

There are 70 FM stations in operation, of which six are operated by the CBC and 64 are privately operated.

The private stations are financed entirely from advertising revenue. While some advertising is accepted by the CBC, the annual budget, which amounted to \$25 million in 1966, comes principally from public funds. In addition to providing a coast-to-coast English network and a French network that reaches a large proportion of the country's French-language population in seven of the ten provinces, the CBC also provides regional and local services. Its networks extend more than 21,000 miles. The CBC has its own news service and offers wide variety in information, public affairs and entertainment.

#### Growth of Broadcasting

The first licence was issued to a Montreal broadcasting station in 1920. A start on a publicly-owned national broadcasting service was begun in 1933 and, in 1936, the Canadian Broadcasting Corporation was established. Headquarters of the CBC is in Ottawa. A large number of English network broadcasts originate in Toronto, and the main French network centre is Montreal. However, many broadcasts and reports originate from other centres across Canada and from CBC correspondents, who cover the world's main news centres and rove far and wide to bring world events to Canadian listeners.

Since television, the role of radio has changed greatly. The CBC networks continue to provide news, music, drama, children's programmes, sports and public-affairs broadcasts, but much of the listening is concentrated on the large number of local stations. The focus of attention has shifted from the group-listening that prevailed in the pre-television era to the individual listener in bedroom, kitchen, automobile or out for a stroll with only a transistor receiver for company. Programming has also changed, with much attention to music, news and weather, and preference for a style that is intimate, relaxed and spontaneous.

#### CBC Special Services

In addition to its regular services, the CBC provides three special services. The International Service, which carries the voice of Canada abroad by shortwave, was launched in 1945, and currently broadcasts in 11 languages for a total of 90 hours a week. The Northern Service directs its programmes by shortwave and by regular broadcasting stations to the Yukon and the Northwest Territories. Broadcasts in a number of Indian and Eskimo languages are included in its schedules. The Armed Forces Service of the CBC works in co-operation with the Department of National Defence to provide Canadian radio material to the country's troops stationed abroad, by means of shortwave, FM stations in Europe and recordings sent to troops in remote and hard-to-reach areas.

RP/A

