

QUESTIONS ON THE ORDER PAPER

(Questions answered orally are indicated by an asterisk.)

Mr. Yvon Pinard (Parliamentary Secretary to President of Privy Council): Mr. Speaker, the following questions will be answered today: Nos. 1,159, 1,498, 1,592 and 1,607.

[Text]

CBC OMBUDSMAN

Question No. 1,159—**Mr. Marshall:**

1. What is the budget of the CBC "Ombudsman"?
2. What is the number of staff of the CBC "Ombudsman"?
3. (a) How many cases per month are received by the CBC "Ombudsman" (b) how many are (i) accepted (ii) rejected?

Hon. John Roberts (Secretary of State): I am informed by the Canadian Broadcasting Corporation as follows: 1. It has not been customary to require the CBC to provide such details of its internal management and administration as the budgets of its programs. The background to this custom is explained in detail in the reply to question No. 2,530, May 22, 1975.

2. 21.

3. (a) and (b) A varying number of potential cases are received each month, ranging from an average of 700 a week in peak season to an average of 50 a week in late summer. Since "Ombudsman" began in January, 1974, approximately 38,000 pieces of mail of all kinds have been received. A portion of that total consists of audience comments on the program. Of the total pieces of mail received, more than 11,000 were cases and, of these, 208, or 1.8 per cent, were telecast on the weekly 30 minute television program. From the outset of program it was felt that "Ombudsman" could not offer to help people who wrote and then help only those whose cases were chosen for television, discarding the rest. "Ombudsman" has, therefore, been a television program, telecast from October to April, as well as a service carried on throughout the year. All mail is acknowledged and all cases are logged and filed under a numerical-alphabetical system. The federal Law Reform Commission's 1975 report on "Ombudsman's" case files broke down the process of disposition and showed that "Ombudsman" was able to be helpful in 68.24 per cent of all cases. This help was provided by referring the complainant to an agency competent to handle the complaint, by clarifying the complainant's rights, by speeding up the government process, or by sometimes leading to a reversal of an official decision.

ADMINISTRATOR, CANADIAN SURFACE TRANSPORTATION ADMINISTRATION

Question No. 1,498—**Mr. Jones:**

1. Who was recently appointed to the position of Administrator, Canadian Surface Transportation Administration?
2. What are the duties and responsibilities of this position?
3. What are the recent appointee's qualifications for this position?
4. Does the previous work experience of the recent appointee in any way relate to his/her new position?

Order Paper Questions

Hon. Otto E. Lang (Minister of Transport): 1. Mr. R. J. Giroux.

2. Under the general direction of the deputy minister and the senior assistant deputy minister, the administrator, Canadian Surface Transportation Administration, directs the formulation and implementation of the surface transportation policies and programs and the management of all operational, developmental and regulatory activities of the Department of Transport in support of surface transportation. In discharging these duties he consults with other administrators and assistant deputy ministers in the department and is assisted by subordinate directors general responsible for planning and coordination, highway, railway, and water transportation.

3. Mr. Giroux has a Bachelor in Commerce (Economics) and a Masters degree (Labour Economics) from the University of Ottawa. He has research and line management experience gained through progressively more senior positions in the Public Service, including director general Ontario region, DREE, and assistant deputy minister, Department of Fitness and Amateur Sport and Department of National Health and Welfare.

4. Yes.

KOOTENAY RIVER DIVERSION—B.C. HYDRO

Question No. 1,592—**Mr. Brisco:**

Has an application been made to the Minister of Transport under the Navigable Waters Protection Act for a licence or permit to obstruct the Kootenay River at or near Canal Flats, British Columbia to construct the Kootenay River Diversion by B.C. Hydro?

Hon. Otto E. Lang (Minister of Transport): The Minister of Transport is not in receipt of an application by British Columbia Hydro for approval under the Navigable Waters Protection Act to undertake works in the Kootenay River at or near Canal Flats, province of British Columbia.

ADVERTISEMENT—POST OFFICE

Question No. 1,607—**Mr. Elzinga:**

Was a newspaper advertisement published by the Marketing Division of the Post Office Department entitled "What advertising medium allows you to reach 98 per cent of your prospects with a single message? Direct Mail!" and, if so (a) by province, what are the names of the newspapers which published it (b) how often did it appear in each newspaper (c) what was the cost per advertisement (d) what was the total cost of publishing the advertisement?

Hon. J.-Gilles Lamontagne (Postmaster General): "What advertising medium allows you to reach 98 per cent of your prospects with a single message? Direct Mail!"—was not strictly a newspaper advertisement as the question would indicate. This advertisement, and one other of the same direct mail campaign were placed in national publications and subsequently placed in the business sections of daily newspapers where it was felt the national papers lacked market penetration. The media was scheduled as follows: all insertions carried in the month of March, 1978. (a) and (b) Ontario: *Financial Times* (1,000 li), 4 insertions; *Financial Post* (1,200 li), 3 insertions; *Stimulus*, 1 insertion; *Marketing*, 3 insertions;