

*Television Transmission Facilities*

much to the settlement and development of Canada. I might mention many of these areas were settled long before the turn of the century, and I think it is high time we gave consideration to that part of the Fowler report which says people in the north should have television service.

At page 189, under the heading "The Northern Service" the Fowler Commission report states:

Reference is often made to "the frozen north" or "the silent north" but, from our experience in relation to broadcasting, it would be equally apt to speak of "the forgotten north." Out of fifty-five briefs submitted to the committee, not one made any mention of the northern regions of Canada and their broadcasting needs. Broadcasting can do much to compensate for the sense of isolation that besets Canadians who serve their country in these vast and remote regions, and can contribute substantially to the development of the north in this way, as well as by fostering wider knowledge and interest among audiences at large. The C.B.C. officials in charge of the northern service are acutely aware of the importance of broadcasting for those who live in the north, and their views are supported by several directors of the corporation who made personal inspection tours in 1963 and 1964.

Until 1958, the only service available in the north was provided by the armed forces and the Department of Transport, with program assistance from the C.B.C. In fact, the oldest continuous program on C.B.C. radio is "Northern Messenger," which began in 1932 and broadcasts, each week throughout the winter, personal messages from family and friends to men and women isolated in the Arctic regions. A C.B.C. plan for radio service to the north, which was commended by the Royal Commission on Broadcasting in 1957, was put into effect in 1958.

At page 194, under the heading "Financial Provision" it is stated:

It is obviously more expensive, per capita, to provide broadcast service to the sparsely settled north than to the much more densely populated areas of southern Canada. The same applies to all other northern services: for example, the annual expenditure for each pupil educated in the Northwest Territories is now about \$700, and Eskimo health services cost almost \$300 a head each year. The annual cost of broadcasting to the north amounts to only \$16 a head for an audience to whom the importance of this service is pervasive. For a total operating cost of \$1.2 million in 1964-65, the northern service is making an excellent contribution to the development of the Canadian north and the well-being of its residents, which should be strengthened and fortified in the future.

The additional operating cost arising from our recommendations is estimated at \$500,000 a year, and the annual budget for the northern service should therefore be increased to at least \$1.7 million as soon as possible.

I should now like to refer to a question that was placed on the order paper by the hon. member for Melville (Mr. Ormiston) and was answered recently by the Secretary of State (Miss LaMarsh). The question read:

What is the estimated cost to the C.B.C. of putting colour production and transmission facilities in place to provide for limited network programming and for full network programming (English network), assuming the 1965 proportions of network programs originating from Toronto and from regional centres are maintained?

I should like to read the answer in order to give some idea of what we are spending on this, though leaving people in the north without any service whatsoever. The answer reads:

A. The estimated capital cost of C.B.C. colour production and transmission facilities to provide limited network colour programming in both languages is expected to be \$15,000,000 by the beginning of 1967.

● (5:40 p.m.)

B. The estimated share of capital cost for full colour programming (English network only) is of the order of \$30 million. This is a planning figure only extended to 1971-72. It is necessarily a somewhat arbitrary estimate because most capital colour facilities will be shared by C.B.C.'s national, regional and local program services and by English and French services at some locations. The C.B.C. has not been authorized to enter colour to the foregoing extent but colour requirements have necessarily been estimated in all plans for consolidation and replacement of equipment. The English network's share of these proposals and of the \$15 million in A is included in the estimate.

Now, Mr. Speaker, I do not have anything particularly against colour television, but I do think we would be greatly amiss were we to provide colour television to the 60 per cent of the population in that part of Canada which already has one to two or, as I said, more signals already available at the turn of a switch, when we think of this vast area which is fairly well populated, which has produced great wealth and where to a large extent these people are left without any effort being made whatever to bring television into these areas.

If we were to take a good hard look at the wealth which has been produced from the uranium mines in the Athabasca region alone and if we were to take a look at the amount of revenue that the Dominion of Canada has received in the form of corporation taxes, I think we would make a greater effort to make a start at least to bring television service to these people who are doing a great deal for Canada.

Thank you very much.