

of the press in broadcasting and we have a pending submission we made to the CRTC on the subject on the program the CBC has done called "Air of Death", which develops a few specific ideas about news and comments in broadcasting. They are, as all reporters know, very simple and old-fashioned; there is nothing very revolutionary about them. They are with regards to news: "Always be accurate" and "When in doubt cut it out"; and when news begins to shade into comment, "Always be honest in your bias". This happens in television all the time and I've attempted to be fair, in that we try to get the various relevant sides, and you can't do it with everything but we developed that in some detail and it is also in the brief.

In the final section we talked about the prime functions of the mass media and I think rather than go into that now I would just say that it is there and if it is helpful, peruse it. The mass media obviously are capable of doing certain things well and many things badly; and so they require some regulation and they require an enormous amount of support.

The big thing in broadcasting which is certainly important, is the access, and we just don't mean access between an advertiser, or access to a government program or a CBC programmer but access on the part of the public. This is a matter which is of great concern, I think, to the public though they seldom get a chance to talk about it. It is very, very difficult to be heard in the mass media in Canada to-day. This is particularly true, I think, in broadcasting and our hope is that after the technology developed those methods and those opportunities will increase and I think that is basically what we are trying to say.

The Chairman: Thank you very much. I think that perhaps that the questioning this afternoon will begin with Senator Prowse.

Senator Prowse: The statement was made a few moments ago, and it is in the brief, on Page 9 of this brief, Paragraph 4.2 you say:

"The situation is, very simply, that Parliament has stipulated that the CBC must earn revenue."

Now, what is the basis for that statement?

Mr. Knight: Well, it is a response to a statement made by Dr. Davidson before the House Committee on Broadcasting and Assistance to the Arts in February and March of

1969. Under questioning about the use of American programming, he made the reply and I am going to have to paraphrase him but the substance of his remarks was this: we have been given two sets of instructions from the Parliament of Canada; one is contained in the Broadcasting Act which we consider to be our mandate for programming; and the other is to obtain a percentage of commercial revenue, generally accepted to be around 20 per cent. Then he went on to state the problems that he had to face as a result of this requirement to gain commercial revenue and the effect it has had on programming generally, but those remarks can be found in the minutes of those meetings where they appeared before the Parliamentary Committee on the CBC in 1969. February and March are the two separate meetings. I don't have the precise date for you.

Senator Prowse: How much is there to keep things straight. The point I am getting at is this: you make a statement here and it is an unqualified statement. You say "that the Parliament has stipulated that the CBC must earn revenue". I think the fact is that Parliament has agreed that after the CBC has presented a budget, to provide it with a heck of a lot of money—namely about \$160,000,000; and the CBC voluntarily, prior to that said we will raise forty million, or something like that by selling advertising. Now, is that not the situation?

Mr. Knight: Well, as I say we derive our information from a statement made by Dr. Davidson in those minutes and he quite clearly states that it is a requirement from Parliament.

Senator Prowse: It doesn't matter that much. The only thing is I think it should be made clear—but I think you will agree that the Parliament of Canada presently is subsidizing the CBC to the tune of about \$160,000,000?

Mr. Knight: That is correct.

Senator Prowse: Which is subjected to a heck of a lot of criticism from an awful lot of other sources. I think you would agree with that as well?

Mr. Knight: Yes, Senator, I would agree with that.

Mr. Gray: Surely, Senator Prowse, from the beginning the decision was that there would