

Large centres of production have been set up in the chief Canadian cities with the aim of producing programmes of national interest and importance, which every Canadian will want to see and must see, to which every Canadian must have access. This system has been agreed upon, as you know better than I, with local stations making broadcasts of local character and importance. These two systems are complementary, which means that a viewer in a given region, such as ours, has access, on the same station, to these two kinds of broadcast at the same time. But, to bring about these broadcasts, both the national and local centres require considerable sums of money. Teams have to be put together. Mr. Bonneau and I have a team to work with which has taken us 12 years to build. It is very complex.

To feel the pulse of a region every day, to try to be objective, is not a thing which can be improvised; it is something which is built at the cost of years of hard work, and, mind you, I am not complaining, I am proud of it. But if too many people try little things here and there, it seems to us that there is a risk of debasing the general quality, and it would perhaps be better, given the fact that we are after all in a country of 20 million inhabitants which faces terrific competition, to concentrate all the energies in the big production centres. If we want to provide other programmes with a content different from that of the local station, they would perhaps have to be produced by a very big production centre for distribution to the little towns, I don't know.

Mr. Fortier: And the centres of production in your view of things would remain under the authority of the television stations as they are today?

Mr. Audet: That is what I think. Mind you, I think that in the past we have always been too absorbed by the technological aspects of radio and television. I think that these are the aspects which strike the uninitiated. We talk of satellites, of cable transmission; it seems like a novelty, but these are well known things which...

Mr. Fortier: Improved technology?

Mr. Audet: If you want to transmit a programme from Montreal to Vancouver, I don't think that any specialist will want to tell you what is the best way to do it. It depends on the day, it depends on what you are trying to do. And so in the same way, if you want to

transmit programmes—and programmes are an important thing in our opinion—technology has been regulated up to the present time because it was easier to touch and to grasp. But what they really wanted to do was to insure a fair and reasonable distribution of programmes. In the same way, it seems to me that the possibility of producing and listening to these programmes must be preserved in the future.

Mr. Fortier: The CRTC, of course, has declared in an unequivocal fashion that cable was more than a matter of technology, hasn't it? The CRTC seems to want to encourage programming by promoting programme production by cable companies. You are surely acquainted with their decision of April 10th—what do you think of it?

Mr. Audet: We were happy when we saw their decision to find that in the preamble they establish the fact that existing stations should first of all continue to exist, and, I thought I understood, should be predominant within the Canadian system.

Mr. Fortier: The Commission is of the opinion that transmission by cable is the chief function of its participation in the Canadian broadcasting system and that it must be made to operate without endangering the quality of the rest of the system?

Mr. Audet: We are very glad of it. Until the publication of this decision, there was reason to wonder about this problem, to ask yourself: has it been decided that existing stations should disappear? I think that it is unequivocal; it has been decided that they are there to stay and that seems to me good and just.

Mr. Fortier: But all the same your audience in a centre such as Trois-Rivières is going to be fragmented by the force of circumstances?

Mr. Audet: And it is on that that we have advised the CRTC and now advise you also, our great concern stems from that very point. I think in areas such as ours and in most Canadian regions, the establishment of a service exploiting the resources of a region to the limit—indeed on our station, we have, I assure you, called on all who are willing to come and exchange with our public the fruit of their experience or their knowledge. The number of people who pass through our studios every year is, I think, quite remarkable, but it is limited all the same. Will you permit me to make a brief parenthesis while I think