

So I would urge you in the years ahead not to put on too much pressure coming from straight commercial considerations. Help leave some room and some opportunity, as I am sure most of you will be glad to do, for the trying of new ideas, and for honest attempts (and for thundering mistakes), for programs that will throw the lie in the face of those who try to say that the whole influence of television is deadening and tending to force the minds of people into one mold of conformity. If you at times cannot support some such efforts, do help leave them some elbow room, and do show some confidence, as so many of you have done, in what Canadians can do in programming.

I believe myself that Canadian television will be able to accomplish very big things in the 10 years ahead if private and public broadcasters continue to work together. For pure economic reasons I do not think that private operations alone can produce much significant television work by Canadians for Canadians on a national scale without the help of the public agency and the public funds that support it. Nor can the CBC do its national job of serving all possible Canadians without the private stations, or at least without the expenditure of an enormous additional amount of public money. The public part of the system seems essential because of the economic and geographic facts of Canada. It is needed as a mechanism through which the Canadian public can apply resources toward ensuring a very substantial production of Canadian programs and nationwide distribution of national service.

The public organization needs to be efficient and I believe its efficiency will continue to improve. Apart from that, the extent to which there will be Canadian programming will depend to a very large extent on the amount which the Canadian public decides to devote to this end.

Some say already the national service costs too much. The present rate is about  $3\frac{1}{2}$  cents per day per television family. That is roughly the cost of ensuring that if there is a Canadian purpose to the television system, that the system is capable of being actually substantially Canadian and not mean almost entirely bringing the products of others to the minds of Canadians. It is often said these days that Canadians want to determine their own economic future. Surely if we are to be a nation we also want to determine our own mental future. That is to at least provide always a fair part of what goes into the minds of Canadians through the television screen every day of the year.