

March 28th and CBC will use news from CP (PGM to warn all concerned)
Noted possibility April 2nd would be crucial game in Stanley Cup
Playdowns in which case Press Conference 11.15 - 11.45. P & I to notify
staff of list of broadcasts. PGM concerned about possibility news break
on pre-recording of Fowler for non-connected stations - to follow up.

2.3 TV Affiliates Program Sub-Committee - Meeting Saturday successful
in getting reactions stations to various scheduling decisions which fully
explained. Stations interested in opportunities to schedule more
commercial business - PGM plans submit MGMT formula for spots, slots and
station breaks. No slots to be put in "Open House". 13:25 minute news
firmly scheduled for fall.

2.4 Visit to West - PGM took three-week trip having 5 days in Vancouver,
two in Edmonton, Winnipeg and Regina. At both Winnipeg and Vancouver PGM
spoke to program staff both radio and TV. There is a great sense of drive
and purpose at both locations and a desire to have network representation
in programs which should be provided in the near future. At Edmonton and
Regina there was an opportunity to speak to the whole staff. Visits were
also made to private stations in Calgary and Edmonton. A detailed report
will be submitted to MGMT.

2.5 Report on CBC News Coverage of International Events - Report has been
requested for presentation to next Board meeting. Chief News Editor was
advised of terms of reference.

2.6 NHL Hockey Next Year - P & I called attention to remarks of President
Clarence Campbell that U.S. televising of Saturday afternoon hockey to
begin earlier next year and interest in having Canadian teams participate.
Agreed that both Maple Leafs and Canadiens have tradition of Saturday
night games and would need tremendous consideration to change.

3. AUDIENCE RESEARCH

3.1 AR Bulletins - AR explained new series to be issued monthly supplying
in digest form information on Audience Research, will attempt not to overlap
P & I.

3.2 Schwerin Tests - Have been testing "Denny Vaughan", "Jackie Rae",
"Pick the Stars", "Open House" and propose to do "Barris Beat" and "Wayne
and Shuster". Meetings being held in Toronto to consider results to date.
Tests not yet conducted in Montreal mainly because no staff.

3.3 Audience Measurement Surveys - "Lolly Too Dum" report and analysis
about ready for distribution. Montreal School Children's report being
completed and to be issued shortly. Covers French-speaking children 8 to
19 years. P.C. Convention reports delayed by International Surveys - to
be ready before election. "Radisson" surveys show especially high number
viewers per set - 3.1-4 against average of 1-1.5; in February reached
500,000 households or 1.5 million viewers. Schools Broadcast Department
asking for evaluation Schools Broadcasts audience in fall; also Farm
Department wishes experiment about television Farm Forum. R.S. Bryden
asking for special audience studies for commercial promotion purposes.