



Bulletin

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INFORMATION CANADA BORN

The Prime Minister made the following statement on information policy in the House of Commons on February 10:

On November 4, I tabled the report of the Task Force on Information which had been asked to examine federal information services and to recommend how the Federal Government might improve its communications with the Canadian people. I now propose to outline briefly the Government's plans.

The Task Force made 17 major recommendations. We accept these recommendations in principle, with two exceptions.

Recommendation Number 5 proposed the establishment of citizens' advisory bureaux and neighborhood councils. The Government is sympathetic to this proposal but feels that it warrants further study.

Recommendation number ten suggests that a government agency undertake a role of public advocate that we feel more properly belongs to Parliament.

The Task Force found that the information responsibilities of the Federal Government have not

been discharged effectively despite considerable expenditure. It was our suspicion of this which moved us to ask for the Task Force study.

As a step toward correcting this situation, we have accepted the recommendation for a small new unit called Information Canada, which will be established at the beginning of April as part of the Department of Supply and Services. The unit will report direct to a Minister....

MAIN OBJECTS

This organization is proposed mainly for three reasons. First, Information Canada will promote cooperation among federal information offices now operating in mutual isolation. The object will be to increase effectiveness as well as to save money by reducing duplication in the use of staff and equipment and by better joint use of the Government's information resources. A similar approach was recommended by the Glassco Royal Commission on Government Organization. We expect that co-ordination will result in more coherent information, clearer and more understandable to Canadians than it has been in the past.

The second reason for establishing Information Canada is that there are many information offices in the Federal Government, but each now speaks for its own particular departmental concern. There is no machinery to deal with information on broad governmental concerns affecting more than one department.

The third reason is to be able to learn better the views of the Canadian people. The unit is, therefore, designed not merely as a vehicle for dissemination of information but to provide better systems for Canadians to make known their viewpoints to their Government.

I pause at this juncture to emphasize that the Government recognizes the fact that the primary responsibility for conveying to the Government the views and attitudes of Canadians has always remained and always should remain with Members of

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Parliament. The capabilities of the elected representatives in these respects should be strengthened and employed; in no sense is it the Government's intention to diminish the proper role of the private member in representing the views of his constituents.

STAFF AND ORGANIZATION

To achieve these three objects we plan an organization whose new staff, exclusive of three component units being transferred from other government agencies, will total less than 150. Of this total, which will include administrative and clerical workers, most will come from the existing Public Service. Information Canada will have about 25 information officers whose role will be to deal with information which is outside the normal concern of any single department and to assist the departments, on request, when supplementary resources are needed for particular occasions. The rest of the staff will be engaged in such tasks as answering public enquiries, co-ordinating existing departmental information work, advising on the application of modern technology to government information organizations, providing reports on public concerns in immediate or long terms, and developing efficient reference services both for pictures and the printed word.

The organization will be divided into four branches - one for planning and research, one to produce and distribute information, one to gather and publish information on the views of the public, and an administrative branch. The Exhibition Commission, the still photo library of the National Film Board, and the publishing and selling functions of the Queen's Printer will be transferred to Information Canada to be components of the production and distribution branch.

COSTS

The net cost of the new organization, excluding amounts being subtracted from existing departmental information budgets, will be in the order of \$1 million in 1970-71. When we add the current budgets of units being incorporated, the total budget will be about \$7.5 million. Information Canada will be expected to achieve economies to offset part of its own costs after it has been established and operating for some time.

In summary, Information Canada is to be a small federal information unit along the lines of the Task Force's proposals. Every modern government maintains an information organization, many of them more centralized or larger than the one we contemplate for Canada. But their role is generally only to produce and distribute information. Information Canada will be equally concerned with what citizens wish to say to their Government. Whatever they say through opinion surveys will be public information. Subject, of course, to the protection of personal privacy, all reports on public viewpoints will be made public. I believe this material will be of substantial value to

all Members of this House in effectively representing the Canadian people.

We welcome the recommendation that information policy be referred to a committee of Parliament. I would go further than the Task Force and suggest that a Parliamentary committee review not only the objectives, policies and operations of Information Canada but also the information objectives of all departments. This Parliamentary scrutiny would, I think, be a healthy process, especially if the committee were to consider its role as not only a surveillance but also as the more positive task of proposing means to bring government ever closer to the people....

CANADIAN ACADEMY EXHIBIT

The Royal Canadian Academy of Arts celebrated its ninetieth anniversary with an exhibition of nearly 300 works at the National Gallery of Canada that opened on January 30 and ended on March 1.

The display included paintings, sculptures, architecture, graphics, industrial design and films. A group of diploma works from the time the Academy was founded supplemented the exhibition, which was essentially of contemporary works.

Dr. Clare Bice, President of the Academy, said that in "taking a fresh look at contemporary society", the Academy had enlarged its design section (graphics, industrial design) and had, for the first time, added films. "Cinematography has become so important that we must include it if we want to be in step with our times," Dr. Bice said. "The same thing applies to graphics and industrial design - they have become a part of our everyday world."

Christopher Chapman, who directed *A Place to Stand* for the Ontario Pavilion at Expo 67, was in charge of the film program. The design section was under Allan Fleming, Toronto, who created the Canadian National Railway monogram. Hard hats, a manufactured kayak, a stereophonic unit and books are examples of what was included.

The Royal Canadian Academy of Arts was founded in 1880 by Princess Louise and the Marquess of Lorne, at that time Governor General of Canada. An honor society with a membership that has been expanded to 60 with 90 associates, the Academy was instrumental in founding the National Gallery.

This year the Academy's council, which is elected, appointed four juries for the selection of paintings, sculpture and architecture, as well as a Western jury which sat in Vancouver. Each juror was entitled to have one work in the show, and another to be considered; everyone was allowed two entries. Films and designs were chosen separately. Dr. Bice said that 60 per cent of the works were by non-members in the Academy.

"Our concern", Dr. Bice observed, "is to recognize outstanding artists rather than to maintain the *status quo*".

FURTHER INVESTMENT IN CANADA'S NORTH

Mr. Jean Chrétien, Minister of Indian Affairs and Northern Development, announced in the House of Commons on February 4 that the Federal Government was investing an additional \$13.5 million in Panarctic Oils Limited to maintain the nation's 45 percent equity in that company.

Panarctic Oils, a consortium of 20 companies, and 70 percent Canadian-owned, was created late in 1967 to explore for oil in Canada's High Arctic islands. The first well drilled in 1969 on Melville Island revealed a rich gas deposit.

Canadian ownership and control in Panarctic, Mr. Chrétien said, combined with an extensive and dominant position in oil and gas holdings in the Arctic islands, emphasized Canada's ownership of the islands and would forestall any developments which could challenge the Canada's sovereignty in the region.

When Panarctic was formed, the Government put up \$9 million to complement the \$11 million raised by the consortium, which included leading Canadian oil and mining companies. In return for this participation of 45 per cent in the first stage of Panarctic's exploration program costing \$20 million, the people of Canada, through their Government, held 45 per cent of the common shares and 45 per cent of the preference shares then issued.

Last autumn Panarctic gave notice of its need to raise an extra \$10 million and this spring the company will give notice of its need to raise another \$20 million. The Government will commit \$4.5 million in respect of the \$10-million financing, and \$9 million in respect of the \$20-million financing. The Government will be issued further preference and common shares in respect of its subscription, thereby maintaining its 45 percent equity in Panarctic.

PROCESS OF PANARCTIC

Since Panarctic was formed, the international oil industry has been attracted to the Arctic following the discovery of oil at Prudhoe Bay, Alaska, 200 miles west of the Yukon border. The recent discovery by Imperial Oil at Atkinson Point, 40 miles northeast of Tuktoyaktuk, further accelerated interest in the Canadian North. Expenditures on oil exploration in the region are expected to climb from \$30 million in 1968 to an annual amount of \$75 million by 1975.

At the time of Panarctic's formation, Mr. Chrétien told the House, oil and gas rights in Canada's Arctic were valued at less than \$1 an acre. This figure has since climbed to \$10 an acre or more. The Minister cautioned that, despite a significant gas discovery, until major oil discoveries are made the Panarctic enterprise can only be classified as a high-risk venture.

Panarctic is now drilling its fourth well on Hoodoo Dome, a large geologic prospect located in the southern part of Ellef Ringnes Island. The company must drill a further 15 wells to fulfill its obligations and earn an interest averaging 80 per cent in its oil and gas exploratory permits. Panarctic will complete most of this program and, consequently, requires the additional financing. A part of the drilling program, however, will be farmed out under terms beneficial to Panarctic and other companies interested in exploring for oil in the Arctic.

"The Government's investment is truly an investment in the bright and rich future of Canada's, North," the Minister said.

Geologists estimate that the deep sedimentary basin in Canada's Arctic Islands, the Mackenzie Delta and offshore region contains pools that ultimately may produce 50 billion barrels of petroleum, equal to more than 40 per cent of the potential oil reserves in all of Canada's sedimentary basins, estimated to total 121 billion barrels.

CONSERVATION CONFERENCE

A Canadian delegation attended the European Conservation Conference in Strasbourg, France, earlier this month. The Conference, which was under the sponsorship of the Council of Europe, was attended by all the member and associate states of the Council of Europe and invited non-member countries. It covered a broad range of conservation questions in a European context.

The Canadian delegation was headed by Mr. Paul Beaulieu, Science Counsellor at the delegation of Canada to the Organization for Economic Co-operation and Development, who has been concerned with environmental questions in the OECD and has been the Canadian observer to Council of Europe meetings on the subject previously. Other members were:

Mr. Victor Caron, Science Counsellor at the Embassy in Paris, a scientist formerly with the Department of Energy, Mines and Resources, and an authority on Canadian research into environmental problems, particularly in the field of agriculture; Mr. Christian de Laet, the Secretary-General of the Canadian Council of Resource Ministers; and Mr. J.S. MacTavish, Head of the Renewable Resources Co-ordination Section, Department of Energy, Mines and Resources, and the Federal Co-ordinator for the Canadian Council of Resource Ministers.

The Canadian Government views this conference and others concerned with the preservation and improvement of the human environment as vital steps towards the development of comprehensive Canadian and international programs to preserve the environment.

CONTROL OF PHOSPHATES

The Minister of Energy, Mines and Resources, Mr. J.J. Greene, made the following statement in the House of Commons on February 6:

The question of the control of phosphate nutrients as an essential step toward the cleaning of polluted waters is one in which this House and the public generally have recently demonstrated great concern.

The report of the Pollution Reference Board on the lower Great Lakes to the International Joint Commission has recently highlighted the most critical aspects of the problem with respect to Lakes Erie and Ontario.

In view of the undoubted seriousness of the problem, my Department has been active in looking further into potential solutions to the problem of eutrophication caused in some considerable part by the use of phosphates in Canada.

Shortly after the report of the Reference Board to the IJC was published, I held discussions with my United States counterpart, Secretary Hickel, and informed him of our point of view on the need for joint action. In addition, senior officials from my Department specifically discussed the phosphate problem on the Great Lakes with senior officials of the Department of the Interior of the United States. Other officials from governments in Canada and the United States were sent to Sweden to investigate the phosphate-control program in that country and still others were dispatched to discuss research and development of phosphate alternatives with a major United States detergent producer. Furthermore, I held discussions with industry representatives to hear their point of view and to inform them of the gravity with which we viewed the problem, and to determine whether action and self-discipline on their part on a voluntary basis could be the successful approach to the problem.

JOINT SOLUTION NEEDED

With respect to the Great Lakes, it clearly appeared that there was little point in Canada's acting alone, since most of the phosphates entering those waters emanated from the United States. United States action, as well as Canadian, was therefore essential if any real solution to the question was to be achieved, and if Canadian action to ban or control was to be anything more than an empty gesture.

I am, therefore, most pleased to report to the House that on February 4, at hearings in Rochester, the U.S. Federal Water Pollution Control Administration took a fresh look at its position and is now calling for the reduction of phosphates in detergents as recommended in the report to the IJC. The U.S. Federal Water Pollution Control Administration has asserted its willingness to control phosphates within minimum practicable levels immediately and to look

to the complete replacement of phosphates as soon as possible.

My Department supports the recommendations to the IJC concerning phosphate control and looks forward to the Commission's report to the Governments of Canada and the United States.

I have instructed my Department to work in close conjunction with the United States Federal Water Pollution Control Administration to attempt to achieve a co-ordinated plan of control and an imminent complete replacement of phosphates. I shall be consulting with my counterpart ministers in the provinces to attempt to achieve a plan of control and ultimate replacement of phosphates that is mutually acceptable and that will thus have the support of any provincial action required under our constitution.

I have further instructed my departmental officials to advise the IJC, at its public hearing today in Brockville, of our intention to act on this matter.

NATIVE CORRECTIONAL OFFICERS

Canadian Indians are to be hired and trained as correctional, guidance and assistant parole officers under a program run jointly by the Department of Indian Affairs and Northern Development and the Department of the Solicitor General.

Two pilot courses involving 40 Indians will start soon in the staff-training colleges of the Canadian Penitentiary Service in Kingston, Ontario, and New Westminster, British Columbia.

The program is the result of a survey, entitled *Indians and the Law*, done by the Canadian Corrections Association in 1967 under the chairmanship of Dr. Gilbert C. Monture.

The Department of the Solicitor General will conduct and administer the courses. The Department of Indian Affairs will meet the costs under a new Treasury Board authority that provides for on-the-job training of Indians and Eskimos in federal departments.

A recruitment campaign is being started to select potential trainees for this program in Manitoba, Saskatchewan, Alberta and British Columbia.

Applicants must be Indian male adults, at least 5'8" tall and in good physical condition. The minimum educational requirement is Grade 10, but applicants with Grade 12 will be given preference.

The purpose of the program is to reduce Indian unemployment and help native Canadians towards a brighter future.

There were 141 instructors in schools for the blind in the year 1969-70, with an enrolment of 728 students. There were 5 pupils in the pre-school program. A total of 578 instructors were employed in schools for the deaf, which had a total enrolment of 3,394 students, with 383 pre-school pupils.

STATE-PROVINCE FIRE PACT

The Secretary of State for External Affairs, Mr. Mitchell Sharp, announced recently that an exchange of notes had taken place in Washington between the Governments of Canada and the United States authorizing the adherence of the Provinces of Quebec and New Brunswick to the Northeastern Interstate Forest Fire Protection Compact.

The Compact is an organization of seven states established by an act of the United States Congress in 1949. Its purpose is "to promote effective prevention and control of forest fires in the northeastern region of the U.S.A. and adjacent areas in Canada by the development of integrated forest fire plans...by providing for mutual aid in fighting forest fires among the states of the region...and by the establishment of a central agency to co-ordinate the services of member states and to perform such common services as member states may deem desirable".

In 1952, the U.S. Congress authorized participation by any Canadian province in the organization.

In February 1969, after New Brunswick had requested the Government of Canada to take steps to permit the adherence of New Brunswick to the Compact, and after receiving a similar request from Quebec, the Government of Canada entered into an exchange of notes with the United States Government to give international effect to the participation of the two provinces in the Compact.

Quebec's participation became effective on January 29; New Brunswick will sign within the next few months.

CANADA LOSES PHONE TALK TITLE

After 17 years as the world's most talkative telephone-users, Canadians have taken second place to the United States. But they went down fighting.

In losing the title of the "talkigest" nation, Canadians averaged 692.9 telephone conversations a person during 1968, a gain of 25.2 conversations a person over the 1967 average.

The increase in the U.S. of 33 conversations a person boosted Americans into top place, with 701 conversations a person for the year. The U.S. had trailed Canada by only 0.7 conversations a person at the end of 1967.

The above statistics are contained in *The World's Telephones*, an annual compilation; the figures are for 1968 because it takes about a year to compile them.

For the fourteenth consecutive year, the growth of the number of telephones in homes exceeded 6 per cent. Nearly 16 million new telephones were put into service during 1968, to bring the world total to 237,900,000. Canada added 435,294 phones, bringing its total to 8,820,770. By the end of 1969, the number of phones in Canada was an estimated 9,300,000.

Leading the world in the number of telephones

are the United States with 109,256,000; Japan, with 20,525,000 and Britain, with 12,901,000. Canada placed sixth. Almost half of the world's telephones - 117,686,000 - are on the North American continent.

PHONES AND POPULATION

Canada has the fourth highest ratio of telephones to population in the world, with 42.1 phones for 100 people. The U.S. has 54, Sweden 51.7 and Switzerland 43.4. By comparison, Britain has 23.3, Japan 20.1 and France 15.

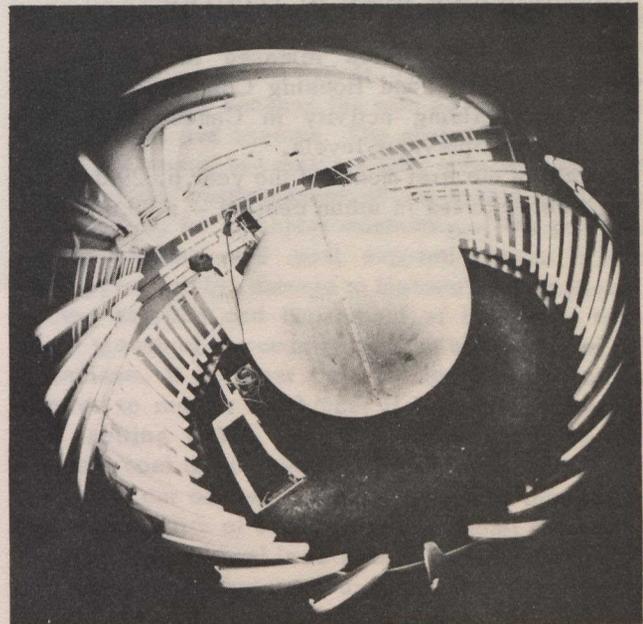
New York leads the world's cities with 5,723,353 phones. Tokyo has 3,641,000, London, 3,199,600 and Paris, 2,353,414. Toronto and Montreal lead the Canadian cities, with 1,330,230 and 1,341,382 telephones respectively, in their metropolitan areas. Calgary has the highest ratio of phones for 100 population in Canada, with 64.6.

If you want to get away from it all, try the tiny state of Bhutan in Asia. It has no telephones at all.

EXPERIMENTS IN ISOLATION

Research staff at the University of Manitoba will use a translucent plastic globe nine feet in diameter, which has its own solar system, to test the effects of prolonged isolation on humans. The globe, which is believed to be the only one of its kind, is part of a large sensory-deprivation laboratory in a new zoology-psychology building of the University, which is in many ways as strange as the experiments it will house.

A single human will live in the globe in confined but comfortable quarters while university scientists will observe their subject by closed-circuit television. What they discover may some day have an important bearing on future space travel.



Technician installs closed-circuit television camera in isolation globe.

The dome installation was designed by university scientists and GBR Associates of Winnipeg. Intricate traps make possible the supplying food without direct contact with the globe's inhabitant. The installation is housed in a thick concrete casing that prevents the penetration of sound and vibration. The lighting system can be changed from simulated brilliant sunshine to the darkest night.

The unusual new building was designed from the inside out, starting from a single laboratory bench space of standard size, repeated singly or in multiples throughout the \$6-million structure.

CANADA COUNCIL THEATER GRANTS

Two major theater companies are the recipients of Canada Council grants recently announced. They are the St. Lawrence Theatre Company, Toronto, which will receive \$140,000 for the 1970 season, and the Neptune Theatre Company, Halifax, which will get \$130,000. According to the announcement, other grants to performing arts organizations will be made later this year, following each meeting of the Council.

Performances of the Toronto company will begin early in March with the opening of the St. Lawrence Centre for the Arts. The season will include productions of five plays, including new works by the Canadian authors Jacques Languirand and Jack Gray, and a new English translation of Goethe's *Faust*.

The Neptune will stage eight plays during its home season, and tour all four Atlantic Provinces. It will also play in Ottawa and Toronto in response to invitations from the National Arts Centre and the St. Lawrence Centre. Last year it drew 89 percent capacity audiences at its Halifax playhouse.

HOUSEBUILDING DOWN IN JANUARY

Preliminary figures released in February by Central Mortgage and Housing Corporation indicate that housebuilding activity in Canada in January declined from previous levels.

During the first month of the year, 6,829 dwelling units were started in urban centers - a 39.6 percent

decline from last year, when 11,304 units were started.

All types of dwelling shared in the year-to-year decrease, with starts of apartment and other multiple-unit dwellings totalling 4,968 units, compared to 7,845 last year, a 36.7 percent decline. Starts of single-detached dwellings were 46.2 percent below last year's level, with a total of 1,861 units started, compared to 3,459 units in January 1969. All regions, with the exception of British Columbia, showed a decrease in starts from those of last year.

Seasonally-adjusted, January activity in all areas was at an annual rate of 162,500 units, a decrease from December's rate of 192,600 units per annum.

BIRTH, MARRIAGES, DEATHS

The number of births registered in 1969 increased by about 6,000 over the number for 1968, the number of marriages by about 8,000, and the number of deaths by about 2,000, according to the December monthly *Vital Statistics Report* recently released by the Dominion Bureau of Statistics.

Estimates based on records filed in provincial offices during 1969 indicate that some 370,000 births occurred in Canada in 1969, compared to 364,300 in 1968. Until 1969, the annual number of births for the country had been declining steadily from the high 1959 record of 479,300. The 1969 national birth-rate for 1,000 of the population was unchanged, at 17.6. Before 1969, the birth-rate had been declining steadily, from 28.2 in 1957 to a record low of 17.6 in 1968.

Marriages in 1969 were estimated at the high record of 180,000, compared to 172,000 in 1968. The marriage rate for 1,000 population is estimated at 8.5, the highest since 1953 and up somewhat from the 1968 rate of 8.3. Prior to 1964, the marriage rate declined steadily from the high record rate of 10.9 set in 1946 to 6.9 in 1963.

Deaths were estimated at 155,000 in 1969, compared to 153,200 in 1968. The annual crude death rate for 1,000 population remains at 7.4