

REFERENCE PAPERS

INFORMATION DIVISION
DEPARTMENT OF EXTERNAL AFFAIRS
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RADIO IN CANADA: ADDENDUM

The following section on "Private Broadcasting" should be inserted in Reference Paper No. 27 (Revised July 1951) on page 6, after the section on "Frequency Modulation".

Private Broadcasting

There are 125 privately owned broadcasting stations in Canada, located in every part of the country. Many of these are located in metropolitan or medium-sized cities. More are located in the smaller or more remote centres of population. It is to these stations that a great part of the Canadian population regularly tunes for entertainment and for information, particularly for local news, weather reports, for specialized local agricultural features and news of community affairs. Independent research shows that the combined signals of the privately owned stations reach a daily average of just over three million homes, (approximately twelve million people). Most of these stations receive network service from the Canadian Broadcasting Corporation, which retains for itself a network monopoly in Canada. By this arrangement the private stations are able to supplement their programming with top United States network programmes, which the CBC imports.

Unlike the CBC, which has available revenue from advertisers, from the listener license fee, and from Government sources, the privately owned stations depend wholly upon advertising revenue for their support. Last year these stations did a total business estimated to be about \$15,000,000. In terms of dollar volume, radio is the second largest advertising medium in Canada, being surpassed only by the long-established daily newspapers. Advertisers have found the flexibility and economy of broadcasting to be particularly advantageous in Canada, a country which presents a problem of vast distances, of population centres remote from one another, and of groups of smaller satellite communities around the major centres of population.

The privately owned broadcasting stations have established a substantial record of public service to the communities in which they exist. The 125 privately owned stations represent more than 90 different ownership interests. They live close to and are a part of their individual communities, and their consequent awareness of the needs and desires of those communities has played a large part in establishing large and loyal listening audiences.

Detailed research data on Canadian broadcasting is available from organizations such as Elliott Haynes Ltd. and Penn McLeod Associates Ltd. of Toronto. Detailed information on all stations and the areas they serve is available from the Canadian Association of Broadcasters, 108 Sparks Street, Ottawa, and 37 Bloor Street West, Toronto.