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CANADA/USA TALKS ON COMMERCIAL
DELETION POLICY,
JANUARY 13, 1976

JOINT COMMUNIQUÉ

DEPARTMENT OF EXTERNAL AFFAIRS
MINISTÈRE DES AFFAIRES EXTÉRIEURES

Representatives of the Governments of Canada and the United States met January 13 in Ottawa at the request of the United States State Department, to consider the views of the United States government concerning the deletion from Canadian cable television transmissions of commercial messages originating from United States broadcasting sources, as required by the Canadian Radio-Television Commission. The implications of this requirement were discussed by Canadian officials in the context of the economic activities in Canada of U.S.A. border stations. In addition, mutual regulatory activities and policies as they affect transborder broadcasting and cable issues were comprehensively discussed.

The Canadian delegation was headed by Mr. Glen S. Shortliffe, Director, United States Division, Department of External Affairs and included officials of the Department of Communications and officials from the Canadian Radio-Television Commission. The United States delegation was led by Mr. Richard D. Vine, Deputy Assistant Secretary (Canadian Affairs), Department of State, and included Mr. Richard E. Wiley, Chairman of the Federal Communications Commission, as well as officials from the Department of State and the Federal Communications Commission.

There was a full and constructive exchange on the subject of commercial deletion and concerning the activities of border stations, including detailed presentations by both sides as to their concerns. Officials took note of the respective positions of each side and will be reporting these as appropriate to their governments and the respective Commissions. It was agreed that further meetings would take place in the near future between appropriate Canadian and U.S.A. officials to consider alternative means for achieving the objectives of the Canadian broadcasting system. Obviously officials in their talks would continue to be guided by the policies of their respective governments.