

professional approach for cable television engineering problems.

Looking after the technical problems of Maclean-Hunter's 16 systems and nearly 100,000 subscribers requires local technical staff numbering almost 100 backed up by a head office technical staff of eight people.

In addition we employ four technical and university students on a technical internship basis. We have a total \$200,000 worth of test and maintenance equipment; and our Toronto head office lab is one of the best equipped of any cable television companies in North America.

The support of the company in terms of personnel and equipment has enabled us to train and maintain our own staff of cable TV technicians at every level. Our company has been responsible for some significant technical innovations and developments in the cable television field. These include the development of aerial photography techniques for the design and mapping of cable television systems, the use of field X-ray equipment for inspection of cables and fittings and detailed studies of the problem of hum in cable TV systems.

I have been personally active in technical training for cable television. The company has made it possible for me to give night school lectures in cable television technology at the George Brown College in Toronto and more recently to lecture in special cable television seminars at the Pennsylvania State University.

Our company is also making extensive use of our recently installed program production facilities to produce technical training video tapes for upgrading the skills and knowledge of our field technical staff.

The facilities, staff and opportunities of this kind can only be provided by cable television operations on a significantly large scale. Small individually operated cable TV systems cannot provide the resources to develop and practice the cable television technology which is demanded by the public today.

The technical side of cable television is often taken for granted by regulatory authorities. This company knows from experience that technical performance cannot so be taken for granted. It spends a significant part of its resources and time on the development and practice of the cable television engineering act.

**The Chairman:** Thank you very much.

**Mr. Campbell:** Mr. Chairman, that finishes our brief presentation.

**The Chairman:** Thank you, Mr. Campbell. It was a brief presentation but it covered I think quite a lot of ground and we are grateful to you for it. I think the questioning this afternoon will commence with Mr. Fortier.

**Mr. Fortier:** Mr. Campbell, you raised the issue of confidence from within the investment community.

**Mr. Campbell:** Yes, sir.

**Mr. Fortier:** Far be it from me to set myself up as an expert in investment counselling, but I think a point should be made. First of all the whole market is excessively weak at the moment, is it not?

**Mr. Campbell:** Yes.

**Mr. Fortier:** The second point which I offer in the form of a question is this. Standard Broadcasting is a company listed on the stock exchange. It is in the communications field, and at the moment as you know, it is one of the weakest spots on the market and yet it operates the Canadian Talent Library?

**Mr. Campbell:** Yes.

**Mr. Fortier:** Which should have enjoyed a boom as a result of the CRTC's proposals. So I suggest to you that your reference to the reaction within the investment community to the Maclean-Hunter issue following the CRTC announcement of April 10th, may have been a little bit over-emphasized.

**Mr. Campbell:** I don't believe so, Mr. Fortier, and I think Standard Broadcast with CFRB is a different situation. Canadian Talent Library is a non-profit operation so I don't see why investors would be...

**Mr. Fortier:** No, but CFRB and CJAD, which are the main stations in the Standard group, as they told us last week, will have no trouble at all meeting the minimum Canadian content requirements.

**Mr. Campbell:** I understand that is what they said but perhaps the investment community doesn't perhaps believe that this may be a problem. That is the only way I can interpret it.

**Mr. Fortier:** Well, can you tell us...

**Mr. Campbell:** I do know from talking to major investment houses associated with the broadcasting community, they are spending a