



STATEMENTS AND SPEECHES

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THE EIGHTH LIVELY ART

Address by the Honourable Maurice Lamontagne,
Secretary of State of Canada, to the Radio and
Television Executives Club, Chateau Frontenac,
Quebec, April 6, 1964.

May I say that it was with sincere pleasure that I accepted the invitation to speak to your Club, whose meeting here in Quebec coincides with the annual convention of the Canadian Association of Broadcasters? I am particularly gratified because your invitation has given me a unique opportunity to meet so many of you Canadian broadcasters and because this is the first chance I have had, since assuming my new ministerial responsibilities in February, to publicly review the conditions and problems of broadcasting in Canada today.

"The Eighth Lively Art" is the title I've chosen for the remarks that I'd like to make today. You may recall that in 1924 Gilbert Seldes, the American critic, first published his book "The Seven Lively Arts" and thereby gave a new popular phrase to the English language. In his book, Mr. Seldes discussed the comics, films, jazz and other popular arts, which at the time were not highly touted by the serious critics. Many years later, Mr. Seldes described how, six months after his book was published, he first heard a radio broadcast and realized a new lively art was born - broadcasting. So I think it appropriate to call broadcasting the Eighth Lively Art, which may be more lively than the other seven at the moment, as some of you will agree.

May I take a moment here to extend my congratulations to Canadian broadcasters for their own liveliness in winning international awards during the past year - to the CBC for its Ohio Awards, to radio station CKVL Verdun and its "L'Espoir" series for the Spanish ONDAS Award, and to McKim Advertising for its radio commercial award at the International Broadcasting Awards Competition?

Since I think Canadian broadcasting is best considered in the context of the general state of affairs in the country, as a prologue to my specific remarks on broadcasting I now would like to make some observations about the current crisis in Canada, the great Canadian crisis, which we must solve in order to ensure the survival of our nation.