

Mr. JOHNSTON: Mr. Chairman, that is as I recall it and I believe this was something that it intended to cover when the committee went to Toronto.

The CHAIRMAN: Are you satisfied, Mr. Fisher? May we pass on?

Mr. JOHNSON (*Chambly-Rouville*): Mr. Chairman, I have a question.

The CHAIRMAN: Is it on public relations and information services?

Mr. JOHNSON (*Chambly-Rouville*): It is in connection with (c).

The CHAIRMAN: Proceed.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Chairman, in regard to the personnel department in the commercial organization set-up in Montreal, does it occur that the C.B.C. imposes a program on a sponsor instead of allowing the sponsor to choose such and such a program, or instead of allowing him to organize it?

Mr. JOHNSTON: I would say, Mr. Chairman, that we are not always able to provide to the sponsor the specific program that he might like to put on the air at a given time. The time available will be governed by what other sponsors have already purchased, and the type of program we feel can be scheduled at a given time is, of course, related to our over-all plans of programming across the week.

At the present moment, for instance—and I am thinking more particularly of the English network, with which I am more familiar—the western type of program is rather in the ascendant, and it might well be that several advertisers on a given evening, if time were available to them on those evenings, might wish to schedule programs of that type.

In our over-all program structure we strive to achieve a balance of programming during the evening or across the week and in this way it might not be possible for a specific program to be made available to a specific advertiser at the time that was available to him.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Well, Mr. Chairman, perhaps Mr. Ouimet can clarify this point. Could it happen, for example in Montreal, on the French language network, that the C.B.C. would impose between two programs of the same type, that it might impose one rather than another on the sponsor; for example, let us take a very interesting program, which is on its way out, called "Point de Mire", as compared with a rather similar category of program called "Pays & Merveilles", which is still on the air after quite some years. The reason I give this example is because I sincerely believe the C.B.C. has a general policy—and you can correct me if I am wrong—which consists of not leaving a program too long on the air, with a view to a variation of programs.

The CHAIRMAN: Are they commercial programs or sustained programs?

Mr. MARCEL OUIMET (*Deputy Controller of Broadcasting*): On this specific point, we offer our programs in packages as a whole, that is to say, a complete package made up of various elements of a program. In the case of the two programs you mentioned, it was not a question of imposing one rather than the other. It was a question of the availability of one and the non-availability of the other under the regulations of the C.B.C. Point de Mire, being considered a full-fledged opinion broadcast was not available for sponsorship under the regulations of the C.B.C. The other one, Pays & Merveilles, being considered more of a type of travelogue in which very few opinions are injected, was made available for sponsorship. It was not a question of imposing one rather than the other. They were not of the same type.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Ouimet, may I ask, if a sponsor, through an agency, offers to sponsor a C.B.C. program on condition that the C.B.C. will take such and such a performer, do your commercial representatives in Montreal accept such a proposition from an agency?