

EX 57-31

PRESENT: Ottawa - J.A. Ouimet, E.L. Bushnell, M. Carter, R.C. Fraser,
J.F. Gilmore, C. Jennings, F.P. Johnson, R.E. Keddy,
A.K. Morrow, M. Ouimet

Montreal - G. Lamarche, B. Lafleur, A. Ouimet, R. Rolland,
M. Valiquette

Toronto - H.G. Walker, E. Hallman, J.H. Harvey, G. Jones,
W. Hogg, J.M. Kannawin, P. McDonald, F. Mutrie,
W.E. Powell, G. Rugheimer, D. Sumner, B. Trotter,
C. Walls

1.1 P. McDonald reporting. Explorations - The first program - a history of Canadian theatre on Sunday night gives promise of a good season. Wayne & Shuster on Monday night, one of their best programs. Folio of last Thursday has had a good reaction. CB pointed out that Canadian drama is one field where the CBC can provide distinguished character to its programs, thought this one excellent. Post-broadcast analysis of Games and Rites was held with Robert Allan, reveals that the show was carefully planned and produced but did not come off as hoped. MGMT directed attention to the fact that the discussion of this program is to determine through analysis what went wrong and what could be done in the future to prevent a recurrence. There should be no feeling of searching for a scape-goat. MGMT is of the view that regular discussion of programs should obviate such personal feelings just because there is discussion. Evaluations should be written and should be done regular. Showtime - Toronto feels progress is being made and points to surveys being conducted; by AR by CGE and agency. Feels that "Showtime" going through strain of efforts to recapture status of other years. All Star Game - AR conducted survey using 1,000 telephone calls in Western Canada - results show prospective audience just short of 1,500,000, which indicates substantial degree of interest. Scheduling of All Star Game discussed at length and it was left that Toronto would recommend to MGMT after current negotiations with prospective sponsors and current investigations of rights, etc. have been carried to conclusion. WIFU Final - Kine of game preceding Saturday in one-hour edited version being scheduled microwave network at 11:30 p.m. Friday with move of Late Movie to Thursday night. Cose Up - There was discussion of pick-up using microwave circuit to Durham, N.C. for ESP item. Cost for full item was estimated at \$7,000. MGMT suggests that this cost for the result obtained means this whole item and its handling should be reviewed and analysed. Is it necessary to have two-way microwave so they can see Percy Saltzman? Could not the link be by sound only?