

take our station the CBC funds serve to present to our people programmes of national interest and importance or of such scope that we could not afford them.

It is true then that through this affiliation with the network, our listeners have available to them a number of things of great interest and importance.

On the other hand we would like very much to be able, as you have just said, to perhaps extend this effort to our regional scene. This is, I believe, the purpose of our discussion this morning, to tell you, as Senator Bourque said, how we feel we could improve this system for Canadians.

If I may just go out on a tangent for a minute, at the same time I think we have to consider the great problem, which is being discussed at the present time, of increasing the over-all Canadian effort in the way of culture.

**The Chairman:** What do you mean by "over-all"?

**Mr. Audet:** Well, I mean including but not only stations affiliated with the CBC but stations outside the CBC as well.

**The Chairman:** In other media as well.

**Mr. Audet:** Perhaps not in every media as well. Let me perhaps confine my remarks to television, just because I know it really better, but I am willing to try to answer that to an extent.

If we include, as well, other areas—this is where I think private broadcasters look at their resources and they say collectively we make \$17,000,000.00 a year in profit before taxes so presumably we are left with \$8,000,000.00 collectively; and we know that to sponsor a national system costs approximately \$150,000,000.00 a year. The proof of it is the CBC. So if we want to duplicate the effort Canadians are making, we have to find, we feel, another \$150,000,000.00. It depends how far we want to go. But it looks as if we are in the process of trying to find another \$150,000,000.00 and the private broadcasters are saying: "Well, all we have collectively is, say \$7,000,000.00 a year;" in the good years. That is in 1968. I do not believe you will find the same thing in 1970.

So, the objective and means at hand appear to be in two different categories. They do not seem to be in the same order of magnitude. It is David and Goliath or the giant and the pygmy.

Somehow the reasoning before the public seems to convey the idea that if broadcasters were willing to co-operate tomorrow that they could do it. I think that in all good faith and good intentions, broadcasters are saying we are willing to try—will you please help us.

Now, this is my tangent. Perhaps I should come back to your main point.

**Senator McElman:** On your tangent, surely you do not suggest that the private broadcasters are going to require another \$150,000,000.00 to achieve this desirable purpose? Surely you cannot take the total.

**Mr. Audet:** Well, let us put it this way. Perhaps if someone wished—I am not suggesting we do, I am just saying in this process—I think we have to take into account if we want to double this effort of the CBC, it would cost another \$150,000,000.00.

I know I am not answering your question directly but I think I am purposely trying to put this into a big equation. This is an important factor.

**Senator Smith:** Just like a good engineer would.

**Senator Bourque:** You are merely speaking the facts.

**Mr. Audet:** Probably, yes.

**The Chairman:** Senator McElman, you had an earlier question.

**Senator McElman:** Yes, I will get to it after this one. I only wanted to say you have the hardware now. You have your carrying charges built in. You have all of these things that parallel the CBC.

Certainly I cannot accept as valid a duplication or doubling up of \$150,000,000.00 would be required to go much further towards the achieving of Canadian content and unity in culture and identity and so on. It is not a valid proposition.

**Mr. Audet:** I would not like to put words into anybody else's mouth but it seemed to me in his appearance that the President of the CBC indicated that certain things could be done for so much.

I am afraid now I am not conveying his words properly but he made essentially the same points as we have made in our own presentation, that certain things could be done, that certain things might cost too much; that certain things might make programming more difficult.