

- Mr. John W. Twomey, Chairman, Radio and Television Arts Department, Ryerson Polytechnical Institute;  
Mrs. Louise Heslop, College of Family and Consumer Studies, University of Guelph.
12. *From the Canadian Association of Broadcasters:*  
Mr. Gaston Bélanger, Member of Executive Committee;  
Mr. T. J. Allard, Executive Vice-President;  
Mr. D. W. Martz, President CFCF-TV, Montreal.
13. Mr. Peter Adamakos, President, Society of Film Makers.
14. *From the Canadian Toy Manufacturers Association:*  
Mr. A. T. Vernon, President;  
Mr. Mac Irwin, Executive Vice-President, Irwin Toy Ltd.;  
Mr. Boyd Browne, Director.
15. *From the Grocery Products Manufacturers of Canada*  
Mr. G. G. E. Steele, President;  
Mr. Donald McCarthy, President, Nestlé (Canada) Ltd. and Director of Grocery Products Manufacturers of Canada;  
Mr. Donald E. Loadman, Director of Corporate Development, General Foods Ltd.
16. *From the Canadian Radio-Television Commission:*  
Mr. Pierre Juneau, Chairman;  
Mr. Harry J. Boyle, Vice-Chairman.

Your Committee also received briefs from the following:

1. The Canadian Broadcasting League.
2. The Citizen's Committee on Children.
3. Baton Broadcasting Incorporated.

In studying the question of advertising on Children's programmes, your Committee heard a broad range of representation including consumer groups, manufacturers, parents groups, research professors and the broadcasting media. Finally, the CRTC appeared before the Committee with a number of valuable suggestions, some of which will be included in our recommendations.

In the wake of your Committee's study, several things happened to indicate that a strong feeling exists in favour of some kind of control over the advertising on children's programmes. The Canadian Association of Broadcasters, by its own volition, tightened up their Code; the CBC decided to ban all advertising on children's programmes providing funds could be allocated by Parliament; the CRTC took action to study what must be done from their point of view regarding advertising to children.

Much of the evidence presented to your Committee underlined the concern parents have about advertising to which their children are exposed on television. Your Committee is concerned that children be shielded from possible damaging effects which may exist in some ad-

vertising which exploits their immaturity. It is evident there have been many instances in the past that television advertising has been used to influence children in an unacceptable way. Evidence shows that children are more susceptible to advertising that sells a promise and become very disappointed when that promise cannot be fulfilled in the product itself. In some cases parents have been manipulated too, when premium offers for children in adult products have been used to get to the adult directly through the child. As pointed out by the CRTC in their evidence, such obvious abuses do not require any scientific proof.

On the other hand, evidence before your Committee shows that we still require a great deal of research to establish the long-range effect of advertising on the child's development and the family unit. Your Committee heard many contradictory positions but very little evidence or proof.

Regardless of scientific proof or the lack of it, your Committee feels concerned over the exploitation of children in the minds of the public, and your Committee feels that the public interest must take precedence over individual interests. Regardless of the degree of possible exploitation, it should be avoided.

Although most people appearing before your Committee considered child advertising comprising the age group under 13, your Committee feels a particular concern for pre-school viewers. These little tots would appear to be unable to distinguish between commercial and programme content. Therefore, special consideration should be given to children's programming on week days which is essentially for the small child. In this regard your Committee endorses the CRTC point of view that advertising should not be directed to the child, but rather to the parent. However, your Committee goes further and feels that all advertising to children, regardless of age, should be directed to the parent or at least to the whole family.

The Canadian Association of Broadcasters and the Canadian Advertising Advisory Board presented a good case for self-regulation through the new Broadcast Code. However, it is the opinion of your Committee that any Code, regardless how excellent in itself, would need a much tougher enforcement system. Although there is no provision in the present make-up of the CRTC to deal separately with children's programming, your Committee feels that such a provision should be considered immediately and that a CRTC regulation be brought into effect in order to enforce a new and more restricting Code. However, it should remain flexible enough to allow the CRTC to respond to the obvious needs of industry.

In accordance with suggestions made by the CRTC in their evidence, your Committee urges the CRTC, while enforcing this new Code, to do its utmost to prevent a reduction in the amount of children's programming produced in the private sector. Accordingly your Committee encourages them to initiate discussions between the ad-