

Mr. Fortier: Where would a station like yours, presently affiliated to the CBC, be placed in the eventuality of a second French network?

Mr. Audet: We appeared recently before the CRTC and our comments on this can be summarized as follows: we would like, at the time when the situation becomes probable or imminent, that all parties concerned (the independent stations, the stations affiliated to the CBC) probably under the initiative of the CRTC, unite to try to determine the most practical way of carrying it out. I believe that we will have to be practical when establishing such a network. At that time, we are prepared to serve where circumstances will show that we must.

Mr. Fortier: Does your affiliation with the CBC bring you more advantages or disadvantages?

Mr. Audet: That is a very difficult question. The affiliation which we have had with the CBC is a happy one. We have fulfilled our obligations and we think that the CBC has fulfilled its obligations. We had had discussions, as all parties do who join forces and work together, but on the whole, our association has been very pleasant.

I have not stopped to ask myself if there are more advantages than disadvantages. I think that, besides being a preview of things to come for all stations in Canada, it has been a method of establishing television in Canada. There has been this cooperation between public and private enterprise.

Mr. Fortier: If you had tomorrow morning, one million dollars to improve the service which you offer to your viewers in your region, what would you do with it?

Mr. Audet: I am a Canadian and I made my choice several times, I am in Canada by choice. You know, Mr. Fortier, I don't think I can answer your question. We should expand all our services if this is the meaning of your question. We would like to be in a position to give more in each sector, to have more employees in the technical fields, and in programming, which would allow us to be more dynamic. I think it is one of the problems of Canadian broadcasting at the present time. Certain statements by gentlemen we know have led us to believe that stations were the means of printing money. I think this is absolutely false, and that this has been one of the big problems which we have had to face—

that of destroying this myth. Therefore, we have all had to be very prudent in the expansion of our business and our case is no different since we would like to be able to progress a little more quickly. I believe it would be good for all Canadians.

Mr. Fortier: You are, I am sure, in close contact with your viewers in your region, in your market. Do you feel that you answer the needs and demands of your viewers? Do you feel that you lead public opinion or do you feel that you follow it to a certain extent?

Mr. Audet: We try to lead public opinion. I can tell you that in all important issues we try to be ahead of events.

Mr. Fortier: How do you do this?

Mr. Audet: Allow me to answer the first question; then I shall also answer the second.

Since the beginning of our station, we adopted a philosophy of maintaining a dialogue with our listeners. It sounds like a cliché in 1970 but back in 1958, it was very new. We have been, I believe, one of the first stations in French Canada, and perhaps in Canada (I would not want to boast too much) to stop and ask: what is television? And we concluded that, in a market such as ours, a dialogue was necessary. So all those who appeared on our television station, were reached personally at their home. We tried to ask him, looking straight into his eyes: what I understand about events is such a thing; what I foresee is such and such; what do you think of it? This is what we tried to do, while recalling the usefulness of the sense of smell among the Greeks. It was thought that television would become the new kind of public meeting place, where in a funny kind of way, everyone participates in discussing an idea while staying at home, but at the same time sharing in eventual results. It looked very new at that time.

If you remember, at the beginning of television, people were talking above the heads of their listeners and seemed not to notice that they were there. We told ourselves that there must be the greatest consideration for our listeners who are our partners in a conversation and should be treated with the same consideration as if they were in our home.

Mr. Fortier: What kind of programme have you developed for reaching this objective?

Mr. Audet: We have applied that same policy to all our programmes. Our pro-