

cumstance by the Commission last week and the Commission posed the very same question: why are you running a Canadian programme opposite a Canadian programme so it denudes the opportunity of Canadians to watch Canadian programming?

The CBC response was "Indeed, sometimes these things were accidental."

Incidentally, they do have one valid point. The CBC has access to certain periods of option time. They don't control the totality of their time for all stations affiliated with them. They advised the Commission they were moving. The Commission would be happy to know they were moving a Sunday night 5 o'clock show to Tuesday at 10.30.

I had to remind them at the coffee break they were indeed doing the very same thing, moving against another Canadian show, and they were surprised to find that out.

Mr. Chercover: But if we go on the volume and quantitative proposals that are in front of us, the fact is that options and/or alternatives are going to be more and more restricted.

The Chairman: You commented on the Dean Martin programme and said the programme tends to be blue. You have been in Ottawa so perhaps you didn't see an article in the *Toronto Star* on Monday. It was based on a study done by a sociologist and said "The new nudity will invade television and school stages next." Do you think that is true?

Mr. Chercover: No, I don't think that is true. I think that the entertainment industry, as such, is an industry that can be related to a pendulum and we are in the pendulum swing.

I think that in theatre and in motion pictures that this is going to swing back, frankly.

The Chairman: You don't think it will swing as far as television?

Mr. Chercover: I think we now may be on the extreme of the swing in terms of literal treatment of sex. There is a tremendous amount of opportunism involved in the volume of this activity at the moment under the guise of dealing frankly. It is just simple opportunism. I have seen many programmes in which there was no artistic merit and no programming merit. It was arbitrarily done for the purpose.

Indeed there are some producers, well known to me in the United States, who are making motion pictures for specific theatrical release but double-shooting the bedroom

sequences with clothed sequences that don't destroy the germatic effect in any respect whatsoever. They are doing this in order to be able, against the backswing, to release the films in a more contained environment should it develop in the theatrical environment, or in order to be able to release those same films on television.

The Chairman: That is called "cover your bets" or "uncovering your bets."

Mr. Fortier: We have heard much about the experiment which you carried out at Carleton University with "W5."

Mr. Chercover: Which one?

Mr. Fortier: The one where the producer came to an arrangement with the university whereby "W5" programme had access to the university's facilities and what they were doing.

Mr. Chercover: That proved to be useful.

Mr. Fortier: That did take place?

Mr. Chercover: I don't know why you heard a lot about it. It was a very simple arrangement. The producer in question gave them access to the research, consultation and advice. We didn't have it exclusively with Carleton.

For instance, the Pollution Probe people at the University of Toronto have been very active with our public affairs unit. So active that I had to chastize them for sending threatening letters to a company under the guise of "W5".

Pollution Probe at one point got a little over-enthusiastic with a Peterborough manufacturer and threatened him with an exposure on "W5" if he didn't conform. He had already conformed.

Mr. Fortier: The reason why I said we had heard a great deal about it is that it strikes me this is an area where, as you have said, you are not programming for the minorities but you are programming with the minorities.

Mr. Chercover: For instance, let me give you an example: "The Ottawa River is Dead and Dying" was a single half-hour on the specifics to dramatize industrial and municipal waste dumping in this particular river, which is, of course, in bad shape. That was done in concert with the Ecology Department of the University of Toronto. We don't restrict ourselves.