

SPECIAL SENATE COMMITTEE ON MASS MEDIA

EVIDENCE

Ottawa, Ontario,

Thursday, April 23, 1970.

The Special Senate Committee on Mass Media met this day at 10.00 a.m.

Senator Keith Davey (Chairman): In the Chair.

Honourable Senators, if I may call this session to order, please. Perhaps I can begin in the interests of the Senators by confirming the schedule for the balance of the hearings.

Our final hearing is tomorrow morning at 10 o'clock with the Honourable Gérard Pelletier.

This morning we are receiving, as you know, two briefs. The first I will introduce in a moment. The second brief, from Jarmain Cable Systems Limited, will be received at approximately 11.30 and then we have only one brief this afternoon from the Association of Canadian Television and Radio Artists at 4.00 p.m. We have been unable to move the time back to 2.30 so when we adjourn at the noonhour we will have to reconvene at four o'clock to receive the brief from ACTRA. I am sorry we could not move them forward but apparently given commitments of the witnesses and so on, it has not been possible.

The first brief we are going to receive this morning is from Rogers Broadcasting Limited. I think that perhaps I can introduce two people only and I will allow these people to introduce the balance of the team.

On my right is the President, Mr. Ted Rogers. On my immediate left is Mr. John Graham, who is the solicitor for Rogers Broadcasting Limited.

Mr. Rogers is an old friend of mine and it is very formal—calling him Mr. Rogers. As I have said to many of the broadcasters who have come before us, we are anxious to have you see this Committee in its context. We are examining the entire media spectrum, not

specifically broadcasting and indeed not specifically the role of broadcasters.

We want to have the view of a representative group of broadcasters who could contribute views of some significance to the Committee. We are certainly delighted you have come.

We did not receive a brief from Rogers Broadcasting Limited and therefore we really have, as a Committee, nothing to study. However, we have done a little bit of background work on your company. We will have some questions which we would like to put to you certainly about cable and about other conventional systems and indeed perhaps with other media matters.

The procedure we follow is to now offer you 10, 12 or 15 minutes for an opening statement. It is my understanding you may wish to show us something rather than to put in a formal opening statement but following the screening or following your opening statement we will question you on quite a number of matters. I should make it clear at the outset, if you wish to refer any of the questions to any of your colleagues, by all means please do so.

Perhaps it might be a useful beginning to introduce the team who are here. Mr. Graham, would you like to do that?

Mr. John W. Graham, Q.C., Chairman of the Board, Rogers Broadcasting Limited: Thank you, Mr. Chairman.

Honourable Senators, as your Chairman has said my name is John Graham. I am a practising lawyer in Toronto and I act for the Rogers companies and I am a Director and an Officer.

There are several companies involved and so that it may be totally in context, I think it might be useful for me to recount the situation very briefly.

Rogers Broadcasting Limited is a private Ontario company, which is the licensee for stations CHFI, which is an AM station in