

heard, grant permission to a licensee to operate the broadcasting station to which his licence relates as part of a designated network other than one operated by the Corporation, or revoke any permission so granted;".

Mr. Dunsmore advised the Board that the Finance Committee had been very concerned with the apparent BBG policies in connection with the new second private TV stations and TV networks affecting our forecast capital expenditures. It was suggested that Management explore the problem with a view to preparing a report covering the economic effects on the Corporation of the apparent trend of the BBG policies and that this report was to be presented at a later date.

The President said that Management would investigate this aspect and would submit a progress report at the June meeting.

Mrs. Armstrong asked if Management would look into the possibility of providing TV service to Jasper, Alberta. It was agreed that this would be investigated.

Mr. Fraser reviewed the various CBC applications heard before the Board of Broadcast Governors at its public hearing in Ottawa on April 11-13, 1961. A summary would be forwarded to Directors.

40. (Cont'd) Big Four Football - World of Sport

Mr. Walker reported that he had heard that the second network had obtained Dow's Brewery as sponsor for half of the Big Four football games and that they were trying to get BA to sponsor the other half. Dr. Lumsden asked if arrangements could be made to carry some of the Canadian college football games which might substitute for the loss of the Big Four in those areas not served by the three city network. Mr. Walker replied that the Corporation was presently working on this possibility, but that the college authorities had indicated they wanted \$25,000 for the rights to broadcast the series. Dr. Lumsden suggested that perhaps the Corporation could obtain some sponsor for these games, which would cost about \$4,000 each on the basis of 6 games during the season.

42. Minutes of 13th Program Committee Meeting

The minutes, as distributed in the agenda, were noted. Dr. Lumsden moved, seconded by Mrs. Armstrong

THAT the minutes of the 13th meeting of the Program Committee, held in Quebec, February 13, 1961, be and are hereby adopted as a report of that Committee. CARRIED.

43. Matters Referred from 14th Program Committee Meeting

Dr. Lumsden advised at its meeting on April 24th and 25th that the Program Committee had considered the Corporation's policies governing mail order advertising, serious music, and coverage of the Social Credit and CCF New-Party Leadership Conventions, and was now prepared to make recommendations on these to the Board.

Dr. Lumsden moved, seconded by Mrs. Armstrong

THAT the Corporation modify its policy to admit mail order advertising on CBC networks and CBC-owned stations, radio and television, for companies who are well established in mail order business; whose business methods and integrity are highly regarded by the public at large and the acceptance of whose business has been specifically approved by the Head Office Sales Policy Department. CARRIED.

Dr. Lumsden moved, seconded by Mrs. Aitken