

*Canadian Policy on Broadcasting*

used, namely the cultural and social fabric, because forcing, for instance, the Americans to sell say fifteen or twenty per cent of their shares in the Quebec city station, that does not constitute an invasion in the economic field, but that provides, for instance, protection in the cultural and social field. This aspect is much more important than the other, for us, because even if we ask the Americans to sell fifteen or twenty-five per cent of their shares to Quebecers, that does not represent a fortune. That is not what costs a fortune and that is not the field of investment I am considering here.

I should like to ask the Minister of Manpower and Immigration to see things from my angle and not to think only of investments. There is something more important, more vital in that and it is the cultural and social field. The legislation says—I am not saying it—effectively controlled by Canadians. I do not want to replace the word “Canadian” by the word “Quebecker”; I leave the word “Canadian” as opposed to “American”, for instance. I say that it is much more important to consider the cultural and social point of view rather than the economic point of view as far as a television station is concerned. I think the minister will admit that I am right on that point.

**Mr. Marchand:** Mr. Chairman, if I may answer the hon. member immediately, I will say to him that the legislation governing private stations contains means of control. If there are abuses, the Board of Broadcast Governors can suspend the licence of a station, and I do not think there is any danger of an invasion by American culture through channel 4 in Quebec city. If that channel, which the hon. member looks at and which is as Canadian as any other station is guilty of abuses, the Board of Broadcast Governors has the means to take action to remedy the situation.

• (4:50 p.m.)

However, I know that some Quebecers would be interested in making profits, in having that station under their control, but I do not think that it is the responsibility of the government to decide which member of the company is going to make profits.

**Mr. Grégoire:** Is it about the same thing?

**Mr. Choquette:** I could perhaps point out to the hon. member that I am not convinced that when channel 4 was opened in Quebec

[Mr. Grégoire.]

city, the Quebec interests were entirely willing to invest in a television station. I am not convinced that Quebec city would have had its television station especially without the financial support which did not essentially originate from Quebec. I think that we would then have been deprived of the benefits of a television station which has rendered great services to the Quebec population. I am fully endorsing what the hon. minister of Manpower and Immigration has just been saying, that from a social and cultural point of view, Quebec channel 4 is a station extremely representative of Quebec, especially as it rebroadcasts the major part of the programs of channel 10, a station controlled by Mr. De Sève, in Montreal. As the hon. member is from the area of Jonquière, Arvida and Chicoutimi, he does not have, of course, so many opportunities of watching all the programs on channel 4, otherwise he would have noticed that the programs broadcast are typically programs of interest to Quebecers. Consequently, I do not believe that from a social and cultural point of view, the threat is as great as the hon. minister would lead us to believe.

As for the editorials, I tend to agree with him. They are certainly written from a capitalist point of view. However, private enterprise is essentially capitalist. Whether they concern investments in Quebec or elsewhere, you can be sure that editorials written by a station with Quebec interests would probably, if not certainly, be essentially the same as those heard on channels 4 and 5.

Mr. Chairman, the comments I wanted to make are not exactly related to the objections raised earlier by the hon. member for Lapointe. I wanted to call the attention of the hon. minister (Miss LaMarsh) or her distinguished parliamentary secretary (Mr. Béchard), to paragraph (e) of clause 2, which says:

—all Canadians are entitled to broadcasting service in English and French as public funds become available;

I think the wording is so vague that we do not know exactly where it leaves us.

Mr. Chairman, I have had occasion before to make representations and, even if I repeat myself, let me insist to the minister that relay stations of the French network be set up throughout Canada, until we can have stations which will originate local programs, in the urban centers where it would be possible to establish them.