

segments of the American public neglected by commercial stations with American and international cultural and public affairs programs dominant.

The smaller public broadcasting viewer audience is still in the millions and includes a high proportion of educated and informed viewers. Canadian officials could concentrate attention on this element of the media. Washington Week in Review, which provides such a first-rate analysis of political and economic events by a panel of noted journalists and guest experts, might be worth more attention than the network counterparts.

Many local public broadcast affiliates have their own productions which serve the same specialized purpose for their locale. Monitoring public television and radio programming can provide a useful gauge of area sentiments on important issues, many of Canadian concern and open to Canadian participation.

### Cable Television

Cable television, initially intended to provide improved reception for viewers, is still in ferment as a creative news medium. Many organizations, however, are already taking advantage of the access cable offers to a select and affluent audience. While much of the new programming lacks sophistication, there are several notable exceptions. Cable will become increasingly important. Its present availability and influence should be taken into account. The complexities of working with cable TV may require specialization.