

THE CANADIAN

broadcaster

October 1968



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Published monthly by
R.G. LEWIS & CO. LTD.
17 Queen St. E., Room 128
Toronto 1, Ontario
Telephone (416) 363-6111

Lithographed by Northern Miner
Press Ltd.

Circulation audited by 

50¢ per copy
Directory Issues \$2.00
\$7.00 per year
\$14.00 for three years

Authorized as second class
mail by the Post Office Department,
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SAN FRANCISCO



George W. Ralph, left, executive vice-president, A.C. Nielsen Co. of Canada Ltd. and president of the Broadcast Executives Society, holds the Gold Bessy Award, for the best commercial, as he discusses the upcoming Radio Commercials Festival with Cedric P. Haynes, president of Radio Sales Bureau, co-sponsors of the 6th annual event who holds one of the four Gold Microphones to be presented.

CREATIVITY WILL BE STRESSED throughout the all-day and evening program arranged for the sixth annual Radio Commercials Festival, October 30, at the Inn on the Park, Toronto.

From the first-ever morning session through to the evening awards banquet, program chairman Allan Slaight, president and managing director, Stephens & Towndrow Co. Ltd., has lined up some of the most provocative speakers and sound presentations that have been heard in the Festival's six-year history.

To cap it all, there will be two Gold Bessy Awards this year, one for the best English commercial in the Festival, and another for the best French commercial. These will be presented by the Broadcast Executives Society, co-sponsor of the Festival with the Radio Sales Bureau. BES bronze statuettes and RSB gold microphones will also be presented in various categories, along with special certificates of recognition, for both English and French radio stations as well as agencies.

RSB has assumed responsibility for the morning session, the first ever held at the Festival. Keyed to the needs of radio station copywriters, and primarily for station personnel, the session will also be of interest to creative people from the agencies. RSB president Cedric Haynes has three key speakers on tap: Jim O'Brien, president and station manager, CJRN Niagara Falls; Phil Flagler, farm director, CJBQ Belleville; and Bob Hesketh, air personality, CFRB Toronto.

Topping off the a.m. program will be a special RSB sound presentation by John Spragge, stressing the theme of the session: Creativity and the Retailer, under the title *You Can Do That on Radio*.

Testy trio to air opinions

Hot air will flow freely during the lunch hour, when a lively discussion emanates from the platform as Hank Karpus, vice-president and director of creative services, Ronalds-Reynolds & Co. Ltd., attempts to moderate the testy and outspoken trio of Gordon Sinclair, CFRB Toronto, Larry Solway, CHUM Toronto, and Pat Burns, CKGM Montreal.

Slaight has selected the title of *Canadian (dis)content* for this particular feature of the day, "because it allows plenty of editorial elbow room for a panel comprising three of the most opinionated, controversial, cantankerous and brilliant exponents of free speech on Canadian radio today."

Termed a "creative special," the three-hour afternoon session tees off sharp at 2:30 when Slaight presents a revised and updated version of the radio production that stopped the show at last May's CAB convention in Montreal. The title is self-explanatory: *The Lord Never Meant for Pictures to Fly Through the Air*.

Hugh Heller, president of Heller Corp., Hollywood, and one of the top creative men in the broadcast industry, takes over at 3:00 p.m. with his *360 Degree Sound Happening*. Nationally recognized as a radio program special-

ist, his companies have also created and produced distinctive thematic identification music for 318 radio and TV stations in Canada and the U.S.

Said to possess a style that is half Stan Freberg and half Woody Allen, Heller is acclaimed "the master of the soft sell," and he promises to introduce his audience to some of the most exciting, creative advertising sounds in the world today.

Agencies and experts to exchange viewpoints

Following a fast coffee break, a unique mixture of creative ingredients will be stirred into the session, said general chairman Jack J. McGill, vice-president, Imperial Tobacco (Ontario) Ltd., when "in a rare moment of togetherness, top Canadian agencies pool their talents to present *Radio Think-In*."

Following this, Maurie Webster, CBS Radio vice-president for development, will speak on *The New Wave of U.S. Radio Creativity*. An authority on media research and an expert in the creative uses of radio advertising, Webster served six years as vp and general manager, CBS Radio Spot Sales prior to his present appointment.

In addition to his earlier years involvement with programming and production, Webster originated the IRTS Radio Commercial Workshop in 1965, and chaired the second workshop in '66, also the Radio Judging for the International Broadcasting Awards of the Hollywood Radio & Television Society, '66-67.

→ page 6

Only Ampex offers you a complete line of professional audio recording equipment.

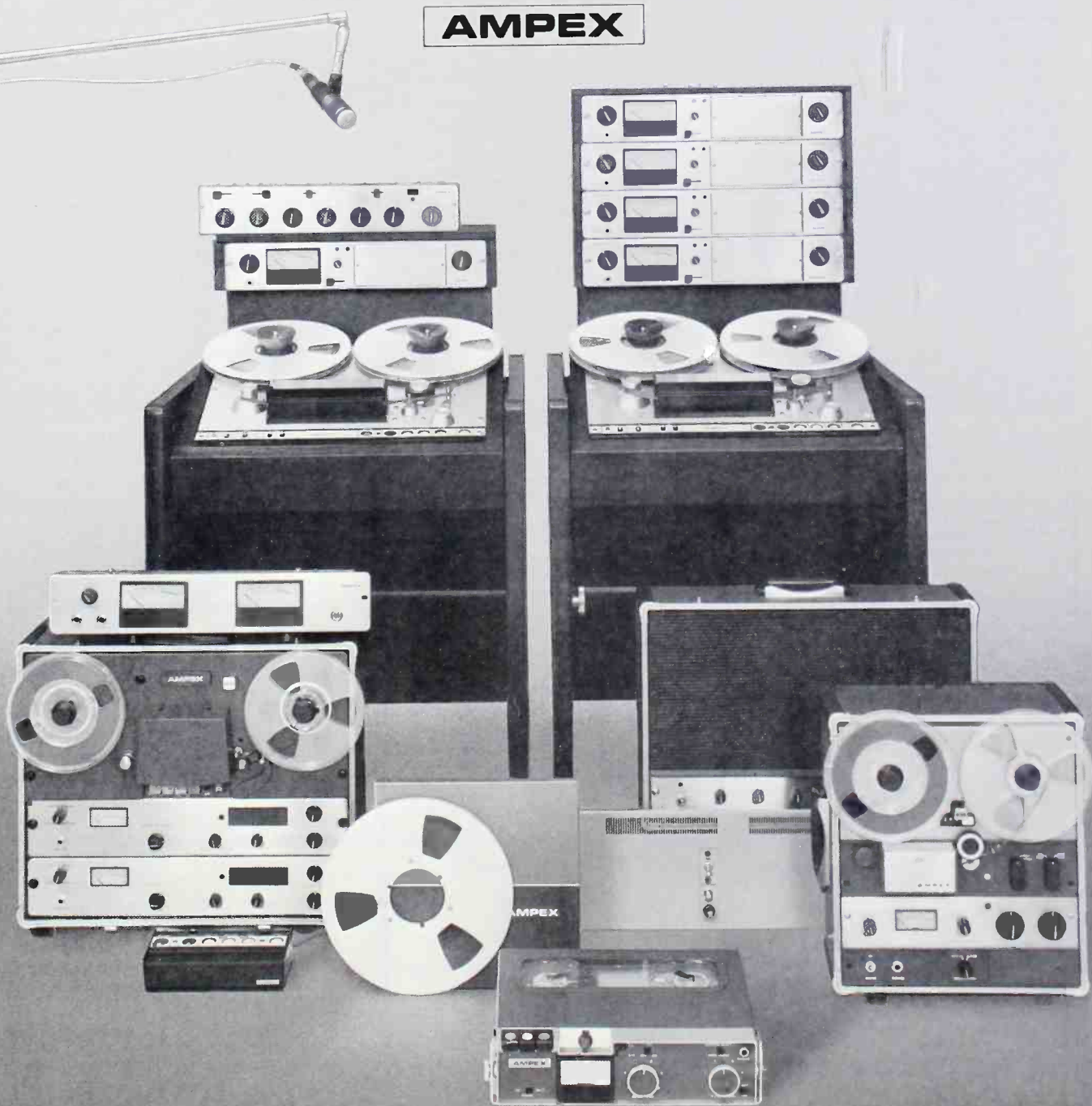
We'll never try to talk you out of something because we don't build it. Our line is complete, so chances are we can sell you the exact unit you're looking for. It's all here, from single-channel portable recorders to multi-channel mastering and sound reinforcement equipment.

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AMPEX



(continued from page 4)

Final speaker of the afternoon, prior to the 5:15-5:30 audience-participation wrap-up feature, will be the head of the award-winning Chuck Blore Creative Services, from Hollywood. He will tell *How to get people arrested*, which is guaranteed to grab attention.

Blore, whose agency deals exclusively in radio, is said to be a boy wonder of the deejay world, and generally regarded as the originator of the broadcasting concepts that have become known as "modern" radio. He was *Radio's Man-of-the-Year* in 1959-60-61. His success led him to a top executive post with the Crowell-Collier Broadcasting Corp. on the west coast. With Milt Klein, he formed Chuck Blore Creative Services in December 1963, and has dominated every major radio competition... "the most awarded company in the history of broadcast advertising," he claims.

Big-name act to entertain

The highlight of the day, following the usual cocktail hour, will be the Awards Banquet, at which a top-name attraction in the show business world will provide the entertainment.

Successful contenders will receive Best in Category certificates and

Certificates of Recognition during the day, when segments of the morning and afternoon sessions are programmed for that purpose. The two Gold Bessy awards, ten bronze statuettes and four golden microphones will be handed out at the awards banquet.

Judging committee chairman, Bill Jefferson, product manager, Coca-Cola Ltd., said last year's judging rules rendered the "best in show" winner ineligible for other prizes, but that restriction has now been scrapped. The Gold Bessy winners can be winners of other trophies, as well.

The Toronto judging panel was drawn from producers, sound mixers, copy writers, music composers and marketing executives.

French-language entries were judged in Montreal, by a panel chaired by Roger Neron, vice-president, marketing, Robin Hood Flour Mills Ltd.

The morning copy-writing clinic arranged by RSB is free. Tickets that include the luncheon, afternoon sessions, the cocktail party and the banquet are \$25.00, while \$10.00 tickets are available for the luncheon and afternoon sessions only. Ladies are welcome to the cocktail party and banquet for an additional \$10.00. Tickets may be obtained from the BES office, 12 Richmond St. E., Suite 347, Toronto 1. Dial 366-9567.

Ottawa limits foreign ownership

NEW REGULATIONS have been announced by Ottawa to tighten Canadian control of radio and television broadcasting. Under the edict, issued by Secretary of State Gerard Pelletier, and retroactive to September 20, foreign ownership is limited to 20 per cent of voting shares and 60 per cent of investment.

Formerly, foreign interests could own up to 25 per cent of voting stock and there was no limit on non-voting investment.

In addition, the new regulation states that all chairmen and directors of companies engaged in broadcasting in Canada must be Canadians. The old regulation limited radio and TV licenses to Canadian companies in which at least two-thirds of the directors were Canadian citizens.

Pelletier said the government realizes the fact that it will take some time for present license holders to conform to the new ruling, and holders of radio and TV station licenses will be given until September 1969 to bring their corporate structure into line with the new regulations.

Applicants for new licenses will have to comply at once, he said.

He also pointed out that the requirements will not apply to persons or companies that held CATV licenses under the old act on or before April 1 of this year, "as those persons have not yet been licensed as broadcasters."

Since control of cable television came under the CRTC, all CATV companies were given 90 days from April 1 either to obtain or apply for licenses, and although applications flooded in from all parts of Canada, the Commission has not yet been able to process many of them.

When the CATV applications have been processed, the regulation will be extended to cover all CATV systems.

Pelletier said the CRTC may, in some exceptional cases, renew or amend existing licenses on terms outside the regulations, if it is deemed to be in the public interest and the cabinet approves.

Jim Allard, executive vice-president of the CAB, said the new regulation would have little effect on the 342 private radio and television stations which are members of the CAB.

"Most of our stations are 100 per cent Canadian-owned, anyway," he said.

From October 1,

Radio House sells CJOR Vancouver

radio house limited

Toronto: 64 Merton St., Telephone 481-5101

Montreal: Laurentian Hotel Telephone 878-1470



When it's October in Quebec

and summer has gone in a blaze of color, sparkling color comes to Quebecers through their favourite color TV stations, CFCM-TV and CKMI-TV.

Whether seen in black and white or glorious color, the variety and scope of new fall programming on both stations are guaranteed to attract, inform and entertain viewers throughout the coming months . . . and make their lives more colorful and enjoyable.

If you want your sales figures in Quebec city to be more colorful and enjoyable to look at, contact our sales reps.

CFCM-TV  **CKMI-TV**
TELEVISION DE QUÉBEC (CANADA) LTÉE

QUEBEC CITY

CFCM-TV (French)	Announcements only:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG VANCOUVER
CFCM-TV (French)	Programs only:	Paul L'Anglais Inc.	TORONTO MONTREAL
CFCM-TV (French) CKMI-TV (English)	Programs and announcements:	Forjoe-TV Inc.	NEW-YORK CHICAGO SAN FRANCISCO LOS ANGELES
CKMI-TV (English)	Programs and announcements:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG VANCOUVER

"The only thing that really matters

in broadcasting is

PROGRAMS..."

- Robert M. Fowler

IN THIS ARTICLE, and others to follow, *The Broadcaster* provides a cross-section of *Programming Patterns*, submitted by 40 or more stations in various markets across the country.

CKKC Nelson B.C. wins programming commendation

FACED WITH LOSS of its license, two years ago, CKLN Nelson, B.C. not only changed its entire concept towards programming but changed its call letters as well and, as CKKC, not only won public commendation from the BBG, but received a five-year renewal of its license, to boot.

"In the spring of 1966," said Tom Jamieson, CKKC news editor, "CKLN was on the verge of losing its broadcasting license. News Publishing Co. owners of the CBC-affiliate station, had been given a twelve-months probation period by the BBG, to improve its programming or lose its license."

Specifically he noted "the Board criticized CKLN's lack of development over its 29 years of operation, and its poor record of community activity in

the areas of public service and local news coverage."

The big change began in April 1967, when Douglas H. Glover, the new managing director, brought to the job not only his own ten years experience at CKOV Kelowna but...also an announcer, an ad salesman and a continuity editor. Thus began the era of change and expansion in staff, from five to fifteen full-time members.

That same summer, CKLN increased its local programming from 56 to 110 hours per week. The music format is uptempo MOR, with specific periods for pop and c & w. Glover says: "For most of the day we try to broadcast a sound people can recognize, something they can sing and hum to. Selective programs appealing to all tastes have to be programmed, because we are in a captive market where there is no other radio station besides the CBC."

Prior to 1967, CKLN had been closely associated with the town's only daily newspaper, the *Nelson Daily News*, since both the station and the paper were owned by the same company and housed in the same

building.

To establish the radio station's independence, a new parent company was formed, Kokanee Broadcasting Ltd., and new call letters were applied for and adopted, CKLN becoming CKKC.

Glover established a news department and set out to offer competition to the *News*. Live newscasts jumped from nine to 19 per day, with extensive use of live mobile coverage for developing stories.

Public service and information also received a big boost under Glover's direction. Local discussion and documentary programs plus on-the-scene mobile reports of local happenings became an integral part of CKKC's programming. The highlight of all this came in January, when CKKC sponsored its first annual fund drive for an area charity, the Kootenay Society for Handicapped Children. The goal of \$2,000 was reached in one weekend marathon. It all captured the attention of the community and will become an annual week-long winter festival.

In April of this year, CKKC completed its transformation by moving into new studios, equipped with two McCurdy dual channel monaural consoles and Ampex AG600 tape recorders. Transmitter improvements have extended the broadcast range. It all added up to a 100 per cent increase in revenue and steady monthly gains, plus a 300 per cent boost in the listening audience.

The end result for CKKC was the nod from the now-defunct BBG, along with a five-year renewal of its license, for a station that faced up to the board's ultimatum to "improve its programming, or else."

CHAM Hamilton, Ont. has glass-enclosed studios

CHAM HAMILTON, ONT., one of the Rogers Broadcasting Limited group of stations, will be one year old on October 27, and has already received the Key to the City.

The studios, located in the giant downtown Terminal Towers building are glass-enclosed, allowing the



CKY IS NO. 1 IN WINNIPEG & MANITOBA
BBM proves it!*
*Spring 1968 Weekly Circulation Total Adults Tuned.

CKY is Manitoba's favourite daytime radio choice and BBM ratings prove it! That's because people like to listen to personalized adult radio... they respond to "talk" programs like Bill Trebilco's "Bi-Line"... Kay Wise on "Tradio" and "Party Line".

Reach the largest Manitoba daytime audience... put your selling message "in the centre of things" on CKY. No. 1 in Manitoba.
Call Major Market Broadcasters Limited, Toronto or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice President, National Sales in Winnipeg.



In the centre of things
WINNIPEG/50,000 WATTS/MANITOBA

heavy flow of pedestrian shoppers to watch the complete operation in action. This led, quite naturally, to selection of announcing personnel who would have some visual significance to the community.

The announcers, with two exceptions, are all television personalities who combine their TV work (on CHCH-TV) with regular programming on CHAM. In this group, CHAM lists: Sandy Hoyt, Bill Knapp, R.O. Horning Jr., Bill Lawrence, and the station's general manager, Norm Marshall.

The music format, said Marshall, could be described as close to middle-of-the-road, designed primarily to appeal to the "young adult" audience with a fringe pick-up of older teens and, of course, the middle-age group.

An exceptionally strong news department, headed by Earle Bradford, airs brief, fast-moving sports reports, and has instituted a series of sports bulletins on the half-hour called *Minisports*.

It is the only Hamilton station which carries two major American news networks, ABC and Mutual, along with Canadian Press, Broadcast News and Broadcast News Voice. There are four major newscasters: Bradford, Don Wilson, Baden Langton, who came to CHAM from ABC New York, and the *Toronto Daily Star* columnist, Gary Lautens.

Although the station had been on the air only three months, CHAM's *Christmas Toy Drive*, in 1967, earned it honorable mention as *Station of the Year* in its broadcast area.

The station was also honored by His Worship Mayor Victor K. Copps who presented the Key to the City to E.S. (Ted) Rogers, president of Rogers Broadcasting Ltd., at a six months-on-the-air birthday celebration to mark its acceptance by Hamiltonians.

The latest development for CHAM will be the installation of a second studio to be located in the spectacular new Burlington Mall, to serve the residents of that adjacent community. It will also be glass-enclosed.

CHIC Brampton, Ont. "Where the girls are"

CHIC-AM-FM BRAMPTON, ONT. may be said to have put skirts on the broadcast industry, as the first and only all-girl radio station in Canada, said Harry J. Allen, Jr., commercial manager. "It's the first radio station in the country to knock down all barriers against women. Women have been employed at other stations as reporters, operators and commentators. Never before in Canada have women been able to dominate a radio station's on-air sound," he said.

Leslie A. Allen, president and

general manager of CHIC Radio Limited, is credited with bringing into the station, located on the fringe of Metro Toronto, a permanence of staff never known before. "Prior to the introduction of the girls, there seemed to be a never-ending revolving door, as talent paraded into the big-dollar Toronto market, or program directors parked in a hotel room beside a radio, twirled the dial and cast a net for the station's best talent.

"CHIC became a training-school or springboard for so many other broadcasting outlets in the country. The girls however, brought a new atmosphere to CHIC. They came. They learned. They stayed," said Allen.

Before changing to women, the subject was carefully researched. There were telling signs indicating the public would accept the girls, he said.

"Women are the largest buyers. Women's voices were being heard with increasing frequency on the video channels. And, the biggest reason of all—the giant stations of Toronto were offering every variety of sound known to radio except the dulcet tones of women.

"There was much soul-searching as to the style of delivery the women should take. Stations south of the border which had used the female sound, likened their girls to playgirls. CHIC rejected this approach, and just put the girls on the air to replace the male voice with a female voice. The 'sex' sound would have alienated a large portion of the audience," he said.

Two major areas of the on-air sound were changed. The choice of music was formalized with the station setting out the music in advance, instead of leaving the choice up to the individual deejay. A contemporary sound was chosen, with an upbeat middle-of-the-road selection. A strict limitation was also placed on the girls on what they could say on air. "The result is a tight format with the girls restricted to naming the tunes, giving a short quip and back to music again," said Allen.

The girls have come from all walks of life. Only one was previously a commercial announcer, Pat Moffat, the first girl on air at the station. Others were radio actresses, stage actresses, models, a high-school teacher, continuity writer and singer.

All the girls do their own operating. At first this was left to the men. Few of the girls had ever seen a control panel before. Despite considerable trepidation on the part of management and the girls themselves, they managed, under the technical guidance of chief engineer Paul Firminger, to become proficient. →

WHY INVEST IN THE CFCO MARKET?

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CFCO DOMINATES Kent County: thoroughly and consistently — as verified by EVERY BBM Report in the past several years.

★ Because it adds up to a darn good investment!



CHATHAM - WALLACEBURG



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

The changeover to girls on the station was accompanied by a tremendous surge of publicity for the station, in every medium. This, of course, helped swell sales, which have continued on the upswing since then, said station manager and vice-president, Joseph A. Morgan.

"CHIC continues to provide as much public service programming as possible. Regular newscasts are done by men, whose stentorian sounds the public still prefer on news. The news centres about the listening area of the station, and public service announcements are a regular feature of the station's log. Four programs of five minutes each of *Trading Post* are heard Mondays through Fridays.

"A two-hour *Open Lines to Living* program is heard Mondays through Fridays in the mornings with *Action Line* columnist Frank Drea, of *The Toronto Telegram*. Also heard are internationally-known sports columnist Robert Pennington, Toronto art critic Paul Duval and other prominent personalities. This was the program through which CHIC opened an exclusive hot line to Radio Moscow," Allen said.

"Dorwin Baird, of Vancouver, provides a unique program in his daily book review show. No other private radio station in southern Ontario provides a similar type of show," he added.

Other programs on CHIC include a teen-age show with news from high schools in the area, direct regular reports by civic, provincial and federal leaders, an agricultural weather report, traffic reports, comparative prices of stores in the area, a gardening show,

an outdoors show, reports of new arrivals in the area communities, including births at area hospitals and market reports, to name a few.

The girls are often seen handling the announce-operating chores from the 26-foot mobile studio of CHIC at such events as the Brampton Flower Festival, the Brampton Fall Fair, Toronto's Canadian National Exhibition, at various area downtown sidewalk sales, for fire safety promotional programs, traffic roadeos and at teen-age gatherings.

"Before the introduction of the girls at CHIC, the station was just another suburban radio station. Today, it is not only a major factor in the local community it serves, but in the national community as well," said Allen. It is promoted as the station, "WHERE THE GIRLS ARE."

CHFI Toronto aims to be No. 1

GUNNING FOR THE TOP SPOT in Toronto radio, CHFI-AM has set its sights on the mighty giant, CFRB, Canada's largest radio station, and will zero in on the target with all guns blazing, said Vaughn Bjerre, station manager and program director for the Rogers Broadcasting Limited AM-FM Toronto outlets.

"Our FM station will continue as it always has, with its *Luxury Sound*, which has already gained for it the top spot in FM radio in the Toronto market," Bjerre said. "CHFI-FM operates with carefully-chosen pools of music programmed to please the most discriminating ears, such as *Candlelight & Wine*, and our policy of limited

commercials does not distract from its enjoyment."

He said CHFI-AM is now Number Two in adult listening in the Toronto market, "and we want to be Number One. We're going all-out to achieve that aim."

Bjerre said CHFI's battle for supremacy of the Toronto air waves will begin with a barrage of promotion and publicity, based on the theme *We're Something Else*, planned to develop greater awareness of CHFI through its personalities and programming highlights.

"Complete involvement probably best expresses our strategy," he said, "and that is heavily emphasized in our programming which is directed to adults from 20 to 50.

"The complacency of the older audience and the frantic pace of the youth of today, catered to by other Toronto stations, is counterbalanced by the awareness of the very active adult group in between, and these are the people we're after."

Bjerre said CHFI offers a well-spring of knowledge through which the housewife is kept fully-informed of what's going on in the world about her. "Quite often," he said, "she doesn't have, or doesn't take the time to read yet by listening to radio she is more aware of the day's events than her husband is when he arrives home from the office. And with our music carefully selected to suit her moods, we hope CHFI is a vital part of her daily schedule."

CHFI's personalities are "not just talking machines with big, beautiful voices," Bjerre said. "We feel they're projected as warm, human beings, with the intimacy of their conversational approach helping to create that friend-to-friend link so important between the listener and the announcer."

Bjerre feels that although women have a place in broadcasting, it is not for on-air work. As a result, CHFI does not have a feminine voice on its air staff.

Each announcer is carefully selected for his particular slot, he said. He had recently conducted an extensive search "all across Canada and into the U.S." for a top man to fill the highly-competitive afternoon spot on CHFI. "After over 100 auditions, I finally decided on Tom Brown, of Kansas City, who joins CHFI this month. He's costing us a small fortune, but he's worth it, I'm sure," Bjerre said. "Another staff addition is Eddie Luther, a broadcasting veteran, who has joined 'FI after 20 years or so with CFRB."

CHFI's news staff has grown from four to over a dozen, as the twin-station operation lays emphasis on

SEVEN LEAGUE BOOTS!

- 1944 Biennial Radio Circulation Studies Launched
- 1956 TV and Radio Ratings Twice a Year
- 1963 Tabulation of Surveys Computerized
- 1964 Surveys 4 Times Yearly + Audience Composition
- 1964 Computer-Picked Sample - a North American First
- 1967 Personal Diary Surveys-Out-of-Home Tuning Added
- 1968 New Format - Demographic Data - Ratings of Men, Women, Teens and Children

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...for the good of the industry

The private radio and television broadcasters, in conjunction with all advertising media, are working together with the advertisers (ACA) and their agencies (ICA) through the Canadian Advertising Advisory Board (CAAB), to inform the public about the advantages and benefits they derive from advertising.

Representing the 342 private radio and television member-stations and one private TV network, the Canadian Association of Broadcasters is proud to have an opportunity to share in these efforts of the advertising industry and all its components.

Canadian private broadcasters heartily endorse the revised Code of Advertising Ethics and the multi-media campaign designed to inform consumers of the protection it affords them... the CAAB's nation-wide study of consumer attitudes...the further all-media contributed advertising campaign, based on the theme, "Advertising helps good things happen"...publication of the handbook *Advertising Today* dealing with social and economic aspects of advertising for high-school and university students in marketing and selling.

covering "news as it happens," said Bjerre. "We now have a fleet of news cruisers, equipped with two-way radio, twin helicopters for morning and evening traffic reports, our own bureau at Queen's Park and City Hall, our own man in Ottawa, and the added service of ABC and Mutual voice reports.

"CHFI is on the move, and many changes are coming," Bjerre added, as he indicated important programming moves in the intensified drive to take over the top spot in Toronto radio.

"Contemporary" Country Music proves success for CFGM

CFGM RICHMOND HILL (TORONTO) is on the verge of increasing its power to 50,000 watts, to widen its audience for Country Music, which is the base of CFGM's programming format. The target date for moving up is January 1.

"Of our Toronto competitors, three compete against each other with 'middle of the road'; two battle it out

with 'hard rock'; and one programs the 'corporation' format. With contemporary Country, CFGM comes up the middle with the best of both musical worlds," said J. Dave Wright, general manager.

Someone not long ago suggested that "Country" music be renamed. Some modified the Country and Western designation with such descriptive hangers as "Sophisticated Country," or "Urban Country," or simply "Modern Country." But, modified or otherwise, it is still Country Music, he said.

"The trend today, without question, is towards the current concept of Country Music. It is still as down to earth as it ever was; the lyrics just as plaintive. It may be up-tempo, and may employ a background of strong strings and voices. But it is unmistakably 'Country.'

"All our competitors play our kind of music at some time or another," he said, "but only CFGM plays it *all the time*."

"With the change in Country Music came a change in the image of

the Country Music listener in the minds of advertisers. Years ago, one used to think of a Country listener as a slow-talking individual dressed in overalls with mud and other matter on his shoes. But now," said Wright, "because of the influence 'Country' has on all musical forms, advertisers realize that Country Music listeners make up the 'majority'...the working force who elect Prime Ministers, run the factories, grow the food, transport our goods, and in general, manipulate the gears of this country every day."

The "Contemporary Country" format offers another "bonus"...the unduplicated audience. "Ratings show that listeners to CFGM listen for longer periods of time and when they tune out, they leave their radio rather than switch to another station," said Wright.

"Critics of radio often complain that even if a radio is on, people aren't really listening. Some of these critics will admit their comments are only appropriate to the 'background music' stations, which seem to be proliferating today.

"But no one will ever contend that 'Contemporary Country Music' isn't really foreground radio. The listener's radio volume is up. He hears and remembers the words of the song, and, because he is an attentive listener he hears and reacts to the advertising messages. He is, in fact, an ideal listener."

In the other areas of programming "basics," certain aspects have to be taken into consideration, not only on what appeals to our target audience but on a "programming against" factor, Wright said.

"Country listeners like to be entertained while being informed, hence, our concentration on human interest, background, commentaries and editorials in our news service.

"Our listeners want to participate, but the opportunities to do so with the majority of Toronto radio outlets are limited. Every day offers a creative challenge to develop new ways to allow our listeners to participate via telephone. We have to maintain a heavy schedule of major and throw-away contests. Opinion and "spot check" telephone features are programmed on a 'per occasion' basis and our battery of telephone recorders are kept in constant use with features that are changed every day," he said.

"At CFGM we are aware that we're broadcasting the most original, the most exciting, and certainly the most influential songs being heard in the world today...but more importantly, we are the only full-time representatives of the wonderful world of 'Contemporary' Country Music in Southern Ontario."

Our Toronto

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



Robino Mill at Power House

Tune in Toronto CKFM/99.9

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

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

CJAY-TV Winnipeg stresses public affairs

"CJAY-TV WINNIPEG, MAN., which already has an enviable record of contribution to its community through public affairs and public service programming, felt that the community was deserving of a better local-regional news program than it was getting from either local station," said James S. Purvis, assistant manager and program director.

"This attitude resulted in the launch (in the '67-'68 program season) of CJAY's *Big News* program in the supper hour. In addition to a fresh on-air style of news reporting the *Big News* provides the viewer with expanded local news coverage in both areas of hard and feature news. To this is added *Comment*—a daily segment dealing with reaction to the news, written and aired by a variety of informed citizens selected from throughout the community.

"The results have been gratifying to say the least," he said. "The period prior to '67 for many years had been programmed strictly by entertainment vehicles; the *Big News*, a major public affairs vehicle, in just one season has established itself by coming to within a few percentage points of the ratings established by entertainment fare.

"Encouraged by the response of its viewers to this accelerated activity in people programming," said Purvis, "CJAY has placed a new entry into its schedule for the '68-'69 season. It is *Today's World*, a one hour, five day a week, mid-morning show, a new form of public affairs, public service program for the Winnipeg area.

"It features a host and hostess conducting a television press conference, with an informed representative of a current story in the local news or of a national story with local implications.

"Viewers are invited to participate as interrogators by phoning in their questions to the guests. Station people are pleased with the 'town talk' reaction to date to *Today's World* and are confident the rating reports will validate a positive response by the viewers.

"Rounding out CJAY's regularly scheduled public affairs, public service, program fare the station presents a weekly roundup of activities on the *Civic Scene*," he said, "with in-depth reports on two or three of the key stories each week.

"Metropolitan Winnipeg is made up of 15 municipalities representing no less than seven incorporated cities. This rather unique situation presented the station with a real challenge in

reflecting the special happenings in each of the seven communities to the cities themselves and to the metropolitan community as a whole. CJAY believes it has found the answer with *Civic Scene*—another example of how attitude and action help local stations serve their viewers better.

"It is imperative for a local station to stay in tune with the times in the area of entertainment programming as well," Purvis said. "Entertainment programming should be competitive but it must be saleable. The trend at this point sales wise indicates a dominant need for women delivery. The program block 5:30-7:30 which heretofore was devoted primarily to children's fare has been re-designed on CJAY to serve this need. Even though children's programming is the most competitive bill of fare for this block, it provided more exclusive children's audience than advertisers required.

"CJAY's new structure is geared to programming with, first, women's appeal, and second, children's appeal. This represents a radical departure in formatting for CJAY but is another example of how one local station is attempting to 'read the need' to serve its customers better," said Purvis.

CKMI-TV Quebec City has unique "open line"

CKMI-TV QUEBEC CITY has a most unique type program, *Contact*, scheduled open-end Thursday nights, at 11:30 pm, said George Lovett, program director.

"We like to think that this program has taken the place of the promised provincial government's ombudsman since the format utilizes the open-line (no delay) telephone," he said.

"So successful was the first season (we're now in the third), our French-language sister station, CFCM-TV, has initiated the same format, on a different night.

"*Contact*, although on a non-delay basis, surprisingly has not encouraged the normal crank telephone calls that we expected to receive," said Lovett.

"Originally we attempted to have two and sometimes three guests per week, but found that in the second year where we started using telephone lines that one heavy and one light guest kept interest higher. Audience-wise, 95 per cent of our callers are French-speaking Canadians."

Contact is co-hosted by Lovett and Norm Wright, chief announcer for CKMI, who being responsible for English news on the station, is constantly aware of current affairs and therefore at no loss to keep the program moving. →

BULL ETIN

CHLO recently completed a three day remote for Mr. Chuck Fearn, President of FEARN FORD in St. Thomas. While some figures were not made available to us we do know they sold 33 1969 units while we were there. Add to this the used cars sold plus the leads developed and you see why Mr. Fearn is sold on **CHLO** (Fearn Ford, Talbot St. East, St. Thomas, 631-5080).

Did you know that when Herb Alpert of the Tijuana Brass takes a bath he leaves a green ring?

CHLO President & General Manager Mr. John L. Moore writes and voices a daily Editorial. On Friday, September 20 the subject was anti-semitism in our own community. We are proud to be leading the community in this fight. Prejudice of all kinds exists everywhere and Canadian Broadcasters can and should be doing something about it! (Copies of the Editorial on request.)

CHLO's HI-LO Game is on the air right now and we are giving away hundreds of dollars in cold cash (we keep it in the refrigerator) to lucky listeners in St. Thomas and London. This is just one in a continuing series of contests designed to attract listeners all over Southwestern Ontario.

CHLO morning man Dan O'Connor says a heavy drinker is an alcoholic who weighs over 200 pounds!

If you see a man riding a giant beach ball down Yonge Street it'll be one of our Toronto Reps from RADIO & TELEVISION SALES INC. I told them to get on the ball and stay on the ball! How about rolling them into your office to find out more about **CHLO**? We can and will do a great job for you pussycat! See you next month! Meanwhile, remember that we're coming down your street and up your block soon!

Best regards,

Peter Webb
Sales Manager

CHLO Radio

LONDON - ST. THOMAS

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

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"Overall audience reaction to Contact has been rewarding not only from the public service point of view but from the ratings as well."

CHLO St. Thomas, Ont. "programs" its commercials

CHLO ST. THOMAS, ONT. developed a programming formula that has proven

ANNOUNCEMENT

JANUS FILM LIBRARY



Mr. Jerry H. Solway, General Manager, (Mr. Martin Bockner, Assistant General Manager) Astral Films Limited, Mr. Saul Turell, President, and Mr. Wm. Becker Jr., Vice President, Janus Films, New York, announced in Toronto recently the formation of Janus Film Library (Canada) Limited, and the appointment of Brian R. Linehan to the position of General Manager.

Mr. Linehan assumes the new post after more than five years with Odeon Theatres (Canada) Limited, in Advertising/Publicity, Public Relations, and most recently, Film Booking Department. The new appointment became effective September 21 with the Janus Offices located in the Astral Building, 224 Davenport Road, Toronto 5, Ont.

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"We carefully surveyed our coverage area and came up with a format which has increased both our demographic picture and our billings," he said.

"Our format was set up to complement rather than limit the effectiveness of our air personality, yet it was also necessary for the air personality to complement the format rather than limit its effectiveness.

"The average radio station," he said, "receives over 200 record releases per week and, as well, has roughly 1,000 flashback titles in their library. CHLO does not leave any of the music preparation up to the haphazard selection of the man on the air. Very few individuals are capable of programming a show from a playlist of hundreds of records, and the chances for personal error, bad balance, repeated records, and other programming goofs are astronomical.

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"Too many commercials, or those incorrectly balanced can harm a station's ratings and billings. Commercials need to be programmed, and CHLO programs only 12 minutes per hour. This pays off for both sponsor and listener. The sponsor's commercial is not buried, and the listener is not bombarded with commercial messages. Sponsors and listeners must agree with these basics since many new clients have been added to our roster and monthly billing increases of 50 per cent have not been uncommon," Ski said.

CHLO has also enhanced its

community image in the past couple of years, and most local fund-raising campaigns now feel that CHLO is a "must." As a result, we go overboard for public service, he said.

"Promotion plays a major part in our broadcasting formula also. We rely on it to increase our demographics and create interest and excitement in our broadcasting area. CHLO has given away two automobiles, two dish washers, a swimming pool, over 100 radios, and amounts in excess of \$500 in cash in the past two years," Ski said.

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"We decided a change was necessary," said Peter Grant, CJOB-FM music director. "both to shake up FM, which just wasn't developing the way everyone thought it would, and indeed was having a hard time paying its own way, and to give our listeners some variety.

"Because no station in the area was making a concentrated effort at programming Country Music, we decided that this would be ideal for us to follow. We discovered that Country albums were big sellers in the Winnipeg area, and that touring live Country shows were always well attended. We also noted that some of the highest rated TV shows, both on CBC and CTV, were Country-oriented programs (*Don Messer, Tommy Hunter, Country Music Hall*).

"We knew that Country Music lovers were recognized to be a most loyal audience so we decided to make personality announcing a part of our own staff in this respect. This change alone was a marked difference from the old FM image of strictly background music with a minimum of talk," he said.

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Lawman

77 Sunset Strip

The Avengers

Mister Roberts

F Troop

Maverick

A FESTIVAL OF EXCITING TV SERIES FROM WARNER BROS.- SEVEN ARTS

Warner Bros.-Seven Arts presents 16 one-hour series and 8 half-hour series...over 1450 hours of incomparable television programming.

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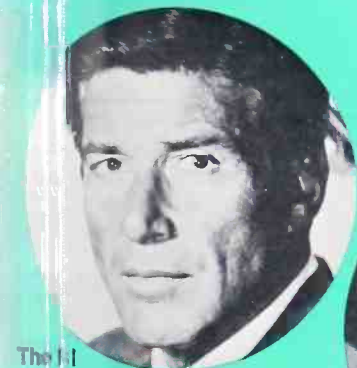


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started programming a hit parade show every Saturday afternoon. Our music during the rest of the week was made up of a base of solid familiar C&W standards augmented by hit parade. After a while we discovered that a 50 per cent mixture of each gave us a very enjoyable sound. We have our own distinctive station breaks, with a Country flavor, recorded professionally in Memphis, Tennessee," Grant said.

"We have recently inaugurated a program that features local bands so that we may get across to the listeners that Canadian talent is every bit as good as that which comes from the U.S.A.

"Our format is much the same as that of any good middle of the road AM station with the exception of commercial content which has stricter controls put on it by the Government. We carry news on the hour and half hour. This is simulcast from our AM sister station. We also share the same continuity, sports, promotion and sales departments, he said.

Since changing to Country format, Grant said CJOB-FM's sales have shown a great increase. "Our salesmen seem to have an easier time selling Country Music as opposed to selling classical music, as it seems that most people will accept the fact that Country Music has captured a broad base of listeners while classical music still appeals to a limited segment of the public. We now have a great many national accounts on the air and if mail draw is any indication, then Country Music has proven that it can sell a product.

"When we changed formats," Grant said, "we promoted our new sound with newspaper, billboards, television, and our own AM station. Since then we have gone into a hit parade chart distributed at major

department stores and record dealers. We do remote broadcasts to promote our announcers and music, and we assist in bringing in live Country shows.

"Yes, we had listener opposition when we first changed," he said, "but this soon eased off and we found a dramatic increase in mail and phone calls from those people who liked our new sound. Since changing our format, FM set penetration in the Winnipeg area has shown a 23 per cent increase between 1965 and 1967. We like to think that we had a major part in that increase.

"We are now looking into computerizing our operation," Grant said, "for a variety of reasons. One is so that we may free some very talented staff members to do other creative things in our station. We will also be able to attain a consistency of sound on the air, while at the same time, retaining our personality sound. We hope to be on the air with our new equipment by the end of October."

CFRB Toronto promotes "family" image

THE INTIMACY OF RADIO and its ability to win friends and influence people is emphasized by CFRB Toronto, which not only dominates the market with a staff of 130 but, according to BBM, reaches the largest audience of any radio station in Canada.

This top-rated station gives high priority to promoting its top personalities, who are given almost complete freedom on the air, said program director Donald Insley. This freedom of expression has developed what could best be termed "family ties" between each air personality and his audience, a rare situation in a major metropolitan market.

Insley pointed out that CFRB promotes itself as "Ontario's Family station", and throughout its 41 years has conveyed this "family" image to its one million listeners (CB, Feb. 28, '67).

'RB has developed an attitude about people: whether broadcasters or listeners, people respond best when regarded as individuals, and 'RB's personalities have become widely known as a result of this interest.

"People like Gordon Sinclair, Wally Crouter, Bob Hesketh, Jack Dennett, Bill Deegan, Bill McVean and Betty Kennedy," he said, "Each has their own particular following."

Far from the usual expectation of youth behind the microphone, CFRB stresses maturity in its announce staff. "Sinc" has been giving his daily "testy-monials" of his own views of the news since 1944. Dennett has been with 'RB since 1949, and the others are equally aged with experience.

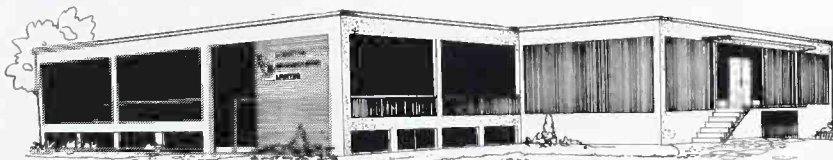
CFRB stresses "easy listening" and adheres to the MOR format for its music, leaving the other stations to diversify.

Talk shows have never been seriously considered by 'RB, he said, as there are two or three in Toronto already. "We have Gord Sinclair, who is about as controversial as you can get, and *Dialogue*, with Pierre Berton and Charles Templeton, a daily feature, brings many calls of "constructive criticism."

Insley said "the program department should have pre-eminence in all decisions relating to programming, and not be dictated to by the sales department."

Operating in 23,000 square feet of floor space, with eleven studios, the staff of 130 is the largest in Canada for a radio station operation.

we hear you're moving ■ ■ ■ ■



lionel
TELEVISION



CONGRATULATIONS!

PAUL MULVIHILL & CO.



Agency heads call for greater interchange between management, creative people, and clients

THE 1968 CONVENTION of the Institute of Canadian Advertising began for most with a luncheon address by Professor Marshall McLuhan, followed by Chester Posey, vice-chairman of the board of McCann-Erickson Inc., New York, speaking on *Management of Creativity*.

"The management of creativity... is one of the most critical problems facing the advertising community today," he said.

Posey said the most important thing for creative people to understand was that they are in a business, not a culture, but even within this commercial and material world they can be proud of their art.

To draw the best out of writers and artists, Posey made four recommendations to help produce a conducive climate.

First, "recognize the unique nature and contribution of the creative animal.

"We need an attitude that recognizes the all-important role of ideas and their authors. If you don't have this attitude or if you cannot reflect it or cultivate it, then you will never have a hot creative shop."

Second, "consider that the most important role of research is to inform rather than to measure. Information about problems, products, consumers and attitudes serves to sharpen the edge of the imagination. Creative people have got to know what to be creative about before they put pencil to paper.

"Informed authorship is the only certain route to persuasion in advertising."

Third, "encourage the experimental...There have been, and will continue to be, many innovations in the art and science of communication, and only those agencies that can manage such breakthroughs on behalf of their own clients will rise to the top of the competitive ladder."

Fourth, "seek and attract responsive clients...the imaginative author needs an equally imaginative sponsor."

What can we do to improve your product?

Four members of the following day's *Discussathon* panel were each granted initial time to make statements on this subject.

Goodis, Goldberg, Soren president and chief executive officer, Jerry Goodis, led off with a call for more people with "passionate concern" for the product, the people involved, the consumer, the client, and the advertising industry itself.

"We must concern ourselves more with the products' looks, effectiveness, message and integrity...Our creative resources must be encouraged, helped, prodded, pulled, pushed, but above all, recognized...If we're getting to the consumer, it's only because we take the trouble to talk to consumers, to learn their language so we can speak to them in it...Listen to the client, and our chances for absorbing and transmitting his enthusiasm to the consumer will be much better...We need passionate concern about our industry. Advertising practitioners should be proud of their calling, rather than defensive and ashamed. There is altogether too much wrong with this business."

Goodis then went on to decry the "damned incompetents"...the cheap-skates and wasters on both the agency and client sides.

He further denounced agencies who made speculative presentations using their present clients' time and money..."particularly since...the people most guilty are the big establishment shops who helped draw up this industry's Standards of Practice."

Goodis was referring to Article 12 of the Standards, when he said: "...and such presentation should not include advertising or merchandising proposals which have been prepared specifically and speculatively for the purpose of such presentation."

His second barb was aimed at similar disregard for the ethics of advertising in the case of personnel raiding.

Said Goodis: "I can only assume that other agencies who have to bribe people to come and work for them are gradually going to bleed themselves to death."

Plagiarism also came under fire from Goodis who gave several examples of blatant and subtle lifting of existing slogans of other products.

Goodis finalized his speech with a call for an end to the industry's "exchanges of ignorance" at the many conventions and like meetings where "we spend our time collectively squatting and contemplating ourselves."

Professionalizing our people

Dennis Jotcham, vice-president of Foster Advertising Ltd., Montreal, supported Goodis and recommended setting up a single venue for creative people, and those in media, production and marketing areas.

"The key area is in improving and professionalizing our people," said Jotcham.

"Agency people are all part of a team, and we must find a way to improve ourselves by injecting an ethical method of operation which will improve results. We must develop a pride in total organization by becoming more professional, having more pride in the products, and more pride in our association with clients."

Jotcham raised enthusiastic response when he told the audience to "stop knocking our profession publicly...we're only knocking ourselves when we knock each other. We don't communicate with each other."

Edward J. Prévost, vice-president of Cockfield, Brown & Co. Ltd., Montreal, prophesied that advertising of the future would depend almost entirely on a systemized approach to marketing, and a substantially different agency profile with a management-marketing concept.

Planning and evaluation will be much more involved and the creative climate will need management people enlightened in human relations to guide it.

"The trend is toward the larger corporation," said Prévost, "and that means toward an agency corporation which will be much more respectable and professional."

Andrew Kershaw followed with a talk offering six proposals for the general betterment of the advertising industry.

The chairman of the board and managing director of Ogilvy & Mather (Canada) Ltd., wanted agencies to "harness the power of advertising to social objectives...demand a voice in the control of their industry...press for official recognition of new agencies through the Institute of Canadian Advertising...urge graduate courses in advertising through the Universities...provide greater salaries for the creative function...make peace between the creative and marketing elements...establish codes of conduct for agency relations.

Alternative service dominates CRTC's Moncton hearings

CANADA'S THIRD TV NETWORK was proposed by NTV Communications Corp. Ltd. to span the country with programs in both English and French, at the CRTC's public hearings in Moncton, N.B. last month. The proposal was made as a means of fulfilling the needs of the people and, at the same time, providing alternate TV service to Canada's smaller cities.

The Commission had asked for views on presenting a second TV service in areas now limited to one Canadian station. The multiplicity of responses from various groups and individual stations literally "turned the hearing into a shambles" as one interested spectator termed it, and William Woodfine, Antigonish, N.S., a

former part-time member of the old BBG, said complaints from single-station operators about the advent of competition through alternate service had made it sound at times "like a welfare hearing."

A. A. (Al) Bruner, president of NTV Communications Corp. Ltd. of Toronto, grouping Niagara Television Ltd. (CHCH-TV) of Hamilton, and Quebec Telemedia Inc., a Power Corp. subsidiary owning controlling interest in RTS Sherbrooke Inc. (CHLT-TV), said Canada can no longer think in terms of just two TV networks. In line with the government's announced intention to get a Canadian satellite system operative, he said the time is ripe for a third network.

His proposal, the third in as many years since the late Ken Soble, founder and head of Niagara Television Ltd. made the initial attempt, noted that the NTV plan, if approved, "could be fully operational by next fall." It would provide service to as many people as the CBC now reaches.

Bruner said the coast-to-coast distribution system offering not less than 40 hours per week of new national French and English programs would bring some new program concepts into being. It would have anchor outlets for French and English programming in Montreal and Toronto respectively, "would extend present service in both multiple and single station areas, and would provide capacity to distribute a substantial amount of ETV (up to 35 hours per week) and an increased volume of CBC programming."

Three of the new channels under the NTV plan would be UHF, he said. Most of the new transmitters would be operated by the licensees of the existing transmitters in the province, which he termed "Combined Services Distributors," operating under contract, who would "also have the right, under CRTC license, to provide additional local television programming over the new channels, including substantial distribution of ETV as available."

He said "the NTV plan permits the local station operator to extend its service without capital cost, and without harming its position in the local market area."

CBC unfazed by proposal

Spokesmen for the publicly-owned CBC and privately-owned CTV networks largely ignored the NTV proposal, noting only that no details were given about the programming the new network would offer.

Bruner countered their remarks with the statement that "if the CRTC saw merit in the proposal, his company would provide this detail to the Commission in confidence."

R. C. (Ron) Fraser, CBC vice-president, corporate affairs, said every Canadian is entitled to full CBC service. He added that service provided by private interests was desirable, but not an entitlement.

Privately-owned stations affiliated with the CBC, he said, "simply cannot handle" more network programs than they now carry. The CBC wanted to increase its programming in the area of provincial and regional affairs, and these programs would not reach the public unless the corporation had its own outlets available to air them.

The country had an obligation also to those privately-owned stations affiliated with the CBC which had brought first TV service to small cities and their surrounding area, he said. Many of these stations turned only a narrow profit. They should not simply be allowed to be torpedoed financially by the advent of an alternate service.

CTV must have the muscle

Gordon F. Keeble, chairman of the board, CTV Television Network, said the CTV must keep financial considerations to the fore in considering any expansion. Without support of the advertisers, he said, CTV would

ANNOUNCEMENT

CFCF RADIO



Walter Machny

D.W.G. Martz, Vice-President, Broadcasting Division, Canadian Marconi Company, announces the appointment of Walter Machny as General Manager, CFCF Radio, Montreal. Mr. Machny brings many years experience to his new position, including an eleven year association with CFCF Radio and Television, most recently as Sales Manager, CFCF-TV.

founder.

Expansion had to be accomplished with care, and with due regard for too much fragmentation of the viewing audience which annoys advertisers, he said.

Keeble said the CTV had to "have the muscle" in the rich markets of Ontario before it could contemplate expansion in more marginal areas. It wanted to establish stations in southwestern Ontario and the Sudbury-North Bay and Kingston-Peterborough areas.

He said the only way the network could provide alternate service economically in expansion outside the big cities would be mainly through use of rebroadcasting stations, fed from a mother station in the nearest large city.

One fact that had to be faced, Keeble said, is that "there are some areas of this country that cannot afford an alternate TV service."

Keeble said local service provided by first stations should not be a sacred cow. The benefits of a new national network service should be weighed against those of local service. Part of the cost of bringing second service to these areas might be a temporary diminution in local service.

He suggested the CBC might subsidize some of its privately-owned affiliates to make them more able to withstand the competition for audience that would come with the establishment of second stations. It could do this by paying the station to carry some network fare, he said.

Alternate service by CATV

Cable television system operators asked the CRTC to give them full scope to spread their systems across the country, to bring a choice of viewing to Canadians now limited to one television channel.

W. Z. Estey of Montreal, counsel for the National Community Antenna Television Association of Canada, urged the Commission to turn a deaf ear to pleas of established stations that they could not withstand the competition that would come with alternate service.

He said there was no reason why a TV station should get any special protection from this kind of competition. Stations using the protection argument shouldn't have a license if they have "that cloistered outlook."

Estey said there was no obligation on the CRTC or anyone else to protect a TV operator from going bankrupt if he was unable to withstand competition.

He said cable systems can bring viewing choice to areas of the country that will be too small for years to

support any other form of alternate service.

No broadcaster has ever argued that CATV systems hurt a regular station's revenue, he said, because the CATV operator did not sell advertising time on his system. Some broadcasters maintain that cable systems fragment their available audience, but in most cases where cable has come on the scene, "it had about the same effect for the regular broadcaster as a sneeze in a hurricane."

Maritime Telegraph & Telephone Co. Ltd., operating Nova Scotia's telephone system, which had set up a subsidiary called Cablevision Services Ltd. and proposed to go full tilt into establishment of its own CATV

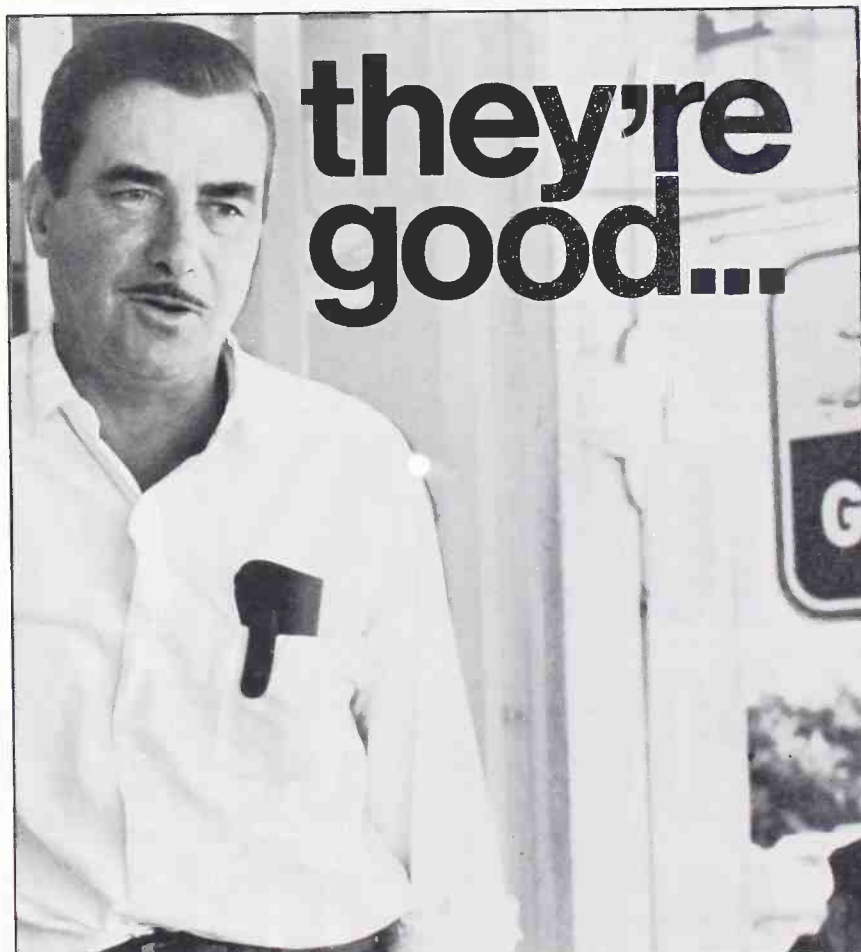
systems across the province, presented some similar arguments.

The company submitted applications for systems in Halifax-Dartmouth, Kentville-Wolfville and New Glasgow-Pictou as a start on its proposal. Some of the available channel space could also be used for distribution of educational TV throughout the province, said MTT's company secretary, A. James Unsworth.

Monopoly angle queried

William Woodfine, who served on the now-defunct BBG, appeared on behalf of 700 Antigonish, N.S. petitioners to ask the CRTC to look into the "monopoly" single station areas.

He said Antigonish is served by



... "Messer and Hunter play my kind of music," says Aleck Morrish, Eagle, Ontario. Aleck and his wife play old-time music in Eagle, West Lorne and area, and operate a general store as well. "We're very happy with Channel 10 — they have programs for everybody."

CFPL-TV serves Western Ontario — *completely.*



a rebroadcasting TV station of CJCB-TV Sydney, and residents are given inadequate news coverage, bad announcing and poor signal quality. He did not think CJCB-TV is the kind of marginal financial operation that could not survive some competition.

Woodfine said it is not the duty of the CRTC to act as a guarantor of adequate income for existing stations and perhaps it was time for the Commission to allow the pressure of the marketplace to force some adjustments. "As a listener," he said, "I think we are entitled to a little more competition."

He said both the Sydney station and the Antigonish weekly newspaper, *The Casket*, apparently have a "tacit agreement" not to give news reports on some events worth reporting. The attitude was, he said, that "nobody rocks the boat."

John Funston, general manager, CKSL London, Ont. also raised the monopoly angle. He said the only TV station in London is operated by the newspaper, which also has AM and FM stations.

Funston said the policies adopted by the CRTC to cover television expansion should be flexible enough to take such situations into account and avoid encouraging "monopolistic growth." When a new station was allowed in London, the license should

go to a strong and independent radio broadcaster in the area...presumably CKSL.

Murray Brown, vice-president, CFPL-TV London, said the parallel development of one outlet carrying CBC national service and one carrying the private network in each area is still the best long-term policy for Canada.

He said London had grown big enough to support three services, and this could come about when the CBC established its own station in the area, releasing CFPL-TV to operate as an independent. CTV service was available through a CTV affiliate in nearby Kitchener.

Brown said CATV systems have mushroomed across southwestern Ontario and regular broadcasters will have to learn to live with them. Cable systems in London reached 70 per cent of the available TV households and definitely fragmented the audience in the area, he said, but CFPL-TV had not suffered financially because of cable operations.

Suggests subsidization

CJCH-TV Halifax, a CTV affiliate, told the hearing that Canadians in one-station areas are tired of waiting for alternate service.

John Nicholson, station lawyer, said the broadcasting system should

not be "ruled from the grave of the BBG." It was time to adopt a policy that would allow an end to the "regional disparity" which has limited so many Canadians to a single channel.

The CBC should buy up affiliates wherever possible, he said. The financial status of affiliate stations should be assured, through CBC subsidy if necessary.

Where alternate CTV service could be brought in, this should be encouraged and the CRTC should remember that "local programming is not necessarily good because it is local." All Canadians should have a choice of viewing, even if this took more public funds, he said.

R. S. Engle, Toronto barrister, presented a brief on behalf of 14 private stations, CBC affiliates, located in smaller centres. The same stations, a year ago, had proposed that they be allowed to set up second transmitters in their areas to provide any second service, claiming they could not stand up to competition in their small market areas.

He said these stations should not have to carry the cost of adding alternative service before there is revenue enough for two stations.

Engle said these stations were providing a local service that neither a fully-owned CBC station nor a CTV

(continued on page 30)

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First of a series of advertisements
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EDMONTON

Commission's first decisions block CFRB's plans, bar CKVR-TV from Toronto. CJLS Yarmouth denied license renewal for poor programming

TWO IMPORTANT DECISIONS were handed down by the Canadian Radio-Television Commission, as a result of their first public hearing at Moncton, N.B. One involved the allocation of VHF channels in Southern Ontario which is believed to have effectively blocked any attempt to open a third Toronto channel. The other paved the way for the Commission's announced intention to police the air waves by terminating a station's license for failure to live up to expected programming standards.

ANNOUNCEMENT



Ralph L. Errington

Arthur L. Cole, News Director, the Standard Radio News System, announces the appointment of Ralph L. Errington as Ottawa Bureau Chief.

Standard Radio News Parliamentary Correspondent in Ottawa for the past year, Mr. Errington had previously been City Hall Correspondent for CFRB in Toronto. Before joining CFRB in 1963, he served with a number of other radio stations throughout Ontario.

Standard Radio News serves CFRB and CKFM in Toronto, CJAD and CJFM in Montreal, and 17 other leading radio stations across Canada.

Mr. Errington's appointment is effective September 1, 1968.

The Commission's totally unexpected move in re-allocating Channel 6 for Channel 5 in Toronto favored the CBC, in its operation of CBLT, the network's flagship station, which will move to the new dial spot, and obtain Channel 6 for its use in the London, Ont. area, also making Channel 6 available in the Kingston-Belleville area "for a new TV station with expanded coverage."

Thwarting any further attempt by CKVR-TV Barrie, Ont. to move into the more-lucrative Toronto market, the Commission also decided that Channel 3 would "continue to be used in its present location in order to maintain local service in the Barrie area."

Further applications for television stations in Southern Ontario must conform to these allocations, the CRTC ruled, stating that the moves were made "to ensure the most effective use of these channels in the public interest."

The announcement appears to have blocked any plans by CFRB Toronto, owned by Standard Broadcasting Corp. Ltd., to make further attempts to bid for Channel 13 as a third channel for Toronto. CFRB had already made a deal with CKCO-TV Kitchener-Waterloo, and WOKR-TV Rochester, N.Y., both using Channel 13, to take over that channel for themselves, with CKCO-TV moving to Channel 6 when the CBC's CBLT moved to 5.

In forestalling Barrie's projected move, the CRTC reversed a decision by the former BBG, which about a year ago had approved CKVR-TV's bid to move its transmitter south to Palgrave, about 25 miles north of metropolitan Toronto.

So far, the CRTC has not received any applications for a station in the Kingston area, which is now served by CKWS-TV, a CBC affiliate, using Channel 11.

The CBC move to change channels in Toronto was instigated about two years ago, because, said Ron C. Fraser, vice-president, corporate affairs, "we were concerned about

the development of Canadian service, and by changing, we would free London and Kingston-Belleville."

The changeover will not take place until the CBC moves its broadcast antenna in downtown Toronto, which it apparently intends to do, due to its present poor reception in many sections of the city caused by the mushrooming growth of high-rise apartments. Two sites are under consideration, one in suburban Don Mills north-east of the city's core, and the other in a projected waterfront development. A decision is expected before the year's end.

Gets license revoked for suppression of news

In an unprecedented action by broadcasting's regulatory body, the CRTC cracked down on a station for suppression of news, and served notice on the Gateway Broadcasting Co. Ltd., owning and operating CJLS Yarmouth, N.S. that its license would not be renewed beyond the expiry date of March 31, 1969.

Donald L. Smith, station president, told the CRTC that he had in the past and would continue in the future to suppress certain news items, "and we don't intend to change the policy."

The station operated by Smith, and staffed by his mother, his brother, and four others, produced a total local news output of five minutes daily. "It's the best we've been able to do," he said. The CBC-affiliate also carries national news reports from the network.

CJLS had started to cover the activities of the Yarmouth Municipal Council, but dropped this when council members said they did not want broadcast coverage.

Smith told the Commission that in part this had been because there were often some argumentative sessions. Chairman Pierre Juneau asked Smith how he reconciled this action with the role of a broadcasting station as an information medium for the public. "Well, most of the town council

members are sponsors," Smith said, "and as businessmen they purchased advertising time on CJLS."

Other instances of news suppression were reviewed and Juneau asked Smith for his concept of how a station treats news. Smith said CJLS does not broadcast anything that is not official and "we try to do anything our listeners request."

Asked whether he favored censorship or suppression of news, Smith said "no," but the station had complied with the requests of individuals to suppress certain information, and "we don't intend to change the policy."

CRTC counsel, M. M. Goldberg, said a Commission member had been in Yarmouth recently when a traffic fatality occurred on a Friday night. News broadcasts on CJLS through the entire weekend never mentioned the accident, but on Monday the station carried a paid announcement about funeral arrangements for the victim.

Smith said in this case, the station's news reporter (his brother, who also functions as assistant station manager and advertising salesman) just did not get the item to the station.

Smith said the family-owned station was a "sub-marginally marginal" operation, and was earning \$10,000 less now than it was 20 years

ago. Its annual income, he said, was less than some stations earned in a month.

He said his family had recently reached agreement to give him a position of majority and consequent control of the station. With such control, he said, he hoped to get the station operation in proper order.

CJLS, said Smith, carried one hour and 20 minutes of live programming out of its total of 118 hours and 45 minutes per week.

The CRTC ordered that the license was not to be renewed beyond its expiry date of March 31, 1969, and until expiry, the Commission "will require the licensee to achieve certain minimum standards in the programs it produces locally, particularly in the area of news and public affairs."

A *Toronto Globe & Mail* front page story reported a Commission spokesman as saying that as far as could be determined it was the first time that the CRTC or its predecessor, the BBG, had refused to renew a radio or television license.

The *Globe & Mail* story said a member of the Commission made it clear that the Yarmouth station was not an isolated case. He said the Commission is currently studying 29 other license renewal applications from the Maritimes and will reject some of them.

CCBA ready for Montreal convention

HIGHLIGHTING THE PROGRAM for the Central Canada Broadcasters' Association convention, at the Château Champlain in Montreal, October 20-22, will be the Keynote Dinner, Sunday evening.

The convention opens Sunday, October 20, with registration from 10:30 am to 5:00 pm. At 6:15, a reception will precede the Keynote Dinner, arranged by the Broadcast Executives Society as their October meeting.

On Monday, the traditional *Carling* Breakfast will get things underway at 7:30 am, followed by a management seminar, conducted by Dale D. McConkey, head of his own management consulting firm.

The afternoon session, beginning at 2:15, will feature an open meeting with a report and discussion on new trends in advertising, automation and broadcasting. Speakers include Peter Hunter, president, McConnell-Eastman Ltd.; Ray Peters, CAB president; and Gerry Bassett of Schaefer Electronics.

At 3:45 president Ray Peters will present the CAB Report to delegates only.

(continued on page 38)

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1968/1969

CFTM - TV MONTREAL

Horaire Programme Schedule

	DIMANCHE Sunday	LUNDI Monday	MARDI Tuesday	MERCREDI Wednesday	JEUDI Thursday	VENDREDI Friday	SAMEDI Saturday	
7:30		LES P'TITS BONSHOMMES (Cartoons)					LES P'TITS BONSHOMMES (Children's Programme)	7:30
7:45		MÉTRO-MATIN (Breakfast Show)						7:45
8:00		36-24-36 (Physical Fitness)						8:00
8:45		TOAST ET CAFÉ (Breakfast Show)						8:45
9:00		VOIE DE FEMMES (Women's Programme)						9:00
10:00		SOINS DE BEAUTÉ (Beauty Hints)						10:00
10:30	POUR L'AMOUR DU CHRIST (Religious Programme)	ÉCOLE DU BONHEUR (Humorous Sketches)					LE GROS BILL (Children's Programme)	10:30
10:45		ÉCOLE DU BONHEUR (Humorous Sketches)						10:45
11:00		ÉCOLE DU BONHEUR (Humorous Sketches)						11:00
11:30	REGARDS SUR LE MONDE (Documentary)	VOIE DE FEMMES (Women's Programme)					BON WEEKEND (Magazine)	11:30
12:00		ÉTERNEL AMOUR (Serialized Love Stories)						12:00
12:10	BON DIMANCHE (Magazine)	LES RÉCITS DU CAPITAINE (Children's Programme)					CINÉ-SAMEDI (Movie)	12:10
12:15		LES MANCHETTES (News Headlines)						12:15
12:30		CINÉ-ROMAN (Serialized Feature Films)						12:30
1:30		CINÉMA (Movie)						1:30
2:00	CINÉ DIMANCHE (Movie)	CINÉMA (Movie)					M. BRICOLE (Handyman)	2:00
3:00		CINÉMA (Movie)						3:00
3:30	TÉLÉ-QUILLES (Bowling)	MADAME S'AMUSE (Women's Game Shows)					SUR LE MATELAS (Wrestling)	3:30
4:00	SUR LA SELLETTE (Hot Seat)	LA CABANE À MIDAS (Children's Programme)						4:00
4:30		ZORRO	L'ARAIGNÉE (Spiderman)	SUPER BOLIDE (Speed Racer)	RIN TIN TIN	ESCADRILLE SOUS- MARINE (Stingray)	RAMPE SPORTIVE (Sports)	4:30
5:00	C'EST VOTRE AFFAIRE (Education)	LE 5 à 6 (Supper Show)					C'EST ARRIVÉ CETTE SEMAINE (Weekly News Review)	5:00
5:30	PETER GUNN						TERRE DES JEUNES (Youth Programme)	5:30
6:00								6:00



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Paul L'Anglais Inc.
Montréal — Toronto — New York

	DIMANCHE Sunday	LUNDI Monday	MARDI Tuesday	MERCREDI Wednesday	JEUDI Thursday	VENDREDI Friday	SAMEDI Saturday	
6:00	BONI- POPULAIRE DES JARDINS	TÉLÉ-MÉTRO (Interviews, Skits)					TERRE DES JEUNES (Youth Programme)	6:00
6:30	MUSIC-HALL DES JEUNES (Variety)						CAPITAINE SCARLET	6:30
7:00	DERNIÈRE HEURE (News)						JEUNESSE D'AUJOURD'HUI (Teenage Show)	7:00
7:15	LE RIDEAU S'OUVRE (Variety)	TÉLÉ-MÉTRO (Interviews, Skits)						7:15
7:30	LE VIRGINIEN (The Virginian)		LES CHAMPIONS (The Champions)	LES GRANDES PRODUCTIONS (Movie)	CINÉMA KRAFT (Movie)	EN PREMIÈRE (Movie)	LES GRANDS SPECTACLES (Movie)	7:30
8:00	L'HOMME DE FER (Ironsides)	CRÉ BASILE (Comedy)						
8:30	L'ÂME DES POÈTES (Musical)	LES TROIS CLOCHES (Top This Story)	BONANZA	RÉAL GIGUÈRE ILLIMITÉ (Variety Show)	VRAI DE VRAI (Quiz)	L'ÉCOLE DU BONHEUR (Humorous Sketches)		8:30
9:00	LE BARON (20 occ.)	BRIGADE CRIMINELLE (Felony Squad)				COUP DE FILET (Dagnet)	ELLE ET LUI (Game Show)	
9:15	LE SAINT	FORMI... FORMIDABLE (Variety)	CLAUDE BLANCHARD (Variety)	SECRET BIEN GARDÉ (Quiz)	DIX À DIX (Quiz)			9:15
9:30	DEUX PIANOS (Musical)	PIANO BAR (Musical)	TOUTE LA VILLE EN PARLE (Talk of the Town)	NOUS DEUX (Musical)	TOUTE LA VILLE EN PARLE (Talk of the Town)			9:30
10:00	DERNIÈRE HEURE (News)							10:00
10:30	LA RONDE DES SPORTS (Sports News)							10:30
10:45	FRANC PARLER (Frankly Speaking)	CINÉMA (Movie)						10:45
11:00	CINÉMA (Movie)	DERNIÈRE ÉDITION (News)						11:00
11:15	DERNIÈRE ÉDITION (News)							11:15
12:15	CINÉMA (Movie)							12:15
12:45	DERNIÈRE ÉDITION (News)							12:45
12:50	CINÉMA (Movie)							12:50
1:45	DERNIÈRE ÉDITION (News)							1:45
1:50	CINÉMA (Movie)							1:50

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only
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CHANNEL 2 – VAL MARIE

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THE MARKET PRICES of communication companies shares over the month of September were generally stronger, reflecting the firmer trend of Canadian equity markets. The shares of Famous Players were particularly active during the month and reached a new high of \$66 before settling back to around \$64 near month-end. The company has been negotiating for some time with certain of its partners and other participants in its varied television, radio and CATV properties, with the objective of combining their total interests in a new communications vehicle. The company has confirmed that such negotiations have met with favorable response and it has filed proposals with the CRTC concerning the proposed structure of the Communications Company.

The Order-in-Council, released in Ottawa late last month, defining restrictions on foreign ownership of Canadian broadcasting companies, will affect Famous Players since the company is considered to be foreign controlled with 51 per cent of its shares held by Paramount Pictures, a subsidiary of Gulf and Western Industries of the U.S. The new directive stipulates that non-Canadian ownership will be restricted to 20 per cent of the voting shares although foreigners may own 60 per cent of the overall investment of Canadian broadcasting companies.

Some observers formerly believed that when the expected regulation was spelled out, it could have been more restrictive in terms of the maximum percentage of total investment owned outside Canada. Now that these ownership guidelines have been established, Famous Players should receive early consideration of its proposals to establish its Communications Company.

During the month, Famous Players' 50 per cent-owned affiliate, Associated Broadcasting Corporation Limited, which is the Muzak franchise holder

in Toronto, acquired the Toronto background music operation of Standard Broadcasting. At the same time, Standard announced the acquisition of the Muzak business and franchise for Montreal, the Province of Quebec and the Maritime Provinces from Rediffusion Incorporated of Montreal. Standard Broadcasting has been operating the Background Music Service of CJAD in Montreal for the past five years and that of CFRB in Toronto.

The shares of Standard Broadcasting closed the month at \$12½ and were trading around \$11 5/8 when the CRTC released its decision regarding the re-allocation of Channels 5 and 6 in Southern Ontario. This switch virtually rules out Standard's application for a VHF television station on Channel 13 in Toronto. The company's application was dependent on the Kitchener-Waterloo station which now uses 13 moving to Channel 6. Standard's shares responded with a sharp sell off to \$10 but soon firmed to close the day's trading at \$11 1/8. This market action confirmed investor belief that the company will seek other avenues of expansion to employ its ample liquid resources.

The shares of Maclean-Hunter strengthened to \$14 toward the end of September after dipping to \$12 7/8 at mid-month following the announcement that the company will not pay an extra dividend along with its regular quarterly dividend of 7.5 cents a share on October 30. Prior to last year's 4-for-1 stock split, the company paid an extra of 25 cents in October along with the 25 cent quarterly dividend. D. F. Hunter, president, said the omission of the extra dividend reflects lower profit. The company had a profit of 25 cents in the first half compared with 41 cents in the 1967 period.

Toward the end of September, the market price of Canadian Marconi's common shares rose strongly on the basis of a rumor of a change in control. The rumors suggested that English Electric of the U.K. might well dispose of its controlling interest in Canadian Marconi to French or Dutch interests. The take-over rumors were subsequently denied by Canadian Marconi. The company's management also pointed out that while control was held outside of Canada, the company would not have to comply with the new Canadian ownership regulations since it was exempted by way of a 1959 Order-in-Council on a similar matter. Canadian Marconi is basically known as a manufacturer of electronic equipment but the company is also engaged in radio and television broadcasting and owns CFCF-TV, the CTV outlet in Montreal, as well as radio stations CFCF-AM and CFQR-FM in Montreal.

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Tel: 366-9567

Commission goes west for October Regina Hearings

APPLICATIONS FOR 31 CATV LICENSES for various areas of western Canada will be heard by the CRTC at a public hearing in Regina, Sask. beginning October 22.

Competing bids for a new AM station in Castlegar, B.C., applications for four new TV stations, and 72 license renewals are also included on the agenda.

Kokanee Broadcasting Ltd., owning and operating CKKC Nelson, B.C., and its new affiliate CFKC Creston, will apply for a license for a station at Castlegar, to operate on 1240 kcs., 250 watts day and night, omnidirectional, to be linked with studio facilities at Nelson.

In opposition, T.N. Tuck, representing a company to be incorporated, will seek a license for a station at Castlegar, operating on 1230 kcs., 1000 watts days and 250 nights, DA-D.

ANNOUNCEMENT



Colin Jamieson

Mr. Geoff Stirling, Chairman of the Board of the Newfoundland Broadcasting Co. Ltd., owners and operators of CJON, CJOX and CJCN Radio and TV, announces the appointment of COLIN JAMIESON as President of the Company. Mr. Jamieson retains his post as General Manager.

The CBC will submit license applications for three new TV stations, each to broadcast CBC network programs on a delay basis. A Frontier Package operation is planned at Cassiar, B.C., on Channel 7, with a transmitter power of five watts. A station at Fort Nelson, B.C. on Channel 8, would operate with an ERP of 50 watts video, five watts audio, directional, EHAAT 456 feet, and one at Watson Lake, Y.T., also on Channel 8, would have an ERP of 35 watts video, 3.5 watts audio, directional, with EHAAT of -29 feet.

Mica Creek Community Club will seek a license to establish and operate a new TV rebroadcasting station at Potlatch Creek Village, B.C., to receive programs by off-the-air pickup from CFZQ-TV-1 Revelstoke, for retransmission on Channel 12, with a transmitter power of one watt, directional.

Southern Manitoba Broadcasting Co. Ltd., owning and operating CFAM Altona and CHSM Steinbach, will seek permission to broadcast simultaneously, separate pre-recorded commercials of equal length on the two stations, excluding national or Winnipeg advertising, and to broadcast individual station IDs separately.

License amendments will be sought by Radio Edmonton Ltée. for CHFA Edmonton, to permit operation of a standby transmitter at the main studios, on 680 kcs., 250 watts, ND, and Peace River Broadcasting Corp. Ltd. for a night-time power increase from 1000 to 10,000 watts, day-time power to remain at 10,000, DA-N, on 610 kcs.

The CBC will seek licenses for 40 watt LPRTs, one in French at Fahler, Alta. on 1490 kcs., others at Gold River, B.C. on 740, Fort Norman, 920, Fort Resolution, 1150 and Wrigley, 1280 kcs., all in the North-West Territories.

CATV ops seek licenses from four provinces

British Columbia applications will predominate among some 31 bids for CATV licenses to be heard at the Commission's western hearing, from operators in the four provinces of Manitoba, Saskatchewan, Alberta and B.C.

From B.C., National Cablevision Ltd. will apply for a license to serve Coquitlam, Port Coquitlam, Port Moody, Sunnyside, Pleasantville, Essondale, Fraser Mills, Maillardville and surrounding area.

Lake Video Service Ltd., for Lake Cowichan, Mesachie Lake and Honey-moon Bay; Surrey Cablevision Ltd. for Surrey, North Delta, Langley and White Rock; Valley Televue Ltd. for Chilliwack; Delta Cable Television Ltd. for the Fraser River Delta area of Ladner, Beach Grove, Boundary Bay, English Bluff, Port Guichon and Tsawwassen, and another for the Delta area of North Delta, Annieville, Sunshine Hills and surrounding area.

M.S.A. Cablevision Ltd. for Abbotsford, Clearbrook, Huntington, and surrounding area; White Rock Cablevision Ltd. for Ocean Park, Crescent Beach, White Rock and

(continued on page 30)

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH
D.O.T. AND CRTC SUBMISSIONS

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CABLE: PAPPACO

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Our Selective Sales Representatives are pros on timing. They'll work with your spot campaign and put the stickiest technicalities in smooth running order.

CBC Service Stations located from coast to coast in Canada.

CBC  **TV**
The Service Station

Drop your campaign in anywhere. Anytime.



surrounding area; Davin Enterprises Ltd. for Saanich; West Coast Cablevision Ltd. for Burnaby and Coquitlam; Campbell River TV Association, for Campbell River and surrounding area.

Cowichan Valley TV Ltd., for Duncan and North Cowichan; Aristocrat Cookware Ltd. for Salt Springs Island; Victoria Cablevision Ltd. for Saanich, Esquimalt, Oak Bay and Victoria; Express Cable Television Ltd. for North Vancouver, North Lonsdale, Highland Glen and Lynn Creek; "CCTV" for Courtenay, Comox, Cumberland, Comox Valley and a surrounding area.

Powell River Television Ltd. for Powell River area; Western Cablevision Ltd. for New Westminster; Canadian Wirevision Ltd. for Vancouver, Burnaby, Richmond, UBC Endowment Lands; Reliance Distributors of B.C. Ltd. for Squamish; and North West Community Video Ltd. for the municipality of West Vancouver, City of North Vancouver, the municipality of North Vancouver, and surrounding area.

For Alberta: Cablevision Medicine Hat Ltd. for Medicine Hat and Redcliff; Banff Community Antenna Ltd. for Banff; Rocky Mountain CATV Ltd. for Hinton and Drinnan; and Cablevision Lethbridge Ltd. for Lethbridge.

For Saskatchewan: Co-Ax Television (1962) Ltd. for Estevan, and adjacent trailer courts and suburbs, and another for Weyburn.

For Manitoba: CESM-TV Ltd. for Thompson; Greater Winnipeg Cablevision Ltd. for Greater Winnipeg, east of the Red River; Metro Videon Ltd. for Pinawa, and another for metropolitan Winnipeg, west of Red River.

License renewals will come before the Commission for four stations in Manitoba, five in Saskatchewan, 11 in Alberta, 11 in B.C., and one each in the Yukon and North-West Territories, also for CBC LPRTs in Alberta (five), B.C. (29) and the Yukon and N.W.T. (five).

Alternative service dominates . . .

rebroadcaster would provide. Unless they were given a break, he said, this local program service would disappear.

Policy on alternate TV should preserve the local station and the local identity of such stations, Engle said. Where alternate service was to be put in before the market could support it, the cost should be shared by the CBC and CTV as well as the local station.

This could be done under a system where the local operator got a second transmitter. One could be used for the full network service of the CBC, with CBC financial aid, and an agreement for eventual purchase by the CBC. The other could send out local programs and other fare, some of it obtained at reduced cost from CTV.

The idea, he said, would be to keep the station operator "about as solvent as he was before the second service came in."

Eventually the CBC would take over operation of its own station, and the original licensee would be able, when the market had grown enough to support two stations, to link up with the CTV network.

Moncton situation reviewed

The English TV situation in Moncton got a going over before the Commission. The city is served by KCKW-TV, a CBC affiliate, but CTV has been pushing to get a rebroadcaster into the area.

Fred A. Lynds, KCKW-TV president, said opening up a CTV rebroadcaster in Moncton "would put us out of business." He said his station would lose more than half its revenue in such an instance and could not survive.

Lynds said the CBC is planning to set up its own station in the area

and this would probably be the best way to bring the "inevitable and desirable" second service to Moncton.

KCKW-TV then could either join the CTV network as an affiliate or get some CTV programming through an arrangement enforced by the CRTC.

He said such a special arrangement might be necessary because CTV, in his two discussions with them, had demanded too much money to take KCKW-TV into the network.

A similar pitch was made by CHSJ-TV Saint John, N.B., a CBC affiliate which would also lose its network connection if the corporation sets up its own station in that area. L.F. Daley, president, said in this event CHSJ-TV would seek to join the CTV network, but this would be difficult because of the high costs the private network was stipulating.

More French TV for N.B.


Headed by a brief from the New Brunswick government, the CRTC heard a long list of demands from various groups in the province for more French-language television, all urging an increase in French TV and radio programming originating within the province.

The government called for establishment of a provincial French-language network, and also suggested that the CRTC consider imposing a "local content" requirement on TV stations given authority to broadcast outside what would normally be their coverage area.

Euclide Daigle, secretary of l'Association National des Acadiens, told the hearing "it's a scandal" that the CBC has no French-language TV production facility in a province where 45 per cent of the residents are French-Canadian.

Almost all the CBC French programming in the province originated from Quebec, he said, and New Brunswick's French population was starved for information from within the province.

R. J. (Bob) McCleave, MP, the Conservative member for Halifax-East-Hants (who writes *Dateline Ottawa for The Broadcaster*) submitted a statement to the CRTC from the Atlantic Provinces' PCs. It said they agreed that priority should be given to extension of proper service to the main areas of French-speaking residents. The statement also said the CBC French service should place more emphasis on the thoughts and activities of the French-language people in the Atlantic Provinces.



Population — Doubled Economy — Prosperous

CFCH RADIO

A Trinor Station SBS Regional Division

dateline ottawa

CANADA'S BROADCASTING VOICE in the House of Commons has indeed changed. The Hon. Judy has gone back to law and to a national television show, and in her place is the Hon. Gerard Pelletier, onetime chairman of the House of Commons Broadcasting Committee.

Since Miss LaMarsh was responsible also for Centennial year, and took to it like she had to go to everybody's party, she became a leading Canadian personality. What of her successor?

M. Pelletier is one of the three wise men, the others being Prime Minister Trudeau and Forestry and Rural Development Minister Marchand. The three entered the House of Commons after the General Election of 1965. It is unlikely that any trio has ever had such rapid advancement in politics within the ranks of a party forming Government.

All three in the past would be classified as left-wing.

They had grown up in the Province of Quebec, and the biggest challenges they experienced were battles with the late Premier Duplessis-Marchand at the labor front in bloody Asbestos, the others in journalism. None had a very high opinion of the Liberal party, but it was a vehicle on which they could hop and ride to power.

Pelletier, as Secretary of State, will deal with at least two pieces of legislation at this session. One is to establish a Canadian educational broadcasting agency. The other, in which his role will be lesser, is to establish a satellite communication corporation.

I have read through Pelletier's contributions to the debate over the new Broadcasting Act. They reveal, I think, a man in whom co-exists a part liberalism and a part distrust of the common man.

When the CBC was attacked for certain of its programs, Pelletier rose to its defense. Programs would contain abuses, but to impose a law of conformity upon them would "reduce to nothing an art, and a means of communication living on creative spirit."

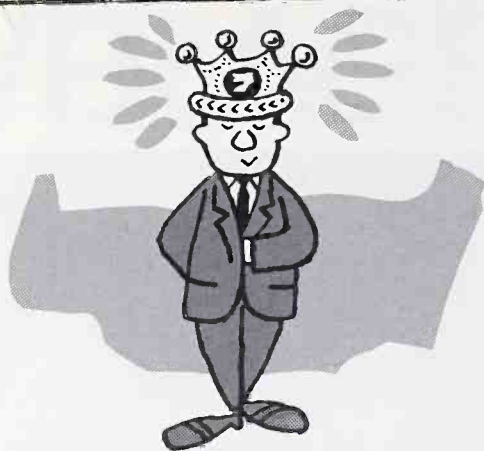
But the tolerance was not always present. He decried "open line" programs on several private stations. "What are we to think, for instance, of certain private stations forcing us to listen for hours to the advice of woeful idiots who claim to answer questions telephoned in to them on matters as different as theology, philosophy, law and medicine?" A kind word was added about telephone programs run by CBC "with someone well-informed and capable of dealing with one subject at a time."

In short, I suspect that Pelletier venerates the expert, but has an intellectual's dislike for the untutored. The mass media (privately-owned) are to be distrusted or tolerated because they pander to the crowd, while the CBC (publicly-owned) is to be upheld at all costs because the vision at least is pure and untainted by dollars.

Most of us do not use such simple yardsticks in dealing with broadcasting. We can recognize nitwits and the talented without having to judge by the station's call letters. It should be interesting to see what the educational agency will be like. One is inclined to think that the private broadcasters will have no role to play.

ACRTF convention re-scheduled for November 24-26

The annual convention of the French-language broadcasters (ACRTF) will be held next month. Originally called for Sept. 29-Oct. 1 at the Skyline Hotel, Ottawa, but postponed due to the death of Quebec Premier Daniel Johnson, ACRTF president Paul L'Anglais has announced it will take place November 24-26, at the same hotel.



The Media Director who found that... TODAY... Winnipeg is the biggest "GROWTH" city in Canada

- Winnipeg has a whopping 18.8% of households with cash incomes of \$10,000.00 and more. Third in Canada.
- Winnipeg, with households having cash incomes of \$8,000.00 to \$9,999.99 (20.5%) second in Canada.
- Winnipeg's Effective Buying Income is the 4th largest of all Canadian cities.

TOMORROW...Winnipeg will be even bigger...

- Winnipeg is expansion-minded. Vigorous immigration programs are attracting more and more people to Manitoba. More and more skilled and intellectual new Canadians are settling in Winnipeg.
- Winnipeg is the hub of Manitoba...
 - ... where \$1 billion dollar hydro development on the Nelson River will lay down low cost power on the southern Manitoba grid, thus attracting new industry.
 - ... where \$100 million has been spent to expand the world's largest nickel mining-smelting complex.
 - ... where a \$30 million dollar chemical fertilizer plant has just been completed.

RIGHT NOW...in Winnipeg itself...

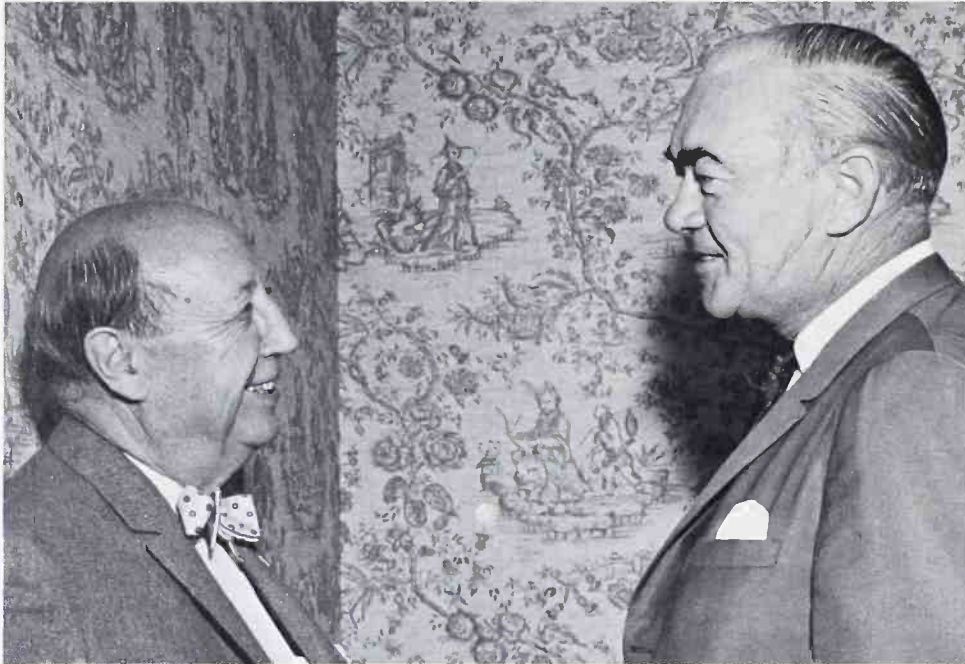
- A \$40 million dollar 30-storey office tower and business complex is being completed.
- A \$5 million dollar department store has just been opened.
- A further multi-million dollar department store has been announced.
- A new modern multi-million dollar Hotel complex is under construction.

C-JAY TV
dominates this
"GROWTH" market.

Book on the full coverage station, C-JAY T.V., reach the fourth largest concentration of consumers in Canada.



WINNIPEG
first in the 4th Market



Gord Sinclair



Geo. Sinclair



Don O'Hearn

JACK DENNETT, veteran newscaster with CFRB Toronto, marked his 25th anniversary with the station last month. He rated a banquet (actually a luncheon) hosted for some of his fellow staffers and top management by Don Hartford, vice-president and general manager.

Dennett's most fitting tribute, however, came from co-worker Gord Sinclair, the irrepressible iconoclast of the news world, who saluted Jack with the following "Sinclairisms" aired on *Sinc's* own *Let's Be Personal*, and quoted verbatim:

"Can it really be 25 years that Jack Dennett and I have been working together, here at CFRB?

Longer!

When I heard Torben Wittrup mention that it was Jack's 25th anniversary on the news, I recalled that we'd been working side by side nearly 26 years.

As an outcome of the Dieppe Raid August 19, 1942 I'd started doing some radio items while still on the *Toronto Star* as a reporter.

Jack, who had started radio as a teenager in Calgary, was then in Winnipeg. He had been excused from military service because of ulcers, and I was considered too old.

Our paths crossed when the announcer on the series called *Headliners*, a spin off from stories about the Dieppe Raid, got into an argument over pay. I drew \$25 for writing and speaking the stories and Mike Fitz-

gerald got \$12 for reading what somebody else wrote about *Shreddies*. Each Thursday we collected the loot for stories of the earlier week; \$125 to me and \$51 for Mike.

He periodically screamed that he was being gypped; if I got the full price of \$25 a show, why should he be clipped 15 per cent agency commission?

One of three men would explain that I had made a contract. The pay was net; Fitz made no contract and the usual practice was to charge an agency fee of 15 per cent.

The three who explained were, one at a time, Herb Webb, Wis McQuillin and Bert Powell, now general manager of the Canadian National Exhibition.

One day, at the beginning of a session, Fitz went into a tantrum and quit.

McQuillin, who was producer that day, said that just a day earlier a young fellow from the west had been in to see him, looking for announcer work, and he thought he could get this chap...Dennett...within an hour.

He did, and the Sinclair-Dennett team has been together from then until now. Jack got the news job a bit later. It was 11 at night. He took the present times of 8 and 6:30 when Jim Hunter died in 1949.

Jack is an overly conscientious man who spends about twice as long getting his news ready as I spend on mine. He takes fewer vacations than

I, has the biggest one-station radio audience in the whole world at 8 chimes in the morning, and, despite this, sometimes strikes me as lacking in self confidence.

I used to get an average of ten nasty letters in a day although these have dwindled now to two or three. I was used to them. They never bothered me.

Jack Dennett worries over criticism by telephone, mail or face to face...even one letter.

He takes a more even line on news than I do but occasionally sails in with his neck right out there, to make a point that he thinks important.

He is a loyal man and a hero worshipper. The feelings he had for Sir Winston Churchill were powerful feelings of pride in his own English ancestry, loyalty and esprit-de-corps. He has shown some of that same fierce loyalty toward me, standing up for me when other people let fly with criticism. He is also intensely proud of his family, two of the girls being now in university getting the type of education that Jack himself never had.

When people make up lists, as they do, of those radio people with the biggest in this or that, they seem to overlook Dennett, but anyone with a union card knows from looking at the charts that Dennett is right in there with the biggest. 25 straight years as Number One in morning news

(continued on page 34)

UP WITH AVERAGE MODULATION. INCREASE SIGNAL EFFICIENCY.

That's what Gates Solid Statesman Limiting Amplifier will do for your station. It brings broadcast signals up to maximum efficiency by controlling audio levels instantaneously, automatically.

The Gates Limiter attacks modulation problems — in just 3 to 5 microseconds (without audible clipping) and a 30:1 compression ratio allows 99.5% modulation.

Asymmetrical limiting is provided for AM stations, permitting positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, thus producing a louder sounding signal.

Want to hear more? Write for full information. Gates Radio Company (Canada), a Division of Harris-Intertype (Canada) Ltd.



**HARRIS
INTERTYPE
CORPORATION**

GATES

Montreal Office: 212 Brunswick Blvd., Pointe Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario

(continued from page 32)

is only part of it. But even that is quite a package.

He has also been in television since the medium began, on both networks...as part of the hockey show.

So, in radio he is on AM and FM twice a day; in TV he is on CBC and CTV. He narrates pictures from time to time and with this and that must pick up quite a basket of bobs.

In my news, and in this show and in everything else I do, you hear Sinclair talking about Sinclair. Even in this story about Dennett I'm talking about me.

Jack seldom speaks about himself in anything he does. Ask him why, and he'll just say... "I'm not that type".

I don't remember hearing even a mention, from Jack, that it was 25 years ago that he started speaking news on CFRB."

GEORGE G. SINCLAIR, 52, president and chairman of the board of MacLaren Advertising Co. Ltd., Toronto, the agency with the biggest billing in Canada, is the new president of the Institute of Canadian Advertising. He succeeds Jack M. Milne, president and managing director of Freeman, Mathes & Milne Ltd.

Sinclair, like his elder brother,

Gordon (CFRB newscaster), began his career as a reporter with the *Toronto Daily Star*, in 1937.

He joined the advertising department of Canadian Johns-Manville Co. Ltd. in '38, became publicity manager for the famed Dionne Quintuplets in 1939, and joined MacLaren's as a public relations writer in 1940.

He left to serve in the RCAF and RAF during World War II, but returned to the agency in 1946, becoming a copywriter.

Sinclair was named copy chief in 1951, creative director in 1954, and became vice-president and director of operations in 1957.

He continued his climb to the top by being made assistant general manager in 1959, general manager in '63, and finally became president of the agency in 1964.

DON O'HEARN, well-known Ontario newspaperman and telecaster, has been named Chief of Information Services for the Ontario Department of Education, ETV Branch.

O'Hearn has written a syndicated column on *Ontario Public Affairs* which has appeared in most of the Provincial dailies.

For the past ten years he has done a regular political commentary for CHCH-TV Hamilton, has been featured on the station's political and public affairs specials, and has appeared on various CBC television and radio programs.

He has also been a national news editor with the CBC, was assistant editor of *Saturday Night* for four years, under the late B.K. Sandwell, and has additional background in marketing, advertising and public relations.

O'Hearn was president of the Ontario Legislature press gallery for two terms.

EDDIE LUTHER, who has switched stations after over 20 years with CFRB Toronto, to take over a similar announcing post with CHFI in the same city, was born and raised on a farm near Craik, Sask. (population about 500).

He joined the R.C.A.F. in 1942 and became a flying instructor in Eastern Canada.

In 1944 when instructors were no longer very necessary and there was

no opportunity for an overseas posting, he came to Toronto and auditioned for the CBC. With no experience at all in radio, this seemed a hopeless venture, but he fell into the hands of Elwood Glover who tipped him off about an opening for CFRB.

For the next 23 years Eddie had a go at almost every facet of the radio business, with CFRB. Seven and a half years ago traffic reporting got him back in the air, as the first helicopter traffic reporter in Canada, and since then reporting from the "chopper" has played a major role in Eddie's radio career.

Eddie Luther has now become a member of the announcing staff of CHFI, and with his partner, Gerry Herbert, brings Torontonians twice daily traffic reports from CHFI's twin helicopters, Canada's first "pair in the air."

FRANK KOWCENUK, a veteran of 22 years in the film industry, has been appointed general manager of United Artists Television of Canada, with headquarters in Toronto. He will head up all feature film and series sales to TV stations across the country.

Kowcenuk began his career in the industry with Empire Universal Films in 1946, transferring in 1950 to J. Arthur Rank Film Distributors, where he was appointed manager of 16mm films in '53, and TV sales manager a few years later.

In 1960, he rejoined Empire Universal as assistant TV sales manager of its subsidiary, Sovereign Films, and became manager of that division in 1962.

Two years later, Kowcenuk added the duties of Toronto branch manager for the parent company, Empire Universal, and held both positions until he joined United Artists Associated of Canada in 1966.

In addition to a large library of quality feature films starring the top names of the cinema world, United Artists Television of Canada has recently made available 20 half-hour programs in the *Cool McCool* cartoon series, and is seeking to expand in this field. Other product availabilities include more than 60 half-hour and one-hour series and specials, including *Gilligan's Island*, *Rat Patrol*, *Patty Duke* and *Outer Limits*.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Looking forward
to seeing you
at
Chateau-Champlain

THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON, ONT.

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Vocal minority casts valid brickbats at broadcast fare



by James Montagnes

"MORE MUSICAL PROGRAMS," "too much hockey," "not enough sports," "too many commercials," "more science fiction," "too much violence and sex exploitation," "never listen to radio," and, in the summer especially, "too many repeats."

These are some of the negative comments from a random sampling of hundreds of one week rating diaries of BBM Bureau of Measurement, from all parts of Canada. They were pulled from the diaries of young and old, teenagers and young adults, from rural and urban communities, reporting the listening and viewing of this past winter.

From these diaries were formulated the current ratings used by advertisers, advertising agencies and program directors. The rating reports tell those who produce programs and those who buy time what people look at and listen to. But they do not tell those who read the ratings what the audience thinks of the programs and the commercials which are interlaced with the shows.

There is a page for comments at the back of each diary. Most people who fill out the diaries have no comments — the pages are blank. But about twenty per cent report their likes and dislikes, their opinions of what they feel about radio and television. They are for the broadcast media what "letters to the editor" are to newspapers and magazines.

This article does not concern itself primarily with favorable comments. Rather it emphasizes shortcomings, especially those which recur frequently. It cannot be regarded as a true survey. Rather it brings to light a cross-section of complaints of listeners and viewers, complaints incidentally many of which could be readily remedied.

BBM executives told me that after every survey quite a few station executives from various parts of Canada come to look over the logs for the comments. They spend hours and even days going through the hundreds of diaries which come into

the BBM office from their area. They note the comments and try to overcome some of the criticisms. A few stations, not able to come in, have BBM supply

a resumé of the comments for their station coverage area.

After seeing the variety of comments in this random sample, it might



"Is CFOX strictly for teeny boppers?"

We've heard that type of comment so often, we figure it's time to get a few points cleared up . . .

Point — CFOX also happens to have a very strong hold on Montreal's affluent Young Married set. And CFOX has made important advances into the city's Adult Market, too. So our contemporary sound must appeal to everyone!

Point — CFOX's audience reach is growing . . . continuously and impressively. During many periods, we can deliver a better cost per thousand than Montreal's old-style stations. (And we've got BBM figures to prove it!)

We think CFOX is strictly for e-v-e-r-y-o-n-e.
Contact CFOX or Radio House Limited (Toronto or Montreal).

CFOX 1470

The *new* buy in MONTREAL

COMPARE

CKDH AMHERST NS
 CJFX ANTIGONISH NS
 CKBW BRIDGEWATER NS
 CKEN KENTVILLE NS
 CKAD MIDDLETON NS
 CKCL TRURO NS
 CFAB WINDSOR NS
 CKWM-FM ANNAPOLIS VALLEY

A comparison of GROUP ONE ATLANTIC stations to Halifax (Halifax Co., including Dartmouth) Average reach, Mon.-Fri., 7:00-9:00 A.M. follows:

STN.	ALL	60 SEC.	C.P.M.
	PERSONS	COST	
G.O.A.	74,700	40.00	.54
*Halifax/			
Dartmouth	62,700	60.00	.89

*3 Stations combined.

When you buy the Halifax stations only, your total potential of Nova Scotia is 33%. Add GROUP ONE ATLANTIC stations at 49% of Nova Scotia and you will cover over 82% of the Province.

GROUP ONE Atlantic

TORONTO (416) 923-0919	NEW YORK (212) MH 2-4500	MONTREAL (514) 849-1303	HALIFAX (902) 429-2212
CHICAGO (312) 478-5544	WINNIPEG (204) 942-1892	VANCOUVER (604) 682-6391	

Source: Nov. '67, B.B.M.

be advantageous for advertisers and agency executives to take a good look at what the audience they are trying to reach thinks of their commercials and the programs alongside.

Diary keepers in small towns are more inclined to make comments than do those in metropolitan areas — perhaps they have more time. A general theme which runs through all comments from all parts of Canada deals with two major topics — too many "ridiculous" commercials and too much violence and sex exploitation on programs.

Here are a few, starting on the Atlantic coast and working westward:

"My favorite programs on television are *Flashback*, *Front Page Challenge*, *Hockey*, *Reach for the Top*, and a few humorous ones. Do not care for go-go programs and those involving cheap shows among the younger set," from Port Maitland, N.S., a man in the 50-64 age category.

"Could you have more Elvis Presley shows on television? I like this show. I hardly listen to the radio unless I am out on dates," from a teenage girl at Port Howe, N.S.

"I feel there is too much violence on TV and we should have more laughs," reports a 10-year-old boy from Rexton, N.B.

"Sunday programs here are terrible. My favorites are movies and westerns," writes a Moncton woman in the 35-49 group.

"There are too many commercials on TV and on AM radio stations," commented a teen-age girl from Montreal.

"Too many English movies, they are not as good as American. Too much soap advertising — on 15 minute programs five minutes of advertising," said an over 65-year-old Montreal man.

"I have completely given up on daytime and evening movies. I do not relish that chopped down version, further mutilated by 100 commercials. I strongly object to movies like *Psycho*, *The Birds*, *The Children's Hour*, being shown on TV during prime time. Those movies were 'restricted' when shown in the theatre and should never be shown on TV other than on the late late show," exclaimed a Pickering, Ont., woman between 35 and 49 years of age.

Childish advertising

"TV commercials are far too plentiful and are becoming unbearable. The quality of programs is extremely poor and getting worse all the time. We need a few more educational, science and travel programs and less garbage." This from a Toronto man in the 35-49 year category.

"I would like to comment on the childish quality of advertisements on

both radio and TV. It is an insult to a person's intelligence, and the worst of all is Canadian so-called actors and actresses aping American advertisements," commented an elderly Stroud, Ont., woman.

"If and when the amount and frequency of advertising is reduced and some which is of questionable taste is done away with, my radio listening and TV viewing will increase substantially," said a Hamilton middle-aged man.

"Too many commercials during movies. Very good music on FM," from a male teenager in Winnipeg.

"Is there any way that the commercials can be quieted down? All this does is make a person resentful towards a product, rather than buy. I go out of my way to avoid one of these (products) whenever possible," said a 35-49-year-old Winnipeg man.

"No complaints on radio. On TV too much fighting and western movies. Should have more musical shows," from a middle-aged Saskatoon woman.

"There are too many horror and crime programs," commented a Hay Lakes, Alberta, woman of 35-49 years.

"The CBC programs are a drudge," said a Lethbridge man of 35-49 years.

Judging by the following two comments picked at random from Vancouver, you can't win. Said a 50-64 year old lady "I do not like or watch family situation comedies." A lady just a bit younger, 35-49 years, asked for "more family-type programs on TV so children under 10 could enjoy them."

No choice of stations

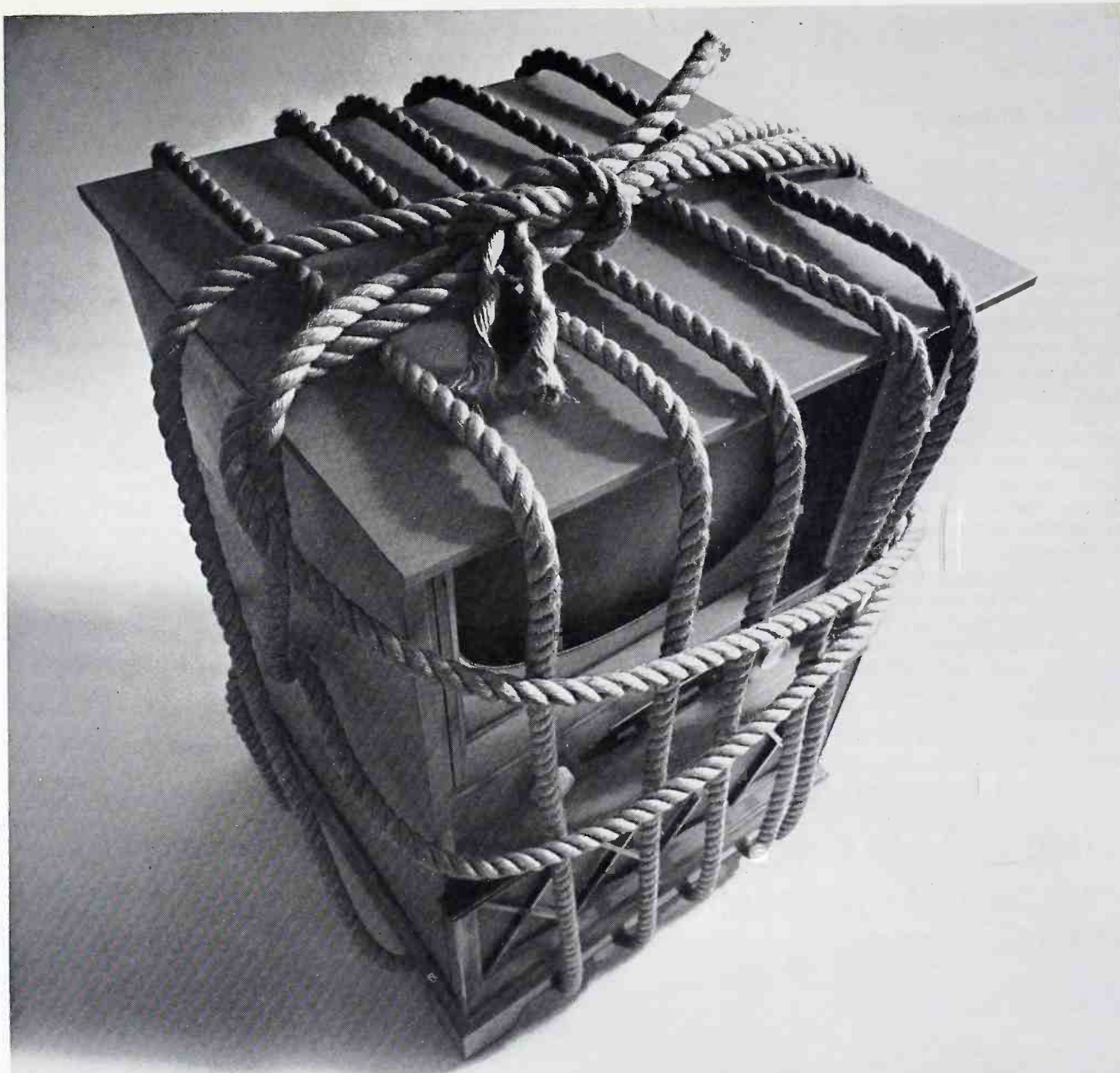
From various parts of Canada there is another major complaint — no choice of stations. Typical is one from Angus, Ont., from a 35-49 year old woman: "The two channels we receive, '3' in Barrie, '9' in Toronto, show mainly programs designed for a mentality of eight years. 'Shock value' programs don't shock me and I don't particularly want a steady diet of sex, crime and violence. The *CBC Festival* productions are just plain boring with the exception being few and far between. I view TV to be entertained."

More listeners and viewers from Western Canada complained about CBC programs than in any other part of the country.

Other comments are even more vehement. Said an elderly Yarmouth, N.S. man: "Except for CBC news, the local station is 'lousy.' No power, no range, too much cheap hill-billy."

"Radio and TV programs are 50 per cent pure junk, especially the radio stations that rattle the same jazz all day and night long. A variety

(continued on page 38)



Captive audience.

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

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

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

CBC  **TV**

Vocal minority . . .

of educational programs would benefit the nation," commented an Edmonton middle-aged man.

"Some of the commercials on all channels leave a lot to be desired. CBC channel 6 should be put off the air," from a Winnipeg lady in the 35-49 year bracket.

"I consider the calibre of CBC radio superior to that of CBC television. Why does CBC TV find it necessary to dwell so much on violence, sex exploitation, and the least desirable aspects of society? Do we have to be crude and vulgar to project a message?" asked a middle-aged Moncton lady.

"One thing about the CBC-produced shows, you can shut the TV off and do something else. Why do the CBC-produced shows have to use so much swearing and profane language?" commented a Saskatoon man of 35-49 years.

But everybody does not criticize. Some comments were complimentary,

though they were in the minority.

"I enjoy *StarTrek*, *The Avengers*, *Mission Impossible*, *Wojeck*, *Festival*," said a Regina teenage girl.

"Enjoy most of the commercials and would rather watch these than pay a tax on radio and television," from a Winnipeg middle-aged matron.

"We enjoy all panel discussions," reports a teenage Vancouver boy.

"Why not give us more French theatre? Most films are very enjoyable," commented a young Montreal adult woman.

In all the hundreds of diaries looked at, there was only one with a comment on open line shows. Said a young Halifax housewife: "Talk back and open end shows, where the public have an opportunity to voice opinions, infuriate me because the excess of such programs are bigoted, narrow-minded individuals who use their power into brainwashing the public to accept their views as being the most factual. I honestly think such programs hinder rather than help the chances of worthwhile social and economic reforms being accepted."

Yes, there is more than rating statistics in these reports from viewers and listeners throughout Canada . . . much more.

Tuesday's session begins at 9:15 am with Msgr. Hugh M. Beehan, of Grand Rapids, Mich., a cleric who manages an FM station, and is a much-sought-after speaker, discussing the topic *Calm at the Wheel or Asleep at the Switch?*

The RSB and TvB presentations, involving such topical matters as CRTC research, agency computerization and new research techniques, will follow each other at 10:45 and 11:15 respectively.

Management and engineering sections, which meet separately, combine for the luncheon at 12:45 pm, when the speaker will be Robert D. Stanbury, MP York-Scarboro, former chairman of the Commons Committee on Broadcasting.

The CCBA's annual meeting begins at 2:30.

The convention closes with a reception at 6:00 pm hosted by Montreal radio stations CFMB, CFOX, CJAD, CJMS and CKVL, followed by the annual banquet at which the *Broadcaster of the Year* award will be presented.

Entertainment, provided through the courtesy of CFCF-AM-FM-TV, will feature the popular U.S. TV comedy team of Stiller & Meara.

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



Casabello Wines Limited, producing a full range of fine table and dessert wines in Penticton, B.C., is one of dozens of new industries and two new wineries established in Okanagan-Mainline Land during the last few years. With its companion wineries, it forms the basis for the burgeoning new vineyards of the area — a major and dependable source of agricultural wealth. Everything grows bigger and faster here, including advertising results.

OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man.

CRTC announces staff appointments

Five recent appointments to the staff of the Canadian Radio-Television Commission have been officially announced by the chairman, Pierre Juneau.

Harry M. Halliwell, a journalist specializing in economics, has been named to the Research and Planning Branch. He was financial editor of the *Toronto Telegram*, where he was on staff for the past ten years, having previously been a reporter, agricultural editor and associate editor for the *Winnipeg Tribune*. Halliwell also served as a reporter for the *Regina Leader-Post*, and editorial writer for the *Saskatoon Star-Phoenix*.

A University of Saskatchewan B.A. graduate, with honors in economics and political science, he spent two years doing post-graduate work on International Economics and Commonwealth Affairs at the London School of Economics.

Douglas McGowan, with a background of 12 years in radio and television programming experience, was appointed to the Program Branch. Since 1961, he has been with CFRA Ottawa, as director of programs and promotion.

He previously served as program director for CKNX-TV Wingham, and program manager for CJIC-TV Sault Ste. Marie.

McGowan will be responsible for the analysis and evaluation of all English-language radio programming.

John G. Hagborg, a teacher at the University of Western Ontario, where he was working on a Ph.D. in Economics, was named to the Economics Branch. He had previously spent several years as an economist with CBS in New York, taking time out to attend university where he graduated with a B.A. and M.A. in Economics before returning to Canada.

He first worked for the CBC in Toronto, as a television technician, after arriving from England in 1959, then went to Autometric Corp., New York, a division of Paramount Pictures, to work on optical and electrical research in color TV.

Otto Brodtrick, who spent the past five years as a computer systems analyst with the Dominion Bureau of Statistics in Ottawa, was named to the Administration Branch.

He came to Canada from Germany in 1953, and worked for the Department

of Transport on airport development, and for the Canadian National Railways, in the office of the Chief Engineer, Western Division, on development of new lines and systems maintenance.

He will head the Management Information System.

Ian M. Grant, former assistant publisher of *The Canadian Broadcaster*, has been named to the staff of the Chairman's Office (CB, Aug. '68). With 12 years in the broadcast industry, his broad background of experience and knowledge of all its aspects, coupled with personal contacts with broadcasters across Canada, well equips him to handle the many responsibilities and duties of this new post.

He started with the *Broadcaster* in 1956, became news editor, then seeking to broaden his field of knowledge within the industry, left to gain an insight into audience research, following which he spent several years doing research and promotional work with sales rep firms. He returned to the *Broadcaster* in 1966, became assistant publisher and undertook the complete re-organization of the publication, giving it a complete new look.

Barter plays big role in broadcast field

Radio and TV stations should include barter in their regular fiscal planning, members of the Institute of Broadcasting Financial Management, Inc. were told at their annual meeting in Miami, last month.

Wilson Northcross, executive vice-president of Pepper & Tanner, Inc., one of the largest barter organizations in the U.S., told the broadcast financial men that his company estimates that stations are currently bartering time to the tune of \$20,000,000 a year.

"Barter is no longer a haphazard, sometime thing," Northcross said, but a "permanent, symbiotic, mutually beneficial arrangement," which permits stations to convert unsold time into the goods and services it needs on a regular, planned basis.

"Stations who regularly use barter have reduced their cash requirements, been able to expand programming, contests, promotions and other sales and audience building programs," Northcross said.

A station should begin its planning for utilizing unsold time by admitting "that there will be time which will go unsold. There should not be a sudden discovery that there is unsold time and then a scramble to make some kind of a deal with whoever comes along," Northcross said. Broadcasters should include unsold time as a hidden asset, and plan for its use just as carefully as they plan for the use of cash or any other asset.

Planning begins with an educated guess as to how much time will probably be available for barter arrangements, Northcross said. Then the station's regular cash forecast should be scanned for items which can be obtained by barter—production and library services, news cars, aircraft for traffic programs, and merchandise for contests, Northcross told the group.

He estimated that radio stations usually do not sell between 10 and 20 per cent of their time, depending on size of market and number of stations

ANNOUNCEMENT



John A. Wilson

A. G. (Gil) Seabrook, President of Interior Broadcasters Ltd., is pleased to announce the appointment of John A. Wilson as Production Manager, CJIB Radio, Vernon, B.C. Mr. Wilson has had extensive broadcast, newspaper and business experience spanning the past 23 years. For the past five years he has been with CBC Winnipeg where he served as a Radio Producer and for the last two years as Assistant to the Director for the Prairie Provinces. While in Winnipeg he was a member of the Canadian Public Relations Society. He started his broadcast career at CFGP Grande Prairie.

in the market, with TV stations ranging from five to 15 per cent unsold, also depending on the size of markets and the number of stations within a market.

CBC obtains exclusive TV rights for university sports

Exclusive Canadian TV rights were obtained by the CBC, for \$100,000, to telecast all major university athletic events throughout the country, for the next ten years.

CBC President George Davidson presented a first-installment cheque for \$25,000 to the Canadian Inter-collegiate Athletic Union in Ottawa, which represents about 50 colleges and universities in Canada.

The agreement becomes effective next April, and covers most major sports. Some college events will be carried this year, however.

ANNOUNCEMENT

RADIO SALES BUREAU



John C. Spragge

The appointment of John C. Spragge as director of sales services is announced by Cedric P. Haynes, president of the Radio Sales Bureau.

Mr. Spragge joined the sales/marketing organization of Canada's independent broadcasters October 1, after many years as a top air personality with CHUM, Toronto.

In addition to making presentations to national accounts and agencies, he will give radio stations and retail advertisers the benefit of his sales promotion skills and practical knowledge of radio's ability to translate sound into revenue for buyers and sellers of the medium.

Télé-Metropole Corp. ups two execs

Télé-Metropole Corp. Inc., owners and operators of CFTM-TV Montreal, has announced that Paul L'Anglais, commercial manager, and head of his own rep firm, has been named chairman of the board, and Roland Giguère, assistant manager, has been named president and general manager.

Standard Sound Systems in Muzak franchise deal

Standard Sound Systems Co. Ltd., Toronto, a subsidiary of Standard Broadcasting Corp. Ltd. has bought the Muzak business and franchise for Montreal, Quebec Province, and the Maritimes, from Rediffusion Inc., and has sold its background music operation in Toronto to Associated Broadcasting Corp. Ltd., the Muzak franchise holder in that city.

Announcing the Montreal-Quebec-Maritimes acquisitions, Standard Sound president, L.W. Dobby said the company will continue its sound-contracting business in Ontario, and Rediffusion Inc. will still own and operate its various CATV interests in Canada.

In Montreal, the staff of Standard Sound and Rediffusion will integrate, and business will operate from the Montreal premises acquired from Rediffusion.

Standard Sound Systems has operated the background music service of CJAD Montreal and CFRB Toronto, both owned by the parent organization.

No sale price for either purchase was disclosed.

Ronalds-Reynolds mounts Canadian travel campaign in U.S.

A two-week radio campaign on major U.S. stations, for the Canadian Government Travel Bureau, was prepared and mounted in double-quick time last month through the Toronto agency of Ronalds-Reynolds & Co. Ltd.

"If any campaign ever proved the speed with which a radio campaign can be mounted," said station rep Andy McDermott of Andy McDermott Broadcast Sales Ltd., "this was certainly one.

"The decision to go was made only a week before the start date. Through excellent co-operation between the

agency, reps—both in Canada and the U.S.—and stations, the schedules were activated. Now it will be interesting to see what results—and we can count on the Canadian Government Travel Bureau's people to do that!"

The low-budget (\$35,000) campaign was scheduled from Sept. 16 to the end of the month, an average of two breakfast-time and one drive-home one-minute announcements aimed daily at U.S. stations in Detroit and Grand Rapids, Mich.; Cleveland, Akron, Toledo and Youngstown, Ohio; Buffalo, Rochester, Syracuse and Albany-Schenectady, N.Y.; and Hartford, Conn. The plan was to catch the nearby U.S. residents who prefer to take their holidays in late September or October.

CRTC to hear bids for Toronto-Montreal UHF

Applications for UHF television stations in Toronto and Montreal will be heard by the Canadian Radio-Television Commission at a public hearing in Ottawa, beginning February 4 next.

Other public hearings of the CRTC for the first half of 1969 are scheduled to open in London, Ont. March 4, Ottawa April 15 and Montreal June 10.

Radio-Television Reps terminate CJOR agreement

Dropping one and adding two, Radio-Television Representatives Ltd., Toronto, terminated their representation of CJOR Vancouver, as of September 30, and added CJRW Summerside, P.E.I. and CKEC New Glasgow, N.S.

The announcement was made by Robert H. Quinn, R-TR's executive vice-president.

New group plans Quebec radio station to replace CFOM

English radio may stay in Quebec, even though CFOM said it would cease operations September 1 "for economic reasons" (*Broadcaster*, June '68, page 13). A new group, largely financed by a Montreal consulting firm, proposes to build and operate a new English radio station, if they receive the CRTC's approval.

To date, no application has yet been



The TR-70A...

Generally acknowledged to be the finest, most versatile high-band, high-fidelity color TV tape recorder in the world today. ■ Superb reproduction, even to the fourth generation ■ Human-engineered controls, grouped by function ■ Automatic mode and fault indication ■ Total instrumentation ■ Specs: differential gain 3%; differential phase 3°; moire -43 dB; K factor, 2T and 20T, 1% max.; signal-to-noise 46 dB ■ Prewired for electronic splicing ■ With

accessories: automatic correction of chroma and velocity errors, line-by-line; dropout correction, correct color in phase; push-button editing, splicing, and programming. ■ To see the TR-70A, or to request complete literature, call or write: R. Harlow, Vancouver; R. H. Patrick, Winnipeg; C. S. Broad, Toronto; E. W. Miller, Montreal; N. H. Harvison, Montreal (Atlantic Region). RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.

**CKWX
RADIO
KEEPS VANCOUVER
POSTED
ON THE NEWS!**



BILL HUTTON



MIKE TYTHERLEIGH



DOUG TAYLOR



CAM McCUBBIN



MAURY GWYNNE



JIM McDONALD



DORWIN BAIRD

**WITH
DEPENDABLE
DELIVERY
33
TIMES
DAILY!**

**CKWX
dial 1130**

represented by



All-Canada Radio & Television Limited

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD
SAN FRANCISCO

made to the CRTC, and CFOM is still on the air.

Janet Sharples, recently appointed station manager following the resignation of Mary Bush, said CFOM had postponed its closure, at least until the end of October, as a result of an agreement between the CBC and Goodwill Broadcasters of Quebec Ltd., owners of the network's only English-language affiliate in the provincial capital.

The non-profit organization, Quebec English Radio Corp., was announced by Ernest Booth, a suburban shopping centre manager, who, as co-ordinating secretary of the group, led a drive to preserve English-language radio for the 20,000 English-speaking residents of Quebec.

Booth said Pan Com Associates of Montreal, would build, finance and operate the station for the Corporation on a fee basis, determined partly on advertising revenues, as soon as the CRTC approves a license transfer from the owners of CFOM, Goodwill Broadcasters Ltd., who announced intentions to abandon the station several months ago.

A chief associate of Pan-Com, Robert Jeffcott, estimated annual running costs for the station at \$108,000. This figure includes servicing of the debt for which Pan-Com will be chief banker over the payment period of ten years.

Building the station will cost around \$140,000, Booth said.

**Station Staffer
chosen for Ontario team
in Paraplegic Games**

Janice Godfrey, a paraplegic, who is traffic manager for CHOO Toronto (Ajax), has been selected as one of four Ontario athletes to represent Canada in the Paraplegic Olympic Games in Israel in November.

Miss Godfrey, who was injured in a car accident, recently returned from the Paraplegic Olympic Trials in Edmonton, where her undeterred spirit gained her two gold and five silver medals.

**GGs accepts account
as a public service**

Goodis, Goldberg, Soren Ltd. of Toronto has been appointed as the advertising agency in Canada, for the Anti-Defamation League of B'nai B'rith, formed 53 years ago to combat

discrimination.

The League is located in Montreal and Toronto, and GGS, who accepted the account as a public service, will institute a "tough-minded national advertising approach" in print, radio, television and billboard advertising scheduled for mid-October introduction.

Sol I. Littman, national director of ADL in Canada, said one ADL campaign will have an approach similar to an advertising campaign recently launched in the U.S. by the Urban Coalition, a group of organizations working for better social conditions, using the familiar "Give a Damn" slogan.

Littman said this campaign "helped people feel again," and this was the kind of response ADL wants to effect in Canada.

"By using a total media mix, we hope to sensitize the Canadian people, to make them fully aware of what discrimination is all about," he said.

Voluntary work on the campaign, for which no budget figure has been disclosed, is being carried out by GGS writers David Hayward and Michael Goodis along with GGS art directors Terry Iles, Oscar Ross and David Garratt. GGS president, Jerry Goodis, is acting as creative director.

**Windsor radio rocker
gets own TV program**

Tom Shannon, host of a popular music program on CKLW Windsor-Detroit, has been named to host his own TV show, *The Lively Spot*, on CKLW-TV.

Shannon's show replaces Robin Seymour's *Swingin' Time*, the only television rock program in the Windsor-Detroit area.

In full color, *The Lively Spot* is telecast Monday through Friday from 3:30-4:30 p.m., and on Saturdays is seen from 6 to 7 p.m. as *The Tom Shannon Show*, the title of his radio show which he will continue to host each weekday from 6 to 9 p.m.

He began in radio while in high school in his home town of Buffalo, N.Y. In 1957 he became a news announcer for WKBW, an NBC affiliate and later hosted a variety of programs. Shannon joined CKLW four years ago.

A successful composer of rock music, he has three hit records to his credit, one of which, *Wild Weekend*, published in '63, sold over a million copies. His current hit, *Soul Clappin'*, out for only two months, is ranked No. 10 in Detroit sales.

Obituaries

Claire Wallace, 68, veteran broadcaster, newspaperwoman and etiquette expert, died of a heart attack in Toronto September 22. She had retired from public life three years ago, although she revised her book, *Mind Your Manners*, just last summer. In private life she was Mrs. James E. Stutt.

Born in Orangeville, Ont., to a newspaper family, she began her career by sending items to rural newspapers, then became a reporter and columnist for the *Toronto Daily Star*, where she wrote *Over the Teacups* for a year, before going to England.

She returned to Canada a year later to start her radio career, becoming hostess of *Teatime Topics* for CFRB, and in 1936 switched over to the CBC where she began a popular summertime radio show, *They Tell Me*, which ran for 18 years. Surveys listed the program as second only to *The Happy Gang* for daytime listeners.

In 1955 Miss Wallace started her own travel agency, in Toronto, and personally escorted many groups of Canadians on overseas jaunts. She took the first tourists behind the Iron Curtain, into Soviet Russia, and for another first, led a party into the then-forbidden territory of the People's Republic of China.

Beth Lockerbie, 53, one of Canada's best-known radio and TV actresses, died September 21 in Toronto, victim of a heart attack. In private life, she was the wife of Esse Ljungh, supervisor of drama for CBC Radio.

Born in Regina, she graduated in drama from Regina College and took further training at Emerson College, Boston, before heading up the speech and drama department at Mount Royal College, Calgary.

She began her radio career in Winnipeg, as a radio journalist, becoming a producer and actress, participating in many CBC radio programs. In Winnipeg, she founded her own radio school.

She moved to Toronto in 1946 to become head of the Toronto Academy of Radio Arts, juvenile division.

With the advent of television, she acted in several roles including that of Mary Malone in the CBC series *Cannonball* in 1958, after performing in many radio and TV series in the late 40s and 50s.

In 1961, she won the trophy as best director in the Central Ontario Drama Festival.

John A. Winter, 54, Toronto television executive, co-founder and president of Cine-Tape Associates Ltd. and VTR

Productions Ltd., died September 13, following a short illness.

Winter entered the TV field in 1962, when he created and produced the series, *Careers*, which won *The Canadian Broadcaster* Beaver award of merit, for that year for CFTO-TV.

Born in Ottawa, he was educated in Windsor and Montreal. From 1933 to 1938 he was an advertising salesman, writer and producer, joining CFCF Montreal in '38 as a broadcaster, and doing free-lance work until he joined the RCAF in '42.

Winter returned to broadcasting after the war, working with the CBC, BBC and ABC networks, and continuing to free-lance. In 1949 he was a broadcast producer for Cockfield Brown & Co. Ltd., Montreal and in '56 became media and broadcast director for Kenyon &

Eckhardt Ltd.

Winter was also vice-president and general manager of Meridian Studios, Toronto.

John W. Tregale, 79, a veteran of Canadian radio broadcasting, died in Toronto last month.

Tregale was manager of the Radio Division of All-Canada Radio & Television Ltd. from 1937 to his retirement in 1954.

He served with the 5th Gurkha Regiment and the RAF in World War I, and after the war he played with the Shakespearian Troupe of Sir Seymour Hicks Company, before entering the radio field.

Following his retirement, he did some acting for the Canadian Broadcasting Corporation.

CFAM

NOW 950 ON THE DIAL!

Our frequency change and transmitter relocation will add 15,000 people to our basic coverage area! This means greater effectiveness for your national advertising dollar since we can now deliver the buying power of the entire prosperous Southern Manitoba market.

Take advantage of added station promotion plus extended coverage. Book your campaign now!

FOR FULL DETAILS CONTACT RADIO TELEVISION REPRESENTATIVES LTD. IN TORONTO - MONTREAL - WINNIPEG AND VANCOUVER.

Elmer Hildebrand
Manager - CFAM/CHSM
Phone 204-324-6464

CFAM
ALTONA



CHSM
STEINBACH



Joel Aldred

THE YOUNG MEN'S Advertising & Sales Club of Toronto was treated, at its first dinner meeting of the season, to a thoughtful, well-written and presented discussion of Communications on the Canadian Scene by Squadron Leader Joel W. Aldred, DFC, (ret'd), who became a CBC staff announcer after the war, then a political (Conservative) firebrand and then co-founded and opened CFTO-TV Toronto.

In this last capacity, he rocked the boat, and himself off its deck, with his revolutionary ideas and actions, only to become one of the better-known commercial announcers in Canada (Rothmans) and the United States (General Motors).

It was a new and urbane Joel Aldred, now a young-looking 48, a director of Rothmans and recently of Canadian Breweries Ltd., owner of two farms (one tobacco and one Santa Gertrudis cattle) and a major warehousing and distributing company in Labrador.

Quietly he told the young admen, profoundly but clearly and intelligently, how Canada's social problems are attributable to our national inability to communicate. He compared this failing to the success Canadian business enjoys in its own marketing communications.

"We are a mobile society," he said, "and we are urbanizing at an incredible rate.

"Yet the simple fact is our social motivations are not keeping up with our technical innovations. Automobiles in every garage and traffic jams in our courts. Airline reservations around the world in moments. And yet we, as a people, are bogged down in priorities, and sinking deeper.

"There are stated priorities in Canada," he said, "education, housing, pollution, medicare, unemployment, transportation, and we go on and on.

"There are so many priorities that nothing has priority. No one thing is of paramount importance, including peace in our time."

Our values are mixed because we have declining levels of national, provincial and municipal leadership, instead of rising levels, Aldred said. "We no longer look up to our ministers in the field of religion, the policeman seems to be a man who is tolerated instead of respected, until that one time when we need him..."

In addition to this, there is so much that we take for granted.

"We acknowledge, thankfully, our right to live, our right to eat, to be clothed and perhaps to be free.

"But even here, we do not understand, because freedom to one person may be different to the understanding of another."

He enumerated these and other evils which beset our society. Then he questioned whether "the scholarship practised in the communications arts relative to marketing is being used as skillfully in our larger and more profound Canadian universe, the universe of national social change..."

Turning to the marketers' use of communications, he said: "Protesters against the so-called costs of advertising hit the daily newspapers, sometimes on the front page. The

industry answers are usually found in trade journals.

"All understanding comes through some form of communication—misunderstanding through lack of or incomplete communication.

"If communications about our national scene were as good and as honest as those we practise in our respective professions, many of our national problems would resolve themselves, or perhaps never occur."

"IS YESTERDAY REALLY DEAD?" This question was the subject of an article in the June issue of *The Broadcaster*. It is answered in part by a press release from Warner Bros.-Seven Arts relating to the revival of 21 Charlie Chan movies, now in syndication and the *Charlie Chan Special* which has already played on the CBC TV network.

Portrayed first by Warner Oland and later by Sidney Toler, Charlie Chan has been on the entertainment scene for almost fifty years. Sam Kunitzky of Warner Bros.-Seven Arts Ltd. says the initial offering of these "old movies" to Canadian TV stations is being received with considerable interest. A small 51 page book, *Quotations from Charlie Chan*, compiled and edited by Harvey Chertok and Martha Torge of WB7A, is to be published by Golden Press this month. It will contain a "classic collection of more than 300 of the courteous, astute and philosophical Oriental detective's immortal movie lines" such as "Truth like football receive many kicks before reaching goal." The book is priced at \$1.00 (U.S.).

A CHARWOMAN from Liverpool, England, unplugged Britain's biggest local radio station and plugged in her vacuum cleaner.

An announcer was preparing to open the day's program at Liverpool's Radio Merseyside when Margaret McConville, newly employed to clean the place, looked around for a plug and disconnected the studio's 3,250-watt power circuit.

As the broadcasting circuit went dead, Mrs. McConville went on with her work. Then she replaced the plug after 15 minutes and put the station back on the air.

She said later: "I thought it was all right to plug in my cleaner. It looked like an ordinary electrical point to me."

Buzz me if you hear anything.

Dick Lewis

Something to CHINwag about . . .

CHINwag all morning as
Torontonians talk to
GIL CHRISTIE, JOE FORSTER, TED CURL

AM 1540

CHIN TORONTO

FM 101

AVAILABLE

Young aggressive General Manager seeks position with community minded AM station. Excellent broadcast background in administration, nat'l local sales, & programming. For details and resumé write:

Box 205
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

AVAILABLE

20 yr. old, bright personality, mature voice, desires start in radio/tv with view towards announcing/newscasting. Some commercial film exp.

Dion McHugh
43 Ridley Blvd., Toronto 12, Ont.
(416) 487-3973

RADIO TIME SALESMAN

Are you looking for an experienced radio time salesman? Someone who believes in servicing and follow-up after the sale? Production experience. Presently employed. 20 years experience.

Box 202
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

Advertising for the 1968 FALL DIRECTORY

must be reserved
by October 21...
Your ad will reach
buyers everywhere.



Telephone Answering Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in
Toronto Montreal
924-4471 UN.6-6921

COPYWRITER

Montreal's leading English language station requires experienced copywriter. Send resume to:

Mrs. Gerry Boddington
Radio Station CJAD
MONTREAL, P.Q.

AVAILABLE

Ambitious young man with 6 mo. exp. announcing—seeking morning show in Southern Ont. station.

Wayne Rodriguez
151 Greenwood Ave.
Toronto, Ont.

AVAILABLE

General radio broadcasting experience. Interested in rock or middle-of-the-road station. Have certificate from American broadcasting school. 22 years. Single.

Richard G. Levy
Nickel Range Hotel
Sudbury, Ont.

BROADCAST ENGINEER AVAILABLE

Excellent ability. 13 years exp. — many installations. Best references including D.O.T., consultants. Age 39. Wishes to relocate to Southern B.C. Good working conditions important.

Box 203
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario.

CONTINUITY WRITER

A progressive Northern Manitoba Radio and Television station is looking for a male continuity writer. Some on-air work available. Excellent opportunity to gain additional experience in the radio/television field. Send resume to:

Box 206
The Canadian Broadcaster
17 Queen St. E., Suite 128, Toronto 1, Ont.

ANNOUNCER AVAILABLE

Age 26, single, 8 years experience, some of which has been in major markets, and includes 2 years in television. All phases of announcing, including classical music.

Box 195
The Canadian Broadcaster
17 Queen St. E., Toronto 1, Ont.

MID MORNING SLOT AVAILABLE

Adult Southern Ontario radio needs top calibre commercial and idea announcer. Excellent pay, working benefits.

Box 207
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

RESEARCH/PROMOTION DIRECTOR

An ubiquitous individual needed to administrate media and marketing research and company advertising; to create and write sales promotion and public relations materials. Fundamental research knowledge as it pertains to audience measurement combined with creative and managerial qualities desirable. Remuneration at good level and dependent upon qualifications.

Box 204
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

CHIEF ENGINEER

Position of Chief Engineer of CFQC-TV Saskatoon is open. Must be experienced in all phases of television broadcast engineering and in department administration.

Salary open to negotiation depending on experience and ability.

Write: D.C. Brinton
Manager, CFQC-TV
Saskatoon, Sask.

Towards better broadcasting

Station men from across the country, along with others interested in TV cable systems and networks, crowded the ballroom of the Brunswick Hotel, Moncton, when the Canadian Radio-Television Commission staged its first full-dress public hearings last month and examined the problems of bringing alternative television service to one-station markets, especially in the city of Moncton, now served by CKCW-TV.

Station men faced with the same problem from elsewhere in Canada appeared, in a group as well as individually, but most of the industry people there came to see for themselves the workings of the five-months old regulatory body, which had succeeded the old BBG. We shrewdly suspect this was precisely the information the Commission was looking for too.

The CRTC will conduct hearings on the same subject in Regina October 22 and in Ottawa November 19, and it is only after these that any sort of decision can be hoped for.

The public in these smaller communities is demanding alternative service, and the interest displayed in Moncton indicated the people are prepared to go to any length to obtain it—except paying for it themselves.

When people want a second car or TV set or refrigerator, they show no objection to digging down into their pockets and buying one. For entertainment, they cheerfully cough up the price of a movie or a night club or a trip.

Obviously the current television problem requires individual consideration for each market, but possibly one solution might be for these smaller-market operators to get into the cable business themselves. The profits from this would compensate for any loss of advertising revenue they might suffer through the fragmentation of their audience by added signals. At the same time it would be possible, on a purely private enterprise basis, for those viewers who cared to subscribe, to buy the alternative programs they want so badly, leaving those who are satisfied with one channel—or none—to go happily along their ways.

Cable television operators were in Moncton in full force to stake their claims. The CRTC is called upon to pick them for the alternative service, or they might turn it over to the CBC, thereby increasing the scope and the cost of the national system. This would also leave the present station without a network, unless it could persuade the generally unwilling CTV to take it on as an affiliate or subsidiary. It could give the nod to NTV's proposed third network, operating by means of as yet non-existent (because they are as yet unlicensed) satellites, or the "twin-stick" system, under which the present incumbent would run both stations himself. There is also the proposal that stations in neighboring markets might install repeaters.

Pierre Juneau and his CRTC deserve high commendation for the patience they displayed as witness after witness paraded before them. Unfortunately this patience is not being shared by the broadcasters, who are still,

rather forlornly in many cases, waiting to know where they are going.

It is heartening to know that the CRTC chairman, Pierre Juneau, has two years experience as vice-chairman of the old BBG, after a distinguished career in the adjunctive business of motion pictures, with the National Film Board. His vice-chairman, Harry Boyle, has long been a successful broadcaster on the programming side. These and other Commissioners with exposure to, if not participation in, broadcasting, bring a fresh note.

Unfortunately though, there is no time for looking on the bright side, because the industry's situation is a crucial one, and if steps are not taken to tell it where it is going now, the alternative TV service might as well be wiped from the agenda, because, by the time a satisfactory answer is found, the present stations will be out of business and we shall be back where we started.

From the stations' standpoint, the problem is not so much fear of new competition. They know this is inevitable, and most of them are prepared to meet it in a healthy spirit of private enterprise. What they are unable to handle, because there is no way to cope with it, is the lack of a clear definition of the problems they are about to face.

The problems before the CRTC are not confined to the question of alternative service. Equally obviously, its decisions cannot be expected to meet with the approval from every quarter. However, its sole function is a positive one—to give Canadians better broadcasting.

Early this month, the Commission announced a long-awaited reallocation of television channels in southwestern Ontario, thereby ruling, by implication, against CFRB Toronto's quest, which it could never formally present, for a VHF license on Channel 13.

It also specifically denied CKVR-TV Barrie leave to extend its coverage south to include Toronto "in order to maintain local service in the Barrie area".

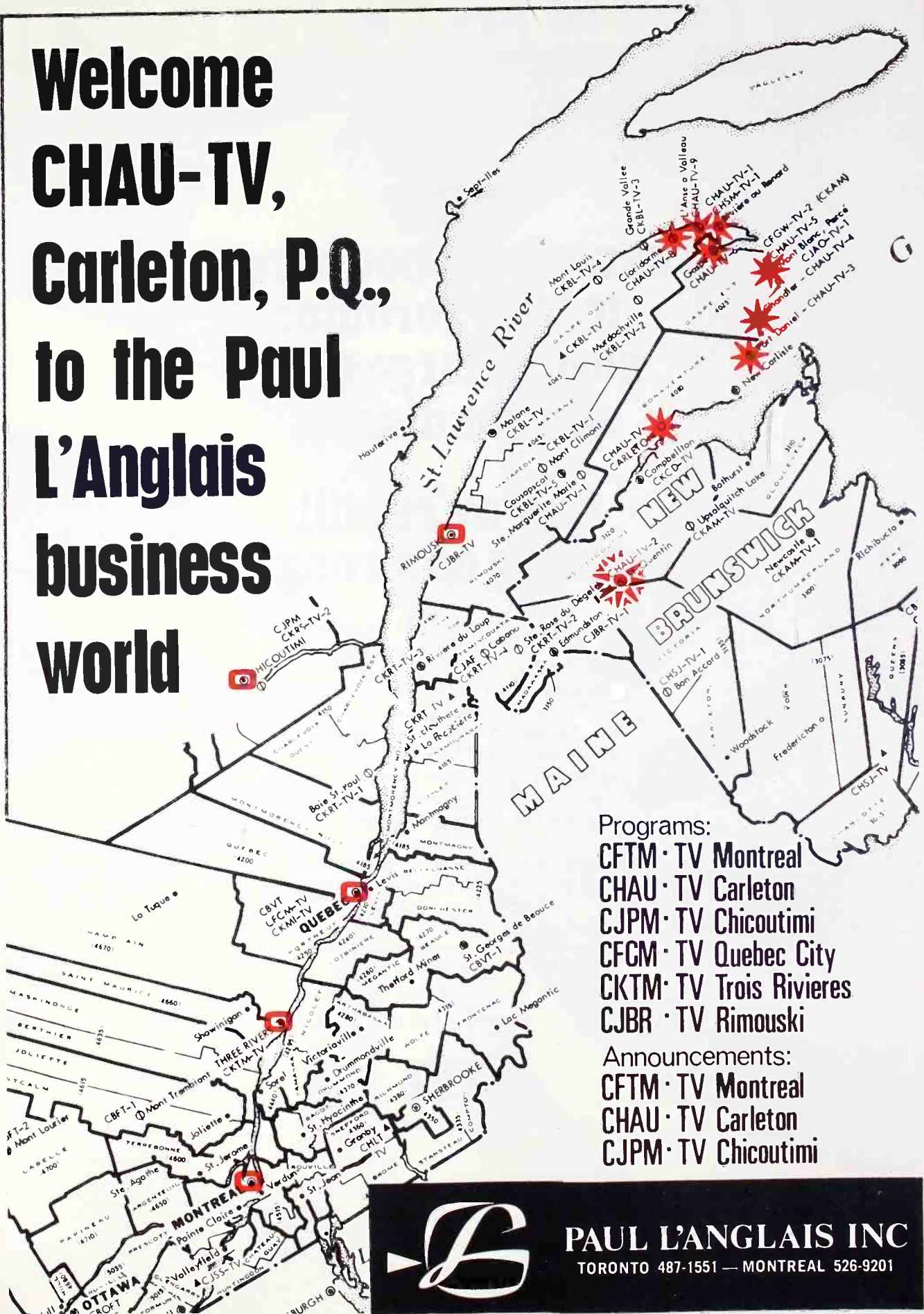
Its only other decision up to this point was that "the license of Radio Station CJLS Yarmouth, Nova Scotia, shall not be renewed beyond the expiry date of March 31, 1969."

In handing down these verdicts, the CRTC is fulfilling its role of interpreting the Broadcasting Act according to its own convictions. On this basis, criticism, if it exists, should be leveled against the Act, because it is the Act which makes the opinions of the Commission law.

However, it is unfortunate, as we see it, that its first verdicts were all basically negative, reporting no decisions of approval, thereby giving the public the impression that all broadcasters must be bad broadcasters because the CRTC only used offenders as examples.

Although we firmly believe the Commissioners are sincerely trying to fulfill their mission of improving the medium, they stand in danger of creating the mistaken impression that they are rather like a gardener, who devotes his whole time to destroying the weeds, with none left over for cultivating and fertilizing the plants.

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