

THE SPECIAL SENATE COMMITTEE ON MASS MEDIA

EVIDENCE

Ottawa, Wednesday, April 22, 1970.

The Special Senate Committee on Mass Media met this day at 10 a.m.

Senator Keith Davey (Chairman) in the Chair.

The Chairman: Honourable Senators, if I may call the session to order, please.

We are receiving two briefs this morning, the first is from Télé-Métropole Corporation, CFTM Television in Montreal. On my immediate right is Monsieur Roland Giguère, President and Director General of CFTM Television.

On my immediate left is Mr. Gaston Bélanger, who is Vice-President in charge of Sales and Promotion.

Mr. Giguère, we have a procedure here which is reasonably simple. The brief, which you sent us in compliance with our request, has been received and studied by the Senators. I would like you now to take a few minutes, ten, twelve or fifteen minutes, as you may wish, to comment on your brief, to expand it or to explain it or to say anything else which may be on your mind. Certainly it is not necessary to use all that time, but you may use any part of it or use all of it.

Then following that, we will turn to the questioning by the members of the Committee and they will question you on the contents of your brief. We will question you on other matters and by all means if you wish to have Mr. Bélanger answer any questions, you need only indicate to him.

We are delighted to have you here. Thank you for coming and welcome.

Mr. Roland Giguère, Director General—Tele-Métropole Corporation (CFTM)—TV Montreal: Thank you, Mr. Chairman. If you do not mind I would like in fact to read the brief. It is not a very long brief and then I would be more than pleased to go through a period of questions and answers.

With your kind permission I would like to deliver our brief in French.

The Chairman: We are quite prepared if you will.

Mr. Giguère: Thank you very much, Mr. Chairman.

We thank you for this opportunity to submit certain opinions regarding Canadian broadcasting.

Before defining our viewpoint in relation to different aspects of television and prior to answering your questions, we consider it useful to describe the nature of our operation as well as its motivation. Based on this knowledge, you will be able to assess the judgements we put forward in this brief.

From the moment it began operations in February 1961, Channel 10 was faced with the problems of providing programs for its schedule.

Unlike English-speaking private stations in Canada, which could resort to an incalculable number of American productions to complete their programming, Channel 10, from the very start, had to envisage the establishment of the technical facilities required to produce a major proportion of its programming as the station was launched.

Two other reasons, as valid as the first, also demanded our attention: first, the precise commitment we made before the Board of Broadcast Governors to contribute actively to the development of artistic life in the Montreal region and in French-Canada; second, the fundamental taste of our French-speaking audience which renders it more receptive and more sympathetic towards productions mirroring its milieu.

Our programming philosophy affirmed itself rapidly by conquering a vast audience which has continued to grow since that first year. As an outgrowth of this, national and local sponsors quickly became interested in our product and the conjunction of this impressive audience with a remarkable goodwill became the key to our success.

An original staff of 190 persons grew to 285 persons in three years and, with the advent of