

facilities installed in television and radio, both from Radio-Canada and the CBC, in New Brunswick.

**Hon. Francis Fox (Secretary of State and Minister of Communications):** Madam Speaker, I know that the hon. member is very concerned about the level of CBC coverage in New Brunswick. It is a concern that I have brought to the attention of the CBC authorities. The hon. member will have the opportunity next week to talk directly about this issue with the president of the CBC, who I understand is being called before the Standing Committee on Communications and Culture.

Perhaps I could indicate to the hon. member in the meantime that the CBC is at present engaged in building three new transmitters to serve the Campbellton area and radio transmitters and one TV transmitter. I will give a quick breakdown. It includes an FM transmitter carrying the French language service of CBAF Moncton, which is expected to be ready for operation by next December or January of next year; an FM transmitter carrying the English language program of CBA Moncton, which is scheduled to be ready for operation late in 1981.

**Some hon. Members:** Order.

**Mr. Fox:** I believe this is an important question, Madam Speaker; it was raised at the federal-provincial conference. Perhaps hon. members will allow me to conclude. There is a television transmitter carrying French language from CBAF Moncton which is also expected to be in operation in late 1981. It is a continuing concern of my department to see to it that the CBC does indeed give adequate coverage right across the country.

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## GOVERNMENT ADVERTISING

### ENERGY CONSERVATION—ALLEGATIONS OF FALSE AND MISLEADING ADVERTISING

**Hon. Perrin Beatty (Wellington-Dufferin-Simcoe):** Madam Speaker, I have a question for the Minister of Consumer and Corporate Affairs. He will be aware that at least two private sector groups, Friends of the Earth and the Canadian Arctic Resources Committee have lodged complaints with his department concerning the government's massive \$5,850,000 energy advertising campaign on the grounds that that campaign includes false and misleading information. The director of the marketing practices branch of his department has written to one of these groups to indicate that he does not have jurisdiction, because no commercial product was being sold and because "there have been some cases in law which appear to have established that agents of the Crown, which would include most government departments, cannot be prosecuted."

● (1450)

May I ask the minister how he can justify this double standard of exempting the government from provisions regard-

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ing false and misleading advertising where false and misleading advertising by the private sector would result in criminal charges being laid by the government?

[Translation]

**Hon. André Ouellet (Minister of Consumer and Corporate Affairs and Postmaster General):** Madam Speaker, I categorically deny the allegations of the hon. member. There is absolutely no misleading advertising.

[English]

### SUGGESTED STANDARDS CODE FOR ADVERTISEMENTS

**Hon. Perrin Beatty (Wellington-Dufferin-Simcoe):** Clearly, Madam Speaker, the minister is not concerned about the fact that there is a double standard in the law here.

I wish to pose my supplementary to the Minister of State for Multiculturalism, who has the responsibility for government propaganda. In view of the fact that the federal government is the single largest advertiser in Canada and must maintain standards of propriety and accuracy at least equal to those it demands of the private sector, is the minister prepared to draw up and make public a code of advertising standards for federal government advertising? Also, is he prepared to create an independent board to which private sector groups and private individuals can go to lay complaints against the government, where they believe the government has been guilty of false and misleading advertising?

**Hon. Jim Fleming (Minister of State, Multiculturalism):** Madam Speaker, the radio and television networks themselves have a policy of rejecting ads if they are dishonest or improper. I believe the federal government has acted responsibly in its use of advertising. Over the course of several weeks, we have seen the opposition continuously attempt to throw up a red herring with the advertising issue because they do not want to face the constitutional issue. Clearly it is not the view of the Canadian public that those ads are wrong. It is certainly my view that those ads responsibly bring to the attention of the Canadian public the energy program of the Government of Canada.

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[Translation]

## ENERGY

### INQUIRY WHETHER GOVERNMENT WILL TAX EXPORTS OF NATURAL GAS AND HYDROELECTRICITY

**Hon. Roch La Salle (Joliette):** Madam Speaker, my question is directed to the Minister of Energy, Mines and Resources. I imagine the Minister of Energy has received the letter his colleague, the hon. member for Rosemont, published in the newspapers. I wonder if it is part of the new policy on informing the public. That letter challenges the decision which seems to have been made by the minister to levy a tax on exports of natural gas and electricity for the reasons the