

These fears were expressed openly to me by Gordon Keeble, president of CTV and Murray Chercover, general manager of the private network. Furthermore, they are echoed by other major broadcasters.

What it means simply is that all the American programs available on CTV and the C.B.C. may soon be available everywhere in Canada via a combination of cable TV and domestic satellites and later directly by satellites to home receivers. The possibility of CTV existing on its Canadian programming alone then becomes remote.

These fears have been expressed by other people. Mr. Dennis Braithwaite, who writes on television in the *Toronto Globe and Mail*, has expressed the same fears and in effect has said "Canadian content, who wants it"? Again in the *Globe and Mail* Ian Porter recently had an article from which he wrote:

We buy from Britain, France, commonwealth countries and most of all from the United States. For business reasons the figures are never released, but it is a safe bet that last year the C.B.C. alone spent more than \$5 million importing U.S. programs. By comparison, the C.B.C. happily announces it made \$220,000 last year peddling its own TV goodies abroad.

The article goes on to mention that Canadian viewers prefer United States programs. Mr. Blackburn of the *Toronto Telegram* made a comment on a speech by Dr. Andrew Stewart of the Board of Broadcast Governors, and said that Dr. Stewart was not too worried about this question of Canadian programs and Canadian talent.

Hon. Judy V. LaMarsh (Secretary of State): Mr. Speaker, I wonder if I might do something which I would not ordinarily try to do. I know the column to which my hon. friend is referring, and Dr. Stewart sent me a transcript of that he had said. There seems absolutely no basis in the transcript for the comment. I have a great deal of respect for Mr. Blackburn, but in this case he seems to be quite wrong. I am often enough attacked for things I have not said, and I do not believe this should happen to Dr. Stewart in this case.

Mr. Prittie: I thank the minister for that information and the information about Dr. Stewart. I therefore withdraw any reference to him, but the other references still stand. We do have this expression of opinion that Canadians do not want Canadian programs.

We also have the point of view that you cannot keep Canadian talent in Canada, that it will inevitably go somewhere else. I suggest, Mr. Speaker, that this is not a new situation. In the area from which I come, the lower mainland of British Columbia, the first television broadcasting available came from United States stations. Later we had a C.B.C.

Canadian Policy on Broadcasting

station, and still later a private station. Now cable television is widely available in the area. I think experience has shown that about one third of the people watch C.B.C. during prime time, about one third the private station and about one third United States stations. In other parts of Canada such as Toronto, Winnipeg and Montreal, United States programs are available. This does not bother me one bit. We hear the view that eventually there are going to be satellites, and these satellites will broadcast directly to the home receiver. Presumably when that day comes we will be able to see programs directly from Great Britain. I think this is interesting, and I am rather looking forward to that experience.

I believe people watch the television programs they like. They watch good programs. If they want to watch a comedy program they want a good comedy program, and the same may be said of drama. If they want to watch public affairs programs they want good public affairs programs. They want good mystery programs, good country music programs or whatever the case may be. I believe it is the quality of the program, not where the program originates, that is the key point. I suggest that we can produce programs in Canada of a quality which Canadians will want to watch and which will stand up in competition with programs which originate elsewhere.

• (12 noon)

What is the obstacle to more Canadian programs with Canadian talent? I suggest that we have been lacking the will to make them, and perhaps the money as well. Many of these programs which come from the United States are quite frankly dumped into this country at a very low price. I should like to quote briefly from an answer in the broadcasting committee made by the president of the C.B.C. This answer can be found in the minutes of the committee No. 28 for November 22, 1966.

The hon. member for Prince (Mr. MacDonald) asked the president of the C.B.C. this question:

You say 7 to 8 per cent of the original American cost, which I realize would not be much, but what would it be in comparison to an equivalent program? I know it is hard to assess these things because you really cannot put two programs side by side and say they are equivalent, but what would 7 and 8 per cent be as a figure?

In reply Mr. Ouimet said:

If we take a one hour program, we can get the best American ones for less than \$10,000, probably around \$8,000. On the other hand, this