

Broadcasting Act

entire code. I simply say that to make the code more effective it should be made widely known to the viewing public, aside from the CRTC, that any violation of the code can and should be reported to the children's advertising section of the Canadian Advertising Advisory Board.

The code is voluntary, and although programs are monitored to judge its effectiveness, the task would be greatly facilitated if parents were made aware that they could do something about advertising content by reporting unacceptable commercials to the board. The CAAB has produced a series of broadcast messages inviting the public to write for free copies of the code and to complain about commercials which do not seem to conform to it. A year after the code was announced, an average of one complaint a month regarding alleged violations of the code had been received. Five of them were sustained. During the same period, 130 commercials were submitted for prior approval by the Advertising Standards Council. Of these, one in four was amended or cancelled prior to public viewing. This in itself is a definite indication that changes can be made and that content can be improved or altered to the advantage of the public, potentially on an over-all scale in the advertising industry.

Admittedly, a code such as this does not satisfy demands to remove any and all advertising from children's programming as contained in the bill presented by the hon. member for St. John's East (Mr. McGrath). I would question the practicality and effectiveness of such a move and I substantiate this opinion by quoting the words of Mr. R. E. Oliver, president of the Canadian Advertising Advisory Board, who said:

Audience surveys show that children aged seven and over watch not just children's programs but all kinds of programs at many hours of the day. More adults than children watch Disneyland whereas the viewing audience for "MASH", "All in the Family" and "Hockey Night in Canada" includes thousands of children under twelve. Should an advertising ban be placed on these programs, too, thus treating adult viewers as though they were seven years old?

It is even debatable whether we are really doing our children a service by trying to isolate them from the real world. Surely, no one would seriously suggest asking them to wear blinkers during an election campaign so that they would not see the competing claims...

Mr. Deputy Speaker: Order. Pursuant to the order which was made earlier, it being five minutes after six o'clock the hour appointed for the consideration of private members' business has expired. I do now leave the chair until 8 p.m.

At 6.06 p.m. the House took recess.

AFTER RECESS

The House resumed at 8 p.m.

[Mr. Raines.]

GOVERNMENT ORDERS

[English]

LAW REFORM COMMISSION ACT**AMENDMENT TO INCREASE THE NUMBER OF FULL-TIME MEMBERS**

Hon. Otto E. Lang (Minister of Justice) moved that Bill C-43, to amend the Law Reform Commission Act, be read the second time and referred to the Standing Committee on Justice and Legal Affairs.

He said: Mr. Speaker, the purpose of this bill is a simple one. It is to add an additional full-time member to the Law Reform Commission in place of the two part-time positions which have existed since its inception a few years ago. As hon. members will recognize, I think, the commission has been doing some extremely interesting and invigorating work in examining important questions of law in Canada. It has been producing working papers and is about to put before members of parliament and the public in general a good number of final papers and recommendations in respect of changes in the law.

● (2010)

Under the chairmanship of the Hon. Patrick Hartt, the Law Reform Commission has shown a great deal of vigour and has taken on a great number of tasks. I believe it has proceeded with them in very commendable fashion. The commission has also shown in many different ways its desire to have a contact with the bar as well as with the public. It has held seminars and discussions. It has met with the bar association and branches thereof throughout the country. Through its working papers it has put before the bar, as well as members of the public, the views presented to it which can then be commented upon by individual lawyers and groups or sections of the bar.

Originally, it was thought that the part-time members would be necessary in order to give the commission the kind of contact with the practising bar which the full-time members might not have. Even though the legislation provided that the full-time members would include a significant number chosen from the practising bar, it would seem that once they were on the commission they in a sense removed themselves from that particular field of activity. The two part-time members of the commission, Madame Clare Barrette-Joncas and Mr. John D. McAlpine, have indeed served extremely well and I pay tribute to them for the job they have done with the commission.

However, there is a very definite need to give, in an adequate way, a full and appropriate role to the part-time members in reviewing the massive amount of work that has been done by the commission throughout a long period of time. The full-time commissioners, of course, can devote their whole time to those matters, but that simply is not possible for members who are otherwise engaged in busy and fruitful practices of law. The chairman of the commission, therefore, recommended that the commission have added to it one full-time member and that most of the part-time members of the commission really be rededicated to an involvement with the bar in many other ways. The bill before us, although complex in a sense, is designed to serve only that particular purpose.