

Interim Supply

on, how much of the time of the C.B.C. should be allotted to culture, then I believe that medium will lose its effectiveness in Canada and will disappear as an influence on the Canadian way of life. I believe the majority of Canadians are proud of the C.B.C. and want it to continue. They should demand that members of parliament give the C.B.C. an over-all policy direction as to the extension of services into those areas that do not have service now, and continue to supervise in a general way the operations of the C.B.C., as has been our practice for a number of years.

[*Translation*]

Mr. Vincent: Mr. Chairman, I should like to take a few minutes to express to those who are responsible for the administration of the C.B.C. some of the views of the middle class citizens who pay part of the expenses incurred by this corporation.

The C.B.C. costs the federal treasury close to \$100 million a year. Though this amount is large—very large indeed—this is not the only aspect with which the public at large finds fault.

As regards this budget matter, I believe that parliament—that is the representatives of the Canadian people—should be able to scrutinize the expenditures of the C.B.C. Should these expenditures be justified, nobody would object to their examination or, for that matter, to taking the advice of those who, after all, pay the shot.

The other aspect upon which the people at large would like to make observations is even more important. I am referring here to the programming, the choice of commentators, the selection of the ideas that can be suggested to our people by means of radio, and especially television. I must say, right now, that far be it from me to ask the government to control the programming or the appointment of radio and television commentators.

What this government—or this parliament—can and must do is to require that the board of directors and top officers of the C.B.C. should have good moral standards, in addition to intellectual and physical qualifications, so that they in turn may demand the same qualifications from their senior employees.

In this regard, I wish to repeat that the government, or parliament, should require the directors of the C.B.C. to be of strong moral fibre, in addition to their intellectual and physical qualifications, so that they might be able to see by themselves what is defective and what might mislead the people.

[*Mr. Peters.*]

Mr. Chairman, we are aware of the influence of the corporation on public opinion.

Through the means at its disposal, the C.B.C. may form or deform public opinion. Through its programming and the commentators it selects, it may induce the majority of the population to be for or against someone or something.

If the officials of the C.B.C. possess the required moral qualities, it will not be necessary to tell them what to do. On the other hand, if voluntarily or through negligence, those persons in whom parliament rests its trust, do not assume their responsibilities, then parliament will have to interfere so the moral level of our population be not lowered through the influence exercised by broadcasting media.

In my opinion, the first duty of this crown corporation consists in giving news. The second should consist in raising the intellectual and moral level of our population, and the third, in offering varied programs for the healthy enjoyment of its listeners in their moments of leisure.

The function of a news service is to inform the people. What we expect from the C.B.C. is that it informs the Canadian people objectively on political, economic and social activities. You realize, Mr. Chairman, that if one day the C.B.C. wanted to give the people a false impression of a politician, it would be quite easy because day after day through its news service, it could spread the idea that this politician is a public enemy. On the other hand, if they wanted to build up another politician it would be quite easy for the C.B.C., with its large means of broadcasting, to gradually and slowly push up another politician.

Therefore, what we are asking is that in the political field—and this goes for parties as well as individuals—the C.B.C. through its broadcasting system should give objective facts. It should objectively inform the Canadian people on the opinions of political parties or on statements made by politicians.

I think that the C.B.C. should try to raise the intellectual and moral level of the people. Nowadays there is much talk about education, particularly in my own province. I welcome the efforts made by our school boards and our governments to give the people a higher intellectual level.

We know that the C.B.C. is providing popular education, but there again the accent should not be put only on intellectual education. There are three kinds of education: intellectual, physical and moral. Nowadays, advanced