

about 11.30 until three or four o'clock in the morning. We raised around \$15,000 or \$16,000. This was straight community broadcasting in its strict sense.

Mr. TAYLOR: Can you tell me whether or not you have any Christmas relief fund in any of your major cities?

Mr. FRASER: We have never engaged in that type of broadcast up to this point.

Mr. TAYLOR: Well, it is the feeling that you run a good service, but do not stoop down to get to the community.

Mr. FRASER: This is not a matter of stooping; it has been a matter of general broadcast responsibility. I think the background will show that broadcasting in Canada has always and still falls into three categories, the national, the regional and the community. Because this is so and because Canada is so large, parliament has decided, if you like, that it needs a broadcasting system having the advantage of both public and private enterprise to do these jobs. The C.B.C. has been doing a national and regional job, and I must say that we have done an excellent job in that connection; but the community job has been done by the private station, and many have done an excellent job in that connection.

Mr. TAYLOR: I agree with you on that, but I wish to ask you this further question. I think that is answering what you are doing; but what I am concerned about is that you have such a small audience in Vancouver as a result of that policy. You carry it to the extreme in Vancouver.

The CHAIRMAN: That is your opinion.

Mr. TAYLOR: It is not an opinion.

Mr. FISHER: I just have the one question. Have you considered doing what the B.B.C. does perhaps once a week in connection with a major drive; that is have a personality come on and make the pitch? For example, if it is the lifeboat fund, the honorary patron of the lifeboat fund, lord so-and-so will come on and add a little touch.

Mr. FRASER: I think, Mr. Chairman and Mr. Fisher, we have done a considerable amount of this. One which comes to my mind is still being carried on, using the personality of "Larry" Henderson just after the television national newscast at eleven o'clock. In this case it is the blood donor appeal. We put on special broadcasts in connection with other drives such as the Easter seal campaign, in which we have a whole parade of stars.

Mr. FISHER: But the B.B.C. institutionalized this thing at a basic time after the national news and it comes on once a week. The people accept this and there is a competition between organizations to put forward a good pitch.

Mr. FRASER: We do not do it in quite that form. Ours is spread over the entire broadcast schedule. Something like this might take place once or five or six times every day throughout the week

Mr. OUMET: We did try this on radio at one point on the French network. To all intents and purposes, as a rule, this type of regular appeal did not get anywhere.

Mr. TAYLOR: In order to carry out community work, a number of British Columbia stations have a studio on wheels to get directly to a community project and get behind it. Has the C.B.C. any such mobile radio studio which can be moved on the spot in British Columbia.