

The WITNESS: No, we do not envisage going out of it, but we do expect if the present provisions before parliament are approved it will reduce somewhat our commercial activities; we will cut down.

Mr. BOISVERT: The soap operas too?

The WITNESS: All the commercial business that we do have.

Mr. LANGLOIS: Are you going to increase your rates?

The WITNESS: We will likely reduce some of the network commercial programming by being more selective in the programs. To answer Mr. Langlois, the network rates for a number of stations have been increased somewhat, and further studies about rates are under way now.

Mr. STICK: It means then, Mr. Dunton, that if you reduce your commercial programs parliament is going to have to raise more money?

Mr. BOISVERT: That is what I was afraid of.

Mr. MACLEAN: What is the policy in regard to advertising broadcasts by private stations? There are some types of broadcasting that are not permitted? How is that checked?

The WITNESS: The broadcasting of private stations, including any advertising they do, is just covered by our printed regulations. Would the committee like copies?

The CHAIRMAN: Would you like copies filed with the committee, gentlemen?

Mr. MACLEAN: Yes, I think that would be a good idea.
Agreed.

The CHAIRMAN: They will be filed at the next meeting.

The WITNESS: Could I just say for a minute, Mr. Chairman, that the Massey Commission recommended we review our regulations. We did have this in mind for some time, but the board wished to revise and review the whole regulations only following the Commission report. We would expect a number of revisions to bring these regulations more up to date.

Mr. STICK: You will be putting that before this committee in the course of time?

The WITNESS: I do not think the revision will be ready because we have to work on them some more and then have hearings, but the chairman has asked us to file copies of the regulations as they are at present.

By Mr. Knight:

Q. Speaking of commercial advertising, Mr. Chairman, have Mr. Dunton and his board made any firm decisions as to what regulations shall cover commercial television? Have any decisions been made on that?—A. Not definitely, no. We are studying that matter pretty carefully. I think it will be a very important one. We do think in line with the Massey Commission's recommendations there should be pretty firm provisions before stations get going about using all Canadian programs and several aspects of television operation.

Q. Is it the intention to use any commercial broadcasting on television?—A. On C.B.C.?

Q. Yes.—A. As far as we can see it will be quite essential because television is going to be so expensive, and I think the money, the amount of money that comes from public sources will be somewhat limited in relation to the needs of television and our present plans are to use some commercial broadcasting.