

Non-Canadian Publications

Mr. Douglas (Bruce-Grey): Yes, I have, and I have spoken to Canadian broadcasters in Toronto, Ontario, and in the rest of this country. I think it is about time hon. members opposite started doing the same. That is the whole point. I should like to deal primarily with some of the remarks made recently in the House by the hon. member for Fraser Valley West (Mr. Wenman) and the hon. member for Kootenay West (Mr. Brisco). I refer, first, to the following statements made by the hon. member for Fraser Valley West which are found at page 10852 of *Hansard*:

Testimony given before the standing committee by the American television stations involved and by the Association of Canadian Advertisers made it abundantly clear that the enactment of this clause will not aid Canadian broadcasters, especially those most in need of additional advertising revenue.

I was there when the ACA presented its comments. They were very good comments, but they were comments I would expect from people who do not want to lose an advantage. If I were in their position, I would make the same comments. But what about broadcasters in Ontario? In Toronto, Global and City TV stated quite emphatically before the committee, as well as at other times, that there are advantages to third party stations. CHAN-CHEX in British Columbia and BC-TV stated quite emphatically that there would be advantages to third level broadcasters in British Columbia.

Let us consider why people advertise. The statement has been made that they buy advertising because of the size of the market. They buy advertising for many other reasons also. They buy advertising because the prices involved and the size of the market determine the price which will be charged. Let us consider an example. Have hon. members ever heard of the A. C. Nielsen report?

Mr. Friesen: Never heard of it.

Mr. Douglas (Bruce-Grey): It is about time you did. It is for September, 1975—the latest available, as a matter of fact. I shall refer to the average household from 4 p.m. to 11 p.m. Monday through Friday. By the way, this happens to be for the Toronto area, just so we cannot be accused of being regional, as hon. members on the backbenches of the Conservative party have been and so have made this debate into an entirely regional confrontation, east versus west, which I think is shameful. Let us talk about Canadian broadcasting and the Canadian industry. CFTO had a 20 per cent rating and WKBW, one of our American broadcasting stations, 14 per cent. There are three grouped together, Global, CBLT and CHCH, with 12 per cent. WBEN and WGR, our American friends, had 10 per cent of that rating.

Mr. Whittaker: What have you got in your area?

Mr. Douglas (Bruce-Grey): We have some pretty good Canadian broadcasters up there, if the hon. member must know. They are proud to be Canadian, want to stay Canadian and want to grow as Canadian, and passage of Bill C-58 will allow them to do so.

Mr. Wenman: How many people want to hear them?

Mr. Douglas (Bruce-Grey): There are quite a few people in our area who want to hear Canadian radio and televi-

[Mr. Wenman.]

sion stations, and if the hon. member is submitting that Canadians do not want to hear their own Canadian stations, I think he should run for a seat in the United States Senate, because I am not too sure Canadians want to hear him say that.

Mr. Friesen: Mr. Speaker, on a point of order, I simply point out to the hon. member for Bruce-Grey (Mr. Douglas) that I began my remarks by complimenting the Canadian industry. I do appreciate it. The amendment is in no way prejudicing Canadian broadcasting, because all of us enjoy it.

Mr. Douglas (Bruce-Grey): I do not think that is really a point of order, but let us see if we are prejudicing Canadian broadcasting.

Mr. Whittaker: Mr. Speaker, on a point of order—

An hon. Member: You mean Americans are allowed to talk in this House?

Mr. Whittaker: The hon. member told us that in his constituency there is Canadian broadcasting. In my constituency of Okanagan Boundary, due to regulations of the CRTC, there are many stations which do not have Canadian broadcasting.

Some hon. Members: Order.

Mr. Deputy Speaker: Order, please. I ask the hon. member to resume his seat. He will have a chance to make a speech in due time after the hon. member who has the floor has finished. Points of order are supposed to be related to the conduct of hon. members and their right to speak, not to the content of speeches which hon. members make.

● (1240)

Mr. Douglas (Bruce-Grey): In a brief answer, Mr. Speaker, I hope the hon. member will look at the accelerated program that has been introduced in this House to allow places of 500 population or more to receive programming.

An hon. Member: Thirty years without in B.C.!

Mr. Deputy Speaker: Order, please. I hope hon. members will co-operate with the Chair and the House and allow the hon. member to complete his remarks. Other members had their chance to speak without being interrupted. If some hon. members are not interested in listening to the remarks, I would hope they would at least allow the Chair to hear what the hon. member is saying and follow the debate.

An hon. Member: Those fellows will not be here when the facts are out.

Mr. Douglas (Bruce-Grey): We were talking about the Nielsen survey which simply proves that if a buyer in the Toronto market wished to buy Global on two occasions, he would have a better audience rate and better receivership than if he bought WBEN. For that matter, if he bought two spots on City Television in Toronto, where there are plenty of openings, he would have a better showing than on either WBEN or WGR. It is worth commenting that on February