

the increase of population they might be increasing, but I am not familiar with recent statistics on this. But this means that people rely on television.—Some surveys, which I had the advantage of seeing recently, showed that to more and more people—the proportion of people to whom the question was put, “Where do you get the best information and who do you trust?”—TV comes first and the written press comes second.

The Chairman: Does that worry you?

Mr. Pelletier: As a man who has spent 25 years in the written press, of course it does. I don't think we can do anything about it right now unless the newspapers find the same way as the cinema has found to counteract this trend—the equivalent in the written press of the stereo or the giant screen, or these things—I don't know what it would be.

The Chairman: I was going to ask you if you have any idea what that might be?

Mr. Pelletier: No. I think the moment I came to this conclusion I left the trade and I have more worries now—I have more things to think about.

But on the other hand, it is fairly obvious that you have, as a result of the increasing importance of television, (and that is where Mr. Lippmann is right, so I am sitting between these two very remarkable gentlemen) I think in every country in the western world, one or two newspapers have developed higher quality than they ever have before because there is a minority—and I am not talking about the elite in the traditional sense—but there is a minority I would say that wants to know more and wants to know more through a better analysis than TV wants to make.

You can always stop reading a newspaper piece and read it again if you want to see exactly what happened. The trouble with television and radio is that once it's gone by, it has gone by, and you can't phone and say “Would you read this part of your news bulletin to me again.” So I am concerned in this way.

But I do think also that newspapers will have to concentrate on what television can't do, and this is particularly the role of the newspaper, a better analysis, going further, checking better before it puts it on the newsstands. I was in the electronic press for some time also and I know that you have very little time to check your information because you have to go on the air very quickly.

The Chairman: Mr. Lippmann also says that news in television is very good but you can't live on what it gives you. Would you be inclined to agree with that statement?

Mr. Pelletier: I think so and I am disturbed by the fact that so many people think they can.

The Chairman: Yes. That was really what I was after when I asked if it concerned you.

Mr. Pelletier: To illustrate this fact as an example, from another country, France take *Le Monde*, which is the most austere paper that you could think of, much more so than the *New York Times* which is not particularly a frivolous paper by any measuring. *Le Monde* is even more austere and it has been going up like this. They are now close to half a million circulation in France, and they are going up now, but what they are doing is exactly what Mr. Lippmann is talking about, and that is, giving what the audio-visual media cannot possibly give.

The Chairman: I am going to ask you a question which is not from our guidelines and which is a pretty tough question, and probably an unfair question, so you can choose how you wish to skate away from it. Would you comment on the overall calibre of newspapers in Canada?

Mr. Pelletier: It is very difficult for anyone in politics to do but without making any specific reference to any particular newspaper, I think that we have some of the best and we have some of the worst, and the space in between is occupied by mediocrity. I don't have a feeling now, that the quality of our written press is going up; but this is only a personal opinion.

I think the main difficulty was that many newspapers in Canada decided to compete with the television or radio in the wrong way, by being more brassy, louder, leaning more on the side of entertainment and sensationalism. There are more newspapers that have taken this way of trying to maintain their circulation than quality, and I think it was a wrong calculation because I see the newspaper of the future as a newspaper of better quality.

The Chairman: Do you think that the newspapers in Canada are changing their strategy, or do you see them adhering to the strategy you describe of the entertainment, et cetera?

Mr. Pelletier: Well, I haven't seen—as I tell you, it is only an impression, but my impression is that we are not evolving in the right direction generally. I am not speaking of any specific newspaper. I can quote you newspa-