

in the interim would explore the practicability of broadcasting these games in addition to studying the effects this would have on the proposed Carlings series and the commitment to British American Oil and Molsons Brewery for sponsorship of Big Four.

28. Canadian Television Network

The President reported to the Board that the proposed name for the second network was "Canadian Television Network" and felt that the Corporation should oppose this name on the grounds that it would be very confusing for years to come. It might create a great deal of damage to the national service over the years because of the confusion in other parts of the country and throughout the world that the proposed name might suggest it was the national service in Canada, rather than the CBC. The President pointed out that the Corporation should be ready to face the unpleasantness of opposing this name from the very start, even if it means the Corporation being subjected to severe criticism. The President could envisage much confusion, especially when negotiating with broadcast people in England and France who might think that the Canadian Television Network was the state broadcasting vehicle rather than the CBC. Mr. Ouimet reported that the Secretary of State had already lodged objections to the use of the name and had asked what the Corporation's views were. The Board agreed that the Corporation should oppose this name.

At 3:55 p.m. Mr. Fraser and Mr. Walker withdrew from the meeting.

29. Minutes of 33rd Executive Committee Meeting

Mr. Ouimet moved, seconded by Mrs. Aitken

THAT the actions of the Executive Committee as exhibited in the minutes of the 33rd meeting, held in Ottawa, March 10, 1961, be approved. CARRIED.

30. Close-Up, March 7, 1961

The President referred Board members to the copies of the Vice-President's report which had been distributed to them prior to this meeting explaining the Close-Up situation. Mr. Ouimet stated that the Corporation has definite reservations about this particular incident and felt that perhaps a mistake was made in not presenting to the public the events chronologically with regard to this program. One of the things at issue is apparently the statement made by CBC that the interviewee had not worked for 4½ months when in reality he had been employed for 7 weeks during the 4½ month period. An error of this kind can make any explanations on the part of the Corporation very difficult, but on the other hand, it was unfortunate that this incident had received so much publicity. The President felt that too much time had been devoted to this interview and that a half-hour would have been sufficient.

Mrs. Carter stated that she thought that the omission of this information reflected very poor judgment. In answer to a question by Mr. Dupuis, the President advised that Mr. Ross MacLean had produced the program.

The Chairman then invited Directors to express their individual reactions.

Dr. Lumsden stated that he had not seen the program, but was fully familiar with the reactions of the press. In his opinion, any deliberate omission of significant facts known to a producer immediately raises the question whether he should be permitted to continue in the employ of the Corporation. Dr. Lumsden also suggested that a second look at the question of unemployment be attempted later in the year.

Mrs. Carter stated that in her opinion very poor editorial judgment was exercised. This caused the public to lose faith in the integrity of a program like Close-Up which made a fictionalized character out of the interviewee.