

To clarify this latter point, the remainder of this chapter consists of brief profiles of most of Canada's important media ownership groups. These are the corporations whose owners are responsible for most of the nation's daily newspaper circulation, most of its radio and TV distribution. Their influence is considerable, and it appears to be increasing rapidly.

THE BASSETT-EATON GROUP

This group is represented by the Telegram Corporation Limited, the shares of which are held in trust for the three sons of *Telegram* publisher John Bassett and the four sons of John David Eaton, the recently retired head of Canada's biggest retailing chain. One subsidiary, Telegram Publishing Company Limited, publishes the Toronto *Telegram*. Another subsidiary, Inland Publishing Company Limited, owns the following seven suburban Toronto weeklies with a total circulation around 90,000: Bramalea *Guardian*, Burlington *Post*, Mississauga *News*, Newmarket *Era*, Oakville *Beaver*, Stouffville, *Tribune*, Whitby-Ajax *News Advertiser*.

The Telegram Corporation also holds 53.17 per cent interest in Baton Broadcasting Limited (which operates CFTO-TV, the city's only private TV station) and 50.52 per cent of Glen-Warren Productions Limited, a TV production house. Glen-Warren had held 50 per cent of the common shares of Gogers Cable T.V. Limited until ordered by the C.R.T.C. to dispose of this interest. These shares have since been sold to E. S. Rogers. The C.R.T.C. also approved the purchase of CKLW-TV in Windsor, Ontario, by Baton Broadcasting Limited in partnership with the CBC, the latter holding a 25 per cent interest with the option to buy the remaining shares within five years.

BUSHNELL COMMUNICATIONS LIMITED

Bushnell has emerged, fairly suddenly, as one of Canada's major broadcasting groups. Last year the company owned CJOH-TV in Ottawa and CJSS-TV in Cornwall, minority or controlling interests in three cable TV companies, plus several TV production and service firms and a broadcast sales company. This year, as a result of a series of C.R.T.C.-approved acquisitions, Bushnell is in a position to create what amounts to the country's third broadcasting network.

In July, 1970, Bushnell received approval to acquire the Montreal broadcast interests of the Canadian Marconi Company which had been forced to sell because of federal restrictions on foreign ownership. These interests included CFCF-TV, CFCF (Canada's oldest radio station), and CFQR-FM and CFCX (short wave). At the same time, Bushnell acquired all the broadcast interests held separately and jointly by the Davies family of Peterborough and the Thomson group. These include CKWS-AM and FM and CKWS-TV in Kingston, CHEX-AM and FM and CHEX-TV in Peterborough, CKGB-AM and CKGB-FM in Timmins, and CJKL in Kirkland Lake.