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"THE 1960'S IN CANADIAN TELEVISION"

Talk by A.D. Dunton, Chairman, Board of Governors, Canadian Broadcasting Corporation, at the Annual Conference of the Association of Canadian Advertisers Luncheon, Toronto, May 7, 1958.

Six years ago, almost to the day, I came before you at your Convention that year to talk about the future of Canadian television. At that time it didn't have a "present". Canadian television at that moment in fact consisted chiefly of a few brave people jostling each other in some out of the way rooms in Montreal and Toronto, learning how to work cameras and call cuts, and how not to foul up the wires on the floor. They were Canadians starting to learn television by doing it.

Some of you may recall the vision I tried to describe then. It was that of a Canadian television system stretching from coast to coast and linking practically all Canadians; a national service with a basis of Canadian programming, but including programs from elsewhere; a system in which private stations would have a great part together with CBC stations and production centres; a system to which Canadian advertisers would contribute greatly along with the activities of the public agency and the public financial support for it, and the activities of the private television broadcasters to come; a system providing a national service daily reaching the great majority of Canadians.

I admit that in that May of 1952 there were perhaps some grounds for scepticism. I doubt if the vision took very well. Certainly I didn't think so when in that following summer I read memoranda circulating in Canadian advertising quarters about the dim, uncertain prospects of Canadian television. Perhaps some of the members of the ACA and CAAA on committees of those days remember the papers.