

CRTC to get some action going and the only amendment suggested is "Please delay it." That is not correct.

Senator McElman: I was not suggesting that, if you are putting that to me.

Mr. Rogers: The problem with any quantitative rule is this. I do not want to defend the status quo. That is not my role, but if they impose a regulation on music, that 30 per cent be Canadian—we are broadcasters. We do not record orchestras and so on. We buy our records and we will be able to buy records that the record companies supply, and the record companies would tend to produce records that are low budget, rock and roll records, country and western and so on.

Those stations that are trying to provide music a cut above the average, classical is a good example. "Candlelight and Wine" music is another example where there is a 40-piece orchestra, but to simply equate recording 40-piece orchestra music with a rock group is—one is one-tenth of the cost of the other, so I think if we go about it in a quantitative way that there will be a giving up of the above-average types of programming.

There will be a tendency—not by what we do but because of what we are supplied—in music towards sameness of sound.

We have the same problem in music record production as the car manufacturers do. I do not know why broadcasters have to start speaking for the recording industry or defending the recording industry because we do not speak for it; but there are obviously the economic problems for the large kind of orchestras. I suspect that the final answer in music production will be the same as in cars, that for recording an artist, we should get our share in North America.

Now, in the field of bringing up our children to feel just a little bit Canadian, I think there is a great need. The only quarrel that we have is that there seems to be a body of opinion that blames the broadcasters for the lack of our children being brought up as Canadian.

I think that it is about time that somebody in broadcasting said to those in politics "We agree with you. Let us get the rest of the other industries to catch up to what private broadcasting has done, and we will continue to move forward ourselves."

The Chairman: You mean other media industries or just industries generally?

Mr. Rogers: Well, let me give you an example. We are in one of the most dangerous times, I think, for educating young people, with the CBS-EVR invention where there is to be, as I understand it, no production facilities in Canada. For anything to be produced, you have got to send it down to the States to process and you have got to have a minimum run, to look at their rate card, of 150.

Now, obviously the school systems and libraries are going to tend to buy these EVR units, very low cost reproducing machines for television. Our libraries and schools will be full of them and the great tendency will be to buy the New York Times Service or the many university services that you have no doubt read about, and our own universities and so on will be swamped because we just cannot produce 150 copies.

We are not structured in this country, in part because the people in public life have certain constitutional problems, and as a result you will find that the educational material for our children will be coming more and more from the United States and this will now start to be coming off the television screen; and at the very moment that private broadcasters are being urged to do more, and we should do more and there is no quarrel about that. Our only quarrel is that you are not pushing the other people, who have at least as great if not a greater influence on our young people, to do anything.

Nobody likes to feel that no matter what we do, it really will not work.

The Chairman: Do you have a comment on that, Senator McElman?

Senator McElman: I was only going to say that we are not investigating General Motors but the media here. I think from our standpoint, at least, we should stick to the media.

The question I would ask is: in view of the many representations that we have had that the Government should step in and help develop Canadian talent, and that Government must subsidize in this area or that area, in the United States, which has the preponderance of production, was it developed by Government subsidy or by the private sector? Were broadcasters not largely instrumental in developing a strong recording industry and the production of programming facilities for television and so on?

Mr. Rogers: That is a good question.