

the position of the Commission, which was a surprise to me.

The Chairman: I was interested in your view points, your comments.

Mr. Chercover: I will be very frank. If my decision were ultimately, and I cannot say that it will be or won't be, were to resign, I would certainly not, at this point, intend to do it while the hearings are still under way. I don't think it is productive.

The Chairman: Let me ask you a question which will perhaps be productive. It is the last question I will put to you. It is one that you can answer in five minutes or it is one that you can answer in one word. What do you think is wrong with the CTV?

Mr. Chercover: I certainly can't answer in one word because it is not "nothing".

The Chairman: What do you think is wrong with CTV?

Mr. Chercover: I think CTV is the captive of its environment and all of the policies which apply or impinge upon its operation.

I would obviously like to see CTV with more resources or programming, because that is what it is all about. Our resources are limited both by policies of the Department of Communication which imposes in the extension of services, hardships in relation to the common carriers. There are the implications of these regulations, which I add again—the quantitative regulations currently in existence were not responsible for the useful and productive decisions taken by the CTV network and its affiliates in the last four years. I don't believe these new regulations will be productive of the goals that are enunciated by the Act and the goals we have all embraced.

I feel that CTV is constrained in terms of its potential capacity by the implications of proliferating cable systems. It is outside our area of control.

I think that the only thing that I can identify with as a goal with respect to CTV, aside from the mechanical extension of our service, is the enhancement of our service, improvement of the kind of service and quality of service which we provide to our viewers. If you want more qualified journalists to work harder in investigative reporting, you have to have money to buy them. You need greater investment in financial terms to invest in international ventures which are speculative in nature but which will enable you ultimate-

ly to mount programming from a Canadian base and expose Canadian talent internationally, which incidentally they want as much as they want anything else.

Part of the brief to the Commission dealt with the communications I have had with the Minister for Immigration and he says in his letter to me, when I expressed concern to him about one of the stories I read in the newspaper, he says "Many Canadian performer organizations have made representations to me. Almost all of them are in favour of a two-way open border for performers.

"Their reasons are quite similar to yours and I find myself in substantial agreement with these arguments. They argue, for example, they stand no chance of becoming internationally established main performers unless they can penetrate the international market either through direct access to the United States or through participation in Canadian production designed to penetrate the international market."

Hurray! Now all of these things are possible and CTV, I believe, has the capacity to stimulate, to initiate, to create programs capable of penetrating the international market, providing we can finance them.

The Chairman: Thank you. One of the things which interests this committee particularly, as I said in my opening remarks, is exactly the position in which CTV fits into the overall media spectrum.

As I have said many times, in proposing the idea of this Committee, it has been conceived originally as a study of the print media. We soon discovered that print does not live in a vacuum and, certainly, there is an inter-connection and relation between the media which is so consistent that we had to get into the electronic media, as we have. We have known all along that CTV has a firm place in the media spectrum. The answers you have given today have been helpful, not only in determining the position in the spectrum, but in giving us the benefit of your thinking on a wide variety of topics.

I won't repeat all the things that I said in my opening remarks, particularly those which related to the busy time you are having.

I should say to the Senators that Mr. Chercover handed me a note "As soon as the rush is over I am going to have a nervous breakdown. I worked for it. I owe it to myself and nobody is going to deprive me of it."