

Senator McElman: Well, shake it down. Did the Government of the United States develop all of the ancillary necessities for broadcasters or did the private sector?

Mr. Rogers: The private sector, sir, did. I think in the promotion of entertainment personalities that the entertainment companies have used radio and television and any vehicle they could to popularize their personalities.

I do not think that broadcasting has been able to control that or has caused it. I think they have been used as a tool and television programmes today are used in the same way for selling records and so forth.

Senator McElman: I have only one other question on this line and that is: in view of the fact that Canadian talent has not progressed, I am sure as much as you would like to see it, Mr. Rogers, what is the prospect of cable contributing to the development of Canadian talent?

Let me say in the type of cable-casting that you are now doing and what you propose, I see little opportunity of a strong contribution. Do you, looking to the future, see original cablecasting providing a strong contribution to the development of Canadian talent?

Mr. Rogers: Yes, I do. I still must repeat the comment that I made earlier that no matter what we do, I am concerned that it will not work, this feeling of Canadionizing our young people because I feel we have to go beyond. The people are watching the screen now, this medium, in a lot of different ways. And I, for one, feel we have to go and tackle the problem with the schools and with the libraries. But I think cable can make a contribution in this area of producing programming that perhaps can be produced on the CBS unit or other mediums and that it can be distributed to libraries and universities as well as shown on the cable system itself.

I think cable will do as much to develop a community feeling within an area as much as nationalistic feelings. I think that it will give the people in Brampton, Bramalea for example, their own television station, their own feeling of identity. Now, of course that will contribute to a feeling of Canadianism. I frankly feel cable will build a community feeling.

I think one of the great problems in our areas are the low income areas. How are we going to get cable into the ghetto areas. That

word is appropriate in the United States. I do not feel it is appropriate in Canada but I will use it to illustrate the point. These people cannot afford cable. Should we donate the cable service to them? Should we, with the Government, somehow work it out so that there is some contribution for this? I think much of our meaningful programming can assist people in these areas.

There are in our market New Canadians living in whole communities of certain racial backgrounds. Perhaps Mr. Lind may or may not wish to comment on this. We feel a great need somehow to communicate with these people and most of them will not buy the cable service.

The Chairman: I would like to point out to the Committee that we have another witness and we must adjourn presently. Therefore, I am proposing to put several questions to you, Mr. Rogers, and I would ask you, if possible, for you to answer them perhaps not at the length that I would like and which you would like, but as I say, we do have another witness.

There are certain questions that I would like to put on the record from this hearing. First of all: what is the difference between "elevator music" and "Candlelight and Wine music"?

Mr. Rogers: I thought our wire had settled that.

The Chairman: I think in fairness that I should read your wire. I received the following wire the other day. I made a reference to "elevator music" in one of our hearings and I received this wire from Mr. Rogers.

He said:

"On behalf of the Nation's pioneer good music station, CFHI, Toronto, I would inform you that with the trend towards high rise and research indicating more elevators per capita in Toronto than anywhere else in Canada, Candlelight and Wine a great success. 70,000 Candlelight and Wine L.P.'s sold to date. More than 500,000 people listening to Candlelight and Wine, despite lack of record players and radios in elevators. Elevator riders good citizens, good liberals and not substantially different from those outside elevators. N.B. It is rumoured that the Prime Minister sometimes uses elevators."

Signed, Ted Rogers.