

CRTC HEARING - RADIO 1 AND 2

Together with the Vice-President, Corporate Affairs (Mr. Fraser) the President described the manner in which presentations would be made to the Commission with respect to the Corporation's application for the establishment of its new AM and FM Radio development proposals. Mr. Fraser reported briefly on the attitude of affiliates with respect to the new FM service concept who for the most part have indicated their support. However, to date no affiliation agreements have been signed until the Commission's policy in this regard is known. Indications are there will be some opposition to this new approach to radio programming from the private sector as well as from ACTRA and NABET. The Commission itself is expected to be critical of the CBC's applications for new FM stations. Our new plan will in effect force the CRTC to formulate and announce an FM policy.

The Board suggested that a small representative committee of Directors be appointed to attend these hearings to follow the proceedings.

Mr. Lypka moved, seconded by Mr. Archambault,

THAT Mrs. B.R. Hayes, Mrs. O. Riisna, and Mr. R.B. Wilson be appointed as a Special Committee of the Board to attend, on March 28, 1972, the CRTC public hearing to consider among other CBC applications, the Corporation's submission with respect to its new AM and FM Radio development proposals.
CARRIED.

APPLICATIONS TO CRTC

The Directors noted the approvals received from the CRTC for various applications detailed in the agenda. Of particular note was the Commission's approval of the Corporation's application made in September 1971 to establish a new French-language TV station in Toronto. Because this new service will involve the "bumping" of one of the present duplicate channels on the Toronto-market cable service, the Corporation is endeavoring to contact the CRTC General Counsel to discuss this matter so as to clear up a public misunderstanding that the Corporation's French-language service would displace the popular ETV programming available on Channel 17 from Buffalo.

Mr. Fraser then referred to the CRTC Public Announcement of March 10 which proposed various amendments to Canadian content regulations. He emphasized these were still tentative and could not take effect until after a public hearing was held. June 1st will in all likelihood be the hearing date with the amendments slated to become effective October 1st next. Briefly, the proposed amendments would differentiate in the minimum Canadian content requirement applicable to the public and private broadcast sectors. The former remaining unchanged requiring that 60% of all programming be Canadian between 6:00 am and 12:00 midnight including the prime time period of 6:00 pm to 12:00 midnight. Whereas for the private sector, (which includes the CBC affiliated stations) while 60% of their programming must be Canadian between 6:00 am and midnight, a reduction from 60% to 50% in the minimum during prime time viewing (between 6:00 pm and midnight) is being proposed. This in effect would give the private sector a slight advantage in the volume of American programming they would be permitted to broadcast in prime time viewing evening periods.

A second proposal has to do with the encouragement of co-productions between Canadian and foreign program originators to give greater variety to programming fare as well as international exposure to Canadian talent. This will mean the Commission will abandon its rule of limiting to 30% the amount of programming that may be imported from any single country thus widening the source or sources from which broadcasters may obtain foreign programming materials.