

system on a 50 cycle basis, then all the television sets would be obsolete and all the transmission equipment would be obsolete. Everything would have to be changed but we could make it.

If we went further and said that the official language in Canada, aside from that portion which speaks French, is now Ukrainian—or Italian—and force our people into that mode we could also achieve the goals.

We are not an island nation. The British have a population of 50 million and almost no cost of distribution to deal with; no competitive electronic media, the BBC is not in the commercial business at all; a low cost of distribution; no cable penetration or direct signal penetration because who watches Dutch television? Nobody listens in Flemish or Walloon. Nobody.

The fact of the matter is we are not in that fortunate position. I wish we were. I find myself always in the position of saying "here are the facts". Now it is not popular. I know it would be easy for me to walk into the Commission and open my arms and say "We accept. We believe. It is motherhood and we are with you."

I listened to Mr. Gerussi's impassioned representations respecting his family's immigration to Canada and he delivered it more effectively than he did when it was in the revue in 1965 "All About Us" word for word. It is a beautiful piece of emotional material.

The Chairman: He has been practising!

Mr. Chercover: Absolutely beautiful. My father came to this country as an infant in arms from Russia. I know about that. His father carried him into Winnipeg and they struggled to establish themselves. They sold horses to the pulp and paper industry all across the country. My mother's family immigrated from Austria and I know what struggles they had in Montreal, especially him. They met in Montreal, thank heavens, and I was born in Montreal. I am a committed Canadian and I didn't go away. But I don't ask for accolades for not going away, and I do not chastise those artists who have gone away because that is going to go on whether or not we set up new opportunities or whether or not we extend the volume. The fact of the matter is that it is going to go on. It does everywhere else in the world.

Mr. Fortier: Let us get more basic.

Mr. Chercover: How can you get more basic than this?

Mr. Fortier: And look again to the objectives of the CRTC which you laud and which the CAB also found to be encouraging. Are you saying that it should not be the role of the CRTC to impose these objectives on the broadcasters of Canada?

Mr. Chercover: No. I'm not saying that. I have not said that and I did not say that to them. I said to them that I regretted and I was apprehensive at the lack of any incentive for quality in these regulations. I am fearful of the results that will come from an orientation to quantity as opposed to quality.

Senator Everett: Do you agree with Mr. Griffiths?

Mr. Chercover: I don't know. What does he say?

Senator Everett: I thought you would know. "A bid for Canadian quality and Canadian content".

Mr. Chercover: Is that out of this morning's paper?

Senator Everett: This morning's *Globe and Mail*.

Mr. Chercover: That was a prerelease.

Senator Everett: Do you want it?

Mr. Chercover: No, thank you, I saw it.

We suggested, amongst the options, the deferral of the implementation date for the simple reason that we can maintain the viability of the unique Canadian broadcasting system; provide an opportunity for consultation to develop the regulatory structure which will produce results within the capacity of the structure; and perhaps more important, to provide after the establishment of achievable goals, an opportunity for realistic development time for programming. It is so we don't embarrass ourselves with bad programmes which will simply make achievement of the ultimate goals less feasible.

Mr. Fortier: By setting back the timetable?

Mr. Chercover: Yes.

We also suggested maintaining the current Commonwealth multilateral agreement. There are a lot of reasons why, one of which is the Secretary of State is negotiating a similar one for the film industry. Why should we be taken out of the television agreement when it enhances the marketability of Canadian films abroad, which is one of our objectives.