

Again, I think it is extremely encouraging to see the kind of talent and ability that is developing in French speaking Canada for television. I have seen, and I know outside observers from Europe, England and the continent have been quite amazed at some of the production being done by people who probably had not seen a television set or a camera eight or ten months ago.

Again, some of the programming we know perfectly well is weak, but there is not money nor facilities at the moment to make it more elaborate or better.

But many of the productions, looked at objectively, are a very real addition to the life of the country now.

Mr. Chairman, I would just like very quickly to review the aims and general purposes we are trying to follow in television development. As we understand them, they stem from the objectives set by parliament as a whole for the corporation and the broadcasting system, and I would like to say how we are trying to carry them out in television.

In the first place, we are trying to develop a pattern of programming such that the over-all effect, on balance, is good; or, to put it in another way, so that the minds of young Canadians being exposed to it will, through the years and in general, have something added to them, and not subtracted from them, and, on the whole, will have a positive, not a negative effect.

That does not mean it is all aimed at things instructive or educational or anything of that sort. A great deal will be aimed at being purely entertaining, but we do hope to shape the general pattern so that the over-all effect week in, week out and year in, year out is for healthy stimulated development of the minds of people both young and old who are exposed to it.

We have, in the corporation, a sense of very heavy responsibility in televising. We know very well from observation in other countries and from what we already know in Canada that television has an enormous impact and a strong appeal which makes an extremely vivid impression on people's minds. Young people are very impressed by it. We know inevitably it is going to grow and grow very fast. We believe it is extremely important to try to see that the general over-all pattern, in balance, is a good and useful one. Television is so effective that it can put across entertaining things very well, very easily and very naturally. But it can put across mediocre and rather second-rate slick things, very effectively, and while people will look at them, and want to see them, and while we think a very large part of it should be entertaining and diverting, we do not, however, think that second-rate kind of things should have an eminent place on television.

In our programming now and in the future there will undoubtedly be quite a lot of things that will have no lasting value. We have wrestling shows in Montreal, and some people do not like wrestling, while others find it highly diverting, in any case it possibly does no great harm. But, on the other hand, we have put on and will continue to put on extremely fine musical and ballet performances in Montreal. Some people find them boring, but we think that type of entertainment also should have a chance on the air.

We are convinced of one thing that if programs of a better value are shown and produced, a great many more people will get to like them and people's appreciation will develop. We do not understand that it is our job to cram culture down people's throats. But we do not think it is our job, at any rate, to operate a station and let any sort of cheap stuff go out endlessly to be viewed by people.

We think we should try to maintain a wide balance of different types of programs that, while they are entertaining, will also convey information to the people about their country and the life around them in their country,