

compromise to their journalistic integrity in doing so. In effect, they appeared willing to say that, as institutions, they feel a responsibility to the country — which they are prepared to demonstrate in institutional ways; yet, they are confident that such measures can be taken without compromising objective reporting or balanced programming.

The Canadian Cable Television Association was even more specific about its commitment to the national unity mission. Asked to compare their attitude with that of the Canadian Association of Broadcasters (which had called on its members to get involved in the national unity debate) and to compare their stance with that of the Canadian Broadcasting Corporation, the CCTA responded:

*I'd like to comment on that directly. Mr. Spicer actually addressed a number of cable companies in the last while to thank us and congratulate the cable television industry on the support we gave to the Spicer Commission in electronic town hall meetings. The town hall meetings ran across the country; the satellite uplinks and the inter-connections were done by the cable television industry. We did brochures in each community. We sponsored and actively encouraged people to participate in discussions using the community channel, and to get involved with the community channel in talking about what's important. At our convention in June in Ottawa, in many of the speeches, many of the industry leaders and many of our participants also took this same position that we, as individuals, as companies and most definitely as an association must all do everything to respond to and deal with the crisis. ... above and beyond our industry, what is most important is saving Canada. — Ken Stein, President and Chief Executive Officer, Canadian Cable Television Association (Issue 20:72).*

Aboriginal peoples, separated by vast distances, have pressing communication needs. The recently announced Television Northern Canada network was established as the result of years of effort and in cooperation with territorial governments, aboriginal broadcasters and the Canadian Broadcasting Corporation Northern Service. Other needs are an independent aboriginal press; together, television and the print media would allow aboriginal peoples to celebrate their internally diverse culture, to better understand each other and to promote tolerance and respect for their differences and similarities.

*As aboriginal people we need to think about issues which have control of our lives. No people have ever evolved without debate and discussion of ideas. We need some of our own people to begin to present some of their ideas about the future direction we should be following as Aboriginal people. We need help, we need support of Aboriginal language initiatives, cultural revitalization initiatives, Aboriginal communications initiatives. We need our people to begin to understand the world around them. As Aboriginal communicators, our job, quite simply, is to interpret to Aboriginal people events which are taking place around them, and allow them to make decisions on matters that are affecting or will affect their lives. — National Aboriginal Communications Society, Brief, p. 2.*