

... with the on-going constitutional debate... certain people feared — and others hoped — that we might take a position, or ask our journalists to bias their coverage. We wanted to make absolutely clear that the standards laid down by the corporation in its policy book were not to be violated. — Patrick Watson, Chairman, Canadian Broadcasting Corporation (Issue 12:32).

... our journalistic policy clearly enjoins journalists to give both sides of the question, what you would call the good news and the bad news. — Trina McQueen, Vice-President, News Current Affairs and Newsworld, Canadian Broadcasting Corporation (Issue 12:38).

The CBC's *The Journal* took the initiative in 1990 to bring Canadians together for a weekend to discuss their views on national unity. Such programs on current issues are frequently aired by the CBC, with all sides given time and opportunity to state their case. While we respect the commitment to journalistic integrity, and to fairness and balance in the presentation of news and public affairs, some Committee members would prefer to see a prominent national institution such as the CBC make an explicit commitment to help bring the country together. After all, as Canada is, so is the CBC; without a country called Canada, it is difficult to contemplate the existence of the CBC as an institution.

In his appearance before the Committee, CBC President, Gérard Veilleux, described the CBC's difficult financial position. He pointed out that the government's appropriation in real terms is virtually the same today as it was ten years ago, with no increase to match the momentous impact of inflation over that period, and with no authority to borrow or to accumulate a deficit. He also advised that recommendations for a more stable and predictable funding approach had already been made to the federal government, and the CBC management was waiting with a great sense of anxiety for future decisions in this regard. Our Committee shares the view that changes in funding mechanisms would help the CBC to manage more effectively within available resources, and we would be favourably disposed to improvements such as a five-year forward revolving budget, and a limited borrowing authority to balance the flow of operational funds and capital expenditures in a reasonable and business-like manner. We can hardly conceive of any \$1 billion corporation being run efficiently otherwise.

Private Broadcasting

Private television organizations such as the CTV network and the Canadian Cable Television Association expressed a strong sense of commitment in support of Canadian unity. For example, in conjunction with *Maclean's* magazine, CTV sponsored a special Canadian unity seminar in mid-summer of 1991 that dramatized very effectively the nature of consensus-building required in this country, almost as a prototype or model for a constituent assembly. As well, CTV has participated with others in an innovative orchestration of the national anthem, designed to inspire new feelings of patriotism within our country. The CTV executives appearing before our Committee were not in any way apologetic for these initiatives in the interest of Canadian unity, nor did they feel or accept that there should be any