

CFPL-TV presents . . .

## "Kidnapped from the Harem"

A full length Mozart opera, "Abduction from the Seraglio", was completely produced and televised by CFPL-TV London, Ontario, May 15, under the title "Kidnapped from the Harem".

In production since last fall, the opera was performed on CFPL's 30 by 50 foot studio set by a large cast of local singers and musicians.

Only the two lead parts were played by imported talent. Elizabeth Benson Guy (right) sang the role of Kostanza, and David Geary, a former Londoner (left) came from New York to sing the part of Osmin.



The elaborate harem set was constructed by CFPL-TV designer Walter Stasiak, from his own scale model. Costumes came from Toronto. In this scene are (left to right), Elizabeth Benson Guy, Edward Alford as Belmonte; two guards, Bernhard Godfrey as Pedrillo; a guard and Eunice MacDonald as Blonda. A large number of harem girls, guards and a Pasha also appeared.

Music for the opera was pre-recorded and dubbed in at a taping session. It was provided by the London Chamber Orchestra, the Mocha Shrine Oriental Band and the Aeolian Choral Society.

Originally presented as a stage production last fall, many hours of rehearsal were required on the TV set. Discussing the scene are (left to right) David Geary as Osmin; Peter Dearing, director; Eunice MacDonald as Blonda and Peter Somerville, TV producer. The opera was arranged and produced by Gordon Jeffery of London.



Now in our twenty-fifth year of reaching people who reach people

CFPL-TV LONDON ONTARIO

# OVER the DESK

Bob Tait, who became assistant general manager of All-Canada Radio and Television Ltd. last December and promptly left for England to investigate the possibility of the pirate (off shore p-u-l-l-e-a-s-e) commercial radio stations, is back in Toronto.

During his twelve weeks in Blighty, Bob doesn't seem to have been idle. He registered a company called A. C. Broadcasting Sales Ltd., with himself as managing director; sold a fair hunk of time on one of the pirate stations; was offered three jobs as broadcast consultant with two agencies and a client (including a chauffeur-driven Rolls-Royce); took a look at the TV situation in other European countries and helped Eire celebrate the 50th anniversary of The Rising by spending Easter in the south of Ireland.

Back in his All-Canada Building office, Bob is waiting to decide whether or not he should return, a great deal depending on what Labor

Prime Minister Harold Wilson decides to do in regard to commercial broadcasting.

Bob says that come what may Britain has to get more into commercial radio in one form or an-



other. This could mean freezing out the "Pirates", nearly a dozen of which are pumping commercials into Britain with phenomenal success. This could be done by setting up a commercial department for the BBC, or bringing the "Pirates" ashore and making licenses available to them; or—and Bob says this seems the most likely—offering legal licenses to private business to set up commercial stations in the country, leav-

ing the "Pirates" to stew in their own juice.

There is also a possibility, he says, that legislation will be enacted to do one or other of three things: (1) make advertising expenditures on the "Pirates" non-deductible for tax purposes; (2) levy a direct tax on money so spent; (3) impose a fine on anyone doing business with these stations.

Bob says he has no idea which way the cookie will crumble, but he is firmly convinced of one thing—something has to be done to clean up the fantastic mess.

While a dozen or more people are becoming millionaires overnight, more than 400 stations are operating in various parts of Europe on frequencies they have appropriated notwithstanding the Copenhagen (similar to our Havana) Treaty.

"I am sure the Prime Minister himself hasn't the slightest idea what he is going to do," Bob said, "but I personally think the one

solution would be for the government, through its BBC, to establish low-power FM stations to the tune of perhaps 350 the length and breadth of the country, get right into the commercial business up to their eyeballs and try to starve out the "Pirates".

At the same time Bob felt the "Pirates" could still operate profitably, such opposition notwithstanding, because the demand is so great, by the man on the street, the advertiser and his agency, all of whom find the mass appeal programming preferable to the rigid programming of the BBC, known widely as "Auntie B".

And that is about that for this old B, so buzz me if you hear anything.

*Dick Lewis*

## CBC INAUGURATES ADDITIONAL SHORTWAVE BROADCASTS

CBC International Service has inaugurated additional shortwave daily broadcasts to Africa, in English and French.

The new programs, heard mornings from 7:30-8:15 GMT, are beamed to Britain and relayed via the BBC for a stronger signal. These additional broadcasts will not affect regular shortwave transmissions to Africa, in English and

French, direct from Canada, daily from 18:30-20:00 GMT.

CBC International shortwave service has been in operation 21 years and beams programs in 11 languages to Europe, Africa, Latin America, the Caribbean and Australasia. Records and transcriptions are also provided to local stations all over the world.

# CJOH-TV

OTTAWA & the SEAWAY

a winner of  
**THE BEAVER AWARD / 1965**

"FOR DISTINGUISHED SERVICE TO CANADIAN BROADCASTING"

WISHES TO THANK THE JUDGES AND THE BROADCASTING  
INDUSTRY FOR THIS HIGH HONOUR



Bushnell TV. Co. Limited



Independent Canadian Television Sales Limited

# PEOPLE



Metropolitan Photos

Showing off their new offices at 20 Toronto Street, Baker Advertising Limited held open house last week and here is Don Hartford, general manager of CFRB Toronto (second from the left) talking to Baker Chairman W.R. "Bill" Baker (left); David Gillespie, President and John Sone, Vice-President, Broadcasting.

## AD CLUB

"Keeping your interests diversified keeps an adman out of a rut," says Ross Smith, newly elected president of the Advertising and Sales Executives Club, Montreal.

At 39, Smith is the youngest president the ASECM ever had and one of the best known.

His syndicated radio series, *Fun Call*, is heard four times daily on stations from Nova Scotia to Alberta. His Columbia LP record entitled *Life of the Party* is completely sold out and he is in such demand for speaking engagements he has hired an agent.

At the ACA convention in 1963, two of the ten best advertising campaigns of the year were Ross Smith's.

At Crombie Advertising Co. Ltd., Montreal, where he is a vice-president, he is a creative advertising man who conceives and writes most of the clients' copy and is involved in sales. His activities will take him this year to Europe, the Caribbean, the South Pacific and across Canada.

On the social side, Smith is an active Kiwanian and current manager of the largest horse show in Quebec, at St. Bruno.

He rides to hounds and is looking forward to three weeks holidays this summer chasing his two riding daughters all over the meadows.

## NAMED PRESIDENT

A pioneer in the TV-film distribution business, Lloyd Burns, has been named president, Screen Gems, International Division. He has been vice-president of the

division since 1958. He is also a corporate vice-president of Screen Gems, Incorporated.

He was vice-president and general manager of Screen Gems, Canada, Ltd., a company he helped organize in 1955.

In addition to Canada, the international division, under Burns, has operated subsidiary distribution agencies in Latin America, the Far East and Australia. Screen Gems is currently airing TV films in over 80 countries, dubbed in six languages.

Burns is a graduate of McMaster University, Hamilton, Ontario and lives in New York City with his wife and four children.

## PUBLIC RELATIONS

Phil Stone Enterprises has been appointed public relations consultants to the Radio Sales Bureau.

The firm is operated by Phil Stone, former vice-president, Radio CHUM Toronto, who has opened his own publicity and broadcast service business.

Stone will concentrate on releasing news of RSB activities, developments within the radio industry, and prepare articles for the trade press. His firm will also serve as consultant to RSB on general promotional activities.

## CTV BOARD

Under an agreement among the eleven member stations of the re-organized CTV Network, there are to be twelve directors of the company — the president and one nominee from each of the eleven station shareholders.

The new directors consist of Gordon F. Keeble, president; Don Jamieson, CJON-TV St. John's; E.F. MacDonald, CJCH-TV Halifax; S.B. Hayward, CFCF-TV Montreal; S. W. Griffith, CJOH-TV Ottawa; John Bassett, CFTO-TV Toronto; W. McGregor, CKCO-TV Kitchener; R.S. Misener, CJAY-TV Winnipeg; J. Moffat, CHAB-TV Moose Jaw; James Love, CFCN-TV Calgary; G.R.A. Rice, CFRN-TV Edmonton; and J.R. Peters, CHAN-TV Vancouver.

## TVB PRESIDENT

Henri Audet, CKTM-TV, Trois Rivières, was re-elected president, Television Bureau of Advertising of Canada, at the fourth annual meeting in Toronto in March.

Ralph Snelgrove, CKVR-TV, Barrie, remains on the board as past president. Orville J. Shugg, CBC Planning, Ottawa, was elected first vice-president and Al A.

Bruner, CHCH-TV, Hamilton, was elected second vice-president. W. D. Byles, Stovin-Byles Limited, was elected secretary-treasurer.

Elected directors were: Bruce D. Alloway, CFRN-TV, Edmonton; W. E. Chevrier, CBC Selective Sales, Montreal; Roland Giguère, CFTM-TV, Montreal, F. A. Lynds, CKCW-TV, Moncton; Gordon Keeble, CTV Network; Paul Mulvihill, Toronto; and J.R. Peters, CHAN/CHEK-TV, Vancouver.

## THIRTY

Private funeral services were held May 9, in Buffalo, N.Y., for George P. Swift, who died at 54 after a long illness.

Mr. Swift had been with Stovin-Byles Television Ltd. in Montreal since 1962, and was a member of the United Services Club.

Born in Buffalo, Mr. Swift graduated in engineering from Princeton University and served in the Marine Corps during the Second World War. He attained the rank of Captain in the Pacific theatre of operations.

He is survived by his mother, Mrs. Parton Swift of Buffalo; his wife, the former Anne Atkinson; two daughters, two step-children and two grandchildren.

**TRY A JOB AD  
IN THE BROADCASTER**

ANNOUNCEMENT



ERNEST P. TOWNDROW

Mrs. Frank Ryan, President of CFRA Broadcasting Limited, Ottawa, is pleased to announce the appointment of E. P. Towndrow Limited of Toronto as Sales Management Consultants. The firm will work actively with these stations, CFRA and CFMO-FM, in all areas of Sales, Planning and Management. The appointment is effective May 31, 1966.

C  
K  
L  
B

SERVING SOUTH-CENTRAL ONTARIO FROM OSHAWA

## AN IMPORTANT MARKET

- ★ Already in Canada's highest income area, Oshawa's average weekly wage has increased to \$125.97
- ★ Surging wages mean more sales for your product
- ★ CKLB reaches this buying power 24 hours a day

**"YOUR KL RADIO" MAN HAS ALL THE FACTS**

CKLB-AM 1350 KC  
10,000 Watts

CKLB-FM 93.5 MC  
14,000 Watts

**For Further Information Contact:**  
**LORRIE POTTS & CO.**  
 TORONTO 921-8951 MONTREAL 845-6448

**It's Summer in  
Victoria!**

**Is your Summer Radio  
Campaign Reaching the  
Audience that is Buying  
Now?**

**RADIO 9 CJVI  
VICTORIA**

**See Your All-Canada Man**

**B**

CANADIAN BROADCASTER

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**ccab**

Typography and Make-up by  
Canadian Broadcaster

This is the time of year when those advertising people who resist the temptation of studying the flora and fauna of the golf course are beginning to ready themselves for the fall season. Estimates, choice of markets, media selection as well as layouts, mock-ups, story boards and others of the things called creativity are crying for attention. All this to the end that campaigns may be put together in an orderly fashion, ready to move into effective action when the leaves turn.

One of the biggest problems, outside of the lure of the golf course, is the way media and creative people go about their tasks. Well-intentioned agency men sit in their ivory towers, deciding on the best manner of approaching and persuading people they never met, living in markets they have never visited. The old adage — old because we have quoted it so often in these columns — “ask the man who lives there” is forgotten now that it could be the most usefully invoked. This reacts against the interests both of the advertiser, the agency *and* the media because, on this do-it-yourself basis, the wrong things are being said to the wrong people by way of advertising copy. The result is that advertising loses its effectiveness through misdirection, and media suffer, unjustly, when renewal time comes around, because they are blamed for this failure which is really the fault of the advertiser and his agency.

Advertising agencies need help from the media but they resist it strenuously.

Media have their sales and promotion organizations. Radio and television have their sales bureaus, RSB and TvB; newspapers have their CDNPA; magazines their PPA; trade papers, their CBP. But all these bodies do is sell their media as preferable to other media. What they fail to do is sell the advertisers not only into using their media, but *how* to use them.

If anyone is aware of the characteristics of the people who populate a market, it is the men who operate their media in that market. These men are represented by their bureaus and associations. Officials of these bodies should equip themselves with the knowledge needed to advertise effectively in each individual market, so that they can help people they persuade to use their media to use them effectively.

The obvious answer is that this is a local job of selling, and their concern is national.

Horsefeathers!

The consumer does not buy his pickles from Heinz or his Crunchies from General Foods. He buys both these commodities from the local super market or other grocer. He buys his cars from the dealer, not the Ford Motor Company; his medicines from the drugstore, not Sterling Drug.

Certainly the right kind of brand-advertising helps the local merchant move the stuff, but the message must be geared to the merchant's clientele, taking into consideration its peculiarities and individualities.

In parallel vein, people do not tune in radio or television stations or buy newspapers or magazines because of the advertising. People tune in their sets because of the programs and buy print media because of the articles and news items. Yet, while the sales bureaus are extremely concerned about the technical skill with which the advertising is conceived and prepared, they couldn't care less what goes between it in terms of program or editorial material.

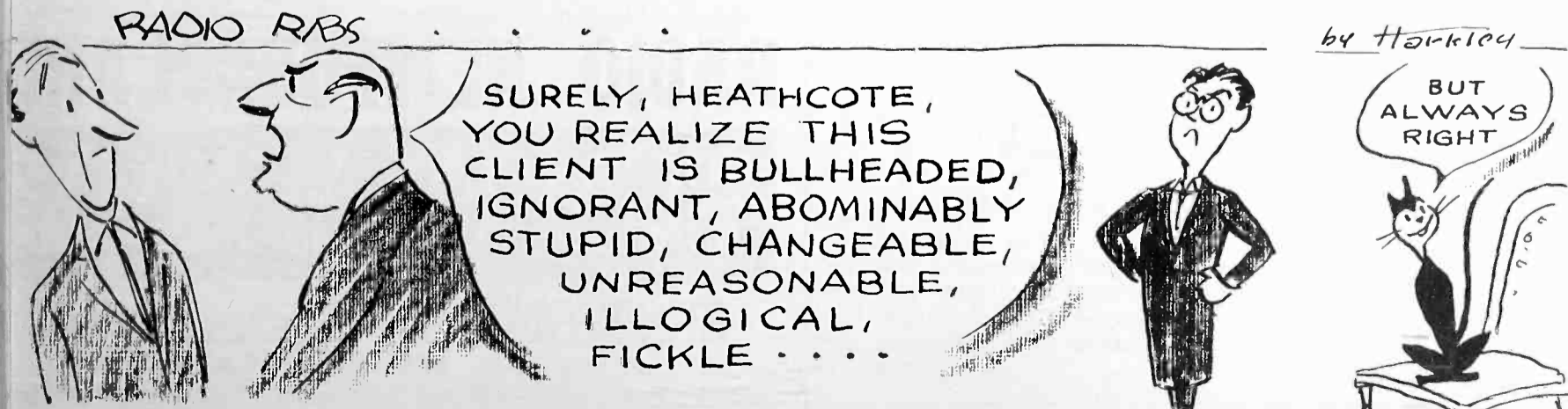
The most ingenious, informative, persuasive, compelling piece of advertising copy will die the death if the program or editorial content of the medium in question is not acceptable to the public. Yet, as far as we can fathom it, the advertising sales people and their bureaus could not care less.

There is a definite snag in this whole thing which might be summed up with the cliché question, “Does Macy tell Gimbel?”

What we mean is the agencies are seldom disposed to tell the media what they are thinking about during the formative stages of a campaign.

This raises the question as to whether the function of the agency is to do the planning and research itself, unassisted, because this is the purpose for which it is retained by the client, or to obtain the required information from outside sources, whatever these sources may be.

Another reason for this kind of secrecy lies in the fact that national advertisers are very naturally not going to let information about their plans get into the hands of their competitors. But whatever the objections and difficulties may be, closer co-operation between those who buy advertising and those who sell it is essential if advertising is to have the greatest possible effect from the advertiser's standpoint.



# Ayes most applications at April hearings

Twenty-eight of the thirty applications heard by the BBG at their public hearings in Ottawa last month were recommended for approval. The only exceptions were an application by Colonial Broadcasting System Ltd., for an AM station at Corner Brook, Nfld., which was recommended for denial and CHYM Kitchener's request for leave to disaffiliate from the CBC Radio Network was deferred until after its September hearings.

## Television Network

The Board granted permission to Kenneth D. Soble, Hamilton, Ontario, to form a television network.

## FM Radio Network

The Board granted W. A. Bishop permission to form and operate an FM network of the following stations; CFBC-FM Saint John; CKCL-FM Truro; CHNS-FM Halifax and CKWM-FM Kentville.

Moffat Broadcasting Limited, Winnipeg, was granted permission to become part of an existing network so that CKY and CKY-FM may carry live baseball games of Minnesota Twins between April 19 and October 2, 1966.

## AM stations — recommended for approval

*New Liskeard, Ont.* — (Kirkland Lake Broadcasting Ltd.) 1000

watts day, 250 watts night, omnidirectional on 1230 Kcs; programs from CJKL Kirkland Lake.

*Osoyoos, B.C.* — (CKOK Ltd.) — 1000 watts day, 250 watts night, omnidirectional on 1240 Kcs; studios at Osoyoos and Penticton, B.C.

*Sherbrooke, P.Q.* — (Telegram Printing and Publishing Co.) — change antenna site and radiation pattern of CKTS Sherbrooke, from DA-N to DA-1, on 1000 watts, 900 Kcs.

*Montreal, P.Q.* — (Radio Laval, Inc.) — increase power and change antenna site on 1570 Kcs, from 10,000 watts, DA-N to 50,000 watts, DA-2.

*Quebec, P.Q.* — (CHRC Limiteé) — change antenna site and increase power on 800 Kcs, from 10,000 watts, DA-1 to 50,000 watts, DA-1.

*London, Ont.* — (Middlesex Broadcasters Ltd.) — establish station, change antenna, 1290 Kcs, and raise power from 5,000 watts, DA-1 to 10,000 watts, DA-1.

*Whitehorse, Y.T.* — (CBC) — relocate studios of CFYH to corner of Elliott St. and Third Avenue, Whitehorse, Y.T.

*Trois Rivières, P.Q.* — (CKTR 1958 Ltd.) — relocate studios of CKTR to 12th floor, Place Royale, City Hall Square, Trois Rivières, P.Q.

*Montreal, P.Q.* — (La Presse, Ltée) — relocate studios of CKAC to 1400 Metcalfe St., Montreal, P.Q.

## Television stations

*Cabano, P.Q.* (CKRT-TV Ltée) — establish and operate rebroadcasting station on channel 5+, 5 watts, omnidirectional, programs from CKRT-TV, Rivière-du-Loup, P.Q.

*Mont Georges, P.Q.* — (Club Social de Nord Est) — channel 13, rebroadcasting station on channel 13, 5 watts directional, from CKHQ-TV-1, Manicouagan, P.Q.

*St. Georges de Beauce, P.Q.* — (CBC) — rebroadcasting station on channel 2, 5 watts, directional, from CBVT Quebec, P.Q.

*Chapleau, Ont.* — (J. Conrad Lavigne Ltd.) — rebroadcasting station on channel 7+, effective radiated power 101 watts video ERP, 20 watts audio ERP, EHAAT 420 ft. directional; programs from CKCL-TV, Timmins, Ont.

*Grand Forks, B.C.* — (CBC) — rebroadcasting station on channel 5-, 5 watts, directional, programs from CBUAT Trail, B.C.

*Bantf, Alberta* — (CBC) — Calgary Television Ltd.) — rebroadcasting station on channel 13, 5 watts, directional, programs from CHCT-TV, Calgary, Alberta.

*Squamish, B.C.* — (CBC) — rebroadcasting station on channel 11, 5 watts, directional, to retransmit programs from Bowen Island, B.C.

*Bowen Island, B.C.* — (CBC) — rebroadcasting station on channel 13, 5 watts, directional, programs from CBUT Vancouver, B.C.

*Jubilee Mountain, B.C.* — (Invermere District Television Co. Ltd.) — rebroadcasting station near Parsons, B.C. on channel 8, 5 watts, directional, programs from CFWL-TV-1 Invermere, B.C.

*Manitowadge, Ont.* — (CBC) — change channel 9 to channel 8+. Retain 18,000 watts video, 9,000 watts audio, directional, EHAAT 615 ft.

*Kapuskasing, Ont.* — (J. Conrad Lavigne Ltd.) — change power and site of CFCL-TV-3 Kapuskasing to 75 watts video ERP from 88 watts and 37.5 watts audio ERP from 44 watts. Height from 204 ft. to 368 ft. EHAAT, channel 3+.

*Yorkton, Sask.* — (Yorkton Television Co. Ltd.) — increase radiated power of CKOS-TV Yorkton from 5,000 watts video ERP to 15,000 watts video ERP and 2,500 watts audio ERP to 2,600 watts ERP.

Retain antenna omnidirectional, 534 ft. EHAAT.

*Baldy Mountain, Man.* — (Yorkton Television Co. Ltd.) — increase radiated power of CKSS-TV Baldy Mountain from 23,000 watts video ERP to 120,000 watts video ERP and 11,500 watts audio ERP, to 12,000 watts audio ERP. Retain antenna, directional, 1,147 ft. EHAAT, channel 8.

*Wynyard, Sask.* — (Yorkton Television Co. Ltd.) — increase radiated power of CKOS-TV-3 Wynyard, from 670 watts video ERP to 11,000 watts video ERP and 340 watts audio ERP to 1,800 watts audio ERP. Retain antenna, omnidirectional, 614 ft. EHAAT, channel 6.

*Trail, B.C.* — (CBC) — increase radiated power of CBUAT Trail, from 187 watts video ERP to 3,340 watts video ERP, and 124 watts audio ERP to 1,670 watts audio ERP. Retain antenna, directional, 762 ft. EHAAT, channel 11.

## Low Power Relay Transmitters

*Hearst, Ont.* — (CBC) — change frequency of transmitter to 1400 Kcs. Six low power relay transmitters were approved for establishment by the CBC.

*Bralorne, B.C.*, English, 630 Kcs., 40 watts.

*Baie Comeau, P.Q.* English, 1140 Kcs., 40 watts.

*Murdochville, P.Q.*, English, 1400 Kcs., 40 watts.

French, 590 Kcs., 40 watts.

*Minto, N. B.*, French, 1320 Kcs., 40 watts.

## Miscellaneous

*Kitchener, Ontario* — (Kitchener-Waterloo Broadcasting Co. Ltd.) requested that its license to operate CHYM Kitchener as part of the CBC English network be revoked. The BBG withheld decision until after receiving a report of its September meeting from CBC, DOT and affiliates, on the need for affiliation of private stations to the CBC network to secure distribution of national service.

*Corner Brook, Nfld.* (Colonial Broadcasting System Ltd.) The BBG denied the application for a license to establish and operate a new AM station at Corner Brook, Nfld. on 790 Kcs., 10,000 watts, DA-1.



## How Top Talent Addresses Resumes.

Even if you're a great broadcaster, you must send the best résumé in order to get the best job.

For example, the address must be absolutely correct. Copy it from the following:



radio saskatoon

A number of people with genuine broadcast talent have already put that address on their resumes. Presumably that is why CFQC is the most popular station in Saskatoon and for hundreds of miles around.

# RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM  
5900 watts · 10,000 watts · 1,000 watts

"BEST BUY IN Eastern Canada"  
"ask the all Canada man"

# BBG must enforce Parliament's rules

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, faced a panel of seasoned inquisitors last month on CFRB's argumentative program, *Let's Discuss It*. They included Jack Dennett, Gordon Sinclair, Charles Templeton and moderator Bill Hutton. Dr. Stewart answered their questions on a variety of topics relating to broadcasting in Canada, the BBG, ratings, birth control, promises



made by second TV stations, cash giveaway programs and local talent.

On the performance of the BBG, Dr. Stewart said: "I think we have done a good job. You would hardly expect me to admit that we had not. Since there had been no precedent, we had to find our own way of doing things. We are constantly reviewing this dynamic broadcasting industry and hope to grow with it. It is not a static situation."

Asked by Templeton whether he thought there were too many regulations in broadcasting, especially the 48 hour ban on broadcasting election news, the doctor said:

"The ban on election news is legislation, not regulation. Only Parliament can remove the present law, not the BBG."

Dr. Stewart was queried on whether the glossy plans of performance of second TV stations had been fulfilled.

"Between 1952 and 1958 a pent-up demand built up for second outlets in major cities. As enthusiasm grew, we were caught up in the optimism of what might be done by the applicants. We and they may have over-estimated what might be accomplished and since then some have had a pretty tough time. We had no basis of experience and over-estimated the performance of all applicants, not just those who received licenses."

### Too timid for self-regulation

On self-regulation of broadcasting, Dr. Stewart said he had been

to the NAB convention in Chicago and had not been too impressed with the self-regulation of U. S. broadcasting.

"They show too much timidity, possibly because of the competitive angle and I have found some broadcasters here who would not prefer to have self-regulation in Canada either," he said.

Gordon Sinclair asked Dr. Stewart if he considered the BBG were police officers.

"I am not sure if that analogy fits, but we are given certain responsibilities by parliament and we must administer that authority, in terms of what we have to say, or resign."

### Licensees know the rules

As to what is expected of the board, he said the licensee is entirely responsible for what he puts on the air. "He knows in advance what the rules are, and if they are breached, he can be sure we will be in touch with him," the chairman said.

Regarding the dissemination of birth control information, Dr. Stewart said when the BBG took over, the old rule on controversial material was to submit the scripts to the CBC Board of Governors. Upon complaint from Pierre Berton, Stewart said the BBG passed a regulation permitting these discussions, "as long as they were done in a manner appropriate to the medium."

Stewart said the BBG was very interested in any plans where big

metropolitan stations could subsidize the programming of smaller rural outlets. "There is a wide discrepancy in the kinds of service available to Canadians, and we would like to see a pooling of talent for total service." Much more should be done, he felt, along the lines of the CAB Program Exchange.

### People like souvenirs

"How do you feel about the present trend to cash giveaways, this transistorized bingo to buy listeners by appealing to avarice?" said Templeton.

"It is an observable fact that it appeals to the public, mostly in large centres, so why limit it, if it interests lots of people? It's an aspect of the present competitive situation, but I wish it were not," said Dr. Stewart.

Finally, Dr. Stewart was asked his opinions of rating systems. "Ratings are desirable; it's basic to the broadcast industry to have audience analysis. Rating systems have their defects obviously and must operate within specified limits of expense, but we must know what percentage of the audience is watching the CBC, for instance, before allocating the annual outlay of taxpayers' money."

Dr. Stewart said the BBG supported and used the services of the Bureau of Broadcast Measurement, and thought BBM's tri-partite structure was a good approach to the rating problem.

## International

### Telsun fights narcotics for U.N.

Described by its producers as "the most ambitious single TV program ever produced", *The Poppy is also a Flower* is a 90 minute color special about the United Nations war on narcotics and the fourth in a series by the Telsun Foundation.

*Poppy* was shown April 22 on the CTV Network in Canada and simultaneously over the full ABC Network in the U. S. An expanded version will be released to theatres in a few weeks in most foreign countries, including several behind the Iron Curtain.

22 internationally known stars appear in the film, including Senta Berger, Stephen Boyd, Yul Brynner, Angie Dickinson, Jack Hawkins, Rita Hayworth, Anthony Quayle, Marcello Mastroianni, Omar Sharif and Barry Sullivan. Princess Grace of Monaco appears in the prologue.

The story traces the shipment of contraband opium from its origin

in Iran, across Europe and follows an international team of narcotics experts and enforcement officers. It is based on an idea by the late Ian Fleming, creator of James Bond.

The Telsun Foundation is a tax-free non-profit corporation that turns over all its profits to various UN agencies. Sponsorship of the TV network showing in North America was accepted by Xerox Corporation.

World theatrical premiere of the film took place in early May in Vienna, with many stars attending. The same stars fly to West Berlin for a second premiere the following night. Distribution is being handled by Wiener-Stadhalle Stadion, Vienna, who have acquired world rights. Telsun says the picture will be seen by more people than any other program ever produced specifically for television.

# 1

First...by far... in advertisers' preference in booming Edmonton, home of the fabulous Klondike Days.

# 2

In fact, the largest TV audience of any Western Canadian TV station.

# 3

...add "One" and "Two" -and you have "Three"... popularly called "3TV" in Edmonton. CFRN-TV... "where successful campaigns are launched!"

**CFRN-TV  
EDMONTON  
ALBERTA**

CFRN-TV  
BROADCAST HOUSE,  
EDMONTON, ALBERTA.

Representatives:  
Radio-Television Representatives Ltd.

# Models, musicians and management make Foster seminar go

by FRASER FAIRLIE



Musician Howard Cable with model Sheila Rutanen demonstrate how they look at the model while listening to the sound.

"Color television will be marketing's fifth dimension," said Al A. Bruner, marketing director

CHCH-TV Hamilton, to a color TV seminar presented by Foster Advertising, last month in Toronto.

He described the fifth dimension in the words of Rod Serling, creator of *The Twilight Zone*, as "those things beyond our wildest imagination," to over 200 invited advertisers from Ontario and Quebec, who represented 47 client companies of the Foster agency.

Bruner described color-TV as an innovation in an existing medium, that could be a great tool for knowledgeable businessmen who practiced sound, modern marketing. "But it is no panacea, no one-shot miracle drug, no all-embracing answer for tired inadequate businessmen," he said.

"For a 12 year old, this is a mighty grown up kid. It's so grown up, in fact, that some of the pioneers of twelve years ago are out of touch Canadian TV has already reached the fourth dimension, in that it has surpassed all previous experience in the universe."

"The fifth dimension - color, is less than a year away," he said.

"It is already exciting the Canadian public, who daily are bombarding the broadcasting industry with questions.

the case in the U.S., he said. "We enter the ball game with equipment that has already proven itself. The experimental phase is over, the payoff is about to begin." He noted that color-set circulation in the U.S. had doubled each year since 1962, while black-and-white sales had saturated and stagnated.

"Canadian commercial production will be heavily pre-occupied with color. Right now in the US there is no area of production that is without color consideration. Hollywood will be 100 per cent color this year. Color TV will reshape the advertising industry by supplying the public with a whole new set of values," he said.

### Color is not just red and green

"Sound implies color, and the words - color in sound - are redundant," said Herman Edel, Music Makers, Inc., New York, another speaker at the seminar. He introduced two associates, Tom Anthony and Canadian musician Howard Cable, now associated with Music Makers, a company providing the audio dimension to TV commercials.

"Color is not just red and green" said Anthony, "it is energy, momentum, importance, strength and rhythm, and we can give all these elements to your commercial. Even the absence of sound gives commercials a color."

The music makers said they approached their work first as advertising men, second as marketing men and third as musicians. They showed samples of their 200 annual campaigns.

"In all of our work, you will see that advertising appeals to emotions, and with music we can serve up any emotion within the range of human experience," said Cable.

With the aid of a model in a bikini, Edel said the audience was listening to his voice, but their attention was riveted to the young lady on the other side of the stage. "Don't let the sound dominate your commercial," he warned.

### Can't make a bad show good

Another guest speaker on technical matters was Carl Winkler, director, production standards, CBS, who said that color provided a broader field for programming, more impact and a more effective sales job. "But color can't make a bad program good."

Winkler said most of the problems with color were technical and

that was a good place for them, as they would gradually be overcome. He discussed the use and effects of color in the front, back and sides of a picture.

"In reality, we view only parts of a scene at one time" he said, "but on TV, we view the entire scene at once, and it disturbs us. Shadows really can be red, green and blue, and the TV camera sees them that way. We imagine them only to be grey, but they are not. TV gives us too true a picture."



CARL WINKLER

He lamented that after transmission, control is lost of the TV program, and is left in the hands of the home viewer to tune in his set. "He can do the most fantastic things to a picture, especially with his 9000 degree receiver tube, which will add a lot of blue to your commercials," he said.

## General Aniline develops fast-finishing color process

A new chemical process for high speed development of color news film has been announced by General Aniline and Film (Canada) Limited.

Called the AR-2 system, the technique uses only one machine and one set of solutions to process all Anscochrome films and 2470 type duplicates. News film may be processed entirely, "wet to wet" in only 22 minutes.

The company says the rapid growth of color in the near future will make in-plant processing a competitive necessity for most TV stations, especially as the majority of news films will be in color.

## RESPONSE IS A FRIENDLY REACTION



Every advertiser wants a consumer reaction, but it must pay off in sales. Hardy men have the information and background necessary to help you place your message where profitable response is assured.



Toronto 363-9433

Montreal 861-5461



AL BRUNER

"Advertisers are asking their agencies, will color creep into Canada? Will set sales multiply rapidly? Should we wait and see? Do we have to go into color?"

"For us, color is here, now," Bruner said.

Color TV growth in Canada would be much quicker, and bring greater prosperity to the economy than was

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

TORONTO  
433 Jarvis St.

WINNIPEG  
171 McDermott



Color Tele

Model  
make



Musician Howar  
Sheila Rutanen d  
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"Color televisio  
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RICHMOND HILL LABORATORIES LIMITED



RESPON  
IS A  
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Every adver  
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must pay  
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place your n  
profitable  
assured.

**HARDY**  
RADIO & TELEVISION  
RADIO & TELEVISION STATION REPRESENTATIVES

Toronto 363-9433

Montreal 861-5461



flexibility for colour  
and monochrome effects...

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

TORONTO  
433 Jarvis St.

WINNIPEG  
171 McDermott

processed entirely, "wet to wet"  
in only 22 minutes.

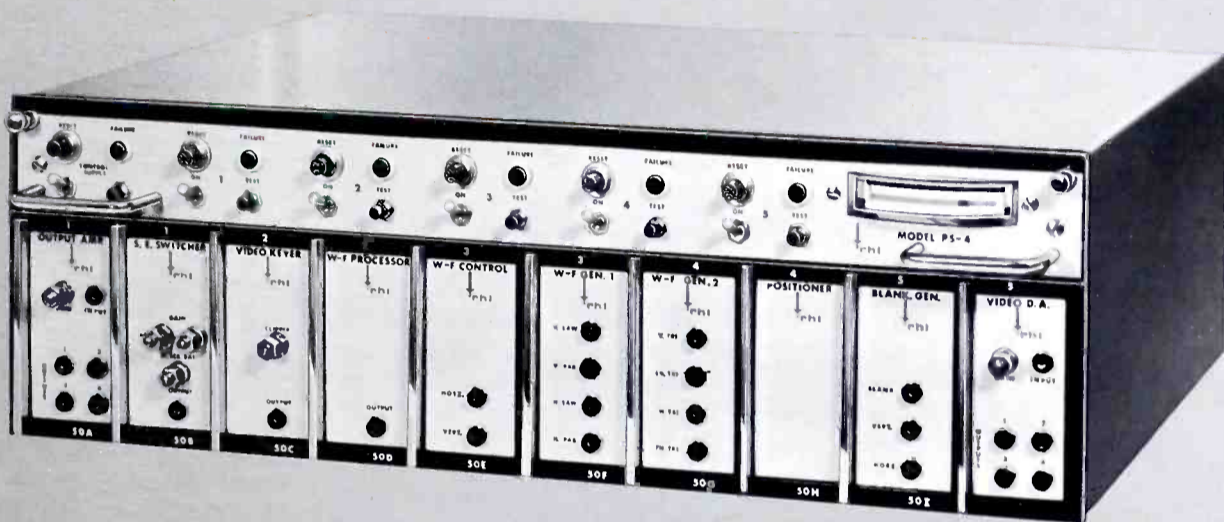
The company says the rapid  
growth of color in the near future  
will make in-plant processing a  
competitive necessity for most TV  
stations, especially as the majority  
of news films will be in color.

with 29 selections



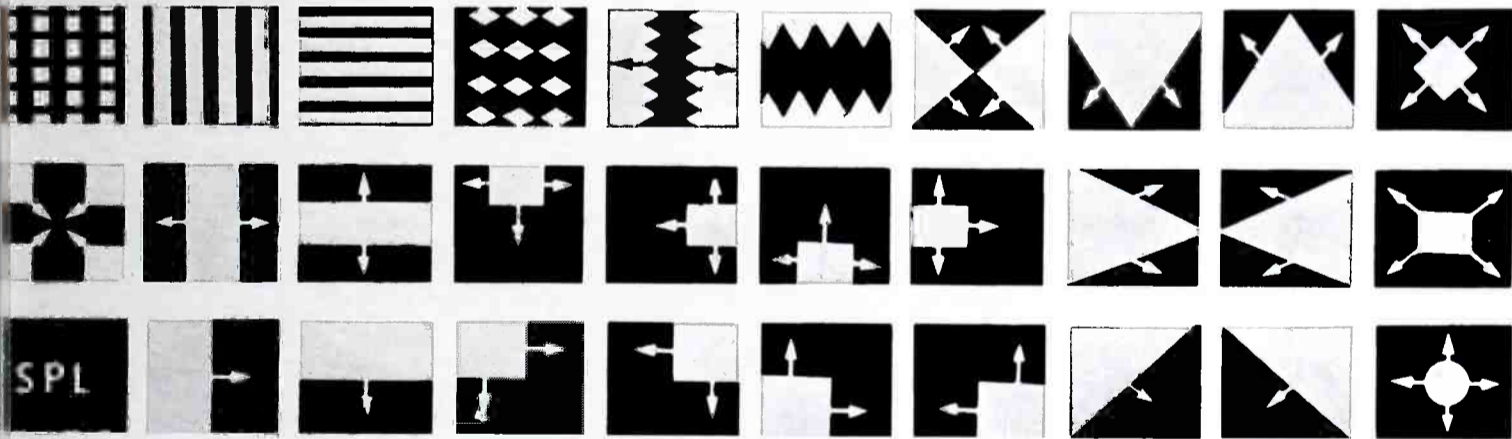
tebec  
birthday  
boost  
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## SOLID STATE SPECIAL EFFECT SYSTEMS VSE SERIES



Now, for the first time, it is possible to "custom-tailor" a Special Effects Generator to suit any requirements and budget. The basic video insert system or the basic 9 wipe system can, at any time, be expanded to include

features such as 29 wipes, simultaneous wipe/key, joystick positioner, etc. Expansion is accomplished by merely plugging the additional modules into the pre-wired rack frame.



AMPEX OF CANADA LIMITED  
136 Skyway Avenue  
Rexdale, Ontario

Branches: Calgary, Ottawa

**AMPEX**

Exclusive Canadian Distributors for Richmond Hill Laboratories Limited

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CHRC Radio  
limaxed May 9  
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"The Voice of Hockey," Foster Hewitt (right), presents his opposite number from French Canada, René Lecavalier, with the first annual Foster Hewitt Award for Excellence in Sports Broadcasting. Lecavalier is well known for his bi-lingual sports broadcasts of many events, including the Olympics, Canadian Open Golf Tournament, and Queen's Plate Race. Presentation was made at the CBES Luncheon, Park Plaza Hotel, Toronto.

households in the U.S., which is a sales explosion of almost four million sets in a little over a year.

Hugh M. Beville, Jr., NBC vice-president, planning, estimates TV color households in the U.S. will reach ten million by the end of 1966.

ads in connection with the event.

**BOOKS  
By Mail**

Book Dept.  
CANADIAN BROADCASTER

## 90% of homes view "Hockey Night"

"Update your sportscasts, develop new sportscasters and feature their personalities in more prime-time local sports," Jack A. Burkholder told the Canadian Broadcast Executives Society luncheon last month at the Park Plaza Hotel, Toronto.

By continuously updating the radio and TV shows *Hockey Night in Canada* more and more to the youth of the day, Burkholder, manager of advertising and sales promotion, Imperial Oil Ltd., said his company had sustained over 30 years of association with hockey broadcasting in Canada.

He said this unique association had built the broadcasts into the number one national attraction on radio and TV, the longest running and the finest advertising medium for any company's products.

"*Hockey Night* reaches 92 per cent of all Canadian homes, in prime time. Thus, it has reach, frequency, continuity, appeal to confidence, flexibility and national and local penetration—everything a sponsor looks for. In addition, it presents both a French and an English platform, is entirely Canadian content and offers good cost efficiency," he said.

### Service and respect

"*Hockey Night* has strong viewer involvement, strong sponsor identification, is live and truthful and well covered by other media," he said and for these reasons, Imperial Oil is regarded by the consumer as a special company of service and respect.

Regarding marketing Esso products, Burkholder said there were seven million cars to be fed and serviced in Canada; there were also another three million visitors annually; there were three million homes to heat, plus farms, machinery, industry and government. The average viewer of *Hockey Night in Canada* falls into at least two or three of these categories.

He said two concepts of advertising were used on the hockey broadcasts, strategic, to gain long term confidence, and tactical, or short term advertising for immediate profit. A film clip of each of

these types of commercial was then screened for the broadcasters.

Another feature of the luncheon was the presentation by Foster Hewitt of the first annual award in his name for excellence in sports broadcasting to René Lecavalier, who was described as "Mr. Hockey in Quebec."

Head table guests included many of the personalities involved in the presentation of *Hockey Night*, Jack Dennett, Ward Cornell, David Molson, Alan Stanley, Bill Hewitt, Brian Macfarlane, John Esau and network representatives from CBC and CTV.

## See 75,000 color sets by '67

50,000 Canadian households are now equipped with color television receivers according to a Nielsen survey recently released. (NCS '66 study).

Nielsen says these are the first color set ownership figures for the Canadian market based on a national measurement and reflect levels higher than the industry reckoned previously.

A spokesman for the Electronic Industries Association of Canada agrees that the estimate is high for the time being, but concedes as many as 50,000 color sets will be sold in Canada this year.

"There were about 20,000 color sets in Canada at the beginning of 1966," he said.

Tracing the development of color set sales by the industry to dealers in the past five years, the spokesman said:

"Sales have doubled every year since 1962; in that year only 1100 sets were sold. In 1963, 2200 color sets were sold; in 1964, it was 5000 sets and in 1965 about 12,000. That makes a grand total of about 20,000 sets sold by January 1, 1966," he said.

### Hundred sets a day

S. D. Brownlee, president, Canadian Admiral Corporation Ltd., says his company is turning out 100 color TV sets a day and will continue to do so. He agreed the industry expects to sell 50,000 sets this year and there will be about 75,000 sets in Canada by January 1, 1967.

In both surveys, color set ownerships varied greatly by areas, based on proximity to U.S. border color stations, but with the advent of Canada-wide telecasting in color in October they felt the situation would be substantially changed.

### Best sales in ten years

The EIA survey showed set sales in Canada were up 6.9 per cent over last year (in the first quarter) but the spokesman said they would not have a breakdown on black and white or color for about two months. "First quarter sales were the best in ten years," he said.

The spiralling color trend in the United States is continuing. An NBC survey just released shows total households now owning color TV sets was just over six million, on April 1.

On January 1, 1965, NBC reports there were 2,800,000 color households in the U.S., which is a sales explosion of almost four million sets in a little over a year.

Hugh M. Beville, Jr., NBC vice-president, planning, estimates TV color households in the U.S. will reach ten million by the end of 1966.

## CHRC Quebec celebrates birthday with power boost to 50 Kw's

A month-long series of special events, including symphonies and other special programs, celebrating the 40th birthday of CHRC Radio Quebec City, was climaxed May 9 with a recommendation for approval by the Board of Broadcast Governors for a power boost of from 10 to 50 kilowatts.

CHRC based its application for the power increase on the grounds that another station on the same frequency in the Netherlands' Antilles was running interference. CHRC also said it intended to raise its rates, thereby "liberating" smaller advertisers to other area stations.

A lawyer, representing seven Quebec City area stations, Louis N. Laroche, told the BBG the operators of CHRC had interests in two TV stations and two other Quebec radio stations, and were trying to "threaten their very existence."

But the BBG felt improved service would be provided the listeners in the area.



Provincial, municipal, religious and industrial leaders, including Premier Jean Lesage gathered to salute CHRC on its birthday. The concert was held at the Palais Montcalm and featured a performance by the Quebec Symphony Orchestra and Le Théâtre Lyrique de la Nouvelle France Opera Company. The program was broadcast over CHRC and its FM affiliate, CHRC-FM, in stereo.

Billboards, busboards, dailies, trade papers and weeklies ran color ads in connection with the event.

## CBES CITES MONSIEUR HOCKEY



"The Voice of Hockey," Foster Hewitt (right), presents his opposite number from French Canada, René Lecavalier, with the first annual Foster Hewitt Award for Excellence in Sports Broadcasting. Lecavalier is well known for his bi-lingual sports broadcasts of many events, including the Olympics, Canadian Open Golf Tournament, and Queen's Plate Race. Presentation was made at the CBES Luncheon, Park Plaza Hotel, Toronto.

### BOOKS By Mail

Book Dept.  
CANADIAN BROADCASTER

# Listener response to Perry-Scope -- radio's answer to Seven Days -- sparks summer re-run

An Ohio award-winning private radio station repeated its five most popular broadcasts of an interview series last month. Called *Perry-Scope*, the shows are written, produced and directed by Norm Perry for CKEY Radio, Toronto.

The programs, which are usually 15 minutes in length, are broadcast on CKEY three times a day. However, the show is open-ended, and sometimes runs as long as an hour, depending on the subject material. A wide range of topics is presented, as indicated by the subject matter of the five shows repeated last week; they were - *The Drug LSD-25, Obesity, Lesbianism, Gordie Howe* and *Mensa* (an exclusive club for extremely intelligent people.)

The show is un-sponsored, but could be, according to Gene Kirby, CKEY executive producer, who takes full responsibility for all material broadcast and has an operational budget of \$18,000 per year, plus some expenses. Many



Norm Perry is shown in an interview with comedian Jerry Lewis for CKEY's *Perry-Scope*.

schools, university groups, home and school organizations request and receive complimentary copies of the tapes. One program, concerning handicapped children, was circulated to every province in Canada, by CKEY who distributed 30 copies of that interview.

Kirby says he is willing to offer a package deal to syndicate *Perry-Scope* to other stations across Canada but certain episodes would have to be locally edited to remove references to the Metro Toronto area. "We couldn't afford to do the editing for the package price," he said.

#### Started at age 12

Perry, now 30, says he has "been hanging around doing odd jobs at CKEY since I was 12 years old." In 1955, he took time out to attend the radio course at Ryerson Institute of Technology (now called Ryerson Polytechnical Institute.) He also did brief stints at CKFH and CHUM Toronto, CKOY Ottawa,

CKWS Kingston and CFOS Owen Sound, Ontario.

Four years ago, he inaugurated the *Perry-Scope* series on CKEY, which he envisaged as an "in depth treatment of the topics of the day." Letter writers suggest many of his subjects, but he says he can always find good ideas in the newspapers. His research involves, wherever possible, personal experience. For a show on plastic surgery, he had his nose bobbed; he was "blind for a day" at the institute and he took the hallucination drug LSD-25 to discover its effects. (This caper cost him several days in the hospital.)

Some of the other subjects that received much public reaction were - *Homosexual Gay Clubs, Centennial Projects, Masochism, Donald Duck* and the *Nature of Dreams*. Repeats will be run for the balance of the summer, but Perry will be back with many new and original *Scopes* in the fall.

## Commercial FM

Now nationals  
follow refined locals  
to reach

## FM listeners

Is FM radio strictly for the "Cadillac audience"?

"No," said Don Mackenzie, FM division, Stephens & Towndrow, Toronto.

"It's more like the Mustang audience." He had been asked to comment on the nature of the growing numbers of FM listeners, and the types of local and national advertisers who are achieving successful results through the use of FM radio.

"FM can do the job for a certain refined type of local sponsor, the finer jewelers, restaurants, clothiers and of course, record and stereo dealers," Mackenzie said, but he cited several recently successful campaigns by clients who were not in any of these categories.

"Paarl African Wines have used FM in Toronto, Hamilton, London and Ottawa for a year and a half and see it as part of the contribution to their success in these areas," he said.

"Observable results were obtained by the Bermuda Tourist Bureau, by using CFMO-FM Ottawa for their *Bermuda Calling* program," he said. "They were able to trace the tickets of all the people from Ottawa who turned up in Bermuda."

Another travel organization, Lufthansa German Airlines, has just started sponsoring the morning news on CKFM-FM Toronto.

"In just the first two weeks we found the program widely listened to," said E. J. Priebe, regional sales manager of the German air line.

"It is being piped into a lot of apartment buildings at that hour and is cheaper than AM, for which there is a long waiting list."

Parker's Cleaners and Dyers Ltd., who specialize in household cleaning such as drapes and broom, have used CHFI-FM Toronto, for over two years to reach the better class apartments and homes.

J.A. Livingstone, sales director of Parker's, said, "We used no gimmicks, no contests, just straight commercials by Foster Advertising, and ran them on CHFI-FM Toronto, at any hours picked for us by the station. We had great success, but we don't get into any apartments that rent for under \$250 a month."

"Which goes to show, even national advertisers can do a good local job on FM with only minimum wastage," Mackenzie said.



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FORWARD-  
THINKING  
SALES  
ORGANIZATION

The highly trained  
staff provides a

**VAST  
RANGE**

OF

**INFORMATION**

ON

**RADIO**

**RADIO SALES BUREAU**

321 Bloor St. E., Toronto 5  
Phone 924-5701

The shortest distance between  
a Station and a Time Buyer

**AN AD IN THE BROADCASTER**

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS  SHOWS**

TORONTO  
433 Jarvis St.

WINNIPEG  
171 McDermott

# CHED goes "All Request" round the clock

Radio CHED Edmonton, Alberta claims to have become the first Canadian station to adopt the *All Request* formula and John Baldock, CHED national sales manager says "listener reaction has been phenomenal".

About six U. S. stations have adopted the request type format in the last few weeks, and another four have used the system on a part-time basis.

The request format varies from station to station; some put the listener on the air, some don't. Several stations offer the telephone caller a choice of records from the regular playlist of hits, while others go all the way, and play any number requested.

CHED program director Keith James visited KDWB Minneapolis, to see how electronic secretaries and taped voices of the station personalities answered the phones

automatically. Returning to Edmonton, he and Jerry Forbes, CHED general manager, decided to go all request.

Forbes said Edmonton had now grown to 400,000 population and old friends saw each other less and less.

"We wanted to give our audience a voice, or how do you talk to 400,000 people," he said.

James said CHED would lean

heavily on the tunes requested the most and limit the "oldies."

"The most-requested tune each hour will be the first record played after the news in the following hour," he said.

*All Request* radio was pioneered in the U. S. by WORC Worcester, Mass., about ten years ago and since then it has been consulted on many occasions regarding its format.

## New FM set has four channels

A special FM radio receiver with four channels for educational programs has been developed by Sylvania Electric Products Inc., in conjunction with International Correspondence Schools.

Called *Educating*, the revolutionary audio-visual instruction system can be beamed by FM radio, and in future TV, to an unlimited number of students in classrooms, training centres and homes.

The source of the programming is a four-track teaching tape, which is fed to a four-channel modulator and then to the FM transmitter.

By pressing any one of the four tuning or response buttons on his set, the student can intercept any one of the four supersonic signals

being fed from the originating station.

At brief intervals, the text is interrupted and the student asked a multiple-choice question on his comprehension of the instruction just heard. He does this by pressing one of the four buttons on his *Educating* receiver unit. If he is right, the reasoning behind his correct answer is explained on another track; if he is wrong, his mistake is also explained.

ICS said *Educating* will not interfere in any way with the regular programming on FM stations or CATV systems. The four special channels cannot be intercepted by any standard AM or FM receivers. The student units can be operated within 30 miles of the average FM transmitter.

## BBG

### Joe McManus wins London boost

Back again before the Board of Broadcast Governors last month was H.J. "Joe" McManus, of London, Ontario to seek a 100 per cent power boost for his station, CJOE, which has not yet gone on the air. His quest was successful.

In his appeal to the BBG to raise his power from 5,000 to 10,000 watts, and re-locate his transmitter, McManus said he was unable to set up his transmitter as approved last year because, "The ground was froze up colder than a concubine's heart."

Speaking about F. Vincent Regan, president, CKSL London, who had voiced opposition to the CJOE re-location and power boost, McManus said, "Vince is always objecting about something. I think he'd object to going to his mother-in-law's funeral."

Last year, in outlining his financing plans to the board, McManus said if money problems arose, "There's plenty more where that came from." He concluded by inviting the BBG down to a trust company vault to see his capital.

In a public announcement, May

9, the BBG approved the application of McManus (Middlesex Broadcasters Ltd.) for the following reasons: "In the opinion of the Board the proposed change of antenna site and increase in power will provide an improved service in the area.

As a 20th anniversary project, Radio CJOB Winnipeg has produced an LP record entitled "The CJOB Story".

One side of the disc features tape clips of the past 20 years and the other contains six cuts by well known Canadian personalities, Gisele MacKenzie, Doug Crosley, George Tremblay, Ellis McLintock, The Raftsmen and the Carl Tapscott Singers.

The CJOB album is being promoted on the air and in displays at remote broadcast locations. There are also local sponsor ties and home deliveries by station personalities.

Proceeds from the sale of the record are going to the CJOB Shut-Ins Fund.

## FRENCH NEWSMEN DISCOURAGE CARPING PUBLIC FIGURES

News directors of French radio and TV stations held their 13th annual meeting last month, at Trois Rivières, Quebec. 21 stations were represented by 37 delegates, all served by Broadcast News.

They examined in detail the daily 24 hour service provided in French and made suggestions for improvements based on their needs.

An exchange by stations of their broadcast editorial comments was suggested, along the lines of the system of program exchange operated by the Canadian Association of Broadcasters.

The newsmen passed a resolution denouncing "accusations by public figures who cast doubt on the news media."

It said they were most disturbed by present tendencies toward control of news, "which constitutes a real danger to freedom of the press, broadcast or printed, without which democracy cannot exist."

They were also concerned over "men in political life casting doubt upon the competence and objectiveness of the news media, which would make it seem the people of Quebec are misinformed."

## Wants Fowler's czar to curb nauseating ads

"Advertising is nauseating when pitched at the ethical level of the huckster and becomes a social threat to the sanity of the nation," says a brief presented to Prime Minister Pearson last month by the Canadian Broadcasting League.

The League, which claims it represents the Canadian Labor Congress, the Federation of Agriculture, the Consumers Association and the Federated Women's Institutes, urges an end to "nauseating advertising and stations that pummel listeners with a steady stream of advertising while broadcasting the cheapest form of canned programs."

The League favors a "broadcasting czar" as set forth in the recommendations of the Fowler Committee. The brief states, "Surely all democratic institutions must finally come to the point where decisions have to be made by a chief executive officer."

The League criticizes the Board of Broadcast Governors, which, it says "acts more to protect the profits of broadcasting than to improve programming. The BBG appears to be assuming that, having granted a license to a broadcasting company, it must also guarantee the profitability of the operation for the benefit of the investors." it said.

The brief concludes, "Private broadcasters must be required to reach a reasonable standard of programming or have their licenses revoked. Use of the airwaves primarily for advertising and the transmission of imported programs should end."



ST. CATHARINES  
ONTARIO

SERVES THE NIAGARA PENINSULA  
WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB  
CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:  
Paul Mulvihill & Co. Ltd.  
Toronto - Montreal

RADIO 610

# Hate arguments and pseudo facts on receptive minds

"The broadcasting of hate in Canada, whether for news or exposure purposes, should be carefully disciplined by those in charge." This warning comes from the report of a special Committee on Hate Propaganda in Canada, just released by the Department of Justice.

The 330 page report on all aspects of the social and psychological effects of hate dissemination was completed by Maxwell Cohen, Dean of Law, McGill University, and six associates.

Regarding broadcasting, "the committee is aware that radio and particularly television may expose malice and fraud for what it is, but such a view of affording an electronic audience to hate-promoters does not take into account the effects of hate arguments and pseudo-facts on uncritical and receptive minds."

The report goes on: "Some radio and TV producers, with the best of intentions, have been mistaken in their belief that exposure of this kind will destroy the virus. But, whatever the validity of these views, they do not justify giving propagandists a mass platform as if what they had to say was normal

debate on real issues. Plainly, it is not."

The report pointed out that a large element of irrationality exists in human nature and, particularly in times of stress, audaciously false propaganda transmitted by the mass communication media led to the establishment of totalitarian regimes in Germany and Italy in the 1930's.

## "Hate" line programs

Citing examples of hate propaganda in broadcasting, the report was critical of "hot line and open line" programs (which started in Montreal and Vancouver and have spread elsewhere), which provided right wing extremists and others a chance to vent their wrath on the airwaves.

On television, CBC programs such as *This Hour has Seven Days* were criticized on three different occasions for interviewing persons of well-known extremist views.

*Viewpoint, Canada Today, Ajourd'hui* and *Speaking Personally* are also mentioned in the report as possible "borderline cases" - in that they examined the Ontario Human Rights Code where it may be inadequate.

The committee was left with the question, after examining all aspects of the hate situation in Canada - "Are our present laws adequate protection against people who preach prejudice and hatred?"

The committee has decided that certain changes in the Criminal Code are necessary and also that there should be a standardization in the various government departments having to do with "hate material."

These departments or agencies would include the Board of Broadcast Governors, the CBC, the Department of Justice, the Postmaster General and others. However, provincial authorities would have to bear the burden of enforcement of any laws passed by the federal authorities, especially in Ontario

and Quebec where, it was revealed, hate propaganda activities were most intense. The committee recommends imprisonment of up to five years for anyone convicted of advocating genocide, inciting hatred or communicating statements intended to promote hatred or contempt.

## Naming competing brands is hitting below the belt

"Good old Brand X has gone out the window and now we see razor blade companies making adverse statements concerning competitive products, by name and identifiable pictures."

This observation was made recently by William S. Little, president, Dickinson and Company, (a pharmaceutical concern in the U.S.) in a memorandum to his sales staff on marketing morality.

"Twenty-five years ago," he said, "it would have been unthinkable to name a competitor in a comparative list of qualities for automobiles. Yet we have now all seen advertisements which show Ford, Plymouth and Chevrolet by name to the disadvantage of everyone except the advertiser."

Little pointed out to his staff that while this pervasive trend had extended even into the pharmaceutical industry, his salesmen should maintain their standards of fair play.

"While we are in the business of giving our competitors as difficult a time as possible to our own advantage, we still should play the game on the field and not go behind the bleachers and knock the opposing pitcher over the head with a baseball bat!"

## Dief wants TV to cover Commons

Opposition Leader John Diefenbaker thinks at least half-an-hour of each daily sitting of the House of Commons should be televised.

In addressing a Rotary Club luncheon in Ottawa for 240 high school students, he said, "The time has come to bring Parliament to the people. I think a half-hour a day would be a very good thing. It would make sure that the people of Canada would learn how Parliament operates."

Although he had opposed radio and TV broadcasts from the House in the past, the former prime minister said the bright lights of TV would ensure the attendance of the members.

"TV coverage would give Canadians a new sense of pride and purpose and would bring about a vast improvement in some of the techniques of Parliament," he said.

Mr. Diefenbaker had also suggested televising the work and sittings of Commons committees.

The students had been chosen to visit Ottawa by Rotary Clubs across the country in the annual *Adventure in Citizenship* program.

Mr. Diefenbaker told them to go back to their own areas and rouse their elders to a new sense of national purpose for Centennial year.

Meanwhile, a motion by former radio newsman Robert McCleave, PC, Halifax, to admit tape recorders and TV cameras at hearings of the Commons Committee on Broadcasting was defeated by a vote of nine to four.



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CHLT RADIO  
SHERBROOKE, QUEBEC

Home Office -  
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Sherbrooke

You get the  
**BIG** audience  
with  
**CHLT!**

## Allan Waters buys CFRA

Sale of the Ottawa radio stations CFRA and CFMO-FM to Allan Waters of Toronto was announced by Mrs. Frank Ryan, president of CFRA Broadcasting Ltd., on her noon broadcast May 16.

No price was disclosed and transfer of the shares involved is subject to approval of the Board of Broadcast Governors. Waters is owner of Radio CHUM Toronto and has other broadcasting interests.

Mrs. Ryan is a noted broadcaster on agricultural topics and owns two large farms near Ottawa, which are not in the new company Waters is buying. Mrs. Ryan will remain on the board of the new company, as will Terry Kielty, vice-president and general manager and George Gowling, secretary-treasurer and

sales manager of CFRA.

The stations were founded in 1947 by the late Frank Ryan who formed the first radio department at Cockfield Brown. CFRA broadcasts on 580 kilocycles AM, 50,000 watts day and 10,000 watts night. CFMO-FM has a power of 146,000 watts at 93.9 on the FM band.

Mrs. Ryan recently announced CFRA had joined the CBS Radio Network, and said it was the first arrangement ever concluded by an Ottawa station with an American network. The announcement coincided with the 19th birthday of CFRA.

Radio representatives for the stations are Stephens and Town-drow Ltd., a CBS-owned firm.



# Explosive growth of CATV threatens U.S. industry

"Community Antenna television is having ruinous effects on the broadcasting industry," said Vann Kennedy, KZTV Corpus Christi, Texas, before the House Commerce Committee in Washington last month.

He was commenting on the recent set of "ground rules" laid down by the Federal Communications Commission for the regulation of cable and pay TV in the United States. He also said that it was gratifying that the FCC had assumed jurisdiction over CATV operations, "whose explosive growth threatened the entire broadcast industry."

In the keynote address to the NAB Convention in Chicago, retiring FCC Chairman William Henry said, "CATV is obviously number one on any list this year, so much has been said recently on the subject." He was commenting on the actions of his commission in "announcing a set of ground rules to make sure that competition between television stations and CATV systems in the same area will be fair competition."

### Part of the system

The FCC decided to allow CATV development under conditions designed "to promote its orderly growth as an integral part of our existing broadcast system." Henry said the FCC declared an open-door policy under which citizens seeking to provide CATV service in major markets may petition their government for permission to do so, with assurance that those petitions will be fairly considered."

Kennedy told the Washington hearing "the FCC needs new direction from Congress and that the FCC protects the larger broadcasting stations but not the smaller ones."

Another broadcaster, Robert Smith, WCYB-TV Johnson City, Tennessee, told the hearing, "Congress should direct the FCC to impose the most stringent requirements relating to the carrying of signals from local TV stations over CATV systems."

### Canada is different

Concerning the present situation of cable TV in Canada, E. R. Jarman, President, Community Antenna Television Association, London, Ontario, told *Broadcaster*, "Whatever happens below the border there's always a spillover into Canada. However, there are great differences between what is going on in the U.S. and the situation in Canada. At the moment, we are marking time, collecting data for our appearance before a parliamentary committee sometime in the future."

Jarman said that his group are going to a great deal of expense collecting statistics regarding suitable markets in this country for CATV systems and "we would be defeating our own purposes releasing any figures at this time." However, the matter is to be fully discussed at the next executive meeting of his organization.

He concluded, "We have a different set of circumstances here, since there is no leapfrogging of microwave programs all over the country. CATV will be able to offer purer off-air reception in Canada."

## Canadian Football

# CTV buys 3 years' rights

The CTV network will pay almost two and a half million dollars for rights to televise Canadian football for the next three seasons.

J.G. (Jake) Gaudaur, TV chairman of the Eastern Football Conference, announced in Hamilton that CTV had bought rights for three years in contracts covering league and playoff games and the Grey Cup final. He said the sum paid for these rights, \$1,425,000, was the largest amount ever paid in Canadian professional football history.

Meanwhile, in Edmonton, Hugh McColl, president of the Western Football Conference said CTV had paid just under \$1,000,000, for rights to telecast any WFC game. This contract is also to run for three years.

The CBC has announced its intention to televise Saturday games only in the EFC and WFC, but has not made known the price paid for the rights, for the 1966 season only. CBC made a co-operative arrangement with CTV for these games last year, for coverage sharing.

In the only previous three year deal in Canadian Football, CBC paid one million dollars for TV rights in 1956-7-8.

## Films for Centenary

As a Centennial project, the CBC and the National Film Board are going to produce jointly three or four feature films.

Each will run 90 minutes and be shown on Canadian TV, then be released to the world theatre market.

CBC and NFB have worked out a cost sharing arrangement and will use production personnel from both organizations.

The annual report of the Board of Broadcast Governors, released March 31, says that there was more than a fourfold increase in homes served by CATV systems in Canada. Homes served increased from 57,000 in 1964 to 272,000 in 1965. The largest systems were in Vancouver, serving 30,200 homes and Montreal with 30,000 homes. The report added that the largest system in the United States serves only 19,000 homes. CATV systems in Canada had risen from 247 to 347 during the year.

## Program Exchange

Arts and Sciences programs

are available

through Exchange

Broadcast tapes on the Arts and Sciences, produced by two Toronto radio stations, have been made available by the CAB Program Exchange.

A series of 15 minute programs about Art and Artists was recorded at CJRT Ryerson, Toronto and features interviews by Doris McCarthy with fellow members of the Ontario Society of Artists. They include talks with sculptors, illustrators, printmakers and abstractionists.

Another tape of 21 minute duration was made of the interview by Betty Kennedy, CFRB Toronto, of Dr. Frances Cheek of the Neuro-Psychiatric Institute, Princeton, N.J., talking about the hallucinatory drug, LSD (lisergic acid diethylamide).

Dr. Cheek told Mrs. Kennedy how LSD was a valuable tool in the treatment of alcoholism, but was dangerous if used for illicit purposes. She described the overpowering and mystical feelings she experienced after sampling the drug, and the depression afterward.

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**ONTARIO Five** for SALES DRIVE

# Freelance directors make pact with production houses

Fourteen production houses have now signed the basic agreement covering minimum rates and conditions of employment of freelance directors in Canada.

The Directors' Guild Basic Agreement was negotiated last year and was signed by seven producers January 1. Since then, seven more houses have signed making this the first collective agreement covering rates, conditions, artistic and other working areas of directors.

According to Richard Ballentine, Directors' Guild president, the guild was formed in 1963 to operate in three areas; first, dealing on behalf of directors with government agencies regarding assistance for television; second, labor management relations and assisting in contract arrangements and third, exchanging information for the development of the film craft in Canada.

The 14 page agreement covers such headings as grievance procedures and arbitration, employment of guild members only, rights of directors as to cast, budget and editing, screen credits and their size, VTR programs and live television, travel insurance, and extra pay for underwater or flight photography.

For the duration of the agreement, which will come up for renewal, January 1, 1968, the guild members agree not to engage in strikes, stoppages or slowdowns. The producers agree not to permit a lockout. In all cases, the agreement provides for only minimum conditions of employment and does not prevent any member from negotiation better terms.

The following production houses have now signed the agreement - Peterson Productions; Robert Lawrence Productions; ASP Productions; Chetwynd Films; Al Guest Animation; Motion Picture Centre; Spaulding Taylor, Hall Productions; Westminster Films; Summit Films; S. Banks (in Television); Williams, Drege and Hill; Intervideo Productions, all of

Toronto. Crawley Films, Ottawa and Van de Water Films, Montreal, also signed.

Over 60 directors, assistant directors and associates now belong to the guild. The officers are, Richard Ballentine, president; Robert Barclay, first vice-president; Sydney Banks, second vice-president; George Gorman, secretary and Sydney Wayne, treasurer.

## Sees color TV for 3 out of 5 homes

"Three out of five homes in the United States will have a color TV set by the end of 1970, about 38 million color sets."

This was the prediction of Julian Goodman, newly appointed president of the National Broadcasting Company, this month at the 40th anniversary convention of NBC radio and television affiliates in Honolulu, Hawaii.

Goodman said the fact he spent 20 years as an executive of NBC News clearly showed that "NBC does not intend to relax the efforts that have made us first in broadcast news, and we intend to intensify those efforts."

He outlined a new concept NBC was planning in news programming, called the "Instant Special".

"We will continue to present

documentaries on subjects designated well in advance, but will also set aside several evening time periods for special news programming on subjects selected a short time before the air date," Goodman said.

Speaking of the other media, Goodman said it was staggering the number of viewer and listener hours spent daily on broadcasting, compared to the time given by the public to newspapers, books, theatre or movies.

"Unlike the other media, which are selective, broadcasting must be all things to all men at all times and a great deal of the criticism of the medium stems from the fact that this impossible standard cannot be met," he said.

## BBG ayes 19 stations for color

Nineteen television stations were recommended for approval to transmit color programming by the Board of Broadcast Governors following the April public hearings in Ottawa. Approvals were recommended in four categories.

Approval for full color facilities was recommended for CFTM-TV Montreal, and included color cameras for local production, color videotape, film and equipment to receive network color programs.

All color facilities except local equipment were recommended for these five stations: CJCH-TV Halifax; CJCH-TV-1 Canning, N. S.; CFQC-TV Saskatoon; CFQC-TV-1 Stranraer, Sask.; and CJBR-TV Rimouski, P. Q.

CKCK-TV Regina and CKMJ-TV Moose Jaw, Sask., were given a green light for color film and slides in addition to receiving network programs.

The remaining eleven stations were recommended for receiving and broadcasting color network programs only. They were: CKWS-TV Kingston, Ont.; CHEX-TV Peterborough, Ont.; CJIC-TV Sault Ste. Marie, Ont.; CKRT-TV Rivière du Loup, P.Q.; CKOS-TV Yorkton; CKOS-TV-2 Carlyle Lake; and CKOS-TV-3 Wynyard, Sask.; CKSS-TV Baldy Mountain, Man.; CHAT-TV Medicine Hat, Alta.; CJCB-TV Sydney, N.S.; and CFPL-TV Timmins, Ontario.



### OVERHEARD

"I know our show is pulling a fantastic audience, but my wife just lo-o-oves organ music."

### SOLID FLESH

The salesmen were blaming their company's advertising for a sudden slump, so the sales manager told them to get up off their fat BBMs.

### "I" FOR INGENUITY

The west coast fish canner processed a batch of superb salmon which was white and just wouldn't sell in competition with the traditional pink variety. So he labeled it: "Guaranteed not to turn pink in the can."

### "SEVEN DAYS" TYPE COMMERCIAL

"If you want your husband to look his very best, send all his clothes to Instant Cleaners."

### AUDREY STUFF

Then there's the gal who was so dumb that when they told her the Big Wind was flying in from Chicago, she phoned down to the drugstore for a family-size bottle of Pepto-What's-It.

### TAKE IT EASY

They told the announcer to sample all the products he plugged on the air and then gave him six laxative commercials to read and now he's home sick.

### ASK THE MAN WHO DRIVES ONE

It's hard to expect good selling copy for a car that sells on low price to come from a writer who drives to the office in an Aston-Martin.

### HELP WANTED

Agency has opening for wide-awake and creative contact man for cigarette account. Will not be required to switch his brand.

### EDITOR'S MAIL BAG

Sir: The *Daily Broadcaster* you publish each ACA Conference, with reports of all the speeches, is absolutely invaluable. Only think how we used to have to sit through all those dull meetings!

-:Your Fan

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# Clergy need trained voices and professional advice

"Religious broadcasting in this country is unimaginative, full of uninspired devotional periods, dull, untrained pulpit voices intoning theological jargon, usually accompanied by mournful hymns," said John E. Ansell, program manager, CKWX Radio, Vancouver.

He was addressing 200 delegates attending the British Columbia United Church Conference this month and said his talk was designed to "raise a few hackles and wilt a few collars."

Ansell cited his qualifications to speak as 21 years in radio, of which 19 were with CKWX and his two grandfathers and three uncles who were all ministers of religion. He said broadcasting and religion were both basically methods of communication, both made up of personalities, and that both should constantly be devising new methods to reach greater numbers of people.

He said religion had not been projecting a good image in broadcasting and he urged greater cooperation with the communications media.

"We in today's radio, beg of you—implore you—yes, even demand of you that you take a new look at religious broadcasting," said Ansell.

"Radio today is not what it was 25 years ago, when the family group were spellbound in the living room by the *Lux Radio Theatre* and even *Amos 'n Andy*. Today, radio is in the kitchen, the bathroom, the bedroom, the car and even growing out of the teenagers' ears walking to school or on the bus. How can you ask them, under these conditions, to bow their heads in prayer and expect a response is beyond me," he said.

## Towards modernization

Ansell gave some hints on updating religious broadcasts; telling the ministers to "get with it."

"Take the microphones out of the churches, shorten the so-called devotional periods; get professional advice on material; this is a tough competitive business and there is no room for amateurs," he said.

Ansell said the Lutheran Church had made great strides in its programming in the U. S., and the Catholics and Anglicans had some excellent broadcasts in Canada. He cited two religious programs, *God Talk* and *Checkpoint* as examples that "fit in with the sound of today's radio."

He contrasted these new programs with the typical one hour church service broadcasts, "which surveys have shown, alienate between 75 and 90 per cent of the regular listening audience." This, he said, was a luxury the Christian Church in this day and age can ill-afford.

"Radio and TV is one of the greatest forces in our society. If you, the Church, are serious about being part of it, you must learn to understand and adapt to it. Only in this way can your message effectively reach the thousands of people who never darken the church door," said Ansell. He said the one minute spot, or even 30 second material "would move religious programming from its buried poor times and make it part of the entire spectrum of today's programming, just as religion is part of the day-to-day life of man."

# CHIC has hot line to Moscow


Radio CHIC, Brampton, Ontario established a "hot line" with Radio Moscow last month for the exchange of listeners' questions and answers.

After two months of negotiations with the Soviet Embassy in Ottawa and Radio Moscow, CHIC president Leslie Allen said arrangements had been completed to tape questions phoned in by Brampton area listeners and airmail them to Moscow. In a similar manner, listeners to Moscow Radio would be invited to answer the Canadian questions and

pose new ones about our society. "Response was first class," said Allen, "but the questions asked were all of a non-political, bread and butter variety, such as Russian divorce laws, taxes, food supplies and telephone systems."

Allen said we would offer the Russian tapes to other Canadian stations, and already has some requests. Neil Leroy is host of the open-line program in Brampton and will solicit material from prominent Canadians, officials and the public.

The trend is to balanced programming

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## CLUB CALYPSO BARBADOS-BOUND

Palm trees, tropical plants and birds, a calypso band and native girls were all in evidence at CJCH-TV, Halifax last month, as the station entertained over 100 local businessmen and their wives at a party called "Club Calypso."

Focal point of the decorations and displays was to inform the guests how they could enjoy a seven day holiday in Barbados this October, as guests of CJCH-TV. Two all-inclusive trip tickets are complimentary with the purchase of a special summer advertising package the station is offering local sponsors.

Last year, 70 sponsors went on the CJCH-TV "Safari to Las Vegas." This year, the station expects to be taking about 100 travellers to Barbados. Arrangements are being made by Air Canada, whose representatives were on hand at the party with plenty of brochures about the "sun-filled holiday island."

## CBC WORKING CONDITIONS

CBC headquarters in Ottawa has received a complaint from the Canadian Wire Service Guild about working conditions of CBC news staffs across the country. The Guild is bargaining agent for about 200 employees in CBC newsrooms and is a member of the Canadian Labor Congress.

The Guild complained about inferior wages, vermin-infested quarters, antiquated equipment, discrimination against sex in hiring practices and costly and unnecessary duplication in news work.

## GUZENKO INTERVIEWED

One of the most controversial figures in recent Canadian history, Igor Guzenko, was interviewed on CJON-TV St John's, Newfoundland, this month.

Guzenko is the former Russian cipher clerk, who fled the Soviet Embassy in Ottawa in 1954 and exposed a vast and complicated spy network to the RCMP.

Since then, he has lived under another name, "somewhere in Canada", with his family and never makes public appearances without his constant plainclothes police bodyguard. Guzenko also covers his head with a hood.

The interview on CJON took place after the noon CTV *National News* on April 14, and Guzenko told why he, in a sense, betrayed his former country to inform Canadians of the sinister plans of the Kremlin espionage system. His disclosures in 1954 led to the arrest and conviction of many Canadians, including a federal member of parliament.

## FRENCH NETS SOUGHT FOR ONTARIO

Support is being sought for a French radio and TV network in Southern Ontario by L'Association de la Radio-Télévision Française du Sud de l'Ontario, (ARTF).

Pierre Xatruch, publicist for the association, says the objective of ARTF is nothing less than full radio-TV French network service in the Georgian Bay, Niagara, Toronto, Hamilton and Windsor areas.

"There are over 100,000 French-speaking Canadians and several hundred thousand of English or other expression in Southern Ontario who wish the service to which they are entitled," said Xatruch.

Radio CJBC, Toronto, started broadcasting in French last October and now programs more than 116 hours a week in that language.

## \$1 MILLION IN PIRATE RADIO

About a million dollars in Canadian money is said to be involved along with U.S. and British capital in the latest "Pirate Radio" ship in the English Channel.

The 480 ton *Olga Patricia* is anchored about four miles offshore at Harwich and has transmitters that can reach all Britain and Western Europe. About six such ships are entertaining British audiences and deriving commercial revenues from it.

The BBC says it is angry about the ships, but cannot do anything about it as long as they stay outside the three mile limit.

## ASSIGNMENT CELEBRITY

The five minute interview show, *Assignment Celebrity*, has been renewed and will return in the fall. 38 Canadian stations have been running the program which features interviews by Fred Robbins with Hollywood stars and celebrities.

The radio series is distributed in Canada by G. N. Mackenzie, Ltd. E. D. Smith and Sons, Ltd. is the client, through the Stanfield, Johnson and Hill Agency, Toronto.

Robbins interviewed such stars on location as John Wayne, Sean Connery, Sophia Loren and Lana Turner.

## SPOTLIGHT ON BUSINESS

*Spotlight on Business* has become a regular late evening feature on CKEY Radio, Toronto. The report follows the eleven o'clock news and sports, and features David Ghent, assistant news editor, *The Financial Post*.

Each weeknight Ghent comments on the market, gives facts on special business situations, profiles of businessmen to watch and points out economic soft spots.

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