

time has leaned strongly to headlining those things which are sensational or are presented in sensational fashion.

There are those who believe and have suggested that an element in Quebec province have learned how to develop the sensational; thereby have in fact used television itself, I mean "used" in the sense of the way news and facts are presented. They have learned to use this to their advantage. Do you believe that, as a person?

**Mr. Giguère:** Well, there again I would not want to be absolute in my evaluation but I would suggest that there is certainly a large part of truth in what you are saying.

**Senator McElman:** Do you believe that this is being done in any particular area of the broadcasting media in Quebec. Let us be specific. In your opinion has the CBC French language network in Quebec been used to a greater extent than private broadcasting.

**Mr. Giguère:** There is a very hard question.

**Senator McElman:** I realize it is a difficult question. Perhaps you would like to pass.

**Mr. Giguère:** What you are asking me is if there are some separatist elements within the CBC.

**Senator McElman:** No. I am still staying within the context of the discussion we have had up to this point—not that there is anybody within the media themselves who are saying: "We will promote such and such"; but as to whether there has been a definite section such as the CBC French language television in Quebec, which has fallen into the pitfall by one who knows how to use the sensational approach.

**Mr. Giguère:** Well, to answer with a generality, I would say that this is not unique with the CBC. It is common to all media. You can find this not only in Quebec. The point that you are presenting, you can find across this country in any province.

I suggest to you that it is quite evident that if there is some fracas, and if there is a news element in it, it is the basic job for a newspaper man to take it and report it. And, you know there is more interest for the newspaperman and even for the reader, even if it is of secondary importance, if there is some sort of activity, negative activity, than reporting that: "Last-night City Hall passed the annual budget."

Mind you, all our citizens should be very interested about their municipal and provincial and federal budgets. I think that is positive thinking but if you report that there was a demonstration of a few hundred people, well, I suggest to you that for a newspaperman, you know, it is more attractive.

**Senator McElman:** Then, in current practice is it a fact that one who knows the techniques of creating a sensation can in fact obtain the preponderance of coverage for the media generally.

**Mr. Giguère:** I have to answer "yes" to that question.

**The Chairman:** More on television than on print?

**Mr. Giguère:** No. I think it is general. I cannot be specific about the interest of news in itself. I think this is common to all media. I think it is common to all parts of the country and not limited to Quebec situation. But I follow you when you say that people outside of the media have become very conscious of the media and yes, I will agree with you that there are some very bright activists that are very prominent and would expect to get national attention.

There is no doubt about it.

**Senator McElman:** I am one who places a great deal of credence in intelligent poll taking.

**Mr. Giguère:** Yes.

**Senator McElman:** And in the context of the current polls in the province of Quebec, I would ask you; Can you believe that it would have been possible for one specific group to have obtained the support that it now obviously receives without having developed a methodology for the usage of the media.

**Mr. Giguère:** I do not think I would give that the importance you are aiming at. This thinking—this basic organization, that you need to get attention from the media, I do not think is primed to that extent.

**Senator McElman:** One further question only. The media generally seems to be moving in the direction of greater in-depth reporting rather than the headline type of reporting and the sensational.

If the media had arrived at the idea of such a development and there had been over the last three years, let us say, much greater