

Canadian Policy on Broadcasting

represents an original cost of the order of \$100,000 to \$125,000. A Canadian program which we could place at the same time of sufficient polish and attractiveness would probably cost \$30,000 or \$40,000. Therefore you have to compare the \$8,000 with the \$30,000 or the \$40,000.

This is what I mean, Mr. Speaker, when I say that United States program producers are dumping programs in this country. We have laws against dumping of other commodities and I suggest we should also have a law in this field as well. By all means let them sell programs in Canada, but not at cut rates. I suggest that Canadian broadcasters should have the same kind of protection that publishers of Canadian periodicals have as a result of the O'Leary report, except, of course, the two most important competitors, *Time* and *Readers Digest*. Nevertheless, I think this kind of protection of Canadian broadcasters is quite justified.

The C.B.C. is not the only broadcaster that is buying United States programs on the cheap. The private stations do it as well. Perhaps the Board of Broadcast Governors felt in the early days of private stations that this was justified when they might have had difficulty making ends meet. I should like to quote briefly once again from the minutes of the broadcasting committee, No. 31, for December 15, 1966. Dr. Andrew Stewart, the chairman of the B.B.G. was giving evidence at the time and I asked him this question:

May I ask if this has been the case in the past few years concerning the private television stations? Let me put it this way, were you rather easy on them in the first few years of their earnings, because you felt they may not have been able to do the things that they promised to do concerning Canadian talent, Canadian content?

Mr. Stewart replied:

The brief answer is, yes. If you want me to elaborate on it I can do that. Yes, this is so.

I went on to point out that the earning position of the private stations in the major centres of Canada had increased considerably and that they were now in a financial position to do more Canadian programming and employ more Canadian talent.

If I may return to the bill, Mr. Speaker, in clause 2, which defines broadcasting policy for Canada, subclause (d) states:

the programming provided by the Canadian broadcasting system should be varied and comprehensive and should provide reasonable opportunity for the expression of conflicting views on matters of public controversy, and the programming provided by each broadcaster should be of high standard, using predominantly Canadian resources;

[Mr. Prittie.]

So again it is stressed that we should use predominantly Canadian resources. I suggest that if we want to do this and are willing to pay the price we can produce good, predominantly Canadian programs that our people will want to watch.

Let me point out that we can retain talent in Canada. I am not ignorant of the fact that talented Canadians will always leave the country to work elsewhere. If your name is Lorne Greene and you are offered several hundred thousand dollars a year to go to Hollywood to make *Bonanza*, I suppose it is difficult to refuse. This sort of thing will always happen. Some people will go to London and New York. But there are others who are very competent and quite willing to stay. There are also people who have made a name in broadcasting and the theatre in other countries but have chosen to keep their homes in Canada and at least work part time in this country.

The obvious examples that come to my mind in this connection are Wayne and Shuster, who have their homes in Toronto and make programs in Canada and also in the United States. The very talented actress Kate Reid, is also in this category. Again, Barry Morse makes programs in Canada in addition to the United States and the United Kingdom. These well known people do this sort of thing, and we also have many lesser known people who will remain in Canada if there is opportunity in Canada for them to make programs. However, before this can happen the major broadcasters, the C.B.C. and the C.T.V. network, have to spend more money on Canadian talent. If they do this they will be able to produce programs that Canadians will watch, but they will have to be programs of quality.

We in parliament have a responsibility in this regard. We provide the C.B.C. with money for this sort of thing. One of the complaints of the corporation is that they have to take much advertising revenue and that the sponsors, the advertisers, want many of these United States programs. We frequently hear from members of this house of the tremendous cost of the C.B.C., but I do not think the cost is so tremendous. It amounts to about \$5 or \$6 per head per year, which is not too much to pay for a system which should do a job of broadcasting, Canadian broadcasting, for Canadians.

I suggest too that perhaps we should have legislation to encourage Canadian advertisers to back Canadian programs. Whether we do