

that point all the actors, royalties, etc. have to be paid all over again. Would it not be a good idea to make provision for bodies which would supply the necessary funds when we want to do things like that, which seem to us good and necessary in meeting Canadian goals?

Mr. Fortier: That comes quite close to Mr. Giguère's point of view this morning in connection with private enterprise?

Mr. Audet: That depends. We are discussing something at the moment which is not necessarily subsidies. We say: give subsidies to the creators then, and we will create within the limits of our means. I think we have shown our intention of continuing to do so, but we can't build a structure all by ourselves. That would be unthinkable.

[Text]

Mr. Fortier: I will yield.

The Chairman: You will yield. I think Senator McElman has a question and Senator Bourque had a question. I think we will go to Senator Bourque first, if you like.

[Translation]

Senator Bourque: Mr. Audet, your territory or your region, covers Grand-Mère, Shawinigan, Nicolet, Ste-Angele, Champlain, what in fact is the extent of your territory?

Mr. Audet: The extent of a territory is usually defined in technical terms, by a contour-line along which the signal is of equal intensity.

[Text]

The Chairman: There is this map in the book, Senator Bourque, at the back of the brief.

[Translation]

Mr. Audet: It could be said, I think, that the beam currently used in the industry is the second circle which you see here and which approaches Quebec, Sherbrooke and Montreal.

Senator Bourque: You haven't very many viewers in Montreal, it's not your territory?

Mr. Audet: We don't try to reach Montreal. Our programmes are not aimed at Montreal viewers.

Senator Bourque: You say that what you excel in is the local news chiefly because all those people are interested in having the local news and that you must more or less, in such places, give more local news than a station like Montreal or Toronto. Do you have much

competition then from Montreal stations? They always go everywhere that you go and they have more varied and extensive programmes than you can provide. Is it from them that your greatest competition comes?

Mr. Audet: I think that there can be no hesitation in answering your question. Our chief competitor is Channel 10, CFTM, which you have just heard, because it provides an alternative. We are affiliated to the CBC, and Channel 10 provides alternative programming. Have you another question, because, if not, I should like...

Senator Bourque: This is part of the same question. You see, I think that when you come to national advertising, people who have a lot and who cover a certain amount of ground don't buy from you if they are already in the Montreal stations. You have trouble getting that advertising, don't you, and that prevents you from making an income which would permit you to expand and to do a lot more programming than you are actually able to do. Is that it?

Mr. Audet: Is that your question, or is it the introduction to your question?

Senator Bourque: No, that is part of my question.

Mr. Audet: Fine, then. There can be no doubt that the presence of other stations slows us down, let us say, in obtaining national advertising, although we are nonetheless I think in an excellent position from that point of view.

Senator Bourque: It costs your station much more, for example to get national advertising than it would cost a large station; it's ten times more, is it about that?

Mr. Audet: There is no doubt of it.

Senator Bourque: That leads into my question. Here I see on page 14 of your brief No. 7:

"It seems necessary to establish measure of financial assistance similar to that which is illustrated by the financial assistance given to Acres Limited by the Federal Government (through the Canada Deposit Insurance Corporation) to allow them to acquire Traders Group Limited, whose control threatened to go to outside interests. A similar aid would be priceless to Canadian stations in their efforts to promote Canadian culture and to preserve the ownership of Canadian media."