

New broadcasting policy set forth for the North

The government of Canada has established a new program to assist Indian, Inuit and Métis organizations to produce broadcast programming for northern native audiences.

The program is an initiative under the Northern Broadcasting Policy, announced by Minister of Communications Francis Fox, Minister of Indian and Northern Affairs John Munro and Secretary of State Serge Joyal.

The northern native broadcast access program is a \$40.3-million, four-year funding program to be administered through the native citizens program of the Department of the Secretary of State. It will permit Inuit broadcasters to maintain the broadcasting services they have already established and will provide an opportunity for Indian and Métis communications societies to initiate equivalent broadcasting services for native audiences in the Yukon, the Northwest Territories and northern regions of seven provinces.

The Northern Broadcasting Policy was created after extensive consultations with numerous native organizations, the ministers said. It is based on five policy principles that respond to priorities identified by the Canadian Radio-Television and Telecommunications Commission's (CRTC) Therrien Committee on Extension of Service to Remote and Underserved Communities.

Policy principles

The five policy principles are as follows:
— northern residents should be offered

access to an increasing range of programming choices through the exploitation of technological opportunities;

— northern native people should have the opportunity to participate actively in the determination by the CRTC of the character, quantity and priority of programming broadcast in predominantly native communities;

— northern native people should have fair access to northern broadcasting distribution systems to maintain and develop their cultures and languages;

— programming relevant to native concerns, including content originated by native people, should be produced for distribution on northern broadcasting services wherever native people form a significant proportion of the population in the service area; and

— northern native representatives should be consulted regularly by government agencies engaged in establishing broadcasting policies which would affect their cultures.

"Development of northern broadcasting will increase opportunities for native people to acquire invaluable technical and managerial skills, as they apply state-of-the-art technology to the task of protecting and developing their traditional cultural values," said Mr. Munro.

Mr. Fox said that impressive progress in broadcasting in the North has already been made toward achieving the goals of the first policy principle. He noted that, in the most recent development, the CRTC this week authorized the addition

of four more TV channels plus a Newfoundland radio station to the service of Canadian Satellite Communications (CANCOM). CANCOM's satellite package for remote and underserved communities now includes eight Canadian and US TV channels and ten radio stations, an improvement over the level of service provided to northerners just a few years ago.

Mr. Fox added that implementation of the Northern Broadcasting Policy will be part of the CRTC's ongoing development of regulations and licensing procedures for the introduction of new broadcasting services.

"I have also requested the CBC to present a plan for an enhanced radio and TV programming service in the North, with special attention to news and information requirements," Mr. Fox said. "This proposal will be developed as part of the Canadian Broadcasting Corporation's (CBC) policy and operational review, announced in the Broadcasting Strategy for Canada."

The ministers praised the broadcasting achievements of two Inuit organizations, the Inuit Broadcasting Corporation and Taqramiut Nipingat Incorporated.

With the aid of interim federal funding of \$3.9 million over the past two years, they are now able to produce five hours a week of television programming in Inuktitut, the Inuit language. The programming is distributed throughout the eastern and central Arctic using satellite and local transmission facilities of the CBC.

Canadian horse wins US Derby

Sunny's Halo, a Canadian-bred racehorse, won the one-hundred-and-ninth Kentucky Derby recently making him the second Canadian horse to win the race. The other was Northern Dancer who won in 1964.

Sunny's Halo, ridden by jockey Eddie Delahoussaye, took the prestigious event before a crowd of 134 444 at Churchill Downs in Louisville, Kentucky. The Canadian colt was bred and owned by David Foster of Toronto and trained by Dave Cross, a native of Victoria, British Columbia. The win brought Sunny's Halo's career earnings to \$907 219.

After the race, Foster said that he would sell a 49 per cent interest in his racehorse and that the price would be in the range of \$4 million to \$6 million. The sale is expected to go to the highest bidder among a number of major commercial breeders.



Ann Hanson (left) and Joanassie Salamonie broadcast in Inuktitut in a studio of the Inuit Broadcasting System in Frobisher Bay.