

Prior to commercial breaks, an NBC "Data Bank" flashes weather and commuter information on the screen. It's a competitive attempt to attract viewers with a range of information given the limitations of the medium.

The final telecast is a late evening summary, the majority of material usually comprised of local and national stories from the early evening show and sports updates. Here again, the accent on news programming at local stations is on local news. Being in the position of representing "another community", Canadian information officers have the opportunity in many cases to provide fresh input to a community concern.

Virgil Dominick, WXIA-TV, Atlanta: "We're talking about a new subway down here. I went through the CBC and received film of the Montreal and Toronto subway systems for a story...."

The opportunities for placement of materials and guests on radio and TV programs have encouraged the growth of specialists. Our firm uses the services of Motivational Communications Inc., whose president, Barry Conforte, points out that "federal communications requirements stipulate that all broadcasters, even network affiliated broadcasters, must produce a minimum amount of local programming each day. This provides unparalleled promotional opportunities at the local level." He suggests emphasis on the themes of tourism, cultural and ethnic heritage, sports and recreation, economic development and interdependence.

On syndicated features, Conforte offers the following comment:

"There are many popular variety and feature programs that offer promotional opportunities, especially in the area of tourism, women's interest and cultural