

and perhaps Vaughn Bjerre would care to add to it from his experience.

Perhaps to answer the latter part of the question first, what have broadcasters done in this country to contribute to Canadian unity? As you all know certain aspects of the press, newspapers—the traditional broadcasters' claim that newspapers make mischief headlines over radio and television broadcasting matters and I think, speaking seriously, the past few weeks have been another example of that.

We have seen the press take the sincere desire of the Commission to probe and get broadcasters to comment on regulations and we have seen misinterpretations in the press. We have seen the Canadian Association of Broadcasters maligned and so on and I, for one, regret that.

I think broadcasting has a very proud history in this country of ours. First of all I think we must accept the fact that we have very few frequencies. You can drive from Toronto to Ottawa at night and you cannot listen to Canadian stations on one frequency. It is just a scatter of static and in the United States they have many clear frequencies and we have very few.

One of the reasons for this is that the Americans, to protect their own stations, always locate to the south of one of their cities and shoot their signal northward so that it comes over their city, say Buffalo, and then into Canada and this, of course, makes the use of that frequency or often an adjacent frequency impossible in our country, so I give this as a background.

Secondly I think that in our history we have aided in transportation east and west across this country. There have been freight rate differentials and so on but broadcasting has been given no such assistance and we need it.

We are in the new networking business and over half of the stations in this country cannot afford even the line costs with nothing contributed towards the Canadian news network and we wonder why we have the spread of American culture when, of course, line costs coming from the south are so much cheaper.

If there is one thing you can do to help in this, it is to come up with some recommendation whereby there could be some assistance to the broadcasting companies particularly the three or four that are trying to set an

initiative in developing an east-west flow of news and public information. I think our people know the name and about the Mayor of Chicago and New York and other American centres more than Winnipeg, Calgary and Edmonton and so forth.

Broadcasting in radio is primarily local. Now, in the past four or five years you have seen several broadcasting companies start Canadian news networking, east-west flows. Standard Radio was the first to pioneer in this area and for that I think they deserve the credit of all of us.

The Rogers group have a network of which we are very proud. We have been doing it in radio. We have about seven or eight subscribers. We are moving into the area of cable where we are interviewing Members of Parliament and offering that to the other cable systems in the same way we are doing interviews on radio and trying to spread the costs across the different systems in the country.

So to be specific, Standard Radio, Rogers, CHUM Limited is the sponsor of the Contemporary News System and there is a CBS Stephenson news system sometimes called News Radio.

All of these have an affiliation with an American news network. In our case it is ABC and in Standard's case it is NBC. In the early days Canadian broadcasters felt, I think, that they needed the NBC and ABC and so forth. But now you would find in examining the flow to the stations, that this has become a subsidiary part and that the Ottawa News Bureau and the flow of phone reports from the different subscriber stations and from the different people. We pay a newsman in any station of the country \$5 per news report that is phoned in to us.

If you listen now to Canadian stations you are beginning to hear news of what is going on in Halifax and Victoria and what is going on in these other places and you are hearing the sound of the news, which is so important. So I think that is what broadcasters are starting to do and trying to do but we need help, specifically in the area of line costs.

Now, you are used, I guess, to private broadcasters always attacking the CBC. I guess, perhaps because I am younger and so on, I just find we are a small country and I suspect we all have more in common than separates us but I do feel it is time to reassess. Surely out of the taxpayer's contribution a greater percentage can be spent on pro-