

THE CANADIAN

broadcaster

OCTOBER 26, 1967



FPL-TV'S
DALEY
HEADS
U.S. BPA



Background noise disturbing

Not like real people

Very nice

I like that one

Awful

Music is catchy

Great

She could be me

Don't understand it

Can't stand the voice

What does it mean

If I see that I'll stop buying the product

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

OCTOBER 26, 1967
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COVER STORY



Photo by Paul Smith

W. T. (TOM) DALEY, 37, Creative Services manager for CFPL-TV London, Ontario, was unanimously elected president of the Broadcasters Promotion Association at the business meeting of the 12th annual BPA Seminar held in Toronto this month.

Daley has a unique position as a Canadian, presiding over what is basically an American organization, with a membership of 636, about ten per cent of them Canadians.

During his presidency, he hopes to recruit 1,000 new members from among the 4,500 stations which have yet to join. He admits he is setting his sights high, but points out that the \$30 a year fee is not so much for people who live on the ideas BPA gives them.

One of his prime interests in his new assignment is to upgrade the type of promotion the viewer sees at home. If a show is a "dog", it's no use keeping on saying it isn't, because this won't change people's minds. If a product is bad, no amount of advertising is going to do any

good, he says.

Daley aims to get these thoughts across to broadcasters all over the continent, especially "small stations that might be run by half a dozen people doing a score of jobs."

Tom Daley entered the field of broadcasting in 1948 when he joined CJKL Kirkland Lake, Ontario as a studio control operator. Following this he worked as an announcer with CKBB Barrie; CFCA Kitchener; CKTB St. Catharines and CKOC Hamilton. In 1954 he joined CFPL-TV London, Ontario, working as a producer-director until 1958 when he was appointed Promotion Supervisor.

This year Daley was appointed Creative Services Manager in charge of promotion, public relations, local commercial activities and the "visual look" of the station.

He has been on the board of directors of the Broadcasters Promotion Association for the past four years, serving as first vice-president in 1966-7.

Daley is married, with two children.

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SIGHT & SOUND by Ian Grant

■■ CKVR-TV IS IN THE LIMELIGHT again. The Barrie TV station, unsuccessful bidder for a move of facilities which would have brought its Channel 3 signal into the Toronto market, has been sold by Ralph Snelgrove, Geoffrey Stirling and CHUM-1050 Ltd., each a one-third owner.

The purchase was made outright, for an undisclosed amount, by Saturna Properties, Vancouver-based and a wholly-owned subsidiary of Western Broadcasting Company Ltd., owners of CKNW New Westminster and CJOB Winnipeg, a 16 per cent shareholder in CHAN/CHEK-TV Vancouver/Victoria with a two per cent interest in Standard Radio.

Ralph Snelgrove remains as president although he has disposed of his interest.

William J. (Bill) Hughes, a director and executive vice-president of Western, who made the announcement of the sale in Vancouver last week, says no staff changes are contemplated.

Ralph Snelgrove continues his ownership of CKBB Radio, Barrie.

■■ WORD COMES FROM TED ROGERS, CHFI Toronto, who has now completed the purchase of Hamilton Station CHIQ from Irving Zucker, that the

ANNOUNCEMENT

CTV NETWORK ANNOUNCEMENT



JAMES M. PACKHAM, C.A.

Mr. Gordon F. Keeble, President of CTV Television Network Ltd., is pleased to announce the appointment of James M. Packham as Secretary-Treasurer and Chief Financial Officer of the company. Prior to assuming his duties at the Network's Head Office in Toronto, Mr. Packham was active for several years as a consultant with Kates, Peat, Marwick & Co., an international firm of management consultants. Mr. Packham is a chartered accountant and holds a Bachelor of Commerce degree from McGill University.

takeover will be complete when it goes on the air November 1 with a new sound and call letters.

Under the management of Roly Koster, formerly of CHFI, the station will be born again under the call letters CHAM (the HAM is for Hamilton). It will operate with a middle road sound completely independently of CHFI.

Operations manager is Norm Marshall, who will continue to freelance in sports on CHCH-TV, his former full-time association. The sales manager will be Dick Drew, previously with CHML Hamilton. Bill Compeau returns to the Ted Rogers fold after an absence of two years as music director. News director is Earl Bradford, previously assistant news director at CHFI.

CHAM has appointed Major Market Broadcasters as national sales representatives. All-Canada Radio & TV Ltd. continues to represent CHFI.

■■ NTV COMMUNICATIONS is the latest entry into the cable TV field. NTV is jointly owned by Quebec Telemedia Inc., a Power Corporation subsidiary, Montreal and Niagara Television Ltd. of Hamilton

The creation of the new company, which has received its federal charter, welds the link between the Power Corporation of Canada Ltd. and Niagara Television Ltd. Both groups participated jointly in a proposal to the BBG last year for a Canadian domestic satellite to feed national television service in both English and French.

Claude C. Frenette, general counsel for Power Corp., and president, Quebec Telemedia Inc., is chairman of the Board of the new company. Al Bruner, vice-president, corporate development, Niagara Television Ltd., is president, NTV Communications Corporation Ltd. Offices are located at 20 Carlton St., Toronto, and One Place Ville Marie, Montreal.

Directors of NTV are: Mrs. K. D. Soble, president, Niagara Television Ltd.; St. Clair Balfour, president, Southam Press Ltd.; W.I.M. Turner, Jr., president, Power Corp. of Canada Ltd.; Maurice Germain, executive vice-president, Desmont Research and Development Inc.; Frenette, and Bruner.

■■ GROUP ONE RADIO LIMITED become national sales reps for CFLM, La Tuque, Que. as of October 30.

■■ F. H. HAYHURST CO. LTD. and MacLaren Advertising Co. Ltd. have been added to the list of agencies servicing the General Foods account, joining with McKim/Benton & Bowles, Case & Associates, Ogilvy & Mather and McConnell-Eastman.

The new appointments followed a mutual agreement between General Foods and Young & Rubicam in Canada to wind up their seven year relationship "chiefly because of lack of agreement on product marketing strategy," says GF.

■■ THE BBG HAS POSTPONED the scheduled November 14 review of the CTV network programming until the new Broadcasting Act has been approved by Parliament. The Board announcement also noted that the Minister of Transport has approved the extension of television licenses including the stations linked together in the CTV network for one year. Licenses for most CTV stations which would have expired in March '68 will now be extended until March 31, 1969. The network license runs until next September.

■■ DAVE WRIGHT IS AT CFGM RICHMOND HILL/TORONTO as general manager.

John Graham and Stewart Coxford, partners in this enterprise, are now respectively president and vice-president.

Wright, 39-year-old veteran of 19 years in broadcasting, will take on the responsibility of speeding the station along its way to 50 kilowatts.

The station continues as basically "country-and-western", with expansion ahead into new techniques of news, public affairs and audience participation.

Until recently a radio broadcast consultant in the head office of All-Canada Radio & TV Ltd., Wright was previously general manager of CFCF Radio, Montreal.

■■ WHEN THE PHONE DIDN'T RING for Jim McLennan, Radio & TV Sales Inc., Montreal, the week after *The Broadcaster* "changed face", Jim blamed it on the fact we published the wrong number in the RTS ad. Seems we goofed, Jim says, and "nobody knows our right phone number. No wonder we're not getting any business. O.K., we'll red-facedly admit our error, and hope to reinstate ourselves in Jim's good graces by telling the world the right number to call is (514) 849-1131.

■■ PEOPLE TODAY LIKE ADVERTISING that talks up to them and flatters them, said George Brown, sales manager, CHCT-TV Calgary, Alberta. "They've had enough of bland advertising," he said.

Brown said the public is "tired of long-winded trips to Boresville", and "they want lively, distinctive advertising that feeds their hunger for humor and new ideas."

He told the Sales & Marketing Executives Club of Regina, Sask. that the ad-conscious public is "more selective than ever, and easier to bore. Sales and ad men, he said, must find new ways of getting through to them.

■ ■ NEW APPOINTMENTS BY GILBEY CANADA LTD. sees Batten, Barton, Durstine & Osborn Inc. named to handle Gilbey's Gin advertising, and Muter, Culiner, Frankfurter & Gould Ltd., Toronto to handle the account of J & B Rare Scotch, distributed in Canada by Gilbey.

Ogilvy & Mather (Canada) Ltd. formerly handled both accounts.

■ ■ RUSS RAMSAY, CJIC SAULT STE. MARIE, heads the Central Canada Broadcasters Association for the '68 term, succeeding R. P. MacGowan, CJLX Fort William, as president.

Vice-president and '68 convention chairman, succeeding Ward Cornell, London, is John Radford, CFJR Brockville. Al Bruner, CHCH-TV, Hamilton-Toronto, is 2nd vice-president.

R.E. Redmond, CHSC St. Catharines, is secretary; Doug Trowell, CKEY Toronto is treasurer; and John Funston, CKSL London and S.B. Hayward, CFCF-TV, Montreal are the new directors.

Nominated to the CAB board of directors from the Central Canada region for the 1968-1970 term are: Frank C. Murray, CJBQ Belleville; W.D. McGregor, CKKW Kitchener, and Don W. Martz, CFCF Montreal. Gordon Keeble, CTV network, and John Moore, CHLO St. Thomas, will continue in office until the CAB annual meeting in 1969.

■ ■ WINNIPEG CHANGES INCLUDE: Lee Sage, CKRC news editor for the past 5½ years, leaves November 1 to become radio news editor, Information Branch, Government of Manitoba. Added to CKRC's announcing staff are Bill Stovin, Jr., CKOM Saskatoon, and Mel Faris, CKGM Montreal.

New to CFRW is Bill Kincaid, formerly of CKPM Ottawa, who will combine on-air announcing with sales. Jim Christie has joined CJAY-TV after five years as announcer with various stations in Ontario and Manitoba. Ed Teillet, former g.m., KCND-TV, has been named account executive with CKRC.

■ ■ CANADA'S ONLY GOLD MEDAL from the International Film & TV Festival of New York was won by Young & Rubicam Ltd., Toronto for their 60-second TV commercial produced for Clairtone Sound Corporation Limited.

Bobb Chaney, Y & R managing director, says the winning commercial, one of two shot in color and featuring Clairtone principals Peter Munk and David Gilmour arriving in New York by ancient touring car to sell their

"used" color TV sets, competed with some 800 60-second commercials from around the world.

Produced by TDF Film Productions Ltd., Toronto, the winning commercial was the work of four Y & R people: Howard Pain, creative director; Doug Linton, creative group supervisor and writer; Peter Barchou, executive TV producer and Brian Hannigan, art director.

■ ■ K.D. (DIGBY) WRIGHT has moved to the J. Walter Thompson Co. Ltd., Toronto office as creative director. With Spitzer, Mills & Bates for the past five years, where he was creative director when he left, Wright says he started on his present line of endeavor, creating commercials for Tommy Darling at CHML.

■ ■ PAUL BREAK, deputy director of P.R. for Expo '67, who has been in charge of advertising and promotion, will open his own firm of communications consultants in Toronto, when his duties end with the World's Fair Corporation. P.R. director Yves Jasmin is also reported interested in opening his own shop, early next year, in Montreal.

■ ■ TV SETS WITHOUT PICTURE TUBES may be more than just a dream following the discovery of a new optical computer-memory system by three Albuquerque, New Mexico technicians. They claim the discovery could also permit storage in the same space of at least five times as much information as it is possible to have with conventional memory systems.

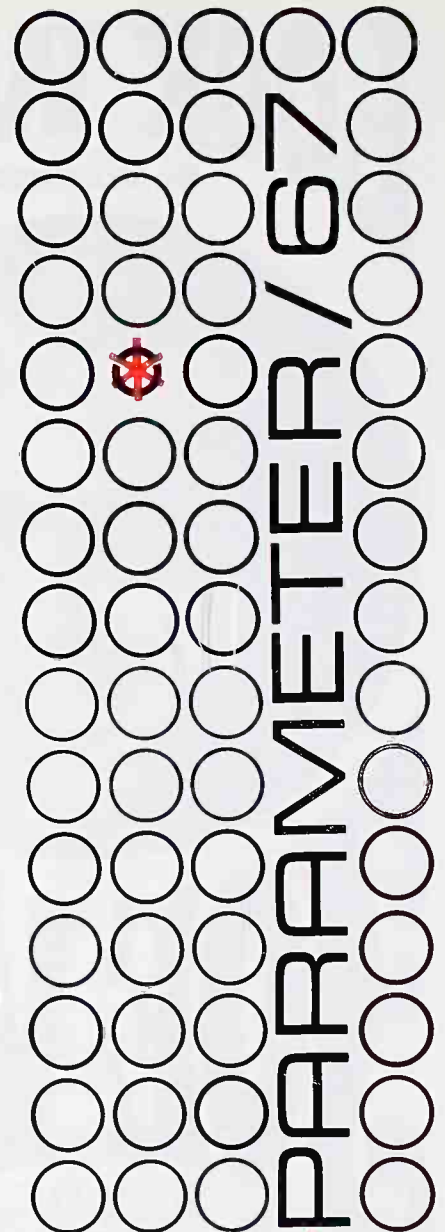
Engaged in classified weapons research for a lab in Albuquerque, the three discoverers were E.H. Hearing and Cecil Land, engineers, and Ira McKinney, an electronics technician.

■ ■ MORE CANADIAN FAMILIES own television sets than telephones, and every third household has an FM radio, the DBS reports from their recent survey of Canada's 5,000,000 households.

There are 4,759,000 families with TV sets, representing 94.5 per cent of the total population. Included are 101,000 color set households, up almost three times over the 1966 figure of 35,000.

Only 91.7 per cent of Canadian homes, or 4,615,000, have telephones. Three out of four have a car, one-car families outnumbering those with two or more by four to one.

The survey also noted that well over half of all the families in Canada enjoy a phonograph or record player, an electric sewing machine and electrically-heated water. But, the country still has 41,000 families doing without an electric refrigerator, and 320,000 families still cook their meals on wood or coal stoves.



REACH

FREQUENCY



"How Many? How Often?" The third in All-Canada's 1967 series of Parameter booklets explores these basic questions to widen understanding of Reach & Frequency.

Parameter/Three is now being distributed. If you are not already on our mailing list for the Parameter '67 series, please contact All-Canada—the firm that represents Canada's leading Radio & TV Stations.

All-Canada Radio & Television Limited



1000 Yonge St. Toronto. 925-9361

LOOK WHO'S

IN MONTREAL



JOEVAN

10:00 AM - 2:00 PM WEEKDAYS

THE PEOPLE STATION

CFCF Radio 600

OPINION

CAMPBELL S. RITCHIE
President, Canadian Association
of Broadcasters

"The association gives qualified approval to the proposed new Broadcasting Act" but "the CAB does not feel that any conflict between the private and the public elements in broadcasting should, by law, be decided in favor of either." This should be decided "in favor of the public interest, which we feel is now and must remain paramount."

DON JAMIESON, M.P.
CJON St. John's, Nfld.

said the new \$100,000 fine for breaking broadcasting regulations is a "heck of an amount". There would have to be a proper system of appeal against a quasi-judicial tribunal that could levy such fines.

ROY SHIELDS
Toronto Star

"It's a good bill (C-163) which won't solve the many problems it aims to, but it has one great distinguishing quality. Nobody can understand it."

HENRY COMOR
Association of Canadian Radio
& Television Artists

"Personally I don't feel this bare legislation is enough. The legislation should be more specific. It leaves an awful lot to chance and the good nature of the CRC."

BOB BLACKBURN
Toronto Telegram

"...the five tough men who will be charged with implementing the policy have just about everything short of flogging privileges. They'll have an awesome responsibility."

LUBOR J. ZINK
Toronto Telegram

"...in its present form, Bill C-163 is unnecessarily rigid and at the same time too woolly for the task the new broadcasting legislation seeks to accomplish."

PHILLIPPE de GASPE BEAUBIEN
Expo '67

"Ask any Canadian; he'll know George Washington, President Johnson, the Red Sox football team..."

LEE LOEVINGER
U.S. F.C.C. Commissioner

"A television showing of the World Series or other entertainment show will do more to promote a sense of national unity than a lecture on morality by some nationally-known clergyman or a performance of *Hamlet* starring some great Shakespearean player."

PIERRE BERTON
in "The American Way"

"Why do Canadians curl their lips when good old T'rawna (as we call it) is mentioned? Why do mothers pull their children close to their skirts at the fearful name? And why, having sneered and recoiled suitably, does everybody rush off to live in Toronto at the merest whisper of a better job?"

Would you believe . . .

judge-and-jury commission

will shut out political meddling?

The new Broadcasting Act, three years in the making, had its first reading before (14 members of) the House of Commons last week. One of its 67 clauses proposes a new regulatory body, replacing the present Board of Broadcast Governors, consisting of five full-time members and ten part time, the latter to function only in an advisory capacity.

The five full-time Commissioners would have full licensing powers, without reference to the cabinet, as well as the power to impose fines, up to \$100,000, for infractions of its regulations.

The new bill would give the government a veto over the decision to issue, amend or renew a license, by either setting aside the Commission's decision or referring it back to it for reconsideration at any time within 60 days.

These five full-time Commissioners would form an "executive committee" and its decisions on licensing matters would be given, subject only to consultation with, but not the votes of, the part time members.

This part of the bill—still in tentative form it must be remembered—should help remove nearly all possibilities of government interference and meddling in the Commission's decisions, since, if the bill passes, the CRC becomes the out-and-out licensing authority.

For many years, the Canadian Association of Broadcasters has been recommending a full-time board consisting only of five full-time members, and while the new act would add the ten part-timers, their capacity would be advisory and without voting power, at least as concerns matters of licensing.

In favor of this move, it cannot be over-emphasized that proper regulation cannot be effectively carried out by people with only a secondary interest in the industry, because it is impossible for them to acquire a thorough knowledge of the complexities of the business unless they literally live it.

By the same token, it has been firmly established that the BBG's full-time members, once they became familiar with the problems, gave us such men as Andrew Stewart, who have functioned extremely well, regulating firmly and impartially, when not interfered

with, and even earning the deep respect of people they had to discipline or deny.

In its present form, there is a clause in the act stating that the publicly-owned CBC must take precedence over the interests of privately-owned stations, and must "prevail" when any conflict arises between the two.

This brings to mind the dispute of some years ago over whether the CBC (public) or the CTV (private) would carry the Grey Cup football final. It would outlaw competitive bidding for broadcasting rights for sporting and other events, although the state-financed CBC has not the same economic need for such material as the private enterprise CTV.

The act, in its new form, takes a new approach to the tortuous question of programs.

The way the new act approaches it, the CRC would have the power to regulate program standards, scheduling policy and the amount of time devoted to advertising and its character. It could set individual license conditions for each broadcaster.

This is interpreted as meaning a big city TV station with high revenues could be required to meet stiffer standards than a small rural station, a government source says. Or, as we see it, a smaller market station would not be compelled to broadcast as much Canadian talent as a larger market where more talent is available.

Skirting, dangerously perhaps, on the fringes of censorship, the act would give the Commission regulatory powers over scheduling, covering program balance, particularly in prime viewing or listening periods.

If the CRC felt a TV station was running too much imported U.S. TV fare, during peak evening hours, it could order a change.

This editorial is a preliminary review of only some of the highlights of the act as it was given its first reading.

There are, of course, unfavorable aspects as well as favorable ones. A review in greater depth will appear as soon as a closer and fuller examination of the whole document can be made.

Sound reason for broadcasters' confidence

by John Picton

A recent caller to radio station CHUM in Toronto wanted to buy air sales time for his product that week.

It was a Monday morning and he knew that, according to rules laid down by the Board of Broadcast Governors, AM stations are allowed 1,500 minutes of advertising time a week.

He was told there were 30 minutes of available time left, and none of it in so-called prime periods.

That, according to the company's president, Allan Waters, was an exceptional week. The average time sold for any given week is 80 per cent. CFRA in Ottawa, which belongs to the same company, has the same percentage. The average for the company's interests in Peterborough and Halifax is about 65 per cent.

Relaxing in an austere boardroom, Mr. Waters said: "We are not usually sold out. At peak times of the year bookings are heavy, but there is always room for growth."

D.A. Williams, vice-president and secretary-treasurer of Standard Radio Ltd., agrees.

"Seldom are there stations that are fully booked," he said.

It is a situation that offers radio interests an obvious opportunity for growth. But there are others.

Mr. Williams put it best: "We have to try to find things that will weave into the future of our programming. By getting better programming we will get bigger audiences—and then we can charge higher rates for our time." (The company's main asset, CFRB in Toronto, claims 375,000 listeners at

peak periods.)

That time already costs \$100 a minute in prime periods: breakfast, noon and in the drive-home hours. And CFRB has had to introduce a rotation system for advertisers wanting spots at those times.

Less desirable hours are not fully sold, although airlines and travel agencies like advertising in the darkness of early morning "because anyone awake at that time must be restless and an airline might conjure up a trip to Hawaii."

Mr. Williams likes to cite the changes that have taken place in radio during the years, changes that have brought in panel discussions, traffic reports via helicopter and office radar installations that spot impending weather.

And news, news, news—more than 30 times a day, much of it reported by staff correspondents whereas ten years ago everything came from newspapers and wire services.

All of this, of course, costs radio stations considerably more than their operational radio budgets of ten years ago. But they have discovered a formula that is acceptable to listeners—and profitable to the station—so costs remain fairly steady.

"We have been relieved of the high costs of spectacular shows, which have been passed over to television," Mr. Williams said. He does not think that radio has continued to increase its share of the advertising market, but the dollar volume of that market has enabled companies to afford better programming.

Then there is FM programming, preferred for its high-fidelity reception and stereophonic qualities and promoted because of fewer advertising breaks.

Since 1962, the number of FM stations in Canada has doubled to the present 70, which conveys a sudden interest in something that was devel-

Bob Bradburn Kay Wise George Dawes Bill Trebilcoe

There's something you should know about Winnipeg's reaction to these four. CKY's dominant B.B.M. ratings show clearly the response they get. And here's why. "Bill Trebilcoe's Bi-Line", "Party Line" with Kay Wise and Bob Bradburn & "Tradio" with Kay Wise and George Dawes—get all kinds of people involved in provocative, informative and helpful communication with each other. This is lively, contemporary, personalized radio and people love it. So much so, that in Monday to Friday reach—Total Tuning, CKY reaches more adults in every B.B.M. time-block than any other station. Let us tell your sales story to the Winnipeg market. Call Stephens and Towndrow, Toronto, Montreal or Vancouver, or Don McDermid, Vice President, National Sales, in Winnipeg.

CKY **50,000 WATTS** **58**
WINNIPEG MANITOBA

oping before the Second World War.

Reasons for the slow start in FM transmission are explained this way by the Radio Sales Bureau:

"In Canada, those holding licenses for AM stations were given the first licenses for FM stations, and a stipulation of the license was that FM transmitters had to carry the same programs as the AM transmitter.

"This meant that, at best, a compromise had to be made in controlling the volume of the signal, so as to override the interference on AM—but not destroy the dynamic range too seriously on FM.

"In most cases, quality transmission definitely was not the result."

High-fidelity, long-playing records were not at their best and, because of simultaneous programming on the two wavelengths, there was widespread reluctance to spend money on FM equipment.

What a change there has been. Revised Department of Transport regulations now require a separate identity for FM programming, eliminating the requirement for both channels to carry the same material. Technical advances have brought quality FM receivers within the budget of many more people and FM is listened to in all major cities across the country.

Such has been its growth that Standard Radio "barely makes money" from its CJFM operation in Montreal because there are five FM stations in the area.

But FM still is thought to be the ace-in-the-hole for the radio industry, and already it is showing signs of becoming the stereophonic snob of tomorrow's class-conscious listeners.

Much of its appeal for audiences lies in fewer advertising interruptions, limited by the Board of Broadcast Governors to 1,260 minutes a week but seldom, according to the Radio Sales Bureau, exceeding 1,008 minutes a week.

The most common method of announcing commercials is having two every 15 minutes, described as back-to-back in the industry and separated by station identification, which gives the effect of transmitting almost free of advertising since they are isolated between comparatively long periods of music.

In readiness for the day when commercial rates—now as low as \$18 a minute even in the larger centres—can be increased substantially, stations are fostering an artistic mystique for their FM interests.

The radio-sales people say: "All Canadian FM stations maintain a policy in the area of commercial acceptance. It is not unusual for an FM station to refuse to air a commercial on the basis of creativity or execution."

RSB says the latest survey among FM operators shows them to be more discriminating in their acceptance of advertising than are their AM counterparts.

It gives a list of products or services considered unacceptable by

many FM broadcasters: Personal hygiene items, discount stores, take-out food establishments, funeral homes, finance companies and used-car dealers.

The survey showed some other statistics:

—Of the stations that replied, 51 per cent program musical comedy and big-band tunes, 23 per cent play mostly classical music, 20 per cent go for the concert variety—salon, ballet, operetta—and six per cent prefer rock, jazz and the blues.

—Among the advertisers making most use of FM are airlines, travel firms, car dealers—"more expensive makes"—department stores and restaurants.

J.S. MacKay, president of Selkirk Holdings Ltd., which has extensive radio-TV interests throughout Canada, sees the scope for radio as being "as endless as electronic technology itself."

It will grow with television, he says, and not in spite of it.

The company uses a computer and has its own marketing and research specialists. It would like to expand its radio interests, but has no immediate plans.

Southam Press Ltd., another name in the communications field, also sees radio and television as worthwhile complements to its publishing business. The company owns 28 per cent of Selkirk.

There is a hint from Donald Lawrie, director of broadcast operations for Northern Broadcasting Ltd., owned by Lord Thomson and his family, that the group is planning to expand into the Toronto or Montreal areas.

"There is a possibility of us talking to someone in the next year, although I have nothing in mind at the moment."

In addition to its CKEY radio interests in Toronto, estimated to represent \$1,250,000 in sales to its parent Maclean-Hunter Publishing Co. Ltd. but little yet in profits, the producer of trade publications is expanding its interests in other forms of communication, especially cable television. But however many of the firms with broadcast interests diversify, they continue to face severe competition in the radio field. In cities where there is but one newspaper and one TV station there may be several radio stations, all scrambling for more than their share of the advertising market.

And the AM and FM stations do compete. They split into greater multiples this year what basically is the same market they had last year. They also vie for financial favor within their own organizations.

Nonetheless, radio appears to have plenty of room for growth, and the variety of programming being developed to reach the various areas of public taste can only mean better sound for that public.

Reprinted from
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The Toronto Globe & Mail

you
can't
beat the
flexibility
of spot
television

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



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



GIMBY



CHISHOLM

LOCKHART



HAYNES

PEOPLE

LIFE BEGINS AT 65 for Ken Chisholm who, since 1941, has been winning and influencing broadcasters as sales, engineering and marketing ambassador for RCA Victor Company Ltd.

Ken, jokingly reported to have retired last August, has moved from Montreal back to Ottawa (from whence he sprang) to run his own consultation office at 25 Woodington Cresc., Essex 1112, Ottawa, phone 828/0088.

His first client in his new sphere is—you've guessed it—the RCA Victor Company Ltd.

In the quarter-century-plus during which he has been sounding the RCA clarion, it is safe to say Ken has met, served and become friends with most Canadian broadcasters and their engineers. His formula for accomplishing this feat has been to be on hand, at the click of a switch or the pushing of a button to advise them on their problems

Prior to 1941, Ken was educated at McGill University. Then he went to the marketing department of Northern Electric Company Ltd.

1931-7, he undertook a variety of engineering assignments for various organizations including the government and Canadian Marconi.

In 1937 he went into engineering work for Air Canada when it was still TCA.

Ken's hobbies are music (he once played sax in a pro band) and work, including the people he meets in it. He is also an ardent camera bug. And speaking of pictures, he is seen here receiving a gift of a color television set (RCA natch) at a testimonial dinner in Montreal from the vice-president of RCA Victor's Technical Products Division, J.G. Sutherland.

Ken and his wife, Ray, have two sons and two daughters.

One of his competitors was once heard referring to RCA as "Radio Chisholm of America".

CEDRIC PHILIP HAYNES, 54, is the new president of the Radio Sales Bureau.

He succeeds W. Denis Whitaker who resigned recently after 2½ years as head of the Association which serves Canada's independent broadcasters by promoting radio as an advertising medium.

Haynes' appointment was announced last week by Arthur C. Harrison, chairman of the RSB board of directors following a special meeting in Toronto. Previously the RSB Selection Committee, working with an executive placement agency, had screened applications from many parts of Canada.

The new president who was born in Vancouver and educated in B.C., the U.K. and Ontario, was president and general manager of National Drug and Chemical Co. (Canada) Ltd. and, until recently, president and general manager of Crush Beverages Ltd., the Canadian operating company of Crush International Ltd. He has also been a director of several large companies.

He has been involved with virtually all phases of business administration. His special interests are sales development and the formulation of management teams.

Married and with two children, he lives at 46 Ruden Crescent, Don Mills, Ontario.

Cedric Haynes is RSB's third president. When the Bureau was formed in 1961 after a study, commissioned by the Canadian Association of Broadcasters had stressed a need for an aggressive radio selling organization, Charles C. (Bud) Hoffman guided it through the fledgling stages. Hoffman left in 1965 to become managing director of Niagara International Centre and Denis Whitaker, former president of O'Keefe Brewing Co. took the RSB helm until September 30, 1967.

BOBBY GIMBY, the trumpeter-conductor-composer who wrote the centennial song, *CA-NA-DA*, was chosen Broadcaster of the Year by the Central Canada Broadcasters Association, at their 17th annual convention in Toronto last week.

Known as "The Pied Piper of Canada" for leading children's groups in singing his song, he was honored and acclaimed at the annual awards banquet at the Inn on the Park.

The award read, in part: "One broadcaster who began his career over 25 years ago is making an unique contribution to our industry and to the nation. He is personally visiting broadcasting stations from coast to coast, and involving himself in the local communities. Through his imaginative, creative skills he composed a song that the whole country is singing and which is adding greatly to the new enthusiasm and pride that all Canadians feel in our country."

Gimby was a member of the *Happy Gang* which once stood at the head of the line for popularity on the National Radio Network, sponsored by Colgate-Palmolive.

RUSS H. RAMSAY, general manager of CJIC-AM-FM-TV, Sault Ste. Marie—once fired by that station "because he had no future"—was last week elected president of the Central Canada Broadcasters Association at their seventeenth annual convention at the Inn on the Park, Toronto.

A native of the Soo, Ramsay, now 39, used to do his homework while he was still in high school in the CJIC transmitter building. This was before they had invented unattended operation.

He became manager of TV in 1955, and general manager of TV and radio in 1961.

Ramsay has always been high on public service, having run for parliament, served as president of Rotary and also of the United Appeal Fund. He married Margaret Nicholls, also of the Soo and they have two daughters and three sons.



This certificate of appreciation is presented to:—

Mr. K. G. "Ken" Chisholm in grateful recognition of his efforts in promoting the CCBA Engineering Section during the formative years, and as a token of the esteem in which he has been held by the Broadcasters of the Central Canada region, throughout the 39 years he has been associated with our industry.

Presented by the Engineering Section of the Central Canada Broadcasters Association, October 24, 1967.



central canada broadcasters' association

Only better programs can lure the public to subscription television

"DESPITE THE TOUGH COMPETITION it will encounter from the networks, subscription TV can help make our TV service more truly local by programming for local needs and, in the process, encourage along with greater diversity in programming, greater diversity of ownership and control of this dynamic medium."

Joseph S. Wright, president, Zenith Radio Corporation, Chicago, leading proponent of pay television (subscription TV) in the U.S., told the Communications Subcommittee, House Interstate & Foreign Commerce Committee, U.S. House of Representatives, that: "We accept the burden that subscription television must provide a popular and useful service, as a supplement to our existing broadcasting.

"I think television has done remarkably well in bringing entertainment, news and other features to the home," he said, "but there are certain obvious limitations to the existing economic support of advertiser-sponsored television which frustrate the maximum potential of the medium, and particularly the development of a viable and vigorous UHF system."

In a 14-page presentation, advocating subscription TV, Wright highlighted the operation of the Hartford, Conn. UHF station, WHCT, Channel 18, which is both a commercial TV station and a subscription outlet, authorized by the FCC on an experimental basis in 1962.

Whole family sees top hits at home cheaper than theatre

Wright said the Hartford operation "provided first-run motion pictures and other box office entertainment in the home, for the entire family, at a price no more, and usually less, than a single ticket at the theatre, or hall, or stadium, where the same entertainment was being offered at or

nearly the same time.

"The Hartford operation shows the American public to be *highly selective* in what it will pay money to see on subscription TV," he said.

"One outstanding fact emerges from our experience—any attempt to charge for second, third or fourth-rate old movies or for situation comedies, or the other things that unfortunately make up such a large part of current commercial television, would be doomed to financial disaster.

"The main problem," he said, "is how to encourage and develop the production of new box office entertainment in sufficient volume to attract customers to spend a dollar or two a week that is necessary to make it a commercially feasible proposition."

Wright said: "Our opponents have argued long and loud that if subscription television is permitted on a wide scale the effect will be to siphon away programming and talent from free TV and to attract away so many viewers that so-called 'free TV' would be seriously weakened.

"Incidentally," he said, "this argument principally originates with the groups of motion picture theatre owners who would be most pleased if somehow or other all of television would dry up and blow away—groups that have persistently fought and, indeed, have gone so far as to attempt boycotts of motion picture producers and distributors who have made old movies available to advertising television."

He said: "The Hartford experience shows us that the average subscription customer spends approximately three hours per week—or less than 10 per cent of his average viewing time—watching subscription programs.

"Above all, he is very discriminating and selective in what he is willing to pay for. First-rate theatrical productions that are of timely and

current interest; high quality motion pictures that are achieving box office success in the theatres; and things like heavyweight championship fights which have been blacked out on television achieve success at subscription TV's home box office. Motion pictures and other box office entertainment that is of lesser quality perform just as badly for subscription TV as they do in the theatre."

The public will pay for better programs

Wright said the FCC has laid down a great many restrictions in its proposal, "to insure that the service will not be authorized except under conditions where there will be at all times a substantial number of free television facilities available to the prospective customer.

"Under the rules of the game," he said, "we must find programs which are so attractive to our viewers that they will be willing to pay cash money to see them in competition with four other stations in the market... competing with what the three commercial networks give away.

"Under the proposed rules," he said, "sporting events which have been on advertiser sponsored TV in the preceding two years are denied to subscription TV. We cannot compete for the reruns of old movies that make up a major part of advertising sponsored TV programs—films that have been out of theatrical release for more than two years.

"There are a number of other rules all designed to make sure that we do not pre-empt the programming and talent sources that make up the existing system—even if this were economically sound or legally possible, which it is not.

"We cannot emphasize strongly enough that our interest in subscription television is in providing a supplemental service that will add

to and not detract from the existing system," Wright said.

"I wonder if those who express fears about subscription TV's impact on the present system really believe that General Sarnoff, William Paley and Leonard Goldenson are going to sit by and let subscription television take away a major part of their viewing audience.

"They will undoubtedly use all the talent and ingenuity at their command to make the network programming supported by advertising commercials so attractive and worthwhile that the number of people watching subscription television will be kept to a minimum. If our competition makes them better, how can the public lose?" he asked.

Would light up unused channels

Wright said he suspected "the real thrust of the network opposition is that this new service might make it possible for independent stations to prosper without having to depend on a network affiliation for survival.

"Subscription television," he said, "even under the proposed rules, can put many now vacant TV channels on the air, lighting up new transmitter towers and adding service to the public where now there are only dots on an allocation map." Over 600 commercial TV channels are now unlighted, or about half of those allocated," he said.

"Most of these idle channels are in the ultra high frequency band where now, 15 years after the allocations were made and more than three years after the all-channel law to require manufacturers to put UHF on sets as standard equipment, only 130 commercial UHF stations are operating—and about half of them at a loss. More than 100 UHF stations have gone off the air for lack of programs and revenue.

"By utilizing only part of each day for box office programming, new stations on unused channels made possible by STV can provide local programming during the rest of the broadcast day without charge—locally sponsored commercial shows, public service features, news and discussion of local issues," he said.

Wright told how subscription TV brings the enjoyment of top box office entertainment to middle and lower income families, to whom the service would have special appeal. He said it would cost a Hartford family with 15 children, who love to go to the movies on Saturday afternoon with their friends, up to \$10, for tickets, transportation, parking, refreshments, etc., and a family like this couldn't afford a movie treat but once in a blue moon. But Channel 18's Saturday Matinees on subscription TV, at 50 cents to a dollar for the whole family—and as many young friends as can crowd around the set—makes this treat possible frequently—at real savings.

"Subscription TV is a highly efficient method of distributing great box office events. It brings the stage and the concert hall, the arena and the motion picture theatre to the home rather than transporting the audience to the event," Wright said.

"It makes it possible for the subscriber's home to become part of the theatre, just as the motion picture brought the stage...to thousands of local communities far from production and cultural centres.

"We believe the American public should have the opportunity to view motion pictures and other box office entertainment on subscription TV, while they are *new and fresh* and *without countless commercial interruptions*—and still have the choice of seeing these pictures two or three years later on advertising-sponsored television *with* commercials, when the feature's theatrical potential has been exhausted.

"The competition between the two types of television service would have a beneficial effect on conventional TV, since the competition for audience would motivate advertising-sponsored television to cut down on commercial clutter, because of audience support of a subscription service without commercials.

"It seems to me," he said, "that the nub of the network's argument is a real fear that there will be a great demand for a box office television service without commercials."

ANNOUNCEMENT

BARRIE BROADCASTING COMPANY LIMITED APPOINTMENTS



WAYNE BJORGAN



JOHN HENDERSON



DOUGLAS COULSON

Ralph T. Snelgrove, President of Barrie Broadcasting Ltd., is pleased to announce the following appointments:

Wayne Bjorgan, General Manager CKBB-CKCB Radio; John Henderson, General Sales Manager, CKBB-CKCB; Douglas Coulson, Retail Sales Manager, CKBB.

Wayne Bjorgan has been with the Barrie Broadcasting for six years. For the past four years, he has held the position of News Director of CKBB-CKVR TV.

For eight years, John Henderson has been associated with the sales department of Barrie Broadcasting. Until recently, he was Radio Retail Sales Manager.

Douglas Coulson, a member of the sales staff for the past five years, will now take over Mr. Henderson's former position as Retail Sales Manager.

A gap to bridge between Parliament and the people

THE CONTRIBUTION OF BROADCASTING to education, formal and informal, is of vital and growing importance to our hopes for society, said Robert Stanbury, Liberal MP for York-Scarborough, as he spoke on *The Right To Know* at the Board of Trade Club, Toronto, October 2.

"The government will soon be proposing to Parliament the establishment of a new Crown Corporation to provide facilities for instructional television," he said. "It is my hope that this proposal, and the ground rules for use of these new facilities, will be the subject of careful study by a parliamentary committee this fall. (In the reading of the proposed new Broadcasting Act, ETV was set aside for further study by the government—October 17).

Stanbury, former chairman of the Standing Committee on Broadcasting, said: "An all-important consideration in this coming extension to our broadcasting system will be the degree of state control.

"We have always avoided state broadcasting in Canada," he said. "We have kept our federal governments at arm's length from these potent media of mass communications. We have created Crown Corporations and supervising boards which are not subject to ministerial direction.

"This is often frustrating for governments," he said, "but it seems to me a vital principle well worth preserving—even strengthening. I hope it will not be compromised in the name of education. I hope no government, either federal or provincial, will ever operate stations or networks, controlling their entire output. That would be too great a temptation for even the most benevolent politicians."

Broadcasting can bridge the gap between parliament and people

"For 35 years," Stanbury said, "broadcasting in Canada has been more than a tool of government or

commerce. Rt. Hon. R.B. Bennett, in 1932, saw our broadcasting system as 'the agency by which our national consciousness may be fostered and national unity still further strengthened'."

Strongly in favor of permitting radio and television coverage of parliamentary sessions, Stanbury said: "Television has made every part of our country visible to every Canadian...a vital tool in nation-building. If our country is now so highly visible to us all, the same cannot unfortunately be said of our governments. In a land drawn close—in a world made small—by electronics, our governments seem as remote as ever from the governed.

"We are more than ever aware of the problems of our society, but we seem little involved in their solution. In an age of total information, not many of us know much about how our federal and provincial parliaments work. Unfortunately, there is a wide gulf between our political institutions and the people they are supposed to serve.

"The electronic media offer the means to help bridge the gap between parliament and the people, to give democracy a new visibility in Canada," he said.

"A television drama, *Quentin Durgens*, has stimulated public interest, and perhaps a better understanding of MPs' work.

"We have seen how exciting a leadership convention can be. Why not expose the parliamentary process itself to public view?"

Freedom of air— like freedom of print

Stanbury said: "Yes, we can get reports from our newspapers and newscasts, but why should we have to get them second-hand? Oh, we can subscribe to Hansard, the daily record of debates, but how many of us would bother, or would wade through it all

if we did? Radio and television are ideally suited to bringing the parliamentary process home to the people."

He said: "My own view is that broadcast coverage should be permitted of all parliamentary proceedings with the same freedom accorded to print media.

"As at the United Nations, a live feed or tape could be made available to any network or station from an official service under the non-partisan supervision of the Speaker.

"It seems to me," he said, "radio and TV editors, no less than newspaper editors, should be able to pick and choose what they'll use, subject of course to Parliament's historic but rarely used power to punish breaches of parliamentary privilege.

"While this seems to me the ideal, and I feel sure it will come, I expect our Parliament will approach it very slowly, with great care and caution.

"No Parliament has been so daring—yet!" Stanbury said.

SMPTÉ

Papers are wanted for color conference

FOUR ASPECTS OF COLOR TV will be discussed at the 2nd annual Color Television Conference, sponsored by the Detroit, Mich. section, SMPTÉ, January 26-27, 1968 at the Rackham Memorial Building, Detroit.

The four sessions will discuss (1) operational quality control; (2) color film in television; (3) international aspects of color television, and (4) new developments.

The new development session will be of the tutorial type, and panel discussions will be developed where applicable throughout the conference.

Anyone interested in presenting a paper at the conference should contact Roland Renaud, WWJ, 662 West Lafayette, Detroit, Mich. 48231.

Over 600 attended last year's conference and early registration is advised for the '68 sessions. Information may be obtained from Wayne State University, Conference Department, Community Art Centre, Detroit, Michigan.

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

MONTREAL
1434 St. Catherine St. W.

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

Broadcast Execs launch third course at Ryerson Polytechnical Institute

THE BUSINESS OF BROADCASTING will be discussed by CAB past president, Murray T. Brown, vice-president, broadcasting, London Free Press Printing Co. Ltd., CFPL AM-FM-TV, to lead off the 3rd annual BES-sponsored course in broadcast advertising, beginning Tuesday evening October 31, at Ryerson Polytechnical Institute, Toronto.

The 20-session course, held from 7:00-9:00 p.m. each Tuesday evening through March 26, 1968, directed by Syd Perlmutter of Ryerson, features an outstanding list of lecturers covering all phases of advertising, sales and promotion for the industry.

Fee for the course is \$50.00, with registration to be made with the Broadcast Executives Society, 12 Richmond St. E., Suite 347, Toronto 1, Ontario.

Speakers and their topics, include: Nov. 7: T.J. Allard, executive vice-president, CAB, Ottawa, *Broadcast Regulations*. Nov. 14: Henry E. Karpus, creative director, Ronalds-Reynolds & Co., *Role of the Advertising Agency in Developing Successful Broadcast Advertising*. Nov. 21: Al A. Bruner, vice-president, corporate development, CHCH-TV, Toronto-Hamilton, *Marketing and the Broadcast Function*. Nov. 28: Ralph Draper, vice-president and account supervisor, Vickers & Benson Ltd., *The Advertising Media*.

Three dual presentations will highlight the December sessions. Dec. 5, John Fox, national retail director, Radio Sales Bureau, will give an RSB presentation, *Radio Alive*, and Doug C. Trowell, general manager, CKEY Toronto, will speak on *Radio Station Operations*, goals and objectives, role in the community, administration, regulation, and career opportunities. Dec. 12: Ken Baker, vice-president, radio, All-Canada Radio & TV Ltd., *Selling Radio to the National Advertiser*, and Martin Conroy, general sales manager, CFCF Montreal, *Radio Promotion and Merchandising at the Station Level*. Dec. 19: Bill Straiton, vice-president, creative services, Foster Advertising Ltd., *Radio Creativity*, and a creativity presentation of the RSB, by Peter Harricks, national sales director of the Bureau.

Ed. Lawless, executive vice-president, Tv8, will speak at two of the four January sessions, when the sales picture will be highlighted. Jan. 9: Dick Shatto, retail sales manager, CFRB Toronto, *Retail Adver-*

tising in Radio. Jan. 16: Bill Davidson and his staff of the marketing division, CHCH-TV, Toronto-Hamilton, *Sales and the Independent Station*. Jan. 23: Lawless will discuss *Selling Through Television* and Jan. 30: *Television Creativity*, during which he will show a variety of TV commercials for analysis and discussion.

L.B. McColl, Radio and Television Arts, Ryerson, leads off the first of two discussions on commercials, for February. Feb. 6: *Writing the Television Commercial*. Feb. 13: Ray Arsenault, director, radio & TV production, McKim/Benton & Bowles Ltd., *Producing the Television Commercial*. Feb. 20: Key personnel from the CTV Television Network will discuss *Programming and Profits for the Network Affiliate*. Feb. 27: M.L. Thomas, sales promotion and marketing research director, TV division, All-Canada, *Broadcast Research*.

The Campbells are coming, for the first two March sessions. Mar. 5: Keith Campbell, vice-president, marketing, CTV Network, *Audience Measurement*. Mar. 12: Rick Campbell, morning man, CKEY Toronto, *Communicating the Sales Message*. Mar. 19: Frank C. Buckley, vice-president, W.K. Buckley Ltd., president, Broadcast Executives Society, *The National Advertiser*.

Mar. 26: Ross McCreath, vice-president and general manager, All-Canada, *Career Opportunities*. Perlmutter will give a final evaluation and successful candidates will receive special certificates from the BES.

First U. S. broadcaster to address Canadian Club

"THE FIFTH FREEDOM" will be discussed by Lawrence H. Rogers, II, president, Taft Broadcasting Co., Cincinnati, Ohio at a luncheon meeting of the Canadian Club of Toronto, Monday November 6, at the Royal York Hotel.

Rogers will be one of the few broadcasters, and the first from the U.S., to address the Canadian Club. Arrangements for his appearance were instigated by Andy McDermott, Radio & Television Sales Inc., Canadian reps for Taft's group of radio and television stations, which include WGR AM-FM-TV, Buffalo, N.Y.

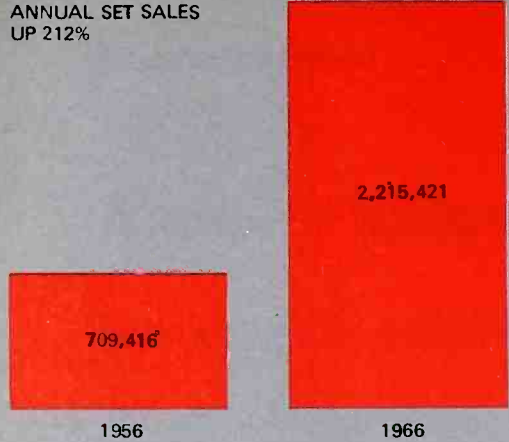
The largest audience of any Western Canadian television station



Representatives

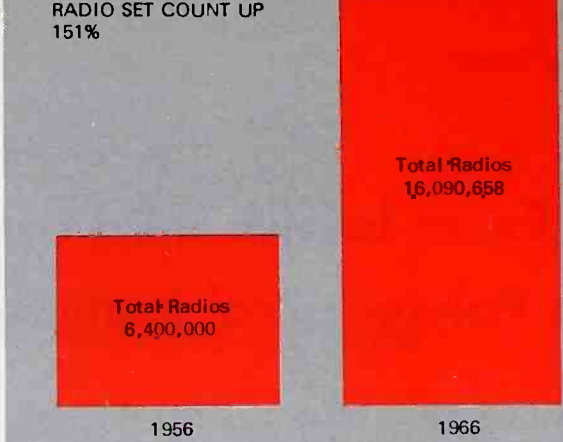
RADIO-TELEVISION REPRESENTATIVES LTD.

ANNUAL SET SALES
UP 212%



RADIO SET SALES

RADIO SET COUNT UP
151%



RADIO SETS IN OPERATION

RADIO HOMES UP 23%
MULTI-RADIO HOMES
UP 139%



RADIO HOMES

WHAT'S UP WITH RADIO?

One of the sure signs of the public's acceptance of radio is set sales which have continued to climb over the past 10 year period.

Between 1956 and 1966, Canadians bought nearly 17,000,000 radio receivers. By 1959 annual set sales exceeded the 1 million mark and by 1963 listeners were buying more than 2 million new radio receivers a year. The figure of nearly 2¼ million receivers purchased in 1966 represents an increase of 212 per cent over the year 1956.

During the 10 year period between 1956 and 1966, Canada's population increased by 24 per cent. During the same period, the number of radio sets in operation increased by 151 per cent. There are now in excess of 16 million radio receivers in use in Canada. By 1971 there will be more radios than people.

During the last 10 years the number of Canadian radio households has increased by 23 per cent. During the same period, however, the number of households with two or more sets increased by 139 per cent. Multi-radio homes now account for 53 per cent of all radio homes.

The most dramatic growth in radio listening posts has of course occurred in the proliferation of portables and transistors which has taken radio wherever people go and superimposed a tremendous out-of-home listening audience on the in-home audience.

In 1956, battery operated portables and automobile radios accounted for only 25 per cent of the total set count. With the advent of the transistor and more sophisticated production techniques, we find that in 1966 nearly 2/3 of Canada's radio set population were capable of operating outside the home and in areas where electrical power is not available.

The final indicator of radio's increasing growth acceptance is advertising volume.

In the 10 year period from '56 to '66 all media advertising expenditure increased by 77 per cent while radio's

revenue gain was 105 per cent.

The foregoing figures are pretty substantial proof of radio's pattern of growth in both the public's acceptance of it as an informational and entertainment medium and the advertisers' awareness of and confidence in its power as a sales force.

Daily reach

Radio's week day average daily reach for men is 80 per cent. For comparison purposes, television's week day daily reach for men is 3 per cent higher—83 per cent.

Radio's week day daily reach for women is 84 per cent. The figure for television is 4 per cent higher—88 per cent.

The average amount of time spent with radio daily—Monday through Friday—looks like this:

Men — 2 hrs. 36 min.

Women — 3 hrs. 42 min.

The July survey shows that radio's daily reach in the summer for both men and women is higher than that of television. With regard to time spent with the media—for men time spent with radio is about 12 minutes less and for women 12 minutes more than TV.

A great number of the enquiries we receive at RSB from both advertisers and agencies are concerned with FM. This high degree of interest is unfortunately not always reflected in budget allocations but this will change.

FM—slow and gradual

In FM the agencies require more information about the medium in order to make recommendations to their clients. The stations on the other hand need advertising revenue to finance the accumulation of this additional information. The final result of this is that the growth of FM is a slow and gradual one rather than being as dramatic as it should be.

RSB recently distributed a very

lengthy questionnaire to Canadian FM stations and completed questionnaires were returned by 51 of the approximately 65 FM operations on the air at the time. This very high response indicates very strongly that FM operators are anxious to get as much information as they can into the hands of the buyers.

In the 12 month period between May, 1965 and May, 1966 which is the last complete year for which DBS figures were available, total radio households in Canada increased by 2.1 per cent but during the same period the increase in Canada's FM households was 27 per cent.

Provincial increases ranged all the way from 17 per cent in Ontario, where more than 1/3 of the households are equipped to receive FM, to 81 per cent in Saskatchewan.

In each of the eleven Metropolitan markets tabulated by DBS, there were substantial increases. Vancouver registered a 65 per cent increase in FM homes in a single year while Toronto's FM households accounted for almost 1/2 of the city's total households.

As of May 1966 nearly 1½ million Canadian homes (and that's about 29 per cent of all households) were equipped with one or more FM receivers not including FM automobile radios.

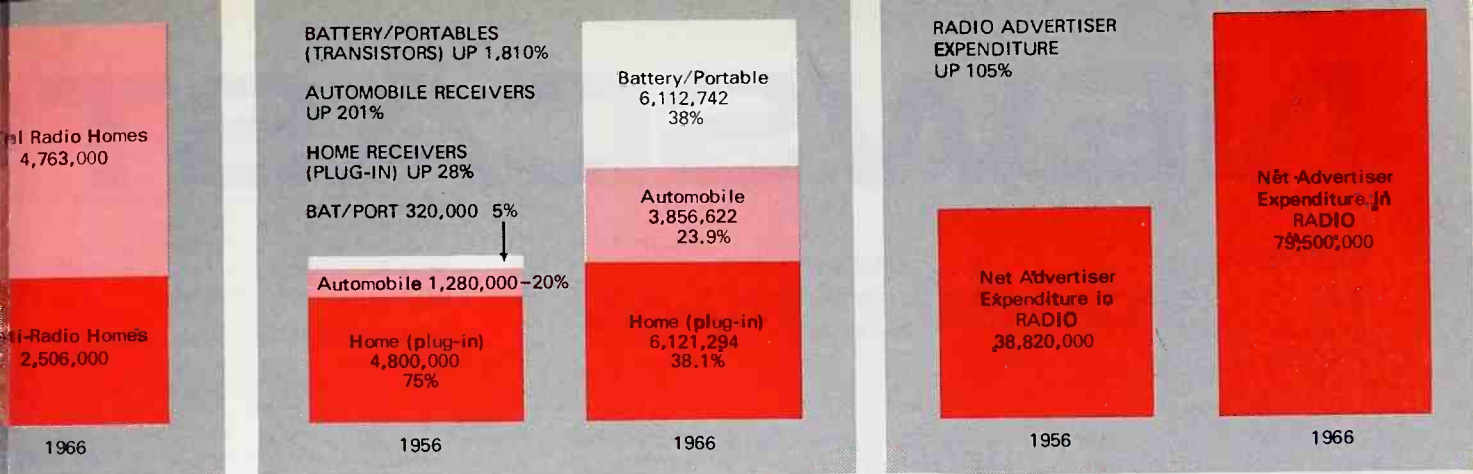
The average hours of daily operation are 17 hours and 76 minutes of which 11 hours and 40 minutes are programmed separate from the AM operation.

More than half of the respondent stations broadcast in stereo and average 15 hours and 52 minutes daily of stereo broadcasting.

With regard to the type of programming done by the 51 stations survey: 23 per cent program mostly classics, 20 per cent program mostly concert—and this includes ballet music, salon music and operettas.

51 per cent program mostly middle of the road—which would be show tunes, big bands, etc.

6 per cent are mostly contemporary and play rock, jazz, blues, etc.



OUT OF HOME LISTENING

RADIO REVENUE

about everything, according to Pete Harricks, national sales director of the Radio Sales Bureau. In a presentation to the ICA Media Directors seminar earlier this month, he proved his point by providing some data on radio, which the RSB claims has had very limited exposure to date.

Commercially speaking

The average number of commercial minutes per hour during separate programming is seven and during simulcasting is nine and the average number of commercial interruptions per hour is six during separate programming and eight during simulcasting. 35 per cent of the stations restrict commercial time to limits below that approved by the BBG.

With regard to sales policies, about half of the stations sell the FM separately. Just under half sell FM separately or combined with AM. Only 4 per cent of the stations sell the FM-AM combination only.

Twenty-six per cent of the stations had no restrictions regarding jingles but would accept them all. Twelve per cent of the stations will not accept jingles at all and 62 per cent will not accept jingles but with certain provisos. For example, 14 per cent will not schedule jingle type commercials during classical music periods. 48 per cent of them screen all jingles and reject those that are particularly high-pressure or strident.

The stations were also asked which products or services normally advertised on AM radio were not acceptable to them. There was not too much agreement between stations on this, but comparatively few of the unacceptable categories are national.

The stations' survey noted that about 3/4 of their advertising revenue was local and the remaining 1/4 national.

Of the 12 advertiser categories that make the most use of the respondent FM stations, two national advertiser categories top the lists. Air lines, number one and travel bureaus are in number two spot. Department stores are in fourth place.

Crystal gazing ten years ahead

There seems little doubt that as our population increases and more stations are required to provide an

adequate service, the majority of the new stations will be FM.

The present trend will continue at an accelerated pace and by 1977 more and more stations will be specializing their programming and will have well defined audience profiles thus permitting advertisers to target with a high degree of accuracy on heavy user groups.

There is some irony in the fact that when technical advances make virtually instant ratings feasible, the importance of "numbers" will have diminished to the point where they will have limited value without accompanying data which cannot be gathered electronically.

Actual audience figures themselves will have a built in complication because homes (particularly those in the high-income strata) will have entertainment units capable of automatically recording and storing radio and television broadcasts as they come off the air. These will be kept available for playback within a pre-set time limit. This means that for every program there will be both an actual and a delayed audience.

Well within the next decade there will be disposable radio receivers which you will buy like you now buy cheap ballpoint pens and flash lights. They will be replaced after the power source fails.

By 1977 computers will of course have moved in with a vengeance. In Toronto and Montreal at least, there will be a central data bank containing complete information on station audience, demographics, reach and frequency distribution, availabilities, etc.

All agencies will have access to this and will feed in their requirements and get print-outs of detailed plans including availabilities and audience characteristics.

The data bank will not only contain information on radio but for all mass media so that not only will the computer give you media schedules but the *media-mix* you should use for

maximum impact on your target consumer group.

The role of both the media buyer and seller will naturally change by 1977. One of the requirements for employment in this field will include the ability either to program or interpret the computer and possibly both.

There will also be another development that will cause agencies some concern. Larger advertisers will have their own computers tied in with the media data bank for two-way traffic. This procedure will bypass a lot of people. Agencies, however, will adjust to this situation as they will have adjusted to other changes including the complete abandonment of the commission system.

The key to adjustment to change is *creativity* and when it comes to creativity the agency is where the action is. I'm not only talking about the creative department—I'm talking about every phase of the agency operation. Media planning by my definition is, or should be, a *creative process*.

Sociologists are doing a lot of worrying about what people are going to do with the ever increasing amount of leisure time that is being made available by the shorter work day and work week.

Because of this increase in available non-regimented time, the communications and entertainment media are going to play a proportionately more important part in people's lives.

Radio will be the greatest beneficiary of this "leisure evolution" because it has an important and unique ability—it's the *only* medium that can reach people while they are engaged in other activities and wherever those activities take place.

Now for the last of my predictions. In 1977, radio advertising volume will top 200 million dollars. Of all my predictions, I naturally hope that is the most accurate.

The next 10 years should be interesting and profitable ones for us all.

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ASSOCIATIONS

MARKETING'S PRIMARY CHALLENGE during the next decade comes from the growing relationship between business and government, said Gary S. Cutini, president, Sales & Marketing Executives-International.

He spoke on *Freedom of Choice — The Marketers' Key*, at the first SME-I board of directors meeting ever held in Canada, October 6. The Toronto club was host to the gathering of some 125 members from the U.S. and Canada.

"During this period," he said, "the impact of government on every aspect of business will increase sharply. Government activities are significantly influencing business operations in many areas. The concept of consumer protection is an example."

Suggesting how business can approach this new era, Cutini said: "Business must have confidence in its own ideas. Business must exert statesmanship in building its new relationship with government.

"Both the public and private sector need to maintain their separate, creative roles locally and nationally. At the same time, both need to recognize their mutual dependence," he said.

"Business cannot exist without government. Government cannot exist without business. In the American economy, business provides for social progress, for education, integration

and research. Government provides the police power of law, of economies of basic controls."

Cutini said: "Government must recognize its emerging role imposes new responsibilities: justice, equality and fairness with customers. Fundamentally, the economy must grow *without* government initiative. The government, from time to time, stimulates productivity by pump-priming. This is at best temporary and of short range value."

Free enterprise market is consumer's plebiscite

Speaking on marketing in the decade of change, Cutini said: "A society's capacity to grow will always depend upon its capacity to consume what it produces. The free enterprise market is a Consumer's Plebiscite. Voting, in effect, is done by money units. The consumer decides what product or service he will vote for.

"The salesman and the marketer help the consumer make good choices. After all, no one can be an expert when so many products and services are available," he said.

"Sales and marketing know-how, which helped build America's economic strength, is now influencing decisions on an international scale. Today, sales and marketing executives are exporting their specialized knowledge to their fellow professionals of other nations. The professional marketer," he said, "speaks a stronger language than the diplomat."

Forecasting developments in the next decade, Cutini said that being concerned in the three revolutions, of information, communications and transportation, "the professional marketer must assume leadership in this world of change by serving as an apostle of constructive discontent and a purveyor of cosmic impatience." ■

THE ROLE OF PROMOTION was stressed by Sir Ralph Perring, Bt., former Lord Mayor of London ('62-'63) and chairman, London Steering Committee for British Week, in a luncheon address to the Advertising & Sales Club of Toronto, October 10. "It is as important to promote and sell as it is to produce," he said.

Heralding British Week in Toronto, the biggest promotion of British consumer goods ever held outside of Great Britain, Sir Ralph said: "The expertise of presentation and stimulation of sales and service is the life blood job of your association, in competition with national competitors throughout other areas of the world.

"Competition is the driving force from which the whole of economic life is dominated, and each generation must accent this inescapable fact," he said.

Speaking of the development of domestic and world trade and expansion of markets, Sir Ralph said: "It has followed that greater need for sales and publicity has developed.

"Advertising plays so great a part in all your promotions that I would like to recall the little rhyme:

*The codfish lays a thousand eggs,
the homely hen but one.
But the hen, she keeps on cackling,
to tell us what she's done.
And so we praise the homely hen,
the codfish we despise,
which shows as plainly as can be—
it pays to advertise."*

EDUCATIONAL TV

A FEDERAL ETV AUTHORITY, with full powers to direct the development of educational television in Canada, might solve many problems in this particular field suggests the Metropolitan Educational Television Association (META) of Toronto, and the Canadian Association for Adult Education.

META, in the first issue of *Meta-news*, a modernized successor to the former *Newsletter*, says, "The federal government seems to equate ETV exclusively to in-school demands, totally neglecting the continuing educational needs of adults.

"It thus intends to relegate any ETV developments in Canada to the UHF broadcasting band...which means that while schools can be fairly easily readied for reception it will probably take a decade or more before the majority of Canadians have access to educational programming especially designed for them.

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"What is required to amend this dark situation is a more enlightened attitude on the part of Mr. Pearson's cabinet accompanied by imaginative legislation during the fall session of Parliament," *Metanews* says.

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

"Another result could be that educational bodies across Canada would be given the priority in the allocation of any available VHF channels...still another could be legislation making the inclusion of UHF adapters on all new sets mandatory for manufacturers. In areas where no VHF's remained available, UHF would be essential."

Great need for ETV urged by adult group

"Television is desperately needed," said the Canadian Association for Adult Education, "to meet the new demands of education in the Canadian society, and available resources for adult training cannot cope with the problem."

In a brief submitted to the House of Commons committee on broadcasting, the CAAE said: "We believe that it is of the greatest importance to assert vigorously...first that it is no longer possible or practical to choose between the education of children and the education of adults in affecting development, and second, that the chief participant in educational television is the adult student in his home."

The brief said there is no educational television of the kind required for adults. It asked for the direction of a number of channels that would be planned and operated on the basis of educational need, foreseeing such channels as a major resource for learning by the community.

The adult education group also suggests a Federal Broadcasting Authority should be formed, to carry out several functions in close relationships with governments. The CAAE says ETV should not be handled by the present organization of the CBC.

It says the financial and technical problems of ETV are different from those now met by the CBC. "There are considerations of size as well as the complications of two quite diverse services being included in the same administrative structure. We believe that the CBC will be better able to concentrate on its assigned task without the administrative demands of the new service."

Also urging that the federal government should pass a bill requiring that all TV sets sold in Canada be capable of receiving both UHF and VHF, the brief says "Canada should engage in educational television broadcasting as rapidly and as fully as possible."

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FILM

MOVING INTO THE U.S. MARKET, as it begins its fourth year on the CTV network, *It's Your Move*, a daily audience-participation-type gameshow, has been syndicated by ABC Films, who are co-producing the program with Baer Joelson Productions.

It's Your Move is being color-taped five times weekly for its U.S. version, at WABC-TV New York. Jim Perry, formerly on the *Sid Caesar Show*, is host of the American version.■

WALT DISNEY TV SALES, TORONTO, has its *Wonderful World of Color* and *Zorro* running on the full CBC English network, for the second successive season, says Bruce Butler, Disney vice-president.

Wonderful World is dubbed in Paris, he said, and has been sold to the French CBC network. *Zorro* is also dubbed in Paris, and began October 4 on a selected group of French stations in Quebec: CFTM-TV Montreal; CHLT-TV Sherbrooke; CJPM-TV Chicoutimi; CFCM-TV Quebec City and CJBR-TV Rimouski.■

MORELAND-LATCHFORD LTD., TORONTO, producers-distributors of educational films, built their own planetarium for the production of their new Primary Science series of 18 color films explaining the earth, moon, sun and stars, produced in 16mm and 8mm for kindergarten and grades 1-2-3 students.

Frank Latchford, vice-president, said: "Creative ingenuity and over a year of production were necessary before the films were given final approval by experts in the field."

Moreland-Latchford, wholly Canadian owned, is now supplying North America with more educational titles than any other film producer, reversing the usual one-way flow of educational films between the U.S. and Canada. Their continually increasing supply is now reaching into all areas of the U.S. through their American distributor, Sterling Educational Films, Inc.

B. B. G.

EXTENDING ITS FRENCH SERVICE will be the quest of the CBC at the November 14 BBG hearings in Ottawa, when the Corporation seeks approval of a license to establish and operate a new French-language AM station in Windsor, Ontario.

A CBC-operated French-language FM station for Vancouver has already been given the green light, and will go on the air November 1.

The Windsor application from the Corporation is for 2500 watts day and

5000 watts night, DA-1, on 540 kcs.

The Board will also hear representations on behalf of licensees of a number of television broadcasting stations in certain markets where there is no alternate TV service, including licensees who have filed applications for second service in Southwestern Alberta, Southwestern Manitoba and the Maritimes.

For a station licensed in the name of Churchill TV Company, Nanuk Television Ltd. will apply for a license to establish and operate a television broadcasting station at Churchill, Man., on Channel 4, with an ERP of 10 watts video, 4.94 watts audio, directional antenna, EHAAT 85 feet.

Ralph C. Ellis for a company to be incorporated, is seeking a license for a new AM station at Trenton, Ont., 1000 watts daytime, 500 watts nights, DA-2, on 1320 kcs.

Rideau Broadcasting Ltd. will apply for a license for a new FM station at Smiths Falls, Ont., ERP 47,300 watts, horizontal and vertical polarization, EHAAT 278 feet, omnidirectional, on 101.1 Mcs.

The CBC wants a new TV rebroadcasting station at Shaunavon, Sask., to receive off-air programs from CJFB-TV Swift Current for retransmission on Channel 7+, ERP 1140 watts video, 230 watts audio, directional antenna, EHAAT 560 feet, and another at Port Menier, Anticosti Island, Que., receiving programs from CKBL-TV Matane, for retransmission on Channel 6, ERP 72,000 video, 14,000 watts audio, directional, EHAAT 1085 feet.

CHGB Ltée., La Pocatière, Que. is after an auxiliary studio at Baie-Saint Paul.

Radio NW Ltd. will ask permission to change location of the main studios of CKNW New Westminster, B.C. from 227 Columbia St. to 8th Ave. & McBride Blvd.

CFCP Radio Ltd., Courtenay-Campbell River, B.C., wants a daytime power increase for CFWB, Campbell River, from 250 to 1000 watts, on the same frequency of 1490 kcs., nighttime power of 250 watts, omnidirectional.■

BIDS FOR NEW FM STATIONS in Calgary, Alta. will be heard by the BBG in the late spring of 1968.

The Board has received, from holders of AM licenses in Calgary (unnamed in its press release) two applications for licenses to establish and operate new FM stations in that city.

One independent FM station is presently operating in Calgary, CHFM-FM, established by Quality FM Ltd., August 29, 1962.

The Board indicated that it would not consider applications for additional FM stations "until the independent station had been in operation for a reasonable period of time."

Since CHFM-FM has now been operating for five years, "the Board

is prepared to hear the two applications which have been filed, and any additional applications, at the first Board meeting after six months from the date of this announcement" (October 12, 1967).

NETWORKS

CTV IS PYRAMIDING ITS INVOLVEMENT in news and public affairs with a new half-hour program on Monday nights titled *Canada 101*. The program is under the guidance of CTV's Director of News and Public Affairs, Charles Templeton.

Each program will have principal guests who will be challenged by groups of students representing six Canadian universities in as many provinces.

A round robin of questions and responses, between the guests, the students and the program's host, will originate from four Canadian cities simultaneously.

W5 is back in its Sunday night slot this season. Ken Cavanaugh, story and film editor, will be full-time host with Merle Shain as a frequent on-air personality.

W5 will expand its national coverage with contributions from CTV member stations and their staffs.

Each program will devote part time to a documentary focus of attention on a particular issue or problem. Not all programs in the series will be controversial. Some, such as Ken Cavanaugh's travel visits to Russia last season, will be devoted to enlarging horizons.

W5 also will return to some of the scenes of last year's series to note what changes if any have taken place in such areas as the Negro self-help development in Halifax, and in the teen-age drug situation.

The *Question Period* in the Canadian House of Commons is the opportunity afforded even the most modest backbencher to present questions directly to the government. It provides the basic idea for a new series of half-hour public affairs programs on the CTV network Sunday afternoons.

In *Question Period* six parliamentarians will participate in each program, three representing the opposition. Different parliamentarians will appear each week in a cross section of parliamentary thought.

Question Period is produced in color in Ottawa by CTV News and Public Affairs.■

A MAJOR NEW HOUR-LONG SERIES on Sunday night, *The Way It is*, the return of *Public Eye* on Tuesdays, and of *Twenty Million Questions* from Ottawa on Wednesdays are among the public affairs programs on the CBC-TV season; plus, beginning in January,

it's a matter of

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Fleur de Lys	
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Au Royaume de la Camera	Photographic Equipment
Autodrome Ste-Thérèse	Auto Speed track
"B.L.P."	G.M. Dealers
Gilles Bédard Automobiles	Pontiac Dealer
Bilpage	Meat Products
Henry Birks & Sons	Jewellery and Gifts
Betty Brite	Dry Cleaning
La Bohème	Entertainment
Brunswick Corp.	Bowling Alleys
Buanderie Lévis	Laundry & Dry Cleaner
CJLR	Radio Station
Carette Automobiles Ltée	Renault Dealer
Carnaval de Québec	Candles for Carnival
Centre de Main d'Oeuvre	Employment Service
Chaplain Auto Ford Inc.	Ford Dealer
Champoux Automobiles Inc.	Chrysler Dealer
Chanteclair Ltée.	Chrysler Dealer
Chaussures Marie-France	Ladies' shoes
Chouinard Automobiles Ltd.	Chrysler Dealer
Cinéma Canadière	Theatre
Cirque Hamld Morton	Circus
Claire Fontaine Ltée.	Seven-Up Bottler
Club Kinsmen de Québec	Raffle
Raymond Côté Automobiles	Ford Dealer
Georges Couillard Inc.	Real Estate
Alex Coulombe Ltée.	Pepsi-Cola, Pure Spring & Schweppes Bottler
	Soft Water Equipment
	TV and Appliances
	Dry Cleaners
	Exhibition
	Charity
	Canadian Army
	Garage
	Syndicate

ADVERTISERS CATEGORY

Laiterie Arctic	Dairy Products
Laiterie Laval	Dairy Products
J. B. Laliberté	Department Store
Laporte Automobile Ltée.	Chev. Olds, Dealer
Laurentide Clothing Co.	Clothing Manufacturer
Les Entreprises Sportives de l'est	Sporting events
Marc Legrand Musique Inc.	Music accessories
G. J. Lemieux Ltée.	Furniture and Appliances
Gaston Levesque Inc.	Retail store (apparel)
Maguire Electric Ltée.	Home furnishings
Martine Inc.	Fabrics
Morin Equipment, Inc.	Lawn Movers, Snow blowers, etc.
Nap Côté Amusements Holiday on ice	Ice Show
National Promotions, Ltée.	Various products
Rev. O'Brien	Religious Services
Orange Groves of Florida	Orange Groves
La Cie Paquet Inc.	Department Store
La Parmentier Ltée.	Potato Chips
Pavillon Rambler Inc.	Rambler Dealer
Denis Pepin Autos Ltée.	Chev. Olds, dealer
Pharmacie Québec	Javel water
Pharmacie Gilles Roy	Drug Store
Piste de Course de Québec Inc.	Drug Store
Place Laurier Shopping Centre	Race track (harness)
Place Laurier Teen Club	Shopping Centre
Maurice Pollack Ltée.	Dance Hall
Promotions Atlantic Inc.	Department Store
	Freezers and food suppliers
	Bingo
	Auto Speed track
J. E. Prud'homme	Sightseeing
Québec Modern Speedway	Furs
Québec Waterway	Circus
Québec Waterway	Florist
Racine Greater Shows	Restaurant
Renée Fleuriste Inc.	Bar B.Q.
Restaurant Le Bacchus	Steak House
Restaurant Le Colonel	Steak House and Bar B.Q.
Restaurant Le Fiacre Inc.	Furs
Restaurant Le Paysan	
Jos. Robitaille Fourures Enr.	

ADVERTISERS CATEGORY

Emilien Rochette Ltée.	Rugs
Rôtisserie Kebec Bar B.Q.	Bar B.Q.
J. E. Rouillard Ltée.	Real Estate
Salon Carlain Inc.	Beauty Salon
Salon Tom Enr.	Beauty Salon
Salon de l'Industrie et du Commerce	Exhibition
Service d'Arbre Guimond	Tree Surgeon
Service National de Placement	Employment Office
Sam Shaffer Enr.	Men's wear store
Robert Simard Couvre Plancher	Floor covering
Simons & Cie. Ltée.	Women's and Men's wear
Simpsons-Sears Ltd.	Department Store
Steinberg's Ltd.	Groceries
Syndicat de Québec	Department Store
R. Tanguay Automobile Ltée.	Chrysler Dealer
Jacqueline Thibault Enr.	Lingerie
La Troupe de Ballets, Ste-Foy	Ballet
United Amusements (Alouette)	Theatre
United Amusements (Cineac)	Theatre
United Amusements (Cinéma Ste-Foy)	Theatre
Universal Auto Ltée.	Chrysler Dealer
Ville Marie Rembourrage	Upholsterer
Sam Wong Restaurant	Chinese Foods
Y Men's Club of Québec	Event

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CKMI-TV



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Man at the Centre, a new arts and science series prepared by Lister Sinclair.

The 1967-68 schedule also features the return of such programs as *Intertel*, *Provincial Affairs* and *the Nation's Business* as well as a variety of foreign and Canadian-produced documentaries.

The Way It Is, the replacement for *Sunday*, encompasses public affairs and current events and includes both live and film items. Similar to *Seven Days' Document*, *The Way It Is* will include entire hour film documentaries on major topics of public interest.

As in past seasons, *The Public Eye* will offer analyses of national and international topics. Scheduled programs include a study of modern social phenomenon—the famous Bunny Clubs, the first Canadian showing of a dramatic Czechoslovakian documentary on war criminals, and a penetrating view of retarded children.

Twenty Million Questions returned for its second season with Charles Lynch as host. *T.M.O.*, this year in color from CBC Ottawa, examines the Canadian political scene through with leading political personalities, interviews with leading political personalities.

As a charter member of *Intertel*, CBC-TV will continue to schedule one-hour documentaries produced by member broadcast organizations of the International Television Federation, which include the Australian Broadcasting Commission, Rediffusion

ANNOUNCEMENT

CTV NETWORK ANNOUNCEMENT



JOHN T. COLEMAN

Keith Campbell, Vice President, Marketing, CTV Television Network Ltd., is pleased to announce the appointment of John T. Coleman as Manager, CTV Sales, Montreal. Mr. Coleman brings extensive sales and media experience to the new duties he undertook on September 1. His experience includes print and electronic media advertising, sales and promotion.

Television Ltd. of Britain, and National Educational Television and Westinghouse Broadcasting Company of America.■

BEAMED BY LANI BIRD SATELLITE, NBC Television Network will carry an exclusive color coverage of the Hawaiian Open Golf Tournament to the U.S. in the first live telecast of a sports event from the Hawaiian Islands.

Most of the world's top professional golfers are expected to take part in the \$100,000 PGA tournament from the beautiful Waialae Country Club, site of the competition since its 1965 inaugural.

The live NBC television (and radio) signals will be carried from the site via land line to the Comsat ground station at Paumalu, at the northern end of Oahu Island. They will be beamed from Paumalu to the Lani Bird communications satellite in stationary orbit over the Pacific, and picked up on the U.S. mainland at the Brewster Flat, Washington, land station, from where they will be fed to TV and radio sets across the country. The NBC Radio Network will also offer extensive coverage of the event, on its *Monitor* programs.

Co-sponsorship of the transpacific sports telecast, to be seen in the U.S. Nov. 4, 6-7 p.m., and Nov. 5, 6-7:30 p.m., will be shared by the 3-M Company and United Air Lines.

The CBC and CTV networks said they have heard of no plans to bring the telecast to Canadian viewers.

RECORDINGS

SIX TROMBONES AND TWELVE TUNES add up to the new Canadian Talent Library release *Teddy Roderman and His Six Trombones*. The twelve tunes include, among others, *The Happening*, *Sunny*, *Meditation* and *Up Up and Away*. Leading the six trombone unit is Teddy Roderman.

Roderman, a native Torontonian, played his first professional engagement at the age of 16 in an orchestra conducted by Robert Farnon. In his career, Roderman has performed under such well known leaders as Percy Faith, Nelson Riddle, Stan Kenton and Henry Mancini, including a recording session conducted by Igor Stravinsky.

In recent years, Roderman has been involved in the production of films, radio and television programs, commercial jingles and recordings. Du

Maurier, Hockey Night in Canada and the CN jingles are three familiar commercial tunes. Most of his film work has been done with Crawley Films.

As well as this album, Roderman has been involved in other CTL recordings such as trombone soloist with Johnny Burt's orchestra. He was also the contractor for the CAB-CAPAC release *Anne of Green Gables*.

In the definite future are two CBC-TV specials, one with *Wayne and Shuster*, and the other featuring the recording star Tom Jones.

RESEARCH

"INSTANT" AUDIENCE ESTIMATES for overnight TV ratings is provided by A.C. Nielsen Company in New York City, through their computer and teletype service, Arthur C. Nielsen, Jr., president, told the Hollywood Radio and Television Society, October 17.

"Advertising and marketing people wanting to know who watches TV are receiving new statistical information and getting it faster than ever," he said.

Nielsen said his company now supplies almost 1700 combinations of computer data to assist the advertising and marketing community in pinpointing promotional objectives. The computer information tells who is watching TV—by age, income, sex, education, household size, county size, and many other categories.

He said the "instant" audience estimates services, "if expanded to a nationwide system, could provide national network ratings the morning after viewing takes place, or earlier if desired.

"Since the investment on all (U.S.) networks for prime time amounts to about \$2.7 million per evening, faster information could provide real leverage and economy in increasing programming efficiency."

So far, the special service operates only in the largest U.S. market, New York City.

SALES BUREAUS

THE TELEVISION BUREAU OF ADVERTISING has produced a major new film, *The Time of Television*, designed

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

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WINNIPEG 171 McDermott

to help the advertiser study the viewer.

The 28-minute color film, written by George Harrington, executive vice-president and general manager, TvB, New York, was produced by Torricelli Productions, Inc. It will have its premiere showing at TvB's 13th annual Membership meeting, November 14-17, in New York City. Advertising Executives are invited to attend the breakfast-presentation at 8:30 a.m., Nov. 16 in the Grand Ballroom of the New York Hilton Hotel, Rockefeller Centre. There will be no admission charge. Ed Lawless, executive vice-president, TvB of Canada, will head a delegation from the Toronto office to attend the three-day meeting.

The Time for Television will be shown to Canadian advertisers at a later date.

The subject of the film is the target audience. It includes TvB-originated research into the media habits of people in general and the television viewing habits of individuals. TvB looked behind these patterns to discover their cause, thus helping the advertiser predict still more patterns.

Through the use of old and new commercials, *The Time of Television* also illustrates the subtle changes within the messages being sent to these target audiences through television.

For the national or regional advertiser considering the use of supplementary media, or the local advertiser considering the exploration of television, the new TvB film provides important guides for the evaluation of television, the selection of time periods, and the message to be communicated.

CURRENT READING

ADVERTISING EFFECTIVENESS comes under close scrutiny by Dr. Leo Bogert in his book, *Strategy in Advertising*, published by Harcourt, Brace & World (1967).

In one chapter, "Getting the Message Through", Dr. Bogert comments on the cluttering of commercials. He says: "Apart from the question of attention level, the proliferation of commercial messages on TV has a much more serious aspect for the advertiser. This is the problem of maintaining clear individual iden-

tity for his product in the face of competitive messages which the viewer can hardly distinguish from his own. For example, during the last week in February 1963, the four commercial channels in Chicago carried 172 television commercial positions for 21 brands of packaged soaps and detergents, the total air time being 158 minutes and 35 seconds."

Bogert, general manager, Bureau of Advertising, ANPA, and a former communications researcher for McCann-Erickson, says: "Most studies of advertising effects are done in the field, and too often they suffer from inadequate design and inadequate controls. For every dollar of research money expended, advertising efficiency can often be increased more by pre-testing creative approaches than by studies of completed campaigns in actual operation."

He also says, "Every evaluation of advertising effects through consumer surveys must sooner or later come to grips with the question of how the things that people tell interviewers relate to their actual buying behavior."

COMING EVENTS

October 31: Broadcast Advertising Course (BES), opening session, Ryerson Polytechnical Institute, Toronto, 7:00 p.m.

November 1: Young Men's Ad & Sales Club, Toronto, Peppio's Restaurant, 6:30 p.m.

November 1: AMA, Toronto Chapter, workshop session, Maclean-Hunter



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Bldg., 3:30 p.m.

November 1: Ad & Sales Executives Club of Montreal, Queen Elizabeth Hotel, 12:30 p.m.

November 3-4: Advanced Advertising Management Course, Toronto Ad & Sales Club, 1st week-end seminar, York University, 9:00 a.m.-5:00 p.m. daily. Information: 366-4643.

November 6: Ad & Sales Bureau of Vancouver Board of Trade, Hotel Vancouver, 12 noon.

November 6: Women's Ad & Sales Club of Winnipeg, Chamber of Commerce Bldg., 6:00 p.m.

November 6: Ad & Sales Club of Hamilton, Sheraton-Connaught Hotel, 6:15 p.m.

November 6: Le Club Vente et Publicité de Québec, Marino Restaurant, Quebec City, 6:00 p.m.

November 6: Direct Mail Club, Toronto, Seaway Hotel, cocktails 5:15, dinner 6:15 p.m. Gordon F. Poirier, ad manager, Uniroyal (1966) Ltd.: "Development of the new company image".

November 6: Canadian Club, Toronto, Royal York Hotel, 12 noon. Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati, Ohio: "The Fifth Freedom".

November 8: Ad & Sales Executives Club of Montreal, Queen Elizabeth Hotel, 12:30 p.m.

ANNOUNCEMENT CFRB LIMITED APPOINTMENT



Perry Anglin

Donald H. Hartford, Vice President and General Manager, CFRB Limited, announces the appointment of Perry Anglin as Chief of the CFRB Ottawa Bureau. This bureau provides coverage of all news of the nation's capital to Standard Radio stations CFRB Toronto, CJAD Montreal, and to the 23 other radio stations across Canada which subscribe to the Standard Radio News system.

Mr. Anglin obtained his Bachelor of Arts Degree at the University of Toronto, and Master of Science, Journalism Degree at Columbia University. He was formerly associated with the Ottawa Bureau of the Toronto Daily Star.

How does the TV audience react to grouped commercials

GROUPING TV COMMERCIALS in long shows or movies to please viewers with longer periods of uninterrupted programming may not be doing the advertiser any favor.

The findings of a study recently commissioned by Baker Advertising, Toronto suggest that the effectiveness is affected when commercials are grouped.

Dr. Cesare Ruscone, research manager at Baker Advertising explained the study and discussed its findings with members of the Broadcast Research Council last week.

In order to measure what effect grouping has on commercials, it was necessary to find a television station that:

(a) had not yet used the grouping technique, so that a first reading could be taken and used as a control.

(b) was willing to co-operate with Baker and switch to the grouped commercial technique for a period long enough to allow further measurements.

After that, a program had to be found that:

(1) would be placed in station-owned time so that rotation of the commercials could be handled without upsetting national schedules.

(2) would run throughout the summertime programming period, the only time when the study would be possible, and assure the same type of audience for all measurements.

(3) would not be broadcast immediately prior to the weekend or shopping days, so that day after

interviewing would be possible without the problems a Saturday or Sunday survey might have created.

(4) would be placed in prime time and would promise a high enough rating so that the interviewing could be facilitated.

The program in this case was *Lost in Space* and the station was CFPL-TV London.

What is an efficient commercial?

Dr. Ruscone explained that another important decision was what should be measured. "Since no formula exists to determine what constitutes the efficiency of a commercial—and the elements that can be considered are practically infinite—we decided that day-after-recall variations should give a fair indication of what happens to the commercials."

He was careful to point out that the day-after-recall was not used to measure the efficiency of any singular commercial, but as a common basis on which to judge the total differences in recall when commercials are seen in groups versus when they are seen isolated.

The last ingredient—the commercials. All told nine were selected and the co-operation of nine advertising agencies obtained, so that there was assurance that the commercials would be scheduled for the duration of the test and could be rotated according to the researchers' needs.

A first study was made to determine awareness and recall of commercials under normal programming conditions.

After that CFPL-TV switched to grouped commercials, and after six weeks three consecutive measurements were taken to determine if any variations had occurred. Three commercials were studied in detail and were alternated in the surveys so

that each appeared in first, second and third position among the grouped commercials. In the control survey, each of these three test commercials appeared first in a group of two commercials.

The field work in this study was conducted by Recon Research Consultants. They contacted 2,652 people in the first wave; 2,519 in the second; 2,482 in the third and 2,566 in the fourth. The percentage of people not watching television between 7:00 p.m. and 8:00 p.m. was 79.9 per cent in the first wave; 80.0 per cent in the second, 76.2 per cent in the third and 72.3 per cent in the fourth.

Here are the findings

The average *unaided recall* for nine commercials, when shown *isolated* was 6.2 per cent, varying from a minimum of 0 to a maximum of 10.2. The average recall for the same nine commercials, when broadcast in first position in a group of three, fell to 3.7 per cent, in second position 3.1 per cent and in third position 3.2 per cent.

The three commercials that were rotated within the groups for the test wave dropped, in average, from 8.5 in the control wave to 5.9 in first position, 5.8 in second and 3.7 in third.

The average *aided recall* for nine commercials, when shown in *isolated* position, was 18.4 per cent, varying from a minimum of 5.1 to a maximum of 28.0. The average recall of the same nine commercials, when shown in first position in a group of three, fell to 14.6 per cent, in second position to 13.5 per cent, in third position to 11.4 per cent.

The three commercials that were rotated within the groups dropped from the average of 20.8 in the control wave to 20.1 in first position, 17.0 in second and 16.5 in third.

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

LARGE RETAIL SALES
40.7% of Nova Scotia.

LARGE FOOD SALES
38.2% of Nova Scotia.

8 STATIONS - ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

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

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

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

AGAIN #1

Brand name recall fell from 33.8 per cent in isolated position to 26.2 per cent in third position, as an average for the three commercials which were rotated.

Commercial content recall and correct identification were not affected, apparently, by the grouping of the commercials or by the position of the commercial in the group.

Dr. Ruscone says: One of the objections to grouping commercials is that the longer interruption in the program allows more time for people to leave the room, to let the cat in, the dog out, to get some coffee, etc., etc.

He says their study showed no significant difference in Waves 1, 2 and 3 in the number of respondents who stated they had left the room, 61.2 per cent in Wave 1, 58.9 per cent in Wave 2, 55.0 per cent in Wave 3 and 68.5 per cent in Wave 4. "You will notice that Wave 4 has a high rate of desertions, it also has a lower degree of complete attendance (only 14.7 per cent did not leave the room at all, versus 32.4, 28.7, 27.1 in the other waves) so maybe the particular episode of that evening had something to do with that situation."

Teachers' Federation cites CFTO and META for ETV productions

TWO TELEVISION AWARDS were presented to Channel 9, CFTO-TV, Toronto, by the Ontario Teachers' Federation, for production of two ETV programs, in collaboration with the Metropolitan Educational Television Association. META also won an award for its participation in the production.

Both programs, *The Great Depression* and *The Diary of Elizabeth Simcoe*, originated with META, and were directed at secondary and elementary school audiences respectively.

The Great Depression, written by James E. Doris and narrated by Bud Knapp, gives a graphic description of the Canadian depression between the Great Wars. It was produced and directed by Bryn Matthews of CFTO-TV, and supervised for META by Elwy Yost.

Excerpts from the diary of the wife of the first Governor of Upper Canada, Lord Simcoe, form the basis for the second production, written by Ben Shek. It was produced and directed by Al Karpi, CFTO-TV, in collaboration with Ron Dodge of META.

The awards were presented at the CCBA convention, October 24.

October 26, 1967

RADIO CHED 630

LARGEST MON. TO FRI. RADIO CIRCULATION IN ALBERTA!

* July 1967 BBM

Represented by: Major Market Broadcasters Ltd.
Toronto: 1255 Yonge St., Toronto 7, Ont.
Montreal: 1115 Sherbrooke St. W., Montreal, P. Q.
The Devney Organization, U.S.A.

TIME STATION PROGRAM	AVERAGE ¼ HOUR AUDIENCE																			
	Metro Area (central)		STATION TOTAL AREA (00)																	
	rating	share	total homes	total viewers	WOMEN			MEN			TEENS		CHILD	LADY HEAD OF HOUSE					adj avg ¼ hr homes	
					total	18-34	18-49	total	18-34	18-49	total	girls	tot 2-11	total	und 35	und 50	w/child	hhld 3+		hhld 5+
10:00 HOMES USING TV	%	%																		
CAAA ADVENTURE	9	15	809	1429	620	230	510	791	310	595	#	#	#	578	152	303	219	262	146	962
CBBB VARIETY		23							330	602								252	152	993

Nielsen supplants "Audilog" with Viewers-in-Profile Reports

THE NIELSEN BROADCAST INDEX will have a new look this fall with the introduction of Viewers-in-Profile reports. First VIP data will be for Toronto and Montreal, based on measurements presently underway in these two markets. The coast-to-coast sweep in November will see the production of VIP reports for 17 major television markets.

VIP reports will continue to carry the familiar metro (central) area data, i.e., homes using television levels and the ratings and shares of qualifying stations. The reports will also continue to show audience detail for the total television market, i.e., the combined central area and overall television market.

Most unique feature of the VIP report is the introduction to the trade of compatible audience data in terms of home set usage and individuals' television viewing. Thus, the traditional place of the household in the overall marketing picture is maintained and data for many specific consumer target audiences have been added.

In addition to showing quarter-hour audiences in terms of households and individuals, the VIP report now makes possible determination of the "coverage" of an advertiser's schedule in terms of unduplicated homes and/or individual audience groups, e.g., married women, 18-34, etc. Reach and frequency studies detailing such coverage are available on an overnight delivery basis at nominal charges. Inclusion in the report of census data for each of the various audience splits appearing in the book provides a reach evaluator of spots and programs in terms of the various demographics.

Quarter-hour audience detail is revealed separately for men and women by age groupings, for teens by sex, and for children, 2-11. In addition, the chief purchasing agent and principal female homemaker (lady-of-house) is reported in separate audience

splits by age groupings, by household sizes, and with children and without children, etc.

Spot selling/buying by rotation within programs and dayparts is aided by the inclusion in the report of average quarter-hour audience data for all dayparts throughout the week. These daypart averages are shown for all 19 audience headings reported in the VIP/NBI report book.

Cumulative audiences (reach) are shown for all programs telecast two or more days per week. Each VIP report thus contains the elements for subscribers to calculate easily the reach and frequency for multi-telecast programs.

The VIP/NBI report will continue to show data for the average week of the three week measured period. In addition, it will also show average data for a two week period, excluding any week in which a pre-emption may have occurred.

Production of VIP information required the design and testing by

Nielsen of the Follow-the-Person (FTP) diary. This diary has been in wide use in the U.S. for the past two years where it has been used to produce TV reports on 226 local area television markets.

The Canadian version finally adopted was one which met the historical performance standards of the Nielsen Audilog which it was supplanting. English and French versions of the FTP diary provide for reporting of individual viewing by all members of the household (plus visitors) as well as viewing by the household as a buying unit.

Growth in the number of dollars being spent on television advertising and the increasing requests for more demographic data are cited by Nielsen as reasons for this newest development by their company. The availability for the past two years of U.S./VIP data to advertisers and agencies with international operations has also sparked an interest for Canadian information of this nature.

CAB Program Exchange

"One American Woman" highlights problems of Marilyn Monroe

TWELVE 29½ MINUTE PROGRAMS, featuring lectures and excerpts of panel discussions, from the symposium on the *Potential of Women*, presented by the University of California's Medical Centre in San Francisco are available from the Canadian Association of Broadcasters' Program Exchange Department.

Three programs typical of the series are: *The Woman in Man*, *The Role of Women: A Question of Values* and *One American Woman*.

The Woman in Man by Alan Watts, author and philosopher, provides insights into the nature of masculinity

and femininity. *The Role of Women: A Question of Values* by Ethel Albert, professor of Anthropology, Public Affairs and Group Communications, Northwestern University, describes and contrasts the roles of women in American Society with those of other cultures.

Number seven in the series *One American Woman* by Mark Harris, Associate Professor of English, San Francisco State College, tells of the life of Marilyn Monroe, with insights into the problems of women everywhere.

PHILIPS — SETTING NEW TRENDS IN BROADCAST EQUIPMENT



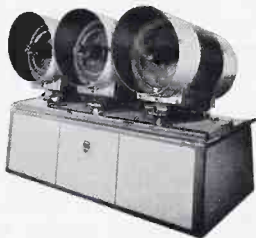
PHILIPS PLUMBICON* COLOR CAMERA
For Matchless Fidelity of Color Reproduction
by the Makers of the Plumbicon Camera Tube

*Registered trade mark for television camera tubes.



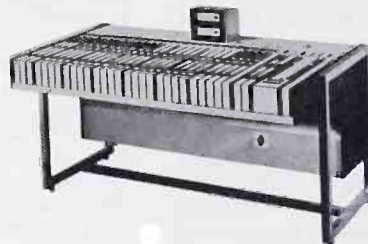
**PHILIPS MONOCHROME CAMERAS AND
ACCESSORIES**

- Plumbicon • Vidicon • Excellent Picture Quality



**PHILIPS LARGE SCREEN TELEVISION
PROJECTION • COLOR AND
MONOCHROME**

- Perfect Picture Geometry • High Contrast
- High Definition • Unexcelled Stability



PHILIPS MODULAR MIXING DESKS

- Tailored to the requirement using standard modules
- Compact • Self-Contained-Integral Controls and Amplifiers • No separate equipment racks
- Unlimited switching facilities



PHILIPS AUDIO RECORDERS

Fully Transistorized
with FERROXCUBE HEADS FOR LONG, LONG LIFE
MONO AND STEREO



PHILIPS HIGH-SPEED TAPE DUPLICATORS

- High Speed Production of broadcast quality copies
 - Mono and Stereo
- Up to 20 slaves can be driven from one master

PHONE OR WRITE FOR FULL PARTICULARS



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

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

CARBON COPY TO TOP MANAGEMENT: The absence of top management from the Broadcasters Promotion Association's twelfth annual convention helped materially in making the affair the tremendous success it was.

The entire BPA membership of 638 (40 of them Canadians) is made up of people who are actively engaged in station promotion, and, without the boss there to keep a watchful eye on them, they were able to take down their hair in frank examination of problems related to their craft, secure in the knowledge that they were there for an open discussion of promotion techniques with their opposite numbers from across the continent, and that nothing they said or did could be written down and used in evidence against them.

BPA chose Canada—the Royal York Hotel, Toronto—this year in recognition of the Centenary. They enriched Canada by bringing several hundred Americans into the country and showing them a true picture of their neighbor to the north, which many of them imagined to be a gigantic iceberg, populated by wolves and Eskimos.

Because they are communicators, these promotion people, they will take home with them and spread their favorable impressions of the country with which they share this continent, a feat of communicating which, for all our government-operated tourist bureaus, we have never performed.

It was a unique convention, unique because it is so seldom a broadcasters' organization stages a conference whose agenda is confined to broadcasting.

In his most recent report on the Canadian broadcasting industry, Robert M. Fowler started out with these words: "The only thing that really matters in broadcasting is program content; all the rest is housekeeping."

Mr. Fowler was so right, but he was also so wrong.

The best of good programs are entirely wasted if nobody hears or sees them.

The most artistic paintings are a complete waste if, as soon as the artist finishes them, he hides them in his attic.

The best book has to be read before it can be appreciated.

Audience acceptance is the prime essential to the success of a play, a movie or a radio or television program.

Furthermore, on the commercial side, the conversion of any work of art into money is absolutely vital, in order to meet the cost of the paint and canvas, the printing or broadcasting. So sales promotion is an essential ingredient also.

Through the years of broadcasting, promotion has developed from a sign on a lamp post or a card in a store window to a scientific form of communication, designed to draw attention to something, be it an event or a product, and make the public, or the desired segment of it, aware that it is available.

It would be impossible to list the schemes and techniques used by promoters. Each has his own ideas, and it is his job to apply them to each set of circumstances.

One common problem is faced by all these people though, and this is getting a green light from upstairs before it can be set to work.

Before management engages a promotion director, it must be determined whether the aspirant has the qualifications, the know-how and the experience to undertake the job. This done, he should turn the department over to the new man, and subject to a budget, let him follow through with his own ideas.

A good promotion man *knows* when an idea can be used to good effect.

Should he fight to the death for the idea he *knows* will do the job or should he give in to the comptroller or someone who *thinks* he knows? These are good questions.

Too many well thought-out plans bite the dust because the boss (or his wife or his secretary) didn't like them.

This is why we started this article with the words: "The absence of top management from the Broadcasters Promotion Association's twelfth annual convention helped materially in making the affair the success it was."

Will they take the hint? ■

(Other than the chairman, all members of the Board of Broadcast Governors cease to hold office with the passage of the new Bill. Dr. Andrew Stewart, the old Board's chairman, moves into the presidency of the about-to-be appointed Canadian Radio Commission. This information will be welcomed by the industry, as soon as Bill 163-C goes through its second and third readings.

However the bill has not been finalized yet, so this little diatribe catches him midway between the viz and the to wit. It is based on a question).

WHAT ARE THE POLITICAL CONVICTIONS of Dr. Andrew Stewart who, after sitting on three Royal Commissions, each appointed by a different party, became the first chairman of the Board of Broadcast Governors under the Conservatives and remained there under the Liberals?

In a speech last week to the

Broadcasters Promotion Association, the good Doctor just about floored this correspondent when he listed, for the benefit of the large number of Americans attending the BPA Convention, the many publicly-owned services they could use on a trip across Canada.

These included the Trans-Canada Highway, the CNR, Air Canada, Canadian National Communications and the CBC.

For some reason, he omitted to mention CNR gift shops, hotels and comfort stations; for tires—or the rubber that goes into them—the Polymer Corporation; then, of course, he could have drawn attention to the various provincially-owned telephone systems and—strictly for non-abstainers and between election days—gro shops. Had the trains and/or planes acted up to form, they might have found a use for a (publicly-owned) Dominion annuity. And then, somewhere up in the sky, where reigns the real controller of all our destinies, the Bank of Canada.

Dr. Stewart stuck to the facts as long as he just enumerated these socialized operations, but then he came to his punch-line.

He said: "If you were of a mind to avoid public services and to support private enterprise, you could exercise your preference, but you would find it more inconvenient to do so."

Oh, Doctor!

And then...

If you used these facilities and "were not aware that they were publicly-owned enterprises, you would probably not realize that this was so."

Doctor! Really!

Back to the original question: "What are the political convictions of Dr. Andrew Stewart?"

Is he a Liberal, with his views tinted the appropriate shade of pink? Or a Conservative whose pink hue is shaded a little differently from that of the Liberals? Or is he aligned with the CCF (Oh excuse me! The New DPs as they are now called), who are both Socialists and admit it?

Answer: Andrew Stewart has proved, during his nine years as the head of the Board of Broadcast Governors, that he can live with Canadians of all political persuasions, and not only that but regulate them, deny them and earn their respect and affection. Lang may his lum reek!

If this outburst rates a hundred thousand dollar fine from the about-to-be appointed president of the CRC, I hope he will give me the go-now-and-pay-later treatment. Meantime, buzz me if you hear anything.

CLASSIFIED ADVERTISING

AVAILABLE

21 year old graduate of "Career Academy" school of famous broadcasters, Milwaukee, Wisconsin. Know all phases of radio: Interpretive Announcing, Classical Pronunciation, Editing, News Writing. Also was program director for own group while attending.

Will work anywhere in Ontario. Any salary to begin. Have good personality. Love music. Single.

Richard Levy
McLean Ave.
Amprior, Ontario Phone: 623-2305

I'M READY!

After eleven years on the air, including major U.S. and Canadian markets, I'd like to move up! After over six years at my present location, my bosses agree that I'm ready to program a station.

Trouble is, we've got a program director, and he's a good one. That's my problem!

As well as my air work, I have acquired a good background in promotion, and have a natural flair for production.

All I need now is a sharp radio station with progressive management to get in touch.

Perhaps if you need a program or promotion manager, we can get together. Write:

Box 109
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

GREAT OPPORTUNITY FOR NEWS MEN

Growing station in semi-metro market (contemporary sound) requires professional announcers. This is a 10,000 KW, 24 hour operation. Three weeks holidays, 40 hour week, overtime paid, comfortable fringe benefits available. Congenial management, #1 station in market. Excellent location for family man to settle down and become part of a progressive radio station, but, single men can also enjoy a real future. We are not interested in floaters. For the right man there is nothing but security and opportunity. Staff are aware of this advertisement.

NEWS DIRECTOR - with plenty of ideas and know-how. Starting salary \$600-700 depending on qualifications and experience.

NEWS ANNOUNCER AND BEAT MAN-Must be able to write and have strong air delivery.

Starting salary \$500.00.

Tell us about yourself—all replies confidential!

Mr. R.P. MacGowan
CJLX Radio
218 Myles Street
Fort William, Ontario

TV DIRECTOR

12 years' experience. Requires immediate employment in related capacity.

Box 110
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

Complete professional radio broadcasting studio for sale. Value over \$3,000—selling price \$1,500. Write or call:

"Warsaw Concerto"
29 Humbercrest Blvd.
Toronto 9, Ont.
RO 9-9175 (after 6:00 p.m.)

WANTED

MORNING MAN -
ANNOUNCERS -
NEWSMEN -
for Eastern Ontario radio station. Send tape and particulars to:

Box 105
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

OPERATOR AVAILABLE

Subject to two weeks' notice, 6 years experience. Now employed but want secured permanent job. Willing to work and will go anywhere. U.S. draft free, age 23, married, non drinker, non smoker.

Phone (919) 828-4639
after 7:30 p.m. or write:
Bill Coleman
2300 Avent Ferry Road
Raleigh, North Carolina
U.S.A. 27606

ELLIOTT RESEARCH CORPORATION LIMITED

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Press and Broadcast



840 PAPE AVENUE • TORONTO

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FACT BOOK

EARLY NEXT MONTH TvB OF CANADA LTD WILL ISSUE ANOTHER EDITION OF TV BASICS - GIVING ALL THE VITAL STATISTICS OF THE CANADIAN TELEVISION INDUSTRY. THE BUREAU'S RESEARCH DIRECTOR, RON BROWN, REPORTS THE ADDITION OF NEW DATA WHICH HAS NOT APPEARED BEFORE. THE FOLLOWING IS A PREVIEW OF THE TYPE OF NEW INFORMATION INCLUDED IN TV BASICS.

ESTIMATE OF HOUSEHOLD VIEWING BY SOCIO-ECONOMIC CLASSES PER DAY
(based on occupation, income & education of Head of House)

<u>Class *</u>	<u>Per Cent *</u> <u>Canada</u>	<u>Hours **</u>
A & B Mainly two upper and upper-middle	12.7%	5 hrs. 24 mins.
C Mainly lower-middle	15.0%	6 hrs. 41 mins.
D Mainly upper-lower	54.1%	6 hrs. 26 mins.
E Mainly lower-lower	18.2%	5 hrs. 56 mins.

Sources: * 'These Canadians' Pgs.188-195
** N.T.I. January 1967

TELEVISION REACHES HUGE UNDUPLICATED AUDIENCES OF MALE AND FEMALE HEADS OF HOUSEHOLDS

<u>DAYPART</u>	<u>LADY HEAD OF HOUSE</u>		<u>MALE HEAD OF HOUSE</u>	
	<u>Average</u>	<u>Weekly Hours</u>	<u>Average</u>	<u>Weekly Hours</u>
	<u>Daily</u>	<u>of</u>	<u>Daily</u>	<u>of</u>
	<u>Reach</u>	<u>Viewing</u>	<u>Reach</u>	<u>Viewing</u>
8:00 a.m. - 6:00 p.m.	54%	11 hrs.00 mins.	32%	5 hrs.48 mins.
6:00 p.m. - Midnight	80%	19 hrs.30 mins.	67%	17 hrs.36 mins.
8:00 a.m. - Midnight	85%	30 hrs.24 mins.	70%	23 hrs.24 mins.

Source: N.T.I. January 1967

GROWTH OF INVESTMENT IN TELEVISION BY CANADIAN ADVERTISING AGENCIES

1953	\$ 3,500,000
1954	8,496,000
1955	20,769,000
1956	33,498,000
1957	40,631,000
1958	47,927,000
1959	53,267,000
1960	67,162,000
1961	75,664,000
1962	82,207,000
1963	93,876,000
1964	101,476,000
1965	120,097,000
1966	133,908,000

Source: 1954 to 1965 D.B.S.
1953 & 1966 TvB estimate
Inc. Production & Talent Costs

INCREASE IN NATIONAL TELEVISION EXPENDITURES BY MONTH, 1966 over 1965.

JANUARY	+	21.2%
FEBRUARY	+	9.3%
MARCH	+	9.4%
APRIL	+	9.4%
MAY	+	9.6%
JUNE	+	10.7%
JULY	+	16.7%
AUGUST	+	17.2%
SEPTEMBER	+	7.0%
OCTOBER	+	4.6%
NOVEMBER	+	6.4%
DECEMBER	+	8.9%

Source: TvB / E.R.C.

Whenever
you need
more than one
Toronto
radio buy...
consider

CKFM
99.9

Practically perfect
setting for
your sales story...
practically perfect
C.P.M., too!



For availabilities call:
STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Avenue West, Toronto 7, Ontario (416) 924-5721
1407 Mountain Street, Montreal 25, Quebec (514) 849-2454
CANADIAN STANDARD BROADCAST SALES INC.
654 Madison Avenue, New York, N.Y. 10021 (212) 838-5774

Marconi Mark VII. All other TV colour cameras pale by comparison.

This is the world's finest colour TV camera.

The Mark VII. By Marconi, recognized leader in broadcast equipment.

The Marconi Mark VII sets new standards for colour TV.

Its fidelity is unmatched.

Here's why:

Four photo conducting tubes. The additional luminance tube provides incredible colour matching and registration.

Extreme sensitivity. The Mark VII needs only normal monochrome lighting. And it can be switched from colour to black and white if outdoor light levels fall too low for colour.

Light. Strong. Easy to handle. The main structure of the camera is made of magnesium alloy for maximum strength with minimum weight. It's easy to handle in-studio or on remote. It can operate with a single cable up to 2,000 feet from the control unit.

Lens flexibility. The Mark VII uses any standard television zoom designed for use with an image orthicon format.

Completely solid state for utmost reliability and rapid warm-up.



For more technical data and brochure, write:

CANADIAN MARCONI COMPANY



T.V. EQUIPMENT DEPARTMENT, MARINE & LAND COMMUNICATIONS DIVISION

ST. JOHN'S, NFLD. HALIFAX, N.S. QUEBEC, P.Q. MONTREAL, P.Q. OTTAWA, ONT. TORONTO, ONT.
THOROLD, ONT. WINNIPEG, MAN. CALGARY, ALTA. EDMONTON, ALTA. VANCOUVER, B.C.