

Of more concern to the Corporation is the Commission's third proposition that it will no longer extend the 25% Canadian program credit for translations done in Canada of foreign programs. Preliminary analysis of the effect of this change could mean a difference of between 3% and 4% for the French Network Service Division which could be very serious in view of the fact that our Canadian content achievements for the full broadcast day (6:00 am - midnight) is running on the average, very close to the 60% minimum.

Following further discussion of these proposals, the Directors felt that the Corporation should submit representations at the appropriate time to the CRTC particularly with respect to disqualification of the Canadian credit for program dubbing done in Canada. In addition, should the Corporation feel that the Canadian content changes for the private sector would adversely affect its competitive position, the Corporation should be prepared to speak to this point as well.

ENGINEERING REPORT

The Directors accepted the information report on this subject as presented.

INTERNATIONAL SERVICE - TERMS OF REFERENCE FOR TASK FORCE REVIEW

The President suggested because of Mr. Menard's particular interest in this program and in view of his absence from this meeting, that this subject be deferred until the next Board meeting. The Directors agreed.

1972/73 FALL-WINTER TV SCHEDULES

English and French Services Divisions TV schedules for the third and fourth quarters of the 1972/73 program year were distributed. Mr. David and Mr. Hallman respectively, highlighted the changes and innovations contemplated for this period. Reviewing the French network program line-up, Mr. David noted that during prime time (6:00 pm to midnight) Canadian produced programming will account for about 78% of the total fare. During the full day, 9:00 am to approximately 1:00 am, 65% of all programming will be Canadian. During the review of the schedule outline, Mr. David pointed out the new format planned for the nightly 10:30 TV news (Telejournal) whereby the first segment of 20 minutes duration will be devoted to national and international news with the later segment accounting for 10 minutes of the half-hour period concentrating more on the provincial and local news. The news will be followed Mondays through Fridays with a new nightly talk show of the popular format of interview and light entertainment features similar to those shown on many TV stations both in Canada and the U.S.

In reply to a question with respect to schedule development, Mr. David explained the many constraints such as availability of program materials for domestic production, studio and plant production capacity, affiliated station requirements, commercial exigencies, minority audience requirements, etc., that contribute to the decisions that have to be taken in plotting a program schedule. The President noted that the agenda document outlining the 1972/73 objectives would give some appreciation of the relationship between program mix, the Corporation's management by objectives programme, and many other factors that pertain to the strategy and the reliance on conventional wisdom that affects the design of the program schedule. Implementation of the full management by objective programme will provide a healthy challenge to many of the heretofore practices such as scheduling programs to special audiences, i.e., women's, children's, teen's, according to long standing customs.

Turning to the draft schedules for the English-language Services, Mr. Hallman pointed out that many of the U.S. imports were still to be selected. Their availability will depend on their success in attracting the three U.S. networks' interests without which they would not be available to the CBC. This also applies to renewal of past season successes. Roughly two-thirds of the fall-winter schedule will feature Canadian produced programming with the greater share of the remaining one-third originating in the U.S. (approximately 27%). These percentages apply almost equally to the full day schedule as well as to the prime time viewing period.