

**Mr. Fortier:** So you are really speaking of past experience and hoping it will not repeat itself in the future.

In what way are the cable systems or CATV systems, yours more particularly, contributing to the development of national unity as a part of the Canadian broadcasting system?

**Mr. Rogers:** I think in a word or two our role is more in-depth reporting and background issues, the covering of the full news conference in the news building rather than a forty-second clip; the distributing of it to all the cable systems across the country. We cover one million homes now and the other commercial television stations, the off-air television stations simply do not have the time to do this, so I think you are going to see offered to the Canadian public a much greater volume of good Canadian programming of interest.

Now, this will be political. I think it will be sports. I think it will be musical. I think it is going to be pretty exciting. Now, whether they will watch it or not depends upon our ability but I think they will and we will be able to offer the whole picture rather than just clips.

That is why I think we will make a contribution to national unity.

**Mr. Fortier:** You have done many exciting things in the short 12 months you have been authorized to do it but what have you done during that period, for example, to bring home to your viewers who are wired into your system and increased awareness of what is happening in the Province of Quebec?

**Mr. Rogers:** We have started reflecting and mirroring the community itself. That is a straight answer.

**Mr. Fortier:** The Quebec community?

**Mr. Rogers:** ...with an interchange of programs with Mr. Jarman and others in different markets will, I think, be the next phase.

There are not too many cable systems yet producing local programming. Mr. Lind may comment.

**Mr. Lind:** Vis-à-vis Quebec, I really feel, as far as I can tell anyway, the finest presentation of Quebec contemporary thought is offered by the St. Lawrence Centre in Toronto under a grant from the Canada Council,

and we do all that "Exchange Quebec" series and offer it to our other cable systems as well.

**The Chairman:** Thank you. I feel I should apologize to the Senators and also to the witnesses that in the last few minutes we have been forced to ask you for shorter answers. Yet in a sense that is always a good sign because it indicates there has been considerable interest in your presentation. I think that has been self-evident this morning.

I am sorry we did not schedule our programming to allow ourselves more time with you, but we have not. We have another witness that we are looking forward to hearing. We must now turn our attention to that presentation.

I would simply repeat the remarks that I made at the outset; that Rogers Broadcasting Limited and all of its ramifications are naturally of great interest to this Committee. The broadcast industry sometimes, as you have pointed out, seems to live in fear and trembling. They should not live in fear and trembling of this Committee. We feel it is a positive factor for broadcasters to be represented at this hearing and to demonstrate the real role they play in the overall media picture, so Mr. Graham, thank you. Thank you, Ted, and through you, could I thank you colleagues?

**Senator McElman:** Mr. Chairman, may I suggest that since there are so many areas on which the Rogers group could give us useful thought and since we do not have a brief from them, would it be too much to ask perhaps that they go into some of the areas we have not been able to cover this morning, or indeed go further into more of the areas we have attempted to cover and put this information to us in the form of a brief?

**Mr. Rogers:** Absolutely, sir.

**The Chairman:** We would be grateful if you could do that. That is a good suggestion, Senator McElman. Thank you.

**Mr. Rogers:** I would like to just thank you, Senator, and the Committee for the opportunity to be here. This has been a tremendous catalyst to the broadcasting industry. I am a younger member of it, and what you have done, I think, has excited the industry. It has given us a chance to participate and discuss and feel part of the whole regulatory process and I think it is winning a tremendous