



**WAB
President
Rory
MacLennan**



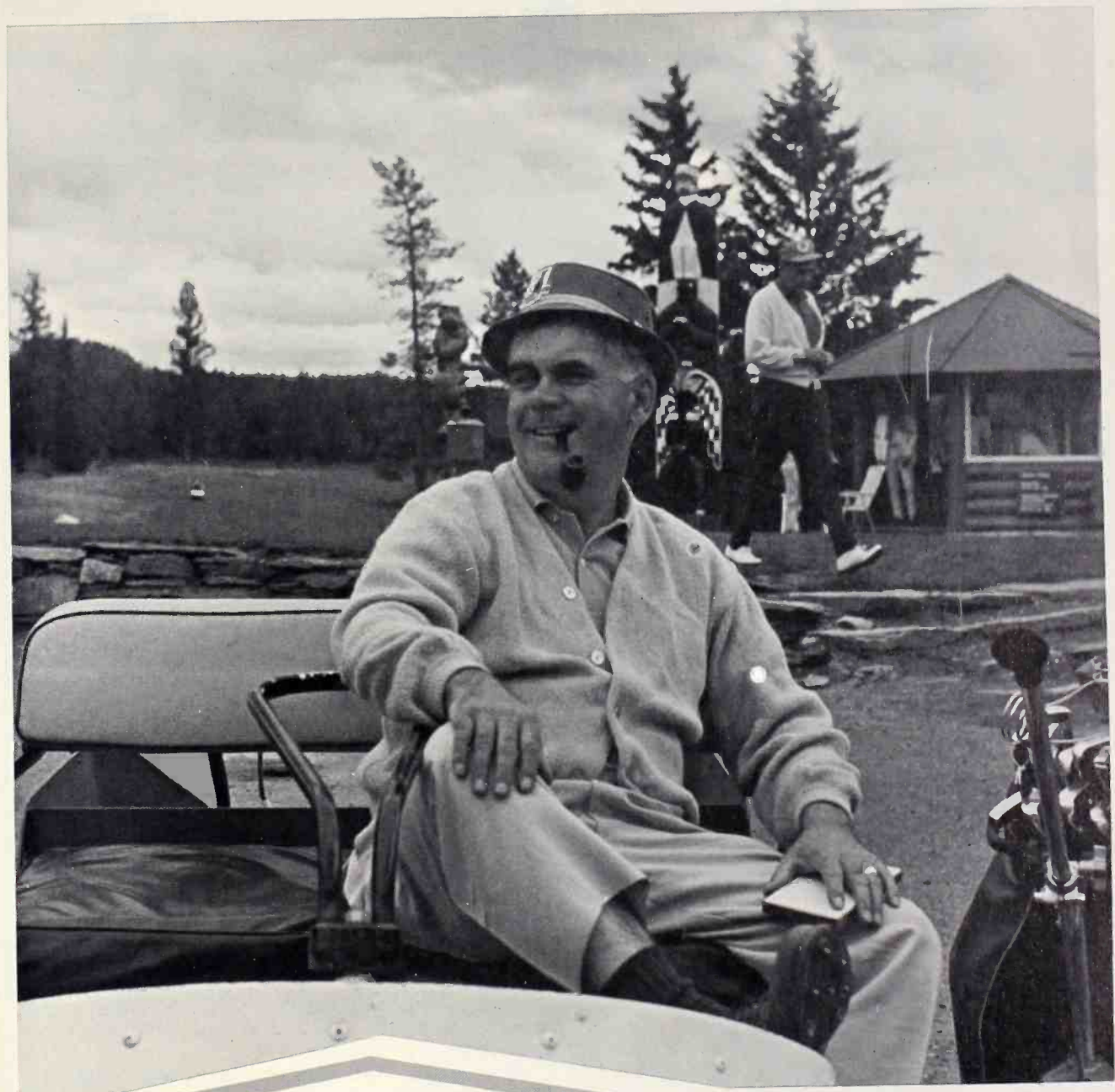
Introducing the new CHFI sales team

Now hear this!... exclusive!... CHFI have snapped up the exclusive rights to all the 1969-70 Argonauts games, pre-season, regular season, playoffs, and Grey Cup. This 680 exclusive is all part of the continuing growth of CHFI. Torontonians will be listening to us, will they be listening to your clients?

CHF1 680 the radio station to watch

Nationally represented by All-Canada.

www.americanradiohistory.com



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THE CANADIAN
roadcaster

JUNE 1969



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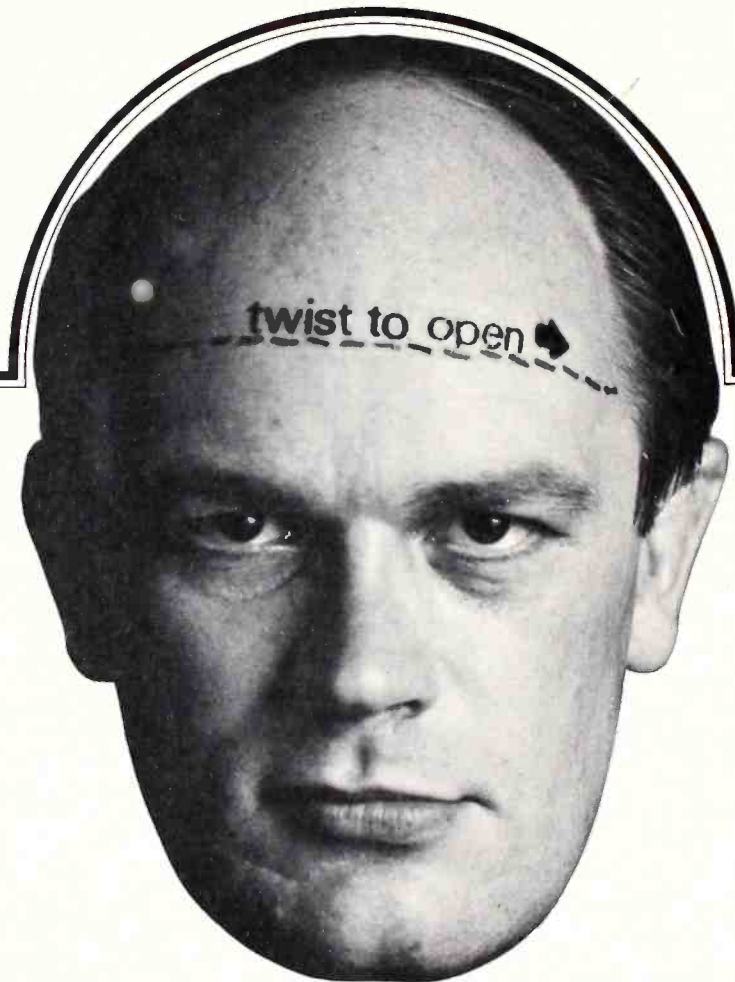
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**WAB
President
Rory
MacLennan**

Operation Mindbend



We're about to change your mind.
If that's ok with you.

You see, in the last few months, we've been doing a little private investigating. And the object of our interest has been your sales market. Your *real* sales market. Where the big money comes from.

Our findings were a shock.

Your real sales market is not nearly as young as you have been led to believe. We have the facts and figures to show that we've all been led down the garden path.

Comes the Revolution!!

If you're not afraid of the truth, we have a zappy, simultaneous, 4-screen visual pre-

sentation that will open eyes, bend minds, and challenge youth cultists to put their money where their mouth is.

This is the kind of myth-destroying presentation that advertisers are going to be talking about. So if you're an agency man, you'd do well to see it before your client does. It won't hurt a bit, we promise. We're not out to blow your mind.

Just bend it a little.



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MONTREAL 25, QUEBEC
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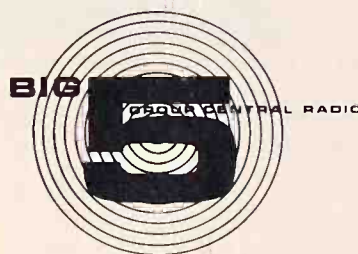
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\$14.00 per 3 years

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- CFOR - ORILLIA**
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- CKAR - MUSKOKA**
- PARRY SOUND**
- CKMP - MIDLAND**

Complete coverage and dominance of central Ontario.



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



RORY M. MacLENNAN, 48, general manager of CJOB-AM-FM Winnipeg, was elected 1969-70 president of the Western Association of Broadcasters at the WAB Convention at Jasper Park Lodge this month.

Rory dates back in radio to 1946 when, as publicity director, he was one of the 24 veterans who helped Jack Blick open the original CJOB in the Lindsay Block in Winnipeg.

He shot a 96 in the WAB golf game, carrying off a clock for his trouble, and says he is one of those better golfers whom nobody recognizes as such.

In the industry, Rory is noted as the skipper of a happy ship, manned by a dedicated crew.

CJOB pioneered with a country and western format for its FM.

Next year Manitoba marks the centenary of its joining confederation. CJOB is gearing itself to this, and, under Rory's presidency, the WAB will be joining in the celebrations.

The radio business is good and looks better for 1970, he says. The CRTC has laid down a challenge to stations to undertake broadcasting training programs for young people. To this end, Rory is planning a WAB-sponsored twelve month training program, with accent on news and programming.

Rory and his wife Janet have contributed to Canada's population explosion with a lawyer son, by the name of Clyde, Robert who is currently with the CBC, and Mary Jane, age 11, occupation undisclosed.

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Graduate students have each spent a minimum of 300 instructional hours as announce-operators in actual control rooms; with practical experience in Top 40 and M-O-R and Classical announcing; Commercial Delivery; News and Sports editing on BN wire service; tape interviewing and editing; TV and all facets of station operation.

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Larry Henderson

Pelletier acclaimed as 1969/70 chairman . . . membership scope expanded to include CBC

AURELE PELLETIER, manager of Quebec City's CHRC, will chair the Radio Sales Bureau's 1969/70 board of directors.

He was the unanimous choice of fellow directors, at RSB's annual meeting, held in Edmonton, where members re-elected nine directors and named three newcomers to the board.

One vacancy will be filled later by a nominee to be selected by the CAB board of directors.

The following directors will continue: A.A. McDermott, Radio and TV Sales Inc. Toronto; John F. Hirtle, CKBW Bridgewater; Arthur C. Harrison, Hardy Radio and TV Ltd. Toronto; W.D. McGregor, CKKW Kitchener; Allan Slight, Stephens and Towndrow Ltd. Toronto; John Funston, CKSL London; Don Hamilton, CKLG Vancouver and Frank C. Murray, CJBQ Belleville. Mr. Murray was last year's chairman. The ninth director to be re-elected was Mr. Pelletier — the new chairman.

Newcomers to the board are: R.M. MacLennan, CJOB Winnipeg; Stuart C. Brandy, CKEY Toronto and Dennis Barkman, CHWK Chilliwack.

RSB's president, Cedric P. Haynes, who is a director automatically, completes the slate.

Four vice-chairmen were also named, including McGregor, Harrison, Hirtle and Hamilton, with John Funston continuing as secretary-treasurer.

During the annual meeting, RSB members gave the nod to several constitutional amendments. Two changes were approved in by-laws governing membership after it was explained that the Bureau needed more operating revenue. "We are faced with expanding demands for radio research data on one hand," Mr. Haynes explained, "and on the other, by much more aggressive activities by the other media associations, many of them financially stronger and better supported than we are."

Effective immediately, RSB is authorized to offer full membership to radio stations owned and operated by the Canadian Broadcasting Corporation. Associate membership may be

offered to companies, agencies, advertisers, production houses and "such organizations who, in the opinion of the board of directors, have interests which relate to the aims of the Radio Sales Bureau."

There was enthusiastic applause at the conclusion of the meeting when

the chairman announced that a new five-year contract had been negotiated with the president. "Ced Haynes has done a magnificent job," Mr. Murray said, "and the assurance that he will continue to guide RSB is a very great thing for Canada's Radio industry."

Top pop stations band together to stimulate stagnant Canadian music

CANADA'S TOP POP RADIO STATIONS, twelve of them, have finally grouped together in an attempt to stimulate the stagnant Canadian music scene. The stations, CKLG Vancouver; CHED Edmonton; CKXL Calgary; CJME Regina; CKOM Saskatoon; CHLO London; CKOC Hamilton; CKPT Peterborough; CFRA Ottawa; CHUM Toronto; CFOX Montreal; CJCH Halifax, and CKRC Winnipeg (which is still pending) have agreed to play a minimum of three Canadian pop records a week, giving each at least two weeks exposure.

In a meeting held Wednesday, June 11 at CHUM, representatives from record companies and the press unanimously agreed that the idea, establishing an association of radio stations which would, as a group, lend their facilities for a greater exposure of Canadian artists on a regular, continuing and simultaneous basis, was an excellent one. J. Robt. Wood, chairman of the meeting and CHUM program supervisor, felt the exposure of Canadian records on these stations would encourage other outlets to follow suit.

As far as assessing a group's authenticity, the CRTC's working definition of Canadian talent would be used for the lack of more specific guidelines. In cases where there is some doubt about whether a group is truly Canadian, the status of the record will be discussed by members during the weekly telephone conference call between participating

stations.

During the meeting, it was also agreed that new discs would receive no big fanfare, since it was felt this could create a negative effect because of the impression that Canadian talent is inferior.

Too often, it seems, this inferiority complex has driven promising groups to seek fame and fortune south of the border. And too often, it seems, they come back with a good helping of both. They also come back to a bleak situation where the top 40 hit parade each month contains only a dozen Canadian records, and of these dozen only a few are played nationally for any length of time.

Knowing this, Canadian record companies now have the challenge of correcting the imbalance, and the only alternative is to increase their production, promotion and advertising budgets in order to get more of these records into the hit category.

Finally, since the CRTC is presumably planning a Canadian content ruling for broadcasting, how, in fact, are the record companies supposed to make up that extra quota of Canadian content in such a short time? They couldn't just flood the market with records of atrocious quality or with groups flung together at a moment's notice. One answer is the scheme which has been proposed. With it Canadian records will be able to use the national exposure from the stations as a vehicle to the top.

THERE WAS NO MAJOR TREND apparent in equity markets over the month of May. Weakness in the latter part of the month offset earlier gains and the TSE Industrial Index was fractionally higher at month-end. Similarly there were no major features in the broadcasting and publishing stocks in terms of market price changes.

Shares of Famous Players softened to \$16¼ towards the end of May. The

interim report for the first quarter of 1969 showed total revenues from theatre and CATV operations increased 10.7% over the corresponding period of 1968. Net profit increased by a greater 16.3%. Earnings per share were \$0.17 in 1969, compared with \$0.15 in 1968 based on a higher number of shares outstanding in the latest year. The \$4.6 million derived from sale of shares in early 1969 has

to date remained in a short term loan. Earnings reflect the adoption of the equity method of accounting, whereby the company's earnings include its share of income of those affiliated companies in which it has a 50% voting interest rather than the dividends actually received.

Earnings for 1968 were restated to take into account the new accounting basis which had the effect of bringing this element of underlying earnings into the reported figure. There is still an additional element of unreported earning power reflecting the company's unremitted share in earnings of affiliates less than 50% owned. At the time of issuance of the report on May 21 the company had 49 offers deemed worthy of discussion for its interests in CATV and television companies.

According to some analysts, the value of these properties is about \$50 million or the equivalent of \$7.00 per Famous Players share. Subtracting this value from the current market price means that the residual assets, principally theatres and related real estate, are being evaluated at just over \$9.00 per Famous Players share. Since the communication interests contribute less than 20% of total earnings, this means that the remaining assets are being appraised at about 18 times last year's and about 15 times earnings from non-communication sources.

Financial analysts are awaiting with interest the CRTC's views towards the proposed acquisition of CFCF-TV Montreal by Bushnell TV (\$27½ bid on the unlisted market).

This represents the first in a series of proposed acquisitions leading to the establishment by Bushnell of an independent regional television network. The proposed network would link stations owned by Bushnell in Ottawa with others to be bought in Montreal, Peterborough, Kingston, North Bay and possibly Sudbury. The company recently sold 400,000 treasury shares at \$21 per share to a group of Canadian institutions.

CHUM Ltd. "A" declined from \$18¼ to \$17 5/8 over the month. The company's application to acquire radio stations CKGM-AM and FM in Montreal for a price not yet disclosed was also tabled for the June 10 CRTC Hearings.



me? a tv critic!

Sure you are Brownie! Just like everyone else. Merrill Brown, head teller of a London bank, is a critic of public affairs programs. We have critics, like Brownie, all over Western Ontario . . . friendly people, who care enough to tell us what they like . . . and for the most part, *they like us!*

CFPL-TV serves Western Ontario—*completely.*



WHEN CFCM-TV IN QUEBEC WANTS RESPONSE

IT GETS TV

would You believe
...123,000 letters?

...HOW MANY???



CFCM-TV got 123,000 entries in a station promotion contest that lasted 6 weeks *and 62 winners from all parts of its coverage area* won prizes ranging from \$50.00 to portable TV sets to color TV sets.

CFCM-TV got this amazing response from a six week contest. We are sure it can do the same for your products!!!

Join up with CFCM-TV's proven pulling power and get results! Call our reps!

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CFCM-TV (French) CKMI-TV (English) HARDY RADIO & TV LTD. TORONTO, MONTREAL, WINNIPEG, VANCOUVER

CFCM-TV (French) (Programs only) PAUL L'ANGLAIS INC. TORONTO, MONTREAL

CFCM-TV (French) CKMI-TV (English) FORJOE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

25 years and over group do 90% of spending

ADVERTISING AND SALES MESSAGES directed at the "under-25" age group can be very definitely off-target in terms of people who really do the spending. The real target should be the "over-35" group, zeroing in on the 50% of Canada's population over 25 years of age that accounts for a staggering 90% of the total dollars spent in this country.

These facts, and many more, emphasizing that the buying power lies with the affluent "over-35s," have been brought to light by two Toronto-based rep houses in several almost identical statements.

Bob Quinn, executive vice-president and general sales manager, Radio & Television Representatives Ltd., conducted a study, *A Closer Look at the Case for 35 Plus...*, copies of which are obtainable from the Toronto office of the CAB.

Standard Broadcast Sales Co. Ltd. has put together an audio-visual presentation, *Let Us Change Your Mind*, using a Lawrence Marshall Productions Ltd. multi-screen, mixed media technique called Stoplight, for screening to agencies and advertisers.

SBS says "there is no doubt about the effect of youth on today's advertising, and it is apparent that youth-creative radio commercials can be directed to *all* age groups. But this strong influence is less a measure of the *power* of youth than it is of the keen desire within every man to remain always young."

Putting population figures into their proper perspective, SBS says that although half of the population in under 25, "don't assume that 50% of your customers are under 25. While they may all be *consumers* of your product... they are not all *customers*. Remember, half the population under 25 is under 10 and over 75% is under 18. This leaves only 23% who qualify as customers."

Both reports note that "there are approximately, 2,500,000 men between

the ages of 30 and 50. This constitutes 12.5% of the population. According to government taxation figures, that 12.5% of the population pays 50% of the income taxes.

Apparently 50% of the Canadian population is under the age of 25. Yet, that 50% pays only 10% of Canadian income taxes.

Surprisingly, the average age of all adults (18 and over) in Canada is 41.6 years, and 34% of all Canadian adults are over 50 years of age. Advertisers aiming at the "young adult market," should note that this group (18-24) comprises only 11% of the total population.

Quinn quoted Canadian Admiral Corporation's figures indicating that "33% of all appliance sales are made to the age group 18-34 years, or quite simply 67% of total sales are to people in the 35 years and over group. The buying power resides with the affluent over-35s".

Statistics showed that older groups are more willing to accept new products... and are most likely to switch from brand to brand. Consumers over 55 spend more than consumers under 35, the charts indicated.

So, all-in-all, it is suggested that to obtain maximum results, advertisers should target the "affluents"... raise their sights on the age scale.

An accompanying booklet for the SBS presentation ends with the following questionnaire. See how well you rate (answers on page 33).

1—What is the average age of all adults (18 and over) in Canada? 29.9; 32.3; 37.4; 41.6.

2—What percentage of all women who switched favorite detergent brands within a six-month period were over 35 years old? 28.6%; 37.5%; 50.2%; 73.3%.

3—What age group of men accounts for the highest average income in Canada? 25-34; 35-44; 45-54; 55-64.

4—What percentage of all Canadian

women buyers of ketchup are under 25 years of age? 6.0%; 10.6%; 17.2%; 25.4%.

5—At the time of all Canadian marriages what is the average age of the spouses? 18.7; 20.1; 22.9; 25.7.

6—What percentage of Canadian adults (18 and over) are over 50 years of age? 18%; 26%; 34%; 40%.

7—What percentage of all major appliance expenditures are made by persons over 35 years of age? 42.3%; 50.3%; 58.9%; 68.0%.

8—What percentage of all Canadian women buyers of margarine are over 45 years of age? 29.6%; 36.1%; 44.5%; 49.1%.

Eleven newsmen win

Charlie & Dan awards

NAMING REGIONAL WINNERS, eleven *Charlies* and *Dans* were awarded for excellence in broadcast journalism, in the third annual competition held by the Radio-Television News Directors Association of Canada.

Graham Allen, of CBH Halifax, president of RTNDA, said 63 entries were received, and regional winners now go on to be judged for national awards.

The awards are named for Charlie Edwards, general manager, Broadcast News, and the late Dan McArthur, first chief news editor of the CBC.

The following winners were named:
Atlantic Region: Radio-CFNB Fredericton, N.B., a *Charlie* for its coverage of urban renewal, and CJCJ Woodstock, N.B., a *Dan* for its documentary on a river pollution study. There were no TV awards.

French-language: CKVL Montreal-Verdun won a *Dan* for its special broadcast on the death of Premier Daniel Johnson. No *Charlie* was awarded for radio and there were no TV awards.

Central Canada: Radio — CHML Hamilton, a *Charlie* for its coverage of a shooting incident in that city, and CFCF Montreal, a *Dan* for a documentary entitled *Cry of a Child*. TV — CFPL-TV London won a *Charlie* for its coverage of a diphtheria scare in that city, and CBOT Ottawa received a *Dan* for a special report on pollution in the Rideau River.



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.

CRANBROOK "The only Voice of the Rockies"

Group One Radio Ltd. — Toronto, Montreal, Winnipeg & Vancouver

Cigarette ad-ban would be ineffective

CAB FEELS CIGGIE AD BAN UNFAIR.
The Canadian Association of Broadcasters feels that any prohibition of cigarette advertising on radio and TV would be ineffective and discriminatory.

In a brief to the Commons Health Committee, the CAB said that if Parliament considers the cigarette-smoking problem grave enough to warrant legislative action, "its duty is obviously to prohibit the manufacture, distribution, sale, purchase and use of cigarettes."

Referring to several private members' bills before the committee which would prohibit cigarette advertising on radio and television, the CAB said this action would be unfair to one segment of the communications media and not the others.

Raymond Crépault, CAB president, and also president of CJMS Montreal, said banning cigarette advertising on radio and television would be "equivalent to plugging one hole while leaving many other outlets running."

The Brief said that if cigarette advertising was banned through all Canadian media, the measure would still be ineffective, since 90% of the Canadian people receive United States radio and TV broadcasts.

But as long as the sale of cigarettes is legal, surely advertising them should be legal.

Gordon F. Keeble, chairman and chief executive officer of the CTV Television Network, said the banning of cigarette advertising on the British commercial TV network "did nothing to reduce consumption."

He said CTV, at this time, did not have any plans to drop cigarette advertising. Because of various regulations now in effect, he said, he didn't think the 700 thousand dollars worth of cigarette advertising being dropped by the CBC could be absorbed entirely by private broadcasters.

Eleven newsmen . . .

Prairies: Radio — CHQT Edmonton won a *Dan* for a documentary on a political happening. TV — CFRN-TV Edmonton won a *Dan* for its documentary *Arctic Angel*. No *Charlie* was awarded for either radio or television.

B.C.: Radio — CJVI Victoria won a *Dan* for a documentary on drugs, and in TV CBUT Vancouver won a *Charlie* for its coverage of a major marine accident. There was no *Charlie* award for radio and no *Dan* for television.

They laughed when I sat down at my Steenbeck



Within hours I was editing.

My boss says the Steenbeck 16mm, 6 plate film editing machine is the biggest advance in editing equipment in 20 years! Without any previous experience, even I learned to edit efficiently within a few hours . . . think of the money we're saving! And I can sit while I work . . . not like those old machines that used to tire editors and splicers who had to stand and stoop.

Speed and efficiency is so easy with the Steenbeck ST.900W Three tracks . . . one for picture only (picture and optical sound married; picture and magnetic sound married); Track 2 or 3 for magnetic sound married or unmarried; edge track heads. On request, Tracks 2 or 3 centre track. Particularly short threading paths make threading so easy. Cold light mirror. Variable speed control. Film reverses without damage to film.

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Highlights of the 1969 NAFMB CONVENTION Washington, D.C.,

FM lacks in-depth data and demographics

SELLING BY NUMBERS has become as important for many FM stations as for their AM counterparts, and the emphasis was on sales at the 1969 conven-

tion of the (U.S.) National Association of FM Broadcasters, in Washington, D.C.

Success stories were exchanged, problems probed, and suggestions offered as station reps and station execs aired their views. Most agreed with radio research specialist Josh Mayberry that "there's big money in today's FM market, for big and small advertisers alike."

Mayberry, director of research, ABC Radio Network, said FM "can well be the fastest-growing, fastest-changing medium of our time."

Backing up his analysis with a slide presentation, Mayberry said FM now "gives you a big audience breakthrough—with a unique ability to reach and sell your best prospects more efficiently."

Robert E. Richer, vice-president and general manager, Quality Media Inc., New York, described the national sales picture as "the ratings game". Speaking as a station rep, he said as time goes by in the FM industry, "ratings will play an even greater part in the allocation of business" than they do now.

He said, in past years, a good part of FM revenues were derived from accounts which either developed specific FM budgets, or else leaned towards the type of audience delivered by FM, and gave the station preferential treatment.

Today, he said, the major national advertisers are buying by the numbers. "No more is there any sort of emphasis or favoritism shown toward an FM station, merely because it is FM."

F. Patrick Nugent, general manager, WIVC-FM Peoria, Ill., agreed that ratings increases for FM stations in many cases "have placed us in a competitive position with our AM counterparts."

Despite ratings gains, he warned that "FM management has a major task ahead, that of selling FM to agencies, both on a local and national level."

Nugent stressed that most agencies are not considering the FM medium primarily because of the lack of in-depth market data or demographics, "which are virtually non-existent in FM" today.

Separation aids expansion

Jack Masla, president, Jack Masla & Co. Inc., New York, speaking on "The National Picture—A Rep's View", said "some big city station men are still treating their FM outlets like step-children."

Some major market combination AM-FM operators were not following the true spirit of the rule laid down by the FCC requiring them to maintain separate program operations at least 50 per cent of the time, he said.

Masla credited the FM separation program ruling with having provided a strong impetus to the expansion of the medium. He said many major market multiple station owners such as RKO General, Metromedia and CBS have invested heavily to comply with the FCC order, and have set up separate management and sales teams to run their FM outlets in competition with their AM sisters.

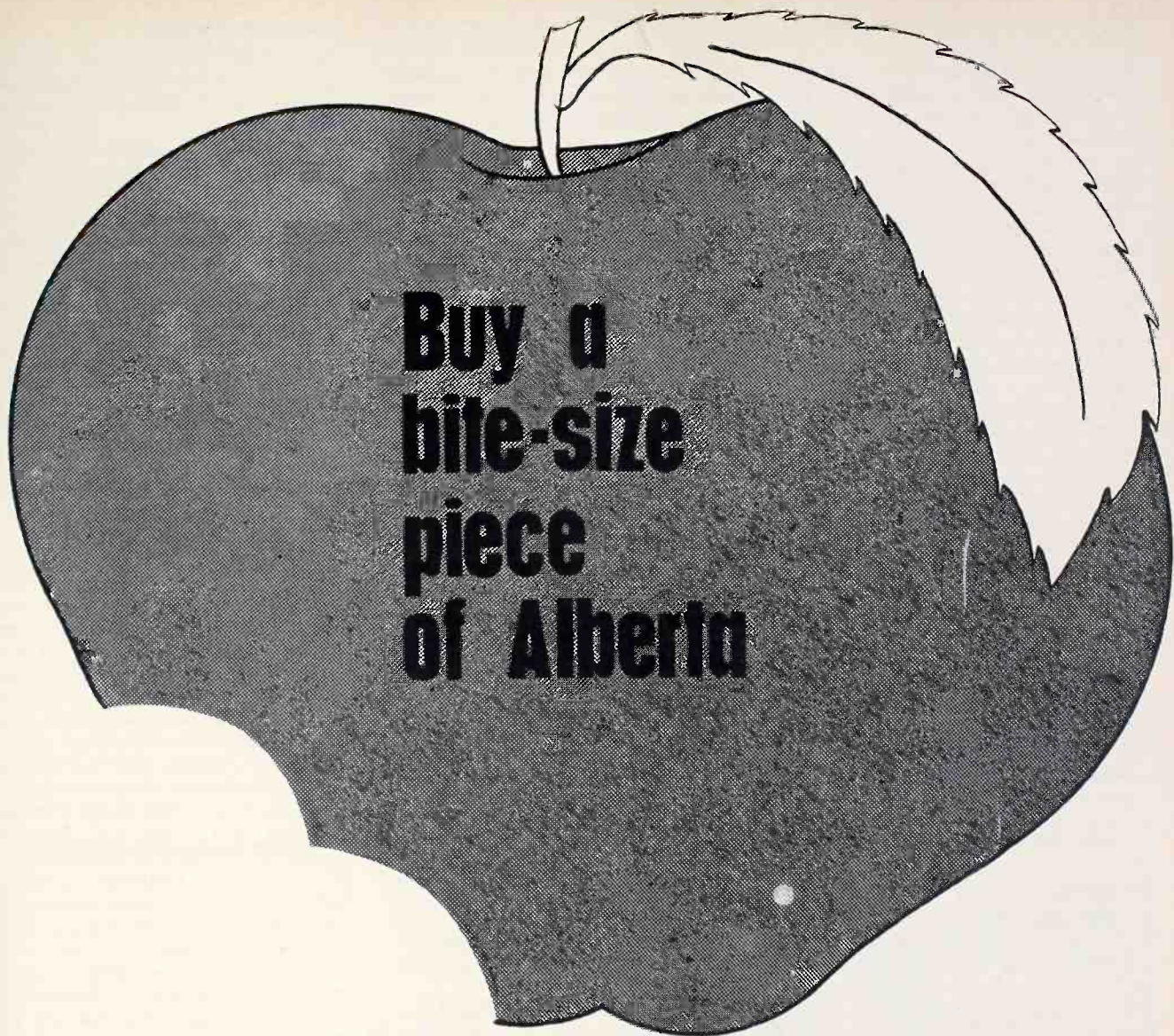
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A friendly invitation
to come and enjoy
a vacation
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THE VOICE OF THE
BAY OF QUINTE
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**Buy a
bite-size
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of Alberta**

some apple!

Edmonton Radio delivers 589,800 unduplicated weekly circulation. BBM Fall '68

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EDMONTON**

Others, while complying with the letter of the law, established by the U.S. regulatory agency, have not fulfilled its spirit, he said. "These are the full-time AM stations which still sell their FM properties in combination."

Masla referred to the American Research Bureau reports for such cities as New York, Los Angeles or Boston, and said "see which AM stations request ARB to list combined audiences of both their AM and FM stations as one single total audience figure."

Going further, he said: "Some of these owners ask for token payments of an additional dollar or two for their *bonus* FM schedule—while at the same time receive \$30 to \$70 an announcement on their AM stations."

"Think of how this hurts the FM image," he added. "Think of how a policy of this sort can jeopardize the entire broadcast ownership picture by setting up a *cause celebre* for the FCC to test a possible one-for-one rule."

"Unless these owners revise their present policy and hire separate staffs to program and run their FM stations," Masla warned, "there may very well be some takers to (FCC Commissioner) Nick Johnson's invitation to file for their frequencies at license renewal time."

Better promotion needed

To sell your FM better, promote it more, said James W. Wesley, Jr., general manager, WIOD-FM Miami, Fla. "Too many FM stations are sold like the sex books you see advertised in pulp magazines," he charged. "They're sold in a plain brown wrapper."

"Even the dollar package of razor blades you buy gets more packaging and sales promotion help than we give our FM stations."

"Nothing you buy comes in a plain brown wrapper, and nothing you

buy is sold without a well-thought-out concept that ties the promotion, sales effort, package and product together," he said.

Pat Nugent, gm, WIVC-FM Peoria, Ill. also agreed that it's the programming that ties the package together. "FM broadcasters," he said, "have no knowledge as to why they even program what they have on the air. They follow time-worn programming paths which are antiquated as the *Model T*, creating an even larger sales gap between FM broadcasters and potential clients and listeners."

Discussing the advantages, disadvantages and fallacies of the program compatibility of commercials, John D. Scheuer, Jr., director of radio programming, Triangle Stations, Philadelphia, Pa., said: "Almost any kind of commercial can be made compatible with almost any kind of programming, if proper production is used in inserting the commercial into the program flow."

"Commercials, from the standpoint of programming, production and sales, are just as important an ingredient of a station's operation as anything else—music, personalities, news or features," he said.

"In the vast majority of station operations, with little or no national business and many with little or no agency expertise, commercials are often handled by default. The result is a bad on-air sound, bad service to the advertisers, bad service to listeners, and a bad effect on overall programming."

Scheuer pointed out that "it is easier to construct good commercials with real imagination and effectiveness than is generally realized," demonstrating ways to do this by "employing the only three tools available, the human voice, music, and that all-important effect of the 'sound of sound'."

Programming changes

Progressive rock music has been a major breakthrough in FM programming changes noted during the past year and a half.

A number of stations have racked up some impressive ratings with the format which, said *Broadcast Daily* in its Sunday March 23 NAFMB-NAB convention edition, has the potential in some markets of catapulting an FM station ahead of its AM competition.

In New York City, the FM outlets of WOR, WNEW and WABC are all pretty much programming progressive rock, and in Toronto, CHUM-FM turned from heavy classical to progressive rock with considerable success. The "underground" sound had arrived... thanks to FM radio.

Alan B. Shaw, director of ABC/FM Special Projects Group, New York, developed a programming concept for his group, called *LOVE*. The music featured is progressive rock, but, Shaw said: "The new music is only an indicator of a more deeply-rooted set of changes in our society."

"In the time we've been developing this programming," he said, "we've learned not only to select the right music, but also to add the humor, satire and comment that form a complete expression of the social change. We're banking on the belief that this approach will reach our target of college students and recent graduates."

Although CHUM-FM Toronto switched from classical to progressive rock, WIBW-FM Topeka, Kansas went from the classics to country and western. Jerry Holley, WIBW, said the classical music format "served as fine background music for all the grocery stores and funeral homes in Topeka, but rated as a disaster on the profit and loss sheet."

Then came the drastic switch in February, 1966, he said, when WIBW-FM "signed off one night with a violin and signed on the next morning with a fiddle," filling a void for C & W music

**EDMONTON'S ONLY
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in the area. The station's move turned the tide, and it has become a profitable operation, he said, although it cannot be said to be "making a killing."

Holley spoke in favor of no duplication between AM and FM facilities, stating that even in small markets commonly-owned AM-FM outlets should go after two different audiences.

Another Texas station, WRR-FM in Dallas, had a different kind of success with long-hair programming, Durward Tucker pointing out that a recent Pulse survey of the 16-station Dallas AM-FM market showed WRR-FM tied for third place with a rhythm & blues outlet, in the 7:00 pm to midnight slot. "While devotees of classical music are generally considered a minority group," he said, "today's fragmented radio audience consists only of minority groups, with no single fragment very large." He said his station and the r&b outlet "were both doing well by fixing our sights on a specialized audience."

Tucker added that while there are as many definitions of middle-of-the-road as there are MOR stations, there are no comparable gradations between classical music stations. "When it comes to long-hair, either you are or you aren't," he said.

He also said there is as much difference between semi-classical and classical as between any other two formats, and the smart broadcaster will choose either one or the other, but not both.

Taste and stereo for good FM

At Sunday's (March 23) special afternoon FM session at the opening of the NAB convention, David H. Polinger, WTFM New York, chairman of the FM Committee of the National Association of Broadcasters, said: "FM radio can now and in the future best be served within the framework of an all-radio philosophy."

He declared that FM broadcasters are radio broadcasters "in the fullest sense of the word;" and the time is now for FM stations "to find solutions to those problems and needs which they share with all radio while, at the same time, asserting those technical differences which make it unique."

"There is no longer a fundamental difference between a similarly formatted AM and FM station," he said.

Contrary-wise, *Broadcast Daily* reported how one battle-scarred FM broadcaster put it: "...we've worked very hard to develop a consumer listening market that had given up on AM. These listeners had it with the

20-plus commercials every hour, the screaming newscasts filled with violence and very little depth, the contests, the immature disc jockey and his bubble-gum followers, the telephone marathons and the unintelligible music.

"No sir, we worked hard and lost lots of money in wooing back these audio-delinquents. They were disenchanted and hard to win over, and I for one have no intention of being thrown back into the same pot I've spent years crawling out of!"

Looking at the present situation and forecasting the future, NAFMB director Lynn Christian, president of Dawson Communications Inc., Dallas, Texas, said: "...FM broadcasters are selling FM in 1969 as radio...but radio with a difference, and that major difference is *taste*."

"Most FM broadcasters put taste right up alongside profit. They are wise enough to know that one of the reasons behind FM's spectacular decade of progress was its dedication to faithful listeners and constant discretion in the programming, promoting, selling and engineering of their FM facilities.

"Taste and stereo will make FM the success story of the '70s," and the key to this success is programming.

***BBM says it.....**

CFMQ FM

MONTREAL

**the most listened to
FM Station in the
Province of Quebec**

*BBM BUREAU OF MEASUREMENT—TOTAL CUMULATIVE AUDIENCE—MARCH, 1969



Right spot important as right music

Programming for sales means "you've got to decide who you can sell, and go after them. Whether it's classical, underground or adult MOR, you've got to aim programming at that group, and forget the rest. You can't be all things to all people, Miller R. (Mo) Gardner, general manager, KXXX Dallas, told the NAFMB convention in Washington.

Describing how KXXX went on the air (last June) with its "new call, new format, new everything," he said "our problem was not only to pick the target audience but develop it from scratch.

"We wanted to attract the young adult audience of 18-49 years of age and really zero in on the 25-40 group... To compete with the AM stations for audience we felt we must serve the total needs of the listener. We did not want to become a wall to wall background station.

"We're a music station, but we're

a music station with personalities, excellent news, news commentary and analysis, weather, sports and other feature programs — but they are short, well produced and fit the quick, tight flow of our overall format. Our personalities are bright and exciting but do not scream or shout."

He said the real key to the station's program success, and from there to sales success, was and is consistency and control, for which "we leave nothing up to the air personality except execution.

"He knows what to play and when to play it — what to say and when to say it... he is free to concentrate on execution. Our salesmen never need to fear an agency man or client hearing something from out in left field or something embarrassing. He knows what his product is and he can sell it with confidence and believability."

Gardner said KXXX uses a "fantastic computerized music play list system that gives us constant control of music and maintains absolute consistency," developed by Charlie Whittaker, v.p. programming, for 'XK and the entire Dawson Communications Inc. group.

Tell and sell

"I don't believe you can honestly sell advertising," he said, "if you don't believe in it enough to do some yourself, and not just on your own facility. You can't attract a very large number of people very fast if you wait for the dial sweepers to happen on to you. And, I don't know an agency man who isn't influenced by a good promotional campaign."

Gardner said KXXX supports its programming with excellent promotion, using outdoor, newspaper and television. "Before we ever achieved a rating story every agency in town knew about us and most had listened and liked what they heard... In four and a half months we achieved our rating goal as one of the top stations in reaching daytime average for our adults (18-49) in Metro Dallas."

He insisted that "we don't sell ratings. We want them, we work for them, we need them, but we don't sell them. Those who sell ratings only, especially in FM, will someday have ratings come back to haunt

them. We use our numerical position to support our primary sales story of an influential demographic slice of our market."

Working together

"Our programming and sales people live awfully close together," Gardner said. "We can't afford to have program people in FM who have the attitude that without us what would you guys have to sell, or sales people who say 'without us you program guys wouldn't be programming very long, we pay the bills.'

"Our program people admit that even salesmen can have some good ideas, even about programming, and our sales people know and understand the problems of the on-air staff. Our program and production people happily think up and produce at least three spec spots per week for each salesman. Half of our new business is being generated by salesmen taking a produced spot on the first call."

Spots and music "Fit the format"

Gardner said "a commercial is simply the programmed sale. I think aiming the right kind of spot at your audience is as important as aiming the right kind of music.

"In other words, we program our spots as carefully as we program our music, to make sure the commercials 'fit the format'. Our listeners are sophisticated and hip — so is our music, and so are our commercials."

He insisted that "programming for sales takes more than a bunch of records played back to back. It takes planning, lots of thought, lots of work and a whole lot of imagination.

"Too many FM operators have been content to sit back and do little or nothing to create imaginative programming. As a result, with some exceptions, we are still far behind our AM brothers in obtaining mass audience acceptance.

"FM penetration figures are up to nearly 70 per cent now," he said, "but that doesn't do us much good when sets in use reach only 10 per cent in many markets.

"Lots more people have FM than are turning it on. Our job must be to find a way to do a better job of serving the audience through programming, or we'll top out with far too few listeners in the battle with AM," Gardner said.

BULLETIN

'BIGGEST' DEPT.

~~CHLO~~'s 21st anniversary month, May, was the biggest billing month in our history! Thanks! June should shatter our own record!!!

PROJECT '1570'

Southwestern Ontario's most modern transmitter plant, the new voice of ~~CHLO~~, is progressing right on schedule! Capitalize on our 'whoopla' by coming aboard now!!

WELCOME CORNER

The Pop Shoppe; Johnson & Johnson; London P.U.C.; City of St. Thomas; Cayuga Dragway; Sure International; Chargex; Ontario Milk Board; Henry Birks; General Foods; Bank of Commerce; St. Thomas Chrysler; Glidden Paints; Western Fair Raceway; O'Keefe's; C.I.L. and Union Gas!

Luv radio,

Frank Hurley
Sales Manager

CHLO Radio

LONDON — ST. THOMAS

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



**this palm sized module
gives you 16mm
sound conversion
on the job!**

ARRIFLEX 16BL is the quality 16 mm sound camera that matches its sound recording systems to your filming assignments — **single system — double system — either or both**

SINGLE SYSTEM Here's how. Just slip the Arri recording module into the 16BL camera head and presto—you've got a high adaptability single-system magnetic sound camera. All accomplished in a half minute or so with only a screwdriver. The companion Arri recording amplifier offers dual mike inputs with built-in mixing; music/speech selector switch, and you can monitor from line or off the record track. Threading the 16BL in its single-system configuration is fast and simple.

DOUBLE SYSTEM Here's how. Reverse the procedure: slip out the Record Module, and you've got a double-system camera with built-in 60 cycle generator, automatic electric "clapstick" and a built-in "cue marker," for sync-ing with 1/4" recorders.

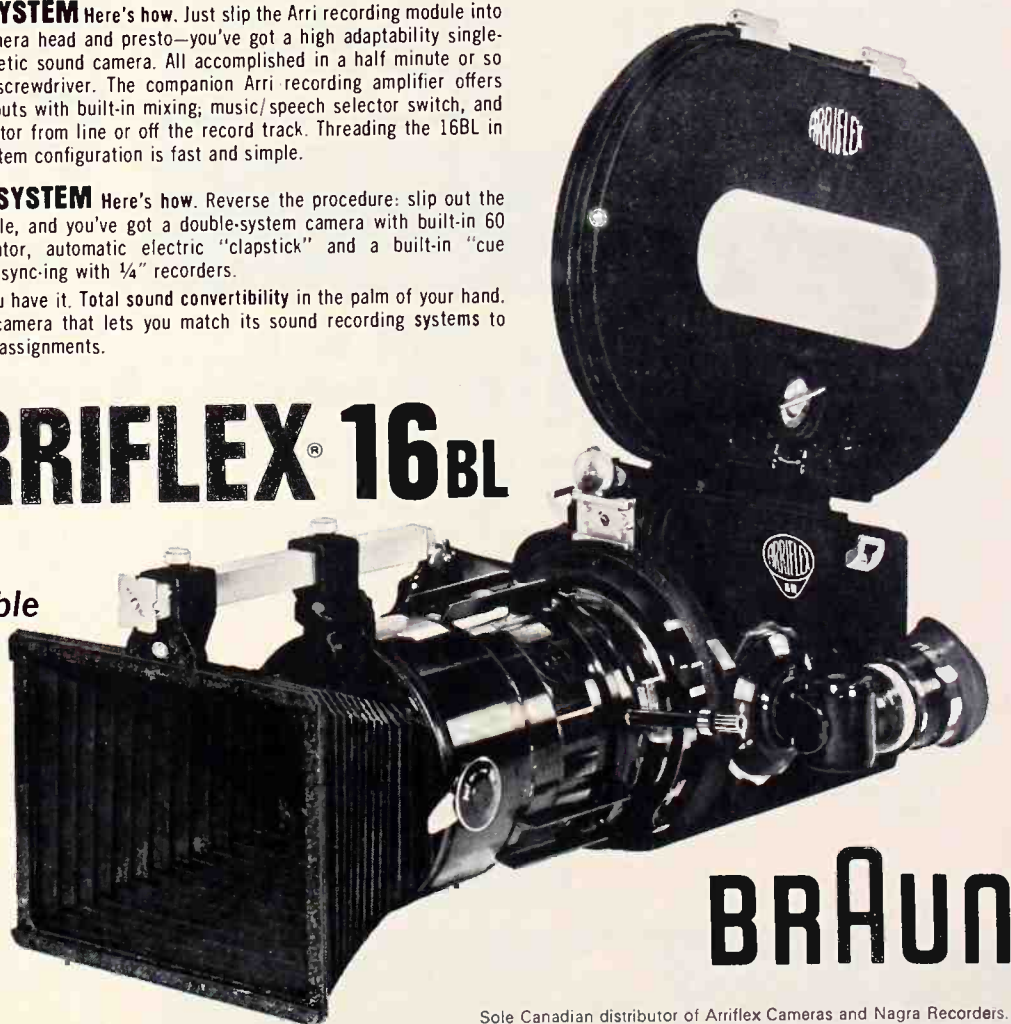
And there you have it. Total sound convertibility in the palm of your hand. The quality camera that lets you match its sound recording systems to your filming assignments.

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Our listeners expect the unexpected

Community involvement is a major factor in our programming, Hugh W. Dickie, president and general manager, WTMB-FM Tomah, Wisc., told the broadcasters attending the NAFMB convention in Washington, in March. "Broadcasting actualities is the best form of community involvement . . . and what a source of income!

"If I had to put my finger on the thing we do best, it would be our actualities. The rate card goes out the window," he said. "It doesn't show a thousand dollars for an hour broadcast . . . but we get that, and more . . . by packaging and selling actualities."

Speaking for the small market station, Dickie noted that WTMB-FM is located in a town of 5300 people, and there are six radio stations, four AM and two FM, serving the three-county area.

"Instead of imitating the big city stations," he said, "we program 'home town' radio on our FM. We took the best parts of our AM pro-

gramming, the most saleable features, and we simulcast them on FM. The morning farm shows, news, weather, daily horoscope, hour and a half talk show, are simulcast from 6.00 a.m. to 2.00 p.m.

"We separate at 2 in the afternoon and begin broadcasting 'beautiful music in stereo'. Except for special shows like The Auction Man on Monday afternoon, and prime newscasts, we stay separated from 2.00 p.m. until 6.00 a.m. the following morning."

Dickie said "Basically, it's easy listening, with a slight country flavor during the morning and noon farm shows.

"The afternoon and evening stereo time is used to broadcast quarter, half, and one hour stereo programs. They're aired on a rotation basis, many are year contracts. To compensate for the time rotation we run a simulcast listening reminder designating the time of that day's program."

He said "Our listeners expect the

unexpected from us. It creates an ideal listening situation . . . if they don't stay tuned to WTMB-FM, they'll miss something!"

At WTMB-FM, he said, "we program the whole crew with a lot of good old-fashioned enthusiasm. The basics - news, weather, adjacencies, programs . . . these we sell all the time, so do you. But, we always have something special to sell . . . like the Auction Man, an actuality or special event, something to bring in the growth dollars.

"If you want to increase your billings . . . increase them substantially, then program, sell and broadcast actualities. With no limit to the number of participants, when it's a community event, everyone in the area is entitled to share in the broadcast."

Actualities broadcast by WTMB-FM have included such events as an Interstate Highway dedication, ground-breaking ceremonies and or open house for new plants or housing developments, Governors' Day, annual meetings for rural co-operatives, even pie-eating contests and high school wrestling tournaments.

"Maybe you're wondering why we'd program wrestling," Dickie asked. "Well, when more than 3000 people pay their way to watch it, that means someone is interested.

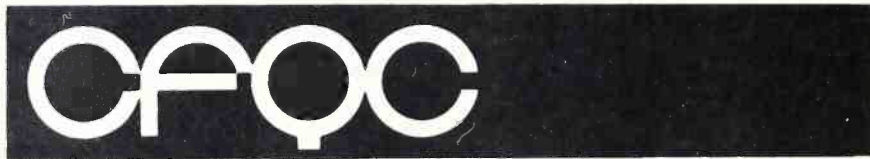
"Maybe it doesn't fit into your format," he said, "but how do you know that your listeners wouldn't welcome a break in your routine programming? They want to be a part of what's going on."

Elaborating on how WTMB-FM works at "maintaining good community relationships," Dickie said "we help sell expansion bonds and debentures for local industry, we try to interest companies in moving to our area.

"When the merchants in our communities hold a sale event or promotion," he said, "we match what they buy. They have to give something to get something, and they're sure of our support."

This "community involvement" has also proved worthwhile, he said, because "people in the area know that they can call on any of our staff members, about any problem, and we'll do our best to help in any way we can.

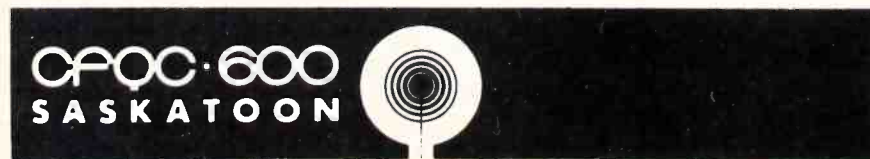
"It makes you feel good, and it pays off," he said.



CFQC's The Most Powerful SELLING Buy in The Market. Why? It's Our Personality.

CFQC's primary signal covers the entire Saskatoon market . . . and then some. Actual listening area is 246,176 Square miles. The total number of persons reached by CFQC is 221,700*, as compared to the next most popular station's coverage of 109,000. Makes good sense to advertise on the one that r-e-a-c-h-e-s . . . the one that SELLS . . . CFQC!
*BBM Nov. 1968

The Wal'N'Den Show 6:00 a.m. to 12 noon. Daily except Sunday. Wally Stambuck and Denny Carr are two good reasons CFQC 600 means sales. They brighten up the early hours of the day with good music, up-to-the-minute news, sports, weather, community projects and lots of laughter. Next to the Rough riders, Wal'N'Den are Central Saskatchewan's favourite team.



Research indicates successes, failures

FM from class to mass has been "one of the great evolutions, or should I say revolutions, in the radio industry," Robert E. Galen, research director, Blair Radio, New York, told the National Association of FM Broadcasters convention in Washington, D.C.

"The basis for this transition to a mass medium has been, and will continue to be, research," he said. "Research has been instrumental in the recognition of FM's audience success day, and in development of the medium's potential tomorrow."

Discussing research and "its influence on the marketing of FM," Galen said "We are all broadcasters, yet we all wear many hats — research, promotion, programming, sales. All our efforts are directed to the successful marketing of a product — radio. Research can tell us where opportunities lie, and the degree of our success or failure."

Tracing FM's change from class to mass, Galen said "A long time ago

— back in the late '50s and early '60s, FM was marketed as a 'class' medium. FM was a product that often sold for two or three times the efficiency of other media on the basic assumption that it was a class medium.

"Thousands of dollars were spent on highly specialized research designed to document and promulgate this 'class' marketing approach. The research proved one basic premise — that FM delivered a very narrow band of people who were different from most. We were able to demonstrate that FM reached a small, but affluent audience.

"Unfortunately, the research lacked a very vital and significant dimension — universal acceptability. The time buyer and media director," he said, "reacted with stolid indifference."

Marketing approach changes

Galen noted that "FM research and marketing persisted in the class approach in the face of lagging

acceptability. The product had a serious marketing problem — the advertising and consumer worlds wanted a Mustang and FM operators were trying to deliver a Rolls Royce.

"FM's great breakthrough occurred when operators and researchers agreed that FM was an inseparable facet of radio, **not a separate medium**, and began measuring FM as part of a big successful advertising medium — radio.

"The 'one-book' approach," he said, "represented an immense impetus to the evolution of FM to a mass medium. The inclusion of these data in one report captured that elusive ingredient — acceptability."

Galen said "Now that FM had research accepted by buyers of time, it garnered exciting new momentum to its product, and could begin to grow. This involved the acceptance of a fundamental marketing approach — that FM is radio, and FM must become mass radio if it is to flourish.

→ 18

We're doing something about air~pollution!

You'll find us refreshing. A crisp, contemporary MOR sound with a limited commercial policy but no limit on our commercial creativity. Serving a market of 350,000 people who wouldn't live anywhere else but right here.

If you'd like to put something in the air that's clean and uncluttered, we'd like to talk to you. Don't write...CALL. We believe a telephone is the second-best form of communication.

We've got dollars in our fresh-air fund for you.

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"FM listeners may still be a cut above the average," he said, "but this is incidental to the basic fact that FM listeners can be measured and reported in the same context as the rest of radio."

He added that "FM has made good progress since Pulse, Hooper and ARB (U.S. rating services) began reporting it as an integral part of radio. FM is growing, FM is innovating and FM is a mass medium."

Galen quoted U.S. figures for FM revenues over the period 1965-67, noting healthy increases all along the line and said "as a revenue producer, FM is showing a new and encouraging vitality."

Advertiser acceptance growing

Galen said "Research has become vital to FM and documents the fact that certain FM stations are in excellent competitive audience positions in the total radio market."

He quoted a few examples of FM stations in major U.S. markets that have been measured in strong competitive positions in the total radio market today. "There are many aggressively promoted FM stations that now represent strong factors in the audience surveys," he said, and

"advertiser acceptance of FM is growing — no longer does his agency refuse flatly to consider FM. Many buyers now include FM stations toward attaining an advertiser's total radio objectives in a market."

Galen added that "In many markets, FM operators have created a product which the listener actively seeks out and which delivers to the consumer a professional and often unique sound. FM broadcasters are investing in the creation of a desirable product. And, listeners are responding, and the measurers are reporting this remarkable response."

"The marketing technique of FM continues to develop," he said, "and we are seeking the best sales approaches for it. Many AM/FM operators are programming their stations to reach completely different demographic profiles for each outlet... This approach gives the AM/FM operator an opportunity to deliver two very broad and different segments of the listening spectrum to the advertiser, and to apply research in marketing these two distinctly different audiences."

FM's challenge

"We face a situation where FM's audience size and its share of audience is lowest during periods when AM is strongest, and during the period when radio has its greatest sales potential. Conversely," said Galen, "FM's strength is greatest during the period when total audience levels are smallest and dollar volume potential is at its lowest."

"FM has certainly begun to build its audience. FM's greatest strengths appear to be in the evening period followed by housewife and afternoon drive time periods. Herein is FM's challenge."

"FM must build its product," he said, "to create larger audiences during the prime hours of radio, rather than concentrate on the nighttime hours, which, unfortunately

represent the smallest sales potential."

He said "FM must invest in its product since equipment alone will not deliver audience. You need appealing personalities, imaginative promotions, modern equipment, and strong, professional salesmanship to compete as a radio station. Manpower creatively directed and show-cased in big league style emerges as the key approach to FM's complete evolution to a mass medium."

"Radio is a 'now' medium," Galen said, and "FM must be exciting and stimulating. FM must compete with other scientific areas to attract the young creative engineers who can help derive greater potentials from the three bands which you have to work with."

To compete in the radio medium, he said "FM must innovate rather than emulate. Investment alone is only part of the answer, since FM must rely on research to grow and to measure the size of its audience. You must build a product which will earn large audiences, and you must use research as a programming as well as a buying and selling tool."

Stressing the importance of research, Galen said "It must be used positively to make FM an integral part of radio and to build a mass audience, or, if it's your target, a mass class audience."

He noted that "the next few years will see continued sophistication in broadcast research," and "within the next few years, we will probably be describing radio audiences in terms of specific products, if not specific brands."

"Future rating reports may describe listeners in terms of new dimensions, and a new field of research called psychographics is now in the discussion stage — why do people do what they are doing — why do people buy the products and brands they do — why do people listen to certain radio stations."

Galen said "FM's greatest challenge is to completely integrate into the radio medium in thought and action."

Noting that FM operators treat themselves as a separate medium and hold their own convention separate from the NAB, he said "the great challenge that confronts FM is the elimination of the attitude that nurtures separateness, and to encourage an attitude that stresses unity."

"For radio broadcasters", he said, "FM and AM should all be working toward one goal — increasing the dimensions of the one medium we work with — radio. Therein lies FM's path to unbounded success."

ANNOUNCEMENT

CHML/CKDS APPOINTMENT



Robert C. Sheppard

Tom Darling, President and General Manager, Maple Leaf Broadcasting Co. Ltd., announces the appointment of Robert C. Sheppard as Promotion-Publicity-Merchandising Manager.

Bob Sheppard joined CHML's Promotion Department in 1965, following an association with other Ontario Stations. He was appointed Traffic Manager of CHML in 1967, and a year later became a Sales Representative.

In his new position, he will be responsible for all Promotion, Publicity and Merchandising functions for both 900 CHML and CKDS - Stereo 95.

The appointment was effective June 1st.

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Advertisers won't buy mediocrity

The hard fact about programming in radio — FM or AM is abundantly clear... mediocrity can no longer commercially survive. We are emerging from an era in radio where mediocrity in programming has been standard, and we are moving into an era where only programming excellence will garner the listening audience and produce viable commercial results."

Proof of this was given by Warren Koerbel, general manager, WNBC-FM Binghamton, N.Y., at the NAFMB convention in Washington, D.C. He said that "a combination of specialized and selective programming appeal, with creative, saleable ideas has established WNBC-FM as a dominant medium" in the market after rising "from near obscurity only six years ago."

Emphasizing that "programming is the most vital part of our FM station", Koerbel described the "middle-market technique" that brought him success.

"In the world of mass communications," he said, "we are too often deceived and seduced by 'mass'. Mass audience and mass dollars become our personal 'gods' to the degree that it threatens the stability of many radio stations."

WNBC-FM serves a market that "verges on a population of a quarter of a million" he said. "Within this figure, you will find a diversification of interests and tastes in entertainment, as one would in any community," with a listening audience whose families are living in the area because their breadwinners are employed in several major industries, as well as rural residents and students on two college campuses.

"In the metro area," he said, "there are four AM, two FM, one college campus FM operation, three TV stations, one educational TV, a morning and an evening daily newspaper, two weekly shoppers, and one weekly newspaper — truly a competitive market!"

Koerbel pointed out that "Just three years ago, we had a typical FM station in the area... negligible. Two years ago, we started to show in the

national rating services, and last year, one survey showed that we were number one with the adult segment of the audience, and another national survey indicated we had captured the female audience between 18 and 45."

WNBC-FM is separately staffed and separately programmed from its sister AM station, Koerbel added, and to point up the "sound that sells" each member of the sales staff uses a profile tape which he plays for prospective clients on regional and national calls.

Grab those "extra" sales

"All of the features incorporated into our programming have been sold," he said. "For example, last May, as a salute to National Radio Month, we created our **Touch of Nostalgia**. The accumulation of material involved weeks of research and writing. Recapturing 41 years of radio and programming in one weekend isn't a task to be taken lightly.

"The resultant program was an assemblage of the cornball comedy show, the sorrows and very occasional joys of the soap opera, historical and often hysterical newscasts, the sensational sound of the big band, and the history of radio in our market.

"Because of the tremendous response from the show," he said, "we have programmed, and sold, a weekly **Touch of Nostalgia** on Saturday evenings."

Koerbel described another sales

pitch that brought results: "Within the influence of our signal are many towns and villages with merchants who have little or no advertising budget," he said. "A campaign was devised to recognize these small communities and to generate dollars not previously available. This has been extremely successful in the four communities saluted this year. We have prepared short one-minute historical vignettes relating to that community and these are sold with sponsor tags. In our most recent campaign, 25 accounts were sold, and only five were previous advertisers."

He said, "Many of the program ideas at our station are creative in order to be saleable. The inherent part of our programming is the commercial itself. Each of our sales staff has his own transistorized tape recorder and utilizes production spec commercials.

"Six years ago, with what used to be typical FM ratings, we still sold our station. And today, because our station is no longer considered as a harmless background music medium, our ratings can match those of any other station in the area and this has reflected itself in a healthy annual sales figure.

"We, therefore, sell our concept of FM as a radio station," Koerbel said. "We merchandise our sound, create and sell features. Not a very unusual formula — simple — but it works — and we have the proof that it works!"

Buy Summer's Buy-line

CHEX Radio serves and satisfies Visitors and Residents in the heart of Vacationland—

The Kawarthas * Haliburton Highlands
Rice Lake District * Great Pine Ridge
Highlands of Hastings

CHEX Radio Peterborough

980 Kcs 10 Kw

ASK SBS REGIONAL



AM - FM - we're all RADIO . . .

"FM radio is dead — long live radio!" said Walter A. Schwartz, president of the ABC Radio Network, as he summed up the situation today showing that FM is no longer the "weak sister" of AM but is a strong competitor, able to hold its own in many aspects of both programming and sales.

In a keynote address during the sales-oriented convention of the National Association of FM Broadcasters, in Washington, D.C., Schwartz said "It grieves me to tell you this, gentlemen, but 'FM Radio' is dead.

"That very special medium with

its all-adult-affluent-well-educated-highly employed but small audience that has given way to something else with different audiences and larger dimensions."

"The clique of highly specialized hi fi and stereo experts whose major concern centered on the db's of left and right channel separation are now concerned with the separation of competing advertisers," he said.

Schwartz added that "considerations of stylus pressure are giving way to concentration on the pressure applied by competing radio salesmen in the market place," and FM owners' homes are filled with wall to

wall carpeting instead of floor to ceiling unpaid bills."

"Yes, gentlemen, FM Radio is dead . . . Long Live Radio! Schwartz said, "This is not the time for sackcloth and ashes. We hold no wakes here . . . Rather we celebrate the birth of a new and vital radio medium — one in which every frequency is filled with vital, creative and profitable franchises — regardless of Kilocycles or Megacycles."

Referring to the increase in FM homes and mounting billings, Schwartz said "I wonder if there is any use in maintaining the artificial FM Radio breakdown in the financial reports next year — after all, we're all RADIO!"

Schwartz said "The FM industry has enjoyed the longest spring training camp in the history of media — but now, gentlemen, the season has opened and the advertisers are starting to compile your batting and fielding averages.

"I'm sorry to say there are more errors than hits and the number of .300 hitters can be counted on the finger of one hand."

Too much for granted

The problem confronting most FM operators, he said, is that "we've been taking an awful lot for granted. We've been operating under a tremendous self-imposed inferiority complex. We've taken for granted a marginal audience and profit position. We've taken for granted the fact that we will always have inferior ratings but claimed the numbers we did produce would be 'better' prospects for our 'better' advertisers.

"We've taken for granted that people will listen to our stations," he said, "because we play our music with fewer interruptions and with fuller fidelity and stereo."

Schwartz said "We've taken for granted that if we were automated, we'd have to sound automated and that, therefore, we would have to settle for less audience than our live competitor down the block. We overlooked the fact that were we to utilize meaningful program material (news and information features, foreground music, meaningful editorials on local issues, carefully chosen

Our Toronto

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



Toronto Stock Exchange

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

**Ben Levesque automated coffee breaks,
lunch hours and vacations.**



He bought a Gates automatic tape control system.

"Our Gates Automatic Tape Control System does the work of two people. We just tell it what to do and when. It automates programs for 4, 8, 12 hours or more and joins the CBC Network," says Ben Levesque, President, CHRL-AM, Roberval, Quebec, Canada.

A Gates Automatic Tape Control System does the work of two people because it handles all commercial announcements. Switches from tape reels to live announcers to tape cartridges. Even logs time.

"And because it never takes a break, we get continuous programming, automatically," adds Ben, "and this saves us time and money."

Want details and costs for your particular programming?
Write Gates Radio Company (Canada), a Division of
Harris-Intertype (Canada) Ltd.
Ben Levesque did!



**HARRIS
INTERTYPE
CORPORATION**

GATES

Automatic Tape Control Division

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



FM CANADA

Current case histories

MORE CANADIAN FM STORIES WILL APPEAR IN JULY

The personal touch gives FM commercials that extra something

DECIDING TO TRY FM, because to him "it was a different way of reaching a quality and selective audience," in 1958 F.W. (Franz) Martin, advertising manager for Chrysler Canada Ltd., bought time on CHFI-FM Toronto... and Chrysler has been a constant FM Radio advertiser ever since.

"I like to spot something ahead of my competitor," he said, "and climb aboard before the others get wind of it."

Martin told Radio Sales Bureau's Peter N. Harricks, vice-president, Marketing & Research, that Chrysler is "pleased with our association with FM. After starting in Toronto, we added CKGM-FM and CKVL-FM Montreal, and CHQM-FM Vancouver. We use FM on a continuing basis through the year.

"I think the people who listen to FM Radio appreciate programs like *Chrysler Concerttime*. They recognize that Chrysler is bringing them something nice, and that gives them a nice feeling about Chrysler," he added.

Martin's concept of FM has broadened considerably over the intervening eleven years. With more than 40% of Canada's households equipped with FM receivers, and FM penetration exceeding 50% in most metro markets, Chrysler's sales messages recognize the fact that listeners now range over the demographic spectrum.

"Today," said Martin "we advertise all our products on FM, including the compacts and intermediates. We even run the odd commercial for performance cars like Dodge Charger, and of course, the Chrysler Imperial. I believe FM listeners include those who can afford the elegance of an Imperial as well as those who need comfortable, dependable transportation within reach of their limited budgets."

Chrysler's sales messages on FM differ from their AM commercials.

Written by Grant Advertising Ltd., Toronto, the scripts are sent to stations for local voicing. That way, says Martin, the company derives maximum benefit from each air personality's acceptance and following in his own market area.

"FM stations seem to take great pride in their programming," he said.

"The announcers do a good job of reading our copy, and it's that little extra personal touch we like that means so much in presenting a commercial, especially on FM."

Chrysler spent a total of \$435,651 for radio time in 1968, showing a 74% increase over the 1967 budget of \$249,332.

Emphasis on 60 and 30 second spots

A COMPATIBLE BUT ALTERNATIVE operation to its sister AM station, CJOV-FM Kelowna, B.C. programs separately 63 hours per week, making full use of its new IGM "500" automated unit and companion IGM Taped Library.

CKOV-FM goes automated Monday to Friday from 2.00-4.00 and 6.00 p.m. to midnight, with Saturday separation from 6.00 p.m. to midnight and Sunday all day from 7.00 a.m. to midnight.

Operating on a monaural tape basis, said C. F. Patrick, station manager, CKOV-FM offers two distinctive music standards, Weekday afternoons and Sundays from 7.05 to 9.00 a.m. the station features its Heritage Concert with the highest quality symphonic and instrumental classics. "Premier Music" from the IGM library is featured at all other times, emphasizing low-key orchestration, instrumental groups, soft chorales and an occasional solo vocalist. "The mood and tempo," Patrick said, "is graduated to suit the time of day or evening."

The station expects to install stereophonic sound, and "this new phase, plus the expected increase in separate hours, will be promoted strongly," he said.

"Except for news and sport features, programming is designed for spot carrying," Patrick added. "Two exceptions that are available for unit purchase are one-hour programs, both carried over from the station's previous schedule. One is *A World of Music* Wednesday evenings 8.00-9.00,

and the other is *Dimensions in Jazz* at the same hour Friday evenings. Both are locally-recorded taped features."

Token commercial rates were the rule the first year, then rates became established at a considerably increased scale in May, 1966. Attempts at selling feature segments and programs gave way to the wiser sale of time in the form of 60 and 30-second spots, Patrick said.

The client list grew gradually, he said, in the form of small supplementary budgets mainly derived from well-established AM radio accounts primarily in the base area of Kelowna. Modest, long-term contracts aided in developing solid advertisers. Occasional casual spots were derived from local performing arts events and other civic special events.

Consistent promotion has emphasized special occasion features with daily on-air résumés of the "separate programs" to be heard each evening and all day Sundays on CKOV-FM. Local newspapers were used both for advertising, program schedules and a column that used an approach of commenting on the local entertainment scene. FM features were highlighted in the latter portion of the column after capturing reader interest with the "action" around town.

Operated by Okanagan Broadcasters Ltd., CKOV-FM has its transmitter located on Okanagan Mountain, at a height of 5254 feet. The station has an ERP of 3800 watts, at 104.7 MHz on the FM band.

AM sold out . . . sponsor finds FM does the job

RECOGNIZING FM RADIO as a top sales medium, after numerous attempts with newspaper advertising had brought in little results, two sponsors were so appreciative they each wrote a thank-you letter to the station, CKDS-FM Hamilton, Ont. telling of their success.

Ellen Gardner, proprietor of Ellen's Fabrics in Hamilton, said "after many unsuccessful attempts at advertising in local Mountain papers (Hamilton area publications), I decided to 'go for broke' and use radio.

"Being a little hesitant, or if you wish, 'chicken,' right up until the last minute, I waited a little too long to get a spot on CHML (CKDS-FM's sister station) for the week of my sale. So I had to settle for CKDS.

"This turned out to be the luckiest break I have had since I started in business four years ago.

"I had no idea so many people, especially the housewives, listen to Hamilton's FM station," she said. "Like a lot of other people, I thought everyone interested in listening to radio would tune in CHML, or one of the other AM stations. But, much to my surprise, I found that the response to the coverage I received on CKDS was fantastic... and, profitable!"

With new customers drawn from communities within a 25-mile radius of Hamilton, she said "every new customer... that came into my little fabric shop asked to see the items I had advertised. And, the only advertising I did for my sale was on Hamilton's FM station, CKDS."

In similar vein, L.D. Papple, proprietor of Country Squire Ltd., Oakville, Ont., said "I have spent a lot of money on advertising during the number of years I have been in business. Most newspaper advertising for me has been a waste of money."

But, he said, "my company... has been advertising on CKDS-FM for over three years," and it has "certainly been a tremendous asset to my business.

"I particularly like the interesting new approach to my commercials. During the past three years, my business volume has increased by over \$150,000. I believe this increase in volume certainly proves the old adage, 'it pays to advertise', and for the first time in my life in business I feel I am deriving maximum return for my advertising dollar"... by using radio, he said.

CHUM-FM Toronto has a flock of

success stories, but one of their best testimonials came from Rite Import Co., who bought a 10-spot ROS package on Sunday December 15 for a sale at their store on Yonge St. Despite the fact that "the weather was very bad with snow and extremely cold temperatures," the results according to J. Richt, company president, "were the best" he has encountered since he opened up at this location. And, "the only advertising used was the package on CHUM-FM."

Another CHUM-FM client, Colonial Tavern, had not used much radio in the past. They tried a one-week flight on CHUM-FM and the tavern noted a

substantial increase in traffic during that week.

"They went off the air, and noted a decrease. As a result, Colonial Tavern has signed on for the next 12 months," the station says.

Further proof of success with FM came from a CHUM-FM client operating two small intimate-type men's shops known as Mr. Casual. They bought spot packages for pre-Christmas, on CHUM-FM only, and their "only complaint was the spots brought in too much business!" It appears the size of the shops was overtaxed and there were too many customers for the staff to handle properly.

**C
K
B
Y** **FM**

105.3

Ottawa, Canada.

Mr. Waldo J. Holden,
President,
Standard Broadcast Sales,
2 St. Clair Avenue, W.,
Toronto 7, Ontario.

Dear Waldo:

In answer to your letter regarding Ottawa FM. You are right, Ottawa is ready for something new in FM listening. We have decided, that with FM within the reach of half the people of Ottawa-Hull, you need more than just music to attract and hold a regular audience.

Our bag will be strong news and editorial positions, along with some pretty stimulating features. This is mixed with music, that is a true reflection, of the Nation's capital.

With CKBY, Ottawa FM now means Far More.

Yours truly,

Nelson Davis,
Programme Director.

Bi-lingual FM

attracts listeners and sponsors

FIRST FM STATION IN MONTREAL, and the first FM station in Canada to broadcast 24 hours per day, CKVL-FM Verdun-Montreal is the only bilingual radio station in the country. It still maintains its "good music" policy established by station owner Jack Tietolman when CKVL-FM first went on the air in 1953.

All these attributes add up to a high peak of listener acceptance, with CKVL-FM in many time periods even topping some of the most popular AM stations in the area, and with its 307,000 watts ERP horizontal and vertical polarization it is the most powerful FM station in the province of Quebec.

Consistently holding number one position in the province over the years, as a bilingual station, CKVL-FM's signal is sent out from its transmitter tower 200 feet above the top of the 42-storey Canadian Imperial Bank of Commerce Building in the heart of downtown Montreal.

CKVL-FM has adhered to its good music policy since its inception,

airing "well-known standards with a lilt and a beat that makes for easy listening", throughout the day, then changing to semi-classical and classical music with symphonies and festivals during the evenings. Complete operas are broadcast every Tuesday, Thursday and Sunday night.

One of the key features of CKVL-FM is the emphasis placed on live, local talent. The station broadcasts two hours live, every day, featuring distinguished artists in Montreal. Lucien Hétu, noted RCA-Victor recording artist, offers a pleasant interlude of organ music, from noon to 1.00 p.m., and Mischa, featured pianist at the luxurious Château Champlain, is heard nightly from 6.00-7.00 p.m. exclusively on CKVL-FM.

To maintain its bilingual nature, CKVL-FM has program openings and closings in both languages, and all musical selections are introduced in both French and English.

Commercial announcements may also be in either language, as a boon to advertisers anxious to reach the major segments of the population by using their own terms of speech.

Pioneering is never easy, CKVL-FM admits, but it has proven over the past 16 years that bilingual broadcasting can be, and is, a most successful undertaking.

Free-swinging style sends CFQR soaring

IN LESS THAN TWO YEARS, CFQR Montreal, FM outlet of the Canadian Marconi Co., has become the second most-listened-to FM station in Canada, and the leading FM station in Montreal and the province of Quebec, based on March 1969 statistics from the BBM Bureau of Measurement.

CFQR, which aired its first broadcast at 10.00 a.m., October 1, 1967, has risen to this favored position after only twenty-one months of operation. The March BBM ranks CFQR second only to CKFM, sister station of CFRB Toronto, in terms of total cumulative audience, across the country. It also shows that CFQR leads all FM stations in the province of Quebec, both English and French.

Walter Machny, CFQR-FM general manager, attributes the station's amazing success to a multitude of factors, most important of which is the free, swinging style of CFQR's music policy, and an integrally planned schedule of infrequent breaks.

Based on the maxim "good music has no language barrier", Machny said response to CFQR has come from both major languages in the city as well as other ethnic groups. "The music we play seems to fit in with the mood of our Montreal radio listeners. It projects a relaxed and extremely listenable sound, and is served at a pace that promotes an attentive audience yet does not intrude," he added.

Another major factor in CFQR's success story was a mammoth television advertising campaign conducted in the late summer and fall of 1968. "Another such campaign is scheduled for this summer," Machny said.

In addition to home and car listenership, CFQR is most popular with businesses or establishments offering continuous music over a public address system. Its music is piped into apartment buildings, shopping and recreational centres and throughout the McGill University complex.

To keep listeners aware of current events and what's happening at home and abroad, CFQR has access to the vast and efficient newsroom facilities of CFCF AM-TV, under overall direction of A.G. (Bert) Cannings, and sports news supervised by Dick Irvin. Brief, well-edited reports aired at stated intervals contribute to the stature of the station that has become a leading voice in Montreal radio.

Opportunity for mature Air Personality

Canada's largest radio station seeks a man who is with it, interesting and interested.

Musical interest from middle-of-the-road to light classics.

Please send audition tape and resume.

Don Insley, Program Director,
Radio Station CFRB

2 St. Clair Avenue, Toronto, Ontario.

Forceful push for program variety

PROPOSALS FROM THE CRTC for certain regulations governing FM radio in Canada "could be forthcoming by this fall," says Pierre Juneau, Commission chairman.

In an interview, following a day and a half of views and suggestions on the role of FM radio, presented by various groups at the June public hearings in Montreal, Juneau said the Commission does not intend to wait until a definite study of FM radio is ready.

"We are going to do the best we can with the information at hand," he said. "The views of the Commission may be termed in general policy, in which case it will set up guidelines for FM stations to follow.

"On the other hand," he said, "the Commission could decide to initiate specific regulations, in which case it would call a public hearing."

Taking their first public look at programming, the Commission invited briefs and heard some 16 verbal submissions on the role of FM radio, from the standpoint of program content, growth and development of the medium, and licensing policies for FM stations.

Initiating its FM study, the CRTC noted there were 300 standard AM stations in Canada but only 78 FM outlets, although present allocation and assignment plans allow for over 500 such stations.

Before awarding new FM licenses, however, the Commission said it wanted to know what kind of programs FM stations should carry, what audiences they should appeal to, how commercial they can be allowed to become, and what special contribution they can make to the life of the country not now being supplied by AM stations.

In its notice of the hearing, the Commission pointed out that 65 of the 78 FM stations are associated with mother stations in the AM band, often carrying mainly the same program fare. Emphasizing this point, denials were recently issued to four applications by AM broadcasters seeking FM licenses, where the proposed FM programming was to be largely duplication of the AM fare.

Each denial noted the applicant would not provide "significantly new or different programming" to the audience.

The Commission said that to achieve a general objective of new or different programming opportunities, it considers "a distinct policy on the FM medium, its program content and distribution...must be developed."

We will try to push, more or less forcefully, for a greater variety in programming, Juneau said.

"We'll be looking for ways for greater participation by non-professional groups," he said.

FM still needs AM backing

FM broadcasters need the backing of an AM "mother" station to help them through the problems of licensing, programming and financing, said Doug Trowell, vice-president and general manager of Shoreacres Broadcasting Co. Ltd., licensee of CKEY Toronto.

Existing, interested AM stations can offer the most desirable conditions for fullest and fastest development of FM in Canada, "accompanied by the encouragement and prodding of the CRTC to do so," Trowell said.

"There may be sizeable, practical benefits to an audience through combined AM-FM operations, he said. "We believe the economic, creative and public service aspects of subsidy by a going-concern AM for a start-up in current times in Canada is simply a logical, realistic and beneficial way to cope with today's broadcasting problem.

"At the very least," Trowell said, "an AM applicant for FM should be given equal opportunity with any other applicants to apply for FM at a competitive hearing.

"We believe that FM should be considered as a delivery system which needs building and development relatively unfettered by too many prescribed programming rules," Trowell added.

William Ballentine, station manager of CKFM-FM, sister station to CFRB Toronto, said, in much the same vein, that in granting licenses to FM stations, the CRTC should look to the experience of related AM stations.

Vaughn Bjerre, vice-president of Rogers Broadcasting Ltd., and station manager of CHFI AM-FM Toronto, felt the FM broadcaster should be given every kind of encouragement possible to develop the medium.

He suggested a limited granting of FM licenses, the advisability of

encouraging AM radio manufacturers to include FM receivers on all radios and radio-phonographs, permitting FM broadcasters to form networks, to automate their operations, and to subscribe to music services.

Without overlooking the definite advantages offered by FM radio, Bjerre said, the medium suffers from certain disadvantages resulting in either smaller audiences or less income, or both.

The disadvantages, he said, include greater restriction on total advertising time allowable, "which does limit the potential revenue of an FM station compared to an AM."

FM penetration into even fairly well-developed markets is limited, Bjerre added. In Toronto, the penetration represents about 15% of the total audience compared to 85% for AM. Another disadvantage is the limited usage of FM, since there are fewer sets in use and AM stations are also picked up on car radios and portables.

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ANNOUNCEMENT

OKANAGAN MAINLINE RADIO



Wayne Seabrook

J.H.B. Browne, president, Okanagan Mainline Radio, announces the appointment of Wayne Seabrook as manager of the Association's Okanagan Operations. Mr. Seabrook's appointment is backed by fourteen years of sales and administrative experience in the broadcast business. He comes to his new post from recent positions with CHBC Television in Kelowna, and CFTK Radio and Television in Terrace, B.C. Okanagan Mainline Radio, one of Canada's longest established and most effective national package buys, combines the selling power of CKOK Penticton, CKOV Kelowna, CJIB Vernon and CFJC Kamloops. The appointment took effect May 15th.

(Continued from page 6)

Western Broadcasting firmed to \$22 at month-end, up from \$20½ at the end of April. The company increased its quarterly dividend from \$0.09 to \$0.12 per share effective with the June payment.

IWC (formerly Industrial Wire and Cable) has announced agreement to acquire CHOK, an old-established AM radio station in Sarnia, Ont. This represents the first step in the company's proposed expansion program into communications, since disposal of its wire and cable operations to Noranda Mines. Its shares listed on the TSE had a sharp rise in April when the company announced plans to restructure its operation. Over the month of May the shares were steady at around \$6.

ANNOUNCEMENT



Gary S. Greenway

Lester F. Stanford, President of LESTER F. STANFORD ASSOCIATES LTD., is pleased to announce that Gary S. Greenway has joined this company as Director of Sales.

"Gary Greenway is a sales and promotion executive," noted Mr. Stanford, "and in his new position will oversee all sales development projects for our group of companies." Mr. Greenway will direct sales for the Toronto, New York and Chicago offices of Lester F. Stanford Associates in general; for the company's two-country Network Television Merchandising division; for the corporate communications division; for IMPACT! Productions Limited (radio and film products); for BOBBY HULL ENTERPRISES; and for the new advertising agency division.

(Continued from previous page)

In this light, Bjerre said, FM licenses should be granted sparingly until the problems of penetration and usage are solved.

Urges liquor ads for FM

To bolster income, Bjerre said the Commission should encourage forms of revenue not currently available to the FM broadcaster. He suggested FM broadcasters should be allowed to advertise liquor.

"This could provide a new source of revenue that can substantially assist FM broadcasters," he added, "and can offer some partial compensation from the disadvantages" he had previously outlined.

It is up to the Commission to decide on the question of revenue related to advertising, said E.S. Ted Rogers, president of Rogers Broadcasting Ltd., but he added "more money would help to improve current programming."

Asked for a suggestion as to the best way to go about promoting more specialization in programs, Rogers suggested the Commission discuss the matter first with stations which happen to be broadcasting basically the same material, and then perhaps license another station to provide different material.

Crépault speaks for CAB

In any FM operation there is always the question of diversity, said Raymond Crépault, president of the Canadian Association of Broadcasters. Supporting the CAB brief, Crépault added that "if two or more stations utilizing the FM technique in the same community are required to provide 'quality music'—whatever that is—there is surely a lack of diversity immediately."

Only "experiment, experience and time" can answer questions raised by the CRTC on the variety of FM programming, Crépault said.

The CAB believes it is likely that limited regional networks will develop in FM broadcasting, but the advent of national networks will depend upon economic and population factors at a given point in time.

On the CRTC's questioning of the practice of giving AM stations licenses to operate FM affiliates, Crépault said "naturally, this... brings difficulties to us since no matter what answer we provide, it is very easy to assert the position that we view the matter in the light of self-interest.

"Without self-interest in a community," he said, "we should probably have little else."

Crépault said it is obvious that stations using FM techniques for

transmittal have not done so on a sound economic base, but under the necessary subsidy of an AM mother station. "This situation is likely to continue for at least a few years," he said.

In many cases, he said, the holder of an AM broadcasting license could offer his experience in the business and the assurance that the FM operation would continue, even at a financial loss, simply because of the AM outlet's economic health.

"Even leaving aside the element of self-interest," Crépault said, "we submit that continuation of this policy is, at least at the moment, the best assurance the Commission has, and the public has, that FM will continue to grow and develop."

Rurals need FM more

The ideal FM radio station in Canada should be devoted considerably to public affairs, said Donald Stone, manager of CJRT-FM Toronto, the non-commercial, Ontario government owned station operated with a student-pro staff by Ryerson Polytechnical Institute, Toronto.

It is not enough for broadcasters to say "leave it to the newspapers to interpret local and regional news," said Stone. He felt that radio stations, particularly those on frequency-modulation, could serve as public affairs catalysts.

Rural regions are more in need of FM stations, Stone said. These would be ideally-suited for what he called "particular broadcasts" to solve problems involving government.

"I see FM...(becoming) the local service to provide the real community development function," he added.

Noting that cost is the critical factor in establishing a rural FM operation, and queried by Juneau as to how much it would cost for such a set-up, Stone said that with a cheap building and about \$25,000 in equipment, an FM station could be run for \$50,000 a year.

The Commission also heard submissions urging greater use of FM radio for educational purposes, from Radio McGill of McGill University, and Radio Waterloo of Waterloo Lutheran University, both student-run stations, and Peter Kosick, who identified himself as a researcher in educational radio and a commercial AM broadcaster, from Burnaby, B.C.

Presentations urging greater use of Canadian talent, with increased exposure and promotion on FM, were voiced by Phil Henderson, president of Arc Sound Ltd., Toronto recording firm; Larry Solway, vice-president, creative development, CHUM Ltd., Toronto and Gary Ferrier, program director, CHUM-FM; and in a brief submitted by CFMO-FM Ottawa.

CJOB's MacLennan heads WAB.

Rory MacLennan, general manager of CJOB Winnipeg, is the new president of the Western Association of Broadcasters. He succeeds Ted Soskin, president and general manager of CHQR Calgary.

Named directors, in addition to MacLennan and Soskin, were John McColl, CJOC Lethbridge, Alta.; Jim Struthers, CKCK-TV Regina, Sask.; Randy Moffat, CKY Winnipeg; Tom Laing, CFSL Weyburn, Sask.

Representing the WAB on the board of directors of the CAB are Soskin, Moffat, Struthers, and Ron Skinner of CKOS-TV Yorkton.

The 1970 convention will again be held at Jasper, Alta., the exact dates to be announced later.

Broadcasters honored. Two veteran broadcasters were honored for long service at the annual dinner during the WAB convention in Jasper, Alta.

Plaques were presented to Dr. G.R.A. (Dick) Rice, president of CFRN Edmonton, who was made an honorary life member of the association, and to T.J. (Jim) Allard of Ottawa, CAB's executive vice-president.

Reps prairies on BN board. Jack Davidson, gm of CJAY-TV Winnipeg, was chosen to represent broadcasters from the prairie provinces on the board of directors of Broadcast News Ltd.

It will be Davidson's second two-year term. His new term begins May 1970.

Other broadcaster-directors on the board are Fred Lynds of CKCW Moncton,

N.B.; Jean Pouliot of CFCM-TV Quebec, Douglas Trowell of CKEY Toronto, and W.A. (Bill) Speers of Selkirk Holdings Ltd., who is also president of Broadcast News.

Charlie Edwards, gm of Broadcast News, was chairman of the meeting, held at Jasper, Alta., during the WAB convention.

Bushnell names new execs.

Bushnell Television Co., licensee of CJOH-TV Ottawa and CJSS-TV Cornwall, CTV affiliates, announced four major executive appointments earlier this month, coincident with president Ernie Bushnell's relinquishment of the presidency to become chairman of the board.

Succeeding him as president will be Stuart Griffiths, who has been executive vice-president and managing director. He will retain the latter post.

Roy Faibish, who was associated with the ill-fated CBC pub affairs show, *This Hour Has Seven Days*, and has since been executive assistant to Griffiths, becomes executive vice-president.

Two of Faibish's colleagues on *Seven Days*, Patrick Watson and co-host Laurier Lapierre, were named vice-president in charge of programming and manager of program development, respectively.

In line with Bushnell's ownership of a cable TV firm in Ottawa and purchase of VTR Productions Ltd., Toronto, plus recent announcements of deals to make further acquisitions in the TV, radio and cable television fields, all subject to CRTC approval,

the company said its name would be changed to Bushnell Communications Ltd.

Winnipegger heads cable group.

Claude R. Boucher of Winnipeg was elected president of the Canadian Cable Television Association, at the close of the four-day convention in Quebec City last month.

He succeeds Omer Girard of Magog, Que. as head of the group, which was originally founded under the name of the National Community Antenna Television Association of Canada.

WAB Engineering Section plans for '70.

Concluding their 1969 annual meeting in Vancouver last month, the Western Association of Broadcasters, Engineering Section, set the Bessborough Hotel in Saskatoon for their 1970 sessions, April 28-30.

Earle Connor, CFAC Calgary, is general chairman of next year's meeting, with Clint Nichol, CHED Edmonton as Meeting Chairman.

Lorne McBride, CKCK-TV Regina, is Secretary-Treasurer.

Merv Pickford, CHAB AM-TV Moose Jaw is Papers Chairman, with Lyn Hoskins as Accommodations Chairman, Del Polowick, CFQC-TV Saskatoon as Manufacturers' Liaison Officer and Maynard Greer, CKOM Saskatoon as chairman of the Host Committee.

Jack Quinn, CFCN AM-TV Calgary, who chaired the '69 meeting, was named delegate to the CCBA Fall Conference, at the Skyline Hotel, Ottawa, October 26-28.



AU REVOIR MY FRIENDS!

And many thanks for your gift of a long and happy association in the fields of Radio and Television, and everywhere the Sing-Sell Sound is heard.

You've made Toronto beautiful for me.

NORMA LOCKE

MOVING WEST - WISH YOU WERE THERE.

A.C.T.R.A.
Vancouver

P.O. Box 1904,
Mission City, B.C.

Which Quebec radio station is most listened to on

CAR RADIOS

THE ANSWER:

CHRC	43%
SECOND BEST STATION	17%
THIRD	—
FOURTH	—
NO ANSWER	14%

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public, service, and influence.

These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec.

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

CHRC RADIO-QUEBEC CITY

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

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

SEPARATE PROGRAMMING
(STEREO)

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

Retail radio is really arriving

RADIO IS ON THE THRESHOLD of its greatest retail sales period. The medium has come of age in areas of business that was foreign ground to us a few years ago, said Mel Cooper, vice-president, sales, Western Broadcasting Co. Ltd., New Westminster.

"Yes, retail radio is 'arriving'. It's arriving with businesses like department stores," he told the Western Association of Broadcasters' June convention at the Jasper Park Lodge.

"Today, Sears, Roebuck are the biggest buyers of radio time in the U.S.," he said, "...and dramatic increases in spending are reported by Montgomery, Ward, J.C. Penney and others. On this side of the border, it's happened too...Today, the T. Eaton Co. Ltd., Woolco and Simpsons-Sears are among our largest advertisers, and others are getting the word. In Vancouver, radio has been discovered by the department stores, and it's going to get better.

"At a time when radio's retail business has never been healthier... when Big Budget retailers are moving more of their dollars into our medium, isn't it ludicrous that one of the biggest problems our industry still has is 'rate cutting'? Cooper asked.

"I can't help but agree," he said, "that when the pressure is on, it's awfully tempting to take the easy way out. To me, however, that's all it is, the easy way around a problem. But it's also a damaging long-term answer.

"There's no substitute," Cooper said, "for realistically pricing your product, then employing professional people to uphold the price.

"Price-cutting is the product of weak salesmen and weak sales managers," he added. "Yes, and weak management, too."

He deplored those broadcasters who "still give us a bargain-basement image with things like 60-cent spots. Yes, you can buy 60-cent spots," he said, "and I'm not talking about the smallest of the small-town stations. I'm talking about Canada's third largest market. A blitz of second-rate salesmen, walking door-to-door in every little shopping district...selling our medium at 60 cents a pop.

"There are other stations, however, which are getting \$60 a minute, and more," he said.

National is alive and booming

Discussing trends in national radio advertising, Cooper said "after several rough months, national

business is alive and booming, though failing to keep up with local's increases. Believe it or not, many national accounts have lost out in the fight to get availabilities on major stations because of late bookings and local pre-bookings.

"In fact," he said, "many retailers have taken a leaf from the national advertiser's book and are tying up key availabilities early. If things go the way I expect, national advertisers will find it tough to get times on many good stations in the future, unless they get back to advance booking and pre-planning.

"Another thing happening nationally," Cooper said, "is the drop-off of merchandising and sales promotion requests, particularly the free-bee's... Many good stations have eliminated this service, and, in fact, now charge for it."

While predicting more male-oriented products and companies would turn to radio, Cooper also said that "before 1969 is over, at least one major package goods advertiser who presently spends the greatest part of his money on television will make the big break into radio with a large expenditure," and this will be "the forerunner of the return to radio of some of Canada's biggest packaged-goods advertisers."

Cooper told the WAB there was no greater way he knew of building business than by creating the best possible commercials. "Not every station can enter into the area of singing jingles and musical themes," he said, "but your writing department can be your biggest sales tool.

"Give an advertiser a commercial he can be proud of, and you will have a long-term advertiser on the air. Create top-flight commercials and you get better results for the advertiser. That, alone has to guarantee you increased business."

Many retail advertisers are now budgeting substantial amounts to create "national-sounding" commercials involving high-priced talent, Cooper said.

He urged the broadcasters to "look for writers who have more than a knack of putting words together... look for writers who think in terms of how to motivate listeners to buy. Those kind of writers are tough to find, but they're the ones that will make the cash register ring most often for your sponsors...and ultimately, for you."

Get into cable and protect yourselves

"THE CRTC IS NOT GOING to follow slavishly the dual public-private route recommended in the White Paper."

Gordon F. Keeble, chairman of the board and chief executive officer of the CTV Television Network, told the WAB convention that CBC hardware is no longer apparently the sacred cow.

"What is sacred," he said, "is the orderly and quick provision of alternative TV service, and if you are in a market where alternative service has yet to come, this stance of the Commission's will be right in front of your mind as you contemplate your future.

"It would also appear that the CRTC has placed a national alternative television service higher on their priority list than a third major market network," he said. "It's also obvious that they are laying considerable emphasis on the need for extension of French language service in both radio and television."

Listing four areas in which "the Commission's point of view, their thinking, has been made apparent," Keeble said, "first, they are more concerned about programming than about hardware."

Secondly, he listed the Commission's abiding concern for the Canadian Identity, or our National Purpose, or spirit or whatever name you give to that amorphous something which none of us can describe and yet which we all realize exists.

"Third," he said, "the CRTC is obviously exercising the greatest of care to bring the extension of live broadcasting and cable television service into harmonious development—with no undue hampering of the freedom of either."

For his fourth point, Keeble said "the CRTC has shown great concern in the area of ownership and ownership practices—the most recent example of this being Order-in-Council #630 relative to foreign ownership of Canadian broadcasting elements."

Speaking briefly about cable television, Keeble said the importation of signals from American networks "into areas where this kind of competition does not now exist," might have the effect of eliminating or diminishing the *Canadian* choice for viewers.

He told the broadcasters however that "if cable has not yet come to your area, and it shows up on the horizon, let me encourage you to get into the cable business to protect yourselves, if for no other reason."

Keeble also said he would "encourage the CRTC to look favorably on such applications from broadcasters, when the preservation of the Canadian element in our broadcasting system may be at stake."

In Winnipeg KCND-TV grows... and grows...and grows...and grows.



Statistics are revealing...
and they reveal the fruit of Channel 12's prudent programming and aggressive promotion!
It's in the book!... and you can choose yours—
BBM or Nielsen—November, January or March! Check the leaves carefully.
Have our "green thumb" experts—
Radio-Television Reps—help you to
read 'em and reap.

Winnipeg may not be the Garden of Eden, but it is Canada's fourth market!
Remember—Harvest time is in the Fall... so sow now in the fertile television land of KCND-TV!

KCND-TV 12
A McLendon STATION

*Southern
Saskatchewan's
only
Captive
Television
Market*

CJFB-TV

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

**A CROSSROADS
OF THE WEST...**

Swift Current is the shopping centre of Southwest Saskatchewan. A city within a city—the complex of fine motels, motor hotels, restaurants, service stations, and other complementary services straddling the Trans-Canada Highway at the approaches of the city, constitute one of Western Canada's finest and best equipped tourist communities. As a result the tourism trade is an important, growing facet of the economy. Motorists and tourists in increasing numbers make Swift Current a must stop east or west. The popularity of these excellent tourist facilities pays dividends by diverting these tourists to the over 100 modern retail outlets in the downtown shopping and business area.

SEE:

*Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.*

WAB Convention

Program exchange breeds unity

THE EXCHANGE OF PROGRAMS between French-speaking and English-speaking stations, fostered by the Canadian Association of Broadcasters, has done much to solidify Canada, said CAB president Raymond Crépault. The exchange program makes magnificent contributions to understanding, he said.

Speaking at the WAB convention in Jasper, Alta., Crépault said it was gratifying that so many stations serving primarily English communities carry French material, and that an increasing number of French-language stations carry material from English-language stations.

This, he felt, has done much to create an atmosphere in which all Canadians could think of themselves

as a significant part of one great nation.

Crépault told the broadcasters he found saddening the negative and often childish attitude of some elements in other forms of communication, especially broadcast columnists in the daily newspapers.

He said they seemed determined to take it as an article of faith that they are not earning their money if they do not sneer at everything broadcasting does.

In doing this, he said, they have begun to bring disrepute upon all forms of communication.

"Freedom of the press and respect for the press is indivisible," he added. "If one sector brought disrepute on another, all would suffer."

Redefinition of news needed

THERE IS A NEED to re-define what news is, said Joel Chaseman, president of Westinghouse Broadcasting Co. Inc., U.S. radio station group. He told the Western Association of Broadcasters convention it was

important to "distinguish the real news from the easy news," and recommended more involvement by news reports in the analysis and interpretation of community problems.

People are more interested in problems of flesh and blood, of dollars and of schools, he said, than they are in news from city hall and the legislatures.

Stations in his group, Chaseman said, were inserting in their programming an increasing amount of analysis and study of how events affect the lives of people.

ANNOUNCEMENT

V & B MEDIA RESEARCH



Emanuel Brown CAAP

has been appointed Media Research Director of Vickers & Benson Ltd., Bryan Vaughan, President announces. This new service will add a valuable dimension to the Media Departments of Vickers & Benson in Toronto, Montreal and Vancouver. Mr. Brown has worked with three major Canadian agencies in senior media positions.

**Wants
Radio
Hall of Fame**

NAIRN MOGRIDGE, CBC supervisor of station relations, suggested at the Quarter Century Club luncheon, that the club start a Canadian Broadcasting Hall of Fame.

Such a project, he said, would recognize the people who built broadcasting, and be coupled with the establishment of archives, a museum and a library. A worthy project for this veterans' club, he felt.

Quarter Century Club member Dick Lewis said he thought the project a worthy one, too.

However he questioned whether it was one "for us Old Fossils to concern ourselves with, except as exhibits in the museum—stuffed."

A WAKENING GIANT

Did you know . . .

1. 2,179,000 (40%) of 5,394,000 homes in Canada have FM radios.
2. FM is moving from class to mass.
3. FM is growing.
4. FM is innovating.
5. Today's BIG FM radio and BIG FM sound are more in demand by the public.
6. Many advertisers now include FM to attain their total radio objectives.
7. FM is the fastest growing, fastest changing medium of our time.

54 FM member stations of the Canadian Association of Broadcasters provide unduplicated listening.

ATLANTIC

CHNS-FM Halifax, N.S.
CKWM-FM Kentville, N.S.
CFBC-FM St. John, N.B.
CJCB-FM Sydney, N.S.
CKCL-FM Truro, N.S.

FRENCH LANGUAGE

CJMS-FM Montreal, P.Q.
CHRC-FM Quebec, P.Q.
CJBR-FM Rimouski, P.Q.
CHLT-FM Sherbrooke, P.Q.
CKVL-FM Verdun, P.Q.

CENTRAL

CJBO-FM Belleville, Ont.
CHIC-FM Brampton, Ont.
CJSS-FM Cornwall, Ont.
CKDS-FM Hamilton, Ont.
CKLC-FM Kingston, Ont.
CKWS-FM Kingston, Ont.
CFCA-FM Kitchener, Ont.
CHYM-FM Kitchener, Ont.
CFPL-FM London, Ont.
CFQR-FM Montreal, P.Q.
CJFM-FM Montreal, P.Q.
CKQS-FM Oshawa, Ont.
CFMO-FM Ottawa, Ont.
CHEX-FM Peterborough, Ont.
CKPR-FM Port Arthur, Ont.
CJIC-FM Sault Ste. Marie, Ont.
CKCY-FM Sault Ste. Marie, Ont.

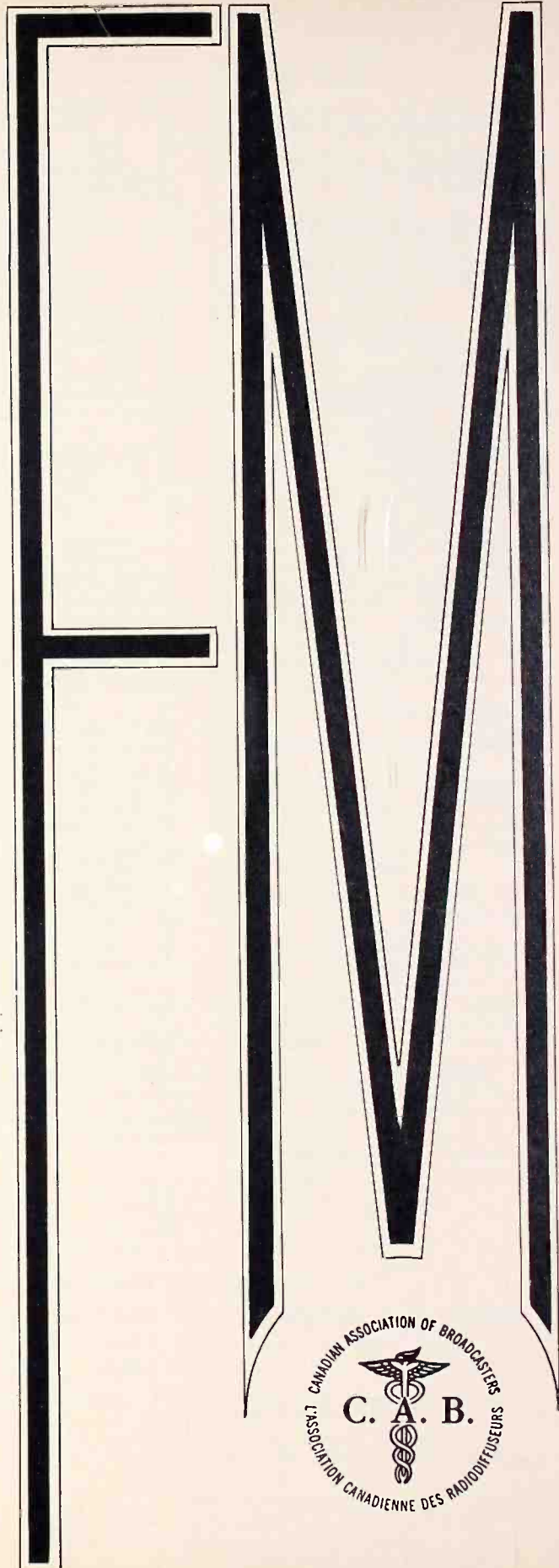
CHSC-FM St. Catharines, Ont.
CKTB-FM St. Catharines, Ont.
CKSO-FM Sudbury, Ont.
CKOT-FM Tillsonburg, Ont.
CKGB-FM Timmins, Ont.
CKFM-FM Toronto, Ont.
CHFI-FM Toronto, Ont.
CHUM-FM Toronto, Ont.
CHIN-FM Toronto, Ont.
CKLW-FM Windsor, Ont.

PRAIRIES

CKX-FM Brandon, Man.
CHFM-FM Calgary, Alta.
CJCA-FM Edmonton, Alta.
CFRN-FM Edmonton, Alta.
CKRD-FM Red Deer, Alta.
CFMO-FM Regina, Sask.
CFMC-FM Saskatoon, Sask.
CJOB-FM Winnipeg, Man.
CFRW-FM Winnipeg, Man.
CKY-FM Winnipeg, Man.

PACIFIC

CFFM-FM Kamloops, B.C.
CJOV-FM Kelowna, B.C.
CKOK-FM Penticton, B.C.
CJAT-FM Trail, B.C.
CHQM-FM Vancouver, B.C.
CKLG-FM Vancouver, B.C.
CFMS-FM Victoria, B.C.



THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

AVAILABLE - WILL TRAVEL

Young announcer for news, D.J., or commercial announcer.

Apply to:

Box 256
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

AVAILABLE AT ONCE

Announcer, one year's exp. at Ontario radio station. MOR - C&W - News.

Dave Chadwick,
 28 Koos Road,
 Etobicoke 652, Ont.
 (416) 622-2803

University grad, 25, married, TV experience, seeks junior production position. For resume write:

L. Marshall,
 1178 Brock,
 Windsor 10, Ont.

WANTED

Experienced newsman/reader/writer. Send tape, picture and resume to:

John Ferguson,
 News Director,
 ZBM Radio TV,
 P.O. Box 452,
 Bermuda.

ANNOUNCER/BROADCASTER

Graduate of Career Academy seeks employment. 30 day trial period will suffice. Will relocate. Tape and resumé available.

Box 257
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

AVAILABLE

Sales Oriented
 Diversified
 Individual

From missionary to.....
 truck driver to.....
 broadcaster to.....
 sales manager.

Send for my 18 page resume.

Gerry McKee,
 80 Avondale Pl.
 Beaconsfield, Quebec

Top Talk Talent - plenty contraver-savvy with Opinion Show - no sweat for Lawyers. Also can do funniest Trading Show anywhere. Heat, heart or humour - Showmanship is name of game. Particulars from:

Box 259
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

WANTED

Manager for Western Canada station. This is a challenge for the right young man. Our staff has been advised. Send resume to:

Box 255
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

WANTED - TV JOURNALIST

Metropolitan Ontario television station seeks producer-host for daily talk show. Deal with controversy, community involvement and human interest subjects. Excellent opportunity for bright aggressive individual. Reply in detail to:

Box 262
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ont.

MARKET — Toronto or within 100 miles

EXPERIENCE — 9 years radio comm. writing, 4 years managing departments

LOOKING FOR — Radio, TV, agency etc.

RESUME, TAPE AVAILABLE

Write to: Box 260
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

YOU NEED

A man who is aggressive, hard working, creative, knowledgeable and experienced to manage your Station. So, why don't you hire him? Only forward looking, professional operations need apply.

Box 261
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ont.

Professional photographer and audio technician leaving in June 1970 for Hawaii, Japan and China, shooting color movies, color slides and tape recordings.

Business enquiries for such needs are invited.

Box 264
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ont.

WANTED - - - ANNOUNCER

Canada's first C & W station requires a mature competent D.J. C & W experience an asset... successful applicant should desire to settle permanently with an aggressive young company offering all usual benefits. Send a complete resume, salary expected and audition tape in confidence to:

Mr. Warren H. Holte,
 Manager, Radio Station CFCW,
 Camrose, Alberta.

AVAILABLE

RADIO/TV NEWS DIRECTOR

-12 years of production experience
 -college and post-graduate degrees in broadcast journalism
 -excellent voice and delivery
 -bilingual
 -married

If yours is the type of radio or TV news operation that does not rip n' read, is already No.1 in your market, and holds on to its staff, then I want to talk to you.

Box 254
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ontario

**SOUTHERN ONTARIO RURAL AM
 STATION FOR SALE
 QUEBEC SUBURBAN FRENCH AM
 STATION FOR SALE**

Michael Jay
 Licensed Broker
 Shoreacres House
 1262 Don Mills Road
 Don Mills, Ontario
 445-8822

Brokers for purchase and sale of AM, FM, TV, CATV Systems and Media Properties in Canada and throughout the world.

CKSO RADIO

Has an opening for a commercial writer. Salary commensurate with experience. Apply in writing to

CKSO RADIO
P. O. Box 400
Sudbury, Ont.

Experienced Television-Radio personality needed for combined operation in Western Canada. Forward complete resume, audition tape and photograph to:

Box 263,
The Canadian Broadcaster
17 Queen St. E., Suite 128,
Toronto 205, Ont.

WANTED

Experienced TV technician. Please send resume to:

Chief Engineer, CFCH-TV,
Box 100, North Bay, Ont.

CONTINUITY WRITER

Some experience required. Female preferred. Write:

Manager
CJBQ, Box 488
Belleville, Ontario

HERE ARE THE ANSWERS to the SBS Demographics Questionnaire on page 8.

1 - 41.6; 2 - 73.3%; 3 - 45-54; 4 - 6.0%;
5 - 25.7; 6 - 34%; 7 - 68.0%; 8 - 44.5%.

AM-FM - we're all Radio

(Continued from page 20)

P.S.A.'s and on-the-air promos, a local personality), and add this material to our automation system, we might end up with a radio station rather than a juke box. An automation system just like any computer is subject to the GIGO law - Garbage In - Garbage Out."

Get on with promotion

The importance of promoting the FM station was emphasized by Schwartz, in support of his contention that the medium has a vast, untapped audience potential. "On the average," he said, "three of every four homes are equipped with an FM set," but penetration figures "show the sets in use in only one of every five homes.

"The problem here," he said, "is that you are not giving the audience a reason to turn on the sets they have. And even if you did have something for them, a unique format unduplicated by any other station in the market, the chances are that you wouldn't tell potential listeners about it.

Failure to promote is one of the main distinctions between FM Radio and radio in general - it's probably one of the reasons why radio stations with inferior technical facilities keep on generating more numbers than FM

stations in the same market."

Schwartz said "Granted, promotion costs money. But how many of you have gotten together with other FM broadcasters in your community and done any group promotions to help alleviate the sets in use problem?"

He told the broadcasters that "listeners are not going to choose your station unless they know about it, and unless you give them something they want and can't get elsewhere."

Offering a word of caution that "that highly-specialized, supercilious, pretentious engineering medium is gone," Schwartz told the FM operators that "if you thought your hardest struggles were establishing a reason for advertiser support in the past - you ain't seen nothing yet!"

"As an FM station you could argue that ratings were unfair to the medium. As a radio station you fight on the same battleground as your AM brother - and you've got to muster the same kind of troops and in the same numbers as he.

"I guess what I've been trying to say is that there is no reason why you shouldn't be able to compete toe-to-toe and to eventually gain full and equal parity with all radio stations in your market.

"Yes, gentlemen, "FM is dead - Long live Radio!"

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

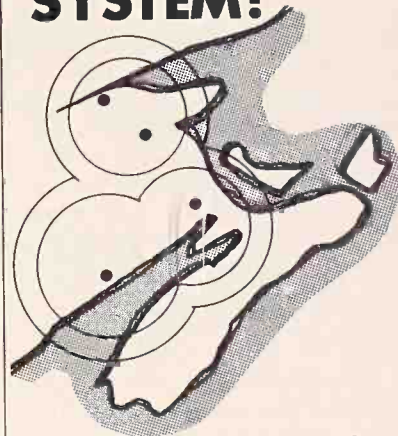
AM • FM • TV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.
3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

CATV • ETV

TELEPHONE 613-237-1038
TELEPHONE 604-437-1141

NOW COAST TO COAST COVERAGE WITH THE LIONEL TV SYSTEM!



From the St. Lawrence to the Atlantic to the Bay of Fundy, Lionel TV System now adds Saint John/Fredericton to Moncton in a new 5-Station Hook-up.

Now the largest Maritime T.V. Market. Now the tenth largest Canadian T.V. Market.

Now the first CTV coverage of the #1 Maritime T.V. Market.

• Coverage
602,000 population (Source: Nov. 1968 BBM share of hours tuned). Larger than London, Ontario; Halifax; St. Johns; Sherbrooke; Kitchener; Kingston; Regina; Saskatoon.

• LTV Stations
CKCW—Moncton
CKLT—Saint John/Fredericton
CKAM-1—Newcastle
CKAM—North Shore
CKCD—Campbellton



PAUL MULVIHILL & CO. LIMITED

TORONTO MONTREAL

Thin end of a wedge

FOR MANY YEARS, The Canadian Broadcaster has warned the broadcasting industry and business at large about the danger of government control of broadcasting. It has pointed out, time and again, that no government would be satisfied with control over this one medium of communications and that sooner or later it would expand its strangle-hold to the print media which, thus far, have been permitted to go on their way, without fear of licensing, government ownership or special restrictive regulations.

Now our prophecy has shown the first signs of materializing.

The increase of postage rates has thrown a new financial burden on the publishers which they have to cover or shut up shop. The narrowing of the areas in which the government is prepared to grant second class mailing privileges heralds a new control on the print media because these "privileges" are virtually a license to publish.

Print is the logical competitor of the commercial broadcasters, and there may be those of them who

feel the government's restrictive attitudes will react against their competitor and therefore to their advantage.

But wait a moment.

Broadcasting is important but it is only one cog in the complicated mechanism of modern-day communications. Another cog is the publishing business. The essential for both these media, individually and for communications as a whole, is freedom of speech.

So far government has contrived to impose an oblique control over what may be said over the air, if only by retaining the right to suspend or cancel a broadcaster's license. Now government has usurped a similar sway over print, because under the new legislation it is in a position to silence a print medium by suspending or revoking its second class mailing privileges.

Publishers stood by while the shackles were being applied to the broadcasting business, and did nothing. They were so wrong. Now the threat hangs over the heads of the publishers too, and they are both in it together.

Why not fire all your salesmen?

THERE IS A TENDENCY in most businesses — and the broadcast advertising business is no exception — to relax sales efforts during the summer months, on the pretext that nobody buys anything in the sunshine, because they are out on the golf course or away on vacation.

This is a fallacious idea if only because people are relaxed and therefore more prone to buy when they are on vacation. And they eat, drink, drive and clothe themselves and spend just as much, if not more, when they are away. Also while they may be away from their home radio and TV receivers, as everyone knows, wherever they go there are sets available.

This is just one point.

Closer to home — our home that is — each summer, the business press is faced with a parallel problem. Shamelessly citing ourselves as an example, advertising agencies and their clients are right now booking campaigns for the fall, Christmas and next

spring even. Yet many stations and their representatives relax their promotional efforts on the same pretext — that everyone is on vacation. This reflects in their reducing their purchases of advertising in such books as this one. "Come and see us in the fall," they say, "when we are back in the groove."

What the station is actually saying is: "Don't bother me now! I want to play golf. In the fall I'll be back with you, after the campaigns are all booked, and then I can use ads to tell the agencies how stupid they are not to have bought my stations too."

This is not an impassioned plea to stations to use more advertising in the business press. It is rather a suggestion that stations and others are missing the boat when they *don't* utilize part of their budgets to promote themselves and their services while clients and agencies are closeted behind closed doors planning next season's budgets *and* where they are going to spend them.

THE AVENGERS

CANADIAN CONTENT

starring **Patrick Macnee**
in 122 inimitable adventures
(57 in color)

Patrick Macnee and his charming colleague fight crime in their own inimitable manner with nonchalant efficiency, sophistication and charm in this exciting fast-moving series.



NEW...IN COLOR



Celebrities match skills with contestants in a hilarious, new television game in which players draw the clues for their teammates.

Starring "artists" include: Joanna Barnes, Robert Alda, Kitty Carlisle, Bert Convy, Pat Carroll, Michael Dunn, Peggy Cass, Anita Gillette, Darryl Hickman, Art James, Phyllis Kirk, Tom Poston, Monique Van Vooren, Nipsey Russel, Jerry Shane and Nancy Walker.



Personable Johnny Gilbert hosts the quiz sessions.



For complete details and availability in your market, contact:

WARNER BROS.-SEVEN ARTS

11 Adelaide St. West • Toronto 1, Ontario • Empire 4-7193

ANNOUNCING the best radio news network in Canada...

AND WE MEAN THE BEST!

Rogers Radio news network offers the most imaginative, most comprehensive, most economical packaged news program ever... and here's why.

INTERNATIONAL:

1. ABC! The world's largest radio news service, with the largest staff, more money to spend, more affiliates, giving you access to all 4 news networks!
2. Toronto Telegram news service! Voice reports from 11 foreign based correspondents to bring your listeners the Canadian viewpoint!
3. News commentators Gilmour and Fleming travelling to world hot spots!

NATIONAL:

1. Full time news bureau in Ottawa, using the most sophisticated equipment in Canada!
2. Correspondents in all regions in Canada!

FEATURES:

1. Sport news! With Ward Cornell as sports advisor!
2. Stock market reports and business analyses!
3. Paul Harvey! The internationally recognized ABC commentator!

Any or all of this material brought to you by economical broad band feed every half-hour. At a cost that's lower than ever before. Total feed is 1000 minutes a month! A whole lot more than any other news service in Canada—double in most cases! Get full information *now!* Write, wire, call or come see Vaughn Bjerre, Rogers Radio News Network, 13 Adelaide Street East, Toronto 1, Ontario. Tel: 416-362-1441.

ROGERS radio news NETWORK