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RCI celebrates 40 years of Canadian broadcasts abroad

Radio Canada International (RCI), the worldwide service of the Canadian Broadcasting Corporation (CBC), marked its fortieth anniversary of international shortwave broadcasting on February 25.

Since its first transmission in English to Europe, RCI has expanded its services and now broadcasts in 12 languages to a worldwide audience estimated at over ten million weekly. Today, established as a reliable international voice, RCI offers an extensive range of Canadian news, commentary and informational features, as well as programs from the national service.

A large part of the world still receives its international news from shortwave transmission since, in areas where the dissemination of news is either non-existent or unreliable, this is the only means of receiving or confirming information. Shortwave provides a direct and instant link between the listener and foreign broadcasters in the language of one's own country.

The creation of RCI was authorized in September 1942 and, within a year, the service began construction of two 50-kilowatt transmitters in Sackville, New Brunswick on the east coast of Canada. The first test transmission was successfully completed on December 16, 1944 and on December 25 the first news from Canada was transmitted by shortwave to Canadian troops stationed in Europe.

Currently RCI transmits in 11 languages — in English and French as well as Russian,

Ukrainian, Polish, Czech, Slovak, Hungarian, German, Spanish and Portuguese — to millions of listeners in Eastern and Western Europe, the United States, Latin America, the Caribbean, Africa and the Middle East. Recently a twelfth language, Japanese, was introduced, in the form of a weekly program which is sent to Tokyo by satellite from Vancouver, British Columbia.

Variety of programs

Programming includes shortwave newscasts that provide information on events occurring in Canada and the world. In other

sections of its programs, the variety of Canadian opinion on those events is reflected against the background of domestic Canadian discussion.

The approach of the programming is journalistic which seeks to convey objective information and balanced comment, thus incorporating the widest possible freedom of expression. While the policies of the Department

of External Affairs form the basis for determining RCI target area and language priorities, programming and editorial policies are the responsibility of RCI.

RCI also broadcasts several radio programs from the national service of the CBC such as *The World at Six*, *As It Happens*, *Sunday Morning*, and *The House to Canadians travelling and working abroad*.

In addition to broadcasting abroad over shortwave, RCI reaches foreign audiences through other means, primarily by pro-



This is a collection of some of Radio Canada International's program schedules over the past 40 years of broadcasting world-wide.

40 YEARS/ANS
RADIO
CANADA
INTERNATIONAL
1945-1985



External Affairs
Canada

Affaires extérieures
Canada