

Mr. Hallman made a comparison between the unit cost of the Jalna series with regular Canadian dramas and taking into account the domestic sponsorship return, the prospect of sales to Germany and the United States, he was hopeful that the net cost would result in a production charge in line with that of domestic dramas.

The meeting also discussed the effects the Corporation's border protection policy for programs with U.S. sale potential was having on the Windsor affiliate with respect to the Jalna series. The Windsor Star has tried to mount a campaign about the Windsor population being temporarily deprived of seeing this major television Canadian production. As well, a resolution has been received from the Windsor City Council in addition to letters from local MPs along the same vein. The President said that this type of situation will have serious repercussions when CKLW-TV eventually becomes a fully owned-and-operated CBC station. In view of this he suggested that Management should make a serious effort to test the U.S. network's traditional position that the Detroit market always be protected and try to establish for the Windsor area a price differential for its exclusion.

The discussion next turned to the question of whether any approaches have been made by cable companies for the possible use of previously broadcast CBC radio and TV programs. Management advised that while some enquiries have been received, the Corporation has indicated its willingness to make these materials available provided that the prospective purchasers would reimburse the CBC for overhead costs. So far, nothing tangible has resulted other than agreement between both parties that this would be explored. Similar approaches made to private stations have also proven to be non-productive.

Management is presently reviewing the question of residual use of CBC program material by non-broadcasting agencies because of the large amount of interest and requests that have been received from educational institutions for the use of such vehicles as "The Tenth Decade" and "Lecture de Chevet". This subject has arisen in discussions between the Corporation and the Secretary of State who has indicated that additional government funds might be made available for post-broadcast use of CBC materials by provincial educational authorities and other agencies. The President said this whole area raised many questions that have to be carefully reviewed to determine the costs involved, extent of spin-off activity and to establish to what degree the Corporation should become involved without causing any undue distraction from its primary broadcasting responsibilities. He indicated that the solution might be for the Corporation to follow CBS's example where they have set up a wholly-owned subsidiary company to handle this area of operation.

With respect to "The Tenth Decade" series, the President reported that at the request of the Clerk of the House of Commons, the Ottawa Area is presently making arrangements to screen the eight episodes for Members of Parliament in the Railway Committee meeting room.

Mr. David reported on the viewer appreciation and audience-size statistics, available from the weekly CBC Viewing Panel for many of the French TV network programs and noted again that the network's Teleromans constantly draw significantly large audiences of between 2,000,000 and 2,700,000 viewers weekly out of a potential audience of 4,200,000. The major Sunday evening production "Les Beaux Dimanches" continues to attract a substantially large audience following to its wide variety of both domestic and imported entertainment fare. Mr. David noted the excellence of the eight-part European production "L'Odysee" series for which the CBC successfully negotiated the French-language broadcasting rights with ORTF. This series was originally an Italian production with the French and English-language dubbing being done in France and Britain. He noted that this series would also be presented later on the Corporation's English TV network.