

# Minutes of Proceedings

Order of Reference

July 10, 1973.

Pursuant to adjournement and notice, the Standing Senate Committee on Transport and Communications met this day at 3:00 p.m.

*Present:* The Honourable Senators Bourget (*Deputy Chairman*), Buckwold, Davey, Denis, Forsey, Fournier (*Madawaska-Restigouche*), Graham, McElman, Petten, Prowse and Sparrow. (11)

*Present but not of the Committee:* The Honourable Senators Laird, Lapointe, McGrand and Molgat. (4)

The Committee proceeded to the examination of radio and television commercial advertising broadcast in Canada.

The following witnesses, representing Agency Forum, were heard by the Committee:

Mr. Brian Skinner, President, Brian Skinner Communications Ltd., Toronto, and Chairman of the Agency Forum Committee on Nationalism;

Mr. Ivor Downie, President, Downie Advertising Limited, and Moderator, Agency Forum.

The following witnesses, representing J. Walter Thompson Limited, were then heard:

Mr. Donald Robertson, President;

Mr. John Cronin, Executive Vice-President;

Mr. Richard Kostyra, Vice-President, Director of Media and Broadcast;

Mr. Jerrold Beckerman, Vice-President, and Director of Consumer Information;

Mr. Philippe Fisette, Vice-President, and Director of Canadian Broadcast Production;

Mr. Anthony Miller, Vice-President, and Group Account Service Director.

At 6:30 p.m. the Committee adjourned to the call of the Chairman.

ATTEST:

Denis Bouffard,  
*Clerk of the Committee.*