

imposed upon the Canadian Broadcasting Corporation. At the moment the Canadian Broadcasting Corporation is required by Parliament to attempt to find one dollar in every five of the total budget and in consequence of this, if Mr. Davidson is to be believed, they have come to the conclusion that the only place where they can find the bulk of revenue is in entertainment programming and that the only way they can deliver the number of heads that the commercial agencies require in order that they will place advertising in a given program, is with American programming.

This of course, is only in the absence of any real attempt ever to do Canadian programming of a kind which would be of direct concern to Canadians. We are forever talking about our problems of Canadians on Canadian television; we are forever talking about the problems of the country geographically, historically, economically, politically, and we are continually talking about these problems, but never yet have we attempted to demonstrate those problems in the form of a dramatic series which is showing the problems of a Canadian living in the country of his birth and having to speak another language, other than the language of his birth, in order to earn a living in his own country. Never once in the English network have we attempted to demonstrate the problems of Canadians in this way through a dramatized series, but we simply talk about their problems and never once have we illustrated them through the use of poems, through the use of songs, through the use of the actor and the performer. We prefer to sit and talk about them and expose only foreign entertainment shows on our network. This has resulted in an imbalance in Canadian network programming which is causing a bias towards the type of program that we now want to produce to Canadian audiences; and it has resulted in a bias of Canadian audiences who, when asked which programs they prefer, point to American programming. Because their choice is so limited, there is no real choice for them to make and in consequence, they can only choose those that are being exposed to them.

Mr. Chairman, I think that is a summary of our view points, and if I may I would like to hand over to Mr. Gray so he can follow on from there.

**The Chairman:** Mr. Gray?

**Mr. Jack Gray:** There are several other points that we make in the brief and I am

just going to touch on them briefly. One is the film industry in Canada, which at the moment, as you know, is a weak industry. It is not that well established and in our analysis of it, we are of the opinion that the time has possibly come to give it more assistance. Now, the form of that assistance is debatable, but there are many ways we can help it. Some may be just encouragement and others may be very practical. We already have the Canadian Film Development Corporation, which is certainly a step in the right direction, but there are other things. The big problem is the distribution. How do you get the Canadian films into the Canadian cinemas, and also how do you get the Canadian film into cinemas around the world? That is a real problem, and I suspect that in the long run this will require parliamentary support.

We are anxious to see, as I think everybody now is, and as the government is now in the process of reviewing the Copyright Act, we are anxious to see a thorough review of the Copyright Act and see it brought into line with modern developments. Our own Act was written back in 1924 and it doesn't really cover the modern technology. We have suggested to the departmental committee some of these things that we would like to see happen and the details of those are appended in our brief.

We are very anxious to see that the future broadcasting in Canada is used in the service of the people of Canada. You get rather unctuous in this area and pious and you begin to say all sorts of stupid things, but the fact is there is no reason in our view to assume that because broadcasting has grown up in a certain way it must continue to go that way. Technology is moving so fast that we are all aware there are many changes coming. For example, cable is coming, satellites are coming and there are new forms of distribution possible and each of these, we feel must be kept in the forefront of our thinking so we don't make decisions based on for example, a primary commercial-oriented network of the kind we have now.

The main point I think in my own mind and certainly in actors' minds, is that we are determined that whatever form broadcasting takes in the future in Canada, it is not necessarily based on the American model which we think has perhaps served its purpose.

We mentioned that we would like to comment, if it is useful, on two matters that have come before your Committee: one is freedom