

Adjournment Debate

Order discharged and Bill withdrawn.

● (1740)

Mr. Evans: Mr. Speaker, I rise on a point of order. Given that we have found unanimity on this item of Private Members' Business which is before us, may I suggest that perhaps you could call it six o'clock and we could move on to the adjournment debate?

The Acting Speaker (Mr. Guilbault): Shall we call it six o'clock?

Some Hon. Members: Agreed.

PROCEEDINGS ON ADJOURNMENT MOTION

[English]

A motion to adjourn the House under Standing Order 45 deemed to have been moved.

MULTICULTURALISM—MEDIA PORTRAYAL OF VISIBLE MINORITIES. (B) USE OF VISIBLE MINORITIES IN ADVERTISING COMMERCIALS

Mr. Laverne Lewycky (Dauphin-Swan River): Mr. Speaker, I want to pursue a question I raised in the House on January 25 concerning media portrayal of visible minorities. This particular question is based upon a study conducted by Dr. Gary Granzberg of the University of Winnipeg which concluded that prime time television misrepresents, stereotypes and discriminates against blacks, Asians and native Indians. The study calls for the Canadian television networks to find ways to portray minority groups more accurately.

I would also like to acknowledge the fact that the President of the CBC responded regarding the serious statements which had been attributed to the Manitoba regional director of the CBC when commenting on the Granzberg study even though I did not find the President's comments totally satisfactory.

The multiculturalism directorate had previously conducted its own studies in areas such as the presence and portrayal of non-whites in English-language television advertising as well as the attitudes of the general public toward visible minorities in television commercials. These studies have always resulted in the same sort of conclusions, so there is no real need for the Government to wait until parliamentary committee and other reports are presented. By now, the federal Government has a good idea of the problems existing in the media's portrayals of visible minorities since the recommendations of these studies are very similar. Now is the time for the federal Government to act.

On another occasion, I made reference in the House to the excellent example set by Radio-Quebec with its *Planète* series on television. That series is perhaps a good model of multicult-

turalism in action. Documentaries have been made on some 20 various ethno-cultural groups in those various languages and shown to the people of Quebec. Of course, as an example I could specifically refer to the show about the Ukrainian holocaust. The *Planète* series is shown on prime time.

I would ask why the Minister is not acting on the conclusions of these various reports in order to see that guidelines and instructions are given for more adequate presentations in this regard. In other words, why is the Government not acting on this particular measure at this time?

[Translation]

Mr. Robert Gourd (Parliamentary Secretary to Minister of State (Multiculturalism)): Mr. Speaker, in answering my hon. colleague, I can inform him that this is not true. The Government is not taking any action, and on the contrary, as my colleague, the Hon. Minister, said previously in the House on January 25, it was not the Ministry of State that ordered the study. It had simply given a grant to a professor last year, and the professor's decision to publish the results of that study had nothing to do with the Ministry.

● (1745)

[English]

I also understand that the CBC has clarified the statement attributed to its regional director in Manitoba. He indicates that he did not recall using remarks referring to financial disaster in connection with any affirmative action programs in relation to the media.

On the issue raised by this question, it would be inappropriate for me to comment at this time, given that the Special Parliamentary Committee on Visible Minorities will undoubtedly be considering this topic as part of its report, which I understand will be tabled shortly in Parliament.

GOVERNMENT DECENTRALIZATION—ANNOUNCED TRANSFER OF HEALTH AND WELFARE BRANCH FROM HALIFAX TO SYDNEY. (B) IMPACT ON EMPLOYEES

Mr. Howard Crosby (Halifax West): Mr. Speaker, it is my purpose and intention to review in greater detail a matter which I raised in the House on March 8, 1984 by way of a question to the President of the Treasury Board (Mr. Gray). That matter concerns the transfer of employees of the Income and Securities Branch of the Department of National Health and Welfare from their current location in the Halifax area to the City of Sydney in Cape Breton. The chain of events that resulted in this proposed transfer of these employees goes back prior to 1979. Let me first mention the circumstances under which it was brought to more recent light.

A report in the *Halifax Chronicle-Herald* referred to a meeting attended by the Secretary of State for External Affairs (Mr. MacEachen) in honour of my good friend and colleague the Member for Cape Breton-The Sydneys (Mr. MacLellan). The Secretary of State for External Affairs congratulated the Hon. Member on the fact that the Treasury