

4.3.2 Radio & TV Commercial Quelles Nouvelles? Still unsold. Lettre à une Canadienne Possibility of Citadelle Maple Products sponsoring 3 times weekly. This sponsor also interested in twice weekly Jehanne Benoit appearances on Fémina; Carnation Milk-General Foods Considering 2 programs: one quarter-hour musical, five occasions a-week, & dramatic serial based on a Delly novel; Molson Negotiations in progress for replacing la Rigolade & le Rendez-vous des sports. Belle Fermière Products have shown interest in one quarter-hour program with Jacques Labrecque originating from OTT. C'est la vie Chrysler have not renewed & their half sold to Robin Hood Flour Mills. Chrysler considering buying le P'tit Café or similar program.

5. Station Clearances - English TV Network There was general discussion on refusal or reluctance of western stations to clear time for certain network programs. COM stated all stations expected to be released from Folio or Concert Hour. MGMT indicated delicate situation. CBC has been pre-empting a certain amount of time outside option time. There also is danger normal network distribution could be affected if stations are obliged to carry network commercial programs outside option time. COM indicated immediacy of situation. AGM, ACB, COM & SR to investigate.
6. Halifax TV Operations Report CO informed report had been circulated. Matter will be raised at fall administrative conference.
7. CBC-CARTB Committees MGMT informed meeting has been held between CBC & CARTB to discuss matter of contests, give-aways & regulation 7.2 generally. Meeting agreed to formation of 2 committees. One will deal with training & instruction of potential & existing staff in broadcasting industry; the other will undertake a joint research project on nature & behaviour of radio & TV audience. AGM will carry on further discussions with CARTB.

End of Circuit

8. TV & Radio Program Schedules - HO Board-room ACB indicated in progress; delay has occurred but work on project will be resumed shortly.
9. CBC Symphony Tour ACB indicated musicians should press for proper representation of Canadian music at Brussels Exhibition. ACB has discussed informally with Canada Council. MGMT asked information be available for Board meeting next week.
10. Next Meeting Tues., Sept. 24th, 2:15.