

*Speech from the Throne*

set out the basic situation, with 10 or 12 television stations in the Windsor area, of which only one is a Canadian station. That station is 75 per cent owned by a private broadcaster and 25 per cent owned by the CBC, with the CBC under obligation to take full ownership of the station approximately three and one half years from now.

The matter about which I most particularly want to speak is the decision by the CBC in mid January not to allow the "Whiteoaks of Jalna" series to be shown over the Windsor television station until some nine months after it is seen in the rest of Canada.

**An hon. Member:** They are not missing anything.

**Mr. MacGuigan:** The hon. member suggests that the people of Windsor are not missing anything. He may be right. I have not had the opportunity of seeing the programs. However, I would like the people of Windsor to make the decision. It is the people of Windsor who are being denied this opportunity.

I had occasion to raise a similar subject in the House last April 5. My remarks can be found at pages 4937 and 4938 of *Hansard*. At that time the problem was that channel 9 in Windsor had been forced to withdraw the program "Rainbow Country" after 22 of 26 episodes had been shown, because the CBC, which was the Canadian distributor and co-producer, had entered into an agreement with American producers which banned the series from being shown in Windsor. This was to enable the CBC to sell it at a higher price for showing in Detroit. There had been an earlier incident in which the program "Audubon Theatre" had to be withdrawn for the same reason after four episodes had been shown.

As I mentioned at that time, there were certain ironic aspects of this decision. For example, after entering into a formal agreement not to allow that series to be shown in Windsor, the CBC was not sufficiently alert to prevent most of the episodes from being shown before they realized what was happening. Similarly in the Jalna case, I understand the CBC nationally advertised that Jalna would be shown the following Sunday. The advertisement actually appeared in large part on channel 9 before it was realized this was a mistake, and it was cut out.

These are minor aspects of the problem. The real issue is that the decision by the CBC management not to allow the "Whiteoaks of Jalna" series to be shown over CKLW-TV Windsor until nine months after it has been shown elsewhere in Canada is a most reprehensible one. It does, admittedly, represent a small advance over previous CBC decisions in accordance with which series produced by the corporation were permanently denied to Windsor viewers. In this case the delay was for a nine-month period.

• (1410)

However, there are many reasons for insisting that any difference at all in treatment is unacceptable to the people of Windsor. First, as Canadian taxpayers they are entitled to the same service from Crown corporations as are people elsewhere in the country. In the present context, this means they are entitled to have the same programs made available to CBC-affiliated television stations which serve them as are other taxpayers across the country. The

series to which I have drawn attention is a totally Canadian series based on books by a Canadian author about a Canadian family, and was produced at a cost of \$2 million to the taxpayers of Canada. Yet the taxpayers of Windsor are being discriminated against inasmuch as they do not have the right to see this program at the same time as other Canadians.

There is a second reason for saying that the CBC has a special duty toward channel nine and the residents of Windsor. It is based on the fact that the CBC is itself the owner of the T.V. station to the extent of 25 per cent, and is to become the full owner in three and one half years time. Thus, channel nine is not in the position of being simply a regional affiliate as stations elsewhere in the country may be; it is an affiliate which is already partly owned by the corporation, one which the corporation has undertaken to purchase completely.

A further reason is this—and it is a somewhat ironical one: the policy being followed is not even good business for the CBC. The fact is that Detroit itself accounts for only 2.4 per cent of the total United States market in terms of T.V. households, and of this fraction the Windsor station is able to attract only a small percentage of viewers. During prime time only 3 per cent of all the T.V. households in the Detroit area are attracted to watch the Windsor station. This means that less than one-tenth of one per cent of the total United States market is affected by the showing of any series on CKLW-TV.

This was strikingly shown by the fact that when the BBC program on Henry VIII was shown by channel nine in Windsor it was able to attract only some 4 per cent of the television households in the area, whereas when the same program was shown over the United States network some months later in July, at a time which is not normally considered to be the best viewing time of the year, it attracted 13 per cent of the T.V. households. So even when the same program is shown by a United States station in the area it is able to attract something like three times the number of viewers; the U.S. station has three times the drawing power.

Again, the fact that the BBC was able to sell its series on Henry VIII to a major United States network despite the fact that it had previously been shown by the Windsor station is evidence that the argument used by the CBC, that they cannot make a profitable sale to the United States if programs have already been shown in Windsor, is not a sound one.

Apart from this, the CBC has a cultural duty to discharge. I wish to approach this point by referring to an answer which the CBC gave on April 5 last through the Parliamentary Secretary to the Secretary of State as reported at page 4938 at the time I raised the question concerning the other series which was denied. The CBC reported through the parliamentary secretary:

In general, full network programs produced by the Canadian Broadcasting Corporation using its own facilities are released to all stations of the English television network, including affiliated stations such as CKLW-TV Windsor. However, the CBC has accepted the practice for over ten years of not including its Windsor affiliate in the initial scheduling of some of its programs for the following reasons—

The first situation mentioned relates to television series produced in the United States and acquired by the CBC