

Adjournment Debate

upon the profitability of our periodicals and of the whole Canadian publishing industry as one of our major priorities in the cultural realm. The Government's commitment became a reality last July when we announced a clear and specific policy on non-Canadian investment in the publishing industry, and we expect to take other such constructive initiatives.

Referring to publishing and other Canadian cultural industries in the context of negotiations to liberalize trade with the United States, the Minister of Communications (Mr. Masse) stated on December 5 that "it is up to us to decide what will or will not be negotiable". It is with that in mind that our Government will make every effort to protect our cultural sovereignty and the instruments through which we express it, such as periodicals.

[English]

We believe that it is in formulating effective policies clearly defining our cultural objectives that we will succeed, on the one hand, in ensuring the viability of our cultural industries and, on the other, in taking the fullest possible advantage of enhanced trade.

In keeping with the Government's intention to reduce the federal deficit and the desire to minimize government intervention in the private sector, the Minister of Communications has committed himself to rationalizing the Postal Subsidy Pro-

gram. This program, which is over 100 years old, has never been thoroughly and completely reviewed in the past. In June, 1984, the consulting firm, Woods Gordon, published a report based on a study of the Canadian periodical publishing industry conducted on behalf of the Department of Communications. This study was instrumental in the formulation of a national periodicals policy being developed at the Department of Communications by departmental staff.

In May, 1985, the Minister of Communications commissioned some consultants to conduct an evaluation of some aspects of the Postal Subsidy Program and to appraise what would be the impact of substantial postal tariff increases on the publishing firms currently registered in the Postal Subsidy Program. The findings and results of these projects are also being examined and we should be in a position to determine if we could reduce the Postal Subsidy Program's budget, and by how much, without affecting the dissemination of information in Canada through the printed media and the economic viability of the Canadian publishing industry.

[Translation]

The Acting Speaker (Mr. Charest): The motion to adjourn the House is now deemed to have been adopted. Accordingly this House stands adjourned until tomorrow at 2 p.m., pursuant to Standing Order 3(1).

The House adjourned at 7.20 p.m.