

2.3 CBC-TV Fifth Anniversary Quebec Dir TV outlined plans. From Sept. 4th-9th Ce Soir will carry related interviews & items. Entire evening of Sept. 6th will be given to special programs. CB & Dir TV QUE to again inquire from unions if CBC could be allowed to use kines instead of doing live highlights of drama productions.. Ontario T. Benson informed documentary film being produced on five years of TV; tentative title is Take Five & planning to schedule Sept. 8th, 10:30-11:00. CB to circulate detailed plans.

2.4 Beer Label Designs Dir TV QUE to further investigate

2.5 Don Messer - Maritime Network Under study by CB & CO.

### 3. Program Reports

#### 3.1 English Radio Networks

3.1.1 General E. Hallman informed drafting fall schedule. More programs will be brought in from the West to strengthen day-time schedule. Following T-Can Matinee there will be a program of popular music from 3:00-3:30 followed by half-hour of drama from CBC & BBC material. Reductions will be made in certain program categories, e.g. variety & drama. Starting Oct. 1st, a drama program will replace Music from Montreal. Discussions have taken place with G. Waddington with a view to dropping the more expensive Wednesday Night major musical productions. Asst OMT announced appointment of Robert Weaver as chairman and Terence Gibbs as alternate chairman of Wednesday Night Committee.

3.1.2 Commercial Guy Lombardo Approach has been made by Loblaws to sponsor Guy Lombardo and his Royal Canadians 7:00-8:00, 5-times-a-week, live from New York. E. Hallman mentioned conflicts with existing programs. Meeting to be held to consider effects on political broadcasts & Wednesday Night. Asst OMT indicated Loblaws' account might attract other sponsors. The Happy Gang Seeking alternate sponsors. Massey-Harris Draft of policy directive sent by CB to General Manager.

#### 3.2 English TV Network

3.2.1 General Wayne & Shuster Verbal contract made & fee structure same as last year. New Variety Program General Manager asked all avenues be explored. Format being considered in Toronto & proposed scheduling 11:30-12:00 pm. CB to further explore problem of distribution to private affiliates.

3.2.2 Commercial Showtime General Motors has indicated complete agreement & announcement to be made shortly. CB to look into request made by McLarens advising in the name of General Motors concerning special programs. Agreement reached with GE on cost of \$5,600 for each show. Possibility of Shirley Harmer staying in Hollywood & R. McGall in contact. Also investigating possibility of signing Dorothy Collins. Football Belvedere Cigarettes interested in unsold

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