

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: