

is proposing to send us some pictures of its national life, some of its folk songs and some parts of its cultural heritage. We give them freely all our sustaining programs. So much for coverage.

I suppose I had better make some reference to the commercial policy which was the subject of considerable questioning at the last committee. If you remember, our commercial policy was stated to be that we would sell to certain sponsors a limited amount of time for programs of which the entertainment value, viewed from public appeal, was high. That policy, which has been carried out within the moderate and compromise limits which I indicated last year, has proved advantageous as prophesied.

It has provided, I think you will all admit, a number of highly entertaining programs for the Canadian people, programs which, in any event, many of the more favoured centres listened to before. It has established most cordial relations between the Canadian Broadcasting Corporation and the great chains of the United States, relations which are founded, I believe, on something far higher and better than financial considerations. I believe there has been a gradual establishment of international good-will by means of our close affiliation with these chains and our exchange of programs. It has also facilitated the attaining by the Canadian Broadcasting Corporation of a large number of sustaining programs, programs which, I think we all admit, are as fine as anything obtaining in the world, and which in themselves form a background of good broadcasting. I refer to programs like the Metropolitan Opera and the New York Symphony and other cognate delights.

A second advantage has been that when time has been occupied by these large commercial programs it has to some extent released time and funds for our own sustaining programs; and finally it has provided us with a moderate revenue.

There were two fears expressed at the time of the last committee, and I quite agree they were genuine and honourable fears. I submit they have not been justified. One was that the Canadian radio was going to be Americanized and robbed of many distinctive features. Last month the complete statistics to December, 1938, showed that the total American programs, both sustaining and commercial, as compared with April of last year, was 16·2 per cent as against 16·1. There has been that increase. Canadian programs represent 81·5 per cent of our total network programs.

I think commercialism to the extent that we have allowed it has also enabled us, by the additional revenue and by the release of both time and money, to improve our sustaining features. I propose to deal briefly with that view of it a little later on, leaving, of course, the main duties to Mr. Murray in that connection. But we have, at least, been able, I think, as I shall show you when you get the statistics of programs, to improve our sustaining features during the last year. It will be interesting to note that in so far as statistics available for the last month show the CBC networks all commercials occupy 30·4 per cent, sustaining programs approximately 70 per cent.

Now, since we last met the CBC has just negotiated a new agreement with the Canadian Press. There is no doubt that the broadcasting of news throughout Canada has not been done by the Canadian Broadcasting Corporation perhaps as fully, maybe not as colourfully as it might have been. I want to read to you that which I read to you last year, our regulation concerning news policy. We have always taken the view that we would not put any restrictions upon the broadcasting of news by any persons, provided that we did have the

[Mr. Leonard W. Brockington, K.C.]