

Throughout the review of the schedules, a wide range of subjects were discussed covering the following areas:

- (a) Competitive Scheduling - Why does the Corporation like other broadcasters schedule like-against-like in terms of program content? The President said that he would circulate to the Board an article which appeared in a recent publication of the Fortune Magazine as well as a speech given last year by Huw Wheldon, Managing Director, BBC Television both of which presented a good analysis of the reasoning behind meeting competition with competition to attract a fair share of the available audience and the success this practice has achieved in terms of financial stability.

In this regard, Mr. Hallman suggested that at some future Board meeting the networks should present schedule overlays to show the CBC-CTV program meshing that results in the major TV markets in Canada.

- (b) Automatic Program Decisions - The view was expressed by several Directors that each year's situation vis-à-vis CFL football versus World Series Baseball pre-emptions should be reviewed independently of conventional wisdom according to the levels of audience and coverage interest. Management was asked to review this matter to ensure that circumstances pertaining in any one season would dictate which series should have priority.
- (c) BBC News - In view of the static that has occurred with respect to the omission of this program in the radio AM service, Management was asked to review the possibility of reinstating this newscast in markets where interest has been expressed. Mr. Hallman indicated that he would follow-up this matter and report back on this possibility at a later date.
- (d) Pre-Broadcast Notices - Management was asked to explore the possibility of implementing pre-broadcast advice to Board members of outstanding upcoming programming. The President asked that the Service Divisions take this under advisement to see what could be initiated.
- (e) Previewing or Screening of Programs - The President suggested that the English Services Division re-assess its position with respect to maintaining its practice of previewing new series with TV columnists. He felt there was some merit in continuing this custom because it provided the Corporation with an instrument to judge anticipated audience reaction. Mr. Hallman agreed but felt more restraint should be exercised.
- (f) Radio Schedules - The question was raised as to whether fall/winter English and French-language radio schedules would be included on a future agenda.
- (g) 11:00 pm National TV News - The reasons behind the continuance of the nightly national news at this hour and the importance of the lead-in or inheritance audience factor from preceding programs as well as affiliate station commercial prime time earning power before this period was considered.
- (h) Satellite - The advent of this means of transmission might have some bearing in the future basic structure of the schedule design.