

note on the English network was the increase of domestic production in prime time of between 6 to 7 hours per week. This new programming will be fairly equally divided between entertainment and information programming with originations from Toronto and the Regional centres. On the French network side, Mr. David noted that the debut of the French schedule was planned to commence Sunday, September 6.

In order to give the Committee as much information as possible about program descriptions and statistical data on the balance between CBC, Canadian and Foreign production, copies of a program presentation report made to the May 14 CBC affiliates meeting in Toronto were distributed. (Copies of this material were also made available to those Directors who are not members of the Committee.)

The Chairman noted that Management had released to the press complete details of the proposed fall-winter program schedule for the English TV network before the Committee or Board had been given the information. He asked whether in future this situation could be rectified. The President and Mr. Hallman explained the various difficulties that are encountered in the development of the schedules. Also noted were the pressures that arise with respect to determining the numbers and placement of program slots that are to be available for foreign programming and the need to acquire these vehicles as quickly as possible for sales purposes. Because of the competitive sales situation, this information and the need to keep it from the press before sales can be lined up is imperative. The timing of all of this, which is dependent on the success of the Corporation's purchasing teams in the U.S. and abroad, dictates the momentum which precedes the public release of the information. Management has been successful in formulating the schedules earlier this year than in the past but still not in sufficient time that would always coincide with an early spring Board meeting. However, the President agreed that as a matter of courtesy, every effort must be made to inform the Directors in advance of the press about schedules so that they will have the benefit of this information before it appears in the local press.

Discussing some of the new U.S.-produced program series that have been purchased for next season, the point was made that in some cases the content or the sphere of endeavour depicted is less American oriented than others and might be more suited to Canadian audiences. It was suggested that this point might be kept in mind when making future purchases.

Referring to the increase in domestic programming on the English network which has been estimated to total about 200 additional hours in the third and fourth quarters combined and the losses in revenue anticipated by the network as a result of this move, the Committees discussed briefly the impact that the new CRTC content regulations would have on the situation. The Corporation is concerned about the competitive advantage private stations have been given because of the additional two years they have to prepare to meet the 60% Canadian content requirement. This fall-winter they will still be permitted to schedule up to 45% U.S. or foreign programming which will be most attractive to advertisers, some of whom might have otherwise considered sponsoring some of the additional new Canadian programming offered by the CBC.

The Chairman raised the question of the necessity for the B.C. Region to carry the Wednesday evening eastern originated Expo baseball on TV. He noted that these lengthy telecasts pre-empt that day's edition of the Vancouver production - Hour Glass until a later hour. It would seem, from the volume of complaints received in the area, that the number of viewers watching the baseball game may not be too large. Mr. Wilson asked further whether for next year it was essential to have the baseball broadcast nationally. Mr. Hallman said that many discussions have been held with the CBC B.C. Region and it has been explained that the Corporation cannot make an exception for one of its own stations when it is not prepared to do the same for affiliates who must take this programming. In addition, there is the sales or revenue consideration as a result of making this available on full network. The President suggested that perhaps some thought might be given to determining whether baseball could be treated as a program of regional character and restrict the distribution to Ontario and Quebec. He recognized that this would cost the Corporation money unless a substitute program in the remaining parts of the country could offset this loss. On the other hand, he felt that the existing national advertiser would not