

*Television*

request that these several applications be dealt with by the board of broadcast governors as quickly as possible in order to provide to these points in northern Manitoba the best possible T.V. service at the earliest possible date.

The several applications include the application from Yorkton to establish a satellite station and the application from Brandon to establish four stations if the C.B.C. will pay the microwave charges. Then there was the announcement by the Arctic Radio Corporation Limited which owns the radio station at Flin Flon in these words:

The Arctic Radio Corporation Limited, which owns and operates radio station CFAR, Flin Flon, believes that the residents of the area it presently serves by radio are entitled to the same quality and standards of television programs as those enjoyed by the majority of Canadians elsewhere.

The Arctic Radio Corporation believes that it should now be apparent to all concerned that this standard can be achieved only through the extension of the C.B.C. microwave network into the area. If the C.B.C. undertakes to furnish network service to the area the Arctic Radio Corporation is prepared to discuss with the proper authorities the establishment of television broadcasting facilities in the area.

The Arctic Radio Corporation will not, however, participate in or support any scheme or proposal which would result in bringing to the people of Flin Flon and area television programs below the standard and quality of those enjoyed by the majority of Canadians elsewhere.

That is the situation with respect to private enterprise wanting to go into the area to operate stations. I say that it may be causing a bit of confusion because here we have town councils suggesting that the board of broadcast governors expedite these licences and get things cracking as quickly as possible. I believe that the most important thing at the present time is to get a commitment from the C.B.C. with respect to whether they will pay the microwave charges involved in bringing television into the area. If licences are given to this operator or that operator we are only going to confuse the issue a great deal more because some of them are willing to operate satellite stations and others will only come into the area if the C.B.C. will provide the microwave facilities.

I realize that my time is getting short, Mr. Speaker, but I should like to emphasize that a favourable decision from the C.B.C. in the very near future would clarify this point and would also make the situation much more satisfactory to the individual station operators who are anxious to go into the area.

May I say that even in the days of radio the area of northern Manitoba was sadly neglected. Even today, there is no broadcast line in Manitoba north of Brandon. We have to rely on the C.B.C. regional station at Watrous, Saskatchewan, and that is not very satisfactory for a great many areas. There are many areas in northern Manitoba that cannot

[Mr. Simp-on.]

even pick up these regional broadcasts, so I think the C.B.C. has had a very light financial burden so far as the northern Manitoba area is concerned.

Last year at my request a survey was made to ascertain the approximate cost to the C.B.C. of putting television into the area about which I am talking. Although the C.B.C. has not made these figures public I have, as a result of talking to various people in the Manitoba telephone system, which also put in quotations on the cost, and as a result of talking to people in the C.B.C., learned that quite a large sum may be involved. I should like to briefly discuss what it might possibly cost to do this. I have reason to believe that the annual rental charges for the microwave relays necessary to serve the area north of Flin Flon could amount to about \$300,000 a year. Now, if the C.B.C. were to look after the whole program, including outlet stations, it has been calculated that it might cost \$1 million extra to construct these outlet stations. If this amount were written off over a period of 10 years, that would add another \$100,000 a year to the annual cost. We would then have an annual rental of \$400,000 to service this area. I do not know how close these figures are to the C.B.C. estimate, but I feel they are somewhere in the neighbourhood of the C.B.C. figures.

This may seem like a large sum, but let me remind hon. members of the extreme interest of the people in this area. I might say, truthfully, that the people who have television now cannot see why people should be so interested in obtaining it. However, I should like to know how great the hue and cry would be if the C.B.C. said they were not able to carry the Grey cup game because it cost too much or perhaps the world series or the Saturday night hockey games. I am sure we would hear a great hue and cry from the people of the populated areas of Canada. They would say, it does not matter how much it costs, we want it. I would not be too surprised if they got it.

I do not believe we should feel that \$400,000 annually is too great a sum. Let us break that down. I asked the C.B.C. what formula they used in deciding whether or not an area should be serviced. They said they had a formula but they did not make it public. This is quite all right. However, I find that in a bulletin issued by the Canadian broadcasting league reference is made to the fact that the cost for C.B.C. television is 3.3 cents per household per day. If you work that out on a yearly basis it means a cost per household of roughly \$12.04 for the present C.B.C. television service. If television services were