

FRENCH SERVICES PROGRAM HIGHLIGHTS

Mr. David presented the agenda report and reviewed some of the audience-size information contained in a recent tabulation from the CBC-TV panel survey. He noted that much of this data is beginning to support the high expectations originally hoped for some of this season's new programs which were slow to catch on. As usual, nine CBC productions attracted the largest audiences among the top ten most viewed programs. The American import "Marcus Welby M.D." with a straight translation ranked tenth attracting about 1,250,000 viewers. Three serial dramas "Rue des Pignons", "Le Paradis Terrestre" and "Quelle Famille" constantly attract the largest audiences accounting for between 2,700,000 and 2,200,000 viewers weekly. Both the Saturday and Wednesday night NHL hockey broadcasts remain popular viewing fare. The new 150-minute format for "Les Beaux Dimanches" with its varied weekly content is maintaining a high level of acceptance among viewers and has an average weekly audience of about 1,500,000.

Replying to a question about the reasons for featuring the English network "Gallopig Gourmet" and the minimal success that is being achieved, Mr. David said that the program was 100% Canadian content and saved the French network significant production costs. He noted that while the dubbing, done by the CBC, was good technically, the program lacks the spontaneity it achieved in the original language. Taking the weekly schedule as a whole, the Canadian content average works out to about 62% for the full day and approximately 74% for the evening hours.

December 7, 1971
(9:00 am - 12:45 pm)

PROGRAM COUNCIL ACTIVITIES

The Vice-President, Programming (Mr. Ouimet) expounded briefly on several of the subjects referred to in the agenda report noting in particular that the Policy on Information Programming approved by the Board at its last meeting is to be widely distributed in January to supervisors, producers, heads of departments, announcers, free-lance contributors, etc.

Mr. Ouimet pointed out that Program Council is actively working on revising the CBC's approach to the coverage of national and provincial leadership political conventions with particular emphasis on the treatment to be given to the 1972 U.S. Democratic and Republican conventions.

Briefing the Directors regarding the recent problem of distribution of free-time between election campaigns in Saskatchewan, Mr. Ouimet explained that there have been a number of provincial elections in the past few years and the formula for the allocation of broadcast periods where there are more than two political parties involved has been based on two periods for the party in power with three periods divided among the qualifying opposition parties. In recent years the application of the formula in Saskatchewan was waived slightly due to the changes in the party in power. In discussing the allocation of "between election period" time for 1971/72, the NDP requested they be assigned 17 periods out of 30, leaving 9 and 4 periods for the Liberal and Progressive Conservative parties respectively. The Corporation proposed without success a distribution of 16-10-4 and the matter was referred to the CRTC for final ruling.

CANADIAN PRESS CONTRACT

Mr. Ouimet reported on the annual meeting of senior executives of Canadian Press and the Corporation held on December 3 which discussed the present status and the future of the Canadian Press service. Negotiating teams have met on three occasions in an attempt to reach acceptable terms for a new contract commencing January 1st, 1972.