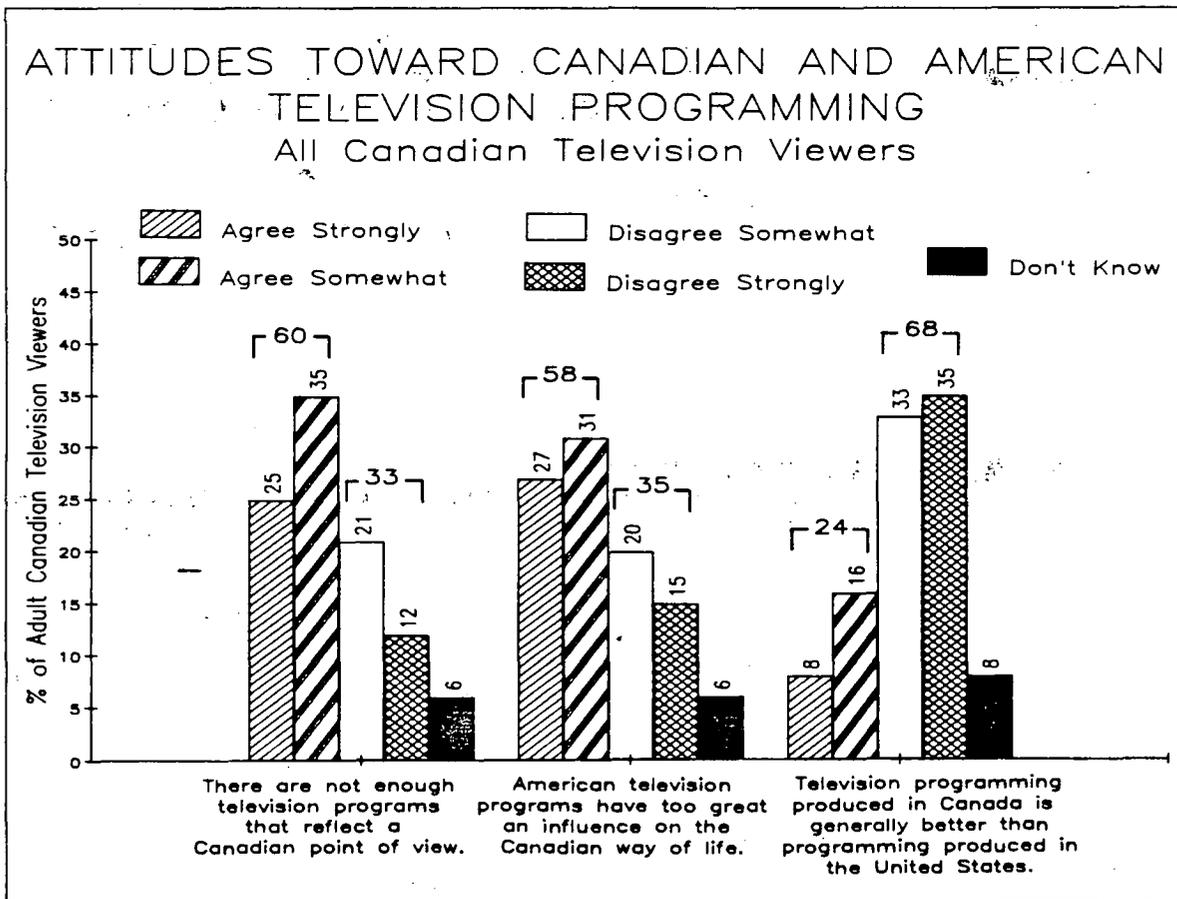


From an historical perspective, the 1969 Senate Committee Report on Mass Media found that when Canadians were asked to state a preference between Canadian and American television programs, 60 per cent opted for American programs and 35 per cent for Canadian shows. Since then, Canadians' access to American television programming has increased substantially and so has their perception that American television productions are generally better than Canadian ones.

Today, only one in four - 24 per cent - of adult Canadian television viewers believe that television programming produced in Canada is generally better than programming produced in the United States. On the flip side of this issue, a national survey conducted in August, 1985, on behalf of the Friends of Public Broadcasting found that 75 per cent of Canadian adults feel that American television networks produce better programs than Canadian networks. The ratio in favour of American programming is 3 to 1.

We are hearing the voice of a Canada that supports, in principle, the concept of programming reflective of its own culture, but will not settle for second best. As long as Canadians feel that American television programs are superior to domestic programs, there will be considerable opposition to any form of Canadian cultural nationalism which would limit access to foreign cultural products.



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