

Broadcasting

that provocative, political parliamentary prophet and philosopher, the hon. member for Port Arthur (Mr. Fisher). I say "provocative" purposely because he is a man of ideas. He does not worship at the altar of fixed dogma, whether it is related to personalities, philosophy or ideas.

In reading my correspondence, Mr. Speaker, I find it very interesting to learn that people do not all agree with the hon. member. I do not always necessarily agree in detail with the hon. member for Port Arthur, but at least he causes those people to think and that is a very important function of any agency or any member of parliament in our society.

Mr. McCleave: He is a great help to your party.

Mr. Herridge: In our opinion, Mr. Speaker, this committee could perform a very useful purpose—it does perform a useful purpose particularly in the changing conditions and circumstances that exist today with respect to radio and television—in an annual review of the circumstances with respect to the C.B.C., the public sector of broadcasting and the private stations.

The hon. member for Port Arthur suggested that there be recommendations, and if I heard him correctly one member rather criticized the suggestion that the committee should make recommendations. Let me say on behalf of this group that when the hon. member for Port Arthur mentioned a review and recommendations he did so in the same spirit as that mentioned by the hon. member for Calgary South (Mr. Smith), that is, in the fashion of an opposition member moving a motion urging the government to give consideration to so and so. They are simply suggestions made in accordance with the opinion of the members of the committee and public opinion; they are offered to the administration of the C.B.C. or the private stations in Canada in a helpful spirit.

I am not going to repeat the excellent analysis of the situation made by the hon. member or deal in detail with his suggestions or criticisms; I am simply going to emphasize one or two points which he made and which I think were warranted. First of all let me say that without a doubt there is a great support in Canada for the C.B.C., and when we offer some criticism, or make some suggestion, we do so in the same spirit as you would correct a child in the family of whom you are very fond, but who you want to see take the right direction and the right course of action. I hope that is clearly understood.

I think the hon. member made the point that there should be some clarification of the standard—and we agree it is necessary to set a standard—that the program content

[Mr. Herridge.]

should be 55 per cent Canadian. I think he was on very sound ground. I think 55 per cent is good; you must have some goal to strive for. I do feel that what is meant by 55 per cent content of the program should be, as a result of the experience of the C.B.C. and the listening public in Canada, shall I say, more understandably and clearly defined.

The hon. member made some criticism of the fact that there was a tendency in the C.B.C. to confine the choosing of talent on radio and television to the Toronto area. I support him most heartily in that respect. Possibly it is not any individual's fault. Through some cultural inbreeding in the Toronto area I do think there has been a tendency on the part of those people to consider that creative activities are confined to small groups in the Toronto area and only a limited number of persons in Canada have the capacity to come up with new ideas. I am very pleased that the hon. member suggested that the C.B.C. should carry out a wider search for talent, I think he said in the bracken and the bush, if I heard him correctly. It did my heart good because I live in an area where there is a lot of bracken and bush.

Mr. Pickersgill: It must be a Conservative area.

Mr. Herridge: I do not live in an area of swamps and muskeg where 55 per cent of the population is supposed to be drawing welfare payments.

Mr. Pickersgill: That will get a lot of votes for your party.

Mr. Herridge: I am quoting the premier of Newfoundland.

Mr. Pickersgill: Read the *Toronto Globe and Mail* of this morning and you will find that that is an error.

Mr. Herridge: I want to make reference to some remarks made by the hon. member for Port Arthur and one or two other members, and some slight reference to the hour long television program with respect to President Kennedy's press conference. I am sure it was very informative, but we have to keep these things in balance. We in this group are doing the best we can, with the co-operation we receive, to put the present government out of power but at the same time we recognize that the Prime Minister (Mr. Diefenbaker) is the Prime Minister of Canada and we believe that more time should be provided for the Prime Minister of Canada,