

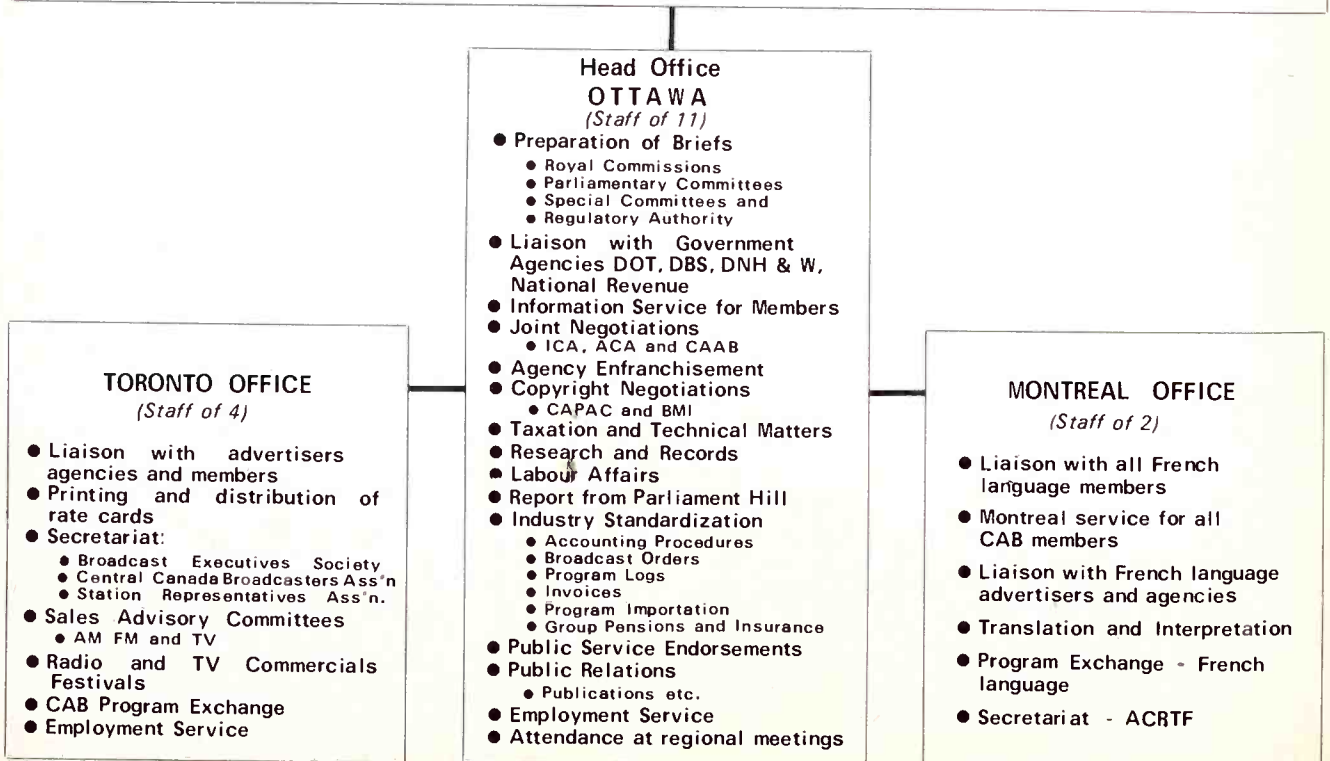


All the resources of an Industrial Empire assuring the independence of 340 Canadian Private Radio & Television Broadcasting Stations

BOARD of DIRECTORS and EXECUTIVE COMMITTEE

Nineteen members of the industry, elected CAB Directors each year by their own regional associations, plan and pilot the national association's course of action, each utilizing his knowledge of the requirements of his own region.

An executive committee of five, appointed by the Board from its own membership, first makes a detailed study of each project, regardless of its origin. After exhaustive examination, it presents its recommendations to the full Board for final action. The Board's decisions are then implemented by the executive vice-president through the national association's staff of seventeen, in the three CAB offices, whose specific responsibilities are listed below.



January 1969

Volume 28

Number 1

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Other Meetings, Conferences and Festivals

- January 30 BES Directors' Meeting, Park Plaza Hotel, Toronto
- February 3-4 CAB Directors' Meeting, Château Laurier, Ottawa
- February 27 BES Directors' Meeting, Park Plaza, Toronto
- March 27 BES Directors' Meeting, Park Plaza, Toronto
- April 22 BES Directors' Meeting, Park Plaza, Toronto
- May 1 Broadcast News annual meeting, Château Lacombe, Edmonton, Alta.
- May 15 CBC Radio Network Affiliates Meeting, Queen Elizabeth Hotel, Montreal
- May 16 CBC Television Network Affiliates Meeting, Queen Elizabeth Hotel, Montreal
- May 22 BES Directors' Meeting, Park Plaza, Toronto
- June 19 BES Directors' Meeting, Park Plaza, Toronto
- June 24 BES-TVb Television Commercials Festival, Inn on the Park, Toronto
- August 28 BES Directors' Meeting, Park Plaza, Toronto
- September 16 Broadcast News Fall Board Meeting, Harrison Hot Springs, B.C.

BN-RTNDA Regional Meetings

- May 9-10 French Section: Quebec City
- May 23-24 Central Canada: Toronto
- May 29-30 Prairies: Winnipeg
- June 12-13 B.C.: New Westminster
- June 20-21 Atlantic: Sydney, N.S.

CRTC Public Hearings

- February 4: Ottawa
- March 4: London, Ont.
- April 15: Ottawa
- June 10: Montreal

To be announced:

BES-RSB Radio Commercials Festival, Inn on the Park, Toronto.

- January 23-25 Canadian Education Showplace, Exhibition Park, Toronto
- April 10-12 Quebec Education Showplace, Place Bonaventure, Montreal
- May 5-7 Canadian Marketing Show, Exhibition Park, Toronto

• RSB 1969 Creative Radio Workshops

- | | | | |
|-------------|------------------------------------|----------|-----------------------------|
| February 24 | Vancouver, B.C.,
Airport Inn | March 24 | Regina, Hotel Saskatchewan |
| March 10 | London, Ont.,
Holiday Inn South | April 14 | Montreal, Skyline Hotel |
| March 12 | Toronto, Skyline Hotel | April 21 | Calgary, Palliser Hotel |
| March 14 | Ottawa, Skyline Hotel | May 26 | Winnipeg, Fort Garry Hotel |
| | | June 16 | Halifax, Nova Scotian Hotel |

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	Dec. 29/67	Dec. 31/68	Per Cent Change
Famous Players	\$41 1/2	\$77	+86
Standard Broadcasting	7.90*	12	+52
Power Corp.	8 1/4	11 3/4	+42
Canadian Marconi	6	8 1/8	+36
Southam Press	46 1/4	57	+23
Western Broadcasting	18	19	+ 6
CHUM Limited	21 1/2	21	- 2
Maclean-Hunter	16 1/2**	15	- 9
Selkirk Holdings	18 7/8	16 1/2	-13
* Reflects 5 for 1 stock split during 1968			
** Reflects 4 for 1 stock split during 1968			
TSE Communications Index	196.04	246.50	+26
TSE Industrial Index	162.28	188.93	-16

DURING DECEMBER, the Toronto Stock Exchange Communications Index declined 2.8 per cent while the Indus-

trial Index was slightly higher by 1.1 per cent. At this juncture, it is in order to compare the performance of

the Communications Index over the past year with that of the broad market index. The TSE six stock Communications Index gained 26 per cent over 1968 considerably outpacing the 16 per cent advance of the Industrial Index. Notably, however, the latter Index closed the year near its record high while the Communications Index reached its peak in mid December, closing the year eight per cent below that level. On the other hand, the "pure" broadcasting equities—CHUM Limited, Selkirk Holdings, Standard Broadcasting and Western Broadcasting—closed 1968 on average about 20 per cent below their highs reached earlier in the year. The table shown demonstrates the considerable price divergence for individual stock over 1968; i.e. the 86 per cent advance of Famous Players on the one hand and the decline of 13 per cent for Selkirk Holdings on the other.

Famous Players shares declined to the \$70 range in early January following the announcement on the last day of 1968 that the CRTC reserved its decision on the proposed spin-off of the company's communication interests into a new communications company.

This reorganization was proposed to the CRTC in November in order to create a company which, by complying with the terms of the directive on foreign ownership issued by the government, would be enabled to expand its activities.

Having heard the proposal for preliminary review, the CRTC regards it as a matter of great consequence for the broadcasting industry in Canada and feels it requires considerable study. Accordingly, a further hearing will be held in Ottawa on April 15.

Famous Players itself announced the appointment of a new president and general manager, George P. Destounis, who succeeds R.W. Bolstad. Mr. Bolstad is now chairman of Famous Communications Ltd., the company established to hold Famous Players communication interests.

During December, the Class "A" shares of CHUM Limited weakened from \$22 to \$21 following the CRTC announcement that the company's application to acquire the majority interest in CFMB Montreal was denied. In handing down its decision, the CRTC noted that CFMB was first licensed to provide a particular type

Our Toronto

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



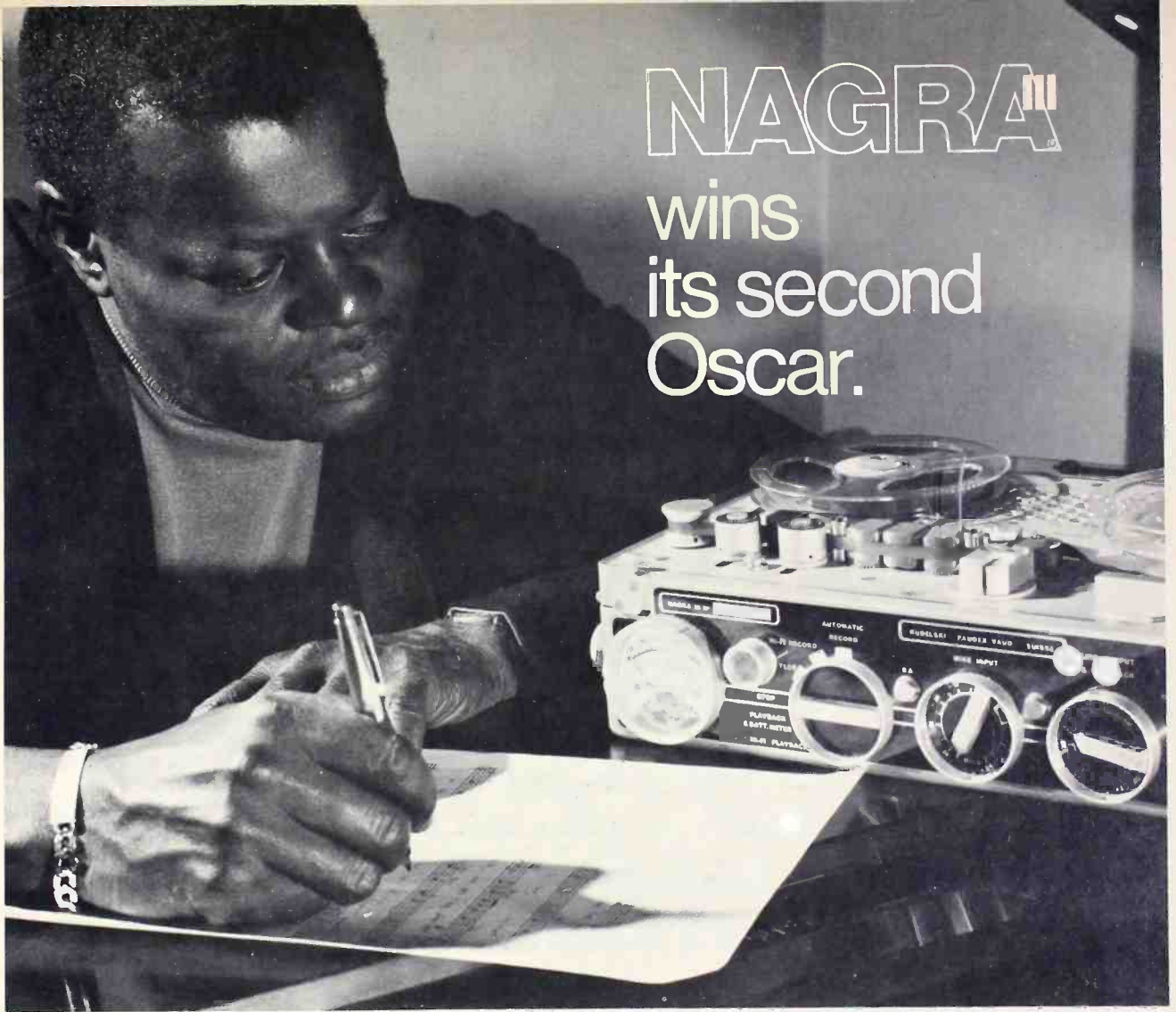
Art Gallery of Ontario

Tune in Toronto CKFM/99.9

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

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal



NAGRA

wins
its second
Oscar.

In 1966, the Nagra tape recorder won its first Oscar at the Academy Award presentation in Hollywood.

Now it's won a second—Oscar Peterson. He's a Nagra fan for the same reasons most pros are. It weighs only 14 pounds. Goes anywhere with you to record sound effects, music and dialogue to full studio standards. Oscar takes his when on tour to record anything and everything including some of his LP releases. It doesn't bug under any conditions and it's rugged enough to take rough treatment.



"High fidelity over a range of 30-18,000 c/s is the type of performance you expect from a large console," says Oscar. "Nagra does it hanging from your shoulder." Of course, you don't have to take Oscar's word for it. Try it yourself. But as you know, Oscar makes only sound recommendations.

NG-21(R)

BRAUN

BRAUN ELECTRIC CANADA LIMITED

3310 Elmbank Road

Malton, Ontario

Southern Saskatchewan's only Captive Television Market

CJFB-TV

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

PRODUCTIVE AREAS

Sanford Evans Services Ltd. reports that the coverage area includes 12.8% of the population of Saskatchewan, 12.5% of the province's retail sales, 13.9% of the cars, 22% of the trucks, 19.1% of the farms, 27.4% of farm cash receipts, 18.2% of the province's tractors, 19.7% of the electrified farms and 26.4% of the cattle.

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

CKWW-FM Windsor, Ont. programs 20-minute segments

"CKWW-FM Windsor, Ont., programs in twenty-minute segments of full stereo music, alternating vocal and instrumental. It is difficult to pin a label such as "middle of the road" or "contemporary" on our programming policy," said station manager Mike Stephens. "However, we can best describe it by listing some of the artists, like Mantovani, Sinatra, Kostelanetz, Peter Nero, David Rose, Living Strings, Frank Pourcel, Mancini.

"Our programming also features a jazz feeling which is very acceptable to Detroit listeners and we also play ballet music, semi-classical, and classical selections along with famous works by the masters.

"Since commercials are part of a station's sound," he said, "we do not use jingles except for those which are acceptable, and our commercials are straight one-voice-over-music presentations.

"Prior to commencement of this programming policy," he said, "a survey was made to assess the policy of the many FM stations which can be heard here. None of these gave a listener a twenty-minute segment of music uninterrupted. By programming only six commercials an hour maximum, we have been able to preserve this policy.

"FM listeners not only are sophisticated about programming," Stephens said, "they also expect sound clarity and good separation. CKWW-FM is circularly polarized; 84,000 watts each way, vertical and horizontal, which gives our listeners one of the best signals technically in our market.

"In order to reach the FM audience in the Windsor market, we are forced to compete with some of the finest and varied formats for FM stations in North America, because of the proximity to Detroit. Included is an FM station that has been "FM only" for twenty years. CKWW-FM is strong on public service, having won an award in this field in our first year of broadcasting. We are involved in community projects as often as possible," he said.

"CKWW-FM is involved in automation and takes the extra time and care needed in every single department to make us the Number One broadcasting station in our market. If there are a few people remaining who don't know this, it won't be long before they do," he said.

CKLG-AM-FM Vancouver aimed at youth market

CKLG-AM-FM VANCOUVER has, according to Don M.E. Hamilton, manager of the two stations, a most unique programming format, aimed at the youth market, and young adults.

"I think it would be a fair comment to suggest," he said, "that CKLG-AM is probably the only station of its kind in Canada, totally, completely, and fully involved in serving the dynamic and growing youth market under 25 years of age. Our format is consistent during each hour of the 24-hour-a-day schedule, very tightly disciplined, and one that we think is a professional reflection of the mood, ideals, activities and concepts of young people on Canada's West Coast.

"One of the key ingredients in our format is the music, the way it is chosen and controlled, and the sound of flow and excitement that it generates.

"When we first approached this type of market in 1964, and on various occasions since, we have been made vitally aware that without a doubt the key to the success of young people is contained in the music with which they identify. We play it, and we play lots of it.

"In each hour, 24 hours a day, we program a minimum of 16 pieces of music, with a maximum of 12 minutes of commercials, and blend in with this public service, interviews, and community events, all specifically slanted to youth," said Hamilton, who is vice-president of Moffat Broadcasting Ltd., owners and operators of the two stations.

"Our public service announcements are rewritten and directed at those young people who are our listeners," he said. "When national news stories break we try and find an angle from the story that will in one way or another affect youth, and usually that's the way it will run on CKLG.

"We have found a growing interest in political matters with our young audience, and last spring, with this thought in mind, we began using the Ottawa News Service provided by CHUM Toronto. We have found that young people very strongly identify with governments, especially when they too are new and sometimes young, and this has been a move that resulted in terrific audience acceptance.

"Our commercials are equally aimed at this youth audience," said

Hamilton, "and are written specifically with them in mind, and I might add extremely effective in terms of results. Our list of national advertisers is quite substantial, and includes many companies who want to make a first step at approaching the youth market, so, they've chosen us as a test station, and Vancouver's youth as a test market. And virtually without exception every test has proven to be an outstanding success.

"We are deeply involved in the use of local talent that directly relates to young people, and with this talent our air personalities are physically in front of thousands of young people each and every week at community centres, recreation halls, church groups, auditoriums, and gymnasiums. We make a very heavy use of local groups who feature 'young' music," he said.

"We keep a constant check on music trends and music sales by a daily contact with the music outlets in the Vancouver area, and as well have set up feeder sources of music in Toronto, Montreal, Los Angeles, New York and London, England," said Hamilton.

"In terms of success," he added, "I think anyone would have to agree that we have achieved a peak that is enviable. We have an audience circu-

lation that is the second-largest in British Columbia, a youth audience that is the second-largest in Canada, and many, many audience periods on BBM that place us in a dominant No. 1 position in terms of total listeners. We operate in an extremely high efficiency in terms of the use of our available commercial minutes, and since March of last year have been substantially sold out an average of four and a half weeks in advance," Hamilton said.

"We run a variety of audience promotions throughout the year, and these are aimed at the market which we specifically serve," he said.

"On CKLG-FM," he said, "we pioneered the approach of *The New Music* in Canada. Beginning in the middle of March of 1968 our FM format became a unique and revolutionary new format to Vancouver listeners. And, I think it's safe to say that CKLG-FM's *New Sound* has swept the area.

"The programming policy generally revolves around three categories on the FM station but in all categories allows a freedom for experimental approaches. The three general groups of music could be classified as (1) electric music, which puts together progressive rock groups such as the *Jefferson Airplane*, *The Cream*, *The*

Beatles, *The Rolling Stones*, *The Vanilla Fudge* and *Jimi Hendrix*; (2) folk music, with the talents of such people as *Joan Baez*, *Bob Dylan*, *Tim Hardin*, *Gordon Lightfoot*, *Donovan*, *Simon and Garfunkle*, and *Buffy Sainte-Marie*; and (3) a combination of soul, and rhythm and blues, with artists such as *Aretha Franklin*, *Percy Sledge*, *Big Joe Williams*, *Eric Burdon*, *Ray Charles*, *Paul Butterfield*, and groups of this sort.

"There is very heavy emphasis on experimental jazz," Hamilton said, "and our approach has also allowed us to air modern recordings of music from East India, Japan, Spain, and... even classical music.

"All broadcasts are in full stereo, and the station is programmed 20 hours a day, seven days a week. The music is set up in 15-minute blocks, and is uninterrupted. Selections are introduced quickly, at the beginning, and extroed at the end of the 15-minute block.

"Commercials are limited to eight per hour," he said, "and news is five minutes on the hour.

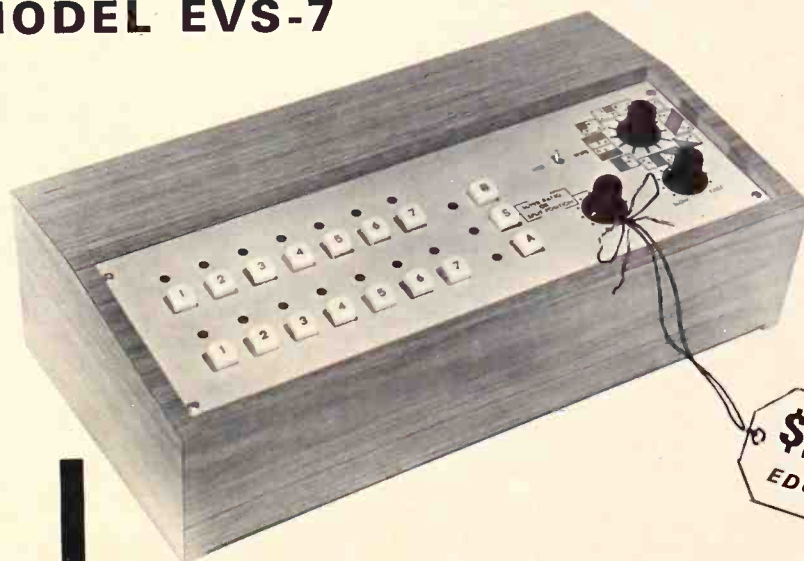
"We are happy to see that other Canadian stations are now following suit to this imaginative new approach to broadcasting, and we're sure more will follow," Hamilton concluded.

→ 8

New!

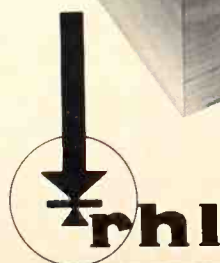
MODEL EVS-7

ETV VERTICAL INTERVAL SWITCHER FADER With Special Effects . . .



- Mono/Color
- Auto-Fade-Wipe
- 12 Effects
- 7 Inputs
- Self Contained Solid-State Unit

\$2950.00
EDUCATIONAL



RICHMOND HILL LABORATORIES LIMITED OF CANADA
1610 Midland Avenue, Scarborough, Ontario, Canada

CHML Hamilton, Ont. has many radio "firsts"

CHML HAMILTON, ONT. lays claim to five firsts in Canadian radio, has eight full-time direct lines to key locations in Hamilton, and emphasizes complete involvement with every phase of activity in the community and surrounding area.

"CHML was the first station in Canada to fly a traffic helicopter (1957)," said William E. Hall, vice-president and station manager, "the first to install a radar weather installation (1962), first to broadcast City Council meetings (1944) which have continued uninterrupted since that date, the first to use a snowmobile as a broadcast vehicle covering a major snowstorm (1963), and one of the first to originate open-line programs (1954), which continue to this date."

Hall said "CHML has broadcast lines installed full time in the following locations: City Hall, DOT weather office, Harbor Police headquarters, Direct Winters Transport, Hamilton Automobile Club, Tiger-Cat coach Joe Restic's office, and both major hotels, the Holiday Inn and Sheraton-Connaught in downtown Hamilton.

"Weather summaries are broadcast three times daily by meteorologist John Wingfield, coach Restic reports each evening at 5:30, the Automobile Club covers road and highway conditions each morning at 8:30 during the winter and throughout the weekend in summer, highway road reports are aired during the winter months each morning at 7:05 from Direct Winters Transport, the Harbor Commission broadcasts boating conditions throughout the summer each day at 1:00 pm, and City Hall reports are aired daily, along with special events occurring in the two downtown hotels."

Hall said "these drop-in features average one to one and a half minutes each, and are integrated throughout our music programs in a 'magazine' format. In almost every case, the arrangement is exclusive to this radio station, and plays a vital part in our concept of information programming."

Of special interest to CHML listeners are the many remotes done throughout the coverage area, highlighting happenings that involve widespread community participation. "During the six-week period from September 9 to October 20, CHML broadcast on location and provided on-the-spot entertainment at nine Hamilton and district functions," Hall said. These included coverage of Grimsby 101 Fall Trade Fair, Binbrook Fall Fair, Hamilton Home Show, Ancaster Fair, Caledonia Fair, Rockton World's Fair, Fire Prevention Week (from City Hall), and originations from Greater Hamilton Shopping Centre and the opening of the new Burlington Mall.

"In each case," he said, "either a special studio or indoor remote facilities had been set up for broadcast purposes, and at each of the outdoor functions a stage was also erected to present groups such as the

CHML Dixielanders, MC'd by CHML on-air personalities.

"Two or three-man special events teams are sent on location," Hall said, to provide extensive coverage of all activities in the metropolitan Hamilton area, and even to cover events of such national concern as the political conventions, the Selma, Alabama march, the opening of Expo, and other important happenings.

He said CHML has three radio-equipped vehicles, a helicopter, a snowmobile, portable shortwave transmitters and receivers, and special remote studio facilities, to facilitate the most complete coverage of news and special events throughout the area.

On audience involvement, Hall said "contests, games and other forms of audience participation play a daily role in the program format. Listeners' opinions are regularly solicited on issues of local importance."

Pinpointing some aspects of CHML's "very close involvement with the metropolitan Hamilton community," Hall said the station recently raised the money in a one-day marathon to charter a 14-car train to send 1,000 Hamilton youngsters to Flint, Mich. to participate in the annual CANUSA games.

A year ago, he said, "we staged a four-hour fund-raising marathon to raise the money to send the Burlington Braves junior football team to Regina to play in the Dominion Junior Final.

"Over the past twelve years, CHML has organized and promoted special football rallies and parades on six different occasions to send the Hamilton Tiger-Cats into the Eastern Football Final or the Grey Cup Game." The station airs exclusive coverage of all Tiger-Cats games at home and away.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Salutes

the Radio Sales Bureau
and its dedicated staff

Cedric Haynes,
Larry Heywood,
Peter Harricks,
John Spragge

Support RSB in '69

Something MORE to CHINwag about . . .

CANADA'S TWO MOST POWERFUL
INTERNATIONAL STATIONS
SERVE CANADA'S LARGEST
INTERNATIONAL POPULATION,
OF 800,000 NEW CANADIANS!

CHIN AM-FM 50,000 watts TORONTO

"Two years ago, we organized a \$100-a-plate dinner at the request of the Mayor to raise funds for Hamilton's Football Hall of Fame building fund." Hall said.

"In October 1967, we helped organize and promote Hamilton's big Miles-for-Millions campaign that raised over \$200,000 for OXFAM, by entering our own teams of station personalities as contestants, and flying in internationally-famed comedian Myron Cohen to walk the first mile with Hamilton Mayor Vic Copps.

"In January 1968," he said, "we organized a post New Year's Bottle Clean-up that collected over 500,000 refundable bottles and raised \$16,050 for the annual Crippled Children's Fund."

CHML programs MOR pop music "with a wide-awake but adult style of presentation," has a ten-man news staff backed up by Standard Radio News service and NBC News, two top sportcasters, and four and a half hours of talk programming per day, on *Open Line* with Perc Allen, *Action Line* with Tom Cherington, two *Trading Post* segments, and the *Joe Pyne Show*, all Monday-through-Friday.

Members of the Hamilton Academy of Medicine are heard Wednesday afternoons, on *Open Line*, answering questions pertaining to health, and MPs and civic officials are guests on *Action Line* on a regular schedule.

Hall summed it up by saying CHML had built its audience on "a total concept of information programming integrated with entertaining, adult personalities and quality pop music, backed up by strong promotion and community involvement."

CKFH Toronto does not sell newscasts

THE UNIQUE FEATURE of programming CKFH Toronto is the station policy that all newscasts are 2½ minutes, at 15 minutes after the hour, and they are not sold.

Heavily promoted as "No. 2 Radio - in Toronto (we must be - everyone else is No. 1) CKFH has literally run through *The Whole Bag* of programming, said Barry Nesbitt, program director, and 'FH now programs 24 hours a day of contemporary music "with the now sound."

With the switch, just over two years ago, the station's ratings have shown a strong upcurve and are continuing to climb, he said.

"Our audience is not all teenyboppers, as some people think. BBM figures show we have about half youth

and half adult."

It was a big change for CKFH, which went on the air February 21, 1951, as the pioneer Toronto station featuring ethnic type programming, and religion, while the late Howard Caine (who later founded and operated CHWO Oakville) was station manager.

Changing with the growth of the city, Nesbitt said CKFH started with 250 watts, increased to 5000, then 10,000 "and we hope to go to 50,000 very soon."

In 1966, he said, CKFH decided to seek more recognition and the format changed completely.

"Toronto had various types of block programming, various types of good music stations, only one contemporary music outlet and one offering country & western.

"The result was that we introduced *The Whole Bag*, in October 1966, programming something to please everyone. We played contemporary music, the *Top 40*, folk, C & W and even commercial jazz. The results became apparent almost overnight," he said. "Mail and phone calls proved to us that people were listening and appreciating the new sound of CKFH."

Primarily a night-time show, the popularity of *The Whole Bag* led CKFH to promote contemporary programming heavily, all day, from 6:30 a.m. to 7:00 p.m. in 1967, "and we changed some of our on-air personnel, developed a not-tight but a highly-controlled format, deleted country & western, and dropped from a choice of 170 to about 150 records, playing hits, albums and flashbacks, and rhythm and blues, or soul music," Nesbitt said.

"An integral part of programming is to have essential promotion," he said. CKFH leans heavily towards personal appearances of its disc jockeys, and contests are a big feature.

"In co-operation with the Toronto Telegram's *After Four* staff, a *Boss Jock* contest drew selected students from various schools, who were taped for on-air work daily for ten minutes on two shows. The final winner out of 80 contestants received a TV set, and emceed his school dance, for which he won the services of a live band as part of his prize.

"Currently 'FH is running a *Juke Box Bonanza*, giving away 14 old-style juke boxes complete with 100 records," he said.

Nesbitt said CKFH now has no ethnic programming, and religious programming is confined to Sunday morning. "We stress the use of Canadian talent and Canadian music," he said, "and we insist on an all-young, dynamic staff who are 'with it' all the way."

WE ARE PLEASED
TO
ANNOUNCE
OUR
APPOINTMENT
AS
NATIONAL SALES
REPRESENTATIVES
FOR

CKRM
REGINA

IN
TORONTO
AND
MONTREAL

EFFECTIVE
JANUARY 1st
1969



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

Mobility - 6½lb. cameras - satellite broadcasting are on the Philips' planning board

LOOKING INTO THE FUTURE, Harold Stevens, regional sales manager, broadcast and closed circuit television equipment, Philips Electronics Industries Ltd., Toronto, said "if the mountain won't come to the TV camera, the TV camera will have to go to the mountain.

"Mobility...that's the keynote. More and more the TV camera and video recorder will have to get out of the comfortable studio into the street, into the war zone, into the ghetto, into the jungle, into space.

"A trend to more on-the-spot televising and video taping of happenings and special events, and greater sophistication and realism in producing advertisements and commercials will put ever-increasing demands on equipment.

"Portability, with strong construction, reliability, ease of operation and highest performance standards will be the order of the day. Equipment will have to be prepared to face an almost unlimited number of possible working conditions. At the recent Republican Convention held in Miami, myriad light levels, smoke, heat, the milling throng, made a typically rough environment for the 124 color cameras on the job (90 of which were Philips). The fracas in the streets of Chicago during the Democratic Convention was a rough assignment for a reporter and his Philips 'Little Shaver' color camera.

"How small?, how soon?" Stevens queried. "A camera of 1962 vintage weighed from 350 to 450 pounds depending on accessories attached.

Now, Philips has an experimental color camera, known as 'Alpha' using 5/8 inch Plumbicon Pickup Tubes. It weighs only 6½ pounds, and what's more, it meets studio performance requirements."

New developments

"In keeping with the trend," Stevens noted, "CBS has developed the 'Minicam'—a hand-held wireless color camera. Revolutionary in concept, it uses an ingenious control technique known as 'Digital Command System', based on spacecraft data transmission technology. The new development opens up great new possibilities.

The camera has already been used successfully for ground-to-ground color transmission under control of a base station up to ten miles away. It

A completely new Radio-Canada programming formula

the morning audience-winner package

Live studio audiences offer hot merchandising leads

CHEZ MIVILLE

8.15 — 9.00 a.m.,
Monday through Friday.
French radio's most famous comedy and humor show since 1955. Merry, madcap mirth.

PLACE AUX FEMMES

10.00 — 11.00 a.m.,
Monday through Friday.
Celebrity interviews;
a lively "mise en boîte"
style question-period.
Gay, witty, uninhibited.

LES JOYEUX TROUBADOURS

11.30 a.m. — 12.00 noon,
Monday through Friday.
This most happy gang has captivated audiences for more than a quarter-century with music and fun in an irresistible Gallic mood.

Radio-Canada radio — Your made-to-measure buy: sponsorships of all lengths — spot participations, spot programming, full or limited network, selected market coverage. Talk it over with your Radio-Canada Radio representative, network or selective. Montreal: 868-3211 • Toronto: Zenith 6-3500 • New York: Enterprise 6350 (Long Distance tolls paid from New York and Toronto — just dial the L.D. Operator.)

cbf

and the Radio-Canada French radio network



has been used for color transmission from a helicopter to a ground point 20 miles away.

"The Minicam's small size and light weight make it possible to exploit further the advantages of video recording over film in confined situations. The Minicam is ideal for mounting on a stabilized platform in an aircraft. It is now being manufactured for worldwide distribution by Philips Broadcast Equipment in Paramus, New Jersey.

"Then there's UHF," he said. "We all know that Ottawa makes it mandatory for all new TV sets to have UHF capability after June 1, 1969. This opens up a whole new box of tricks (Pandora's box?) for the broadcaster.

"Some European countries are well advanced and well established in UHF broadcasting. Philips in Holland, Sweden and the United Kingdom have been very closely and heavily involved in this area and will be able to share its knowledge and know-how with Canadian broadcasters contemplating entry into the UHF field.

"Whither satellite broadcasting?" Stevens asked. "We all admire Ken Soble's wisdom and foresight in this direction. Broadcasters, however, may be somewhat perplexed...should they expand present facilities?...go CATV?...localize? If satellite broadcasting takes hold in Canada, here again Philips' involvement and experience with associated antennas, control equipment and operational aspects will be available to Canadian entrepreneurs."

Much ahead for ETV

"It's easy to predict that there will be great developments in ETV, but not so easy to specify along what lines," Stevens said. "Certainly ETV will be depended on to handle larger school attendance and population density changes. Particularly for economic reasons, and for teaching effectiveness, the problem of standardization will have to be faced and solved at all three education levels—university, secondary and public.

"Scheduling is a big problem," he said. "TV stations carry some good educational programs but they are not usually broadcast at the most convenient times for classes. So, the individual school's video recorder has to play a heavy role to catch these programs when they are on, and keep them for showing at suitable times.

"Sound and image distribution systems within schools will be greatly improved. 'Rabbit-ears' reception in the individual classrooms is often unsatisfactory with resulting loss of student interest.

"Video recorders will become as inexpensive and easy to operate as a standard film projector. Already the same Philips resources and effort that pioneered the cassette sound recorder are being applied to low-cost video recording," Stevens said.

"Many schools have expensive video recorders; so, why not local production of TV lessons or lectures? Why not a small Philips studio, an *Educaid '70* TV teaching unit, a *Mammoth* or *Eidophor* color or monochrome large screen projector? It can be done; but to be effective, programs must be produced professionally and with more elaborate equipment than is

normally available to the individual school. Local equipment, however, can be an invaluable aid and supplement to lesson presentation.

"Something the future must bring is standardization of video recording equipment. Lack of interchangeability among the different makes is restrictive and frustrating," he said.

"There will be an increasing trend to color in senior high school grades and universities, particularly in medical teaching. With the reduction in size of color cameras, greater simplicity and stability of operation, unbelievable faithfulness of color

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you take
your
local
news...

"... CFPL-TV is Western Ontario minded. People who live in the area can see what's going on in their own part of the province. I think we have the best of two worlds ... you carry the top U.S. programs plus some really fine Canadian shows ... News Magazine, Pierre Berton, Festival, as well as good local shows." David Goudie of Strathroy agrees:

CFPL-TV serves Western Ontario—completely.

 **CFPL-TV
LONDON
CANADA**

reproduction and high resolution (down to one micron is possible) medical schools will integrate color TV into their teaching systems. Recent tests conducted by the University of Toronto at Ryerson Polytechnical Institute in co-operation with Philips showed that the NTSC color system is indeed suitable and desirable for programmed transmission in medical teaching.

"Eventually schools will turn their attention to Information Retrieval Systems," Stevens said. "The student will be able to go to a cart fitted with a TV screen and headphones and by means of a few controls bring forth visual and audible information on whatever subject he chooses. The system is not likely to replace books but will complement them immeasurably."

Communication will improve

"The future will see more and better communication between the local community broadcaster and educators," Stevens forecast. "The broadcaster will have to help educators to set up, develop and operate their own facilities for educational broadcasting.

"The astronomical increase in knowledge makes continuing education mandatory these days. The doctor in a small town, for example; how does he keep up-to-date with new techniques and practices without taking time,

which he can ill afford, to go to some other centre for further learning?

"Already broadcasters are making a worthwhile contribution of programs geared to the continuing education of medical men. CHCH-TV Hamilton, Ont., for example, has such a program *For Physicians* on Sunday nights at 11:30 pm.

"But ETV will have to be further developed on its own, with more equipment, more skilled operators, more professionalism," he said.

"More devices than cameras and video recorders will find their way into educational systems, such as computers and video digitizing systems.

"Computers will provide infor-

mation storage facilities. If sufficiently large, they may be used for storage of diagnostic medical information with facilities for remote access to it by hospitals within a given community.

"Use of video digitizing systems will make such distribution economically feasible," Stevens said. "Inputs from advanced diagnostic tools such as Philips Image Intensifier-Electron Microscope combination will be fed into the system.

"With their heavy commitments and wide experience with image intensifiers, electron microscopes and computers, Philips will undoubtedly be able to contribute much in this area."

New products

A NEW TWO-PIECE VIDICON CAMERA, the STV-602, is available from Canadian Westinghouse Co. Ltd., Hamilton, Ont., for closed circuit TV applications.

The new solid-state television camera system offers a multiple scan rate (525, 625, 675, 729, 945, 975, 1029) and high resolution (1000 lines-525 scan rate).

This compact vidicon system is comprised of a cylindrical camera head and rectangular control unit.

The camera head weighs only three pounds and four ounces, and is normally provided with a "C" mount lens although special adapter plates permit the use of a variety of lenses. An in-line, rear-mount Cannon Connector and 40 feet of flexible cable (with connector) for mating with the camera control unit are included, plus a tripod mounting bracket.

Silicon semi-conductors are used in all camera circuitry for thermal and

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ANNOUNCEMENT

STANDARD BROADCAST SALES



DENNIS O'NEILL



E. D. ISAACS



AUDREY-ANN NEWMAN

Waldo J. Holden, President of Standard Broadcast Sales Company Limited, announces the formation of a Research and Promotion Department effective January 1, 1969.

Dennis O'Neill...Manager. Mr. O'Neill has been associated with broadcasting for seven years with extensive experience in radio sales and research with a major Toronto station and with two national representative companies.

E.D. Isaacs...Sales Promotion Supervisor. Mr. Isaacs has seven years experience in U.S. radio as Program Director and Promotion/Merchandising Manager and for the past two years has supervised the Sales Promotion Department of SBS.

Audrey-Ann Newman...Departmental Assistant. Mrs. Newman's experience covers eleven years with Canadian and U.S. radio stations as Promotion Manager with emphasis on national sales promotion and programming.

This new department extends the SBS services of promotion, research, programming and sales to better aid the radio stations and advertisers.

The super market.

CBC Television Network is the biggest pre-shopping-center in Canada. Reaches a potential 99% of all Canadian buying power. That's twenty-five percent more than Canada's other television network. And you reach that twenty-five percent of television homes for only twelve hundred dollars more.

CBC Television Network. Canada's super market for budget minded advertisers.

CBC  **TV**



Which Quebec radio station hits it off biggest

WITH YOUTH

THE ANSWER:

CHRC	55%
SECOND BEST STATION	34%
THIRD	—
FOURTH	—
NO ANSWER	6%

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

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

CHRC

RADIO-QUEBEC CITY

AM: 50,000 WATTS/800 KCS
24 HRS. A DAY

FM: 81,000 WATTS/98.1 McS
13 HRS. A DAY

SEPARATE PROGRAMMING
(STEREO)

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

NEW PRODUCTS (continued)

electrical stability and reliability. An integral assembly containing focus, alignment and deflection coils is used to obtain high resolution.

The self-contained control unit weighs 18 pounds and 10 ounces and has provisions for shelf or rack mounting. All critical power supplies are electronically regulated for high stability. Focus and alignment regulators used with a beam current regulator maintain high resolution over long periods of unattended operation.

Ninety-five per cent of the circuitry is mounted on coded plug-in printed circuit boards which allow convenient solderless maintenance or replacement.

Other features of the STV-602 system include: full 2:1 interlaced scanning with scan linearity better than two per cent; low noise video pre-amplifier; transistorized sweep failure protection; dual video outputs; an integrated circuit binary sync generator; white peak clipping; and card file mounting of circuitry to allow convenient access.

Additional options include: a four-lenses turret attachment for rapid changes in viewing angles; remote zoom lens attachments to allow a continuously variable field of view between wide-angle and telephoto; plus attachments for remote iris and focus control.

SIX NEW LIGHTWEIGHT TV Special headsets for cameramen and commentators are described in a brochure available from Roanwell Corporation, New York. Each headset weighs less than 8½ ounces.

Included in the four-page brochure are headset and component photographs and individual line drawings complete with wiring diagrams. A price list is also supplied.

Highlighted is the new RE-300 miniature receiver. An exclusive Roanwell design, this receiver weighs only 3/10 of an ounce yet it delivers high output in a package that is 1/3 the size and 1/10 the weight of comparable units on the market.

Noise-cancelling microphones that substantially reduce background noise

in studio and field communications are described: the RN-1C carbon unit which cancels 18 dB of masking background noise and the Dynamic Microphone which reduces crowd noise by 15 dB.

A list of special features includes: adjustable boom-mounted microphones, lightweight cordage, integral hand operated switch with dummy load resistor, and momentary or lock-in two way conversation modes.

A NEW RF AMPLIFIER, National Electrolab's Model RFA-3 is intended for installation at AM broadcast studios and provides outputs for AM frequency and modulation monitors.

Features of the amplifier are its all solid-state circuitry; high output, two watts carrier with 100 per cent modulation; and exceptional bandpass characteristic: flat to ±10 kHz, -55 db at ±40 kHz.

The Model RFA-3 carrier-fail initiates audible and lamp alarm, plus relay contacts.

Supplied for any standard channel, 530 to 1610 kHz, it is designed and manufactured by National Electrolab Associates Ltd., Vancouver 12, B.C.

A SOLID STATE, PLUG IN, universal audio amplifier for the recording, broadcast and motion picture industries has been announced by the Studio Systems Division of Automated Processes Inc., Farmingdale, N.Y.

Model 302 has the extremely low noise and distortion characteristics required of a microphone pre-amplifier, yet its +28 dBm output ceiling permits it to be used as a booster or line amplifier.

A "reserve power" feature doubles the output capability during transient peaks. Musical attacks are therefore cleaner, yet associated system components are protected from damaging levels.

The Model 302 amplifier has two identical transformer-isolated outputs. Either output may be shorted without affecting the other. Thus, single microphone channels can be simultaneously used for both recording and public address feeds, multi-channel to mono mixdowns, cue or monitoring feeds, etc.

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AUTOMATED BROADCAST SYSTEMS

for Programming,
Traffic,
Accounting Needs

Designed to station's specifications.
Expandable to any number of sources.
Solid-state construction using integrated circuits.
More economical and flexible than American systems.
Suppliers of AKG microphones.

OTTAWA MEDIA SYSTEMS LIMITED

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A Canadian Service For Canadian Broadcasters.

What's New in Color Cameras?

...The **PHILIPS PC 80**

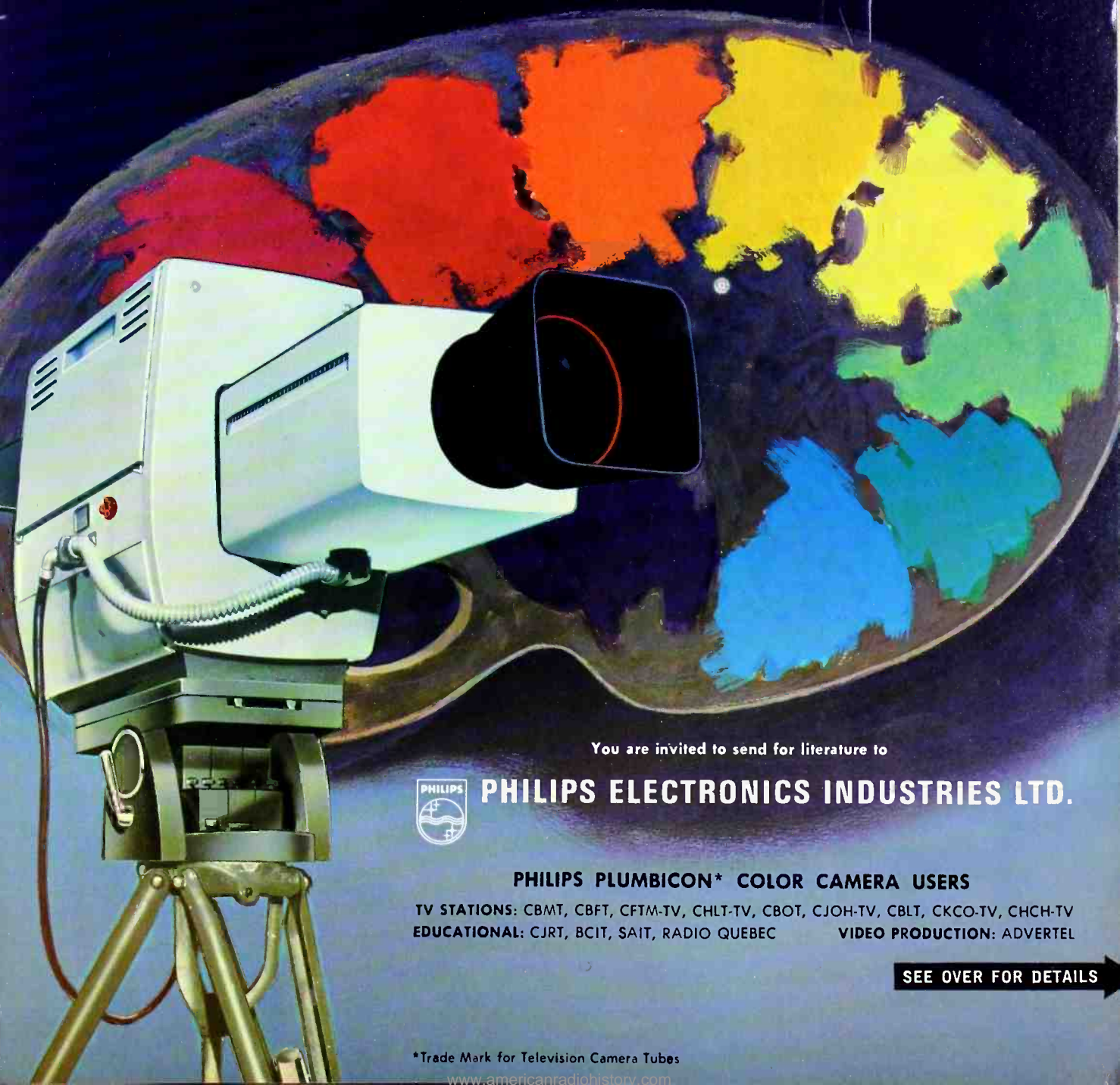
TYPE LDK 3

(SUCCESSOR TO THE PC60)

Performs with FLYING COLORS

- In the Studio
- Out-of-Doors (Night and Day)
- In Mobile Vans
- In High Temperatures
- In Low Temperatures
- Underwater (Ask Advertel)
- In the Desert
- In Stadiums
- At Conventions and Rallies
- In High-Level Lighting
- In Low-Level Lighting

... just like the PC 60... and then some



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PHILIPS ELECTRONICS INDUSTRIES LTD.

PHILIPS PLUMBICON* COLOR CAMERA USERS

TV STATIONS: CBMT, CBFT, CFTM-TV, CHLT-TV, CBOT, CJOH-TV, CBLT, CKCO-TV, CHCH-TV
EDUCATIONAL: CJRT, BCIT, SAIT, RADIO QUEBEC

VIDEO PRODUCTION: ADVERTEL

SEE OVER FOR DETAILS

*Trade Mark for Television Camera Tubes

www.americanradiohistory.com

New in Color Cameras

THE PHILIPS PC 80 TYPE LDK 3

Successor to the Philips PC 60

FEATURING

- Three-tube camera with integrated "contours-from-green" principle
- XQ 1020 separate mesh Plumbicon tubes for better overall resolution and excellent highlight handling
- More efficient prismatic color-splitter and linear matrixing for optimum colorimetric response
- Utmost flexibility in camera optics
- Dynamic focusing for better overall picture sharpness
- Built-in test signal for camera line-up
- Single camera cable with a length of up to 1000 metres
- Modular type CCU in three separate sub-assemblies for high operational flexibility
- Integral contour extractor, linear matrix, encoder and color bar generator for vectorscope-less encoder adjustment
- Solid-state circuitry employing ultra-stable silicon-type transistors

The Philips PC 80 is a third-generation Plumbicon Color Camera for studio and outside broadcast use. It represents a major advance in camera design based on many years of successful experience with previous versions of three-tube Plumbicon Color Cameras.

THE CAMERA UNIT

As in previous models, the camera housing is of strong cast aluminium alloy with hinged covers for easy access to the interior.

A wide range of high-quality servo-controlled and manually controlled zoom lenses is available. Most of these lenses are suitable for use of range extenders. There are two independent, motor-driven filter wheels between lens and color beam-splitter, one for color-correcting filters, the other for neutral density filters.

The color beam-splitter is the well-known prism-block with its two internal reflections per channel. Introduction of linear matrixing has allowed the use of a more efficient color beam-splitting prism.

The separate-mesh Plumbicon tube, type XQ 1020, operates with increased beam-current. This results in better overall resolution and considerably extended linear transfer characteristic, so that excessive highlights can be handled without severe loss in resolution. Dynamic focusing improves sharpness in picture corners. Field effect transistors in a special cascode circuit in the input stages of the camera amplifiers ensure outstanding signal-to-noise ratio.

The deflection and focusing assemblies are screened by mu-metal enclosures to eliminate the effects of external magnetic fields on registration accuracy. They are framed in precisely machined castings with vernier adjustments for optical focusing and picture rotation.

The complete deflection units are fixed firmly in position on factory-aligned base plates. They can be removed easily from the camera for tube replacement, after which, only normal line-up procedure is required.

Stability of electronic circuitry has been emphasized; wide line voltage and ambient temperature variations can be accommodated; effects of temperature variations in long camera cables do not affect camera performance.

Apart from some presets, the camera has no setting-up controls; complete line-up of the camera chain can be done by the CCU operator.

A calibrated sawtooth from the test generator in the camera can be switched by the CCU operator to each camera amplifier for setting up the complete video processing channels. A protective circuit in the camera switches the chain to stand-by if any horizontal or vertical scan failure occurs.

The electronic viewfinder, a self-contained black-and-white picture monitor with 7-inch rectangular tube and 16 kV HT supply, provides brilliant, sharply-focused pictures. Any combination of R, G, B or Y, G, EXT video signals can be selected for display. The viewfinder can be hinged out of the camera housing for easy access.

The "on-air" cueing system consists of an illuminating ring surrounding the lens inside the ray-shade,

and the usual tally lights on the camera and the CCU. Talkback facilities are provided for communication between camera, CCU and production room.

THE CAMERA CONTROL UNIT

For maximum operational flexibility the CCU is in three separate sub-assemblies: Electronics Unit, Local Control Unit and Power Supply Unit, linked by cables at the rear. These sub-assemblies can be accommodated either in a standard 19-inch rack or in three separate 19-inch cabinets.

THE ELECTRONICS UNIT

This unit has been divided into functional sections and arranged in small modules, containing circuitry for: video processing, including contour enhancement, pulse generation and timing, vertical scanning, focusing and beam alignment, picture switching, test signal generation, communication, signalling and remote control.

The modules have ample front panel test points for signal monitoring.

Module extenders are stored in two spare module positions.

Advanced video processing techniques ensure outstanding precision and stability of performance. The processing channels include the following:

- cable length compensation for a camera cable length up to 1000 metres
- spurious pulse cancellation
- green tilt correction (green camera channel only)
- master gain switching
- color balance switching (or painting)
- white clipping
- automatic black level control
- horizontal and vertical contour enhancement
- linear matrixing for negative lobe compensation
- horizontal aperture correction
- white limiting (adjustable to "sharp" and "soft" operation)
- adjustable gamma correction

One set of R, G, B signals and composite color signals, with and without sync, are available in addition to signals for monitoring and encoding. The unit also provides a NAM (non-additive mixed) signal, built-up from the largest amplitude and the lowest black-level information from the red, green and blue video signals, which can be used for "simple" waveform control systems, automatic exposure control circuits or "centralized camera matching".

Remote control is possible for all important operational functions, to suit local requirements.

THE LOCAL CONTROL UNIT

This unit consists of a pull-out drawer with easily accessible operational, setting-up, and color registration controls. The negative green signal can be displayed on the picture monitor to facilitate an accurate color registration setting. The unit has a self-contained color waveform monitor with 5-inch rectangular picture tube. Waveforms can be displayed side by side, superimposed, separately or in any combination, line or field sequential. For special checks, the oscillograms can be spread over the entire width of the screen.

THE POWER SUPPLY UNIT

The regulated power supply circuitry is contained in six modules. The voltage supplies for video and scanning circuits have been separated to minimize interference. All power supplies for the camera are automatically adapted to the various lengths of camera cable used.

The line voltage for the camera viewfinder and the lens drive system is regulated by a motor-driven variable transformer.



COMPLETE TECHNICAL SPECIFICATIONS AVAILABLE ON REQUEST



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4107 11th Street, S.E., Calgary, Alberta
Telephone: (403) 243-7737

CFCF marks first half century

CFCF MONTREAL, CANADA'S FIRST STATION, reached the golden milestone of radio broadcasting on January 1, when the world's oldest continually-operated station marked its 50th anniversary.

Owned and operated by the Canadian Marconi Company, CFCF Radio enters its second half century filled with the same optimism and enthusiasm as shown by that handful of amateurs who picked up the first faint signals and scratches from the Marconi factory away back in 1919. Its growth and progress aptly mirror the history of broadcasting in Canada.

Looking back, the first broadcast on record was made by R.A. Fessenden and originated from Brant Rock, Massachusetts on Christmas Eve, 1906. Others followed, including Dr. Lee de Forest's broadcast of Caruso's voice from the stage of the Metropolitan Opera in 1910, and the first transmission of the results of the U.S. Presidential election in 1916.

"KDKA Pittsburgh, operating experimentally from 1916, made its first scheduled broadcast November 2, 1920, when the Harding-Cox election results were announced.

"However, WWJ of Detroit has long claimed that on August 31, 1920, a radio program was aired by them and that the service that commenced on that day continued on a regular basis.

"There seems no doubt, however, that both these stations were antedated by XWA, of the Canadian Marconi Company in Montreal, as a public broadcaster of regularly-scheduled programs. Indeed, it would appear that CFCF is the oldest regularly operated broadcasting station in the world." (E.A. Weir: *The Struggle for National Broadcasting in Canada*).

The only audience consisted of a handful of ships in the St. Lawrence River which were beginning to be equipped with radio/telephone apparatus. These early programs from XWA/CFCF consisted mainly of weather reports and the playing of gramophone records on a wind-up Victrola.

One of the first musical sounds aired by XWA, was that of a small Swiss music box.

On May 20, 1920, a special program with an orchestra and soloist was broadcast by XWA in conjunction with the annual meeting of the Royal Society of Canada at the Château Laurier in Ottawa. Reception of this fledgling Montreal-based radio station was good in Ottawa, more than a hundred miles away.

The impact of this activity was immediate and mounting. People were lining up at the counters of electrical shops to buy home receivers or "crystal sets" as they became known.

CFCF programs were wired into local theatres for broadcast during intermission. Often the broadcasts received larger billing than the picture!

Plans for new stations were widely publicized, including CKAC Montreal, which began regular programming in 1921. By 1922, broadcasting was well on its way in both the United States and Canada.

Through the years, CFCF has mirrored the history and entertainment of the times. In the early years, there was the coast-to-coast Confederation Diamond Jubilee Broadcast of 1927, the first trans-Atlantic broadcast, 1928, and the beginning of the national broadcasting system, in the early 30s.

Later, there were the speeches and news reports of World War Two. Jack Benny, Amos 'n Andy, Morton Downey, Rudy Vallee, Fred Allen and other great names were heard regularly over CFCF via the networks.

With the impact of television, CFCF Radio turned to local, immediate, personal programming in the fifties and sixties and, with other stations, has found a new and unique place for itself in the broadcast spectrum.



The Marketing Man who found that WINNIPEG is one of the most lucrative and exciting markets in Canada

Winnipeg has one of the highest proportions of households with cash incomes of \$10,000 and over (18.8%)*, and its Effective Buying Income (per capita) is also among the highest of all Canadian cities.

And Winnipeg is the hub of Manitoba, where Manufacturing is the Number One industry... an estimated \$1,104,000,000 was the net output for 1967.

Winnipeggers are expansion-minded. The one billion dollar hydro development on the Nelson River, north of Winnipeg, is nearing completion. It will provide low cost power to all of southern Manitoba, Saskatchewan and the northern U.S. states. Industrial growth too! The \$100 million expansion of the world's largest nickel mining-smelting plant; a \$100 million Forest Industries complex; the \$30 million expansion of a chemical fertilizer plant; all reflect the healthy market of Winnipeg.

This kind of expansion in Winnipeg has led to expenditures... \$40 million on a 34-storey office tower, \$5 million on a new department store, a further multi-million dollar department store complex, plus two major hotels.

Agricultural growth completes the market picture.

INTERESTED?

How can you get
into this Market?
C-JAY-TV of course!

C-JAY-TV



WINNIPEG

first in the 4th Market*

C-JAY-TV puts your messages where the action is... with full coverage right into the heart of the 4th largest concentration of consumers in Canada. C-JAY-TV carries all the CTV network shows as well as providing local flavour tuned to the local sales picture.

*Source: Sales Management, June 10th, 1967.

NEW PRODUCTS (continued)

A MULTIPURPOSE TV TEACHING UNIT, called the *Educaid '70*, will be demonstrated at the Canadian Education Showplace, Exhibition Park, Toronto, January 23-25, by Philips Electronics. Essentially it is a desk fitted with a TV camera, lighting facilities, a monitor, and a control panel all arranged for versatility and flexibility in classroom television teaching, audio-visual resource centres or small studios.

The *Educaid '70* is effectively a combination live camera, opaque projector, overhead projector, microscope projector, film projector and slide projector all-in-one.

The camera is a positive-interlace Philips "Mini Compact". It is mounted on a column so that it can easily be raised or lowered, and panned and tilted for televising live scenes, drawings, documents, transparencies or films. The camera is ideally suited because of its small size, light weight, high sensitivity and excellent resolution.

It has a unique lens system which is adjustable for sharp pictures from infinity down to less than one inch.

ANNOUNCEMENT

STEPHENS & TOWNDRON CO. LIMITED RADIO DIVISION APPOINTMENT



Normand Beauchamp

Guy Royal, Vice-President and Montreal Manager of Stephens & Towndron Co. Limited, announces the appointment of Normand Beauchamp as Sales Executive in the company's Montreal Radio Division.

Mr. Beauchamp, a graduate of Sacred Heart College, joins Stephens & Towndron after five years' advertising and sales experience with two leading French Canadian companies.



Philips Educaid '70

This enables large magnification of small details. Two small lamps are attached to the camera for illuminating documents or other objects on the desk top. A light box is incorporated in the desk top, under the camera, making it extremely easy to televise transparencies.

The camera is supplied with a special lens accessory for televising microscope images. Another accessory allows the camera to be used with practically any type of projector to televise slides and films.

The 19-inch monitor can be turned through 359 degrees. It displays video from the camera or any other external source.

The control panel is conveniently located in a desk drawer, which can be locked, and the desk itself is of sturdy metal construction, attractively colored. It has three power outlets for associated equipment such as projectors and video recorders.

A NEW COLOR FILM PROCESSOR, trade marked *Mini-Color*, has been introduced by Houston Fearless Corporation of Los Angeles, Calif., manufacturer of film processing and television broadcast equipment.

Edwin K. Lee, director of marketing at Houston Fearless, said: "The

outstanding impact of the *Mini-Color* machine on the TV industry will be its exceptional economy in processing color film compared to older and larger film processors, not to mention its compactness which allows it to fit in a relatively small floor space.

"Until *Mini-Color* entered the market, facilities were either created or extensively remodeled when converting from black-and-white to color film processing. This additional high cost of construction, coupled with the initial cost of existing color processing systems and equipment, virtually eliminated the smaller television stations from profiting in the tremendous boom in color broadcasting. The *Mini-Color* system has eliminated these problems by providing simplicity with economy in one handy package."

For example, with the addition of a replenishment system and a small chemical mixing area to the compact *Mini-Compact* processor, a basically 100 square foot room is all that is required. This system, including all accessories, can be installed in a television facility for less than \$12,000 (U.S.). Overall dimensions are: length 75", width 23", height 53".

The *Mini-Color* processor has rapid access capabilities while processing Super 8 and 16mm. perforated Ektachrome ME4 color reversal materials at a speed of 15 feet per minute with 27 minutes dry-to-dry time. This processing speed is obtained while meeting all of Eastman Kodak's processing specifications. Even though the *Mini-Color* processing system is very compact in size and low in cost, it doesn't sacrifice any of the features required to process film to the highest quality standards.

All stations and processing areas on the new *Mini-Color* processor are immediately accessible. The impingement film dryer is complete with thermometer and controller, and the processor itself is mounted on castable wheels to assure maximum movement.

"ICE" means "COLD" . . . ALSO

Isolated
Captive
English

Trinor

DELIVERS 38,500 "I.C.E." listeners per average quarter hour in Breakfast Roto

Ask SBS Regional Division how we can make 38,500 "I.C.E." listeners "hot" for your product.

Trinor

CJKL Kirkland Lake
CFCH North Bay
CKGB Timmins



JACK DENNETT



BETTY KENNEDY



BOB HESKETH

the **CFRB** secret



WALLY CROUTER



GORDON SINCLAIR



BILL DEEGAN



BILL McVEAN

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

CFRB 1010

ONTARIO'S FAMILY STATION

Smooth as silk with a GATES turntable



12" or 16"
models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter - without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.

GATES

GATES RADIO COMPANY (CANADA)

A division of Harris-Intertype (Canada) Ltd.

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Toronto Office: 19 Lesmill Road, Don Mills, Ontario



CRTC delays UHF hearings

Hearing of applications for new UHF stations in Montreal and Toronto has been postponed by the CRTC and will not be held as previously scheduled at the public hearing in Ottawa beginning February 4.

Nine applications for UHF outlets in the two cities, five in Toronto and four in Montreal, are before the Commission (*CB December*).

The brief CRTC announcement last month said only that the UHF applications are being postponed, and another announcement on the matter would be forthcoming.

U.S. sets rules for cable and pay TV

New rules for cable television, and authorization for a limited system of pay TV, in the United States were announced by the Federal Communications Commission, as they attempted to set up guide lines for these two phases of the industry.

For CATV operators, the FCC requires that all but the smallest of the cable television systems must originate some of their own programs. Systems which propose to operate in a major market must obtain re-transmission consent of the originating station. CATV systems would be permitted to carry distant signals within specified 35-mile zones, in the 100 largest TV markets, only if the system has the express authorization of the originating stations to re-transmit the programs of such distant signals.

The proposed rule lists the 100 markets and provides that the specified zone is the area extending 35 air miles from the main post office in each market.

Some 2000 U.S. cable TV operators are affected by the FCC ruling. The Commission announced it would hold oral argument the latter part of this month on the subjects of program origination, technical standards and other matters pertaining to the CATV field.

The FCC also said pay TV will be permitted in the U.S., starting in six months. However, it ruled that only one pay TV station would be allowed in each city, and only in communities that, in addition to pay TV, received service from four conventional

newscast

television stations.

Pay TV has been operating on an experimental basis in the U.S., in Hartford, Conn. since 1962. It was tried, briefly, by Famous Players Corp. in Etobicoke, a suburb of Toronto, a few years ago.

None of the new rules would go into effect until June, after the FCC hears arguments and, in the case of pay television, after there is a review by the U.S. Congress and the courts.

Quinn heads Station Rep association

Robert H. (Bob) Quinn, general manager of Radio-Television Representatives Ltd., was elected president of the Station Representatives Association of Canada Inc., at the annual meeting in Toronto. He succeeds Ross McCreath, general manager of All-Canada Radio & Television Ltd.

Other officers elected were Denis Whitaker, president of Major Market Broadcasters Ltd., first vice-president; Allan Slaight, president of Stephens & Townsend Co. Ltd., second vice-president. Andy McDermott, president of Radio & Television Sales Inc., was re-elected for a second term as secretary-treasurer.

Whitaker was named to represent the Station Representatives at the annual Radio Day of the Toronto Advertising & Sales Club, on January 28th, and Quinn was named to a panel of judges to decide the winner of the Harold Carson Memorial Award.

Film House, Toronto gets NFB contract

Ron Alexander, winner of an Etrog award and leading sound mixer with Film House, Toronto, flew to Cairo December 11 to make the music track for a new National Film Board production.

To be released in the spring of 1969, *Fountains of the Sun* is one of the first films contracted out by the National Film Board to private enterprise. Alexander will be recording the film's music, performed by the Cairo State Orchestra.

Working with Film House, which is handling the sound recording, negative cutting and the final mix, is John Feeney, free-lance director of the film.

1968 Armstrong Awards open to Canadian FMers

Canadian FM stations have been invited to compete for the 1968 Armstrong Awards, for excellence in FM broadcasting, as the sponsors, Armstrong Memorial Research Foundation, decided to increase the scope of the program and make it an international event.

Entry forms were mailed to some 2,000 FM stations in the U.S. and Canada. Deadline was December 31.

Winners will be announced at the National Association of FM Broadcasters convention, in Washington, D.C. March 21-23.

Sculptured bronze plaques and prizes totaling \$500 will be awarded to the winners in the four categories of musical, news, educational, and community service programming, for both commercial and non-commercial stations. Certificates of merit will be awarded to runners-up in each category.

The award was named for the inventor of FM, Edwin H. Armstrong, a graduate of Columbia University, New York, and a professor of electrical engineering.

CKNW raises \$4,000 for their Orphans' Fund

CKNW New Westminster/Vancouver faced a real marketing problem when their Orphans' Fund was given a complete boat load of fresh herring to sell to the general public. Herring is not normally a fast-selling fish and CKNW wanted to sell it all so that they could give the proceeds to the 8,000 under-privileged, orphaned and handicapped children who are annually assisted by the station's fund.

On a Wednesday, CKNW ran approximately 12 announcements advising that the herring would be for sale on Friday morning at a good price (50¢ a bucket). A combination of spots and short editorial plugs on Friday gave the dock location of the boat where the fish could be purchased.

CKNW began broadcasting from the dock at 5:00 am on Friday and by 6:00 am line-ups stretched two blocks long! By 7:00 am police were battling one of the biggest traffic snarls they'd ever encountered.

By 9:00 am an estimated 30 tons had been sold, by noon, sales passed the 60-ton mark, and by 3:00 pm sales were past 80 tons!

At 6:00 o'clock, the last bucket of herring was sold, a total of 91 tons in 12 hours, with only 28 announcements over CKNW.

Nearly \$4,000.00 was realized for the Orphans' Fund from the one-day sale.

Philips issues booklet on educational broadcasting

Educational Broadcasting is the subject of a 24-page colorfully illustrated booklet available from Philips Electronics Industries Ltd.

It discusses organizational aspects of the subject such as management and control, financing, didactic responsibility, field organization and purchasing.

It also considers practical aspects of implementation in connection with radio, television and closed circuit television in educational broadcasting.

MCF&G food account to use radio

Appointment of Muter, Culiner, Frankfurter & Gould Ltd., Toronto, as the first advertising agency for Golden Crown Foods Ltd., also of Toronto, has been announced.

The company processes and packages an assortment of herring, pickles, horseradish and other snacks and condiments, with distribution in all major supermarkets.

No budget has as yet been established. According to agency v.p. Gerry Rafelman, account supervisor, radio will probably be the major medium.

Trinidad would bar foreign ownership

To prevent foreign ownership of the print and broadcast media in Trinidad, the government said it would, as part of a proposed five-year development plan, like to acquire complete ownership of Radio Guardian as well as a controlling interest in the country's television service.

Radio Guardian is one of Trinidad's two radio stations. (It is "twinned" with CKTB St. Catharines, Ont.—*CB Nov. '68*). The Trinidad station is owned by the Trinidad Publishing Company, which is controlled by Canadian-born newspaper, radio, television magnate, Lord (Roy) Thomson of Fleet.

Lord Thomson told *The Broadcaster* this plan "is under negotiation" and he is willing to sell the property, "given the right price."

The document published by the Trinidad and Tobago government, the third of its kind, said that in taking steps to prevent foreign companies from controlling its print and broadcast media, permission would be withheld from any foreign organizations wishing to establish newspapers, radio stations or television outlets in Trinidad.

ANNOUNCEMENT

STEPHENS & TOWNDROW CO. LIMITED



Paul F. Taylor



W. Tayler Parnaby

Allan Slaight, President of Stephens & Towndrow Co. Limited, announces the appointments of W. Tayler Parnaby as Bureau Chief and Paul F. Taylor as Parliamentary Correspondent of the recently formed radio news service, NEWSRADIO LIMITED.

NEWSRADIO LIMITED is an Ottawa-based division of Stephens & Towndrow, with headquarters in the National Press Building. A full-time staff of five offer subscribing Canadian radio stations a complete news service, including material from Parliament Hill and other significant national items. In addition, NEWSRADIO LIMITED presents international stories through the world-wide facilities of CBS Radio.

Mr. Parnaby most recently held the position of News Manager at a major Toronto station.

Mr. Taylor is a bilingual broadcaster who has served as National Affairs Correspondent for a number of Canadian radio and television stations.

Commission delivers second service verdict for Maritimes television

A SPECIAL POLICY ANNOUNCEMENT by the Canadian Radio-Television Commission, setting out a specific formula that would spread second English-language TV service through the Maritimes, was issued before the old year ended, as promised by the Commission.

The step-by-step program, as outlined, was designed to end a tangled situation that has limited thousands of Maritime viewers to reception of a single Canadian TV channel.

But so complex are the inter-related steps in the formula, that, although planned to end such viewer limitation as quickly as possible, so much work is entailed in arranging the timing of the various moves that second Canadian TV service for many Maritimers could still be a year or more away.

The policy includes nine steps to be

taken as quickly as possible:

1. CKCW-TV Moncton, N.B., English-language outlet, changes from an affiliate of the publicly-owned CBC network to an affiliate of the privately-owned CTV network, and sets up a rebroadcasting station in the Fredericton-Saint John area.

2. Rebroadcasting stations operated by CKCW-TV at Campbellton, Upsalquitch and Newcastle, all in New Brunswick, remain affiliates of the CBC network, carrying CBC national and regional programming plus some local programs originated by CKCW-TV, even though it has become part of the CTV network.

3. The CBC establishes production services in Fredericton for origination of programs in both English and French.

4. CHSJ-TV Saint John, N. B. remains as an affiliate of the CBC English-language network, and sets up

a rebroadcasting station in Moncton.

5. The license for CHSJ-TV would require that the station carry a stipulated quantity of CBC programs of national and regional interest.

6. CJCH-TV Halifax, a CTV network affiliate, extends service via rebroadcasters to southern Nova Scotia, "namely the counties of Lunenburg, Queens, Shelburne, Yarmouth and Digby."

7. CJCB-TV Sydney, N.S., CBC English affiliate, joins the CTV network as a full affiliate and extends service to Prince Edward Island through a rebroadcasting station.

8. The CBC sets up rebroadcasting stations to cover the area now reached by CJCB-TV, which has rebroadcasters at Antigonish and Inverness in Nova Scotia.

9. CBC French service is extended to Yarmouth, Cape Breton and Halifax areas of Nova Scotia, and to the Fredericton-Saint John area of New Brunswick via rebroadcasters.

ANNOUNCEMENT



J. B. CRAIG



A. STUART CRAIG

J.B. Craig, President of Western Manitoba Broadcasters Limited, operators of CKX Radio AM and FM and CKX-TV announces the appointment of A. Stuart Craig as Vice-President and Managing-Director of the Company, effective January 1, 1969. Formerly Operations Manager, Mr. Craig will be responsible for all day to day operations of CKX-AM and FM and CKX-TV. J.B. Craig, as President, will be active in all policy decisions of the Company.

Ends five-year wait

It is the first time any regulatory agency has set out such a series of specific requirements for broadcasters, private or public. But the snarled-up situation in the Maritimes, where the question of how second Canadian TV service would be brought in and who would provide it has been hanging fire for five years, led the CRTC to adopt the specific and detailed policy.

Sources said it was adopted only after an in-depth study, including the financial status of the stations involved, and after conversations with representatives of the stations and the networks.

The question of how second TV service should be brought to the less-populous areas of Canada was discussed at considerable length at three public hearings of the CRTC last fall in Moncton, Regina and Ottawa.

As a result, it became apparent that there were about as many complicating factors in the Maritimes situation as there could possibly be anywhere.

The number of channels available for use by stations in the area is

in part because of the proximity to the United States. There is a French-speaking minority in Brunswick and Nova Scotia to French-language service, the need for channels, advertising revenues that can be generated by TV stations outside big population centres are low, and with lush returns available in some areas, for example, southern Ontario. This is not true for most small stations operate on a profit margin that could disappear if a competitor was allowed in these areas.

In spite of these obstacles, the Commission has determined to find a solution to open the way for second TV. The detailed policy statement will be released in the next few weeks.

The CRTC announcement also said that in public hearings and investigations the Commission made it apparent that a question of alternate service is required. "We require varying solutions determined by differing sets of circumstances which exist across Canada." It was pointed out that it was needed to resolve the problem might not apply in all areas, it was pointed out.

Save way

CTV membership

venue positions of Maritime played a major part in the development of the policy by the Commission. This would place CKCW-TV

Moncton and CJCB-TV Sydney, N.S., in a position to accrue sufficient revenue from the addition of their new market areas, through their rebroadcasters, to make them attractive to CTV as affiliate stations and enable them to join the network as full members.

An Ottawa source remarked that, in regard to the proposal for CKCW-TV Moncton, the Saint John-Fredericton market is far better than Upsalquitch.

The announcement from the CRTC also noted that the Commission is keeping an eye on some other problems in the Maritimes. One of these is the concentration of ownership of broadcast media, and the CRTC expects to review this situation during the current year, in New Brunswick, where Maritime financier K. C. Irving controls a number of radio and TV stations and daily newspapers.

The CRTC will also seek solutions to the four other major problems. One is to determine the means to rebroadcast programs of Moncton's French-language CBC station to reach northern New Brunswick. Another will be to find a way to reach English-language residents of northern Cape Breton who are presently without TV service. Improvement of coverage in the Antigonish area of Nova Scotia, and extension of alternate TV service in the northern part of New Brunswick's Saint John River valley will also come under study.

(Continued from page 21)

Additional advertising...

commercials on the WCBS show to open up new avenues for direct sales and rentals.

National Nickel, south of the border has followed the Canadian Broadcasting Board's use of newscasts on WWJ

company making abrasive wheels, Norton Company, has used as many as three radio stations to boost its sales of industrial products through the use of its name.

Well-Standard Corporation, Detroit, used WJR Detroit, to focus attention on its automotive products through radio manufacturers.

Chicago Tool Works of Chicago is using radio commercials to inform businessmen about its wide range of products useful to manufacturers.

William Genova of Honeywell explained, "the use of radio commercials by industrial advertisers is growing rapidly."

In addition to creating awareness, the company can realize other long-term gains. The radio commercial that generates good product image helps build favorable product image and vice versa."

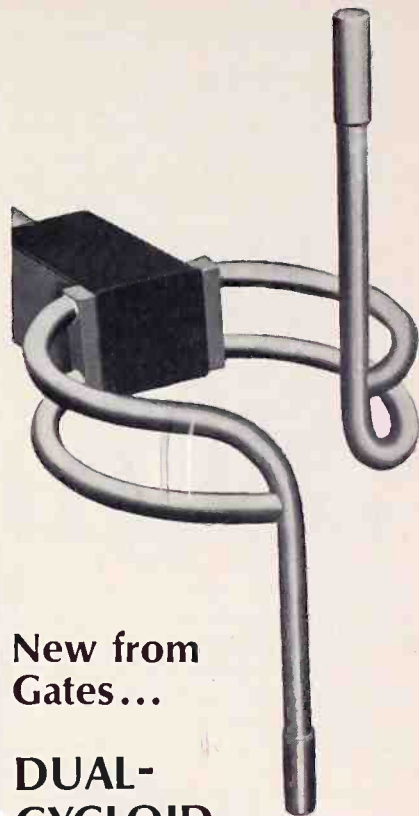
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The soundest sound in FM
is the new sound of GATES



New from
Gates...

DUAL- CYCLOID CIRCULARLY POLARIZED FM ANTENNA

Now you can have circular polarization without individual horizontal and vertical transmitting bays on the tower.

The new Gates FM antenna combines in a single unit the time-proven features of the individual Gates Cycloid and vertical-type 300G antennas.

Designed for rugged, trouble-free operation. No power divider required. Any number of elements from 1 to 16 may be utilized for maximum flexibility in power gain selection. Special antenna with null fill and beam tilt also available.

The new Gates antenna is ideal for transmission of today's complex FM monaural, stereo and SCA multiplex signals.

Write today for complete brochure.



GATES

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario

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But so complex are the inter-related steps in the formula, that, although planned to end such viewer limitation as quickly as possible, so much work is entailed in arranging the timing of the various moves that second Canadian TV service for many Maritimers could still be a year or more away.

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Sources said it was adopted after an in-depth study, including financial status of the networks involved, and after conversations with representatives of the stations and the networks.

The question of how second service should be brought to less-populous areas of Canada was discussed at considerable length at three public hearings of the Commission in Moncton, Regina and Ottawa.

As a result, it became clear that there were about as many mitigating factors in the Maritime region as there could possibly be anywhere.

The number of channels available for use by stations in the

limited, in part because of the proximity to the United States. There is a sizeable French-speaking minority in New Brunswick and Nova Scotia entitled to French-language service, boosting the need for channels.

The advertising revenues that can be generated by TV stations outside the few big population centres are low, compared with lush returns available in, for example, southern Ontario. This means most small stations operate on a thin profit margin that could disappear if a competitor was allowed into their areas.

Despite these obstacles, the CRTC was determined to find a solution and open the way for second TV service. The detailed policy statement was the result.

The CRTC announcement also said the public hearings and investigations by the Commission made it apparent that the question of alternate service "will require varying solutions determined by differing sets of circumstances which exist across Canada."

What was needed to resolve the Maritimes problem might not apply in another area, it was pointed out.

Moves pave way to full CTV membership

The revenue positions of Maritime stations played a major part in the adoption of the policy by the Commission. This would place CKCW-TV

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(continued from page 21)

Institutional advertising...

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Illinois Tool Works of Chicago has been using radio commercials to reach businessmen about its wide variety of products useful to manufacturers.

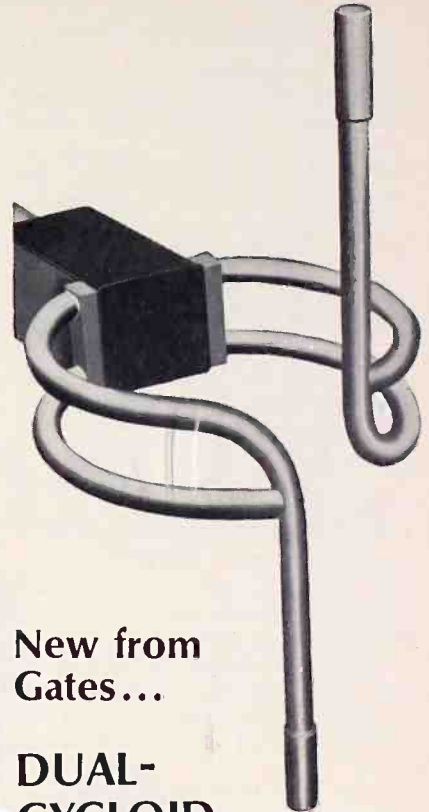
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GATES RADIO COMPANY (CANADA)

A division of Harris-Intertype (Canada) Ltd.
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ALLAN B. YEATES, executive vice-president of Spitzer, Mills & Bates Ltd. since 1965, has been named president of the Toronto-based agency, replacing George E. Cross. The appointment was effective January 1.

Yeates, born in Hamilton, Ont. and a graduate of the University of Western Ontario, has had 20 years in the newspaper and advertising fields.

He began his career as a business writer for *The Financial Post* in Toronto, in 1948, and became senior financial writer for the *Toronto Daily Star* a year later.

In 1951, Yeates joined the staff of The Prudential Insurance Co. of America, as manager of their Canadian advertising and public relations department. In 1955 he was named director of advertising, PR and sales promotion for Prudential.

He joined Spitzer, Mills & Bates Ltd. in 1961, as a vice-president, and a year later became senior vice-president and management representative.

He was promoted to executive vice-president in 1965.

Past president and director of the Canadian Advertising Advisory Board, Yeates is also a director of BBM Bureau of Measurement.

JACK H. RANDLE, who joined Spitzer, Mills & Bates Ltd., in Vancouver, 21 years ago as an account executive, and rose to become executive vice-president retains that title, but adds the responsibilities of administrative general manager to his former functions in the Toronto office.

Born in Vancouver, and a graduate of the University of British Columbia, Randle became assistant advertising manager of Hudson's Bay Company in 1940.

He joined the Canadian Army in 1942, and after the war decided to enter the agency field, becoming an account executive in the Vancouver office of Spitzer, Mills & Bates Ltd. in 1947. He was named manager shortly after.

Randle moved first to the Toronto office in 1952, then to Montreal where he became co-manager. He was promoted to vice-president in 1957, became senior vice-president and management representative in 1961, and executive vice-president of the Montreal operation at the beginning of 1965.

Within the year, Randle returned to the Toronto office, and Joseph R. Mullie was named vice-president and manager at Montreal.

MURRAY T. BROWN, 51, whose association with CFPL Broadcasting Co. Ltd., London, Ont. totals almost a quarter of a century, and who quietly climbed the ladder from part-time announcer to top-rung executive, has been named president of the company.

The appointment, announced by Walter J. Blackburn, chairman of the board, became effective December 17.

Born in Kitchener, Ont., Brown was educated in Amherstburg and Toronto, and in 1936 started as a clerk with the Confederation Life Association. Two years later he became a salesman for Moore Business Forms.

His interest in radio brought him into contact with CFPL where he began as a part-time announcer. In 1945 he became commercial manager, and in 1949 was named station manager, CFPL AM-FM.

When CFPL-TV was launched in 1953, Brown was given the responsibility for managing that station, in addition to his duties with the AM-FM outlets.

Three years later, he was named general manager of the electronics division of London Free Press Printing Co. Ltd., and became vice-president and general manager of broadcasting in 1966.

Brown is also president of Chatham Cable Ltd., was president of the Central Canada Broadcasters Association in 1952, and of the Canadian Association of Broadcasters in 1960-61.

GEORGE E. CROSS, who has spent some 30 years in the advertising business, and has been president of Spitzer, Mills & Bates Ltd. since 1965, became chairman of the board on January 1.

Before entering the agency side, Cross spent five years as advertising and sales promotion manager for Canada Dry Ltd., Toronto, and a similar period in the same capacity for Moffats Ltd.

He joined Spitzer, Mills & Bates Ltd. in 1960, moving from Walsh Advertising, Toronto, where he had been a senior partner, executive vice-president and general manager.

Rapidly moving up the executive ladder, Cross became in turn vice-president, senior vice-president and executive vice-president, until he was elected president of the agency at the beginning of 1965.



YEATES

RANDLE

DONATO

BROWN

CROSS

NAT V. DONATO, 52, veteran of many years in advertising and broadcast fields, the past ten as director of national sales for Screen Gems (Canada) Ltd., Toronto, has been named director of sales and public relations for AKO Productions Ltd., Toronto.

His appointment was announced by Kenneth Orton, president and executive producer of AKO, which specializes in motion picture production for industry, education, PR and TV, as well as audio-visual systems.

Donato, born in New York, attended Columbia University, got his start in the business world as an ad sales-

man for the *New York World-Telegram*, then joined the U.S. Army, where he served in the Special Services Division (Radio) in the South Pacific.

He returned to the business world in 1947, and has served as sales manager for C.P. McGregor, United Artists TV, New York, M.S. Art Services (audio-visual) and Williams, Drege & Hill.

He spent seven years with the American Broadcasting Company, as sales manager for their film program division, in New York, before joining Screen Gems (Canada) Ltd.

He is a member of the Broadcast Executives Society.

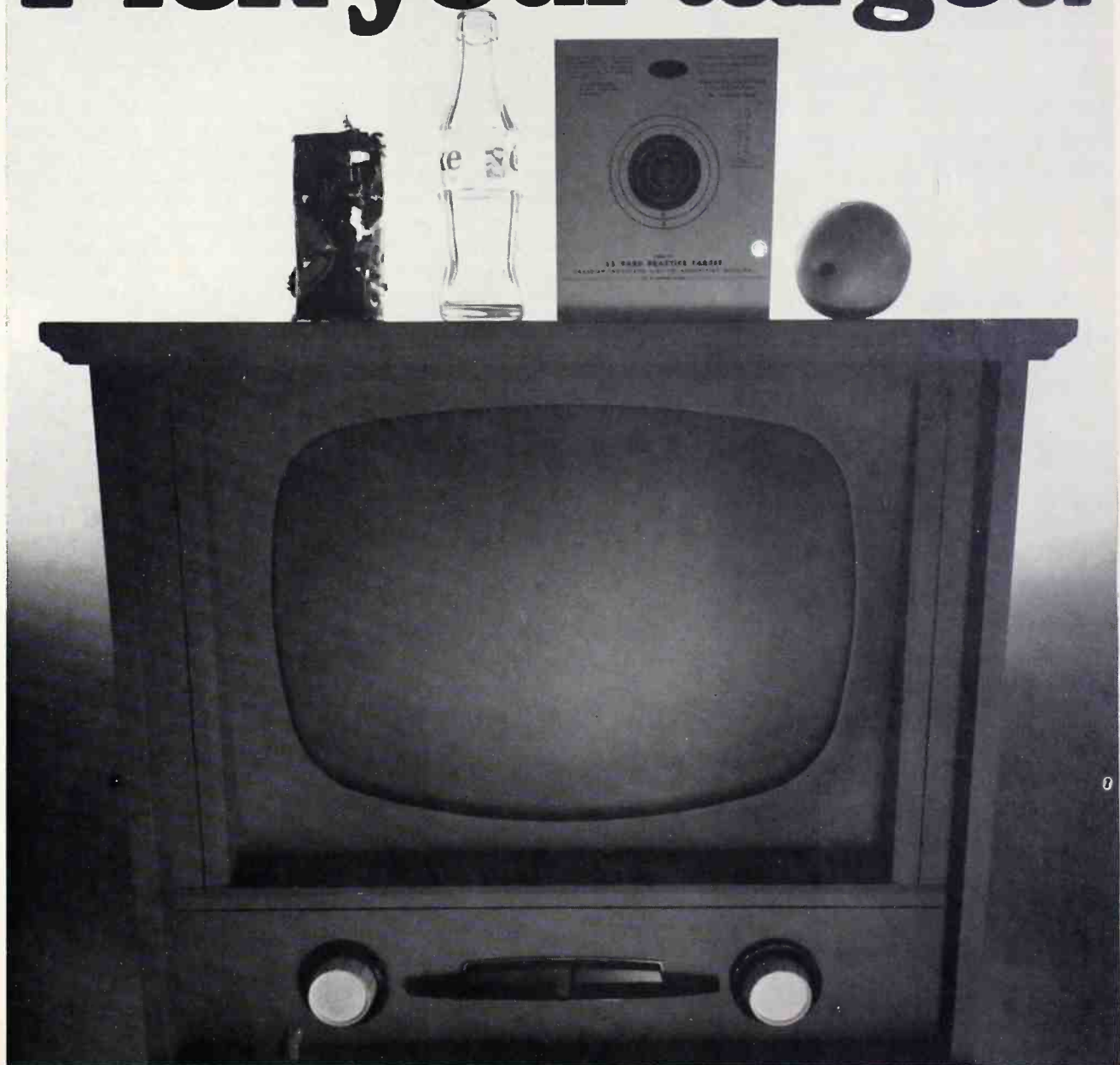
When you're aiming for a Spot Campaign, zero in on your target markets on CBC's National Selective Television.

Your Selective Sales Representative is a sharpshooter with time for hire. Fire the questions at him. He's got all the answers. Trust him to follow through on your job from start to finish.

Invite your CBC Rep to your next choosing session. He'll supply the targets. You just call the shots.

CBC  **TV**
The Service Station

Pick your target.



4

GROUP FOUR

Group 4 sells Ontario's 4th largest TV market.

Group 4 extends sales coverage of Toronto TV market and sells all of Central Ontario.

CKVR-TV
Channel 3 - Barrie

plus

CHANNEL 5 - HALIBURTON
CHANNEL 8 - MUSKOKA
CHANNEL 11 - PARRY SOUND



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

FINANCE: (continued from page 4)

of community service. The Commission was of the opinion that there were not sufficient guarantees for the protection of this policy in the application which it heard. However, CHUM met with success in its application to acquire an additional one-third interest in CKVR-TV Barrie, Ont.

Maclean-Hunter was the strongest performer among the communications group during December, rising almost 10 per cent to close the month at \$15. Analysts anticipate a recovery in Maclean-Hunter's earnings this year in part due to the improved outlook for capital spending in 1969 which enhances the prospects for advertising expenditures in Maclean-Hunter's trade and business publications.

In partial response to the forthcoming postal rate increases, both Maclean-Hunter and Southam Press announced suspension of certain marginal trade publications with the subscription list to be acquired by the alternate company's surviving magazine covering the same trade. It is felt that a single Canadian publication serving a specialized industry can compete against American periodicals.

The shares of Southam Press were particularly strong in early December, reaching an all-time high of \$64, but subsequently they erased this gain and closed the month at \$57. The dividend rate was increased by the declaration of \$0.15 per share tax paid stock dividend in addition to the \$1.20 regular annual rate.

In late November, Southam announced agreement had been reached whereby it will acquire all the outstanding shares of Fleming Publishing Co. Ltd., owner of the *Owen Sound Sun-Times* for an undisclosed price. In an address before the Toronto Society of Toronto Financial Analysts in early December, St. Clair Balfour, Southam president, suggested that despite enlargement of markets by electronic media, newspapers still hold a viable place in the communications spectrum. He went on to indicate that while the exact form of Southam's interest in broadcasting in the future would depend upon CRTC policy decisions, plans were being formulated for a format that would define voting control as not directly in Southam's hands. Some financial analysts interpreted this as suggesting a future spin-off of Southam's communication interests into a new company.

PEOPLE: (continued from page 26)

HENRI LEPAGE, well-known Quebec City broadcaster, for over 35 years, retired as general manager of CHRC AM-FM Quebec City, on December 31.

Lepage had been managing both stations since 1946. He will retain his financial interests in CHRC Limitée and remain on the Board of Directors.

Lepage is also a member of the board of Télévision de Québec (Canada) Limitée, operating CFQM-TV and CKMI-TV Quebec City; a board member of Hardy Radio and Television Ltd.; and president of CKRS AM-TV Jonquièrre.

He is a founding director of the ACRTF, and served on the Board of Directors of the CAB.

Aurèle Pelletier became general manager of CHRC AM-FM, as of January 1.

JOHN RHODES, morning man on CJIC Sault Ste. Marie, Ont., was elected mayor of the city, on December 2. He had served as alderman for the past five years.

Prior to joining CJIC, eleven years ago, Rhodes was a sergeant on the Sault Ste. Marie police force.

Besides his morning show, Rhodes also handles the Sault's most-listened-to Hot Line program from 9.30-

11.00 a.m., and doubles as sports director of CJIC AM-FM-TV.



LEPAGE RHODES JOHNSTON

W. RITCHIE JOHNSTON, B.Sc., P.Eng., has been appointed vice-president, Northern Electric Laboratories, responsible for the company's research and development efforts in addition to the Advanced Devices Centre. He replaces W.D.E. Anderson who becomes vice-president, marketing service.

Born in Montreal in 1921, Johnston graduated from McGill University in 1946. He joined Northern Electric in the same year as an equipment engineer in the Telephone Division.

From 1952 to 1962, he progressed through various senior level positions, in the engineering and sales divisions, and in '63, became vice-president and general manager of the marketing service division.

CRTC rushes decisions from November hearings

THREE NEW AM STATIONS were approved by the CRTC, five applications for new TV undertakings got the green light, an AM bid was denied, and a five-station French private network hookup was given the go-ahead among decisions announced last month as a result of the November hearings in Ottawa.

Competing bids for AM stations at Whitehorse, Y.T. and Castlegar, B.C. brought a license approval for Rolf B. Hougen, on behalf of a company to be incorporated, at Whitehorse, for a station operating on 610 kcs., 1000 watts day and night, omnidirectional, and at Castlegar, T.N. Tuck won the nod for a company to be incorporated, to operate an AM station at 1230 kcs., 1000 watts days, 250 nights, DA-D.

The Whitehorse application by Melvin A. Stevenson, on behalf of a

company to be incorporated, was denied, as was the bid by Kokanee Broadcasting Ltd., operating CKKC Nelson and CFKC Creston, who sought to add a third outlet at Castlegar.

Colonial Broadcasting System Ltd. won approval for a new AM station at Gander, Nfld., on 730 kcs., 1000 watts, DA-1, to receive some of its programs from CKCM Grand Falls.

The Commission turned down the bid from Gregory M. Bonner, representing a company to be incorporated, for a new AM station at Oromocto, N.B., on the grounds that "the Commission is not satisfied that the proposed radio station would enrich or contribute significantly to existing program service in its coverage area."

CKRT-TV Ltée., Rivière-du-Loup, Que. got an OK to operate a TV rebroadcaster at St. Urbain, Que., to

receive programs by off-the-air pickup from CKRT-TV, for retransmission on Channel 5, with a transmitter power of 5 watts, directional. The approval was conditional on the station being operated as part of the CBC network.

Sundre & District Chamber of Commerce, Sundre, Alta., was granted a license to operate a TV rebroadcasting station, with programs received off-the-air from CFCN-TV Calgary, for retransmission on Channel 7, with a transmitter power of 5 watts, directional.

The CBC received approval for three new TV undertakings, each to broadcast CBC network programs on a delay basis: at Fort Nelson, B.C., on Channel 8, ERP 50 watts video, 5 watts audio, directional, EHAAT 456 feet; at Watson Lake, Y.T., Channel 8,

→ 30

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(continued from page 29)

ERP 35 watts video, 3.5 watts audio, directional, EHAAT minus 29 feet; and at Cassiar, B.C., Channel 7, transmitter power 5 watts, for programming a Frontier Package.

Rogers Broadcasting Ltd., Toronto, operating CHFI AM-FM Toronto, CHAM Hamilton and CHYR Leamington, received permission to establish a studio for CHAM in the new Mall at nearby Burlington.

Approval was given to the application by Radiodiffusion Mutuelle Limitée-Mutual Broadcasting Ltd., to establish a network linking the five stations in the group, CJMS Montreal, CJRS Sherbrooke, CJRC Ottawa, CJTR Trois-Rivières and CJLR Quebec City.

Also approved was the CBC's application to add CKFH Toronto to the CBC English radio network to broadcast the NHL games for the remainder of the season, including the playoffs.

The Commission said it was delaying decisions on three applications by the CBC for power and/or frequency changes for CBM-FM, CBF-FM Montreal, and CBC-FM Toronto, "because of current studies on FM broadcasting" being carried on.

ANNOUNCEMENT
STEPHENS & TOWNDROW CO. LIMITED
TELEVISION DIVISION APPOINTMENT



James McLennan

Guy Royal, Vice-President and Montreal Manager of Stephens & Towndrow Co. Limited, announces the appointment of James McLennan as Montreal Sales Manager, Television Division.

A native of Vancouver, where he attended University of B.C., Mr. McLennan has 10 years of experience in all phases of broadcast sales.

He was most recently Montreal Manager of another broadcast representative firm.

He is past Chairman of the Montreal Station Representatives Association and a member of the Advertising & Sales Executives Club of Montreal.

Decisions on the proposed license amendments for the three stations will be made after discussions with the CBC and a review of the studies.

Rogers Broadcasting Ltd., Toronto, seeking to boost the power of CHFI Toronto, operating on 680 kcs., 1000 watts days, 10,000 nights, DA-2, to the authorized 2500 watts days, 25,000 nights, and a proposed 10,000 watts daytime, 25,000 nights, got a delay. The Commission said it "intends to approve this application when the Department of Transport (Communications) approves a technical construction and operating certificate.

"In the opinion of the Commission, the change represents good spectrum management in the public interest. This decision is not a precedent to hear other applications before a certification is received from the Department," the Commission stated. "It is considered on a special basis because of the arrangements necessary for the change involved."

Souwesto Broadcasters Limited, operating CHLO St. Thomas, Ont. won approval for a change of frequency from 680 to 1570 kcs., and a power boost from 1000 DA-1 to 10,000 watts day and night, DA-2.

Cable television firms receiving approval for two-year licenses included Skyline Cablevision Ltd., to serve the National Capital Region south of the Ottawa River, east of Bank St. and east of the Rideau River, including part of Gloucester Township and the community of Osgoode, Ont.

Ottawa Cablevision Ltd. was granted a license to serve Ottawa, west of Bank St. and the Rideau River, and parts of Nepean, March and Goulbourn Townships. Approval was also given a bid by the same firm to serve Hazeldean, Ont.

Synrock Cablevision Ltd. received a license to serve Rockland, Ont.

The bids by Black Lake Tele-diffusion Inc. and Thetford Video Inc. to serve Black Lake and Thetford

Mines respectively, in Quebec, were approved, but a competing bid by a Thetford businessman, Emile Couture, for a license to serve the two communities was denied. The Commission said it would not be in the public interest to grant Couture's request as the two communities "have been receiving service for a few years from existing systems operating under licenses granted by the Minister of Transport."

After reviewing its decisions on CATV applications, following the Moncton and Regina public hearings, "in the light of information which has been received during and since those hearings," the Commission decided to revise its decisions, and to extend the license period from one to two years for the following CATV systems: H & B Communications Ltd., Edmonton and St. Basile, N.B.; City Cablevision Ltd., for Fredericton, Nashwaaksis, Silverwood and Marysville, N.B.; Coratel Services Ltd., Truro, N.S.; and Greater Winnipeg Cablevision Ltd. for Winnipeg.

Chateau Broadcasting Co. Ltd., licensee of CFMB Montreal, was denied its bid to transfer 2,675 common and 258 preferred shares of its capital stock to CHUM Ltd., Toronto. The Commission said "CFMB was first licensed to provide a particular type of community service," and it was "of the opinion that there were not sufficient guarantees for the protection of this policy in the application which it heard."

Share transfers approved included those of Ralph Snelgrove Television Ltd., licensee of CKVR-TV Barrie, CKVR-TV-1 Parry Sound, CKVR-TV-2 Huntsville and CKVR-TV-3 Haliburton, all in Ontario, to transfer 3,785 common shares of capital stock from Geoffrey W. Stirling to CHUM Ltd.; for CJLR Inc., Quebec City, to transfer 2,500 common and 325 preferred shares to Radiodiffusion Mutuelle Limitée-Mutual Broadcasting Limited, Montreal; and for Radio Alléghany Inc., licensee of CKBM Montmagny, Que., to transfer 49 common and 289 preferred shares to Mr. and Mrs. A. Mercier. The new ownership, in each instance, "has made provision for a satisfactory service to listeners in the area."

Two-year license renewals were granted to 30 Ontario and 24 Quebec radio stations, and approval was given the CBC for licenses for new LPRTs at Chapais and Chibougamau, Que. and Temagami, Ont. Power increases from 20 to 40 watts were OK'd for the LPRTs at Wawa and Geraldton, Ont., and five-year license renewals were approved for these stations along with 19 others in Ontario and two in Quebec.

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OBITUARIES

Maurice B. Bodington, 84, retired broadcaster, one of Canada's radio pioneers, died at his home in Brampton, Ont. December 30.

Bodington, who earned the title of *the man with a thousand voices*, from his *Uncle Bod* program on which he read children's stories, had been a radio broadcaster for 50 years, associated with private stations in Toronto as well as with the CBC.

He retired two years ago, moving to Brampton, but despite his retirement, he continued as a consultant for children's programs on the CBC, up to the time of his death.

Born in England, son of a doctor, Bodington emigrated with his family to Vancouver while he was a child. He began work as a bank clerk, didn't like it, and subsequently ran away and

joined a circus. He became an actor for a short time in the U.S., before turning to radio, here.

Bodington served as an announcer for the first two radio stations in Toronto, CFCA operated by the *Toronto Daily Star*, and CKGW operated by Gooderham & Worts Ltd., both stations now non-existent.

He also worked for CFRB Toronto, 35 years ago, and his association with the CBC lasted 25 years, gaining him national recognition for his two radio programs, *Bod's Scrapbook* and *Uncle Bod*.

His *Scrapbook* was a half-hour Sunday night program, on the old Dominion Network of the CBC. He read poetry, accompanied by Quentin MacLean on the organ, with songs by Jimmy Shields.

Married for 22 years, Bodington was predeceased by his wife, Irene, last September.

John C. Hierlihy, 33, died suddenly of a respiratory ailment at his home in Toronto on December 28.

Hierlihy was vice-president of Multi-Creative Productions and the *Miss Canada Pageant*, at the time of his death. Prior to that, he was vice-president of foreign sales with Four-Star International Corp. in New York City, as well as having been with NBC International.

Hierlihy attended Trinity College School in Port Hope, Ont. and attained his Bachelor of Science degree at the University of Florida.

Following a memorial service, burial took place in Edmundston, N.B.

85 CATV apps. are listed for Feb 4 Ottawa hearings

85 CATV APPLICATIONS for licenses to serve individual and multiple apartment buildings, small and large communities and complete metropolitan areas, in Ontario and Quebec, will dominate the February 4 public hearings of the Canadian Radio-Television Commission at the Château

Laurier, Ottawa.

Various license amendments, applications for one new AM, one new FM and seven new TV stations will also be heard, and permission sought for three re-locations and six share transfers. 19 AM stations will make application for license renewals.

CJCH Limited, licensee of CJCH-TV Halifax, N.S. and rebroadcasters at Canning, Bayview and Amherst, wishes to transfer 320 common shares of capital stock in CJCH Ltd., and 504 common shares in CTV Atlantic Ltd. (a shareholder in CJCH Ltd.) to CTV Television Network Ltd.

Okanagan Radio Ltd., licensee of CKOK Penticton, and CKOO Osoyoos, in B.C., will apply for a license for a new AM station at Grand Forks, to operate on 1340 KHz., 1000 watts days, 250 nights, omnidirectional, with other studios at Penticton and Osoyoos.

Radio Drummond Ltée., licensee of CHRD Drummondville, Que., is seeking a license for a new FM outlet, "with stereophonic and subsidiary communications broadcasting services," on 104.3 MHz., ERP 50,000 watts horizontal and vertical polari-

zation, EHAAT 132 feet, omnidirectional.

Twin Cities Television Ltd., owning and operating CFCR-TV Kamloops, B. C., and a string of rebroadcasters, seeks permission for a new rebroadcaster at Shalalth, to receive programs off-the-air from CFCR-TV-6 Mt. Timothy, for retransmission on Channel 3+, with a pedestal power of 2.8 watts, directional.

CFCN Television Ltd. (licensee of CFCN-TV Calgary, and rebroadcasters at Drumheller, Banff, Brooks and Lethbridge), applying for permission to transfer 21,288 common shares of capital stock to Maclean-Hunter Ltd., will seek a license for a new rebroadcaster at Burmis, Alta., to receive programs off-the-air from CFCN-TV-5 Lethbridge (Channel 13+), for retransmission on Channel 5-, ERP 200 watts video, 100 watts audio, EHAAT 445 feet, directional. CFCN Television Ltd. will also ask for a license amendment for the Lethbridge, outlet, to increase its video power from 36,700 to 47,000 watts.

The CBC will apply for four licenses, for new TV undertakings: at Dawson, Y.T., on Channel 7, at Fort

ANNOUNCEMENT

CFPL BROADCASTING LIMITED APPOINTMENT



MURRAY T. BROWN

The appointment of Murray T. Brown as President and General Manager of CFPL Broadcasting Limited is announced by Walter J. Blackburn, Chairman of the Board of CFPL Broadcasting Limited.

As President and General Manager, Mr. Brown will serve as chief executive officer of the Company's broadcasting stations, CFPL-AM, CFPL-FM and CFPL-TV.

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Smith, NWT on Channel 8+, and at Clinton Creek, Y.T. on Channel 8, each with a transmitter power of five watts, directional.

The Corporation will also seek a license for a TV rebroadcaster at Beardmore, Ont., to receive programs by off-the-air pickup from CBLAT Geraldton, for retransmission on Channel 9, with transmitter power of five watts, directional, and for a new French TV station, near Chibougamau, Que. on Channel 5, with an ERP of 530 watts video, 110 watts audio, EHAAT 482 feet, directional antenna, to carry programs of the CBC French Television Network.

Ralph Snelgrove Television Ltd. wants a channel switch for its repeater, CKVR-TV-3 Haliburton, Ont. It wants to amend its license, proposing to move from Channel 5- to Channel 4, and upping the ERP of 100 watts video, 50 watts audio, to 2500 watts video, 500 audio, directional antenna, with an EHAAT of 411 feet at a new antenna site, compared to 149 feet at the present site.

Licenses will be sought by the CBC for LPRTs at MacKenzie, B.C., Belle Côte and Cheticamp, N.S., each with a power of 40 watts, at 920, 1230 and 1380 KHz. respectively. The Corporation will also ask for a power

boost for CFFB Frobisher Bay, NWT, from 40 to 250 watts.

Requests for authority to relocate their main studios will be sought by Soo Line Broadcasting Co. Ltd., CJSL Estevan, Sask., from the Orpheum Theatre Bldg., 1235-4th St. to 1st Floor, 1132-5th St., and for Radio Atlantic Ltd., CFNB Fredericton, N.B., from 67 York St. to Hanwell Rd. while Southern Manitoba Broadcasting Co. Ltd., CFAM Altona, CHSM Steinbach, Man. will ask to relocate their standby transmitter at the main studio in Altona.

Among others seeking permission for share transfers are Radio Winnipeg Ltd., licensee of CFRW AM-FM Winnipeg, wishing to transfer 51,453 Class "A" and 1,148,272 Class "B" shares of capital stock to Hector F. Dougall, president.

British Columbia Broadcasting System Ltd., licensee of CHAN-TV Burnaby, B.C. and rebroadcasters at Chilliwack, Bowen Island, Squamish and Courtenay, seeks to transfer 1900 Class "A" common and 2 Class "B" common shares of capital stock in Derston Investment Corp. Ltd. (a shareholder in B. C. Broadcasting System Ltd.) to Western Broadcasting Co. Ltd.

The Voice of the Prairies Ltd.,

licensee of CFCN-CFVP Calgary, asks to transfer 2400 common shares of capital stock to Maclean-Hunter Ltd.

Long list of CATV applications

Heading up the lengthy list of applicants for CATV licenses, Jerrold Electronics (Canada) Ltd., Toronto, is asking for 14 licenses for various apartment buildings, housing developments and residential areas in Toronto.

Other Toronto and district applicants for cable television licenses include Rogers Cable TV Ltd., Metro Cable TV Ltd., Coaxial Colourview Ltd., York Cablevision Ltd., John E. Feltmate, Hosick Television Co. Ltd., Thomas A. Hollinshead, Clear Color Services Ltd., Willowdowns Cable Vision Ltd., Maclean-Hunter Cable TV Ltd., Terra Communications Ltd., and a company to be incorporated represented by Barry G. Nichols.

Maclean-Hunter Cable TV Ltd. also is asking for licenses to serve North Bay, Owen Sound, Meaford, Midland, Penetanguishene and Collingwood, all in Ontario.

Other applicants are individuals or independent firms seeking licenses to provide CATV service to their own and/or adjacent communities.

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The fact that the publishers are being called upon to carry the major share of this cost makes the going rough. Yet publishers have been enjoying preferred postage rates over other businesses for many years, and we are forced to agree that it is right we should assume this new burden.

The postal department is a part of the business of Canada, and, as Canadians, we are eager to help—preferably by staying in business.

Obviously there are the technical adjustments of no particular consequence to anyone outside the office, which can be and are being introduced. For one thing, your *Broadcaster* will shortly be reaching your desk in the nude, that is to say without the envelope we are currently using. Obviously this will save weight and

also the cost of the envelope and printing it.

But beyond this sort of thing and speaking more generally, there are steps we can take, all of us, to help meet our expenses, not just the postage, but the payroll, the rent, the telephone, the Telex (we just got ours) with one single remedy—look at who's talking—efficiency.

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Disappearing from your office for an hour or two without telling anyone where you are going, where you can be reached and when you will be back;

Preparing a promotion piece or a sales letter, having it typed—printed even—and then having it done over because you don't quite like the last paragraph, or the shade of blue in the logotype;

Calling on a prospect without making a date;

Narrating by you and/or your staff of a Monday morning the gory details of a lost weekend;

Socializing on the telephone instead of sticking to business;

Writing something illegibly and then expecting it to be typed perfectly;

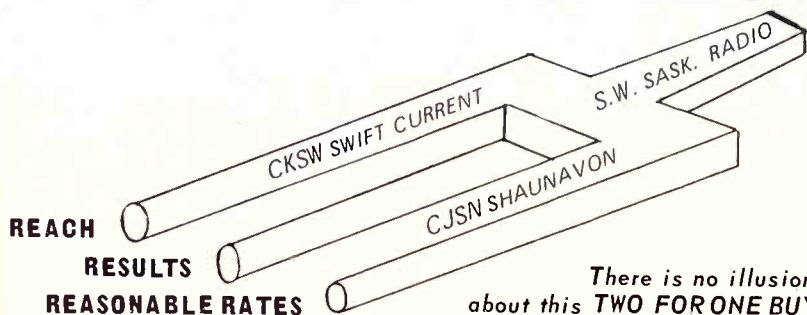
Writing a piece like this, without paying any attention to my own advice.

This will do for now, although there are thousands more frinstances. The point is that most of the saving we need to do to remain in business in this year of grace, is right in front of our eyes, if we will only open them.

Buzz me if you hear anything.

Dick Lewis

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CKMI-TV (English)	Programs and announcements:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG VANCOUVER

CRTC means business

TWO THINGS ARE EVIDENT as the broadcasting industry rolls into 1969. First, the new regulatory body, the Canadian Radio-Television Commission, knows exactly where it is going. Second, it is going there.

To start off with, it seemed there was going to be a great deal of floundering on the Commission's part, but as events have developed, this seems to have been only a very plausible state of confusion in the organizational period.

Now that a procedure pattern is evolving, it is evident that the first period of tossing and turning is over and that the Commission is going to grapple with each problem that arises and fight it through to a finish.

The question of securing alternative television service in the Maritimes seemed at first to be a blend of tumult and confusion to those who sat in on the CRTC's public hearings in Moncton last fall. The unending stream of witnesses who paraded before the Commission, all — even the do-gooders — pleading for licenses and concessions with the main purpose of advancing their own ends, must have presented them with an unbelievable tangle of complexities to unravel.

Following the Regina and Ottawa hearings which seemed to add to the hodge-podge, the Commission promised to come up with some decisions before the end of the year, and then, to the amazement of just about everyone, proceeded to do just that.

There was no possibility that all the broadcasters and others would be pleased with all the decisions. Yet an examination of the whole picture indicates the CRTC was determined to get what it was after — alternative service for the public without imposing financial handicaps on the incumbent broadcasters, which could defeat the purpose of giving the public the alternative programs it wanted.

It would seem that they weighed the question of multi-media control to which they appear to be violently, though thus far tacitly, opposed.

They upset past precedent by not bending over backwards to give the CBC whatever it wanted, just because it was the CBC.

They must have labored to compensate those who depend on broadcasting to live, with new fields to conquer, in order to replace what had been taken away from them.

They seem only to have overlooked one aspect which might have weighted and influenced their decisions and this was the stations' own programming.

Through all the hearings the CRTC has conducted to date, concern over programs — their quality more than their quantity — has been evident though undefined.

The Commission's chairman, Pierre Juneau, has said many times that the industry will continue to operate

under the old BBG rules until the whole question of regulations comes before it in March. The chairman has also said the Commission attaches more importance to the quality of programming than its quantity. So it would be reasonable to assume that the programming question has not been overlooked in the re-allocations in the Maritime markets, but simply set aside until the question of program regulation arises in the spring.

Step by step, the CRTC is trying to follow the terms of reference set down for it in the 1968 Broadcasting Act. There are those who disapprove of the Act, but it is the law of the land, and it is the function of the Commission to interpret and administer it. On this basis it is difficult not to commend the CRTC for its courageous and determined efforts to fulfil its continuing assignment.

Right now, the CRTC is being criticized because the hearing of applications for UHF television licenses in Toronto and Montreal, announced for the February hearings, has again been delayed.

Naturally, aspirants for these licenses are disappointed at the prolonged suspense. At the same time, there seems to be a rationalizing thought that the unexpected clamor for second service in the Maritimes gives this problem precedence, from the point of view of public, over and above the question of third or fourth service in Toronto and Montreal, which are already well-served.

Again, following the Moncton hearings, the CRTC announced that extension of French language service in the Maritimes would take precedence over second service in English.

Public protests from English-language viewers resulted in a change of pace. The Commission instructed the CBC to establish satellites of their French network through the Maritimes while the English-language stations were organizing their alternative service at the same time.

Many broadcasters have happy memories of the spirit of friendly co-operation which typified the functioning of the CRTC's predecessor, the Board of Broadcast Governors. Regardless of the desirability or otherwise of this policy, it is definitely over.

Like it or not, the new policy of what might be called "impersonal regulation" is here and here to stay.

Doubts of the efficiency of the new regime are evaporating as they present their forthright rulings and decisions in a practical and rational if, at times, outspoken manner.

The new Commission is intent upon one thing — providing the public with what it considers to be better broadcasting. Its relationship with the broadcasters is very simple — to see that they do it.

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What's more, the separate encoder can be located wherever the operator chooses. And the complete op-

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

More reasons? We have a booklet full of them. And it gives you more complete technical information. We'll send you a copy. Write Broadcast Equipment Sales, Canadian General Electric, 100 Wingold Ave., Toronto 19. Ask for Brochure GEA 8520.

Whether you're a broadcaster or an educator, you owe it to yourself and to your viewers, to take a thorough look at the CGE-PE-240.



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