

CONFIDENTIAL

EX 57-22

EXECUTIVE MEETING

September 10th, 1957

Present: Ottawa - J.A. Ouimet, E.L. Bushnell, R.P. Landry, M. Carter,
J.P. Gilmore, R.E. Keddy, P.A. Meggs, A.K. Morrow,
M. Ouimet, W.G. Richardson, J.J. Trudeau

Montreal - G. Lamarche, B. Laffleur, A. Ouimet, R. Rolland,
J. Saint-Georges, M. Valiquette

Toronto - H. G. Walker, T. Benson, E. Hallman, H.R. Hilliard,
J.M. Kannawin, F. Mutrie, W.E. Powell, G. Rugheimer,
D.B. Sumner

1. Program Items

1.1 TV Fifth Anniversary Programs MGMT reviewed programs prepared for the occasion. Reaction very favorable to French network programs. Ass't ONT said there had been some good reaction to special film Take 5, which was produced upon short notice & under difficult circumstances. MGMT expressed wish that future anniversaries be given full treatment.

1.2 Royal Visit - Progress Report ACB informed it has been agreed to speed up the first stretch of the route from Uplands Airport to Government House on day of arrival, allowing for coverage under better daylight conditions. A total of 27 cameras (including 2 in stand-by) will be used & 225 staff assigned to various duties. The Queen will rehearse twice her address to the nation: Sat. night & preceding the Sun. telecast. Prince Philip will speak live in both English & French from Government House at 1:10, Tuesday, Oct. 15th. ACB will gather for later discussion information concerning repeats. T. Benson informed new estimates somewhat in excess of \$400,000 have been arrived at, approximately 3/4 of which would go in production costs. P&I informed closed circuit TV press conference would be held Sept. 30th in the Scott St. studio with a one-hour presentation in French and one hour in English.

1.3 Santa Claus Parades AGM in receipt of a letter from T. Eaton Co. asking CBC to telecast parades under same conditions as last year. After some discussion, meeting reached decision on suggestion made by Ass't ONT: Eaton's would be asked to pay full cost of pickup but would not pay time charges. Eaton's would also be asked to make arrangements through Dirs TV in MTL, TOR & WPG.

1.4 Request from French Affiliates Pgm Dir. QUE referred meeting to request made by French radio affiliates asking CBC to shorten by one minute all sustaining programs in the reserve time period. MGMT suggested request be left in abeyance until next affiliate meeting.

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