

The Chairman: Again, I just wish more people would listen. What can be done in that area?

Mr. Gray: Yes, I agree.

The Chairman: You know, the private broadcasters have put forward some very interesting views on this. We have heard, for example, and this is one opinion that has been expressed, that the audience goes where the commercials are and that if the CBC radio became more commercial, people would listen.

Mr. Gray: I think that is one of those awful arguments about which I really have no sound comment. You know, that is just not worth a comment.

The Chairman: Another argument which has been put forward and I'm not sure whether it was by the private broadcasters or by others—interestingly most of the private broadcasters have said that CBC radio does have a place, but they have not been able to answer the question why people don't listen—we also have heard that CBC isn't local enough. Do you think that is a valid observation?

Mr. Gray: No, I think local radio is being served very well by many private broadcasters and I would have thought that the CBC's main role was to provide what they call regional programming—other than local or community programming—and a national programming which nobody else seems to be willing to provide. I don't know of any private broadcaster that is willing to invest in the national scene.

The Chairman: Do you think that the people of Canada know about CBC radio?

Mr. Gray: I wonder about that. I wonder—do they really know about that. You know that the CBC audience is very loyal and the people who like it, like it so much that they will go to bat for it.

The Chairman: Mr. Knight?

Mr. Knight: Pierre, as you know, made an interesting comment—not about radio but I think it is relevant to radio as well towards the end of the hearings yesterday. He picked up a copy of the *Television Times* and the other publications on television and he turned over the pages one after another and all of

them displayed American performers, American programs, American this, American that and none of them was giving any publicity whatsoever to Canadian programs, Canadian radio or Canadian television. He made the complaint that he had kept these copies for over a year and this attitude of the newspaper in publicizing television and radio was throughout all of the issues that he had—he couldn't see any publicity for Canadian programs whatsoever.

The Chairman: Let me ask you a question on newspapers. You say at 2.7 in your brief on Page 7 and I quote:

“One of the reasons it would be difficult to establish a “national newspaper” in Canada, for example, is this desire for the local gossip, which masquerades in our papers under the name of news.”

What newspapers are you thinking of? Can you give us some specific examples of what you had in mind?

Mr. Knight: I think Jack could handle that one.

Mr. Gray: I think I am a very avid reader of newspapers and I pick them up in bundles wherever I go in Canada and I'm sure you all do and with the exception of a few newspapers in this country it is extraordinary how parochial they really are. Now, I wouldn't quarrel with that. I think there is a certain amount of rhetoric in this country, as you would understand, but certainly one of the prime functions of the newspapers in our country is to do just that—to reflect their own community. I think they reflect it to the point where they exclude most of the world—that is a personal view. That is really what we meant—in other words, entirely apart from the mechanical difficulties of distributing it across the 4,000 miles simultaneously (and perhaps when facsimiles and things like that come in we will be able to do that) I think that if anybody put together a national newspaper, they would have a lot of trouble anyway unless he made sure that every local edition had these kinds of information in it.

Mr. Knight: There is an interesting example of this kind of thing and that is when Paul Siren had occasion to phone the president of our local association in Edmonton—when was it Paul?

Mr. Paul Siren: Yesterday.