

environment that special Canadian characteristic of being able to adapt to new circumstances and understand the point of view of others.

I believe that their greatest challenge today—and I am sure that they can pick up the challenge—is their professional proficiency. The best incentive to creativity, to new expressions, to higher quality, must be their own desire to perfect their art, their trade and their craft for their own sake. They must be culture-oriented much more than money-oriented. Their greatest endeavour must constantly be the production of beauty and entertainment, more than the saleability of their talent, and they must resist the financial appeal of the United States market which everyone seems to agree is not over-culturally inclined.

• (3:00 p.m.)

The experience of French speaking artists could be a good example to follow. They have had to ignore outside attractions because the market was not readily accessible to them. They had to concentrate on their own development to find new expressions which were attractive to their public. As a consequence, the result has been beneficial to them, to their art, to their public and to their culture.

For the closer consideration of both points which I have tried to make as well as for other points which have been made and will be made by other speakers, I appeal again to the hon. lady to refer the bill to the standing committee before which, in a clause by clause study, amendments might be moved without the partisan pressures of house votes. If that is done I am sure, as was the case in the study of the white paper, that unanimity will prevail and that the bill will have the enthusiastic and confident launching it deserves and which we all so earnestly desire.

**Mr. J. C. Munro (Parliamentary Secretary to Minister of Manpower and Immigration):** Mr. Speaker, the subject matter before us interests all of us because of the all-pervasive influence of broadcasting in modern times. Before going into details as to why I think this bill is excellent and why all members of the house should support it, I wish to deal with some points raised by the parliamentary secretary to the Prime Minister (Mr. Matheson). Hearing my colleague talk of the influence of separatists in Radio-Canada, and hearing other criticisms directed at the operations of the C.B.C., its programming, and

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especially that programming in the public affairs area, I felt fortified in what I had concluded for some time, that the two solitudes in the C.B.C., the division between management and the creative people in the corporation, are the crux of the problem.

Our conduct in this house shows that we do not accept the axiom of two solitudes in the corporation. Rather, we hold management responsible for what the producers do, and we should pay more than lip service to this view. Over the years as well as recently there has been much talk about the independence of the creative people. Much sympathy has been extended to the producers who have claimed that there has been unwarranted interference in their activities by management. In my mind it is impossible to reconcile—and I am talking about the C.B.C.—how one can hold management responsible for what the C.B.C. does by way of programming or anything else and on the other hand agree with the producers that management should not interfere in the creative side of productions. Anyone espousing these two viewpoints in my opinion holds views that are irreconcilable. From now on we must hold management responsible for all phases of C.B.C. operation. If we do that, and I see no alternative to this, then when we criticize the French network of the corporation, Radio-Canada, for its alleged attitude in allowing too many with separatist viewpoints to express their opinions over its network, we are obviously holding management responsible.

The C.B.C. has had a difficult time. Over the last eight to ten years there have been a series of investigations, parliamentary committees, commissions, and reports by bodies such as the Glassco commission with respect to the corporation. The time of the top people in C.B.C. management must have been largely devoted to supplying information, preparing briefs and appearing before such investigating bodies.

After this debate and when the bill becomes law perhaps we can draw the line and not investigate the corporation any further. Let us hope that the new management will take over the C.B.C. and that the corporation will operate under the new law without excessive interventions by politicians.

**Mr. Nielsen:** Speak to the minister.

**Mr. Munro:** It is crucial at the same time, if we believe that C.B.C. management is responsible for programs such as Seven Days