

some kind of programming and/or advertising arrangement with CFPL Television might it not be a real danger that the local radio stations would disappear?

**Mr. Ted Jarmain:** You have asked two fairly difficult questions. The first one is: I have not seen radio stations carrying the kind of programming that I have in mind either. They too carry spot announcements. The kind of programming that I am thinking about is a very serious kind of advertising.

You don't hear about Eaton's and Simpson's advertising in detail the kinds of specials that they are offering. They do that in the newspaper and not on the radio station. I cannot recall hearing of supermarkets presenting their wares on the local radio station either.

Another example of the kind of advertising I am talking about . . . let us say, for instance, in the wintertime you might have a half hour program going into some detail . . . let me take the summertime, it is getting closer to that season. People purchase boats and it seems to me that boats are a planned kind of purchase. You don't walk up and buy a boat on impulse. Most people who buy boats buy boat magazines and try to learn about them.

You might have an hour program some week digging into some considerable detail on boats: what are the parts of a boat? What does this make have in terms of those features and what does that make have? Now this would be a special and anybody interested in boats better watch the program on boats.

I can't think of seeing advertising on TV or radio of that variety. It is a kind of advertising that is totally separate from a cablecasting program. If somebody really wanted the information he would tune in on it and if he didn't he would never know it was there.

**Senator Prowse:** If the Chairman is through with his supplementary . . .

**Mr. Ted Jarmain:** Maybe that answers the second question. Let me add one point to that. In saying that cable might make channels available, or time available to existing broadcasters, I was in no way intending to limit that to just television.

I don't know whether I did in the brief or not. The same kind of things could apply to radio. You could very well have local radio stations putting on programming on cablecasting channels.

**The Chairman:** Or local newspapers, weekly newspapers?

**Mr. Ted Jarmain:** Sure. In fact right at this point in time one of our systems is in the process of discussions with a radio station to try and sort of marry cablecasting with the local station in a smaller market.

**Senator Everett:** Mr. Jarmain, both you and Mr. Rogers have indicated if advertising is allowed, national advertising should be included. Do you not think that would tend over a period of time to destroy the local flavour that you are trying to develop in cable television?

**Mr. Ted Jarmain:** Well, I think the trouble with this . . . I have sensed here in a number of questions that have been raised that we might split it up on national advertising versus local advertising and I agree there may be some sensible way to divide it up but that doesn't ring a bell with me, quite frankly. I go back to my boat example.

**Senator Everett:** There is a very simple way of dividing it up. Just say there will be no national advertising on cable television.

**Mr. Ted Jarmain:** The logic of that escapes me somewhat. The boat example I gave, that might very well involve national advertisers.

I think the question is in a given market what kind of advertising service would complement rather than directly compete with advertising services now provided by existing broadcast media.

In Newmarket or Bowmanville there is no existing broadcast media in terms of local programming support so I would say no holds barred.

In a market like London you may want the kind of advertising that was complementary.

**Senator Everett:** How would you suggest that be regulated?

**Mr. Ted Jarmain:** I think that, for example, we suggested in our presentation to the CRTC we envision in a market like London a different kind of advertising, not spot announcements but advertising entirely separate from the programming schedule.

**Senator Prowse:** On a different channel?

**Mr. Ted Jarmain:** If you didn't have a different channel at least a different time of day, not in between the programs but a separate program or group of programs for advertising.