

We may have a special arrangement with one university because they wish in a journalism course to emphasize and to integrate with an active functioning journalistic unit because it may be useful. We have done programmes, for instance, with the psychology Department at the University in Alberta.

We did a treatment on an unemployable individual who is being treated by the social service unit in the university there. It was a very important piece, very well done and very well received.

Mr. Fortier: You consider these have been successes, these experiments?

Mr. Chercover: Yes, the relationships are excellent.

Mr. Fortier: And I suppose that it has quite a bit to do with your social orientation programming whereof you were speaking earlier?

Mr. Chercover: Yes. The only problem is we tend to find the academic community has its mind made up. I don't mean that in a critical way.

I remember particularly at the Harrison Hot Springs conference on "Communication in the Seventies" I presented a piece there on the technological changes. There were two things that bothered me. First, Ken Lefolli, for whom I have a great deal of respect, was the moderator, and Ken made a long introduction of the general topic and in effect assigned to the various participants in the panel their corporate viewpoints. When it finally got around to me I said: "I want to take exception. I was asked here by a political party to add my comments on the subject of the future. I didn't come to represent the interests of CTV per se. I came here to enter into a dialogue (and I say that in this brief). I am not concerned with the preservation of the current financing arrangements for CTV, which come from the advertising community, if this political party and the public and the country itself make a decision, a conscious decision, that they want a different system, for good and valid reasons, then bye-bye CTV."

I delivered my paper and it was as clear as a bell that I was not taking a corporate position. The lady from York University, however, who deals in media, and is a very bright lady, Thelma McCormack...

The Chairman: She appeared before the Committee.

Mr. Chercover: ...appeared immediately following me and promptly allocated to me things which I had not said. She didn't even listen. She promptly reviewed the positions that she expected me to take.

Mr. Fortier: It is like when you are prepared to thank a speaker...

Senator Prowse: She wasn't going to let the facts interfere.

Mr. Chercover: Please don't let the facts interfere in any way.

Mr. Fortier: Is there a future for AM radio in Canada in the media spectrum?

Mr. Chercover: Certainly.

Mr. Fortier: Do you think that it is going to develop on a course parallel with television?

Mr. Chercover: First of all, let me state that although I did start my career in radio and had some experience in that area, I don't regard myself as any kind of expert in radio broadcasting. It has changed dramatically in the years since I have left it, and it is a good many years. It is highly specialized and its successful operators are people who talk a language that I don't entirely understand. No criticism intended. I think they are doing very specialized things successfully.

Mr. Fortier: You don't view it as a competitor to television?

Mr. Chercover: In real terms, yes, of course.

Mr. Fortier: Insofar as audience is concerned?

Mr. Chercover: No. I think as print media has adjusted to the realities of television, so too has radio. I think that they are providing a continuous news service, for example, on the hour, on the every half hour in some instances. In many circumstances they are highly oriented to information on a continuous basis; others play good music; there are those that are strictly rock and roll. They are much more precisely orientated to a specific segment of the audience, and I think that is good.

Mr. Fortier: How have the print media adjusted to the advent of television?

Mr. Chercover: I believe the better operators in print have developed a stronger orientation to backgrounding, to depth reporting, to analysis, to features; and successfully so.