

# AN EDITORIAL — the Canadian cultural existence?

For the creative artists of Canada, television has had an influence that is very seldom realized. Lacking an indigenous legitimate theatre, it is television (and formerly, to a lesser extent, radio) that has provided the impetus for the embryo performer and writer to declare himself. If a Canadian theatre ever develops (and by Canadian theatre we mean Canadian performers and directors producing Canadian plays) it will be as an offshoot of broadcasting, and particularly television.

On the whole, creative artists demand very little from society. For the majority, wealth and material benefits, while pleasant to have and enjoy, are unimportant. What is important, is freedom and opportunity to be creative. ACTRA, as the representative, the bargaining agent, of writers and performers is only too aware of this fact. When work opportunities are scarce, rates and conditions become increasingly important. When work opportunities are plentiful (a Nirvana never yet realized in Canada) the level of rates of pay do not matter so much. That is why, in negotiating with CBC, ACTRA pressed so hard for the so-called "work-guarantee." On another page it can be seen that from the figures presently available, the Corporation did not fulfill its commitment. That is what it looks like. Senior officers of the CBC are personally investigating in the hope that some errors in reporting can be uncovered to back up the guarantee was, in fact, honored.

But, whether it was or not, a close examination of the figures as presented reveal some very interesting facts. In both 1965-66 and 1966-67 there is a distinct and relevant relationship between the amount of money spent on artists and the direct operating grant and the operating expenditure as a whole. In 1965-66 the Corporation received \$99,088,786 from the Canadian taxpayer and an additional \$34,358,033 from advertising revenue and other sources. In 1966-67 the government grant was \$11,044,589 (an increase of \$18,955,803) and other revenue was \$35,153,041 (increased by \$795,088). As a percentage to tally expenditures in both years, money spent on English language writers and performers was close to 3%. Expressed as a percentage of the operating grant, talent cost

in the English language was almost 4% in both years.

The prime purpose of the CBC must be programs. For 1967-68 the Corporation has asked Parliament for a grant of \$143,000,000, an additional \$25,000,900. Is this going to be spent on programs? Let a senior vice-president of the CBO answer: "There is not a hope in hell of us spending more money on English language writers and performers this year. Don't ask for it. We can't do it."

not see Wojcek because, for one reason, Wojcek and his wife go to bed together? Because, for another, people who get hurt in the series look as though they really get hurt? We challenge members of parliament to place these questions on the order paper when parliament re-convenes and to demand clear and categorical answers from the secretary of state.

There are other questions we'd like to ask Miss LaMarsh. Why wasn't the draft language

If there is a note of desperation in this editorial, it is because we are almost in despair that the future holds any promise for us at all. Examine the figures of earnings of ACTRA members and non-members in the 10 branches from coast to coast. Calculate the average. See that only in Halifax does the average rise just above the \$2,000 a year. Remember that the averages are false since many non-members take a good portion of the money.

And weep for Canada that

for the opportunities we could not find here.

But who in Canada cares whether creative artists stay here or not?

Does Prime Minister Pearson?

Does Judy LaMarsh?

Does the BBG?

Does any member of Parliament?

Does any private broadcaster?

Does any newspaper?

Does any member of the general public?

If anyone does care, then:

Prime Minister Pearson, appoint a president of the CBC who will be prepared to act as a cultural focus for the country and to see that the CBC reasserts its position as the most important single institution in Canada. Appoint a chief operating officer who understands that good administration is unobtrusive and, as far as the Corporation is concerned, should act only as a servant to the programmers.

Miss LaMarsh, present new broadcasting legislation that proclaims once and for all that Canadian broadcasting must be Canadian and makes it possible for the Board of Broadcast Governors to administer it as such. See to it that the Canadian Film Development Corporation is given an opportunity to create a Canadian film industry.

BBG, inform all private broadcasters that the profit motive must come second to the provision of a truly first-class alternative service, and inform the government what needs to be done to allow such a service to exist.

Members of parliament, forget politics and remember your duty as Canadians and insist on the preservation of a Canadian cultural life through imaginative legislation.

Private broadcasters, be ashamed, be scared you will lose your licence. Do anything. Newspapers, write editorials, print banner headlines, use what influence you have to promote a Canadian cultural existence.

And general public, write to all the others and let them know that you care.

As for us, we are almost ready to give up.

This may be our last hurrah.

— reprinted from the Carillon

## Do You Care About Canada?

★ Canada is the second largest country in the world. Broadcasting, radio and television can join the people of this country together. But Canadian broadcasting is becoming less and less Canadian.

DO YOU CARE?

★ CTV produces only three and a half hours of programs a week in Canada. Over 60 hours a week are imported from the U.S. and Britain.

DO YOU CARE?

★ More than half of the TV commercials on Canadian stations are produced in the U.S.

DO YOU CARE?

★ The CBC's direct government grant this year is \$140,000,000. Less than 4% of this is spent on English language writers and performers.

DO YOU CARE?

★ The average income of professional writers and performers in Canada is less than \$2,000 a year.

DO YOU CARE?

★ Canada spends more than \$20,000,000 a year on the purchase of U.S. programs for Canadian TV. The U.S. spends nothing on the purchase of Canadian programs.

DO YOU CARE?

★ Over 100 top professional writers and performers have left Canada in the last two years. More plan to leave soon.

DO YOU CARE?

★ Wojcek and Quentin Durgens MP are Canadian programs. They are an example of what Canadian talent can produce. But no other Canadian series are planned.

DO YOU CARE?

★ Expo has shown what Canadian talent can do in 1967. Will we be a nation of do-nothings in 1968?

★ A new Broadcasting Act coming before the House this fall could make Canadian broadcasting more Canadian.

IF YOU CARE . . .

WRITE TO YOUR MEMBER OF PARLIAMENT AND SAY "I CARE THAT CANADIAN BROADCASTING SHOULD BE MORE CANADIAN. WILL YOU DO SOMETHING ABOUT THIS FOR ME?"

Address your letter to your Member, House of Commons, Ottawa. It needs no postage.

IF YOU CARE . . . DO IT TODAY!

Let us take a closer look at the Corporation's additional revenue. Of the \$35,153,041 earned in 1966-67 \$34,110,045 came from advertising. The other \$1,042,996 is described as "interest from investments and other sources." Only \$220,000 was earned by the CBC in the sale of programs abroad. What attempts have been made to sell more programs and with what success? The public has a right to know. Is it true that the CBS network in the U.S. refused to buy Wojcek because it was too realistic? Is it true that the American public will

of the new Broadcasting Act, made available before the house recessed for the summer? What was the motivating factor behind the BBG's decision to grant CKVR television a licence to increase its power so that it would become a third Toronto television station?

These are all important questions, but for English language writers and performers, for the members of ACTRA, the only real question now is "Is there any reason why we should stay in Canada?" or, to put it another way, "Does anybody want us to stay in Canada?"

she is so unthinking and uncaring for her creative artists.

But we repeat: Money is not that important to us. The figures given in this issue and which have been quoted here indicate one thing only to us; that we are not given a significant opportunity to express ourselves. We ask for this not as a privilege, but as a right. We don't want hand-outs, we want to be given an opportunity to contribute our talents to the benefit of our country. If that is too much to ask, then we will follow hundreds of our colleagues and go elsewhere

### REQUIREMENTS LOWERED

Grade 13 English is no longer required as a specific subject for admission to the University of Windsor, the University announced today.

The removal of this requirement results from the fact that English is no longer required for the Department of Education Senior Matriculation Diploma for graduation from Grade 13.

The general admission requirement for admission to the University is now seven credits, including a language or Mathematics A. The language may be English, French or a foreign language.

It is strongly recommended by the University that English be included among the seven credits.

## Graduate Scholarships

VALUE \$6,000 PER ANNUM

A number of scholarships, each valued at \$6,000 per annum (tax free), are available to suitable graduates in any branch of engineering — mech., elec., civil etc. — or applied science who are interested in a career in the Mining Industry.

These are McGill University scholarships for an advanced course leading to a master's degree in mining engineering.

Applications should be made, before February 5, 1967, to:

Chairman:  
Dept. of Mining Engineering & Applied Geophysics,  
McGill University, 510 Pine Avenue West,  
Montreal, P. Q.

These scholarships are sponsored by a group of Canadian Mining Companies.

### ATTENTION

Representatives of

**Bathurst Paper Limited**

will be on campus on

**November 20 and 21**

interviewing senior and junior students of

**MECHANICAL and CHEMICAL ENGINEERING**

as well as senior

**BUSINESS ADMINISTRATION**

students

Excellent salaries and fringe benefit offered.

Employment will be at mills in Bathurst, N.B.

Interested parties are invited to contact Placement Office for interview appointment.