

speak of affiliates is because we are associates. There is no third company, no third party control, if you like. There is a measure of association among the three stations.

Mr. Fortier: Is it only at the programme level, or does it extend to the advertising level as well?

Mr. Giguère: At the programme and advertising levels. Concerning the second part of your question—we announced, in June last year, that it was our intention to become a network before the end of the year—that is, we shall ask the Commission for permission to operate using the microwave transmission facilities for a certain number of hours each week. When that time comes, we shall officially form ourselves into a network. I would point out to you that the second French service in the province does exist—but it exists unofficially.

Mr. Fortier: Unofficially. Have you made a formal application to the CRTC?

Mr. Giguère: We propose to do so before the end of the year.

Mr. Fortier: Would this application today take in only the other two stations of CFCM and CJPM, or would you possibly want to include more stations?

Mr. Giguère: Let's say that the first part of our project would include those two stations. May we also say that if we are to provide a second complete service, then, clearly, we should have to think about bringing other stations in the Province of Quebec into the association. When that happens, they will have to ask to be released from their affiliation with the Government-owned network in order to join the second service.

Mr. Fortier: Right. Is it the Chicoutimi station or the Quebec station that is affiliated with the CBC?

Mr. Giguère: Neither the Quebec station of CFCM nor CJPM is affiliated with the CBC. They are independent stations.

Mr. Fortier: So they are independent. Firstly, a rather nasty question, but I am going to ask it just the same—is it to make more money or to compete more effectively with the CBC that you want to double your size by forming a network?

Mr. Giguère: May we say first that the main point of the exercise is not to make money because—and we have stated so pub-

licly—the establishing of a second broadcasting system using microwave facilities will not be a source of revenue. The ideal attitude which is the one we have at the present time is to try to offer a better service.

Mr. Fortier: For the viewers?

Mr. Giguère: Exactly!

Mr. Fortier: I suppose, too, that it is to provide competition for the CBC because there is strength in unity?

Mr. Giguère: We already compete with the CBC as is clearly indicated in the brief. When we talk, if you like, about the commercial aspect, and if you are talking about our competition—and I am not speaking merely for myself not just on my own behalf, let's say, but I am speaking for our associates at the same time—I am expressing an opinion that is held quite commonly in that respect.

Mr. Fortier: Will this second service, this second French broadcasting network, also benefit non-Quebeckers some day?

Mr. Giguère: It is quite possible because, there are large groups of French-speaking people outside Quebec, and it will be a part of our long-range plans to associate with those groups in some form or other. You know that the ways and means are infinitely varied, but anyhow, we intend to provide a second French service. May we mention, for example, the part of Ontario adjoining Quebec where there are large groups of French people...

Mr. Fortier: New Brunswick too?

Mr. Giguère: Yes. New Brunswick too.

Mr. Fortier: That forms part, as you say, of your long-range plans?

Mr. Giguère: Yes.

Mr. Fortier: I see that in your brief you are continually referring to the CBC competition and I get the distinct impression that, where you are concerned, this competition is—I was going to say "unfair" but that is not the right term. Is it competition that is harmful to you? Is that what you are asserting?

Mr. Giguère: You know, we are wholly in agreement with the principle that the CBC remain in commercial competition. We do agree with that principle.