

The President stated that he could not agree more with Mr. Dunsmore's concern about the lack of Canadian content. Although the sports package will present the best in sports programming available and will certainly gain much interest, he would have preferred that Canadian sports be presented and in particular the Big Four rather than the NFL. He hoped that the Corporation would be able to regain the Big Four rights in the future.

Both Dr. Lumsden and Mrs. Armstrong expressed a great desire to have more regional TV coverage of regional sports activities. Mr. Dunsmore inquired what effect there would be on the Carlings contract if the Corporation tried to accommodate more regional broadcasting. The Vice-President pointed out that because the Corporation's contract with Carlings was on a 52-week basis, it was very conceivable that some of the regional sports programs would conflict with the sports package broadcasting and even though it would be possible to perhaps delay some of the regional sports programs, this type of arrangement has often proven to be quite unsatisfactory because of the immediacy associated with the results of sports activities. Mrs. Armstrong stated that in the West most of the existing regional coverage was telecast after the CBC national news at night and that viewers were quite satisfied to wait until the latter part of the evening for such coverage.

Both Mrs. Aitken and Mr. Dupuis stated that they were on record as opposing sports broadcasting on Sunday afternoons. Mrs. Aitken was concerned about the possible replacement of many of the popular Sunday afternoon programs and was dubious as to whether viewers would be anxious to have sports broadcasting all Sunday afternoon.

Mr. Dunsmore asked how much of the 52-week programs would be on Sunday. In reply, Mr. Walker stated that only the 14 NFL football games.

Referring back to the question of regional coverage of sports activities, the Vice-President said that he was certainly not opposed to regional sports broadcasting, but felt that a great deal of caution would have to be exercised so as not to interfere with any commercial commitments and that the Corporation would have to assess the cost of this regional coverage very carefully. The President suggested that this whole question of regional coverage should be more fully examined. Mrs. Armstrong felt that it was very important that the Corporation get away from the idea that important things only happen in Toronto, Ottawa and Montreal. Following further discussion re the pre-empting of Sunday afternoon programs because of NFL sports broadcasting, the meeting recessed.

At 11:35 a.m. Mr. Walker withdrew. At 11:40 a.m. Mrs. Carter withdrew.

A screening of the Festival '61 program entitled "The Zoo Story" was shown to the Board. At 12:30 p.m. Mr. Fraser withdrew.

Copies of the Toronto Star article interviewing Mr. Spence Caldwell were distributed to the Board and discussion followed. Mrs. Aitken inquired what provision there was, if after two years CBC affiliates decided to abandon CBC network affiliation and joined with the second network. The President stated their licence was conditional on their being part of the CBC network. He pointed out that any station in any area not already served by the Corporation must carry the national service. The Corporation has twelve stations of its own, the rest are all privately-owned and the BBG would probably guarantee that the Corporation keep all of its affiliates necessary to cover the country during option time. The only question is whether during their local time periods which are between 6:00 and 8:00 p.m. and after 11:15 p.m. could CBC affiliates join with the second network or any other network. At the moment the Act is quite clear. It states that they cannot agree to any such affiliation unless CBC grants permission and the BBG approves. As long as the Act remains unchanged, the CBC position remains the same. If the Act is changed, it might very well be in the hands of the BBG to decide whether in the public interest it would be better for our affiliates to join another network. The Corporation is going to raise this at the next BBG hearing.

Mrs. Aitken inquired whether at the end of our present contracts with CBC affiliates, if the Act were changed, could CBC affiliates operate on a CBC network in option time and affiliate themselves with a second network