

JL- CTV is the commercial Canadian network. They kept their word to me on telling audience how to get the book but apparently gave the info too fast from a call I had from the show this a.m. They want full information to give a large number of callers who did not get it as spoken. This may well mean we have lost most of the sales and informational potential. However, they will not give full information to callers, including cost. So for those who call late we still have a chance....The one thing I did not expect is that people who live by commercials would be incompetent or inadequate with them! However, for the future this is a good sign. It means that the net is pleased with audience reaction and response. This in turn means they will think of me when there are questions on this general subject. My last night's memo did not make clear the distinction between the two nets. That call was from the non-commercial equivalent of BNL. If they are interested in an ad for Canada, perhaps in time CTV will be also. ..I found Don Newman not only an excellent interviewer who has done his homework well but the kind we talk about here and really have, an impartial one. He was this very helpful. HW 2/21/75