

There are, of course, some difficulties in working relationships. Indeed there are probably bound to be some differences of viewpoint when different elements work together in a combined system such as the Canadian one. But I often think the misunderstandings are greater outside broadcasting and advertising circles than inside. Some people for instance have been critical of what they like to label as the "subsidizing" of Canadian programs with which advertisers associate themselves. To us it is nonsense to talk about "subsidization" when sponsors taking up a connection with a Canadian program are usually paying much more in program costs than they would pay for the Canadian rights to an imported program. The situation, of course, arises from the fact, of which we have been told so often by advertisers, that the size of the Canadian market either English or French will simply not justify paying the full cost for Canadian produced programs in addition to all the station and network charges. On top of that is the fact that the rights to expensive and attractive imported programs can usually be had for much less than the cost of a Canadian production.

The CBC has a big responsibility for the production and nation-wide distribution of Canadian programs. If it can get from the sponsor not only station network charges but also a substantial contribution to the cost of one of the programs on the national service then the whole service and the public benefit accordingly. If we tried to stick rigidly to the idea that the sponsor could not put his message with the program unless he paid the full cost of it, obviously the advertising support for the national service would be a fraction of what it is.

There are probably bound to be some rubs and some frustrations on both sides in the relationship between a public agency charged with the responsibility for national service, and advertisers with their legitimate interests and aims. I do not think the CBC handling of these things has been perfect. Nor do I think that advertisers and agencies have been entirely immaculate. We do hope you have found the CBC understanding of your problems increasing; I also think that more and more advertisers are appreciating the problems and responsibilities of a national service in this country. We certainly have great respect for any advertisers who have spent additional money to associate their advertising with Canadian produced programs.

At the Convention six years ago I remember several people asking: "Where is the talent going to come from?", and "Where are you going to get producers?". Our answer then was we didn't know just where they would come from, but that we were confident that the talent and producing abilities were there and would turn up from somewhere, and develop, if the opportunities came from a Canadian broadcasting system.