

own, at this stage of the game anyway, because their immediate concern is filling the needs of that particular community.

The Chairman: Let us take an organization like, let us say, the Canadian Bar Association. Is the cable operator in London going to approach them? Is that not a thing that should be done nationally?

Mr. Boucher: Firstly, our Association is collecting and has been collecting data and there is a dialogue within the group to appreciate in what areas the Association can be of some assistance.

The Association has, for instance, initiated dialogue with the National Film Board.

The Chairman: That is a government agency.

Mr. Boucher: Programme sources.

The Chairman: Non-government agencies?

Mr. Boucher: Well, we have approached it from the reverse.

The Chairman: You are leaving it up to the individual station?

Mr. Boucher: The individual station is the Association, isn't it? They have been feeding in this information and there is a better appreciation for the role of cablecasting. From the point of view of programme production or originating programmes, this is a very new role for us and I dare say we have not been broadcasting oriented in general.

The Chairman: One of the virtues of cable which you have talked about here today, and I agree with you, is special interest programming. I think you are perfectly right. All I want to know is who is there in Canada, either you as an association or the individual stations, who is approaching special interest groups to say "Are you interested in cable?"

Everybody talks about it; but do we in fact know it?

Mr. Boucher: Yes, we do. The individual operators obviously are experimenting with specific programmes, if they get a group saying there is an interest in this type of activity. I think in Toronto there is quite a bit of that and certainly in Montreal.

The Chairman: Could you give us an example in either Toronto or Montreal?

Mr. Chaston: You could consider the Red Cross and St. John Ambulance, that sort of

thing. They have come to us and they have been running programmes for at least a year.

The Chairman: You say they have come to you. You didn't go to them. Who are some organizations you have sought out? I am not attempting to embarrass you. I am saying "Here is a great opportunity for you fellows. What are you doing about it?"

Mr. Boucher: I think it is happening, Senator Davey. We had to start from scratch and certainly, in the past year, there has been growing evidence that this type of thing is going on.

If I might speak for the companies I am associated with, we have been talking to various groups and actively thought out the type of programming and they are now doing their homework.

The Chairman: Groups like what?

Mr. Boucher: Health units on drug addiction, for instance, is one area. There is a group very interested in getting across the whole concept of regional development in Ontario, for instance. They want to explain that and get public appreciation of the problem. This is another area. They are now thinking about the type of format.

We have been approached from areas where we didn't have the faintest—one party approached us...

The Chairman: A political party?

Mr. Boucher: No. I am sorry. An individual. There seems to be a matter of a lack of appreciation as to whether people should buy a car or lease one. I think there is a real story and I think it would be a public service.

The minute we start actively then it begets more interest. I think it is a matter of experimentation and getting to know what goes, what is expected, what the community really needs.

I know for a fact that this is being researched because, after all, if the cable company is going to involve itself in programme production, he wants to make sure he has something the viewer will watch. Nobody wants to produce something—there is professional pride there.

Senator McElman: You have done some original programming and I am sure you have feed-back on it. Perhaps it would be helpful if you told us what were the highest rated shows you carried.