

**Mr. Campbell:** May I indicate first of all that the gentleman that wrote that article never spoke to me at all. He was using a quote from a misquote and I have spoken to him about it.

**The Chairman:** Well, when you say it is a quote from a misquote, I have that misquote in several other articles.

**Mr. Campbell:** Well, it was just picked up right across the board. I talked to the *Toronto Star* the day that the regulations came out and I said first of all that these are proposed regulations. Secondly, they are subject to a great deal of interpretation and I don't know whether I am interpreting them right or not, but if you took the blackest point of view and my interpretation could be correct, then this could be possibly a disaster for the cable companies.

Now, all the preamble got left out and it just said that "it would be a disaster". Another story was written around it completely differently...

**The Chairman:** Well, that is a good explanation.

**Mr. Campbell:** As to Ted Rogers, I think he was hit, possibly by a phone call at home, and my understanding is that he may have some second feelings on that.

**The Chairman:** Well, he is here tomorrow morning so I am sure we will find out what his feelings are.

**Mr. Campbell:** Good.

**The Chairman:** At page 11 in the brief you say:

"The preservation of the Canadian identity must remain paramount. We must ensure however that our zeal to maintain the Canadian identity does not lead us into an atmosphere of isolationism."

What do you mean by that?

**Mr. Campbell:** Here we are getting at the idea that now, many people have access from rooftop antennas to American signals. We think it would be a mistake not only because of our company but also because of many people in the country if, in fact, all signals were blanked out coming across from the United States.

We don't think this is the right approach to take.

**Mr. Fortier:** Why should some signals be blanked out?

**Mr. MacGregor:** Why should any be blanked out? Why not just add more?

**Mr. Fortier:** Again, it is a matter of interpretation because again, the service is available and the signals are available on either the CBC or the CTV network.

**Mr. Campbell:** What we would like to do, Mr. Fortier, is not lop off any U.S. but perhaps not bring any more U.S. in. Also we should start building up the Canadian channels. You know, our own local broadcasting will have more UHF and as of September first, we will be the means of distributing the Ontario Educational System basically in Southern Ontario. The cable companies will be.

**The Chairman:** You have anticipated my next question but perhaps I will put it anyway and you can comment on it. When Maclean-Hunter was before the Committee, we heard a great deal about the company's desire to foster a spirit of Canadian identity. Indeed, *Maclean's Magazine* specifically if you recall,—I am not sure whether you were here that day or not but I am sure you were when we asked Peter Gzowski—said magazines were becoming more and more specialized. We said "What is *Maclean's* area of specialization?" He said, "Senator, Canadianism", and I know you share that viewpoint.

**Mr. Campbell.** Very much.

**The Chairman:** I know you do. This will be my final question, but how can the cable industry in Canada be expanded in such a way as to be consistent with those pro-Canadian objectives?

**Mr. Campbell:** Well I think it can be and I think the educational field is one in which we are ideally equipped to carry out that process and provide assistance for the educational authorities. Also I think by community programming. This is something that cable companies can do and no broadcasters can really do. There are many, many areas in which we can build up the so-called Canadian identity or whatever you want to call it. But it really is the people in the community having access to some broadcast facilities to say what they think. I think this is important.

**The Chairman:** Well, there are a lot of other questions and I am sorry the time has run out on us.