

ROBERT MACLAREN FOWLER, CHAIRMAN

EDMOND TURCOTTE

JAMES STEWART

THE ROYAL COMMISSION ON BROADCASTING

PAUL PELLETIER, SECRETARY

Gentlemen:

The Canadian Home and School and Parent-Teacher Federation, representing 274,693 members organized in 3,672 local associations in nine provincial federations across Canada, (Newfoundland is not presently organized as a Provincial Federation) is pleased to submit this statement of our views with respect to broadcasting in Canada under the terms of Order in Council P.C.1955-1796 of December 2nd, 1955. Our organization, which is national in scope, has as its objects, eight points:

1. To promote the welfare of children and youth
2. To raise the standards of home life
3. To promote and secure adequate legislation for the care and protection of children and youth
4. To foster co-operation between parents and teachers in the training and guidance of children and youth, both during and after the school period.
5. To obtain the best for each child according to his physical, mental, social and spiritual needs
6. To give parents an understanding of the school and its work, and to assist in interpreting the school in all its aspects to the public
7. To confer and co-operate with organizations other than schools which concern themselves with the care, protection and training of children and youth in the home, school and community; and with the education of adults to meet these responsibilities
8. To foster high ideals of citizenship and patriotism; and to promote, through educational means, international goodwill and peace.

Our Federation has representation on the National Advisory Council on School Broadcasting. In this connection our organization has a very definite interest in broadcasting in Canada. Such nationally known programs as Cuckoo Clock House, the Mental Health Series, the Way of the Parent and Kindergarten of the Air, have been endorsed by The Canadian Home and School and Parent-Teacher Federation. Last year our organization conducted a survey of home listening to the National School Radio Broadcasts. A copy of this survey is appended.

We have sought to promote the National School Broadcasts and we are interested in present experiments in classroom television. Our organization is

currently making a national survey of parental reaction to the Second Experiment in Classroom Television. A copy of the questionnaire to be used in the survey is appended.

The views and convictions of The Canadian Home and School and Parent-Teacher Federation with respect to the various items listed in the terms of reference of Order-in-Council P.C.1955-1796 of December 2nd, 1955 are set forth as follows:-

Under (a) the policies to be followed by the Canadian Broadcasting Corporation in its television broadcasting activities and the relation of such policies to the finances of the Corporation;

We wish to endorse in a general way, the present policy and regulations governing the control and operation of the Canadian Broadcasting Corporation, viz;

- (i) The control of all broadcasting vested in a single national authority.
- (ii) Public ownership of all high powered stations and co-ordination of the privately owned low powered stations.
- (iii) Co-ordination of all broadcasting in Canada including all programs and all wire-line networks.
- (iv) Constitution as a public corporation with policy formulated by the Board of Governors and administered by a General Manager and an Assistant Manager responsible to the Board of Governors.
- (v) Continued careful selection of the members of the Board of Governors.
- (vi) A body independent of partisan politics, yet accountable to parliament.
- (vii) The sole authority for the establishment of a National Short Wave Station.
- (viii) An equitable time allotment to political parties in the presentation of their platform and policies to the electorate.
- (ix) The use of the National System as an instrument of education and entertainment.  
A means of mobilizing the National Effort in times of crisis and distress.

We express our belief that these broad policies must be continued in the future to maintain broadcasting in Canada in the National Interest. It is our opinion that policy (iii) is difficult to administer in practice. We suggest that a separate committee of the Canadian Broadcasting Corporation should be set up to administer its regulations and to ensure that the private radio stations do, in practice, follow the regulations as set forth in the statutes, CHAPTER 32, R.S.C., 1952.

(See note (1) Appendix.)

Under (b)

the measures necessary to provide an adequate proportion of Canadian programs for both public and private broadcasting

We believe that the number of programs produced in Canada, using Canadian artists and Canadian talent, should be increased. Such a policy would encourage Canadians to develop their talent and would give our National Television Network a truly Canadian character. Since broadcasting in Canada is opening up continuous opportunities for employment, and since many of the persons so employed, both as artists and technicians, must come from among the students presently enrolled in our schools and universities, we urge the Canadian Broadcasting Corporation and the Federal Government to prepare informative material, describing opportunities for employment in these fields. Such prepared material, whether on film or in printed form, should be available for distribution to schools and universities throughout the provinces of Canada. We believe that there should be the fullest possible utilization of local talent available in each of the five major program production areas of Canada. In this respect we submit that Canadian universities are able to make a fine contribution in the Arts and Sciences and that their assistance should be sought to a greater extent than is presently the case. We believe that there should be a larger proportion of programs originating in Great Britain, France, other European and Commonwealth countries. It is reasonable to expect that one quarter of the programs viewed should originate in the United States.

Under (c)

the financial requirements of the Corporation for television broadcasting and the relation of these to the extent, nature and standards and distribution of programs;

We believe that the Canadian Broadcasting Corporation needs a guaranteed income which will provide for necessary expansion of facilities and which will allow for the best type of programming. The Canadian Broadcasting Corporation should be in a position to make contracts for future programs with the assurance that it will have adequate money available in the future to pay for them when they are produced. We would urge caution in the development of color television. We feel that its introduction into Canada should be withheld until such time as we are

adequately served by "black and white" and until such time as the cost will bring it within the reach of those within the average income bracket. At the present we feel that the money needed to develop color television could be more effectively spent on the improvement of programs. We believe that there is room for improvement in the type and standards of programs currently being produced. In this connection we would stress the following points:

- (1) We believe that more attention should be given to the type of program being offered during the hours when children are viewing. We would emphatically ask for the complete elimination of all programs depicting crime in any form. (See note (2) Appendix.)
- (2) We call for the regulation of advertising during all programs, but particularly during children's programs. We would suggest more sponsored programs and less direct advertising. Certain programs most highly regarded by our organization, such as Citizens' Forum, do not lend themselves to commercial sponsorship, hence need financing from public funds. We would stress the need for more programs of this type. We submit that the time and frequency of advertising on all programs must be more carefully regulated. We believe that newscasts and controversial issues should not be sponsored.
- (3) We believe that there is an urgent need for improvement in the means of disseminating information with respect to the programs being offered on television and radio. We suggest that the Canadian Broadcasting Corporation might do more to publicize its CBC TIMES.

Under (d) the financial requirements of the Corporation for sound broadcasting in the light of the development of television and the growth of population in new areas of Canada;

We recognize the high cost of TV production in a country with such vast geographic distances and where two language networks must operate in parallel. We congratulate the Canadian Broadcasting Corporation for the tremendous achievements which they have made in so short a time under difficult conditions. We recognize that it is possible to use programs that originate in the United States and whose costs have been largely met by the mass of the viewing public of that country, but we do not feel that this should prevent the development of our own programs for a distinctly Canadian network. We submit that if the money needed is not available from present sources, viz; 15% excise tax on tubes and receiving sets, and revenue from sponsored programs and advertising, it will have to be provided by Parliament and paid for by the public who view and listen.

Under (f) the licensing and control of private television and sound broadcasting stations in the public interest;

The control and licensing of private television and sound broadcasting stations should remain with the Canadian Broadcasting Corporation. Such control ensures that there will be no channel interference, that the high power stations will be owned Nationally and that programs and advertising will be regulated. The establishment of private TV stations should be conditional upon the type of program to be offered and the financial resources available to ensure efficient and high quality operation in the public interest. We cannot find any reason to exclude private TV from areas presently served by the Canadian Broadcasting Corporation providing the conditions just mentioned can be guaranteed.

Under (g) such other related matters as the Commissioners consider should be included in reporting properly upon those specified

We urge a continuation of the experiments in classroom television with a view to developing them into a regular feature comparable to the present National School Radio Broadcasts.

Finally we would urge that there be a continuation of those programs that are cultural and educational, of those programs that are morally, spiritually and mentally elevating, and those programs which portray the best in Canadian life. We specifically request that all children's programs conform to these standards. We trust that these submissions will be helpful to you in your deliberations. We feel that they are in keeping with the high objectives of our organization.

On behalf of The Canadian Home and School  
and Parent-Teacher Federation,

*Lilian D. Evans*  
(Mrs. Ernest) Lilian D. Evans,  
President.

APPENDIX TO BRIEF

- (1) Actually this means a larger number of senior officials devoted to the enforcement of broadcasting regulations.
- (2) In the development of its programs for children the Canadian Broadcasting Corporation should have the services of persons trained in mental health and child development.

We quote from two recent articles in well known magazines:

MacLeans, December 1, 1954 - HOW TV IS CHANGING YOUR LIFE

"Regarding programs of violence, the teachers pointed to a recent survey in southern California which proved the average child in a TV home saw death inflicted forty times a week. The effect on the child was either that he became upset emotionally or callous to the sight of death and suffering."

Parents' Magazine and Family Home Guide, December, 1954 - TELEVISION AND OUR CHILDREN

"All authorities felt that though no one program is disturbing to all children, nevertheless it is best to steer them away from murder, horror, terror, from anything that appears to be unduly anxiety-producing, depressing or deliberate propaganda of any sort."

This Brief was prepared for The Canadian Home and School and Parent-Teacher Federation by the Audio-Visual Education Committee:

Willis M. Hall, Chairman  
Mrs. G.C.V. Hewson, Editor "Canadian Home and School"  
Mrs. F. Bryce,  
Mrs. B.C. Silver,  
C.E. Edwards,  
Frank Murphy

National Headquarters,  
370 Dundas Street West,  
Toronto 2-B, Ontario.  
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