

people saw the final game of the Stanley Cup playoffs and another million heard it on radio. The Corporation would certainly hear from these millions if it did not include such sports events in the schedules. Fortunately, most of these events are saleable commodities.

The other program matter of concern to the 1959 Committee was that CBC should not establish a monopoly on broadcast production. Specifically, the Committee urged that the Corporation give "immediate consideration to permitting and encouraging the production and presentation of broadcast network programs by other outside sources with a view to reducing costs, increasing income and encouraging in Canada the development of new pools of talent and new program production agencies."

There has never been any intention on the part of the Corporation to establish a monopoly on broadcast production. CBC is always in the market for quality productions by any of our affiliates or by any Canadian production source. The Committee undoubtedly knows that the Corporation has cooperated with Crawley Films and the BBC on the "R.C.M.P." series, with the National Film Board and with other Canadian film producers. As a matter of fact, the great bulk of CBC's film work, and it is considerable, is farmed out to Canadian firms as a matter of policy designed to promote the growth of a Canadian film industry.

However, in this matter of outside program production a major reservation must be made: the Corporation is charged by Parliament with responsibility for national program services. CBC cannot and must not overlook this responsibility at any time.

The Committee is no doubt aware of developments in broadcasting in the United States since the 1959 Committee met -- especially the quiz scandals. In commenting on these one outstanding American broadcaster said this:

"Whoever may produce programs, it now has been made crystal clear that the American people hold the networks responsible for what appears on their schedules. And whoever may be to blame in this whole tawdry business we are faced with the fact that all of broadcasting has been hurt. Broadcasting has lost a degree of the public trust and confidence so essential to its effective performance."