

#### COMMERCIAL PROGRAMS

33. The Corporation is concerned with its commercial program operations, not as a matter of principle but because of the degree to which they affect the program service. CBC evening hours on television have become highly inflexible for program planners, largely because of fixed commercial commitments. The greater degree of flexibility that is needed can come only through a reduction in commercial programs.

34. Most imported programs are both well made and popular. However, they represent the daily importation of other standards, other speech habits other dress, other viewpoints. Some of this is acceptable but the present volume is too great. The Corporation would wish the volume reduced and the programs replaced in many instances by attractive and popular Canadian productions, especially of a family character. The CBC English network does not have the equivalent of the French network teleroman or the U.S. family situation programs. It should. In addition, and through television, Vancouver, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Halifax and St. John's should be no less familiar to Canadians than Los Angeles, Chicago, Boston and New York.

#### DISTRIBUTION OF THE NATIONAL PROGRAM SERVICE

35. A basic principle of the Corporation's mandate requires that CBC link the country in two ways: through programs and through their physical distribution. Program production and program distribution are thus indivisible in importance.

36. The ideal, wherein all national service programs would be available to all Canadians, cannot be achieved in the foreseeable future. The economics of Canada will continue to make this impossible for some time to come. Therefore the public interest requires continued collaboration between the CBC and selected units of the private sector in the distribution of national service programs. The CBC accepts the fact that it is not feasible for private affiliates to carry the full CBC service.

37. When an area can accommodate more than one station, the Corporation believes the public is better served through the combination of one CBC and one private station than by two private or two CBC stations.

38. In supporting and accepting the need for continued CBC-private station collaboration, the Corporation feels strongly that there are certain minima which should be established for the Corporation in terms of CBC stations and production centres.

39. The CBC should have not less than one station and appropriate production centre for each province, including the north country, and that such facilities should normally be located in the capital city. (The Corporation notes this minimum has not been achieved in television, nor in FM radio, but has been achieved, with one exception (P.E.I.), in AM radio.)