

A great deal has been accomplished since that hot afternoon three years ago - I think much more than most people would have predicted then, and more than many people now realize.

In all my remarks here I am not talking about CBC accomplishments as such. I am talking about Canadian television as a whole. On the broadcasting side, as you know, private stations and the CBC work together in providing service across the country. Many others, too, have had big parts in the dramatic development of Canadian television. (It is a drama which still has many acts to come.) Canadian artists and writers and creative people of many kinds have risen remarkably to the opportunities offered by the system. I think we can all be proud of Canadian talent as it has shown itself in television. Canadian electronic manufacturers have vigorously pushed the production and sale of television sets. Their efforts in accepting the fast-growing television audience have been important to all of us on the broadcasting side, just as our efforts are vital to them in stimulating a market for their products. Canadian communication companies, both telegraph and telephone, have shown both faith and enterprise in co-operating on the development of networks. The previously small Canadian film-producing industry has considerably increased in resources to take its part in television. From outside the country American broadcasting organizations have agreed on terms for providing programs which many Canadian from coast to coast wish to see. Material on film has come from the BBC. For me I think the most exciting thing of all about the whole development has been the general ability and initiative shown by Canadians, many of them very young and faced with the new challenges and opportunities of television.

Direct Co-operation

On the broadcasting side of Canadian television, public and private enterprise work together more directly than in any other field I can think of. They are co-operating members of the same system. The public part, the CBC, has to face the main responsibility for the production of national programs in Canada, for the distribution of a national program service to people right across the country, and the operation of the necessary key stations. All the private stations at present extend service to more Canadians in other, and different, areas. They all carry the national program service to the people they serve, and in addition have programming arranged by themselves. The private affiliates of the system are thus helped by having part of their transmissions supplied free -- indeed, drawing revenue from the national network commercial programs they carry. On the other hand, the public part of the system is able to carry out its function of making a national program service available to people in many areas through the affiliated private stations. (To read some headlines you would think that private and public television operators glare at each other across a great chasm of enmity. Actually I think almost any of the private affiliates will confirm that the two spend much more time and effort pounding their heads collectively to find solutions for some of the many common problems that beset them and the whole system.)