

I felt that if we were to compete in the Toronto market, that we had to have a full-time frequency. It was very difficult to go off at a quarter to five and not come on until a quarter to eight in the morning.

One of the great compelling needs of our time for our people in my view are more frequencies for Canadian use, more positive action by government and broadcasters alike to conserve the remaining frequency space and to take positive action with the Americans to try and wheel and deal, if we will, to get more back for Canadian use.

We have fought for perhaps 10 or 12 years in Toronto to develop this frequency at 680 and the cost is measured literally in the millions just to secure one positive frequency for Canadian use.

We finally succeeded in developing this 24-hour frequency, 680, and came on in 1966. The price we had to pay was to go from 50,000 watts down to 1,000 watts. We felt it was right and proper to do for the constant service.

There were those that said in those days that they would not hear it the other side of Yonge Street, if it worked at all, because it was one of the largest and most complex in North America but it did work and we went up to 2,500 watts and after working in conjunction with another Canadian licensee, and he moving to another frequency, we are now licensed for 10,000 watts.

We have been negotiating with a station in Rochester to cooperate with him to improve the facilities of both stations. That has been before the governments for, I guess, two years and if we are successful here, he will be able to improve his coverage and we will again in Toronto be able to improve it; so it has been this kind of building that is seen today to build a frequency.

Frankly, the problems of cable have been nothing compared to those problems of finding a home for CHFI.

Now, the reason I got into cable was because CHFI-FM, which is our heart, was on a number of cable systems and I travelled around the country to try and persuade the cable companies to put it on more of the cable systems. This would be in the early sixties, and I became attracted to the industry. I felt that it had great, great potential for community service. Television per se was fast and huge in its coverage and in its economic requirements but cable television could pro-

vide local service; and as we are all human and some of the cable companies perhaps were not as cooperative as I would have liked for CHFI-FM, I decided we should go into business for ourselves.

So, that is how we started in cable. It has been a very exciting field. The wild West days of cable have characterized the last couple of years. The Commission, if it has done anything, if it has succeeded in anything in the last two years has succeeded in Canadianizing the ownership of cable in this country and I, for one, feel that they are to be commended for this, that it represents an entirely new thrust and in the next 10 or 20 years it will have a profound effect.

The idea of the *Montreal Star* and the *Toronto Daily Star* and other Canadian organizations getting involved in cable, I think, has tremendous significance. For those who come out with scare headlines and say that cable is dead, they are just about as right as the people who say "God is dead".

They say a picture is worth a thousand words and we wanted to show you excerpts of the local community programming we are doing and this is sort of an original Henry Ford. It is starting from scratch and we thought if you saw this that it would perhaps be of use to you and assistance. With your permission, Mr. Chairman, we would like to now show just a five minute film which was prepared really for the CRTC in February.

(FILM)

The Chairman: Mr. Rogers and Mr. Graham have informed me that that is the film presentation and that they are now prepared to receive our questions.

I think the questioning will begin this morning with Senator McElman.

Senator McElman: Mr. Rogers, going back to 1966 when the White Paper on Broadcasting was brought down and following from that the report on that White Paper by the Commons Committee on Broadcasting, and later the Broadcasting Act, it was directly indicated to broadcasters that they should play a significant role in the development of Canadian unity, culture and identity of Canadians.

It is a double-barrelled question I have for you. How do you see cable? What is its role within this context and how have broadcasters generally met this challenge to date?

Mr. Rogers: That is a very good question, sir. I perhaps would like to start to answer it