

to cost \$7,500 each (\$3,500 for each of 13 episodes in English & \$2,100 for each of 13 episodes in French last year). The General Manager pointed out to aspect of good relations between NFB & CBC. Montreal & Toronto asked to budget accordingly. CB informed NFB -- CBC meeting planned early Oct. to discuss 1958-1959 plans.

7.5 Program Packaging Policy G. Rugheimer informed study going ahead.

7.6 Subsidization of Chez Miville CB indicated no sponsor interested at this stage. To follow-up generally with COM in connection with other programs, such as The Happy Gang.

7.7 Don Messer-Sale on Maritime Network COM disagreed with suggestion put forward in memo from FGM Dir MAR to AGM. AGM, CB & COM to resolve.

7.8 Sales Tax on Imported Commercial Messages on Film Decision pending from Department of National Revenue sales tax officers.

8. Program Reports

8.1 Radio & TV General Radio PGM Dir QUE informed le Réveil rural to remain at 12:30 - 1:00 and split into two 15-min. periods, first one to be carried by network, second mainly in Quebec. RTF Letter from Repin Paris concerning invitation received from RTF to prepare 9 of a 36-program series in which France, Switzerland, Belgium & Canada will participate, the complete series to be broadcast in all four countries. -- Entretiens avec.... Possibility of obtaining interviews from this series that was very popular in France. -- Sérénade pour cordes Will be carried by radio in the fall when off TV; budget considerations involved; reaction very unfavourable last year when Sérénade dropped altogether. -- Place aux dames Dropped from schedule & replaced by films. -- La Rigolade Remains Monday, 8:30, & to be broadcast from a high-school by mobile unit. -- La Couronne d'or Contest originally limited to Quebec residents, now open to all provinces. -- Quatuor Authors Marcel Dubé, Louis Morissette and Françoise Loranger-Simard asked to participate. -- L'Heure du concert QUE worried by turn of events when learned plans discussed were not being implemented. ONT expressed regrets & hoped something could further be done. CB to follow-up upon return of P. McDonald.

8.1.2 Radio & TV Commercial Radio Approximately same number of sponsors as last year. Success Wax has dropped Jeunesse dorée but Ogilvy Flour Mills interested. -- Quelles nouvelles & Face à la vie sponsorship under discussion. -- TV Marie-Didace CBC informed Gattuso not to sponsor but hoped decision will be reconsidered & Gattuso will again pick-up half sponsorship with Coca-Cola. -- Théâtre populaire Dropped by Standard Brands who is interested in half Quatuor. GE to pick-up other half on 52-week basis.

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