

the arts and crafts of theatrical productions that immigrate to Canada and the United States.

Mr. Fortier: You have a few on your staff?

Mr. Chercover: Yes indeed we have.

Senator Everett: 50 per cent prime time with the Commonwealth rule...

Mr. Chercover: There is another thing. Because there was a mistake which has been hanging over our heads for years relating specifically to the decision that was so widely discussed about the classification of World Series as "Canadian", it effectively wiped out all the other things. For instance, under the new regulations the Apollo Moon Shot would not be considered Canadian.

Senator Everett: It is now under the present regulation?

Mr. Chercover: Of course it is. It is a news event with broad interest for Canadians. Let me give you an example...

Senator Everett: I have heard where they talk about an international programme and a foreign programme.

Mr. Chercover: That idea of a unique or special category which would have no classification Canadian or otherwise, operates against inclusion in your schedule of better programming. It is a bad policy.

A simple exercise is to say if you have a 100 hour schedule and you want to run 5 hours a week contributory program that is usual to the community, your schedule will be measured against 95 hours. All that means is, if you have only access to 50%, you have 50% of 95 instead of 100. To a broadcaster who looks at his public responsibility and sees a programme from a foreign source which could receive this special unique classification, as he does, he must recognize diminishing revenue potential in the commercial or entertainment package. So it is a very bad policy.

I don't know whether you want an example of an interpretation. Under the existing regulations there is a classification for events in which Canadians participate. I will give you one that was turned down and see how you feel about it.

A couple of years ago there was a major convocation of people working in the field of mental retardation (which happens to be one of my interests) in Chicago. It was called The

Kennedy Award Dinner. Harry (Red) Foster, who is known to you, Mr. Chairman, and who has been very active in this field in Canada, went to that dinner along with several other Canadians to receive unique awards for the research and work which has been done in Canadian Institutions contributing in this field.

Now I cleared the network—national commercial programming—I wiped it out. I arranged for a feed. There were three Canadian acts in the entertainment segment of that thing. That is irrelevant too, really. Some of the things that happened were extremely moving and important to me.

There was a break-through some years ago in this field. There was a marvellous old couple who were researchers in this field in the late 20's and 30's and who were drummed out of the university for their incredible experiment in which they applied love. Terrible things. They adopted three of the retarded children under their care in the laboratory and one of those children is now a Fellow in psychiatric medicine at the same institution. He was called on to come forward. His I.Q., which was something under 30 when they adopted him as a baby, was over 148.

Now can you imagine—First of all, you know there are hundreds and thousands of families in this country who have been afflicted by this terrible, terrible tragedy. Now the hope and faith that must have come through to those people when they saw this young man with the courage to come forward and say "I was", and out of the wings came this marvellous old couple who had literally given up their lives, their positions, in the faith that this technique could contribute. And indeed it has now been accepted and proven to be an effective method even if it only helps slightly. You are not going to achieve what they achieved in that one circumstance but that child was recoverable completely. Other children are now being delegated to a life as vegetables, in institutions, who might be recoverable to the point of living a happy and productive life.

Now if for no other reason than the content of the program I would judge that to be "Canadian", under "matters of broad general interest to Canadians", and also, because two Canadian research organizations were there to receive International Awards, under the clause which says "events in which Canadians participate" it should have been "Canadian". The fact of the matter is we acted. We