

Radio Canada International brings Canada's message to the world

English French
German Portuguese
Russian Spanish
Ukrainian Polish
Czech Slovak
Hungarian

Radio Canada International (RCI), the world service of the Canadian Broadcasting Corporation (CBC), represents the voice of Canada to millions of people round the globe.

Canada began shortwave broadcasting in February 1945, as a service to Canadian soldiers in Europe. Originally funded by a special grant from Parliament and administered by the CBC, responsibility for all aspects of the international service was turned over to the corporation by order-in-council in 1968. Four years later the name was officially changed to Radio Canada International, and in May 1980 the current mandate was approved by the CBC board of directors.

It directed RCI "to provide a program service designed to attract an international audience, with the purpose of further developing international awareness of Canada and the Canadian identity by distributing, through shortwave and other means, programs which reflect the realities and quality of Canadian life and culture, Canada's national interests and policies, and the spectrum of Canadian viewpoints on national and international affairs".

While recognizing broadcasting to foreign audiences as its primary objective, RCI was also called upon to broadcast programs "to the growing number of Canadians abroad, in recognition of their need for more Canadian news and information".

Compared to other services of its kind, RCI operates on a very small scale. Its annual budget of slightly over \$12 million (out of a total CBC budget of almost

\$800 million) is roughly one-tenth that of the BBC's World Service. According to 1980 figures, the most recent available, RCI has only six transmitters (located in Sackville, New Brunswick), compared to the Voice of America's 110, and broadcasts just 175 hours a week, while the British and the Americans are on the air for 734 hours and 868 hours respectively.

Five areas covered

At the moment, RCI shortwave programming is directed at six "target areas" — Eastern and Western Europe, Africa, North America, Latin America and the Caribbean — the last added on May 1. The RCI newsroom is unlike any other in Canada. A staff of 22 people turns out 43 newscasts daily in a total of 11 lan-

guages: English, French, Russian, Polish, Ukrainian, Spanish, Portuguese, Czech, Slovak, Hungarian and German. The news line-up varies according to the target area.

Veteran CBC journalist Dave Struthers, who presides over the newsroom, sees his job as "presenting world news events through the eyes of Canadian journalists".

But reporting international news meets only a small part of RCI's mandate. To serve Canadians living abroad, RCI provides a special service which rebroadcasts some of the CBC's more popular news and public-affairs programs, including *As It Happens*, *Sunday Morning* and *The World At Six*. It also administers the Canadian Forces Network in West Germany and the Netherlands. Three RCI employees in Montreal edit CBC programs in English and French for broadcast to a 15 000-strong audience comprising forces personnel, support staff and their families. They also negotiate for broadcasting rights to such events as the World Series and the Grey Cup. Funding for the forces network is provided by the Department of National Defence.

To reach listeners not tuned in to shortwave, RCI gets Canada's message across by means of recorded programs. Approximately 145 000 records are shipped each year to radio stations, embassies and broadcast agencies around the world. RCI produces 60 hour-long "spoken word" discs each year, in English, French and Spanish, on subjects ranging from Canadian drama and literature to sports, law and business. In addition, RCI freelance reporters prepare about 200 shorter "topical discs", in English, French, Spanish and Japanese, most of which con-

