

conditions. The big multinationals such as General Foods, Proctor and Gamble, Lever Brothers, General Motors and other giants will monopolize the best times on a 52-week contract basis, which little advertisers cannot possibly afford. These small brand advertisers and retailers who cannot afford long-term contracts will be showed on to the least efficient time on BC-TV. The rich national brand advertisers will by-pass the new station and the smaller business people will buy bits and pieces of time without getting the equal competitive opportunity of the giants who advertise on BC-TV. With KVOS providing a necessary service in the lower mainland, the availability of time will mean that there is equal opportunity for all.

Some hon. Members: Hear, hear!

Mrs. Holt: There is one point which may pass unnoticed now, but you who sit here supporting this ill-conceived, dangerous bill will one day have to answer to your constituents for the results.

Some hon. Members: Right on!

Mrs. Holt: I am sorry, gentlemen, I say this with great sadness. It is very, very difficult for me to stand here, on this side of the House, and say this. But I say it because I feel a great duty to my constituents and to that larger constituency we all share, Canada.

An hon. Member: The people in Vancouver say the same.

Mrs. Holt: If this bill passes, one day we will have to answer for the results. I will have to answer for the results.

An hon. Member: You are all right.

Mrs. Holt: No, I am not all right. I say that more corporate Canadian citizens will be hurt than helped by the bill. As I said, you will have to answer for that if you vote for Bill C-58, without amendments. If we had only handled this properly in committee we would not have spent two weeks as we have. Why not compromise?

Some hon. Members: Right on!

An hon. Member: It's the Whip's fault.

Mrs. Holt: No, it is not the Whip's fault. The Whip put me on, but he cannot be everywhere at once. There are too many committees.

Mr. Guay (St. Boniface): Hear, hear!

Mrs. Holt: Even those smaller citizens, the smaller TV stations, may not be aware of the inevitable result. All of you, whether you come from Halifax or Regina, or the other small towns and cities of this nation, will see what will happen to your stations, because the national brands will only be able to advertise in the big centres. Let me explain. National advertisers must have major markets, which in English Canada means Toronto and Vancouver. I don't know enough about Quebec advertising to say much about it, so I will only discuss KVOS and the English language market. If it costs more to get to those markets, the national brand advertisers will pay it.

Non-Canadian Publications

The big national brand advertisers operate on both sides of the border. They must advertise in the big market place, but they do not have unlimited budgets. Therefore if national advertisers are forced by Bill C-58 to pay huge increases because of the anti-competitive reaction to the bill in both Toronto and Vancouver, the money must come from somewhere—and that somewhere is right out of the budgets now being spent in less important marketing areas ranging from Saint John and Halifax, to Thunder Bay, Yorkton, Wingham—the constituency of the hon. member from Bruce—Regina, and Prince George.

Also, if advertisers cannot find efficient time available in the two big markets, they will not spend their money making their TV commercials. Incidentally, it costs between \$10,000 and \$25,000 per 30 seconds of film. Only because a spot campaign is purchased for the major markets do minor markets receive their share.

These are economic facts that any major advertiser or advertising agency will bear out if only you, as members, will do a bit of questioning and learn what is happening in Canada, happening right here.

I said, when talking about publishing, that this bill protects the big publisher but not the Canadian writer and Canadian talent. Protecting *Reader's Digest* does not mean you are protecting Canadian writers. You are protecting people like Norman Mailer, and that was said in committee. The bill protects the rich, major market station, to the detriment of the small advertiser and the small Canadian TV station.

● (2100)

Further, to damage our U.S. signal in the west, KVOS-TV, is to eliminate opportunity for artists, animators, film technicians, writers and musicians in the electronic media and production—those talented people obtaining their first opportunities in these fields in western Canada. KVOS has been providing this for some time in Calgary and Vancouver. People are getting jobs in this. It is the largest production and animation studio in the west. The animation work is going out from Vancouver to all parts of the world. Canawest of KVOS (BC) Ltd. Studios are supplying work for Hollywood and England. This will be lost if this bill goes through.

Basic to all the amendments involving publishers there are guidelines given to allow them to become a Canadian industry. That is fine. We have KVOS (BC). It is prepared to do the same. Over the years it sought repeatedly to become Canadianized, but somehow the CRTC always put blocks in its way.

In the case of the electronic media we are just slamming the door on them and not giving them the opportunity or the guidelines to Canadianize, even though such Canadianization should be the objective of everyone of us here. I cannot help but feel that this bill was not designed for the good of Canada but with simple immature motives of destructions to destroy Americans who came here many years ago, often at our invitation. I remember when we were searching for American investors. I remember the headlines saying "New Industry to Come to Canada". The premiers would brag that they brought investors here.