

INDEX

- ABC**
See
Audit Bureau of Circulations
- ACTRA**
See
Association of Canadian Television and Radio Artists
- Acadia Broadcasting Company Limited**
Advertising
Content, regulations 39:39-40
Group One Radio Limited 39:35-37
Bridgewater, coverage 39:34
Personnel, working conditions 39:40-42
Political stand 39:44
Programming 39:33-34
- Actualité**
Brouillé, Jean-Louis, statement 22:37-39
Circulation 22:39, 22:41, 22:51
Competition 22:43-48
Les Editions de l'Homme, co-operation 22:42
Magazine Advertising Bureau, affiliation 22:50
Postal rates, recommendations 22:41-42, 22:45
Role, specialization 22:38, 22:42-43
- The Advertiser (Kentville, Nova Scotia)**
Role and revenue 29:37-39
- Advertising**
Agencies, special fees 39:87-88
Canadian Broadcasting Corporation, amount 30:37
Department stores 13:69-70
Expenditures, per capita, Canada, United States 19:33, 40:62
Government, support, amount 18:19, 20:58, 29:58
"Group One Atlantic", operations 39:35-37
Influences
Advertising agents 1:24, 1:26, 2:25-26, 7:34-35, 11:31-32, 13:79-80, 21:18-21, 21:102
Children, criticism 27:16-17
Life style 39:99-102
Programming 7:34-35
United States 40:16-20, 40:46-47
MacLaren Advertising Agency, operations 18:20
Media
Electronic, public interest 35:28-29, 39:83-84
National, proportion 33:10-11, 33:19-20
"News" 37:19
Newspapers
Ads, cost of setting 11:56
Circulation, effect 11:28-29, 13:71, 22:53
Ratio to news content 5:58, 13:43-44
Rates
Business publications 19:26
Mill line 11:27-28
Proposal by Council, control in single newspaper markets 10:36
Retail and national, difference 1:19-20
Revenue
Canadian advertising dollar, percent 21:75-76
See also
Audit Bureau of Circulations Canadian Advertising Advisory Board
- Agnew, Spiro, Vice-President, United States of America**
Criticism, American television 18:86, 32:16
- Agricultural Institute of Canada**
Recommendations, mass media for rural population 20:8-10, 20:17-20
- The Albertan (Calgary, Alberta)**
Advertising, mill line rate 11:27
Circulation, comparison, Calgary Herald 11:27
Survival if independent 11:37
- Albuquerque Model**
Explanation 11:39