

now. It is showing signs of affecting the quality and nature of our programming in prime time." Private broadcasters argue — and get politicians to agree — that CBC's government subsidies allow it to charge advertisers unnaturally low rates for time on television. The more extreme critics advocate that the government destroy the CBC, sell all its assets to the private broadcasters, and channel the vast savings into supporting such worthy sectors of Canadian society as the wheat farmers. The sum would be substantial. The CBC owns more than \$90 million worth of land and buildings and at least \$115 million worth of equipment—including snowmobiles, muskeg tractors, boats and about 4,000 microphones—including the gold one that King George VI used during the Royal Visit of 1939. It has more than fifty colour television cameras and seven colour TV mobile units. The cameras cost up to \$100,000 each. Two of the mobile units cost \$1,000,000 each.

By a recent count, the CBC television service went to 202 CBC affiliate stations and to 123 owned outright by the Corporation. It went also to seventy privately-owned stations of which all but a dozen were a part of Canada's other television network, the CTV. In radio, including AM and FM, there were 263 independent stations in the country, forty-five stations that the CBC owned and operated, and ninety-seven CBC affiliates. The CBC also owned and operated 244 low-power relay transmitters.

The CBC has obligations that do not burden private broadcasters. It must operate four national networks (English radio and television, and French radio and television); it must reach the last trapper on the last northern trapline and, sometimes anyway, the farthest Eskimo; it runs a "Voice of Canada" for listeners in 140 countries in eleven languages to bring news and entertainment to the Armed Forces overseas. It must also be as distinctly Canadian as any Canadian mass medium can be. It has more ambitious plans.

Its transmission supertower on the Toronto waterfront will cost between \$15 and \$20 million



*Left, CBC's Toronto Transmission Supertower, right, Place de Radio-Canada in Montreal.*

and it will be part of a new \$60 million headquarters for the CBC's English-language service. It should be finished by 1974. Place de Radio-Canada in Montreal, "the world's most modern broadcasting centre" will contain six CBC broadcasting stations: a French and an English television station and AM and FM radio stations in both languages.

The CBC in '72 is also pleased with creations for its television. A vital consideration in all Canadian television programming is an official requirement with regard to Canadian content. Canadians who are not fervent about their own culture complain that this ruling sacrifices good foreign shows to lesser home-brewed shows; but the fact remains that, starting October 1 of 1972, every station, whether publicly or privately owned in the Canadian television broadcasting system, must maintain a new high of sixty per cent Canadian programming. (The Canadian Radio-Television Commission is zealous in its pursuit of this.)

The CBC was pleased to report that Canadian content on the English TV network accounted for more than sixty-five per cent of all broadcasting time during October-March of 1970-71. The figure for the French network was slightly lower but still well above what the CRTC required. During the whole year, the English network had added more than two hundred hours of new Canadian programming to its schedules. A major inspiration for the very founding of the CBC back in 1932 was a public fear that American news, American entertainment, and American cultural values would swamp Canada's airwaves before Canada had a radio industry of her own.

*This article is by Harry Bruce, a Canadian writer now living in Nova Scotia. Mr. Bruce has contributed to many publications in Canada and to the CBC.*

## A Select Offering

If you wish to know more precisely what CBC has to offer you may subscribe to SELECT, a bi-weekly program guide, by sending a \$6 check or money order to SELECT, CBC, Box 500, Station A, Toronto, 116. In addition to regular CBC broadcasts, which can be picked up in some areas of the U. S. but not in most, there are daily short wave programs beamed south, in English from 0100 to 0158 Greenwich Mean Time, on bands 9635 and 6085, and in French, from 1315 to 1343 (GMT), on 15315 and 11720.