

to fish is eminently applicable here. The model could be South Africa, where citizens were trained who would themselves run things and eventually train others. The CBC had a leadership role, demonstrating to African journalists on a newly-liberated South African Broadcasting Corporation the many aspects of the role of the media in an election campaign; this ran the full gamut of activities from actual news coverage, impartiality of coverage, the role of computers, to handling election day (or, in South Africa, election week).

This area has proved a substantial success at the levels at which it has so far operated, but the scope for expansion is great. Canadian government support for independent journalists providing training abroad would confirm, at a relatively small cost, Canada's commitment to democratization, human rights and free expression. And it is an area where we can say without false modesty that Canadians appear to be highly effective trainers. Many organizations, from journalism schools to the CBC to private media outlets, are available to participate; in fact the need to coordinate activities in this sphere, to ensure that our many resources are being used in a systematic and efficient way, will soon become pressing.

#### 4. Distinguishing between state and public broadcasters.

Canadians, with our long experience of the CBC/Radio Canada, understand and embrace the crucial distinctions between a state and a public broadcaster—a distinction we are also able effectively to convey abroad. There is no touchstone more indicative of a free society than its acceptance that a public broadcaster does not work for, reflect or represent the government of the day.

There are institutional manifestations of a public broadcaster that need to be understood: the choosing of its board, the independence of its board, the legislation that dictates its mandate and its responsibilities, the affirmation of its arms-length relationship from government, the regulatory apparatus (a la the CRTC) that operationalizes its mandate and assures it is carried out. All these are areas in which many Canadians—the CBC, the CRTC, the various journalists' associations, the Canadian Bar Association—have expertise that could readily be shared with countries emerging from non-democratic rule where state broadcasting has been the order of the day.