

clamouring for a chance to use that audience—you are going to have offers of advertising revenue.

Mr. Campbell: We already have had offers and we have communicated this to the CRTC. And let me say this, Senator, that the CRTC have not said they are not sympathetic. They are studying it, to the best of my knowledge; I had hoped when they handed out these guidelines the other day that one of the things that they would cover would be the local radio station and the local cable system. The local radio station, who has the sales capability and a programming capability and a billing capability, might indeed sell a programme on the cable along with a certain program on the radio station and this is not farfetched.

I am a local broadcaster in radio, I have been for over 20 years, and this is something that I have talked to the CRTC about and we have had other radio operators talking to us where we have these systems in the community.

Senator Prowse: Now, there is one other thing. The question comes that if all of the distributions were to be made by cable at the present time we are going to leave 20 per cent—I believe this is Senator McElman's figure—the rural people; they aren't going to be on cable for awhile.

Mr. Campbell: We don't think that is going to happen.

Senator Prowse: Well, this was the question that I had in mind. Supposing you became the originator or suppose you became the actual broadcaster. In the broadcasting station—can you tell me this, what actually is the cost of a transmitter? My guess is that one of the smaller costs in broadcasting is the actual operation of the transmitter. It is the matter of the programming and all of the things that are associated with the station that are costly. I think this would be useful to know; it certainly would be to me and I believe to everybody else.

Mr. Campbell: The programming and the people, Senator, take up about 80 per cent of the total operating costs. There is no question about that.

Senator Prowse: So that if you start to initiate programmes and distribute them by cables in the urban centres, there would be no great expense involved in providing a

transmitter to shoot the thing out to the people that didn't have the cable?

Mr. Campbell: Just a straight repeater. Broadcasters are doing that every day with their repeater channels out from the mother stations.

Senator Prowse: It wouldn't be very expensive, so that we don't need to worry about the growth of cable depriving our rural population of television.

Mr. Campbell: I don't think that follows from your statement.

Senator Prowse: No, but what I was trying to get at is this. We are getting our programmes presently now from the broadcasting stations, who have production and all other kinds of costs. They say, now, we have to watch cable because if cable comes in and becomes in effect a competitor to the broadcast station, then there is going to be no broadcasting station to send the signal out to the poor people who live in the country.

Mr. MacGregor: We don't look upon ourselves, Senators, as competitors to the broadcasting system as we know it today. We are to compliment them. When we talk about programmes—I have had half a dozen people come in to me and say "Let us produce 10 hours of programming for you for half a million dollars". Well, we are not talking about that sort of thing at all.

We are talking in many instances of giving the cameras and the equipment to the people and letting them put on their own show so long as you know it is in good taste. Let them talk to each other. We are not out after mass audiences. So, therefore, I think we definitely do complement each other.

I don't see this is a problem as long as it is done under certain guidelines.

The Chairman: Senator Bourque?

Senator Bourque: I have read this brief very, very carefully and there is no question that Maclean-Hunter Cable T.V. Limited and Maclean-Hunter Limited are very closely associated and if it hadn't been a joint venture, it wouldn't have been possible to have an issue of \$13 million on the market. It would have been very difficult to launch the company, as you said before.

Now, I have no doubt that it is a good company but I have been puzzled at things in