

CANADIAN BROADCASTING CORPORATION

CODE OF ETHICS IN ADVERTISING

On the orders of the day:

Hon. Judy V. LaMarsh (Secretary of State): May I take this opportunity to reply to a question put to me a few days ago by the hon. member for Cape Breton South (Mr. MacInnis) who asked me whether the Canadian Broadcasting Corporation had an advertising code of ethics and, if so, how this code was applied.

On checking with the corporation, I am informed that the C.B.C. has what is known as its commercial acceptance policy designed to ensure that C.B.C. stations do not carry commercial messages which might be considered in bad taste, misleading, deceptive or unfair in their competitive claims. Advertisers seeking to purchase time on C.B.C. affiliates are aware of the corporation's policy and it is also enforced through the C.B.C.'s own commercial sales department.

EARL CAMERON—USE OF COMMENTARIES IN NEWSCASTING

On the orders of the day:

Hon. Judy V. LaMarsh (Secretary of State): Perhaps I could take this opportunity to reply to a question raised several days ago by the Leader of the Opposition who asked me if I would get a report from the Canadian Broadcasting Corporation in regard to changes which the C.B.C. proposes to make in its national T.V. news.

I now am informed by the corporation that the replacement of Mr. Earl Cameron as announcer on the national news should not be regarded as a demotion for Mr. Cameron, who is being reassigned to new duties. Nor does it represent any change in the basic C.B.C. policy to present the news factually and without bias or distortion.

The corporation made these changes on grounds that its news service must keep pace with the times, and should at this juncture adopt the T.V. news system of employing an experienced professional journalist rather than announcer to present the news, as is done on most other major networks.

"COLUMBIA RIVER"—CORRECTION IN NAME OF AUTHOR OF DOCUMENTARY

On the orders of the day:

Hon. Judy V. LaMarsh (Secretary of State): Mr. Speaker, with the permission of the house, I would like to make a correction in an answer tabled October 5 last in reply to

Inquiries of the Ministry

question number 1,793 by the hon. member for Melville.

As appears at pages 8325 and 8326 of *Hansard*, the answer given to part 7 of the hon. member's question was to the effect that Mr. D'Arcy Marsh was the author of the manuscript on which the film script for the documentary "Columbia River" was based.

The Canadian Broadcasting Corporation now informs me that, on further investigation, they find this answer is in error and that the original manuscript was written by Mr. Tom Connachie. Mr. Marsh subsequently was engaged to develop this outline into a shooting script and Mr. Connachie then wrote the final script narration.

I should like to set the record straight, and apologize to the house and to the individuals concerned.

[*Translation*]

LABOUR RELATIONS

WITHDRAWAL OF C.N.T.U. FROM FEDERAL ORGANIZATIONS

On the orders of the day:

Mr. Maurice Allard (Sherbrooke): Mr. Speaker, I take advantage of the presence of the Minister of Trade and Commerce to ask him an urgent question.

Since the C.N.T.U. is making a move to officially withdraw from federal organizations and since the minister is chairman of a special ministerial committee which has been studying for several months the C.N.T.U.'s protests with regard to decisions made by the Canada Labour Relations Board, would the hon. minister assure this house that the ministerial committee will shortly make its decision known on that subject?

[*English*]

Hon. Robert Winters (Minister of Trade and Commerce): Subject to correction, I do not believe it has been the policy to report to this house on the work of cabinet committees. If I am wrong, I would be glad to be so informed.

PRIVILEGE

MR. BENSON—RESPONSIBILITY FOR REPLIES TO QUESTIONS

Hon. E. J. Benson (Minister of National Revenue and President of the Treasury Board): Mr. Speaker, I deem it necessary to rise on a question of privilege at this particular time. I did not want to take up time on orders of the day to raise this matter, but an