

such items as go out on the radio which can be transmitted by wire. They would be more weekly background type reports, introduced with a Member of Parliament and so forth.

Gilmour and Flemming, of course, would do the same sort of thing. Now, I want to make it very clear. We are in the experimental period. I would like Mr. Lind to comment on this. We have not pat answers or no set policies but we do hope to use all our people and give them greater exposure.

Mr. Fortier: As a radio broadcaster and also as the principal shareholder of a cable system, do you see any advantages flowing to either one of the media because of the multi-media interest?

Mr. Rogers: Yes.

Mr. Fortier: Would you expand on what they might be in either direction.

Mr. Rogers: Well, I think that being a broadcaster has given me an enormous advantage in cable, just in thought and in the thrust of what you are doing. There is no doubt in my mind.

Mr. Fortier: Even in your role as a cable-caster?

Mr. Rogers: I have never considered that role. To me when I entered cable it was as a broadcaster and it perhaps permitted our company to look ahead or jump certain steps that others were not doing and perhaps even today our view of cable is different from others because of my own background and that of Mr. Bjerre and the rest of us as broadcasters.

We think of cable in the programming part as another television station, of course, different from Channel 9 or Channel 6 but only perhaps as FM is different from AM. They are both radio stations but it is a good parallel because a cable television station is a television station.

FM concentrates its programming on music not because of regulations but to take advantage of the technical advantages it has on AM for music but does not have for voice.

I think a cable television system will tend to concentrate on local programming, not because of regulations but because of the physical fact that it is physically around in that one local area and it does not have a range of 100 miles.

The Chairman: Do you want Mr. Lind to comment on this?

Mr. Rogers: Yes.

Mr. Philip Lind, Director of Public Affairs and Programming: Yes, Mr. Fortier.

The Chairman: May I just put this question to you while you are there.

Mr. Rogers said it was experimental. It did not look very experimental in this ad in *Marketing* which I saw on the 6th of April. It says:

"Rogers Cable TV announces programming available for Canadian cable systems."

It did not look very experimental.

Mr. Rogers: There is an old adage which says nothing happens until there is a sale.

Mr. Lind: I will comment on that too, sir.

I think that as Mr. Rogers pointed out, there have been significant benefits to us in the cable field because of our association with CHFI particularly in the Rogers network.

There are, of course, benefits to the listener-watchers too because they have the availability of our programming content.

What it is basically and I think this is CHFI's philosophy is that we are primarily an information dispersal agent. That is primarily where our programming effort lies right now.

Now, if in fact that is not necessarily exploring the great issues, although we do that, it may be in the antique or Canadiana history line as much as anything else.

Let me just indicate one or two of the things that we do in our information programming. We have the "Contemporary Issues" series which today is concentrated rather heavily on two subjects. Quebec, with the "Exchange Quebec" series going on in the St. Lawrence Centre (we are the cable company that programs out of there) and the Americanization issue, the Americanization of Canada and the Americanization of Canadian Universities.

We are very fortunate in this instance because we have two very fine academic institutions in Toronto and five or six Canadian colleges which are first class. We find probably that the best programming inputs are derived directly from student planned