

But, if you ask, and I know that this much perhaps should be granted you, is it much harder for you to get money than it is for the stations in the big cities?

Mr. Audet: Is that your question?

Senator Bourque: Yes, that is my question.

Mr. Audet: Well now, Senator Bourque, point 7 to our way of thinking, doesn't apply so much to operational expenditures as to investment expenditures, and the point we wanted to emphasize was perhaps this: it is that at a given moment, and it has arrived, it has been decided to limit the participation of foreign companies to 20 per cent in broadcasting companies which seems to us an excellent measure. We would have wished that at the same time funds had been put at the disposal of the Canadian broadcasters which would permit them to acquire the shares which became available when all these companies had to sell their shares. Many of our colleagues and we ourselves have been slow in our efforts in this direction because of the fact that the market, at the moment, is after all an extremely difficult one and full of uncertainty. And this means that public finance is more and more difficult. Thus, the efforts of everyone to bring about this Canadian goal would have been, I think, more worthwhile, more productive in creating a system such as is desired if, at the same time that that regulation came out, some place had been found to say: all stations now come under the terms of this Act and it applies to other fields.

Senator Bourque: I know Trois-Rivières a bit because in 1919 I was the founder of *Le Nouvelliste* in Trois-Rivières. That was a long time ago, 50 years ago.

Mr. Audet: Your name is still very well-known.

Senator Bourque: And so I know the difficulties that I had in that region; I had a tremendous amount of work to do. And that is why I asked you that question, to know if I had changed, or if you were faced with those problems?

Mr. Audet: Now as to your question, we have tried, to answer it in other sections of the brief; when we want to undertake serious works, it is beyond our means. Let us say then that our station wants to hire a group of actors or musicians which is beyond our means. We would like perhaps to be given the

same consideration as the artist who asks for a grant to go to Europe to take in European culture. We have local theatre groups which sometimes, not always, obtain grants to put on plays. We say: would it not be worthwhile for those same people to be given grants to come and perform on television. And more people would see them at one time than could see them if they filled our halls in Trois-Rivières every day of the week. It seems to me that if we are sincere in our determination that we want Canadians to be exposed to beautiful things, is it not reasonable to present them via the medium which can reach the most people? It seems to me—and I think that a process of involuntary selection has taken place—that the funds available for culture seem to exclude radio and television, and nobody knows why. I think it is accidental. I don't want to give the impression that I think it's intentional. I think it is accidental, and we may allow ourselves to put emphasis on the fact in the hope that someone may hear.

Senator Bourque: I am very sympathetic to your problems. I have been through the same things.

Mr. Audet: We have a steep slope to climb from that point of view.

[Text]

Senator Smith: A supplementary question on that very point.

The Chairman: Yes.

Senator Smith: Mr. Audet, is that now not being done, the idea of having public support given towards the fostering of development of television? Is that not where some of the tax money is now going to which is being funnelled through the CBC directly?

Is that not why we have drama programmes on the CBC network? Is that not why we have some of the higher class music on the CBC? Is not that same objective of which you speak now being reached through the CBC and are you not, as a station operator, continually having these programmes available to you; or perhaps you are thinking of the local impact on the local people who have an opportunity to develop their own particular talent?

Would you clear up this question in my mind.

Mr. Audet: Yes. I am glad you asked that question. I agree fully with what you have just said in the sense that the CBC—if you