

Table 1.1 — The Mandate of the CBC 1985-1991

| | Great deal | | Somewhat | | Not at all | | DK/NA | |
|--|------------|------|----------|------|------------|------|-------|------|
| | 1985 | 1991 | 1985 | 1991 | 1985 | 1991 | 1985 | 1991 |
| Keeping in touch with world events | 66 | 52 | 27 | 37 | 2 | 4 | 5 | 6 |
| Finding out what is happening in Canada | 52 | 48 | 38 | 40 | 3 | 5 | 7 | 7 |
| Maintaining distinctive Canadian culture | 39 | 31 | 47 | 44 | 5 | 14 | 8 | 11 |
| Maintaining Canadian unity | 32 | 31 | 48 | 44 | 10 | 16 | 10 | 10 |
| Maintaining Regional Identities of Canadians | 31 | 29 | 48 | 48 | 11 | 13 | 11 | 11 |
| Promoting Bilingualism Among Canadians | 30 | 25 | 46 | 40 | 12 | 20 | 12 | 15 |

Source: Environics 1991-1

Senior officials of the CBC described the many actions that have been taken to make the organization more cost-effective and efficient within limited budget resources. As well, they put the role of the CBC and the national unity debate clearly in perspective:

The CBC has no business trying to persuade Canadians of a constitutional position, but it does have a profound responsibility to equip them with the images and sounds, the faces and voices of Canadians, to such an extent that they can then make a healthy, wise, prudent and creative decision. — Patrick Watson, Chairman, Canadian Broadcasting Corporation (Issue 12:14).

It is not CBC's role to advocate one particular vision of national unity... Our task is to inform people about what is happening in the country, to do that as objectively as possible, and to help people share creative and cultural experiences. — Gérard Veilleux, President, Canadian Broadcasting Corporation (Issue 12:22).

There have been complaints about biased reporting by the CBC of the news and on current affairs programs, and there have been charges of imbalance in the presentation of bad news and calamity over good news and accomplishment. Criticisms about bias or imbalance in its journalism and programming were firmly rejected: