

*Canadian Broadcasting Policy*

in the C.B.C. which sets down hard and fast rules under which nobody can experiment with anything. This is a total denial of creative freedom. If we are going to have a viable broadcasting system in this country there must be creative freedom. There are two things which go together here. This is one of the great difficulties that is present today and, incidentally, not only present within the Canadian Broadcasting Corporation but within any other organization which has strong management at the top in order that reasonable lines are maintained, in order that budgetary controls are effective, in order that there is some basic character of organization between the group at the top on the one hand and the creative element on the other. What we need, it seems to me, is some kind of personnel management which could give the maximum kind of freedom and at the same time have the respect of the creative people. In this way we may well achieve a clearly defined objective.

If there is a moment left I want to say something about another matter which undoubtedly will be discussed at great length during the debate on the bill. There have been a number of references to it. We frequently hear talk about the need for encouraging Canadian talent. I am quite satisfied that Canadian talent has every bit as much right to support and encouragement in the form of grants or subsidies, if you like, or any kind of help we can give them as has any other group in our society. It is ridiculous to suggest that we have a responsibility, for example, to 3,500 steel workers in Sydney and not to other groups. Obviously we do have a responsibility to the steel workers and I will give them my total support. As a Newfoundlanders may I say they have my complete sympathy.

However, it is ridiculous for this house to spend a full day, and perhaps many more, questioning how we can help 3,500 steel workers and not recognize the 3,000 or 4,000 creative people who have the same right to our consideration as the steel workers. I am completely in agreement with the necessity, I may say, of maintaining our creative talent. While television undoubtedly can be and broadcasting as a whole undoubtedly is a great source, a great tool for our creative talent, I appeal to the minister to think perhaps in terms of a pool of creative talent in this country. She may well be thinking in these terms. I know of no country in the world, including the United States, with a single medium or a single type of outlet

[Mr. Jamieson.]

which provides the maximum amount of opportunity for artists and writers. People do not write for or perform for one medium. There is overlapping. We need something which will give these people the kind of recognition and the kind of standard of living to which they are entitled. I do say that we will not really accomplish our objective if we limit the outlets for talent to television. Not even the Canadian Broadcasting Corporation, supported by the most generous parliament imaginable, could do that job.

It costs anywhere from \$80,000 to \$150,000 to produce a single hour of film. Some programs are less expensive, but the type of thing we need today is in that range. Even the C.B.C. with all its resources, even if it took something out of hardware and management or bureaucracy and put it into programming where it ought to be, would not be able to do the job. Only through a combination of the National Film Board, the C.B.C. and the whole range of arts centres we have across the country, directed by a principal, not necessarily a cultural czar, who gives people complete freedom, can we have full employment for our creative talent. Only in this way can it be organized fruitfully.

It is pointless to make broadcasting and television the whipping boy, whether it be public or private. When we get into a discussion of the bill we will find there are many more aspects to the bill than the encouragement of talent. We are going to have to face such questions as, do we opt for more public affairs or for more entertainment? Do we opt for more regional programs or national programs? All of these things enter into the complexity of this problem, and radio broadcasting alone cannot solve it even if it has the best will in the world.

● (5:30 p.m.)

The approach I am suggesting can, I believe, achieve our goal. We have a germ of an idea here. Let us not be so afraid of people being in charge of everything, whether they are called czars or have some other label. We have to maintain the arts and the creative talent of our people or I am afraid we will not achieve our objective. I do not want to leave the impression that I am pessimistic. I believe in broadcasting. I think we are quite unfair sometimes when we fail to recognize the contribution it has already made. I believe it is going to make an even greater contribution in the future. I think that in the last analysis it is not going to be directed by legislation or controlled by parliament in the broad sense of these words. The contribution