

Non-Canadian Publications

As I consider what will happen to television, particularly in my own area, I become more and more concerned. There are many more ramifications to this bill than anyone ever dreamed of when the plan was drawn up initially. It seems that it must have been a negative plan or it could not have got into so much trouble. Law drafted with positive conceptions can only be good law if it serves the mass of people, but law drawn up with negative objectives is extremely dangerous, and we are seeing the results.

My argument is in support of the amendment and for doing everything we can to save KVOS. I can only speak for the west. I am not an expert on border stations generally. Canadian advertisers should have the right to buy in a competitive electronic market in the lower mainland of British Columbia, again it is freedom, the right of choice. Part of the available time is now provided by KVOS. I am sorry that I cannot use another word besides time, because I am not now talking about *Time* magazine. Even with the new Western Approaches station coming in there is less advertising time available in Vancouver than in any comparable market in North America. In other words, our networks are already jammed, and Western Approaches, the new baby which is coming to life in September, will be of some help.

If KVOS is taken out of the area, BC-TV, which is already saturated, can charge virtually whatever it wants, and I have no doubt that the advertising rates will soar. In addition, smaller advertisers, smaller retailers, and small brand advertisers will find it difficult to get efficient time in this medium. They will be literally frozen out. Once again it is the little guy and the independent advertiser, just as it is with the Canadian writer, the Canadian artist and others, who are going to be injured for the sake of saving the big conglomerates.

KVOS was invited to come into Canada, as many industries were, to build our country. It was 22 years ago KVOS was asked to come here to provide an outlet for advertisers. KVOS was in the area before BC-TV. Ray Peters, who is the head of BCTV, came before the broadcasting committee as a witness, and I heard his evidence. He said that the life of BC-TV was threatened by KVOS. That is a very interesting comment from a station with over \$12 million yearly and which is part of a great and growing conglomerate.

● (2050)

They are on 25 cable stations in the state of Washington. That, for the edification of the hon. member for New Westminster (Mr. Leggatt), is in the United States of America. They are able to enter that market without suffering from the discrimination they would like Canada to impose on our invited guest, KVOS. I point out that BBC-TV came into the market after KVOS was established. No doubt it was difficult for BC-TV to get started. But it is always difficult to start a business, whether it is the corner grocery store or the little television station.

As I recall, the early years of CHAN-TV, part of the CTN network, was not exactly honourable. A friend of mine, a photo journalist, who founded the station and struggled to keep it going, was crowded out as the big money people took over and built the network into what it is now. Any business which is just getting started, whether it is a

[Mrs. Holt.]

newspaper, grocery shop or TV station, must be prepared to lose money the first three or four years, must be prepared to spend money before making money. All the same, \$12 million a year is not exactly chicken feed—with all respect to the Minister of Agriculture (Mr. Whelan). In that period of early struggle no business ever gets rich.

I raise another point. CHAN-CHEK or BC-TV are now almost in the position in which the Vancouver *Sun* and Vancouver *Province* found themselves when they were charged under the Combines Investigation Act. The two newspapers, under the holding company, Pacific Press, were ordered to cease and desist from further combining in their advertising sales. I understand an advertiser must buy in Vancouver, Victoria and the Okanagan if he wants to be on BC-TV and if he has distribution in those areas. Hon. members will remember why we passed Bill C-2. It was intended not to restrict competition. Perhaps we will need to impose some of the provisions of Bill C-2 if Bill C-58 becomes law.

Some hon. Members: Hear, hear!

Mrs. Holt: In the Vancouver area CBC accepts ads but is not over-zealous in taking ads. One major local advertiser said, "we have contacted CBC to give them a contract, but they can't be bothered." They have it easy—on the public purse.

Western Approaches will open new doors but not get advertising until it becomes a station people will watch and, therefore, has a measurable circulation. In other words, if there is not an alternate station to take the advertising, the advertising will probably go to the already overfat newspapers in the area and hot line radio shows. It is interesting to note that KVOS offered to work on a 50-50 basis, to share its advertising revenues to help Western Approaches grow. This offer, including the plan in 1971 to establish an all-Canadian television production studio to promote the work of our artists and actors, was turned down by the CRTC. The offer, among others, has been pushed aside, in an attitude strongly punitive to American culture.

I must say that the Americans have produced great culture. They have great sources to draw on and I do not know why we think it essential to treat them with contempt. Their history, as portrayed in art, literature, and the movies, is remarkable; yet we sit here because we are fat and think we can treat them with contempt. We will feel the repercussions some day.

Bill C-58 is actually an anti-competition bill. It nurtures big business and is in line with what the Prime Minister (Mr. Trudeau) has defined as the danger of nationalism. That is, it makes the rich richer.

Without KVOS-TV fully in the market place Canadian advertisers would be able to purchase only the product of a massive combine—BC-TV or a weak new UHF, Western Approaches, or the CBC. And you know what I said about the CBC selling advertising. As I see it, the effects of the bill are all negative. We want to save the arts in this country.

What are the negative effects? As already mentioned, BC-TV will be in such a position of power that it will be able to demand almost anything in advertising rates and