

*It is through telecommunications contact... that most Canadians learn of events and conditions across our country and across the world. They thus have an opportunity to be aware of and to take pride in the accomplishments of their own country and countrymen. — Eldon Thompson, President and Chief Executive Officer, Telesat Canada (Issue 10:31).*

*You must understand... that generally the vast majority of our young people are not reading *The Globe and Mail*, or watching *The Journal*, or listening to the Canadian Broadcasting Corporation news; they are listening to music. Music is a great communicator. — Brian Robertson, President, Canadian Recording Industry Association (Issue 4:5).*

*In order to build a future on a firm foundation, it is essential to remember and learn from the past and the present. Museums are one of the principal memory banks of cultural heritage. But memory alone is not enough to create cultural consciousness. It is also necessary to be able to communicate knowledge to Canadians, nation-wide. — George MacDonald, Director, Canadian Museum of Civilization (Issue 7:6).*

### **The Canadian Broadcasting Corporation**

Of all our communications vehicles, there is little doubt that the CBC has made the most significant contribution to the development of the arts, through both radio and television. The CBC weaves a fabric of communications across this country, and helps us to express and develop our artistic voices and, therefore, help us to know ourselves. Through Radio Canada International, the Canadian image has also been portrayed widely throughout the world. According to independent survey results provided by the CBC,

*CBC is seen by Canadians as the mass media most responsible for taking a leading role in building stronger Canadian identity; more so than, in descending order, newspapers, book publishers, and private broadcasters.*

*CBC is seen as one of the major Canadian symbols of unity — more important than bilingualism, hockey or the Queen to most Canadians. — Letter from Joan Gordon, Director of Parliamentary and National Community Relations, Canadian Broadcasting Corporation, November 21, 1991.*

In the view of our Committee, there is simply no doubt about the importance of, and the justification for, a publicly-financed national broadcasting institution.

In response to the Committee's request for statistical information, the Minister of Communications addressed the question of the importance of culture in the fabric of Canadian society and the role of the CBC.

*Based on these figures, I believe that Canadians consider culture to be an important element in the fabric of Canadian society. However, as was noted by Mr. Spicer and his fellow Commissioners in their report last July, they do not*