

- 2) *implementation of a number of important public education campaigns to raise public awareness against violence on television — in the same way that education was proven effective in the anti-smoking campaign;*
- 3) *advertising agencies should urge their clients, including the Federal Government who is the third largest client in the country, to place their ads within violence-free programming;*
- 4) *collaboration between Canada and the United States — because the majority of programs available to a Canadian full-service subscriber originate in the United States; and*
- 5) *the creation of the annual Virginie Larivière Television Awards to honour individuals and companies who promote quality children's programming which is non-violent — the Gemini Awards and "Les Prix Gémeaux" could be the forum for honouring the winners.*

On 22 February 1993, following the C.M. Hincks Institute Conference, the Canadian television industry announced the creation of the National Action Group (NAG) to address the problem of societal violence. An organizing committee headed by Dr. Laurier LaPierre, representing all sectors of the television industry, the CRTC and the federal Department of Communications was set up to develop an action plan, budget and framework.⁹¹

Appearing before the Committee on 23 February 1993, Michael McCabe, President of the CAB, declared that the CAB had played, and would continue to play, a leading and central role in the National Action Group. He announced that the first thing that the NAG would address is the "question of universally applicable codes and classification systems, but we'll go on to questions of education, public awareness and improved programming".⁹²

With respect to the planning phase of the NAG, the Chairman of the CRTC told the Committee that he expected it to be completed by the end of April and that "some of the major national parent and teacher organizations, both French and English, have already expressed their interest in participating in the action group."⁹³

The CAB gave Committee members an overview of the key features of the draft revised code regarding television violence, now under discussion with the CRTC. Some of these features are: *violent programming intended for a mature audience will not be scheduled or advertised prior to 9 p.m.; more viewer advisories will be used; programs with violence against women will not be encouraged, promoted or condoned; and particular emphasis will be put on applying the code guidelines for children's programming.*⁹⁴

The Chairman of the CRTC appeared before the Committee to discuss the CRTC's initiatives to date (summarized above), the guiding principles underpinning effective long-term solutions and some practical ideas that the CRTC has received from citizens and groups.

The Chairman described the CRTC's approach as one "*based, fundamentally, on working to achieve a civilized balance between protecting freedom of expression and protecting our children from gratuitous and glamorized television violence*".⁹⁵ Using this approach, the CRTC's guiding principles outlined by the Chairman are:

- 1) *To raise the level of public and industry awareness through informed, serious discussion.*