

ern world and the culture of it. Let us see that Canadians play a bigger role in this culture, whether it be entertainment or anything else."

The idea of creating something that is distinctively Canadian is very, very difficult. I think we are hard-pressed to find things that are distinctively Canadian. We are primarily North American and then we are in the Western world, so perhaps we should be doing both.

If it is possible to create something distinctively Canadian, fine, I am all for that.

**The Chairman:** You said the conductor of the Toronto Symphony Orchestra played in Prague one night and in Rio de Janeiro the next night. If he is that good, why do we have to listen to the Berlin Philharmonic and the New York Symphony and the London Symphony only? Why can we not hear the Toronto Symphony?

**Mr. Bjerre:** I will tell you why we cannot. We do hear the Toronto Symphony but building a major symphony orchestra of international standards is difficult and expensive. It calls for quite a lot of scarce talent and a lot of money.

In this country we have been able to develop perhaps two or three major symphony orchestras. Montreal, Toronto and possibly Vancouver could be included. I do not think any of the others could.

**Senator Smith:** Halifax.

**Mr. Bjerre:** I have not heard it recently so I do not know...

**Senator Smith:** You must listen some time. I am serious about that.

**Mr. Bjerre:** ...to make a recording, say, which is the best way to distribute symphonic music or any kind of music for exposure to the general public, is terribly, terribly expensive.

We are talking about \$25,000 or \$30,000 just to make a master. This is a lot of money for a Canadian record company to invest when there is a very, very long-term payout. First of all there is a limited exposure for promotion and publicity. There is a limited market for the purchase of the LP's, and it does have one quality. It will probably last for years as opposed to the ephemeral nature of pop music, but there is no quick return.

You cannot make a master as you can for a local group for \$1,000 or \$2,000 or \$3,000 and you get a lot of exposure and you can get your money back very quickly.

So, these are two basic reasons why we have to listen to the Berlin Philharmonic and really Canada is not behind in this way, because there are many countries which are no larger than us and which do not have any more than 2 or 3 major symphony orchestras.

**Senator Prowse:** Mozart and Beethoven were pretty good, too.

**Senator McElman:** Would you agree that perhaps we are somewhat behind, taking into account that so much of the programming of broadcasting media in the United States and film making and writing is based upon the history of the United States?

Do you not think that we are rather behind in the visual and broadcasting media in Canada in paying some attention to developing programming based upon the history of this nation? Is this not something on which the industry could have gone much further?

**Mr. Bjerre:** We have a major problem. What we are trying to do is to take the broadcast industry and isolate it and say "This is an island and it has nothing to do with anything else", and that is not true, because we allow American magazines and literature from other countries, motion pictures and all kinds of material which are part of the entertainment cultural industry, to flow back and forth across the borders of the countries.

**Senator McElman:** All right. We have lost ourselves on magazines, apparently. Should we do the same thing in the broadcasting area?

**Mr. Bjerre:** What I am saying is that magazines—take Frank Sinatra, for example. One of the reasons he is popular is the fact that you can see a movie with him in it and you can read a magazine article about him.

Unless we could erect some sort of an electronic barrier around our country where we said "There is no alternative", then perhaps we could develop some...

**The Chairman:** This is where French Canada has a distinct advantage over English Canada. Would you agree with that?