

Wrestling on TV In the pattern this year of carrying the wrestling between 10:00 and 11:00 p.m. there has been a reduction in the audience at the Forum and the sponsors are being asked to delay wrestling on CBFT. This proposal will be studied.

1.5 French Commercial - Mr. Valiquette reporting. In television Pall Mall will sponsor one-third of the feature film on the two-station network. There is a possibility of selling one or two special Music Hall programs in the Christmas season. On Wednesdays at 7:45 Pepsi Cola dropped Collegian Troubadours and Lever picked it up.

2. Liberal Convention - B. Trotter reporting. The convention coverage in the afternoons will be on January 15 and 16 and will cover debates on resolutions. The responsibility of the Liberals is to see that the important parts of the convention are scheduled at the broadcast times. It has not yet been determined whether network coverage will be 7:30 - 8:30 p.m. on Wednesday, January 15th or 7:30 - 9:00 p.m. but it now appears that the Liberals will not have nomination speeches and the decision regarding one or one and a half hours will only be possible at the time. CO estimates the costs of coverage at \$150,000. points out if one and a half hours is used on Wednesday night cost will be \$170,000. The question of live coverage to both coasts was discussed and CO indicated that an immediate order should be placed if service is to be secured. The working committee does not contemplate extension to the coasts of the afternoon version and plans to send out to non-connected stations the one hour unedited night version. AGM suggests there should be very careful consideration before any decision to provide special extension to Vancouver.

3. Illness of President Eisenhower - Toronto reported that the President is suffering from a blood clot in a cerebral artery and special program material is being readied and information is being secured on plans of the U.S. networks. CB suggested that there would be a difference to treatment if the President were to die to that given to President Roosevelt. The latter was much more human and more highly regarded figure in Canada and the CBC in wartime carried much more than would be regarded necessary at this time.

4. Royal Visit Film for National Archives and Parliamentary Library ACB enquired if Montreal is able to provide a French version and Montreal reported that it had been asked to report on costs to ACO. It was agreed that this should be done and that the decision could then be taken regarding the provision of a French-language copy which has been agreed in principle.

5. CARTB Public Relations - P & I reported that CARTB had hired a public relations firm and is developing a public relations plan which will provide PR material to both radio and television stations including a standard TV station identification which includes the letters CAB, the new CARTB lable, and might serve as a network identification. The new PR endeavour appears to be a drive for networks and to put the CARTB case before the Parliamentary Committee.