

The Chairman: You are indeed.

Mr. Pelletier: It is very difficult but just let me use one example a classic example or classic case, I think. When I was the editor of *La Presse* in Montreal, my good friend Maurice Sauvé who was a Minister here gave a speech to a service club in Montreal. He said: "If you want to get on the front page of any of our newspapers, just say something extreme, irresponsible but sensational; but if you make a moderate, well-balanced speech on an issue the way I am doing, you will end up with the obituaries." I was reading that in my home at night and I looked and he was on the obituary page! He phoned me and said: "That is a very good joke." And I said: "It is no joke".

We had a final edition and if we didn't move it out of the building by twenty minutes to three, it just didn't sell, because the circulation was such in Montreal that you just couldn't sell it. And the only page, for technical reasons, that you could hold open was the page with the obituaries on it. He spoke to a service club that finished at two o'clock. The newspaperman could not possibly write his article before twenty minutes to three, so it went into that page. Thus many of the things that people think are inspired by lies are not. I am not saying we never indulged in sensationalism in the paper when I was there; we tried not to but sometimes we were forced to push these things. It is a tremendous power.

In television it is very bad also. I have been advocating for a long time with my friends in television that they try to demystify or to "educate" the public—I put quotation marks around "educate". We tried it once—I did a one hour show with a CBC correspondent who is now in Washington—Madam Judith Jasmin—just to make the TV audience conscious of what you could do by cutting. We took a bit of tape and we chose Franco's Spain and we agreed against it. In the first half we had the interview where I was interviewing Madam Jasmin and what she thought about Franco's Spain and she was against it of course. I went into the details as the interviewer. Then we cut it and ran it as cut—and she was favourable to everything that was done in Spain without adding anything; just by editing.

I think it is not much worse than the newspaper, in the sense that the newsmen are sitting in the gallery listening to an hour's speech by the Leader of the Opposition. He has to boil that down to 16 paragraphs, has to do a heck of an amount of cutting as well. But when you read a newspaper report you say "Well, you know, the speech lasted for an hour—it says so, and here are only 16 paragraphs so there

must be something missing and maybe something important is missing."

The trouble with TV is what you see you don't doubt. And I think that broadcasters should make a point of educating audiences to realize that what they see is not necessarily true because of some of the necessities of cutting it. I don't want to be too long on this, Mr. Chairman, so you interrupt me when you think I am becoming. . .

The Chairman: Your answers are most interesting to the committee, Mr. Minister.

Senator Smith: I was very interested in your reference to Maurice Sauvé. Just a few days ago I read a reprint of an article in the *London Times* and it was making generally the same point, that a good logical speech by someone who has a new idea, which he wants to get to the public's attention, is a most difficult thing to put over so the public can get hold of it. On the other hand, somebody who has a cause can padlock himself to the iron fence in front of 10 Downing Street and his cause is right there on the front page perhaps. It is a dangerous kind of thing, but you can't blame that on the newspaper or the television. I don't know how anybody can blame anybody for that.

I think you would agree that a lot of the reporting of extremist activities all over the world is due to the fact that it is the kind of thing that perhaps must get the front page. How would you, when you were a professional journalist, feel with that general subject that I am talking about?

If I padlocked myself to the steps of the Mayor of Montreal's office and had to be forcefully removed with all the drama that is attached to a hot flame, and so on, would your paper give that a pretty good run as a story and carry with it the point I was trying to make?

Mr. Pelletier: It is a very difficult problem. On the one hand my general comment would be that it is the "man bites dog" kind of angle, which would always get ahead of the "dog bites man." However, there is also another angle. I don't like and I have never liked the people who were in the newspaper business primarily to sell copies of newspapers by any means. That I think is the lowest degree of professionalism you can find in the press. On the other hand, I think that we must realize that without having a mafia or an establishment, whatever that means, the number of people who really have the means of expressing themselves is rather small.

I think it is Mr.—what is the name of the