

CONFIDENTIAL

EX 57-21

EXECUTIVE MEETING

September 4th, 1957

Present: Ottawa - J.A. Ouimet, R.P. Landry, M. Carter, J.P. Gilmore,
R.E. Keddy, P.A. Meggs, A.K. Morrow, M. Ouimet,
W.G. Richardson, G. Young (in part), J.J. Trudeau

Montreal - G. Lamarche, B. Lafleur, A. Ouimet, W.E. Powell,
R. Rolland, M. Valiquette

Toronto - H. G. Walker, R. de Boer, J. Dunn, E. Hallman,
H.R. Hilliard, W.R. Johnston, G. Rugheimer,
D.B. Sumner, F. Nutrie, J.M. Kannawin (in part)

1. Program Reports

1.1 English TV Network

1.1.1 General Showtime Further discussions to be held with client & agency. Jack Kane Show Jack Kane's fee settled for first 13 weeks. Front Page Challenge Lever Brothers have indicated interest in having the program scheduled weekly. Since it was originally planned to have Front Page Challenge alternate with Wayne & Shuster it is now being considered to have GE interested in alternating W&S with Showtime. National TV News In answer to question by Ass't ONT, ACB confirmed that with return to standard time national TV news will be going back to full length of 13 minutes & some seconds on Oct. 27th. It was suggested that reminder be sent to private affiliates. Royal Visit Agreed to keep night-time repeats to a minimum. ACB & SR to follow up. News Commentaries & Special Talk Ass't ONT indicated distribution problem may result in news commentaries & special talk following national TV news being limited to CBLT only. ACB suggested awaiting return of P. McDonald for further discussion.

1.1.2 Commercial Half of Hit Parade & of On Camera still unsold. Very unlikely Wayne & Shuster will be sold. General Motors Still no announcement.

1.2 English Radio Networks

1.2.1 General E. Hallman informed first draft being re-examined & consolidated & second draft would be ready in next few days. Problem is to organize delay pattern across the country & to make the various production centres effective & contributing to the national schedule. Opportunity Knocks Planning to delay start until Jan, 1958, under revised format. Rawhide Agreed with MAR to move to 5:30-5:45 period with possibility of evening double exposures in cases where Rawhide characters appear. P&I foresees

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