

As I said at the outset of the session this afternoon, cable is a new and powerful medium. Its early days were confused and confusing and I think usually there was more heat than light. But obviously any study of the full media spectrum has to include a study of cable and really before you can study cable, this Committee at least, before we can really understand what cable's position is in the full media picture, we have to understand what cable's position is all by itself. I think we are all trying to learn and we are grateful to you for helping particularly in bringing such a knowledgeable group of people.

I am only sorry, gentlemen, that as members of the Committee we do not have more time.

For the benefit of the Senators may I outline the schedule for the balance of the week.

There is one change. Tomorrow morning at 10 o'clock, Rogers Broadcasting Limited will be here; at 11.30 tomorrow morning, Jarmain Cable Systems Limited. Then please note that the first session in the afternoon has been cancelled. We have received a written brief and unfortunately it is impossible for the people to be here tomorrow.

At four o'clock we have a brief from ACTRA, the Association of Canadian and Television and Radio Artists.

We have attempted to move the ACTRA brief up to 2.30, but it was impossible because they had airplane commitments and so on.

Friday morning we have a session at 10 o'clock with the Honourable Gérard Pelletier.

Thank you very much; the meeting is adjourned.

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# MASS MEDIA

The Honourable KEITH DAVEY, *Chairman*

No. 42

THURSDAY, APRIL 23, 1970

## WITNESSES:

- Rogers Broadcasting Limited: Mr. Edward A. Rogers, Chairman; Mr. Cable T.V. Limited: Mr. John W. Graham, C.B. (Chairman); Board, Rogers Broadcasting Limited: Mr. Stephen King, Vice President and Manager, Rogers Broadcasting; Mr. B. Lied, Director of Public Affairs, Rogers Broadcasting; Jarmain Cable Systems Limited: Mr. W. Edwin Jarmain, Chairman; Mr. Edwin R. Jarmain, Chairman of the Board; Association of Canadian Television and Radio Artists (ACTRA): Mr. Victor Knight, National President; Mr. Jack (Director); Mr. Paul Siren, General Secretary.