

opportunity of performing before an audience. Wednesday Night A first meeting of the planning committee was held & another will follow in 2 weeks. R. Rolland will sit on the committee & E. Hallman expressed hope that his presence would favor closer co-operation between networks.

4.1.2 Commercial COM asked MGMT how far CBC should go in order to recover sums being lost on radio networks. MGMT indicated any other project outside CBL experiment & spots before & after Farm Broadcasts would have to be submitted to Board. Loblaws G. Rugheimer informed Loblaws had learned pickup costs for Lombardo program would amount to \$7,000 a week & now very unlikely program will be heard; offering to other sponsors. E. Hallman indicated this development would entail revision of program planning for 5:30-6:00 period. Metropolitan Life Following discussion with agency it appeared there will be no objection to converting the 5-minute sponsored program to a 1-minute spot beginning with EST. AGM suggested CBC should not only get concurrence of agency but of sponsor. Pages from Life All stations have now cleared time.

#### 4.2 English TV Network

4.2.1 General Showtime Will be heard on a 52-week basis & consequently will not alternate with Wayne & Shuster. W&S Starting Oct. 16th, planning to do 8 monthly one-hour specials, with commercial possibilities, on a pre-emption basis affecting only incoming American programs: Chevy Show, Studio One, Climax & Kraft. It was suggested that a press conference be held when W&S plans materialize. Sales Picture Remaining halves of Hit Parade (Salada) & On Camera (Max Factor) sold, & excepting the W&S specials, English TV network is now sold out. P. McDonald paid tribute to efforts of COM Division. General Motors Announcement delayed by problem brought about by name of program. Fall Schedule It is planned to distribute a new final fall schedule in the next few days. ACB suggested it might not be too early to start thinking of 1958-1959 fall schedule. Commentary Period Following National TV News Trying to get clearance from all CBC stations.

4.2.2 Commercial G. Rugheimer expressed opinion that at next meeting Maritime affiliates should be informed CBC considers reclearing 8:00-9:00 period AST for network service.

#### 4.3 French Networks

4.3.1 Radio & TV General Institut canadien des affaires publiques There will be nightly 1½-hour radio broadcasts from Wed. to Sat. There will be a 2-hour TV presentation on Sat., live from Ste-Adèle (kined last year). Panelists for this last program will be Léon Balcer, Thérèse Casgrain & Jean Lesage. MGMT asked to make sure that presentation would be balanced. Montreal Municipal Elections - Election Night Coverage Studying opportunity of network distribution; in the negative, will probably have to feed network with other productions. La Couronne d'or Choice of orchestra director under discussion.

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