

have Canadian voices, the Canadian approach to news, to comment on radio. The whole character of radio, of course, has changed. Mr. Bjerre can speak, he having programmed for pre-television radio as well as more contemporary radio. Most of us will remember the days of "Amos and Andy" and the big shows that used to be on radio, which was a very different thing to what you now hear.

Radio has become much more local. It is of high standard. Certainly we try to maintain our station at the highest possible standard, which means you go to the market of the world for your product and what you are displaying; and the Canadian Radio-Television Commission is presently investigating the possibly of imposing quantitative requirements in the use of Canadian music.

This is excellent except that most categories of music, chamber music, classical music, the type of music that in many metropolitan stations is played in the evening, are just not produced in Canada.

Therefore, unless you are going to have total sameness throughout, you have to have resort to the market of the world, but this does not mean...

Senator McElman: You say this is not produced. Can it be produced in Canada?

Mr. Graham: It possibly could be but not before the 1st of October.

Senator McElman: Right.

Mr. Graham: Be that as it may, Mr. Bjerre will speak on this—I do think that radio has been Canadianized to quite an unbelievable extent in the last 30 or 35 years, and I hope that whatever may come from regulation or quota will not reverse that trend because the Canadian listeners and viewers are very discriminatory.

They have been accustomed to the best in the Western world and they will tune in to whatever channel or to whatever frequency they wish in order to get what it is they want to listen to or see. Therefore, to get back now to your original question, if from the philosophical standpoint, we start off by putting Canadian broadcasting or cablecasters in a straightjacket, you may well find that the baby is going to be stillborn and the public just will not watch. They will look to other places, wherever it is available to them to look.

The Chairman: Perhaps, Mr. Graham, part of the answer to that though is that the public has not had the opportunity. You may be right, but let us give them the opportunity.

Mr. Graham: But is the opportunity—I do not want to exaggerate or overstate...

The Chairman: Nor do I.

Mr. Graham: But is the opportunity best served by inhibiting the Canadian operator so that he cannot compete on what I would refer to as an equal basis?

Mr. Rogers: I would just like to add in our market, CFRB in the last 10 or 15 years used to play, as you remember, many syndicated U.S. programmes or whole broadcasts emanating from the States. They no longer do this, not by regulation, but just as Canadian programming has developed.

The Chairman: I think Mr. Bjerre was going to say something.

Mr. Bjerre: I see there being two basic and perhaps regrettable problems. The one thing is that we are really, to some large extent, swimming up-stream. The world is drawing closer together because of satellites, jet travel and various forms of transport of communication.

It is very, very common for the conductor of the Toronto Symphony to conduct in Toronto one week and Prague the next week and Rio de Janeiro the third week, and so on.

Even in pop music it is possible for Tom Jones or the Beatles to be as popular in North America as they are in England and vice versa.

This is the direction, so whatever Canadians want and do is really part of this Western culture. The origins were in Western culture. Our cultural beginnings are European and if we drew away from other parts of the Western world, we are not getting back into it again and there is a sort of sameness developing in all countries of the Western world.

This situation is compounded and made more difficult when you narrow it down to the English parts of the Western world, so I think, if we are to say we are going to reject that and pretend it does not exist and do our own thing, we are swimming upstream because the populace is not going that way.

So, I think what we should be doing is saying "Okay then. We are part of this West-