

public relations problem & MGMT asked that public statement be made when firm decision taken. Schedule Analysis for Commercial Replacement Expenditures Discussions have taken place in OTT between Ass't OMT, CB, CO & E. Hallman to find what minimum funds will be required to support time vacated by commercial programs & which amounts to approximately 1½ hours per day. CBL Experiment Proposed 7:00-9:15 scheduling has gone out to program supervisors concerned. Loblaws Firm answer expected next week. CBC Symphony to OTT for Royal Visit Estimated cost for public concert is \$6500-\$6600. Alternate proposal would be to have the Little Symphonies or Vancouver Orchestra doing a special music program following the Queen's address to the nation. ACB to follow up with OMT & QUE.

1.2.2 Commercial Happy Gang A few segments remain to be sold. Farm Broadcast Adjacencies Learned through McLaren that Massey-Harris only interested in full 52-week exposure covering English & French networks. COM in process of informing agencies of availability of these spots before giving final answer to Massey-Harris. ACB suggested close liaison with French network. Agreed that adjacent spots should cover network period. ACO mentioned interest shown sometime ago by oil companies in adjacencies to fisheries broadcasts in B.C. & Maritimes. Pages From Life Stations have given increasing indications they do not wish to carry this program live. The same situation arises for Kate Aitken Show. These 2 cases constitute examples of increasing difficulties in obtaining station clearances for network programs. This matter under consideration by COM & SR.

1.3 French Networks

1.3.1 Television General Conférence de Presse Format will remain the same but title will be changed to Rencontres which was used as summer replacement. Point de Mire Scheduled to start Sept. 15th. Planning to make first broadcast on Murdochville situation. ACB to follow up. MGMT asked that every possible care be taken in handling this delicate situation. TV National News Bulletin Definitely scheduled as of Sept. 15th at 11:00 pm instead of 7:15. Radio General QUE asked to be kept informed by OMT of dates of Wednesday Night major musical productions.

1.3.2 Radio Commercial P&G Expecting decision in next few days. P&G orderin Rue Principale, 12:15, one half of Quelles Nouvelles?, 1:15, & one half of Face à la Vie, 1:45. Stirling Drugs would like to take again one half of Maman Jeanne or of another program. Possibility of combining with P&G on above mentioned programs. Television Molson have cancelled three programs: Sunday afternoon hockey games (to be replaced in part by feature films); la Rigolade (the sponsor has submitted a new quiz show: la Poule aux oeufs d'or; MGMT would like to make sure there are not too many quiz programs. Matter of give-aways to be discussed at Sept. 11th meeting with CARTB); & le Rendez-vous des sports (the sponsor has submitted a new musical program under title of Soirées de chez-nous). Ford Possibility of retaining half of le Théâtre populaire. If co-sponsor unavailable, Ford will be on every other week. CIL Has taken half sponsorship of Quiz-Variétés ex-Québec-City, Friday, 8:30-9:00.

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