

Thank you. What is the difference between "elevator music" and "Candlelight and Wine music." Well, we do not need to pursue that.

I would like to ask you, however, with your format, which you describe as "Candlelight and Wine," presumably you will like to be the most listened-to station in Toronto.

I put the question to Allan Waters when he was here with his group from CHUM the other day: he thinks that his programming format would eventually allow his station to overtake CFRB for the first place in radio.

I would like to put the same question to you. I put it to you, mindful of the campaign which you recently ran and of which I should inform the Senators. CHFI ran a very extensive advertising campaign throughout Metropolitan Toronto in newspapers, billboards and so on, "Look what CFRB listeners are missing", and of course what CFRB listeners are missing are features which are on CHFI.

As I said I put the question to Allan Waters. Let me say in fairness he said he could. Do you think you can overtake CFRB with this programming format?

Mr. Rogers: Well, I think a radio station reflects the personality of those that are involved with it and whether we are ever one day number one or number five, the station is successful and it fulfils a role in the community.

We wanted to serve a certain segment of the community, the adults, people whom we say value their time intelligence. Always you want to be number one, but I must confess to you we would not give up our objectives of serving people that we have served for 10 years and our desire to continue to serve, for the simple answer of becoming number one.

I think that people's taste is changing. I hesitate to use the word "improving" because in our market we have excellent radio stations. If anybody ever does beat CFRB with the tremendous programming and management that that station has always had, then they will deserve to be congratulated by all concerned.

The Chairman: Was the "Look what CFRB listeners are missing" campaign a success?

Mr. Rogers: Yes, it was. I would recommend to the Senators a book called "Up the Organization."

The Chairman: I have read it. Why did you buy a radio station in Hamilton and why did you sell it?

Mr. Rogers: Oh, boy. Quickly...

The Chairman: I am sorry time is short.

Mr. Rogers: ...I am an enthusiast. We did not frankly recognize—I did not recognize how extensive cable would be so we had an opportunity of going in to Hamilton and we took it.

I found that I was so involved in cable and we did not want to dilute our activities at CHFI, we felt it was better to sell it. It was not successful. We found we were doing too many things at the same time.

The Chairman: Was the Hamilton station programming like CHFI with "Candlelight and Wine music"?

Mr. Rogers: It was at the beginning. We thought we were so clever we could just impose what we were doing in one market on another. We found we were not so clever.

The Chairman: Did I understand from something you said in your opening remarks, Mr. Graham, that Mr. Rogers is no longer involved in CFTO or is that a personal involvement?

Mr. Graham: Mr. Rogers was, if I may so describe it, a chartered shareholder in CFTO and has been a director of Baton Broadcasting since its inception.

As a result of the ruling of the Canadian Radio-Television Commission that the Baton interest should withdraw from cable, it was mutually decided that there would be, what I might call, a mutual divorce in that Mr. Rogers withdrew from the television interest as the Baton-Bassett interests withdrew from cable and there is a complete severance.

The Chairman: I only have a couple more questions. You have been rather critical today of the newspapers and the coverage they have given the CRTC hearings, and you made a particular reference to CAB.

It is a fact, however, that both CFTO and the Bushnell interests have, as I understand it, withdrawn their membership from CAB.

Surely that is a legitimate news story?

Mr. Rogers: Yes.

The Chairman: Do you share the concern of Mr. Bassett that CAB's approach to the CRTC was not in CAB's best interests?