

Canada Weekly

Volume 8, No. 42

November 5, 1980



Ottawa, Canada

Measures to help broadcasters use new technologies, 1

Canada/U.S. check environment, 3

Colombian flood warning system, 3

Canada/China diplomatic recognition ten years old, 3

International Development Research Centre focuses on the future, 4

Pain-killers in commercial quantities, 5

Fund speeds aid to Third World, 5

B.C. company develops world's most powerful light bulb, 5

The Royal 1980, 6

Operation a first, 6

Grasshoppers chased on the fly, 6

Seminar in Australia, 6

News of the arts — museums, dancer, films, exhibit, 7

High school students pay tribute to Terry, 8

News briefs, 8

Measures to help broadcasters use new technologies

Communications Minister Francis Fox has announced a series of initiatives to help Canadians exploit the potential of new communications technologies and strengthen domestic program production industries.

The initiatives will "help create a climate in which Canada's vital and talented creative community has a genuine opportunity to flourish," said Mr. Fox in a speech to the Broadcast Executives Society in Toronto, October 21. Excerpts from the speech, detailing the steps to be taken by the government, follow:

...First, licensing hearings for extension of basic TV services via satellite to rural and remote communities will get under way in February 1981. This action by the Canadian Radio-Television and Telecommunications Commission (CRTC), which I have been encouraging and fully support, will clear the way for the implementation of a multi-channel Canadian satellite television service to meet the viewing needs of those 2.8 million Canadians who currently have access only to two television channels or less. Many of the submissions to the Therrien Committee of the CRTC highlighted the urgency of finding a solution to this problem. Over the years, broadcasters have made significant efforts to extend television service basically via terrestrial facilities.

In spite of these impressive undertakings substantial numbers of Canadians remain without a range of choice in TV viewing and most of these people can be reached economically only by satellite. Satellite technology is the key not only to extension of basic services but also to the introduction of new program services for all Canadians.

The programming requirements of Canada's northern native peoples are a case in point. Native cultural needs will not be met by a Canadian satellite service consisting of predominantly southern-oriented English- and French-language television content. A modest start has been made in this regard through the Canadian Broadcasting Corporation (CBC) Northern Television Service and two Inuit pilot projects under our *Anik-B* communications program. As Canada's first citizens, the native peoples have special needs related to the preservation and strengthening of their cultures. Their traditions are increasingly threatened by outside developments such as satellite television. I expect to be having discussions with native groups in the coming months to explore means of helping them use television in support of their cultural requirements....

Broadcasting in rural areas

Second, I have directed my officials to pursue with the CBC a proposal for interim distribution of some CTV and TVA programming by satellite. This arrangement would use capacity on the satellite system which now delivers the House of Commons proceedings. Up to 60 hours each of CTV and TVA network programming would be delivered during



Earth stations in rural areas may soon receive more programs by satellite.

Department of Communications

Twenty-four years ago this week...

During the Suez Canal crisis, Canada introduced a resolution in the United Nations General Assembly calling for "a plan for setting up, with the consent of the nations concerned, an emergency international United Nations force to secure and supervise the cessation of hostilities". The resolution was accepted and a Canadian, Major-General E.L.M. Burns, was named to head the international force.