

amount of favourable comment in the industry.

Probably nobody ever tells you this, and I would just like to express their appreciation.

The Chairman: Thank you very much. May I suggest to the Senators, that we adjourn for only two or three minutes. Thank you.

Short recess.

The Chairman: Honourable Senators, if I may call the session back in order. May I remind you while I am getting my notes in order here that the meeting this afternoon is at four o'clock rather than 2.30, also it is upstairs in Room 356S.

The brief we are going to receive this morning is from Jarmain Cable Systems Limited. In a sense the introduction is easy and in a sense it is one of the most difficult I have had. It is easy because everybody is Jarmin. It is difficult because one is Ed, one is Ted, and one is Eric. I will attempt to sort them out for you.

The Chief Spokesman, on my immediate right, is Mr. Ted Jarmain, President of Jarmain Cable Systems Limited.

On my immediate left is the Chairman of the Board, Ed Jarmain, and seated to the left of Mr. Edwin Jarmain is Eric Jarmain, who is a director of Jarmain Cable Systems Limited. The chief spokesman is Mr. Ted Jarmain, seated on my right.

Mr. Jarmain, the presentation you were kind enough to send along in compliance with the guidelines has been studied by the senators. We would like to ask you questions on it and also to ask you questions on your oral presentation which I know you now intend to make. Welcome. Thank you for coming. Why don't you proceed?

Mr. Ted Jarmain President of Jarmain Cable systems Limited: Mr. Chairman, Honourable Senators, I would like to touch just briefly on the highlights of my brief and then spend a few moments discussing some issues that are raised by the developments in Canadian broadcasting during the past several weeks.

As you know, Jarmain Cable Systems Limited is a new company formed to consolidate the Jarmain group of cable systems in Southern Ontario and to bring these cable systems into compliance with the Canadian ownership requirements under the Broadcasting Act. While the CRTC's proposed new

guidelines for cable television systems have not exactly facilitated matters, Jarmain Cable Systems plans to acquire the individual operating companies in the Jarmain Group with a concurrent offering of shares to the Canadian public.

In my brief I have placed particular emphasis on the new programming role of cable systems. We and others in our industry are leading the way in participatory broadcasting, in giving the public genuine access to the means of communication. We are spending considerable energy to motivate individuals, groups, institutions, and public authorities to communicate with the community through the medium of cablecasting. And I am pleased to report that our efforts are meeting with some success. As an example of what is being done I outlined in my brief our London system's programming for one week in early March; a copy of this weeks programming schedule is attached to the printed text of my remarks here this morning.

I believe that cable systems should be permitted to carry advertising to help offset the costs of cablecasting. Cable systems would, I suggest, generally complement rather than compete with other broadcast advertising media. In some cases they would serve the requirements of the local retailer who neither needs nor is able to afford the broad coverage of a television broadcasting station. In other cases they would offer local businesses a broadcast advertising medium where no radio or TV station presently exists. We want more and better Canadian programming and yet our resources are limited. We simply cannot afford to ignore any potential means of support for the additional Canadian programming we desire.

Still on the subject of cablecasting, there is a problem to which I would hope this committee might direct its attention. There is a growing feeling in Canada that participatory broadcasting should be encouraged, that the public should be given access to the means of mass communication, that the mass media should provide a place where diverse opinions can be freely expressed. I am proud that cable systems are taking some real initiative in this area. However, on the other side, we have a Broadcasting Act that says broadcasters are responsible for the programs they broadcast. We also have libel and slander laws that may place onerous liabilities on us. We have a new hate bill. And so on. It seems to me that the two notions are inconsistent.