

grammes, if you take the chapter headings, are similar to those on all the other stations. It is only the way in which we have tried to develop. I am going to give you a concrete example, it's easier.

Recently I was asked to participate in a seminar of the affiliated stations of the CBC on news presentation. There were two representatives of the English-language private stations and myself for the French-language stations, as well as two representatives of the two networks—French and English—of the CBC. What we suggested was a form of news presentation which would show the effect of events on people. For example, if you see a film report of a disaster, a fire, a wall falling in, it's dramatic. But we feel that this is not the only role of television. Isn't it more human and more personal to show the expression of the children and of their parents who are the owners of that house and who see the wall of the house falling? Isn't that a more human message? And we would like more and more—to answer your earlier question—and we are doing it more and more, to get statements from those people at the instant it is happening to them. We are already doing this on a considerable scale I think, for a station our size.

Mr. Fortier: I hope there are not too many walls falling in Trois-Rivières?

Mr. Audet: No, but it happens from time to time, unfortunately, with us as elsewhere. In fact, bigger structures have fallen.

Mr. Fortier: Yes, bridges. For my part, your answer has satisfied me on the subject of the million dollars but I am going to put another question to you and it is not a hypothetical one: what is the greatest problem you have to face in Trois-Rivières in the administration of CKTM?

Mr. Audet: That is a question which would require a good deal of thought. I can try to talk of certain problems.

Mr. Fortier: The most important in your opinion? Can you say today to the Senate Committee—indeed you have said as much in most eloquent terms—we operate the television station CKTM affiliated to the CBC, but there are certain things I am not happy about in the context of the broadcasting industry in Canada. Now I ask you: what is your first problem?

Mr. Audet: Our first problem is a hypothetical problem, I think. It is that we are aware at the present time of the new thrust forward in technology to which I have alluded and which we participate in, and we are trying to stay in the vanguard of it. We go everywhere and participate in all circles and levels of discussion about it. At the moment, as you know, we are about to be affected by it in a number of ways. This doesn't apply to us; but the problem is a compelling one across Canada, let us say in the majority of stations across Canada, where our audience is fragmented by the intervention of community antennas bringing in foreign signals. I won't say that this is the only problem, but it is certainly one of the factors.

It seems to me that some means must be found so that the fragmentation which is the inevitable result of the introduction of community antennas which, incidentally, (and it must be said, I think, in all fairness as your excellent expression has it,) use the stations' signals to resell them to their subscribers. It seems to me that this development must necessarily be accompanied by some sort of system, which I couldn't suggest; I could suggest some alternatives, but it must be accompanied by some influence which would increase the dynamism of a regional station such as ours, in proportion as the invasion of its market by additional frequencies is allowed to take place. At the same time, I think that the system itself should provide for a station of opposite tendencies which would permit the local station to measure up to this increased competition. That appears to me to be one thing. We have some worries about the dividing up of funds available for programming. There is talk, for example, that cable may gradually originate programmes and all that.

I would emphasize, as Mr. Giguère said not long ago, and we are of the same opinion, that cable has a good role to play in Canada, without any doubt, as indeed have the satellites and the other systems I would like to discuss if we have time. All the elements, in my view, must form an efficient and harmonious whole, must work together instead of against each other. Then, if everyone set to work to make programmes, and you have already been told I am sure, that the important thing in broadcasting is production, and the centre of production—forgive me if I stray a bit from the subject, I will come back to it.