

That kind of break it seems to me would do what you are looking for rather than simply arbitrarily saying local but not national.

I don't think that that concept about keeping advertising separate is necessarily so applicable in a market like Newmarket or Bowmanville.

Maybe it is going to be tough enough getting any advertising revenue there without placing too many difficult constraints on it.

Senator Everett: Let me ask you one more question: on the CRTC requirement that you black out certain programs, they suggest you substitute your own program material in those black-out portions. Do you think advertising should be allowed there?

Mr. Ted Jarman: That question takes the lid off a lot of questions obviously. I guess my simple answer to that is I don't see that we are going to have blackouts.

Mr. Fortier: You don't see what?

The Chairman: He doesn't see we are going to have blackouts.

Mr. Fortier: Do you think your power of persuasion will be such that the CRTC will not enforce their regulations, not bring them into force?

Mr. Ted Jarman: I have a few thoughts on the guidelines.

Mr. Fortier: Would you care to tell us?

Mr. Ed Jarman: Before you start, Ted, perhaps Senator Everett either misunderstands the CRTC guideline or I may misunderstand the Senator.

The Chairman: Possibly both.

Mr. Ed Jarman: The guideline as it now stands does not allow anything in place of the blackout, the guidelines which were announced by the CRTC recently. The idea of substituting something for the blackout program is ours and it is contained in our brief but that is not part of the CRTC policy at this point in time.

Mr. Fortier: There is nothing that prevents it in the guidelines.

Mr. Ed Jarman: I believe there is.

Mr. Fortier: That is an interpretation. Of course there have been many interpretations

since April the 10th but I would suggest to you in sub paragraph 5 on page 3 of the guidelines there is nothing that says during the blackout you cannot substitute for the dark picture, a program produced by your system.

Mr. Ed Jarman: I guess, sir, it was in the press briefing that Mr. Juneau held in which he said that for the time being there will be nothing in the blackout period. He did not indicate this would necessarily stay this way forever. I frankly think that maybe they had not thought what ought to be done about it.

Senator Prowse: They are going to limit the number of channels you can look at in a particular period.

Mr. Ed Jarman: That is another aspect of it.

Mr. Fortier: I would be very interested in hearing your reaction to the April 10th proposals?

Mr. Ted Jarman: The guidelines offer more to cities like Calgary, Edmonton, Sudbury that need to bring signals in by microwave from a distance head end. However it would be at least regrettable if the CRTC attempted to apply the guidelines in their present form in areas where cable systems could pick up signals out of the air with local head end.

I am encouraged that the CRTC is going to consider alternative proposals to these guidelines as they apply to areas where cable systems now operate. My views regarding the revisions that should be made to the guidelines are as follows. It must be recognized that certain provisions, such as blackouts and the deletion of stations, would be intolerable to the Canadian public now receiving cable service and to the cable systems providing it. The public will not stand being deprived of services that it has enjoyed for a long time, in some cases for as long as 18 years.

Mr. Fortier: Excuse me interrupting. What is the service of which the viewing public would be deprived under the guideline?

Mr. Ted Jarman: The viewing public would be deprived of the service of being able to view Bonanza on Sunday night or whenever—they would be able to view it Friday night but maybe they are bowling on Friday night.

Mr. Fortier: That is what we are talking about?