

Broadcaster

MAY 23, 1968



canadian
broadcast executives
society



RADIO
CANADA

CJMS

CKVL

RADIO
CANADA

CKAC

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THE CANADIAN

broadcaster

JUNE 1965

Starting in June!

The MONTHLY
**CANADIAN
BROADCASTER**

Half as often

but

THREE TIMES AS GOOD!

MAY 23, 1968
Volume 27
Number 10

COVER STORY



PIERRE JUNEAU, CHAIRMAN OF THE CRTC, faced the nation's broadcasters, behind a battery of microphones, in Montreal, during the CAB annual meeting. He urged them to "develop a strategy for change" to cope with the many technological advances now sweeping the communications industry.

Speaking at the Broadcast Executives Society luncheon, at Le Château Champlain, Juneau said "the time scales are changing...this universe is in a process of radical acceleration".

He said "the growth of a CATV industry is posing new problems for the broadcasters, and behind it are the communications giants with their promise of lasers and pulse code modulation, and direct-to-home satellites waiting to get into orbit.

"And behind them are the computer people with their vast resources and their promise of home communications within a decade.

"For if radio follows cinema and television follows radio, what then follows TV? What is the next medium and where do you fit in?" Juneau asked the broadcasters.

"It is not enough to witness change," he said, "to shake our heads or our fingers about it, nor to simply redouble our efforts nor triple our staffs, nor quadruple the number of magazines and newsletters we must

read, nor to take a course and quintuple our reading speed. We will not catch up with this kind of change by running faster...we must learn to change scale."

Juneau pointed out that "with the speeding processes of change in all the communications fields, the intellectual and social ferment that feeds it, and the enormous financial forces gathering which will sweep it along even faster, neither you in broadcasting, nor we in broadcast regulation, can afford to take a single point of view. If we are not flexible, if we are unable to change our perspective frequently from microscope to telescope, we risk losing control. We must master the future, or serve those who do."

Speaking on the impact of satellites and the possibilities from cable in our future, Juneau said: "Local, national, continental, worldwide, space—these are the expanding dimensions of broadcasting and each dimension carries its own meaning for our lives, its own way of changing our ways of looking at things."

He added that "it is clear, that like it or not, we can no longer think of broadcasting only on the local and national level. The choice is no longer yours as broadcasters, nor ours as broadcast agency."

In view of the great changes that are coming, he told the broadcasters that "your role as probe, as innovator, as communicator, as maker of programs can only grow more important, and ours, as regulator is equally clear: to keep the lines of communications open and vigorously healthy, be they from space to earth, nation to nation, cultural community to cultural community, city to city, group to group, or man to man."

Juneau said he looked forward "keenly to the challenges that change will bring to broadcasting in the next few years, and to solving with you, in the most fruitful manner, the problems we will share."

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■ **THE NEW PRESIDENT** of the Canadian Association of Broadcasters, '68-9, is J. Ray Peters, president, CHAN/CHEK-TV, Vancouver-Victoria, B.C. He succeeds S. Cam Ritchie, president, CKLW AM-FM-TV, Windsor, Ont.

At the election, held on the final day of the 42nd annual meeting of the CAB, at Le Château Champlain in Montreal, Raymond Crépault, president, CJMS Montreal, was elected vice-president, Radio, and W.D. (Bill) McGregor, general manager, CKCO-TV, CKKW-AM and CFCA-FM Kitchener, Ont. was elected vice-president, Television.

Regional directors were elected as follows:

Atlantic: Willard Bishop, CKEN Kentville, N.S.; George Cromwell, CHSJ-TV, Saint John, N.B.; Jack Fenety, CFNB, Fredericton, N.B.

French-language: Raymond Crépault, CJMS Montreal; Henri Audet, CKTM-TV Trois-Rivières, Que.; Maurice Danserau, CHLN Trois-Rivières, Que.; Paul L'Anglais, CFTM-TV, Montreal.

ANNOUNCEMENT

INFOCOR LIMITED



H. J. FOLEY

The Directors of Infocor Limited announce the appointment of H. J. Foley as Vice President - Corporate Planning and Development. This company has been created to diversify into the total communications business the present publishing interests of the Montreal Standard Publishing Company Limited and associated companies.

Infocor Limited will seek out and develop opportunities through diversification and innovation in the Canadian communications industry.

Mr. Foley and his staff will maintain offices at 231 St. James Street West, Montreal 1, Quebec.

Central Canada: John Moore, CHLO St. Thomas, Ont.; Gordon Keeble, CTV, Toronto; Frank Murray, CJBQ Belleville, Ont.; W.D. (Bill) McGreogr, CKKW, CFCA-FM, CKCO-TV, Kitchener, Ont.; Don Martz, CFCF-TV Montreal.

Prairies: Dalt Elton, CKWX Vancouver; Roland Couture, CKSB St. Boniface, Man.; Ron Skinner, CKOS-TV Yorkton, Sask.

Pacific: W.A. (Bill) Speers, Selkirk Holdings Ltd., Vancouver; J. Ray Peters, CHAN/CHEK-TV Vancouver-Victoria; Don M.E. Hamilton, CKLG-AM-FM Vancouver.

■ **EXECUTIVE CHANGES** in the Station Representatives Association of Canada have been announced by president Ross McCreath, vice-president and general manager, All-Canada Radio & Television Ltd., as a result of the merger of two member firms, Major Market Broadcasters Ltd. and Byles-Gibb & Associates.

Bob Quinn, executive vice-president and general sales manager, Radio-Television Representatives Ltd., moves up from second to first vice-president of SRAC, due to the departure of Bart Gibb. W. Larry Heisey, executive vice-president, Standard Broadcast Sales Ltd., becomes second vice-president of the rep association, and Andy McDermott, who heads Radio & Television Sales Inc., and is secretary-treasurer of SRAC, was named to the Board of Radio Sales Bureau for '68-'69, replacing Mike Callahan of Air-Time Sales Ltd., who has resigned.

Total SRAC membership now stands at ten national firms.

■ **CHFI-AM-FM** Toronto has signed Pan American World Airways to sponsor its morning helicopter reports on Toronto's traffic conditions. The stations' twin 'copters will each bear the Pan Am markings and provide for additional promotion and publicity features throughout the year.

The one-year contract, negotiated through the J. Walter Thompson Co. Ltd. agency in Toronto, is the largest single contract ever signed by the stations with a national advertiser. It also marks continuing emphasis by Pan Am on the use of radio in its Canadian marketing program, and this year radio receives the major share of the budget.

The agreement provides the exclusive use of CHFI's twin helicopters, twice daily, to bring motorists in the metro Toronto area aerial reports on traffic movements on the major highways and secondary routes leading into the heart of the city. One 'copter serves the east end of the city, the other

reports from the western sector. The Pan Am contract gives the airline 60-second commercials, 14 traffic reports daily, plus tie-in promotion by CHFI in all major media.

Since entering the Canadian market in 1964, Pan Am has been a consistent advertiser through J. Walter Thompson Co. Ltd., which represents the airline world-wide. George D. LaRoche, Jr., Canadian sales manager for Pan Am, said "results indicate our identification has steadily increased and initial comments on our latest venture with CHFI have certainly confirmed that we are reaching the travelling public."

Richard Kostyra is media director for JWT, Bob Spence is account supervisor, and Dave MacKeen is account representative.

■ **THE "MINI-COMPACT"**, a new low-cost vidicon television camera, has been announced by Philips Electronics Industries Ltd., Toronto.

The camera is small, self-contained, lightweight and can be hand-held. It is complete with optical viewer.

Positive interlace allows full use of stop- and slow-motion techniques with video recorders and provides maximum vertical resolution.

The Mini-Compact has better than 600-line horizontal resolution on video output. An RF output is available for use on Channels 2, 3 or 4.

The camera is complete with vidicon tube and a 25 mm FL/f1.9 vidicon format lens. Other lenses and studio quality vidicons are available as optional accessories.

Circuitry is incorporated to compensate automatically for changing light levels. Acceptable pictures can be obtained with light levels as low as 1.5 ft.-candles using a fast lens.

■ **USING RADIO** has been found to be a "very effective" medium to create a PR approach for Honeywell Controls Ltd., Toronto, said William Genova, merchandising manager, computer division.

Honeywell has budgeted \$14,000 for air time alone, on CFRB Toronto and CJAD Montreal, to reach the businessman on his way to the office. "We have found the morning 'drive time' to be an ideal way to get our message across to potential customers," Genova said.

Although the copy varies, the general theme of the commercials stresses that "Honeywell makes controls...but also makes computers." No selling, just a straight PR message, but the "reminder" is sufficient to make the point we want with the customers we want to reach, Genova added.

The campaign is running in two flights between March and November, with a hiatus for the summer season, he said.

■ ■ **HARDY RADIO & TELEVISION LTD.** recently scored a first by being appointed local-regional sales reps for CBL Toronto, the CBC owned and operated station, marking a new venture for the corporation's flagship station in this field.

To fill the bill, Hardy set up a new CBL Sales Division, headed by W.J. (Bill) Pratt, who has had some 18 years experience in radio sales. He was station manager and in charge of sales for CFOR Orillia for over four years, after a stint in the Maritimes, then moved to CKKW Kitchener in '59 to become the station's first sales manager. In 1960 he sold radio network time for the CBC in Toronto, leaving a year later to become associated with the Canadian Scholarship Trust Foundation. Pratt returned to radio in '66, with CHQR Calgary, then left to become assistant to the director, during the tenth anniversary fund-raising drive at University of Waterloo.

Hardy Radio & TV have also been appointed national sales reps for CKSA-AM-TV Lloydminster, Alta., and the firm has opened a Vancouver office at 1006 Richards St., Vancouver 2, which is managed by Jim Crawford.

To cap it all, Hardy will be moving June 1, from their present location at 2 Carlton St., to their new offices at 19 Richmond St. West, Suite 301.

■ ■ **NOW HANDLING ALL ADVERTISING** for Crown Zellerbach Canada Limited, the Toronto-based Goodis, Goldberg, Soren Ltd. agency has added the firm's consumer products account, formerly held by Goodwin-Ellis, to Crown Zellerbach's national corporate account which GGS has had since May 1966.

The new consumer account, which covers Crown Zellerbach's "Zee" line of bathroom tissue, napkins and paper towels, will be serviced by GGS's office in Vancouver, where the Crown Zellerbach headquarters are located. CZ ad manager is John R. Cox, with John Massey as account supervisor for GGS.

■ ■ **ARDIEL ADVERTISING AGENCY LTD.**, Toronto, has been appointed to help promote the growth and expansion of Corner Stores, a chain of over 25 "family convenience neighborhood stores", in the Niagara Peninsula area, with headquarters at St. Catharines. The group plans to triple its outlets this year, in the southwestern part of the province.

The appointment followed Ardiel's success in the same field for Mac's

Milk Stores in and around Metro Toronto.

Promotional plans for Corner Stores are underway at Ardiel, with George McGowan as account executive.

Returning to Ardiel, after a shift to another agency a year ago, is Lighting Unlimited, a major retailer of lighting designs and fixtures in the Metro Toronto area. Mel Sprackman is account executive.

■ ■ **A 24-HOUR BLACKOUT** prior to the June 25 federal elections will be imposed on radio and television partisan news, it has been announced by the Canadian Radio-Television Commission.

For years, the Canadian Association of Broadcasters has been working towards relaxation of the regulation which calls for the suspension of such broadcasts for 48 hours before the opening of the polls, so this is a half-way victory for the CAB.

The 48-hour ban was imposed by the Elections Act and automatically ratified in the regulations of the BBG. But the new Broadcasting Act reduces the period to 24 hours.

Broadcaster called Arthur Harnett, then news director of CFRB, who until recently represented that station and the Standard Radio Group in the Ottawa Press Gallery. He was last week nominated Progressive-Conservative candidate for the western Toronto suburban riding of Etobicoke. He has just resigned his CFRB post because he feels strongly that people involved in making news—such as politicians—should not be in the business of reporting it.

Harnett said that, in his opinion, rather than doing away with the ban on broadcasting, it should be maintained, not just for broadcasting but for newspapers and all media, because this would afford the needed protection without discriminating against radio and television.

As regards the apparent inconsistency between the Elections Act and the Broadcasting Act, Harnett says he understands any new piece of legislation automatically replaces any existing statute. Chief Electoral Officer Jean-Marc Hamel is quoted as subscribing to this view.

■ ■ **THE JUNE 18 PUBLIC HEARING** of the Canadian Radio-Television Commission is cancelled. "New responsibilities under the Broadcasting Act of 1968 indicate the immediate necessity of further detailed studies in many areas of broadcasting," the CRTC says.

"These include: examination of AM and FM broadcasting policies; the development of TV service; the development of policies regarding a renewal licence for CTV network; determining policy and procedures regarding CATV systems."

congratulations to . . .

CJOC Radio Station of the Year 1968



"The John J. Gillin Jr. Memorial Award" was presented at the annual C.A.B. convention to Manager John McColl on behalf of his station's outstanding contribution to the community it has faithfully served for 42 years.

cjoc lethbridge . . .
a vital part
of southern alberta radio

represented by



All-Canada Radio & Television Limited

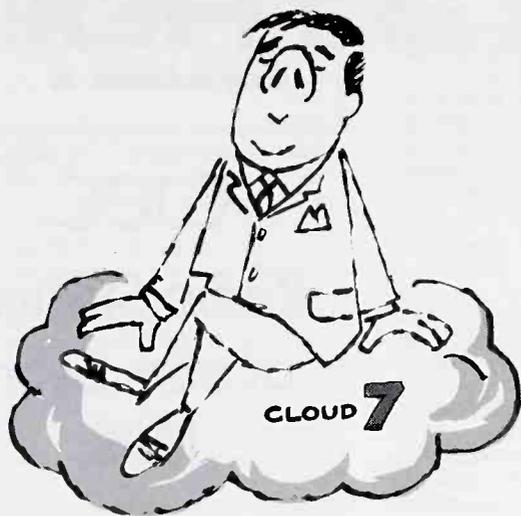
TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD

SAN FRANCISCO

by Ian Grant



The Advertiser who found that WINNIPEG has one of the HIGHEST CASH INCOME GROUPS in Canada

Winnipeg-ers haven't discovered their affinity to Texans (yet), but they're on the way. Already 18.8 percent of Winnipeg households have incomes over \$10,000 per year . . . and that's tops.

And Winnipeg is just on the brink of being even richer. For it's the hub of Manitoba which is growing faster than any other province in Canada.

Winnipeg is the hub of Manitoba . . . where today, a \$1 billion-dollar hydro development on the Nelson River provides work for 3,000 workers. And in 1969 will start to lay down low cost power in the southern Manitoba grid that will lure industrial development to the Winnipeg area.

Winnipeg is the hub of Manitoba . . . where a 100 million-dollar expansion program is enlarging the world's largest nickel mining and smelting complex . . . where a \$30 million dollar chemical fertilizer plant has just been completed . . . where \$14 millions have just been spent on two distilleries . . .

How do you tap this
Wealthy Market?
C-JAY-TV . . . of course!

Put your dollars where they'll develop impact . . . buy your time on the station with the full coverage. Then your message reaches the high income groups. C-JAY-TV reaches the 4th largest concentration of consumers in Canada. It carries all the CTV network shows as well as providing local flavour tuned to the local sales picture.

C-JAY-TV



WINNIPEG
first in the 4th Market

*All data derived from Globe & Mail, Jan. 16, 1968.

HOSPITALITY SUITES were on the decline at this year's ACA Conference and next year there are likely to be even fewer.

The reason? The hospitality suites at this major convention have become the stomping ground for too many freeloaders in the business and on top of the list of offenders are very junior advertising agency personnel, chucking their weight around for the first time to the exclusion of their seniors.

At the ACA, the various media, broadcast and print, go to a lot of trouble and expense setting up elaborate suites to entertain ACA delegates and senior agency executives. This is a traditional method of saying thank you to clients and agencies for their business over the past year. It also gives them an opportunity to meet people who heretofore have been only names.

This is the purpose, but what happens is something else. By some form of communication faster than the speed of light, the word gets out that there is free booze at this and that suite, and glorified office-boys, assistant to assistant to assistant media buyer, along with a generous sprinkling of miniskirted secretaries converge on the Royal York and turn these suites into nothing short of disaster zones.

The result is damage — and this is no exaggeration — that is hard to believe, let alone understand. Chunks of plaster torn from the walls, broom burned by cigarettes to the point of replacement and property destroyed "just for kicks." Coupled with this is a waste of alcohol which at today's prices is criminal.

Those whom the suites are intended to serve, convention delegates and important agency people, tend to avoid visiting hospitality suites. Those who do brave it run the risk of having their wives insulted and getting their clothing burned or drenched in beer, provided of course they can squeeze through the door.

Client representatives frequently find themselves trapped by some aspiring agency junior, with one or two drinks under his belt, who proceeds to tell him how lousy his present advertising is and what a much better job his agency could do, if he had his say. And media representatives, very often in their own suites, are reminded about the amount of money being spent with them by 'this junior's agency' and advised to mind their manners or else!

There can be no question that the agencies would like this nonsense stopped just as much as those who operate the suites. It is quite possible that management at various levels within agencies are not aware of the situation. If they were it is almost certain they would put an immediate stop to it.

Perhaps one solution lies in the reported action of one agency president, who apparently issues instructions that those other than executives, account men, media people and other authorized personnel, who visit hospitality suites will be instantly dismissed.

On the other side of the fence media should stop issuing carte blanche invitations. Maybe a way can be found to promote meaningful agency attendance by specific invitation.

A letter or phone call to the agency heads or account supervisors or media directors asking them to extend invitations to various persons on their staff would be preferable to mailing invitations to everybody in the shop with the P.S. — Bring a Friend.

Whatever the solution, one must be found. Hospitality suites are a worthwhile part of any large convention, but unless a reasonable degree of law and order can be restored, a useful and congenial place for meetings of the minds of important people from both sides of the desk, for the exchange of valuable knowledge and information, may be lost to the whole advertising industry.

A message to advertisers and, more especially, the media

Reprinted from the ACA Daily Broadcaster of May 1, 1968

Public dissatisfaction with advertising, together with the government's willingness to listen to and act upon the criticism of vocal but numerically insignificant critics, unchallenged by Business, is the major problem confronting this year's Conference of the Association of Canadian Advertisers.

Definitely, most of the destructive and otherwise harmful carping is completely invalid, the by-product of the cerebral miscarriages of people whose instinct it is to write: "Isn't it time that something was done about...?" and then sit and ponder just what to attack.

There can be no quarrel with criticism, however invalid or inconsequential it may be. At the same time, some of it—perhaps even most of it—needs to be considered and answered before it is committed to the waste basket.

The first step is to sort out letters and other communications from a growing breed of prostitutes, whose only motive is to get their names on the air or into the papers.

The only possible result of answering these is to give their senders the satisfaction of hearing or seeing themselves quoted, and of encouraging them to keep on rocking the boat with more of the same.

Publicizing this kind of garbage is not only handing these people exactly what they are after; it is also suggesting to other windbags that they climb on the manure spreader and add their blasts to the stench.

Next comes the dangerous type. These are the ones who are possessed of a certain amount of knowledge, but are confused by the rantings and ravings and can only be set back on the track if they are given the true facts to counter the misconceptions. These are thinkers, though misdirected, and setting them right involves no major problems.

The third and ripest blister on advertising's heel, is the individual advertiser whose abuse of advertising, and probably business practice in general, festers in the public mind to such a degree that it honestly believes that not just this one advertiser but all advertisers are misleaders of the young, purveyors of lust, accessories to extravagance, promoters of alcoholism, ambassadors of excess and perverters of the truth.

Correcting this sort of impression is the real task that confronts business in general and advertising in particular today. And this correcting process is very simple.

First of all get rid of the cause of the unfavorable image.

An image is a simple reflection of an object. If the contours of the object are changed, the image will be altered also. If the object is marred by some sort of disfigurement, repalring or, better still, removing the disfigurement is the only way in which the favorable look of the image can be restored.

The analogy is obvious. The only way to restore a favorable image to advertising is not just to correct but to destroy completely the germs of poison and disease which have already begun to contaminate its lifeline, and to destroy them now, before they can spread over their victim's entire frame.

There are those who believe that this can only be brought about by act of parliament and restrictive government tribunals. But they are so wrong.

All government legislation and restrictive regulation can achieve to prevent alcoholic excess is to burn, or at least close down, every brewery and distillery.

In the same way, in order to protect the public against fraudulent or other harmful advertising, government can only curb or restrict all advertising, including its own, the good along with the bad, thereby undermining the country's

entire economy and labor market, and destroying the well-being of everyone who works for a living.

What is the alternative?

As long as most people make their livings—directly or indirectly—by selling something, there will be frauds, cheats, liars and other miscreants. This is not an expression of opinion. It is a realistic statement of plain fact.

One possible but unfortunate remedy would be the complete outlawing of the whole system of buying and selling, replacing it with another method, under which the state would be the supplier of everything including employment, our needs would be doled out by government depots, or those needs the authorities believed should be filled, and we would work in repayment for these benefactions wherever and however our masters in the East Block decided we should. The Russians have a name for it. They tried it once, but somehow or other they didn't seem to like it.

In our North American way of life, upright and decent men and women of business will always have their ranks dotted with unscrupulous schemers who will stop at nothing in their pursuit of a dollar.

Acts of Parliament can achieve nothing with these, except make them redouble their efforts not to get caught.

Codes of ethics and such devices would always be observed punctiliously by the decent majority, who would live by the standards they set even if they had never been written. The others would use all their ingenuity, with which they are well-endowed, to scout around the rules.

The one remaining accessory to the production of advertising, from the producers and sponsors of a TV spectacular to a ten second spot, from a color page in a newspaper to a show card on a garbage can, is the medium itself, without which no advertisement of any kind can ever appear.

Do enough media undertake the truly gargantuan task of screening material before it goes on the air or into their book, to make sure it is in accordance with the canons—their own canons mind you—of propriety and taste?

Media of advertising, which have no direct hand in the construction or compilation of a piece of advertising, are responsible, in the eyes of the law, for whatever goes into it. The broadcasting station or publication which airs or publishes a libelous or slanderous statement is as liable in the courts as the individual or organization which originally uttered it. Here is one reason for pre-publication screening, by a responsible person. But there is a further point.

It is quite a pill to swallow, but if undesirable advertising is to be kept from exposure, no one except the medium is in a position to tell the advertiser or his agency it is not acceptable.

This entails more than internal censorship on the part of the medium, because, in many circumstances, it will require that the medium have a working knowledge of the product or service involved.

This does not just mean the functions of the product, but, for example, its true value on the market against an alleged 25 or 50 per cent saving. In medicinal products he would have to be able to assess the claims made for a pain-killer pill or even more intimate products.

The name of the (advertising) game is sales. But as with most games, there is a book of rules. If we don't make them "house" rules, that is to say rules that are self-imposed, there are bureaucrats in our country's many governments who are just busting to make them for us, and, let's face it, this is exactly what they are doing right now.

BRANCH OPERATIONS have become a necessity for large and medium size Canadian advertising agencies. Even some small agencies have found it practical to have close connections with similar-sized agencies in other cities.

The trend towards branch offices or affiliated firms is due to continue, agency executives reported.

Most recent expansion move is that of Vickers & Benson Ltd., which earlier this year added three western Canadian offices at Vancouver, Edmonton and Calgary to its Montreal and Toronto operations, through the purchase of Goodwin-Ellis Advertising Ltd. of Vancouver.

Expanding business requires branch advertising agencies

by James Montagnes

"National accounts need national service," president Bryan Vaughan of Vickers & Benson pointed out, in connection with the merger with the western firm. "We have to have service offices for national accounts. The Goodwin-Ellis firm had mainly regional business, and to this has now been added our national business.

"We feel that branch offices should be self-supporting. If there is not enough national business, there must be regional business. Some national accounts work east instead of westward. This growth from western business towards the east is bound to increase."

This attitude, that branches must be self-supporting, was confirmed by other agencies with branch offices.

"Our branches are completely self-autonomous and self-contained," said Murray Turner, vice-president of Cockfield, Brown & Co. Ltd., Toronto. The firm has offices also in Montreal, Vancouver, Winnipeg and London, Ontario.

"Origination of advertising is in the local offices, but from our main offices at Toronto and Montreal we give assistance in research, broadcast production, and in French-language campaigns," he said.

"We have found that French-language programs are best done in Montreal, for when we move French-speaking staff to Toronto they tend to lose the French idiom and speak more English."

Cockfield, Brown has a direct phone line between offices for fast communication and does all accounting with a computer at its head office in Montreal. A similar head-office billing and

accounting operation—but without a computer—is done by Ardiel Advertising Agency Ltd., Toronto, with offices at Hamilton, Ottawa and Montreal, plus an affiliation with Gordon Rowntree & Co. Ltd. in Vancouver.

"Our Hamilton office is autonomous," said Ross Elcombe, supervisor of client services and Toronto branch manager. "The Hamilton office does its own creative work. The Ottawa office calls on Toronto for research and media planning, but handles its own accounts in its area.

"The Montreal office, which was merged with Monpar Inc., about a year and a half ago, operates as a regional agency, mostly with industrial accounts. We maintain an affiliation in Vancouver, as we have not sufficient business to open our own office there," he said.

"The branches operate largely on their own, receive marketing help from Toronto, and help from Montreal where the Quebec market is concerned. We have periodic meetings with branch officers at Toronto, but there is no plan to move executives from branch to branch or to Toronto."

The Toronto office of Ardiel helps its branches with new business presentations, for it believes branches should develop their own business. Broadcast business has increased in recent years and there has been a steady growth in television business, both in black and white and color. Much of this is handled from the Toronto head office, but some radio accounts and programs are handled from the branches.

There is no plan for a computer system in the immediate future, at Ardiel.

At Vickers & Benson, there is some movement between personnel of branches to provide a cross-pollination. Executives from branches are brought in to major offices to participate in client planning meetings and discussions.

Branch offices are not confined to large and medium-size agencies. Some of the smaller ones have formed a network to compensate for not having their own branches. Such is the Trans-Canada Advertising Agency Network, a co-operative group of independently-owned advertising agencies.

"The network was formed by six agencies in June 1962," explained Bill Whitehead of Whitehead, Titherington & Bowyer Ltd., Toronto. "Ours was the original agency, and we formed the network along the lines of eight similar networks in the United States.

"Our membership consists of one exclusive agency in strategic non-competitive marketing areas throughout Canada and other adjacent marketing areas," he said.

"We have members in Vancouver, Calgary, Edmonton, Winnipeg, Kitchener, Ottawa, Montreal, Quebec City, Halifax, St. John's, Kingston (Jamaica) and London (England).



ELCOMBE



WHITEHEAD

"We have non-attending members in Tokyo and Osaka, Japan, and affiliates, but non-members, in a similar network formed in 1963 as the Advertising Society of Great Britain. Currently we are recruiting a member in New York City, and looking at possible members in Hamilton, Windsor and in Saskatchewan.

"There are a great number of voids in Canada where there are no advertising agencies, and we feel there should be small agencies in some of these areas which our network can assist."

The members of the network—they average annual billings of about \$1,000,000—serve each other, act for one another in areas not represented. Most do not belong to the Institute of Canadian Advertising, but there is a possibility that some day, the entire network may apply for membership in ICA.

The network handles complaints of unfair treatment of any members by media and clients, has developed a degree of professionalism, makes joint presentations for national business, splits commissions for its services, and meets each June in a member city.

This June, the meeting will be held in Toronto, at which time there will be discussion of opening the membership to a maximum of six members in each

major market and launching network presentations to larger accounts which now favor the larger agencies.

"Through the network we are able to do jobs together," Whitehead explained. "We have available more branches than the largest agency, we do research together, help each other in hiring staff, screening accounts and personnel, creative consultation, check placements for outdoor advertising and occasionally for radio station placements, assist each other in obtaining media franchises and getting new agencies started. We hope next year to have our member agencies connected with Telex for more meaningful operations."

President of the agency network this year is Manny Dunsky of Dunsky Advertising Ltd., Montreal; vice-president is John Doherty of the agency of that name in Ottawa; secretary is John Brousseau of Dubuisson Publicité & Conseil Inc., Quebec City; and treasurer is Stan Lorrimer of Kitchener.

This survey of agencies with branches shows there is a definite trend away from having the branch as purely a service office.

Today branches are producing business and are being developed to be profitable operations in their own behalf.

Radio Network

Hallman heads CBC radio network now headquartered in Toronto

EUGENE S. HALLMAN, 49, vice-president, programming, for the CBC at the Ottawa headquarters, has been appointed vice-president and general manager of the Corporation's English networks division, and will be stationed in Toronto, effective July 1.

CBC president George F. Davidson, who made the announcement, said "our decision to locate the head of the English networks in Toronto, rather than at Ottawa, means that our network programming and operations officers will have direct and immediate personal access to the senior officer in the division."

Hallman will have full responsibility for the direction and provision of CBC English language network program services throughout Canada, as well as for administration, operation and development of all the CBC's Toronto television, and AM-FM radio facilities.

Born in 1919 in a farm near London, Ont., Hallman is a 1942 graduate of the University of Toronto, where he majored in English language and literature. He joined the Meteorological Service of Canada, and later was attached to the RCAF and the RAF as a civilian meteorological instructor and forecaster.

Hallman became associated with

the CBC during the late '40s as the free-lance author of a number of documentaries and drama scripts in the field of public affairs. He joined the Corporation in 1950, as a program organizer in the labor and business fields, and was given the responsibility for the documentary series *Cross Section*. In '54 he became assistant supervisor of talks and public affairs, and from '55-'57 he also acted as supervising producer of TV public affairs programs in Toronto.

He was appointed director of radio network programming in April 1957, and in September '58 became director of English radio networks.

In October '59, Hallman was named to the post of director of English network programming and four months later became vice-president, programming.

Hallman was chairman for several years of Intertel, the International Television Federation, engaged in the production of public affairs programming of an international nature. He is also a member of the board of trustees of the Broadcasting Foundation of America. Internationally-known, he led the CBC delegation to the recent Commonwealth Broadcasting Conference in New Zealand.

you
can't
beat the
flexibility
of spot
television

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

For the right stations in
the right markets con-
tact your Paul Mulvihill
representative.



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

I speak nearly every language on earth...
 In the air, planes have faith in my call;
 On the sea ships heed my storm warning;
 People driving cars share private time with me;
 I sing songs;
 I hurdle iron curtains to speak of freedom;
 I go on picnics;
 I sit up nights and chat;
 While you sleep I work;
 I come with the orange juice and stay all day;
 I report news to the city, the nation, the world;
 I'm serious, entertaining;
 I'm fun and games;
 In emergency people rely on me;
 I'm a minstrel who tells tales and serenades lovers;
 I'm the death announcement of a president;
 I'm the mighty tracker
 Who'll help find a lost puppy or a small boy;
 I'm as small as this shrinking world;
 I'm large as life, for...

I am radio and people listen

Following this introduction which was suitably embellished with graphics, Mel Cooper, CKNW New Westminster, proceeded to prove it in a presentation to the Canadian Association of Broadcasters in Montreal earlier this month.

Cooper took his audience on a guided tour through Radio's Golden Year—1967.

That was the year, he said, when Canadians bought new radio sets at such a rate, that, if it continues, there'll be more radios than people in this country by 1970.

In 1967 Canada had more than 16,660,000 radios in working order—just about four times the total of all daily newspapers circulating in Canada on a given day.

Canada made huge strides in the science of listening surveys in 1967. One thing we learned, said Cooper, was that radio in Canada is more efficient than it is in the United States. The reason is simple.

"The Americans have more radio stations per capita, ten times the population, but fifteen times as many stations. It works out that there are 59,000 people for every station in Canada, but only 33,000 for each station in the United States."

Why was it a Golden Year?

Radio in Canada does not suffer the severe audience fragmentation that plagues the U.S. stations. Couple that with the fact that Canadians spend

more time with radio—up to 65 per cent more—and decisions based on American thinking, habits or experiences cannot be applied to Canada, he said.

Many clients and agencies, Cooper continued, did take a good hard look at Canadian radio last year. They liked what they saw and heard. That's why 1967 was such a golden year.

Coca-Cola became Canada's largest radio advertiser with an increase in their budget of 39 per cent. Right behind Coke came the next biggest radio advertiser, who invited us to get involved with the fastest growing outdoor sport—Wide Trackin'.

General Motors increased their budget 31 per cent. Along with Coke they spent over \$1,500,000 each in radio.

Imperial Tobacco turned out to be a million dollar advertiser and bringing in the largest dollar volume increase of any advertiser—almost \$700,000 more than 1966 which moved it from eighth to third place.

All told, 65 of the top 100 national radio advertisers had considerably bigger budgets last year than they had in 1966. Overall national revenue was \$37,000,000. The year's gain—almost 13 per cent.

What were the other media doing? Cooper said newspapers found their share of the national ad pie reduced. And while everybody's costs were up, radio was the closest of all to holding the line.

As example he said, for what it would cost to produce a good TV spot;

or a good outdoor billboard; or a good "hi-fi" newspaper insert, you could create and put on the air a high frequency radio campaign in Canada's top three markets, for a period of three months.

Who? What? and Where?

The BBM Personal Diary was introduced in 1967. This, said Cooper, enabled us to prove what we have been saying all along—that more people are listening to radio more often.

The personal diary has done much in the field of demographics, and this in turn enables the time buyer to zero right in on the target—getting the highest concentration of potential customers for his specific client's product.

"We know it's no longer sufficient to rate an audience in one lump! Now we talk in terms of 'who' and 'what' and 'where', by processing figures on sex, age, education and occupation." There is little, he said, that advertisers would want to know that we cannot find out.

To illustrate the amount of time spent with radio, Cooper said he had never heard of radio being named as a correspondent in a divorce case and yet radio spends better than 30 hours a week with the average Canadian housewife.

We even manage 18 hours a week with the working woman!

Moving to creativity, Cooper said

it is now being used in radio to excellent advantage.

Not one red cent, he said, should be spent on anything that lacks creativity.

Advertisers should demand it of their agencies and of the radio station whose time they buy.

Of advertising agencies Cooper asked: "Where are the really top creative members of your team? Are they writing for radio? That's where some of them belong. And yet in most agencies, the best writers are over in the TV or print departments.

"And do you know why? Because they have to be near the art director. Isn't that lovely? There they are—still cuddling up to their graphic nannies, when they should have their professional umbilical cords cut—and told to write for radio—where there is a challenge," he said.

"You take Coca-Cola or General Motors or Imperial Tobacco—spending more than a million dollars each in radio. Do you think they'd permit some greenhorn to work on their copy? Not for one second. And yet some agencies have nothing but greenhorns in their radio departments," he said.

Citing an example of creativity at work at the buying level, Cooper said: "A major drug firm had a weekly budget of \$9,000 for the Toronto-Hamilton market. Using the latest media research techniques, a reach and frequency analysis was undertaken to determine the optimum method of spending this money in broadcast media.

"Used in all prime time television alone, that budget would have resulted in a weekly reach of 75 per cent—4.3 times per week."

The next step in the study was to broaden the base of the "TV only" purchase with a mix of half daytime and half prime time. This resulted in a marginal increase to 76 per cent reach 4.5 times per week. A more dramatic improvement was yet to come, he said.

"That was when 20 per cent of what had been an all-TV budget was pulled out of television and diverted into buying the top four Toronto radio stations on a run-of-schedule basis.

Suddenly the reach zoomed way up to 85 per cent and the frequency increased by half to 6.4."

Let's look at print

The same thing, Cooper continued, applies to print.

"How many all-print budgets do you suppose would be more effective if a portion of the money was re-routed to radio? It's repetition that moves products. It's radio that provides the repetition that can re-inforce the basic sales message carried in print.

On a subject very close to his heart, Cooper moved on to promotions. "Admittedly you can always find someone who'll complain that radio promotions just aren't offered or bought anymore," he said. "But one major rep firm has sold more than 80 national clients on radio promotions since last September.

"Not the 'what-can-you-do-for-me-for-nothing' promotions—but specifically-tailored promotion ideas that were constructed to give products a sales job in the arm. Ideas that tackled problem areas head-on. Ideas that tied together the sponsor's salesmen on the road, the distributor or dealer and the advertising on the air, in a consolidated effort."

Client-agency co-operation

In the area of working with clients and agencies to make advertising perform better, radio has excelled, he said.

"Stations have met with local sales forces, enthused them about advertising, developed point-of-sale aids, created consumer incentives.

"Many advertisers knowing the value of this assistance, did the smart thing. They didn't say 'you'd better do this or that if you want the business', because nobody does their best under duress. They approached promotion on a businesslike basis.

"They got some of the best sales promotion people you'll find in the country working for them—the people you'll find in the promotion and sales departments of the local radio stations. And because they were willing

to listen to ideas and pay a fair price for them, they were successful.

"Unfortunately," Cooper said, "too often, advertisers turn to radio only when they're in trouble and say 'help pull us out'. Then when the immediate problem has been solved, they go back to the 'other' medium they were using before radio was asked to put its finger in the dike."

"Radio," Cooper concluded, "is not limited to one role. It cannot be restricted to one approach in buying or selling. It must be thought of as a major medium, as a supplementary medium and as a rescue medium."

All of the creative work and coordination for this presentation was handled by Creative Sight & Sound of Toronto, a firm operated by ex-CHUM staffers, Alan Farrell and Ben Wilson.

Equipment

CGE appoints

Peter McDonnell

for Southern Ontario

J. PETER McDONNELL has been named broadcast equipment sales rep in southern Ontario for Canadian General Electric Co. Ltd.

Formerly export sales rep for the company's line of broadcast equipment, he will be succeeded in this post by J.H. Judge, who will have the additional responsibility for broadcast sales in the northern Ontario region.

J. D. Pugsley, CGE manager, broadcast sales and planning, said the appointments reflect the steady growth of the market for radio and TV equipment both in Canada and throughout the world. "Southern Ontario in particular," he said, "is undergoing quite rapid expansion in radio and television station facilities."

GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS — ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

GROUP ONE RADIO LIMITED

MONTREAL

932-8357

TORONTO

923-0919

WINNIPEG

942-1892

VANCOUVER

682-6391

Improvement of Parliament through television depends on future conduct of governments and future conduct of broadcasters

TELEVISION'S REACH AND IMPACT are having a profound effect on our lives, by changing the face of Canada, affecting social structures, and increasing public interest and participation in politics, said Prime Minister Pierre Elliott Trudeau.

In his first formal public address since becoming head of the government, and speaking alternately in impeccable English and flawless French, Trudeau told the 42nd annual meeting of the CAB, in Montreal, that "as a politician I am impressed by the rapidity with which television catches the public's attention and the universality of its reach."

He said television is challenging political parties to do a better job of keeping in touch with the desires of the rank and file, and there is a real need for "two-way communication between the government and the people."

Trudeau said it was "easy to predict that television will be a more important factor in the coming election campaign than it has been in any previous one." But he stressed that although television made direct confrontation with the electors possible "the apparent intimacy of television is combined with a protective remoteness. The spectator can always slam the door on an unwanted intruder by switching channels."

In adapting to present day requirements and the rapidly changing economic requirements, Trudeau suggested that "when the government plays such a central part in our national existence, we must find ways to improve the decision-making process of our legislatures and the allocation of time to ministers and members."

"I realize that any suggestion for change will immediately be greeted by accusations of disrespect of Parliament," he said, but "if Parliament does not change with the times, it is doomed to obsolescence."

TV in the Commons

Noting "a controversial subject of interest to broadcasters is whether television should be allowed in the House of Commons," Trudeau said he himself had "no objection in principle to such coverage," but asked "would it be to the advantage of the House of Commons or the television spectator?"

He pointed out that "there is a widespread impression that the House of Commons is a continuous show and that members are paid to be entertaining," but on the contrary, many Commons activities are routine and tedious by nature, and in his view, "many conscientious and effective members are not brilliant orators," while on the other hand "some of the most popular orators are among the least useful members."

"Too extensive exposure might encourage oratory at the expense of constructive discussion of legislation," he added.

The PM said Commons committees are handling more and more of the work load that used to be carried by the full House, and "if House sessions are to be televised, it might also be advisable to cover committee meetings."

Canada's new government leader said he believed, on the whole, "that television is improving our politics," but added that his optimism "is tempered by two reservations, one which concerns the future conduct of governments, and one which concerns the future conduct of broadcasters."

Contrary to the policy in many countries where the program content of broadcasting is directly and exclusively controlled by the government, providing "a one-sided view of current events," Trudeau said "in Canada, we have developed a system in which the program content of our radio and television is insulated from direct political interference."

He was quick to add that "this situation must never be taken for granted," since there was "constant pressure from many members of the public and from certain politicians, for political directives which would restrict content to suit one set of views."

Trudeau told the broadcasters that "as members of your association, because of the persuasiveness and pervasiveness of television and radio, you carry a heavy public responsibility."

"Broadcasting can be used to promote sensationalism and demagoguery; it can wantonly ridicule our political institutions and debase the traditions and values of our society; or it can be used as the greatest instrument of public communication ever devised."

Broadcast News names Dr. Fred Lynds as president

HEADING BROADCAST NEWS LTD. as the new president for '68-'69, is Dr. Fred A. Lynds, president and general manager, KCMW AM-TV Moncton, N.B.

He succeeds St. Clair Balfour, president of Southam Press Ltd., Toronto, whose resignation from the Board of Directors was accepted at BN's annual meeting in Montreal.

Lynds, a BN director for seven years, served as vice-president in 1967.

J.R.H. Sutherland, publisher of *The New Glasgow News* (N.S.) who succeeds Balfour as president of The Canadian Press in April, was elected vice-president of BN.

W.B.C. Burgoyne, publisher of the *St. Catharines Standard* (Ont.), owners of Radio Station CKTB St. Catharines, succeeds Balfour on the BN board, and Norman Smith, president and editor, *The Ottawa Journal* succeeds Aurèle Gratton, publisher and general manager, Ottawa *Le Droit*.

Other members of the ten-man board are: W.A. (Bill) Speers, vice-president, Selkirk Holdings Ltd. (B.C.) and a director of CKWX Vancouver; Jack M. Davidson, manager, CJAY-TV Winnipeg; Douglas C. Trowell, manager, CKEY Toronto; Jean A. Pouliot, manager, CFCM-TV Quebec City; W.J. Blackburn, president and publisher, *The London Free Press*; and Beland Honderich, publisher, *Toronto Daily Star*.

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Internal station communication needs instant traffic control

A STATION'S TRAFFIC DEPARTMENT is the very heart of any station's operation, and much of a station's success depends on the efficient functioning of this department, said Dick Misener, of Communications Associates Ltd., Toronto, in a special presentation on traffic at the CAB annual meeting May 7.

Misener said the AM radio broadcaster is permitted by the CRTC to air 250 minutes of advertising in any single 24-hour period. "This means there are about 90,000 minute-units to be handled every year."

Vin Dittmer, Misener's partner, said there are five main systems that are used to record traffic information. "What we need is a system that has what you could call X-ray vision potential, is easy to change, and lends itself to swift preparation of easily-understood management reports."

He said "The X-ray vision potential means the ability to get a fast overall picture of the complete situation."

The simplest system uses master reservation sheets, measuring two feet across by 18 inches deep, using one sheet for each hour, 24 per day, and recording the usage of each air minute and fraction of a minute, names of contracting sponsors and unsold time. But, Dittmer said, "this is bulky, heavy, space-consuming, large, and involves manual labor. Therefore it is least suitable."

Systems with increasing suitability were those which used one card for each day; large wall charts which provided swift, visual comprehension; small cards for each commercial program or time position in the week; and pre-punched cards using magnetic identification tapes. "The punched card system," he said, "though more expensive, had no serious disadvantages."

He told the broadcasters that "when you're improving your information system, you should also con-

sider the old saying that a system is only as good as its operator. Several Canadian stations give a bonus to the members of their traffic departments when advertising time usage increases," he said.

"You can set a level at which you will pay a bonus, then possibly pay again for each succeeding percentage

point of increase.

"The traffic department keeps salesmen aware of the unsold time periods, and can give management a comprehensive picture of past performance and future expectations.

"So, it's worthwhile to give people in this department an incentive," he said.



you take
your
local
news...

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

CFPL-TV serves Western Ontario—*completely*.



**CFPL-TV
LONDON
CANADA**

Will air all Alouette games on CFCF Montreal

CFCF MONTREAL and the Montreal Alouettes have completed negotiations to enable CFCF to carry all home and away games of the Al's during the 1968 season. These will include three exhibition games, 14 regular season games, and the play-offs. Signing the contract were Tony Golab, Alouettes' GM, and Ken Dobson, general manager, CFCF Radio. Tex Coulter will handle the color commentary and 'CF sports director Dick Irvin will do the play-by-play.

One AM one FM and one TV station are "Stations-of-the-Year"

R.A. (Bob) Reinhart (left) accepts the "Television Station of the Year" award from Paul L'Anglais, on behalf of the CAB.



The "FM Station of the Year" award, in memory of the late Lloyd Moffat, was accepted for CJMS-FM, Montreal by Raymond Crépault, from Paul L'Anglais, on behalf of Moffat Broadcasting Ltd.



CAB's "AM Station of the Year" award was accepted by John McColl, CJOC Lethbridge (at the microphone).



Jacques LaRoche, CJLR, Quebec City (right) was the winner of the BCAB/WAB/CCBA/AAB award of a Canadian painting.



The new "H. Gordon Love News Trophy" was carried off by Ron Laidlaw, CFPL-TV, London.



Charlie Edwards of Broadcast News was presented with a copper plaque, by the CAB in recognition of his continued service to the industry.



STATION OF THE YEAR AWARDS presented at the annual dinner of the CAB, ending the 42nd annual meeting in Montreal, went to CJMS-FM Montreal, CFPL-TV London, Ont. and CJOC Lethbridge, Alta.

All three stations received their award "for single or continuing contributions to any form of community service." It was the second consecutive annual win for CFPL-TV London, which also won the H. Gordon Love News Trophy for having made "a significant contribution to the improvement or availability of news to broadcast stations in Canada."

Accepting the awards were: for CJMS-FM, president Raymond Crépault; for CFPL-TV, station manager, Bob Reinhart; for CJOC, president and manager, John McColl. CFPL-TV news director Ron Laidlaw accepted the Love Trophy.

CJLR Quebec City won the award for the CAB member station operating in the French-language "which has made an outstanding contribution to the further development of unity and understanding in Canada, and which in general provided information and background to its audiences which contributed to broader knowledge of understanding of the country." President and general manager Jacques LaRoche accepted the trophy on behalf of CJLR.

C.B. (Charlie) Edwards, general manager, Broadcast News Ltd., Toronto, received a special award "in recognition of his vision and dedication which stimulates constantly improved quality of broadcast news and encourages professional standards among broadcast newsmen."

Jon Keeble, Toronto, son of Gordon Keeble, chairman of the CTV network, won the Harry Sedgwick Memorial Award, presented by CHML and CKDS-FM, Hamilton, Ont. to the outstanding graduate of the Radio & Television Arts division at Ryerson Polytechnical Institute, Toronto.

Honorable mentions for Station of the Year Awards were won by CHSJ-TV Saint John, N.B., for the Atlantic region; CKSO-TV Sudbury, Ont. for Central Canada, and CHAN-TV Vancouver in the Pacific region.

In presenting the AM Station of the Year Award to CJOC Lethbridge, the judges said "we felt very strongly about the need for two honorable mentions in both the Atlantic and Central Canada regions. We were all impressed by the amount of community service that is being performed by so many stations. It is too bad that more awards could not have been given."

Honorable mentions went to CJCH Halifax and CFCY Charlottetown, P.E.I., in the Atlantic region; CKCV Quebec City, for the French-language group; CHAM Hamilton, Ont. and CJAD Montreal, for the Central Canada region.

Welcome forty new members



New Quarter Century Club members on hand in Montreal for enrollment, left to right, front row: Bruce Butler, Jean Louis Gauthier, René Riel, Don Covey, Ruth Rankin, Julienne Bélanger, Magella Alain, Marcel Tremblay, Léon Lachance, Kendrick Crossley. Standing, left to right: Harold Burley, Yvon Blais, Bruce Armstrong, Don Lawrie, Roger Gagnon, Claude Seguin, Cy Knight, Bob Reinhart, Jack Sayers.

40 NEW MEMBERS were welcomed into the CAB Quarter Century Club, May 7, at a luncheon held during the 42nd annual meeting of the broadcasters, at Le Château Champlain, Montreal. Total membership is now 351.

The new members are:
 Magella Alain, CKCV Quebec, Que.;
 Georgie Appleby, CJOH-TV Ottawa;
 Robert Bruce Armstrong, CKMP Midland, Ont.;
 Julienne Bélanger, CHRC Quebec, Que.;
 Yvon Blais, CKVL AM-FM Verdun, Que.;
 Harold G. Burley, CHCH-TV Toronto-Hamilton; Ernie Bushnell, CJOH-TV Ottawa; W. Bruce Butler, Walt Disney of Canada Ltd., Toronto.
 Ian K. Carson, CHAT-TV Medicine Hat, Alta.; Roy G. Chapman, CHBC-TV Kelowna, B.C.; Donald V. Covey, Broadcast News Ltd., Toronto; Kendrick Crossley, CKEY Toronto; Harold A. Donogh, CKX Brandon, Man.; Roger Gagnon, CKCV Quebec, Que.; Jean-Louis Gauthier, CHLT AM-FM-TV Sherbrooke, Que.; Bob Giles, CHUB, Nanaimo, B.C.
 Douglas S. Greig, CFUN Vancouver, B.C.; J. Edgar Guest, CKEY Toronto; Jack R. Hughes, CKWX Vancouver; Ian W. Johnson, CKCK-TV Regina, Sask.; Cyril Knight, CHAB, Moose Jaw, Sask.; Leon Lachance CKVL AM-FM Verdun, Que.; Joe Lawlor, CHUB, Nanaimo, B.C.; Donald R. Lawrie, Northern Broadcasting Ltd., Toronto.
 Finlay MacDonald, CJCH-TV Halifax, N.S.; Neil M. Nisbet, CKWX Vancouver; Shelley Ruth Panter, CHIC Brampton, Ont.; Andrew White Philip, CKQR, Calgary, Alta.; Ruth Graham Rankin, CJCA Edmonton, Alta.; Robert A. Reinhart, CFPL-TV, London, Ont.; René Riel, CFBR Sudbury,

Ont.; Earle B. Ross, CKCW Moncton, N.B.; John L. Sayers, CJCA Edmonton, Alta.

Claude Seguin, CKVL AM-FM, Verdun, Que.; Doug W. Short, CJVI Victoria, B.C.; Ray L. Simmons, CFCY Charlottetown, P.E.I.; J. Everett Smallwood, CFRW Winnipeg, Man.; W.G. Teetzel, CHQB Powell River, B.C.; Marcel Tremblay, CKVL AM-FM, Verdun, Que.; Wally Waterston, Broadcast News Ltd., Toronto.

CKVL Verdun (Montreal)

Expanding open-line shows require \$120,000 phone system

CKVL VERDUN (MONTREAL), which claims the largest daytime radio audience in the province of Quebec, has just installed a \$120,000 phone system to handle its phone-in calls on the station's several open-line shows.

Said to be the most elaborate Bell Telephone system in Canada, the CKVL installation will enable the station to go all-out in its efforts to prove that radio can beat television for audience involvement in night-time hours.

Backbone of the attempt will be CKVL's recently-established *Teleconfiance*, a one-hour phone-in program of advice handled by none other than a Montreal priest. The program moves to the 10-11 p.m. slot in an attempt to create an even greater listening audience than the 18,500 it attracted daily within the first two weeks of its original start this past winter, from midnight to 1.00 a.m., on the 24-hour schedule of this 50,000 watt station.

Replacing *Teleconfiance* in its former slot will be *Pour Adultes Seulement* (For Adults Only) which is also an open-line show, this time on sex, medical problems, and such, handled by Dr. Serge Mongeau, medical columnist for *Le Photo Journal*, a Montreal French-language weekly.

In the 9-10 p.m. time period, CKVL has launched a new program, also a phone-in type, featuring Huguette Proulx, a French-Canadian radio and TV personality, dealing with specific topics of the day under the title of *Pour ou Contre* (For or Against).



CKY IS NO. 1 IN WINNIPEG & MANITOBA

BBM proves it!*

*Spring 1968 Weekly Circulation Total Adults Tuned.

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

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



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

Audience Measurement
Bureau elects eight
to board

"Charlies" and "Dans" presented at RNTDA regional meetings

THE CHARLIE EDWARDS AWARD, for television, presented in the Central Canada region, Radio-Television News Directors Association of Canada, was accepted May 17 at the Regional meeting in Kitchener, Ont. by Ron Laidlaw, news director, CFPL-TV, London.

The award, which in the opinion of the judges, "best displayed enterprise and thoroughness in the reporting of a news event in regular newscasts, was presented to CFPL-TV for its documentary on "The Final Hours of Expo '67."

It was the second award made to CFPL-TV's news department for this reporting, the station having received the National Headliner Award in April, at Atlantic City, N.J.

The "Charlie" for Radio in the Central Canada region went to CKLW Windsor, for its coverage of the Detroit race riots. Dick Smyth is news director.

The Dan McArthur Awards, "for best display of enterprise and thoroughness in any news program presented

outside of regular newscasts," for a Central Canada radio station went to CFCF Montreal for its documentary *Storming the Ridge*. Bert Cannings, news director, is also the president of RTNDA of Canada.

The "Dan" for television went to CKSO-TV Sudbury, for its documentary on the municipal election. News director is W.L. Smith.

Other winners announced

Other regional awards, announced by Cannings, apart from the French Canada section reported in the May 9 issue, were as follows: Atlantic Region — Charlie Edwards Award for Radio: CBZ Fredericton, N.B., for coverage of the provincial election. News director is Clary Pottle. For television: CBHT Halifax, for its report on the wreck of the Cape Bonnie. Regional news supervisor is W.G. Allen.

Dan McArthur Awards: CBH Halifax for Radio, and CJC-B-TV Sydney for Television, each winning the award for a documentary on the March of Concern. W.G. Allen is regional news supervisor for the CBC station, with Bill Jessome as news director for CJC-B-TV.

Three Awards for Saskatoon

The Prairies Regional "Charlies" for Radio and Television were won by CFQC and CFQC-TV Saskatoon, for their reports on the Shell Lake massacre. Les Edwards is news director.

McArthur Awards in the Prairies went to CJOB Winnipeg, news director Steve Halinda, for the radio report on Unidentified Flying Objects, and CFQC-TV Saskatoon won the television award for its documentary on the opening of the Gardiner Dam.

In British Columbia region, the Charlie Edwards Award for Radio went to CKWX Vancouver, W.M. Hutton news director, for its coverage of the Catellani murder charge, and for Television, CBUT Vancouver, news director L.T. Jackson, for its coverage of a prison break.

The BC McArthur Awards, for Radio: CKCR Revelstoke, news director Peter Munoz, for its documentary on a bus accident, and for Television, CHAN-TV Vancouver, for its documentary *This Week*. News director is Andy Marquis.

Regional winners receive illuminated scrolls, and enter the final judging for selection of the national award winners.

Cannings said a total of 67 entries were received, almost double the 34 entered in the first competition in 1966.

EIGHT NEW MEMBERS were elected to the BBM Bureau of Measurement board of directors at the 24th annual meeting held in Montreal, following the CAB convention.

Representing advertisers, the new members are: P. David G. Hopkins, media and TV product manager, Procter & Gamble Co. of Canada Ltd., Toronto; Peter R. Jones, media co-ordinator, Colgate-Palmolive Ltd., Toronto; John Maxwell, director, co-operative advertising service, Bristol-Myers Co., Toronto; and B. Charles LeRoyer, media manager, marketing division, Imperial Tobacco Co. Ltd., Montreal.

They join H.W. Jefferson, product manager, Coca-Cola Ltd., Toronto, who is vice-chairman of BBM; T. Ralph Hart, manager, marketing services, Lever Bros. Ltd., Toronto; and John MacDonald, general products manager, Thomas J. Lipton Ltd., Toronto, as members in the advertiser group.

Representing agencies, the only new member is John B. Tomlinson, vice-president, media and programming, McCann-Erickson of Canada Ltd., Toronto. He joins Barry L. Thomas, vice-president and director of media, McKim/Benton & Bowles Ltd., Toronto, who is chairman of BBM; Peter R. L. Charles, media director, James Lovick Ltd., Toronto; Frank A. Collins, vice-president and media director, Vickers & Benson Ltd., Montreal; Peter W. Hunter, president, McConnell, Eastman Ltd., Toronto; Stan E. McIntee, director of media, MacLaren Advertising Co. Ltd., Toronto and George B. Murray, vice-president and director, media and research, Ogilvy & Mather (Canada) Ltd., Toronto.

Representing broadcasters and station representative firms on the board, the new members are: Gaston W. Bélanger, vice-president and general manager, national sales, and manager, Toronto office, Paul L'Anglais Inc.; W. Lawrence Heisey, executive vice-president, Standard Broadcast Sales, Toronto; and Gary S. Zivot, manager, research and development, NTV Communications Corp., Toronto.

With Bruce D. Alloway, manager, CFRN-TV Edmonton, Alta., as BBM's vice-chairman, other board members in the broadcast and station rep group are: Kenneth A. Baker, vice-president, radio, All-Canada Radio & TV Ltd., Toronto; Roch Demers, vice-president and general manager, CJMS Montreal; Jack T.H. Fenety, vice-president and station manager, CFNB Fredericton, N.B.; William E. Hall, station manager, CHML Hamilton, Ont. and Arthur J. Laird, director of research, CBC, Ottawa.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

WELCOMES THESE NEW
INDUSTRIES

- SUPERIOR ELECTRIC
- ALLIED CHEMICAL
- INTERNATIONAL COOPERAGE
- MOORE BUSINESS FORMS
- FABRICON

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

ask Major Market Broadcasters

ACA Conference

Paul L'Anglais Inc. announces winners of hospitality suite contest

PAUL L'ANGLAIS INC. have announced the winners in the contest held in their hospitality suite, at the recent ACA Convention at the Royal York Hotel, Toronto.

Bill Campbell, Willis Advertising Ltd., Toronto, won the vacation for two, for 15 days at Guadeloupe, courtesy of CFTM-TV Montreal, JPL Productions, and Paul L'Anglais Inc.

J.C. Bramm, Spitzer, Mills & Bates Ltd., Toronto, and B. Cadenhead, MacLaren Advertising Co. Ltd., Toronto, each won a week's holiday for two at "Man and His World" in Montreal, courtesy of *Montréal-Matin*.

F.D. Robb, Canadian Westinghouse Co. Ltd., Hamilton, won a weekend for two in Quebec City, courtesy of CFCM-TV Quebec.

Don M. DeNike, McConnell-Eastman Ltd., Toronto, won the Panasonic Hi-Fi stereo set, courtesy of CJPM-TV Chicoutimi.

George C. F. McDonald, Foster Advertising Ltd., Toronto, won a GE portable color TV set, courtesy of CKTM-TV Trois-Rivières.

C.H. Scott, Imperial Oil Ltd., Toronto, won the Ampex tape recorder, courtesy of CJBR-TV Rimouski.

CTL

Library issues 100th disc to 132 member stations

THE 100TH RECORDING issued by the Canadian Talent Library features one of Canada's best-known arrangers and composers, bandleader Johnny Burt, who, in view of the significance of the 100th pressing, was chosen to conduct the band for Disc 100 since he wielded the baton for the first recording, CTL record 001, nearly six years ago.

To be released June 1, as *The Big Band of Johnny Burt*, CTL disc 100 (available through arrangements with RCA Victor as CTL-1100, for public enjoyment) features such titles as *Love is Blue*, the big hit of '68; *Baby, Dream Your Dream*, from "Sweet Charity", soon to be released as a movie; Henry Mancini's theme from the Audrey Hepburn film, *Wait Until Dark*; a few favorite all-time, all-timers such as Cole Porter's perennial *From This Moment On*, and four brand new Canadian compositions which Johnny Burt came up with, all recorded

for the first time: *High F'lutin', Daffodils and Tulips, Gentle as a Breeze and Midnight Mist*.

The band numbers 29 men, carefully picked by the CTL for this particular disc, and is said to be reminiscent in size and actual personnel to the make-up of the Jack Kane Music Makers Orchestra, which for several seasons became familiar to TV viewers from coast-to-coast.

The 132 member stations in the CTL have already received their copies of the anniversary disc.

J. Lyman Potts of CTL said: "As an entertainment medium, the Canadian radio industry can render no greater service than to dedicate itself to the task of providing accomplished Canadian singers, musicians and composers with their rightful place in Canadian broadcasting." This is being made possible through the CTL, its member stations, and the additional promotion and financial help received through the RCA Victor collaboration.

CBC

Bob McGall transferred to head radio and TV in B.C.

ROBERT W. MCGALL, 51, who has been acting general manager of English Network operations for the CBC at Toronto for the past 18 months, has been named to the post of CBC director for the province of British Columbia, effective July 1.

He will succeed Kenneth P. Cople, who will be retiring at the end of May.

McGall, whose appointment was announced by CBC president George F. Davidson, will be responsible for all CBC local and regional operations within the province, as well as for the further development of program contributions to the CBC's national radio and television networks.

A native of Saskatoon, Sask., he joined the CBC in Toronto in 1946, following service with the Royal Canadian Navy.

During the next eight years, McGall was active in CBC Toronto radio operations, as producer, program director and director of radio. In October '54 he was named program director for CBLT Toronto, the flagship station of the CBC English television network.

He became head of the CBC variety department in August '56, and his national program responsibilities increased with his appointment in 1961 as national supervisor of TV features production. That same year he also became national network supervisor of the outside broadcasts department.

In December 1964, McGall was appointed assistant general manager

BULL ETIN

A time buyer once told me not to give him sales figures. Said a lousy station could have a first class sales force and do well in spite of a bad sound. Said he wanted success stories. Maybe he was right. Here's a **CHLO** success story for you: Recently Mr. Don Black, Manager of AQUASOFT in London bought a small flight of **CHLO** spots to sell water softeners which were demonstrators. Some were slightly used, some scratched etc. Mr. Black reports he sold all 80 units and could have sold twice that amount. **CHLO** was the ONLY medium used. (AQUASOFT SERVICE LIMITED, 680 Waterloo Street, London. Phone 433-0194).

When you think of the London, St. Thomas market don't forget that one of **CHLO**'s neighbors is the giant new \$65,000,000.00 Ford, St. Thomas Assembly Plant. Millions of new payroll dollars came into the market with this new plant. Advertisers who want to reach the affluent Southwestern Ontario market helped **CHLO** to a 32% increase in billings in April.

CHLO has just appointed a new Credit Manager, Miss Helen Waite. If you want credit please go to Helen Waite.

Happiness for a **CHLO** salesman is finding a local client who gets call letters mixed up and thinks he's buying CFRB!

CHLO Program Director Paul Ski turned 21 a few months ago. I wouldn't say he's taking advantage of it but he is the only guy I know who gets a discount from the L.C.B.O.

Question: What is a spot carrier?

Answer: It's like an aircraft carrier, only very very small.

Be nice to our Reps. if you see them. (and if you don't see them please let me know). Write if you get work. Best regards,

Peter Webb
Sales Manager

CHLO Radio

LONDON - ST. THOMAS

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

of CBC English network operations in Toronto, and since October '66 has been acting general manager.

He was sent to Japan in 1964, where he directed all CBC radio and television coverage of the Tokyo Olympic Games. This assignment involved the CBC in its first trans-Pacific use of satellite television transmission to bring live coverage to Canadian viewers.

Radio-Québec

French radio system will not compete with CBC or privates

THE PROVINCIAL RADIO-QUÉBEC would not try to compete with Radio-Canada, the French network of the CBC, or with private broadcasting stations in the province, Guy Guérin, president of the new provincial broadcasting system, told the annual meeting of the French-section, RTNDA, at Victoriaville.

He said Radio-Québec would be primarily used for the co-ordination of audio-visual activities in the province, and that it would be the "voice of the Québec government departments, mainly in matters of education."

Guérin said Radio-Québec already has two studios, one in Québec City

and the other in St. Laurent, a suburb of Montreal. The Québec City studio is already producing educational shows for the Saguenay-Lake St. John area, and the St. Laurent studio would start producing early this summer.

An embryonic network is already set up, Guérin said, making use of equipment salvaged by the province from the Youth and Québec pavilions at Expo '67.

The provincial broadcasting system did not intend to have newscasts, and, for the moment, Radio-Québec would not have its own transmitter, although it would be justified in doing so according to the Broadcasting Act.

Educational programs prepared at the Québec City studios were broadcast in the Lake St. Jean-Saguenay area through two private broadcasting stations in the area from which Radio-Québec bought air time, Guérin added.

He said at the moment all broadcasts would be educational, but that eventually cultural shows would be aired. These would include courses in technical drawing, history of civilization, and, later, French-language courses aimed at the general public.

Guérin said Radio-Québec would also eventually broadcast special shows for "neo-Québecers" prepared in co-operation with the provincial education department.

Film

Vidicam film system introduces high speed on 35mm film

VIDICAM FILM SYSTEM began shooting its first feature-length motion picture on May 6 in Miami, Florida, when the cameras rolled for *That Nice Boy*, in Eastman color, for International Producers Enterprises Limited.

Uniquely Canadian, the Vidicam multiple camera system has been used to produce television shows for the Ontario Government, CBC variety shows, the *Jackpot Bingo* series starring Allen and Rossi, and industrial films for such companies as Eastman Kodak in Rochester, N.Y.

Previous Vidicam productions were on 16mm color film, but 35mm cameras have been fitted with the Vidicam television controls for this first feature-length film ever produced by this multiple camera television method in North America.

The Vidicam system is being used to take advantage of the speed of production inherent in this new electronic system. Each camera is operated by a television camera operator, and the director previews what is put on film from a portable television control console. Composite "dailies" are available for instant playback on video tape.

The entire production team for the feature-length motion picture is from Vidicam Television Limited, Toronto, except for writer-director Edmond E'Chavarrie of New York City.

Heading the Toronto group is Vidicam's general manager, Frank Robinson, who will be production manager for the shooting. Bill Quenville, sales and production manager, who is also Vidicam's operations manager, will be technical director. Peter Carter, Toronto free-lancer, will be assistant director, with Joyce Kozy as continuity girl, David Robertson as second assistant director, David Swan and Vic Norman are the camera operators.

Technical

Uni-Pulse replaces six cable system with only one

NEW VIDEO BROADCAST EQUIPMENT marketed under the trade name of Richmond Hill was shown for the first time at the recent NAB convention in Chicago.

The showing marked the introduction of Riker Video Industries' new subsidiary, Richmond Hill, which was formed through the merger of Richmond Hill Laboratories Ltd. of Toronto, with Riker's manufacturing division at Hauppauge, Long Island, N.Y., where the new subsidiary is now headquartered.

Shown at the convention was the Uni-Pulse, a new system designed to combine the six different signals used in a television studio into one signal. The Uni-Pulse requires only one cable instead of the six needed in conventional systems, with the resulting savings in the amount of equipment, cabling, installation, maintenance and replacements costs being quite substantial.

Designed for single cable pulse and sub-carrier distribution systems, the Uni-Pulse offers a full range of encoders, decoders and phase shift and delay modules to make the system applicable to both the 525/60/3.58 NTSC and 625/50/4.43 PAL television standards. It can be used with Richmond Hill or any other make of sync generators.

The company also introduced their new VCA-2 Video Clamping Amplifier with which existing equipment can accept the new color signals. The VCA-2 eliminates the need for major and costly modifications of transmitters.

Third new product shown by Richmond Hill was the SRS, a new audio-video routing switcher, the basic unit of which is capable of accepting 25 inputs or 40 outputs. Of modular design, its capability can be expanded by simply adding more units.

ANNOUNCEMENT

STEPHENS & TOWNDROW CO. LIMITED



Allan Slaight, President of Stephens & Towndrow Co. Limited, is pleased to announce the appointment of J.P. Seitz to the newly-created position of Director, Research & Development.

Mr. Seitz, a graduate of the University of Western Ontario, brings to Stephens & Towndrow a wealth of marketing, advertising and media experience gained with the Procter & Gamble Company and F. H. Hayhurst.

This new division will enable Stephens & Towndrow to broaden the base of its broadcaster and client services.

DATELINE -- OTTAWA

ONCE UPON A TIME a broadcasting executive told me some of the benefits of being a broadcaster, "I can remember, on a Toronto station, a hard-working personality had passed away at the age of 36," he said enthusiastically. "The whole City turned out to mourn his passing."

The mists of nostalgia closed his eyes for a trice. He looked me over. I was being measured. Not only for the living now, but with a thought of a suitable wake, held by adoring thousands — nay, tens of thousands — before the body joins the soul in oblivion. Who knows? There might even have been a dust-covered requiem out in the library, affording a chance for a five minute break from the usual station fare of music.

(This was before I went to Parliament, and we adopted new Broadcasting Acts and the Board of Broadcast Governors made rules about Canadian content. Otherwise his anticipatory joy would have been unbounded, since the funeral of a Canadian-born radio person would surely have qualified for Canadian content, even if the requiem music was played by the Hong Kong Philharmonic. For example, the American baseball games with in between inning commentaries by once a week refugees from Buffalo, on the CBC).

I joined the staff anyway, and sometime later went into politics. The same joys, but for different reasons, greet the demise of the politic person. After all, vacancies are hard to come by, and murder still earns a life sentence of eight years, ten months and one day, as Ralph Cowan said in a famous speech in the House of Commons.

I do not know what would happen if a radio personality were to pass on now, say in the middle of telephoning his advice on one of those *Open Line* shows. I suspect he wouldn't allow it to happen. After all, these all-powerful gentlemen are the gods of our time. If God is dead, He does not lack for successors.

The weakness of the *Open Line* show is the human one. The fellow with the questing mind, the willingness to do some home work and find out the answers, even a willingness to listen and coax along the halt and the tongue-tied, often grows into a different person. The Seeker of Truth becomes the Instant Pope.

On one occasion I appeared on a show originating in the Western part of Canada. It was obviously well-listened to, and most of the calls were treated properly. But one woman had a legal problem involving her marriage, and where she should apply for a divorce. Instant Pope heard my advice to her, then said "That's all wrong." For five minutes, he proceeded to give the worst advice possible to the caller. If followed, it would have cost her thousands of dollars and not resolved her dilemma. I had to butt in, explain that I did have legal training, and some ten years specialization in the divorce field, and set the matter straight.

Instant Pope took the interference calmly, but he looked at me as if I were wholly untutored. "The law, it is I," seemed to be running through his head.

The Instant Popes grew that way by not recognizing one of the oldest ploys of mankind. Their callers butter the IPs up by telling them what splendid fellows they are, and having set the stage, seduce the IPs into swallowing their stories holus-bolus. No other possible side to the story.

It eventually leads to running with the mob, egged on by cries of: "How brave you are when you take after the (you name 'em) — lawyers, doctors, municipal welfare authorities, bureaucrats, landlords, (choose your category: notice most of them are classes where no rebuttal is at all possible) or against the President of Communist China."

How far is this to go? Will stations ever be caught in a whopping court action by reason of the wayward behavior of their Instant Popes? Next month, the answer.

John J. Gillin Jr. Award



For the second year
in a row

CJAD Montreal

has been recognized
by the CAB

for its outstanding
community service work.

At the annual dinner of the CAB on May 8th, the committee for the JOHN J. GILLIN JR. award paid tribute to CJAD for its community service in two areas...the outstanding involvement of this radio station in the Teachers' strike last year, and the organization of the EXPO SHUTTLE SERVICE in the Fall of 1967.

CJAD is pleased to be the recipient of an honourable mention by the JOHN J. GILLIN JR. award committee for these two public service projects.

CJAD
800

Canadian commercials with Canadian performers with Canadian confidence

by Jerry Goodis
President, Goodis, Goldberg, Soren Ltd.

CANADIAN COMMERCIALS should be more "Canadian", and I'm not being a chauvinist when I say that, because I'm not implying that we should ham-handedly incorporate shots of the Peace Tower, Niagara or Mounties rampant on a field of wheat.

I do mean, however, that we should write our commercials as self-confident Canadians (and please note that is "self-confident", and not "self-conscious"). I do mean that we should direct our commercials without looking back over our shoulders to see how somebody else is directing his.

To be self-confident without being self-conscious is not easy for Canadians. After all, we are a small neighbor—maybe even a poor neighbor—living next to a large mansion. The people in that mansion are more powerful and more influential than we are so, simply as human beings, we tend to imitate them.

Many Canadian copywriters imitate New York copywriters and many Canadian art directors imitate New York art directors. Listen to them and watch them at your next client meeting: they look like New York agency men, they act like them, they even talk like them.

Now I know the Americans are leaders in advertising and mass communications. They've been at it longer and they have real skills in these industrial arts. What's more, they feel comfortable and convinced in their thriving industrial culture.

Consequently, I don't especially care if Toronto copywriters and art directors try to look and sound like New Yorkers. After all, we all follow some fashions and use some jargon. But I do object when they also try to think like New Yorkers and to create similar commercials out of similar thought processes. In doing this they have forgotten one of the oldest rules of creativity: imitations rarely have value.

In mass communications, copying rarely results in conviction or quality.

Many Canadian actors make the same mistake as these follow-the-leader writers and directors. They too try to copy their successful New York counterparts. Paradoxically, this only results in our agency at least hiring more New York actors than we would like to.

Because we, like all agencies, have a responsibility to our clients to deliver the most effective communication, the most effective commercials, so, we too must remember the rule: imitations rarely have value.

We will not use Canadian performers who imitate the currently successful U.S. actors or actresses because inevitably they show up as second best, second rate.

Rather than people our spots with pale imitations, we often go to New York and hire the originals. It hurts to do it but, in that way at least, we deliver the real thing to our clients. I'll be damned if I'm going to use actors who perform like they think actors are performing in New York City.

It is significant that, in making French-language commercials, we don't have this problem. As French-Canadian actors are less influenced by American television and American films, they have developed their own styles and acting abilities.

Almost invariably the French version of a commercial emerges better than the English version because the French talent is more developed, finer honed, warmer and more human. It's more genuine, therefore, it is more convincing, therefore, it sells better.

American actors these days are very full of gestures, very conscious of visual nuances. You've seen them on the *Johnny Carson Show*. Carson himself can't say two words without running his finger down his nose as if he wants to make sure it's still there! When he gets a guest on his show, whether he's an American, a Canadian or a Japanese, within five minutes the guest is rubbing his own

nose too—apparently figuring it's a gesture to show people he's in show business, or something. Then you hire a Canadian actor to make a commercial and, sure enough, he starts rubbing his nose.

But not in *our* commercials for *our* clients!

Maybe, for the actors, it's a self-defence against the imitators in the agencies. Maybe they believe they're forced to imitate American actors because they have to be hired by guys who are themselves absurdly influenced by their counterparts in New York.

But in the long run, even in self-defence and even allowing for the imitative weaknesses of some people in Canadian agencies, there can be no real future in being an imitator. Some of my best friends are Toronto actors and I know they have to make a living and if they can make a living by imitating, then so be it. But I won't hire them.

Having said all that, I do acknowledge that there are some Canadian actors—like Bruno Gerussi—who are extremely talented people, who copy no one. But there are not enough such "originals" and they soon get over-exposed if they do many commercials.

We have to find fresh faces so we've flown people in from all over the place in our constant drive to create fresh commercials for our clients.

I admit there is a conflict here between the cause of Canadian originality and self-confidence which I'm preaching and the fact that we ourselves hire a number of foreign performers. It is a real problem.

Perhaps in this post-Centennial Year, Canadian agencies should try to solve it by subsidizing an acting school to develop more commercial performers with Canadian confidence; performers who do not feel they have to imitate the busy successful actors living in that mighty mansion next door.

Right, baby?

OVER THE DESK by Dick Lewis

CAB PRESIDENT CAM RITCHIE described it as the "eternally outstretched hand of friendship, extended by Canadian Broadcasters to you". Cam meant this and even more.

The event was the presentation, before a packed audience (at 9:30 am) to the retiring chairman of the Board of Broadcast Governors of the bronze, "Outstretched Hand" by Auguste Rodin.

It was at a session of the 42nd meeting of the Canadian Association of Broadcasters at the Château Champlain, Montreal, early this month.

The valedictory to Dr. Andrew Stewart and his wife, Jessie, displayed the truly deep affection of the broadcasters for the man who, for nearly ten years, has been listening to their applications for, and their objections to the granting of licences, power boosts and such things, and, together with his board, has handed down decisions and recommendations, favorable to some and adverse to others, but always, in the opinion of both winners and losers, fair and impartial.

Ten years ago, just before Andrew Stewart assumed his new responsibilities, he told this reporter, after a long interview, that he and I obviously disagreed on some points, but he felt we were both working for the good of Canada. This has been the dominant characteristic of the man, and will continue to be wherever life may lead him. In placing me in the same category in that 1958 interview, he gave me a point to march on myself, for the rest of my days.

THE CAB GOT A NEW LAUREL in its cap when Prime Minister Pierre Elliott Trudeau delivered his first official speech since taking office at the broadcasters' association's 1968 assembly in Montreal.

Mr. Trudeau, whose charm let through no trace of the bewilderment he must be experiencing after all that has happened to him in past weeks, struggled valiantly to make his words pertinent to the audience he was addressing. He was specific in airing his opinion that televising proceedings in the House would, in many ways, not be practical. But beyond this, he offered little with which his supporters could agree or his opponents disagree.

The charm of the man won universal and spontaneous acceptance and approval, and the CAB scored a noteworthy scoop in this genuine "first". (See page 12).

ANOTHER FRENCH CANADIAN, the man chosen to fulfill the difficult task of following in the footsteps of Dr. Andrew Stewart, as chairman of the new Canadian Radio-Television Commission, trod lightly in his address to the Broadcast Executives Society luncheon, held during the convention.

Pierre Juneau's words were awaited with more than ordinary interest, in the hope he would disclose some of the CRTC's policies, but he decided to disappoint them.

A pleasant man, with a degree of

modesty which evolves into shyness, his smile seemed almost apologetic as he skirted nimbly around anything that looked like a contentious subject. Instead, he treated us to a long look at the whole vista of communications (of which, incidentally, he appears to approve) and then took a firm stand on both sides of it.

I am inclined to commend Pierre Juneau as a man who is not given to shooting his face off before he is sure of his subject. I think also that, taking a leaf out of Andrew Stewart's book, he will find out what gives in very short order.

Critics, on the other hand, said it was like a trip with *Alice in Wonderland*, conducted by means of miracle satellites. Yet, no one who has never been chairman of the CRTC has the experience to speak of being chairman of the CRTC, so what could he do?

In my judgment, for what it is worth, Pierre Juneau, given the time, will speak quite freely. His modesty, I believe, cloaks a man with convictions and the courage of them, to which add a storehouse of ideas, especially along the lines of creativity.

Pierre Juneau will do a lot more listening than talking until he is sure of his ground, and when he reverses this, the opinions he expresses will be statements of fact.

Buzz me if you hear anything.

ANNOUNCEMENT

CHML/CKDS APPOINTMENT



W.E. "Bill" Hall

Tom Darling, President and General Manager, Maple Leaf Broadcasting Company, Limited, announces the appointment of W.E. "Bill" Hall as Vice President and Manager, Stations CHML and CKDS, Hamilton, Ontario. Mr. Hall was formerly Station Manager, CHML and CKDS.

The appointment is effective immediately.

Four Thirds

In the good old Summertime sales jump by a full third in the RADIO TWO market.

Our Summer programming—plus merchandising—goes all out to reach this free spending audience for you...at 67¢ a thousand or better.

Let us tell you more about what we can do for you this Summer.

**RADIO
TWO**

Lorrie Potts and Company Ltd.
Toronto 921-8951 Montreal 845-6448

**CFOS
OWEN SOUND
CKNX
WINGHAM**

CLASSIFIED ADVERTISING

RATES

66¢ per agate line
\$9.24 per column inch
Box Number Charge—\$1.00

NEWSMAN WANTED

Excellent opportunity for experienced newsmen.

Send tape and résumé to:

Box 176
The Canadian Broadcaster
17 Queen Street, East, Suite 128
Toronto 1, Ont.

AVAILABLE

Graduate—University of Toronto '68—age 22. Looking for opportunity to break into Radio-TV. Announcing experience. Interested in all facets of the business. Prefers Southern Ontario. For tape and résumé or to arrange personal interview, contact:

Box 177
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

IMMEDIATE OPENINGS

For experienced announcer and experienced newsmen at progressive Eastern Ont. radio station. Five day week. Excellent company benefits.

Send complete résumé including salary expected and tape to:

Carl Cogan
Program Director
CKWS Radio
Kingston, Ont.

MORNING MAN

A western Canada major metro station immediately requires a friendly and experienced morning personality. Quality, middle-of-the-road music format. Our announcers are aware of this ad. Rush tape and personal background data to

Box 178
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

OUTSTANDING BROADCAST OPPORTUNITIES WITH ROGERS BROADCASTING

Rogers Broadcasting Limited, operators of CHFI-AM and FM in Toronto and CHAM in Hamilton, are expanding operations in these two major markets and as a result, are looking for announcers and newsmen. Announcers should have a considerable amount of experience and above all should be the possessors of strong personalities and with an ability to communicate. Newsmen should have mature, authoritative voices and some experience in news writing. If you think you can measure up to the best of Canada's broadcasters and wish to supplement a substantial staff income by gaining access to a large freelance market, please send a résumé and air check to Vaughn Bjerre at CHFI, 13 Adelaide Street East, Toronto. Your application will be treated with the strictest confidence.

ADVERTISING SALESMAN

Radio Station C-HOW has an opening for a fully-experienced sales representative. You must have at least five years fulltime sales background. NOT necessarily in advertising. Excellent remuneration for the right man.

Apply in writing ONLY.

Giving complete information to:

SALES POSITION,
RADIO C-HOW,
76 DIVISION ST.,
WELLAND, ONTARIO

EXPERIENCED CONTINUITY WRITER

Wanted for medium market Alberta station. Salary commensurate with experience, with good chance of advancing to Department Head. Please forward résumé to:

Box 172
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

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

5253 DECARIE BLVD.
514-488-9581

MONTREAL 29 QUE.
CABLE: PAPPACO

Working together...



...for the good of the industry

Not only for the good of the 342 private radio and television broadcasting stations and the CTV Television Network, which make up the membership of the Canadian Association of Broadcasters...

... but also for the benefit of the national advertisers and their advertising agencies...

... the CAB has established these three inter-meshing cogs, for the express purpose

of providing a means of inter-industry communication and exchange of information through such channels as participation in the activities of the Canadian Advertising Advisory Board and the Broadcast Executives Society and maintaining constant contact with the advertisers and their agencies through the Institute of Canadian Advertising and the Association of Canadian Advertisers.

**How about
some better
looking figures?**



She hasn't changed much in the last few months

She still settles for a perfect 36-24-36

But we've improved!

We're getting closer with a near perfect 24-24-25

which means 24 out of the top 25 shows in our coverage area of close to a million people according to the latest Nielsen and BBM ratings (March '68).

Happy? Uh-huh.

But we still won't be completely satisfied until we can settle for that perfect 25-25-25

Now that we're that close... can you blame us for always trying so hard?

For more information about our better looking figures, call our sales reps.

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

CFCM-TV (French)

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Hardy Radio & Television Ltd.

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Programs only:

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CKMI-TV (English)

Programs and announcements:

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