

continue to be interested in buying the network if the program he was sponsoring was not attracting a relatively large audience and was giving him the value of his investment. Other Directors felt that to deprive baseball fans of watching the only Canadian team in the American league in areas outside Ontario and Quebec could probably create a lot of protest. Mr. Hallman made the point that Hour Glass was a locally produced CBUT Vancouver program which is also fed to Victoria. To replace football in the rest of the B.C. province would mean a CBC substitute program for which there is no requirement under existing affiliation agreements to make affiliates carry a local program. He also emphasized that the popularity of baseball must be considered in terms of the total B.C. reception area rather than just the Vancouver-Victoria areas. The President suggested that in order to permit the Committee to consider this question further, Management would obtain audience information on the baseball coverage question to establish its relative popularity.

The CBC's coverage of the Quebec provincial election and public comment by the Prime Minister that he was not asked to appear on CBC French network to discuss Canadian unity were discussed by the Committee. As to the latter point, the Committee were advised that two invitations from the network had been declined by the Prime Minister's office. With respect to the election coverage, Mr. David explained that the mechanical failure of the IBM machinery, the divcon and teleprinter equipment used for the reporting and projecting of results caused the major problems with the coverage. However, he noted commentary and political analysis provided were generally well received. The greatest amount of criticism of the coverage pertained to the English TV network where the collapse of the technical reporting facilities proved to be more than the limited resources available at the English Montreal station (CBMT) could handle. In addition to the adverse comment that developed about the local English coverage provided by CBMT, there was much said about the inexperience of the reporting team. Mr. Hallman explained that while the English network had originally planned to broadcast the results on the network from 9:00 to 9:30 pm, this decision was changed three or four days just prior to the election because of the general national interest in the results of this important election in Quebec. As a result, this required more physical resources than were possible to meet the demands of the national English network. The President noted that while the decision to broadcast the election returns on the full network was the right one, this should have been made earlier. It was generally agreed that this experience proved the absolute necessity for sufficient advanced pre-planning so that necessary reporting staff and allocation of resources could be assigned to the project. Bearing this in mind the Committee was hopeful that a similar situation would not re-occur in the future.

PRE-NATIONAL TV NEWS SPOT

The President asked that the English Network Services Division look into the possibility of re-locating the HR Block spot that precedes the CBC national 11:00 pm TV network news because it features a CTV network news reader (Harvey Kirk). He felt that placement of spots using competing network personalities should be more aptly scheduled to avoid possible conflict of service and personality identification.

PRE-EMPTION OF FRENCH LANGUAGE PROGRAMMING ON REGINA TV STATION

Mr. Pinsonneault asked if some means could be found to schedule at an earlier hour on Saturday and Sunday mornings French programming on the CBC's Regina TV station specifically and any other station carrying this service which on occasion has to be pre-empted because of live network needs. Mr. Pinsonneault noted that most of the French service referred to was pre-recorded or filmed and would not create any problems for the local stations. Mr. Hallman said he would investigate this to establish what would be involved in terms of how early the stations would be required to commence operation on these occasions.