

Portugal, Montserrat Island in the West Indies, Japan and Hong Kong. It uses satellite facilities to reach the Pacific Rim countries.

RCI broadcasts daily in 11 languages to Eastern and Western Europe, Latin America, the Caribbean, Africa, the Middle East and the United States. It broadcasts weekly in Japanese and English to Japan and Hong Kong. Projections for the future include expansion in the Asia-Pacific area.

RCI is Canada's radio voice to the world. On shortwave, information programming presents Canada's economic, political, social and cultural spectrum. In addition, non-shortwave programs are produced for leading broadcasters in major international radio markets.

Specialized non-shortwave programs sent on tape or via international satellite for rebroadcast abroad include *Parallèle 49 Nord*, a program in French for US audiences, *Mosaic Canada*, a program in German for West Germany, and *Canadian Journal*, an English program heard in Hong Kong.

Contributing to TV-5

In the age of satellites, international co-operation between broadcasters is growing. One example is TV-5, a European French-language television network distributed by satellite to over 4.5 million homes in Europe and North Africa. Since January 1986, Canada has contributed one evening a week to the programming of this network through the Quebec-Canada Television Consortium. CBC programs represent a third of Canada's contribution.

In January 1987, France, Canada and Quebec signed a joint declaration to expand the TV-5 network throughout North America by late 1987 or early 1988. More co-operation in television programming by the three participants is also involved.

The France-Canada-Quebec declaration is based on agreement by representatives at the first Francophone Summit, held in Paris in February 1986.

They maintained that to ensure a vital and energetic international francophone community, it is necessary to extend and enhance the francophone audio-visual field.

Working with international broadcasters

The CBC participates in a number of international organizations as one of the world's leading broadcasters. Some important ones are the North American National Broadcasters' Association (NANBA), the Commonwealth Broadcasting Association (CBA), the European Broadcasting Union (EBU), the Communauté des radios publiques de langue française (CRPLF) and the Conseil international des radios-télévisions d'expression française (CIRTEF).

Developing countries receive CBC's assistance in broadcast engineering and specialized training. Through a number of international development groups like the Canadian International Development Agency, Canadian management and engineering consultants have provided expertise for recent projects in the Bahamas, Algeria and Malaysia. Since March 1986, the CBC has marketed radio and television engineering consulting services abroad in association with private Canadian companies.

CBC Enterprises, a new marketing venture, is concerned with international program and home video sales, and program syndication. It already is successful having achieved sales of several million dollars to over 70 countries.



Each year RCI receives some 50 000 letters from its listeners.