

rather must support the broadcasting of these games. Whichever party is granted this application will raise some very important questions for the future. The Corporation in its presentation could refer back to the CBC's original submission of last September which would prompt full discussion and which could lead to a clarification of this situation for the future.

In reply to a question by the Chairman, Mr. Walker advised that even if the Corporation were offered the TV rights now, this would conflict to a great extent with the Corporation's commitments with Carlings. Mr. Ouimet indicated further that the Corporation would hesitate to interfere with present contractual arrangements with Carlings.

Mr. Ganong stated in the Maritimes, where he had spoken to several football fans, that they were extremely disappointed that Big Four football would not be available this year until they heard the Corporation was planning on broadcasting NFL games.

In reply to a question by Mrs. Carter regarding the reception of the announcement that the CBC would carry a sports package, Mr. Fraser stated that the affiliates are most enthusiastic about this idea and are presently planning extensive campaigns promoting the new world of sports series.

Mr. Leeson inquired about BA's (British American Oil) reaction to CBC's losing the Big Four TV rights. In reply, Mr. Walker stated that BA were very upset and disappointed that the CBC would not be broadcasting Big Four this year. This represented a great public relations loss for BA and they have been constantly in touch with the CBC about the possibility of their being forced into going along with CFTO to save public relations face. BA are quite concerned about the Corporation's feelings about their possible joining with CFTO.

Mrs. Carter inquired whether this meant that the Corporation will have lost both Molsons and British American Oil as sponsors permanently, to which Mr. Walker replied that he only could speak about BA and that they wanted to maintain their association with the Corporation.

Mr. Ganong suggested that perhaps next year British American Oil and Molsons could buy the TV rights themselves and then approach the Corporation about possible broadcasting. The President agreed that this certainly was a possibility.

The Chairman expressed concern about the new proposed Carlings sports package because of the high American content (approximately 70%) which would seem to indicate that the Corporation was not living up to the requirements of the Broadcasting Act. Mr. Walker replied that although the American content would be slightly higher in the beginning of the series, he hoped that eventually the proportion would be 50% Canadian versus 50% American. Mr. Dunsmore felt that the Corporation should not commit itself to this sports package for more than one year.

Mrs. Carter inquired whether there was any possibility of making up a Canadian sports package, to which Mr. Walker replied that as far as he knew there would not be enough events of national interest to keep a Canadian weekend sports program going all season, and that Carlings was mostly interested in the American sporting events, but would take all other things that the Corporation offered.

Mr. Fraser pointed out that although the football games would be a large attraction in the sports package, that some of the new Canadian events shown for the first time, might attract a considerable amount of interest and create an appetite for them.

Dr. Lumsden informed the Board that in the Maritimes last year there was only one football game televised on TV, a college game between St. Francis Xavier and Ottawa University. He inquired whether it would be possible in the Maritimes to get more coverage of some of the football games played there. Mr. Walker replied that the Corporation was just beginning negotiations for Canadian sports coverage including college football.