

(2) Toronto Jewish Community and Black Arts of Canada Committee

The President apprised the Board of criticisms received from Rabbi Stuart Rosenberg of Toronto that the CBC discriminates against the employment of Jewish people in the top executive echelon. This was later refuted by Mr. Sol Littman in an article published in the Canadian Jewish News as well as by the CBC and others, as being erroneous.

Another Toronto based group known as the Black Arts of Canada Committee forwarded to the Secretary of State and the Corporation a lengthy submission alleging that colored performers were almost non-existent in Canadian produced programs as well as in filmed commercial messages. This was subsequently carefully reviewed and an appropriate reply forwarded.

(3) Proposed Changes in CRTC Regulations Respecting Canadian Content

The President briefly mentioned that the CRTC proposed to modify its Canadian content regulations which would have the effect of giving easement to private TV stations and the CTV network as well as private affiliates of CBC while maintaining the existing higher level for the CBC. He noted that this subject would be covered more fully later.

(4) "The Tenth Decade"

The President advised that following a request by the Clerk of the House of Commons on behalf of the Speaker, arrangements were made for a private showing of "The Tenth Decade" series in the Railway Committee Room for members of Parliament and Senators Tuesday evenings. Unfortunately, the weekly attendance has not lived up to that anticipated.

(5) "Springhill" Program

The President hoped the CBC dramatization of the 1958 Springhill mine disaster telecast on March 22 would not generate the same degree of criticism that followed the showing of "The Men of Lunenburg" documentary. Mr. Newman said that he had seen the "Springhill" program and considered it to have been a most compelling and sensitive portrayal of the event. He suggested that similar dramatization treatment of other Canadian news events might make an interesting ten-week series.

(6) "Whiteoaks of Jalna"

The President referred to this series and noted that audience ratings based on CBC viewing panel reports have decreased from 27% for the first two episodes to 18% for the third and fourth episodes. In terms of viewers, this represents a drop from 3,200,000 to 2,200,000. However, the appreciation index has remained relatively constant (59, 65, 62, 60) for the first four episodes.

Referring to the degree of commitment on the part of the English Services Division to Thames Television to produce a second series of fourteen episodes, the President reported that he had informed Mr. Hallman he was not prepared to authorize these productions until more information as to the extent of revenue expected from the sale of the first twelve episodes to foreign broadcasters is known. The President said that the Executive Vice-President and he would assess with Mr. Hallman the revised economic prospects before any final commitment is made for the extension of the Jalna series.

During a discussion of public reaction to the series, several Directors reported that they had received criticism about the time-lapse-production technique and questioned if the second series would continue this pattern. Producers now realize this technique was difficult for the viewing audience to follow and as a result will simplify future episodes. CBC research results in this regard are being taken cognizance of.