

Ontario in June of 1969, less than 20 days after the CRTC announcement.

Since that time, we have established origination facilities in all of our 16 cable television systems. We have invested from \$250,000 in programme origination equipment and we have allocated \$200,000 as our programme operating budget for the current year.

Our total programming expenditures for this year will represent almost 10 per cent of our total projected revenue for the year. This budget will enable us to provide regularly scheduled programmes on all of our systems, while we are still in the process of building up our programme schedules. We produced, just as a matter of interest, 87 hours of programming in our systems last week and we expect that that figure will continue to increase.

The great majority of our programming, to date, has been designed to open a window in the community. Our facilities are available to all non-commercial groups within the communities to convey their message to their neighbours. We have produced programmes for such minority interest groups as the YMCA in Midland, the Art Gallery of Owen Sound, the Chamber of Commerce of Peterborough, the Boy Scouts Association in Guelph to name just a few.

We have also done extensive programming in foreign languages for minority ethnic population groups.

In Guelph for example, we have a regular daily Italian newscast because they have a substantial Italian population. We also have Dutch and German language community programmes operating in that system.

When we begin service in the Parkdale area of Toronto, which is presently under construction, as that area has a particularly high number of ethnic groups, we expect to programme individually to those groups as much as possible.

We are just in the process now, Mr. Chairman, of preparing our reply to your questionnaire of minority interest programming and I think you will find when you receive this, that we have already gone a long way in doing that.

We do believe however that cable television can perform an even greater public service by producing and distributing programmes of regional and national interest. To that end, we have formed a new company called Programmes Cable—Canada Limited/Limitée.

This company will produce programmes and programme series; it will commission the production of programme series by individual cable television systems and by other production houses; and it will provide distribution facilities to cable television systems across Canada.

We have invited two of the other major Canadian cable television companies to participate equally with us in the ownership and operation of this company.

We are confident that this trilevel approach to programme production and distribution, that is community programming, regional programming and national interest programming, will enable the Canadian television industry to make a significant contribution to the unity and the cultural strength of Canada.

We at Maclean-Hunter Cable Television Limited are prepared to offer active leadership towards that goal.

I would now like to ask Mr. Israel Switzer our chief engineer to comment briefly on the technical side of cable television operations.

The Chairman: Mr. Switzer.

Mr. Israel Switzer, Chief Engineer, Maclean-Hunter Cable Television Limited: Senator Davey, Honourable Senators. My personal experience in cable television goes back to 1954. That year I got together with some friends in Western Canada and started a cable television system on the Prairies and in 1955 we built the first cable television system on the Prairies at Prince Albert, Saskatchewan.

Subsequently we built cable systems in Estevan and Weyburn in Saskatchewan and in Medicine Hat and Lethbridge in Alberta. My own professional skills and experience developed over the years and I soon found that I had personally outgrown the smaller systems and the smaller opportunities of that time on the Canadian Prairies.

The regulations at that time did not permit the development of cable television in major prairie cities. I began to do cable television and engineering consulting work for larger systems in Eastern Canada and the United States. Maclean-Hunter's decision in 1967 to enter the cable television field gave me the opportunity to join a company, where a professional approach to cable television engineering was appreciated and desired, and was supposed to operate on a scale that would permit the full exercise and development of a