

this now, is the great difficulty in having a uniform regulation which applies in Toronto, Cape Breton, Vancouver Island and the Yukon Territory.

So far they have tried very hard to have uniform regulations. They are now getting into separate, special conditions of individual licenses. I think this is a highly desirable move because it gives greater flexibility to the whole broadcasting system.

**Senator McEIman:** I share with you an antipathy towards over-regulation, but consider the experience of the CRTC and its predecessors, where they went into this whole picture of broadcasting with not over-regulation at the outset, and with the expressed intent of the Canadian people through Parliament to all broadcasters, that they should contribute to the Canadian identity in a specific fashion. The content should be Canadian to a large degree and yet there is a strong body of opinion, at least, that those broadcasters fell down very sadly in meeting the intent of the Canadian people through Parliament for the privilege they were given of having an economically viable unit, a license to broadcast. They did not return to the Canadian people in balance what they were given in protection.

With that background, would you think it unreasonable for a regulatory body to perhaps want at this stage to take the opposite tact from what you now suggest and say "Broadcasters have shown that they will not follow the intent of the Canadian Parliament and the Canadian people" and perhaps set pretty stringent regulations at the outset of a relatively new mode of communication?

**The Chairman:** Mr. Graham or Mr. Rogers.

**Mr. Rogers:** I will start by saying I find it really hard to restrain myself because it is basically like saying there is a substantial body of opinion that feels you have been beating your wife what would you like to do to stop beating your wife as much?

Now, I absolutely deny the substantial body of opinion. I think these statements are not accurate, that broadcasters have done in this country a tremendous job and I, for one, resent very much the mostly newspaper propaganda that suggests to the contrary. We can do a better job, of course, so can anybody, but we do need some assistance and some help.

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To suggest that it is all broadcasting or that individual broadcasters have not done substantially a first-class effort is, in my view, grossly inaccurate and it is just not true.

We have done this. We have been able over the past 20 years to win back Canadians to listening to their own stations. Surely...

**The Chairman:** To radio.

**Mr. Rogers:** To radio, that is right, and to a great extent, television, and surely, surely this fact is so overwhelming as to swallow up and drown the other views completely.

**Senator McEIman:** May I interrupt at that point, Mr. Rogers, and make another suggestion which I think comes from a fairly substantial body of opinion: that you got back the Canadian audience for radio by duplicating what they had on American stations rather than developing Canadian talent and Canadian content.

**Mr. Rogers:** Well, I would just say this. I was fortunate enough to be in the Senate Chamber before coming in here and I was given a description of it and part of the limestone, I believe, came from the United States.

I just must say to you that all in all I think Canadian broadcasters have done a first-class effort at producing Canadian programming and of course, there has been some American content in private broadcasts the same as there is American content in this Senate Chamber, and there is no reason to denounce either one.

**The Chairman:** We are going to have a look at that limestone, I will tell you.

**Senator McEIman:** Mr. Chairman, I think American content does not come into the dialogue as much in the Senate Chamber, perhaps.

**Mr. Graham:** I would just like to speak now and confine my comments to radio broadcasting for the moment.

Those of us who were adult before the War will recall, certainly in the Toronto area, that most of the listening was to American stations. That certainly was the case, also to my own knowledge, in Winnipeg and a number of other Canadian centres, that pre-War, one listened largely to American radio stations.

Listening now to American stations is minimal, it is insignificant, which means that you