

*Non-Canadian Publications*

eliminate them. Basically that is because they do not produce what the people of Canada want to watch or listen to, and there is a lesson in that for the publishers of periodicals. I think they must look inward and find out why 30 or 40 years ago Canadians read *Maclean's* magazine from cover to cover but now it lies on the table gathering dust while *Reader's Digest* becomes dog-eared. Is that because of the advertising or because of the privilege extended to *Reader's Digest*? Madam Speaker, I think it is because they found out what people want to read and that is what they print.

If we exercise control as it is proposed here, the publisher who wants to publish his own philosophy will have no competition. Over the years I have heard criticisms levelled at newspaper and periodical owners. Some people say that such owners only publish their opinions. On the other hand it can be said that writers who do not agree with the owner's viewpoint refuse to write for him. But a publisher is somewhat different. He cannot always employ only those who reflect his philosophy and publish material reflecting his philosophy. On the other hand, if he publishes his own opinion, his own philosophy, and Canadians do not buy it, he runs crying to the government and says, "For goodness sake, ban other publications; make it impossible for them to compete with me, so that I can publish my own philosophies." In a sense, Madam Speaker, that is what this bill is about.

● (2020)

Not long ago a little magazine was started not far from my home town. It attacked everything, every church, politician, political party and philosophy held dear and true by my constituents. After the magazine folded the publisher went to the Canada Council with tears in his eyes and said, "We had to fold; people would not buy our magazine." People buy only those things to which they are attracted, not those things to which they are not attracted. This holds equally true of a suit of clothes and of a periodical. No matter what hon. members opposite think, we cannot legislate what Canadians shall read. But that is precisely what we are trying to do.

Let us consider how certain regulatory structures or bodies have affected radio and television service in the little constituency of Carleton-Charlotte. Sometimes when driving about in my constituency I will turn on the radio and, sometimes but not always, I can listen to the CBC. Yet as I drive a few miles down the road from my home I no longer receive it and will not again pick up the signal in my constituency. For example, when I drive on the road connecting St. Stephen, St. George and St. Andrews, I drive out of the range of the CBC radio transmitter. Anywhere in that part of my constituency people cannot receive CBC radio. That shows the sort of service we get.

One can listen to other radio programs. For example, I like to listen to news, information, and public affairs programs, but they are not available to me from the CBC. And what happens if I want to listen to sports events? If I want to listen to how the Maple Leafs, the Expos' or Canadians are playing, I can tune in to Washington, Baltimore, Philadelphia, Pittsburgh, Chicago and Detroit. Usually I can receive one or more of these stations. I can get New York and Boston any evening, but I cannot get Montreal, Toronto or Saint John if I drive in a particular part of my

[Mr. McCain.]

constituency. That will show you the kind of service a regulatory body has made possible in my constituency. It is not a service, for there is no service.

Let us consider television. The first television station installed in New Brunswick was located in Saint John and served southern New Brunswick and Nova Scotia. Program material proliferated and, in my area, on our screens we could get a little picture and a little snow. Many similar areas have had comparable experiences. Then they built a television station at Presque Isle the signal of which, unfortunately, I do not receive as well as I would wish. It is much better than the signal from Saint John. Later a satellite station serving Saint John was installed, which I receive very well.

As I watch these two channels within my range I see New Brunswick firms advertising in the state of Maine market, and Maine firms advertising over the New Brunswick media. Both sets of advertisers seem to satisfy their respective communities fairly well. The bulk of the advertising material comes from the Maine source. That prompts the serious question I am about to raise. If Canadian firms operating near the border cannot get coverage from CBC radio, are they to be denied the privilege of advertising on a station which is located across the border in the state of Maine? If the rates on Canadian broadcasting stations are beyond the means of small businesses, are those small businesses to be denied the right to cheaper advertising from a source near the border?

I suppose the minister will say that private enterprise will provide the service. Private enterprise tried. It wanted to install a television station to serve the town of Woodstock, but the regulatory body refused the licence. I do not know with whom the television station was to compete; at any rate the regulatory body refused to grant a licence to the television station which wanted to serve the town of Woodstock and the nearby population.

Considering what regulatory structures and bodies have done with respect to the air waves I cannot support this further regulatory encroachment into the area of the printed word. I do not think the regulatory bodies serve us well. For example, consider cablevision.

At present there is an application before this country's regulatory body for the installation of cable service, the service to extend from Grand Falls in the constituency of Madawaska-Victoria to a portion of the constituency of York-Sunbury. But the regulatory body so far has said no. I ask, why? It says that there is no second station in the area. There is not a second station, I know. The regulatory body therefore says, "You cannot have cablevision." That will show you what our regulatory bodies are doing. I assure you, Madam Speaker, if there had been demand for a second station in the area, private enterprise would have provided it. As it is, there is room for cablevision service.

Let us look at the other side of the coin and consider what happens in Maine. In that state I know of at least one community which is served by cablevision. There is no regulation there. That cablevision structure will pull in all the Canadian stations within range; it will bring in a French language station to the state of Maine, and in southern Maine it is not needed. But our regulatory body will not permit the installation of cablevision facilities in the area I mentioned. There is no service.