

**Mr. Bjerre:** Yes. There is a language difference.

**The Chairman:** And they have been able to build their recording artists.

**Mr. Fortier,** you have a supplementary question?

**Mr. Fortier:** Yes.

**Senator McElman:** I am still on that point.

**Mr. Rogers:** Could I just comment?

**The Chairman:** I do not disagree.

**Senator McElman:** Before you do, sir, is it not a defeatist attitude you are taking?

**Mr. Bjerre:** No, it is not.

**Senator McElman:** You say that we are trying to create an island here. Because we did not create an island in anything else, we were swamped. And again I say to you is Canadian background history not something that can be moved into without creating an island, simply requiring some dollars and some development (and I suggest to you the broadcasting industry balance sheet shows they have some dollars) and developing some Canadian talent, not only in performers and artists but in writers and using the writing that is already available from Canadian sources. Without new production that is available to you as broadcasters right now? Is this talking about an island? Surely it is not.

**Mr. Bjerre:** First of all, I do not think it is a defeatist's attitude. I think if there is a problem, one has to recognize the facts as they are before you can start to solve the problem. This is a fact of life that does exist, that we do have this influence and that broadcasting is not an island.

Now, I am not suggesting we just leave it at that and use that as an excuse and not try to do anything. Yesterday when we appeared before the CRTC, we said we did not object to the necessity of some kind of regulation but I think the important thing is to tackle the problem in a sensible manner. To say it is one thing. To do it is something else.

Sure, I think we should develop more Canadian talent and I think we can. We have to be very, very careful though, to do it well, to make sure it comes up to the international standard, to introduce it in the context of our normal programming and not isolate it and

set it up and say "This is something special."

If we pressure this too much and set too high percentages on what is required and so on, what is going to happen is two things. First of all programming will be detrimentally altered in some cases because we need 30 per cent of classical music and it is not available. The result is to have endless repetition. We will probably come to the conclusion we should eliminate that programme because no one is going to be listening to it.

If we record a lot of talent that is second-rate, we will be doing a great injustice, not only to ourselves but to Canadian talent because the Canadian people will come to the conclusion that everything they hear that is Canadian is really not very good because there are alternatives for them. So I think it has to be done well and gradually.

**Senator McElman:** There has been a complaint by broadcasters that the period of time involved is all too short, it should be extended. This, I think, could be said to be the prime recommendation they make for amendment.

**Mr. Bjerre:** Yes.

**Senator McElman:** ...to the proposals. I say to you: was four years too short? That is when the intent was given to you and the intent was again given to you four years ago by Parliament.

**Mr. Bjerre:** I agree with you, Senator.

**Senator McElman:** And what has happened in the interim that requires now the CRTC to come down hard and say "It is time we laid down regulation since it has not been done."

**Mr. Bjerre:** That was Mr. Rogers' point. If we do not do it, we accept the regulation.

**The Chairman:** Mr. Rogers?

**Mr. Rogers:** I really find this discussion different because in the broadcasting business or in cable and politics, I am known as a nationalist. I therefore am with you 100 per cent of the way. But I think that to bring it into realism, first of all, I absolutely deny that the broadcasters have not in the last four years or last 40 made a continuing, positive contribution in this area. I mean, those statements are just not correct, sir.

Now, the way the question is posed, it is as if we have done nothing and it took the