore, displays some reluctance in buying a medium that, in his opinion, is insufficiently documented and the FM industry therefore does not have the revenue to finance the accumulation of more data.

For these reasons Harricks cannot see any dramatic increases in national ad dollars for FM. Rather it will be a pattern of slow but steady growth.

From the RSB findings, the only FM stations currently enjoying success are those delivering reasonable sized audiences in relation to AM stations and those who are willing to sell FM as part of an AM/FM combination.

The reason? Although many of the advertisers using and investigating FM radio are motivated by their interest in the "specialized audiences", the majority still require "numbers" to justify their buy.

TALENT

Henry Comor, president of the Association of Canadian Television and Radio Artists is travelling the country these days drumming up support for ACTRA's "Do You Care" campaign aimed at providing more work for Canadian performing arts through more Canadian programming.

At one point he tangled with Murray Chercover, program director for CTV, after claiming that CTV only produced three and one half hours of Canadian programming a week. He forgot to say in prime time, an error he subsequently corrected.

In the release containing his correction Comor quotes a DBS report for 1965 which states:

"Between the years 1962 and 1965 the annual revenue of private stations in Canada increased by almost \$45 million. In the same period of time, the private stations' expenditure on talent of all kinds—writers, performers musicians, announcers, commentators, both staff and freelance—increased by only \$500,000 per annum. During

the same period, the private stations' expenditure on the purchase of foreign material increased by more than \$5 million."

"These statistics," says Comor, "show that despite all of Mr. Chercover's protestations, neither CTV nor any of the private radio or television stations in Canada have given one damn for the Canadian cultural existence nor have they made any effort whatsoever to provide work opportunity for Canadian creative artists of all kinds."

TECHNICAL

Film House Ltd. in Toronto claims it is the first laboratory in the world to offer producers a new type of color film and processing.

The new series of professional color films, Agfa-Gavaert 6-in-1, enables all six types of films, 35 mm, 16 mm, 8 mm, Super 8, and also 35 to 16 reduction, from camera original and internegs to release positives, to be developed in the one processor.

The installation by Film House, the only one in Canada, can offer its clients special TV contrast colors for better reproduction. Silver sound tracks, now available on low contrast reversal prints, give wider frequency response and lower distortion. Clients also receive faster service since processing speeds go up to 100 feet per minute.

Additive colorprinting gives 132,000 subtleties of scene-to-scene color correction.■

RCA Victor Co. Ltd. now has the largest complete color picture tube manufacturing facility outside of the United States, located at Midland, Ont. The plant produces the full line of 25, 22 and 19-inch rectangular color picture tubes, all of which employ the new RCA-developed red-emitting phosphor, for brightness.

The new \$25 million plant was dedicated September 19 by RCA's president, John D. Houlding. RCA also has plants in Prescott, Ont. (radios, phonographs and TV sets); Renfrew, Ont. (electronic parts and components); Smiths Falls, Ont. (phonograph records); Owen Sound, Ont. (instrument cabinets), and Cowansville, Que. (receiving tubes). Basic research and manufacture of technical products and aerospace equipment is done at the company headquarters in Montreal.■

Light variations in different color cameras, TV studios and stations affecting a picture's color balance, can now be corrected by National Research Council's new "color calibrator".

Until now, the director's adjustments were based on his own judgment of color balance observed on a studio monitor, and there could be variations among monitors. The new instrument

will make it unnecessary for a color TV viewer to try to adjust his set when a performer's complexion turns from a healthy pink one moment to a boiling red the next.

NRC's "color calibrator" permits a TV director to make required adjustments to color balance, based on a color's relationship to a standardized white light.

It has two semi-circular light fields, one lit by a lamp providing internationally recognized television white light, and the other carrying light produced by the television picture. Quick adjustments can be made so that both fields of light match.

NRC has filed patent applications and Central Dynamics Ltd., Montreal, has been granted commercial development rights.■

A new 10-to-1 zoom lens for the closed circuit TV field has been developed by Zolomatics Corp., Hollywood, California.

The lens covers the Vidicon format and has a focal range of 15 to 150 mm, with a maximum aperture of f/2.4, and is available in both manual or motorized version.

It offers high resolution over the entire field with no loss of contrast and perfect focus throughout the entire range.■

New from Raytheon Canada Ltd., Waterloo, Ont. are: a hot-standby TV microwave radio system with automatic transmitter switching, also an FM program audio channel which allows broadcast quality audio or low speed data signals to be transmitted over its KTR 2A and 3A microwave radio systems with monochrome or color television signals.

In addition to Raytheon's existing KTR microwave systems, the Dual Link 2A transmits monochrome or color TV with program audio at a minimum output power of 1.0 watt over a frequency range of 5.9 to 8.5 GHz or 10.7 to 13.25 GHz. It is all solid state construction except for the transmitter klystron. It will operate over a temperature range of 22 below or 131 degrees above Fahrenheit.

It can be equipped with up to four high-fidelity audio program channels and exceeds all required standards. Other features include an absence of crosstalk between main and standby channels and the ability to replace existing equipment without service interruption.

The FM program audio channel enables up to four 15 kHz audio channels to be multiplexed on a radio carrier. Standard subcarrier frequency is 7.5 MHz, but optional frequencies are available at 6.17, 6.80 and 8.27 MHz.■

New developments in the TV antenna field include a manually-erected 50-foot, lightweight aluminum mast by Andrew Antenna Co. Ltd., Whitby, Ont.,

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

LARGE RETAIL SALES
40.7% of Nova Scotia.

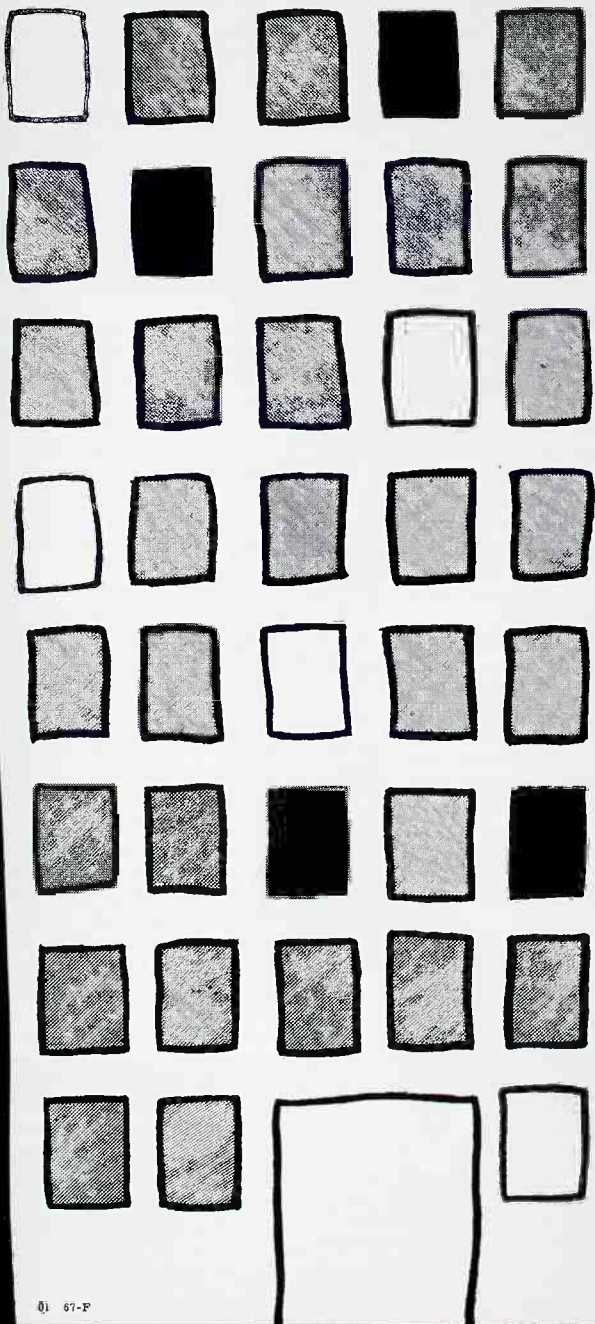
LARGE FOOD SALES
38.2% of Nova Scotia.

8 STATIONS - ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

| | |
|----------|-----------|
| Toronto | Montreal |
| 923-0919 | 932-8357 |
| Winnipeg | Vancouver |
| 942-1892 | 682-6391 |

11/11/67



Q1 67-P



**A FEW
ARE SLEEPING**



**A FEW
MAY BE READING
A NEWSPAPER**



**BUT
MOST OF THEM*
ARE ENJOYING TELE 4**

**QUEBEC'S
NUMBER ONE
ADVERTISING MEDIUM**

*** AVERAGE 1/4 HOUR SHARE**
(Nielsen March 1967)

| Monday thru Friday | | Monday thru Sunday | | | | |
|--------------------|----------------|--------------------|-------------------|--------------------|-----------------|----------------|
| 8: a.m. - Noon | Noon - 4: p.m. | 4: p.m. - 6: p.m. | 6: p.m. - 8: p.m. | 8: p.m. - 10: p.m. | 10: p.m. - Mid. | 8: a.m. - Mid. |
| 81% | 58% | 69% | 63% | 61% | 57% | 65% |

CFCM-TV



Télévision de Québec (Canada) Ltée

CFCM-TV - Announcements only :

Hardy Radio & Television Ltd.

TORONTO
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CFCM-TV - Programs only :

Paul L'Anglais Inc.

TORONTO
MONTREAL

CFCM-TV - Programs and announcements :

Forjoe-TV Inc. Stephens & Towndrow

NEW YORK
VANCOUVER

and a series of 12 rugged, lightweight aluminum scaffold towers with inside stairway and folding sections by Astro Structures Inc., Palo Alto, California.

The Andrews mast consists of ten sections and a manually operated launcher assembly, featuring a sliding brake ring design operated by a lever arm. The mast may be raised to full height by two men in 15 minutes or to less than 50 feet by omitting mast sections as required. After erection, it may be turned 360 degrees to allow for orientation in the azimuth of the antenna. It will support equipment having a projected area of 16 square feet with a wind load of 20 psf. Total weight of the mast, with guy wires and anchors, is about 250 pounds.

Astro's X-2 aluminum scaffold towers provide heights from 48 to 300 feet with an internal stairway and rest platforms every six feet. They may be erected with or without concrete foundation, and no special tools are required. They are designed to provide rapid mounts for antennas, reflectors and various instruments. Under 120 mph wind velocity, the X-2 towers will withstand up to 2400 pounds in horizontal shear, transmitted from antennas or other equipment mounted on them. They will support up to 2000 pounds of permanent or test equipment, and/or personnel.

CURRENT READING

Electronic Journalism by William A. Wood provides an up-to-the-minute review of broadcast journalism in its many roles, as the maker of news as well as reporter, as community influence and persuader.

All aspects of broadcast journalism, both network and local, are discussed, including live coverage of instantly-breaking stories, regular news programming, in-depth specials and editorializing.

After visiting 44 stations in 25 cities, William Wood was impressed with the initiative and ability shown by local stations across the country. He cites numerous examples of individual stations' effective news coverage, community service, editori-

alizing and crusading.

One chapter deals with the "new breed" of journalists who ply their trade in television.

Wood knows the business. He has written and broadcast radio news for NBC and ABC stations, served as head of news and public affairs of CBS's Washington Bureau, and managed ETV stations in Pittsburgh and Detroit. He was in charge of radio and TV relations for the State Department in Washington for five years before joining the faculty of the Graduate School of Journalism at Columbia University.

Publication date: September 27: Columbia University Press—in Canada—Copp Clark, \$5.95.■

Secrets of Marketing Success, by Louis Cheskin, is an expert's view of persuasive selling, the story of the MR men, motivational researchers. It presents an insider's view of what goes on in the field of market research, with no holds barred.

Packaging, advertising and promotion are dealt with in very real terms, naming the actual products, showing the materials and test patterns concerned. This is a rare departure, for books in this field are usually noted for their glittering generalities and "exposés" of unknown Brand A versus unknown Brand X. But Cheskin pulls no punches, when he describes a product he names it, and you know exactly what he means.

This is Cheskin's 13th book. In it he describes his career in market research as he shows how his work with businessmen produced some of the greatest sales success stories in marketing history. Also shown are the sales failures when research was cast aside and intuition or "expertise" tilted the decision.

Publication date: September 28: Trident Press—in Canada—Musson Book (\$5.95).■

Sales of color TV sets are on the uptrend, but so are the costs, and the resultant cost-price squeeze is causing deep concern to TV set manufacturers, according to a survey conducted by, and reported in the September 25 edition of Financial Post.

Although color telecasting in Canada is only in its infancy, hardly a year old, it is already afflicted with growing pains. The anticipated high demand for color sets did not materialize although indications are that the sales picture is beginning to improve. The predicted sales total for 1967,

made last September, was 165,000 sets. In mid-year this was revised to 140,000, but will likely be dropped still further, since latest provisional estimates released September 20 by the Electronic Industries Association of Canada listed color TV sales in the first eight months of '67 at 45,000 sets. The EIAC says "this is an increase of 40.6 per cent over the 32,000 sets sold in the same period of 1966."

Production costs have also continued to increase, for labor and components, resulting in some price increases to dealers. Some advertisers, too, are shying away from a splurge into color commercials, due to high production costs, yet most commercial production houses report almost total concentration on color rather than black and white.

COMING EVENTS

October 2: TvB of Canada, board of directors meeting, Toronto.

October 4: AMA Workshop, Toronto, Maclean-Hunter Bldg., 3:30 p.m.

October 10: Advertising & Sales Club of Toronto, luncheon, Royal York Hotel, 12:30 p.m. British Week in Toronto. Speaker: Sir Ralph Perring, Chairman of the London Sterling Committee for British Week, and a former Lord Mayor of London.

October 16-17-18: Broadcasters Promotion Association, annual international convention, Royal York Hotel, Toronto.

October 17: AMA luncheon, Toronto Chapter, Park Plaza Hotel, 12:00 noon.

October 19-20: CAB directors meeting, Toronto.

October 22: Broadcast Executives Society, dinner meeting with CCBA, convention keynote speaker, Inn on the Park, Toronto, 7:00 p.m.

October 22-24: Central Canada Broadcasters Association, annual convention, Inn on the Park, Toronto.

October 31: Broadcast Advertising Course (BES), Ryerson Polytechnical Institute, Toronto. Opening session.

November 14: BBG public hearings, Ottawa.

November 16: Broadcast Executives Society, Radio Commercials Festival, Inn on the Park, Toronto.

Important: Broadcast and marketing groups, Ad & Sales clubs, and other associations within the industry are invited to send in dates and details of upcoming meetings to be published in this column.



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whenever you are away
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residence.

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The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS the SHOWS

MONTREAL
1434 St. Catherine St. W.

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

The **COLOURFUL WORLD**
of FRENCH  MONTREAL

La vraie couleur de la popularité



CFTM-TV • MONTREAL

**REACHING MORE VIEWERS PER AVERAGE 1/2 HOUR
THAN ANY OTHER T.V. STATION IN CANADA ***

IF YOU HAVE NOT RECEIVED OUR NEW FALL SCHEDULE, CONTACT

PAUL L'ANGLAIS INC.
Toronto and Montréal

STOVIN-BYLES TELEVISION LTD.
Winnipeg and Vancouver

FORJOE TELEVISION
New York

*A.C. Neilsen March 1967 N.B.I.

NORTH AMERICAN BROADCASTERS are given to honoring each other with awards of all shapes and sizes for their programming, their public service, their engineering accomplishments among other things, but this was different.

The Canadian section of the Radio & Television News Directors Association did an about face when newsmen from both sides of the border met for their convention in Toronto this month and picked on a man who has been (and still is) the founder, fighter and foster father of news-on-the-air ever since he abandoned a promising career in the silent medium of newspapers to become manager of Broadcast News in 1954.

They could have won universal approval had they presented Charlie Edwards with a cup, a shield, a tray or a scroll, engrossed with a mile-long citation.

They could have applauded him for establishing Broadcast News as the broadcasters' own news service, with its own president and directors making a serious job of presiding and directing.

They could have praised him to the skies for keeping Broadcast News autonomously free of unreasonable dominance by its actual owners, the daily newspapers' mighty news co-operative, The Canadian Press.

They could have lauded his dedication to the industry, his faithful attendance at broadcasters' conventions, into which he has now incorporated his own BN newsmen's meetings.

They could have decorated him for his interest in and championship of this one area of broadcasting which has remained uninfluenced by advertisers, and yet has become the most revenue-producing side of the whole business.

They could have eulogized him for his tireless efforts to get the Canadian section of the Radio & Television News Directors Association off the ground.

They could have canonized him for his continuous fight, with no holds barred, against his friends in station management, to gain the right amount of recognition for the working newsmen, by raising their level and paying them accordingly.

They could have commended him for his patience and understanding, his willingness to listen to tales of woe from everyone from news directors to copy boys.

They could have proclaimed him, in every sense of the words, "the Canadian broadcasting industry's beloved Uncle Charlie."

They could have done all this and the cheers would have rung in the rafters. But they didn't.



The Original Charlie

Instead of presenting Charlie Edwards with an award, they waved their wand over him and turned him into one.

On September 15, Bert Cannings of CFCF Montreal, RTNDA's Canadian president, announced the first two "Charlie Edwards Awards" for excellence in news.

Taken completely by surprise, Edwards staggered to his feet. He brushed away a trace of moisture which was not occasioned by a fly in his eye. He swallowed a couple of times. Then he proceeded to present two news directors, Marcel Beauregard of CKVL Verdun and Andy Marquis of CHAN-TV Vancouver, with the first "Charlies".

IN ITS NEW-BORN EFFORTS to improve their industry's image in the eyes of the public, broadcasting should be heartened by the RTNDA convention, which, earlier this month, brought together upwards of — news broadcasters from all over Canada and the United States, at the Royal York Hotel, Toronto.

Let's face it, the public image of broadcasting is advertising.

Advertising is one of broadcasting's prime responsibilities and, whether they know it or not, people rely on its effectiveness for their jobs, for knowledge of how and where to obtain the products they need or would like to own, at the best possible prices.

But entertaining and informing are

also part of the broadcaster's job and it is possible he has let the able performance of his advertising function cloud the rest.

This month's newsmen's convention is a shining example of a broadcasting activity which is completely divorced from the advertising side.

So efficiently is the news delivered today that the newscast is rapidly replacing the newspaper in public use. Yet news on the air has become so much a part of people's lives, that they take it for granted.

It would be a wise step for broadcasters to spend more time promoting their news, that is to say getting it across to the public what the broadcasters are giving them.

The success of aired news is attributable, partially at least, to the fact that there is no connection whatsoever between the news and the commercials; that neither is influencing the other.

Deny it all we may, advertisers do influence stations in the type of entertainment they broadcast. Quite naturally, they want to attach their advertising to vehicles compatible with their products, and it is more than possible some of these vehicles may not be equally compatible with some of the public.

ONCE UPON A TIME, radio listeners all over Canada and the USA made a ritual of finishing their evening meals before seven, or starting them after 7:15 just so they and their families could listen to "tonight's episode of Amos 'n' Andy".

They weren't really so special, the writing or acting I mean. But they were homespun—corny if you like—but they turned into old friends, and the habit became hard to kick.

In recent years—for the past 17 in fact—there has been a program on the CBS TV network in the US (for some reason or other it never did make the CBC). It was just an ordinary game show called *What's My Line?* In it a number of bright people, John Charles Daly, Arlene Frances, Bennett Cerf et al—it outlived Fred Allen and Dorothy Kilgallen—had to guess the line of work of the week's guests. That's all.

It wasn't really anything to write home about, but somehow they became old friends too and now that they're off, I miss them.

I know the old order changeth and all that sort of thing, but did the "old friends" technique of programming die when they rang down the curtain for the last time on Cecil B. deMille's *Lux Presents Hollywood*. What do you say? Buzz me if you hear anything.

CLASSIFIED ADVERTISING

WANTED TO BUY

Radio station in small Ontario city wanted at once. Substantial cash. Reply in confidence to:

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Please send a full résumé of your background, indicating training, experience and accomplishments and salary requirements to:

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Department of Physics
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Agenda is short for September hearings

Bilingual broadcasting may be the only solution to the continued existence of CFOM Quebec City, Mary Bush, station manager of the sole English-language radio outlet in the Quebec capital, told the BBG at their public hearing in Quebec City, September 12.

Mrs. Bush explained the financial plight of her station, one of only two English-language radio stations in the province, outside of the Montreal area. She said CFOM sought the board's approval for a change in frequency from 1340 to 1350 kcs., a power increase from 250 watts, day and night, ND, to 1000 watts, day and night, DA-1, and relocation of its antenna. She asked for a change in the station's license to permit some use of French.

Melville Goldberg, BBG counsel, said the hearing was only concerned with the change in CFOM's facilities.

Quebec applications

CKLD Thetford Mines, Radio Megantic Ltée., sought approval to operate a new radio station at Lac Megantic, offering the bulk of its programs from the Thetford Mines studio to start, and gradually increasing until the Lac Megantic operation became fully independent. Alderman Ovila Bolduc of Lac Megantic Council appeared in opposition, and said it was expected

that a proposal for a completely independent local station may be placed before the board "in the next year."

CKCH Hull sought permission to operate a French-language FM station in Hull. CKOY Ottawa sought an English-language FM outlet for their city. Each would broadcast some of the programs of the parent AM station. There was no opposition to either.

Opemiska Copper Mines, through its mine manager, F.G. Cooke, sought approval for a company-owned TV station to serve the northern Quebec mining community at Chapais, but Cooke said: "The company would sign an agreement stipulating that it would not interfere in any way in the operation of the station." The CBC would supply tapes, four hours a day in English, four hours in French. A station supervisor would be hired but all other personnel would be unpaid volunteers.

CHIQ purchase unopposed

No opposition was offered to the application of Rogers Broadcasting Ltd., CHFI-AM-FM, Toronto for the purchase of CHIQ Hamilton, Ontario. Rogers' counsel, John W. Graham, said staff and format changes for the present CHIQ operation would be initiated if the take-over was approved.

Rogers Broadcasting also sought a repeater FM station in Gravenhurst, Ont., programming from CHFI. The proposal was opposed by CKAR-AM, Huntsville, whose president, G.N. Mackenzie, of Muskoka-Parry Sound Broadcasting Ltd., said CKAR could not afford any further fragmentation of the available audience.

CHFI-FM said it did not plan to solicit any local advertising and would not offer local programming.

Oppose four for Alberta

Four proposals for new radio stations in Central Alberta were each opposed by CFCW Camrose, which described itself as the regional farm station for central Alberta.

Ernest Mushtuk headed a group proposing a 10,000 watt station in Edson; Dr. George Whissel spoke on behalf of Barr-West Broadcasting Corp. Ltd., seeking a 5000 watt station at Westlock; J. Donald Miller for Parkland Radio Ltd. and R.D. Stephen, CKRD Red Deer, speaking for a company to be incorporated. Each sought a license for a 1000 watt station in Wetaskiwin.

Manitoba and B.C.

CFAM Altona, Man., seeking a power increase and frequency change, received opposition from CFRY Portage La Prairie.

CJJC Langley, B.C., made a second bid to change its frequency, increase its power from 1000 to 5000 watts, and relocate its transmitter site. The station's first bid, in January, was for denial by the board.

R.H. Vogel, representing Kootenay Valley TV Society, Moyie, B.C. sought a license to operate a rebroadcasting station to pick up programs off-the-air from CFCN-TV Calgary, Alta., an affiliate of the CTV network.

AVAILABLE

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The Personnel Officer
The University of Manitoba
Winnipeg 19, Manitoba

Do television commercials sell?

(continued from page 12)

at what has been done before and not enough in understanding the problems and applying the thinking ability of the creative mind, to creating within the bounds of the products' selling features or impressing a prospective employer.

What is the solution? The solution seems to be at the management level of the client/agency relationship.

Agency management must have a united point of view about its own product that is recognized and acknowledged within the agency as well as outside. Even more, they must be prepared to *demonstrate* that point of view, when the need arises.

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