

about poor or mediocre performance and less about the particular form of ownership."

The question which comes to my mind is should we simply worry in Canada about poor performance or should we do something about it? Do you think programs should be regulated?

Mr. Ted Jarmain: Do I think programs...

Mr. Fortier: Programming should be regulated?

Mr. Ted Jarmain: If you are asking the question: should the details of program matter be regulated? I would think not. Is that the question you asked? I don't know how you could regulate that. It is like "Should the playwright be regulated?" "Thou shalt write good plays." I don't know how you can do that.

Mr. Fortier: I am quoting your words. The public interest concept, which you and I agree should be protected, will be much better served if we worry more about poor or mediocre performance.

Should we worry or should we have a regulatory agency such as the CRTC which will regulate programming.

Mr. Ted Jarmain: I think the easy answer is we have regulatory agencies and I think the time would be better spent. I don't mean the CRTC, we have all the mechanics now surely all of the things we are talking about. The time of these organizations would, in my view, be better spent if they worried or concerned themselves with the quality of the performance as opposed to the form of the organization or organizational arrangements that created the performance.

Mr. Fortier: This worry should be translated into positive action by the CRTC?

Mr. Ted Jarmain: I would think so.

Senator Prowse: A study of programming, which they do now anyway, don't they?

Mr. Fortier: Is this what you are saying?

Mr. Ted Jarmain: Yes.

Senator Prowse: Some radio stations have been told if they don't upgrade their performance by such-and-such a date they won't be renewed. They do that now, don't they?

Mr. Ed Jarmain: This is right. Actually there is a case in the Maritimes recently where the licence was suspended.

Mr. Ted Jarmain: I suppose we all have a tendency to attack the problems easiest to attack. It is a lot easier surely to attack the problem of structure. You can draw that on a paper and say I like that or I don't. It is a lot easier to attack a problem of structure than it is to attack a problem of performance.

Mr. Fortier: Wouldn't you be scared? I would be actually scared, I would be petrified of an agency such as the CRTC censoring the programs I may like but which you as a viewer looking at the same program may dislike. I would rather let you make your own judgment and let me make my own judgment than have the CRTC say "That was a mediocre performance. We shall not have it again."

Mr. Ted Jarmain: I think I would agree with you. I think I began a long answer with that statement. I don't think you have to get into the details of programming in order to be concerned about performance.

Mr. Fortier: Thank you.

Mr. Ed Jarmain: I think it is more the public interest that is being talked about here than the actual nuts and bolts of the program.

Mr. Fortier: You have to relate it to something.

Mr. Ed Jarmain: What did they relate it to when they cancelled the licence in the Maritimes? That was public interest. I think they took the action rightfully without at the same time telling the radio stations how they should program.

Senator Prowse: "We don't like the way you have been programming."

Mr. Ed Jarmain: "We don't like the way you have been programming. We don't think it is in the public interest."

The Chairman: Messrs. Jarmain, on behalf of the Committee may I say how grateful we are both for your written brief and oral presentation that you gave us this morning. We have studied and read your brief with considerable interest. It has been instrumental in bringing us to a clearer understanding of where cable fits into the broad picture.