

EMPLOYMENT OF MARTIN JAMES LONEY

Question No. 489—**Mr. Diefenbaker:**

Has Mr. Martin James Loney been employed in the Department of Manpower and Immigration during the year 1970 and, if so, in what capacity and during what periods?

Hon. Otto E. Lang (Minister of Manpower and Immigration): Yes. Mr. Martin James Loney was employed by the Department of Manpower and Immigration, as a student research assistant, during the period April 27 to August 28, 1970.

CBC—PLANS TO REMOVE HEADQUARTERS TO MONTREAL

Question No. 602—**Mr. Nowlan:**

Does CBC have any immediate or long-term plans to move its headquarters to Montreal as recommended in the 1965 Fowler Committee Report on Broadcasting?

[Translation]

Hon. Gérard Pelletier (Secretary of State): I am informed by the Canadian Broadcasting Corporation as follows: No. Section 43(1) of the Broadcasting Act states that the head office of the Corporation shall be at the City of Ottawa or at such other place in Canada as the Governor in Council may prescribe.

[English]

CBC—DISBURSEMENTS AND ADVERTISING REVENUES

Question No. 604—**Mr. Nowlan:**

1. In each of the past five years, what were the total payments made by CBC for artist and talent fees for (a) English language (i) television (ii) radio (b) French language (i) television (ii) radio?
2. What were the net advertising revenues of CBC in each of the past five financial years for (a) French language (i) radio (ii) television (b) English language (i) radio (ii) television?
3. What was the percentage share of the English and French television advertising markets held by CBC in each of the past five years?
4. What was the percentage share of the English and French radio advertising markets held by CBC in each of the past five years?

[Translation]

Hon. Gérard Pelletier (Secretary of State): I am informed by the Canadian Broadcasting Corporation as follows: 1. Summary of Artist and Talent Fees Paid in \$000's

Year	English		French	
	Radio	TV	Radio	TV
1965-66	3,974	5,731	1,854	4,271
1966-67	4,714	6,960	2,133	5,309
1967-68	4,817	6,993	2,264	5,121
1968-69	5,003	7,168	2,314	5,018
1969-70	5,345	7,388	2,427	5,298

Questions

2. Summary of Net Advertising Revenue in \$000's

Year	English		French	
	Radio	TV	Radio	TV
1965-66	1,106	16,930	873	5,979
1966-67	1,036	18,554	798	5,324
1967-68	1,038	21,456	729	5,270
1968-69	1,088	21,827	613	5,918
1969-70	1,193	26,703	677	7,352

3 and 4. CBC Percentage Share of Total Advertising Markets

	Radio	Television
1965	2.9%	25.1%
1966	2.3	23.9
1967	2.0	23.9
1968	1.8	23.9
1969	1.7	26.6

(Information to enable a calculation of market share by language is not available).

[English]

STUDY OF EDUCATIONAL BROADCASTING

Question No. 643—**Mr. Nowlan:**

1. What aspects of the intensive study in the field of educational broadcasting, reported in the last Annual Report of the Department of the Secretary of State, were examined?
2. What other departments were involved in these studies?
3. How many departmental reports were prepared as a consequence of these studies?
4. Were outside consultants used?
5. How many of the above departmental reports, including those which may have been produced by outside consultants, in whole or in part have been made public?
6. How many of the above departmental reports, including those which may have been produced by outside consultants, in whole or in part, have not been made public?

[Translation]

Hon. Gérard Pelletier (Secretary of State): 1. On October 24, 1968, the Secretary of State announced the formation of a task force on educational broadcasting to advise the government on problems falling within the federal jurisdiction such as ascertaining provincial government requirements and priorities for the provision of transmission facilities; conducting research and planning (both technical and financial) necessary to ensure the most rational development of these facilities in relation to the country's broadcasting and other communications systems in the light of the rapid pace of technological development; and to examine related legislation.

2. In addition to the Secretary of State, the Post Office Department (later Department of Communications), Department of Justice, Privy Council Office and Canadian Radio-Television Commission. The Canadian Broadcasting Corporation gave technical advice on request.

3. None, but studies by the task force were used by the Department to pursue the subjects reported upon by