

I think there is natural growth involved and it is hoped, and it is the view of the industry, that if the public do accept this form of programming, we might achieve even greater penetration, which would to some degree even offset the cost of programming.

Community programming cannot be equated in any way in cost, say, to a CBC production. It is a different kind of programming and technique; although it requires very substantial investment from the point of view of the cable operator to get into cablecasting, it is certainly different from buying a \$140,000 camera where we might spend \$10,000 on a camera, for instance.

Senator McElman: Where, Mr. Boucher, do you anticipate getting the cameramen, for instance, and the technicians? Are you going to train up people who have no experience? Obviously this would give a pretty poor fare certainly for a time. Or do you feel that there are people available now? I understand there is a scarcity.

Mr. Boucher: This falls into two categories. These opinions were expressed at the CRTC last week. From the point of view of creative talent, certainly there is lots available. Technical talent is something else again; but of late, I think because of growth of broadcasting generally and the prospects of educational television, more schools, especially in the larger urban centres, have courses in the television arts, be they technical, operation, creative or what-have-you. Those courses are available today and they have been graduating people.

I was amazed at the amount of applications that seem to be going in from people who can obviously do a fairly good job, if not a very good job, in most major operations. That has happened to me in our own operation.

Senator McElman: I can see the possibility of getting at least semi-trained people in the larger market areas, but do you not think this is going to be a very severe problem in the smaller areas where cable now exists?

Mr. Boucher: I think the smaller areas probably will take longer to instigate or to get into cablecasting and some areas may never. We cannot say at this time. It is a bit early.

With the rapid development in videotapes and the lowering of the cost of videotapes and videotape techniques, it could be done. While there may not be a studio per se and a

lot of local origination, at least there could be programmes available from a regional aspect or the closest major centre or a consortium across Canada, which does exist for community programming as such.

Mr. Allard: If I may, Mr. Chairman, I cannot see, for instance, an operator in Baie-St-Paul spending a lot of money on local origination when this potential is 1,000 subscribers. There are many areas of this nature in Canada.

I really believe, if I may use an expression, that we are whistling Dixie when we ask all operators to originate programmes in their community.

Mr. Fortier: Unless he belongs to a network and the latest proposal has been to open the door to CATV networks.

Mr. Boucher: This could develop but it is so early in the game it is very hard to do anything but give an educated guess. But what you are suggesting could very well be the possibility.

The Chairman: Are the CATV stations across the country now permitted to do their own programme origination?

Mr. Boucher: Oh, yes.

The Chairman: Could you tell us something about how much is done?

Mr. Boucher: Perhaps Mr. Allard could tell us what has been done in his region.

Mr. Allard: I believe we have some statistics on this, Mr. Boucher.

The Chairman: In this brief? I didn't see them.

Mr. Boucher: I think this was a percentage of people who are going to actively participate. I will give you the specifics as I understand them.

Mr. Chaston: We originate 35 hours of live programming each week from two studios, mainly in French, but there are also programmes catering to the Greek and Italian communities. We have 200, 300, and in some cases 350 people through the studio in a week. This has been going on over the past five years.

The Chairman: When you say 35 hours a week, what kind of stuff do you do?