

*Canadian Broadcasting Policy*

daily television schedules in the newspapers for both the C.B.C. and C.T.V. to have this fact confirmed for you. The broadcasters have a variety of answers for the lack of Canadian content in programs put on during that period. They say, we would like to do more. Nevertheless, this fact remains.

I do not believe that those of us on the broadcasting committee who drafted this report were unrealistic. We knew very well that Canadians like to watch television programs coming from other countries, particularly from the United States, in addition to Canadian programs. I should like to quote just what we said on this subject. On page 5 of the report of the committee on broadcasting we find this statement:

We are convinced that Canadians want radio and television programs of Canadian origin and character, although programs produced in the United States are available to a majority of Canadians who obviously enjoy them. A Canadian identity demands public affairs and news programs about Canada and about the world through Canadian eyes. Canadian broadcasters have a special responsibility to provide such programs because they will not come from any other source. Although the United States will continue to be the source of many dramatic and variety programs on Canadian stations, Canadian broadcasters must develop such programs in Canada to the fullest extent which availability of talents and resources permits.

I do not feel that this has been done, that we have produced in Canada the dramatic and variety programs that could be produced with the use of Canadian people. I was just looking at the report of the Canadian Broadcasting Corporation for 1966-67 and I noticed the following item on page 14 with some interest. It is headed "Table 9—Origin of programs in hours on C.B.C. television networks—winter week". The origin of programs on the English language network in Canada was 40:48 and for the French network it was 60:35. There is, therefore, 20 per cent more Canadian content on the French network than on the English language network.

I know that so far as the French network is concerned this is the result of necessity. When that network started there was simply no French television network in the world, so they had to start from scratch to build their own programs. They did so successfully and are continuing to do so. I am suggesting that this can be done in Canada if we give direction to the broadcasters and if we give them the funds to do the job.

I also noticed in the same C.B.C. report for 1966-67 another very interesting graph on page 12. It is headed, "Graph 6—Audience

sizes in persons for some representative commercial programs on English language network television, in January, 1967". The graph is broken down into Canadian produced programs and foreign produced programs. I will admit right away that the leader is the Ed Sullivan program. However, not far behind it we find the hockey program. There are some other interesting comparisons. According to this graph, the Tommy Hunter show had about 3.25 million viewers. This, of course, is a Canadian program. Among the foreign produced programs, the Bob Hope show had about 2.25 million viewers. Quentin Durgens, M.P. had about 2.25 million viewers and Hogan's Heroes about 2 million viewers.

I merely mention these figures to show that Canadians will watch Canadian programs if they are good. I could add to the programs I have mentioned because there are many others. Of course, the success of the program, *This Hour Has Seven Days*, was quite fantastic. It outdrew everything but hockey. The point to which I come back is that Canadians want Canadian programs provided they are good programs. The charts reveal that they will watch these programs if their quality is good.

As I said earlier, I believe our task as members of parliament is to get the message across to the broadcasters, both public and private, that this is what we want done. We will have to have a very close look at the legislation to see if it contains anything specific by way of direction to the broadcasters or whether the job is delegated to the regulatory authority. Nevertheless, the job has to be done and Canadian programs provided for Canadians. This is important for many reasons. One could use a great deal of high-flown language about national unity and cultural identity. I suppose all of it would be true and there would be nothing to be ashamed of in that. However, almost every country in the western world takes care of its artists and we in Canada should do exactly the same thing.

If members generally agree with the point of view that more Canadian programs are required they should be prepared to pass the necessary legislation to implement this idea and to see that the necessary finances are advanced for the public part of the broadcasting system. The complaint of the C.B.C. is that they are forced to go more and more into commercial operations and very often the source of these funds comes from outside the country. It is incumbent upon us, therefore, to make sure the broadcasting corporation has