

CONFIDENTIAL

EXECUTIVE MEETING
March 18, 1957.

EX 57-7

PRESENT: Ottawa - J.A. Ouimet, R.P. Landry, M. Carter, I. Dilworth,
R.C. Fraser, J.P. Gilmore, K. Morrow, M. Ouimet, G.W. Richardson,
W.G. Richardson, H.G. Walker, R.E. Keddy

Toronto - J.M. Beaudet, F. Mutrie, W.E. Powell

Montreal - A. Ouimet, H. Audet, B. Lafleur, R. Rolland

Action

1. Report on Audience Research - MGMT to ask AR prepare special report for next meeting of the Board. MGMT
2. CBC News Coverage of International Events - Asst PGM asked to have prepared for next Board meeting special report showing policies for sending CBC staff coverage and costs of recent trips in relation costs regular service. Asst PGM
3. Political Broadcasting - Recommendations discussed EX 57-6 agreed by Board. Asst PGM reported both English and French TV and Radio schedules ready for meeting with parties which CH indicated might be next week. Board suggested in event disagreement on allocation by parties CBC allocate as last year. Board agreed provision three hours local time CBC TV stations. CH
4. LPRT Jasper - Board approved connection to Mountain network to cost approximately \$5,412 additional. ENG to place order. ENG
5. Next Board Meeting April 29-May 1 - SecB indicated possibility no broadcast applications from Transport. MGMT wishes budget submissions to be prepared for submission. COMPT CTV CRD
6. All Star Theatre - MGMT asked COM regarding reaction of present advertisers and COM suggested important CBC examine programs proposed as replacements. Asst PGM suggested matter be finalized Thursday before TV Affiliates meeting.
7. Form of Advertising on Opinion Broadcasts - MGMT noting linking of program subject and advertising for Prudential Life on "C'est la Vie" asked Director TV Montreal and COM check whether obligation this regard present contract and directed as policy that advertising for medicine and insurance accounts be not tied to informative program content.
8. "Radisson" Series - MGMT indicated further surveys from AR showed continuing improvement audiences this series on all CBC stations in competitive areas. MGMT to ask AR to make qualitative survey also. MGMT