

RECOMMENDATION No. 3 — The Committee recommends that government funding bodies, such as the Social Sciences and Humanities Research Council, and government departments, such as Health and Welfare Canada and the Department of Communications, dedicate more of their financial and other resources to supporting original Canadian research into the causes, effects and control of television violence.

C. PUBLIC ACTION GROUP ON TELEVISION VIOLENCE

The Committee members believe that positive and concerted action for dealing with television violence can develop out of the stronger research base and ongoing public debate that we have recommended. The Committee also recognizes that the formation of a co-ordinating body would be necessary in order to organize and channel such efforts. In fact, we note that this important step was initiated recently at the C. M. Hincks Institute Conference in Toronto when representatives of the Canadian television industry announced the creation of the National Action Group on violence.

The Committee has been informed that an organizing committee representing all sectors of the television industry, the CRTC, and the federal Department of Communications is now developing an action plan, budget and framework for the National Action Group. But, we have observed that at the time of inception, the organizing committee only included industry and government representatives.¹¹⁵ We hope that the organizing committee for the National Action Group will eventually include parents', teachers', artists' and other community-based groups in its membership, so that they may introduce a popular, grass roots perspective to the Group's agenda.

In addition, it came to the Committee's attention during the hearing process that some key players in the television industry have not yet become members of the National Action Group. Brian Robertson, President of the Canadian Recording Industry Association (CRIA) and the Audio Video Licensing Agency (AVLA) whose members produce music videos, explained to the Committee, for example, that neither organization is involved in the Group because they have not been invited to join.¹¹⁶ We note, as a further example, that the National Film Board is not yet listed among the National Action Group's membership. We believe the collective expertise and experience of these bodies, as well as others who are not yet members, would be an asset to the National Action Group, and we encourage the Group to make a comprehensive membership a priority in its forthcoming action plan. If it is to become a true alliance, it is imperative that all the parties interested in the problem of violence on television should become involved in the National Action Group's activities.

The Committee applauds the formation of the National Action Group. Indeed, we would very much like to be included as participants in the Group's initiatives.

The objectives of the Group suggest that it could play a major role in ensuring that the problem of television violence is ultimately controlled through private initiatives and grass roots efforts, rather than by direct government intervention and legislation:

The action group has already identified a number of urgent initiatives, including tougher industry codes, classification systems, as well as media literacy and other projects to help empower parents, teachers and children to make the best