

*Canadian Policy on Broadcasting*

I have also had complaints from various organizations and persons with respect to the content of programs. This is to be expected and people should have a right to express their preferences, and so on. I hope that more consideration will be given to the reaction of ordinary people to the content of certain programs with which at the present time they express a great deal of dissatisfaction.

I also hope that the C.B.C. will make certain that all of the Kootenay lake area is serviced by the C.B.C., even the smaller communities. I realize this is not an easy job in mountainous country, but I hope that areas such as the Slocan lake area, to which Canadian stations are not available at the present time, will be served in future by some form of satellite. People in certain areas around Salmo receive programs from the United States, but they would like to receive Canadian programs through some form of satellite such as that now provided for radio programs by certain co-operative societies in my constituency.

I should like briefly to give my opinion of C.B.C. management. In the first instance, I think the C.B.C. needs an administrator with sound business ability and the opportunity, through civil service experience or experience in other positions, to understand how to administer large corporations such as this, and to do so efficiently within the budget permitted. He should be an administrator with a wide knowledge of Canadian life and conditions, as a result of prior experience in the service of the people of this country. I noticed in the paper recently that Dr. Davidson's name was mentioned. I guarantee that if he is appointed to this position he will turn out to be a very sound administrator. He has had some experience and knowledge of business administration, and that is very necessary in an organization of this type.

● (5:00 p.m.)

I think that the second person to be appointed, or his co-partner, should be a creative person who is able to communicate with those who are engaged in the creative work. He should be able to communicate with employees almost from day to day in order that he might acquire a close knowledge of programs being undertaken, of artists working on those programs and of all the interrelationships, shall I say, that come into play between the creative end and business

[Mr. Herridge.]

management. I think he should have knowledge of Canadian habits, tastes and preferences with respect to television.

In this matter I think the public response ought to be sampled and consideration given to those persons who pay for broadcasting services throughout the country. Now that can be done more efficiently than in the past. I must say that though I have received complaints regarding the lack of C.B.C. television service in certain areas, I have had far fewer complaints from organizations and individuals about program content. The greater part of program content is very acceptable to most people I have talked to. Some persons take exception to this, and some to that. I suppose that that must be expected but, on the question of selecting the person I am speaking of, that question ought to receive consideration by management and by those who organize the production, ultimately, of C.B.C. programs.

I wish to mention another matter. We had one or two co-operative television stations which invested from \$10,000 to \$15,000 in order to receive broadcasts from United States stations. The area in which those stations are is to be serviced in a few days by the C.B.C., and the people are very pleased about that. The people are also interested to know if they will be able to continue with their co-operative television stations which were erected to meet certain conditions some years ago, and to enable them to receive broadcasts from United States stations. I understand that this matter is for the Board of Broadcast Governors and for the Department of Transport to decide.

Before I sit down, I wonder if the minister would tell the house how many letters and telegrams she has received from people in various parts of Canada who, in general, or to some extent supported her contention with respect to the management of the C.B.C.

**Miss LaMarsh:** Mr. Chairman, I think there were several hundred in support of the C.B.C.

**Mr. Stafford:** Mr. Chairman, television and radio can only be measured by what comes out of the receiver and into our homes. It is the program which influences, gives us ideas and educates us one way or another. It is the program, also, which provides us with facts and material to help us to make up our minds on public issues and on the role the government must play. I am referring of