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A special report on the Canadian Broadcasting Corporation, which may be the most interesting radio and television network in the hemisphere just because of the things that are said about her. The article's unusual length reflects the significance of national communications in the Canadian scheme.

Mother CBC

[PART I]

What she is. Her money and critics. Where she's going. First principles.

THE CANADIAN BROADCASTING CORPORATION, Canada's most beloved and reviled cultural institution turned forty this year and with a string of announcements of things it is about to do. Among other things, it will build on the Toronto waterfront the tallest structure unsupported by guy wires in the world.

The Corporation spent \$218,139,000 in 1970-71 and, since Parliament's subsidy was \$166,000,000, quite a few Members complained about the CBC's style and spending. "As long as I am in this House of Commons," one MP said a couple of years ago, "when my constituents complain to me about the vulgar programs being shown, I will stand in my place and complain." Criticism is not confined to politicians. The Report of the Special Senate Committee on Mass Media in 1970 (See CANADA TODAY/D'AUJOURD'HUI, VOL. II, NUMBER TWO.) noted that "sniping at the CBC

has become a national pastime that ranks with watching National Hockey League games and thinking deeply about the reform of the Senate." Still "Mother CBC," as both friends and enemies call her, does go relentlessly on.

It is one of those peculiarly Canadian devices which marry public and private enterprise. It is a Crown corporation. It is publicly owned but it does accept advertising revenue from private industry.

In 1970-71 ad revenue from the CBC television totalled about \$42.9 million and from its radio operations, \$2.2 million, together about one-fifth of the Corporation's expenses, and the proportion of its money that the CBC raises itself through ad revenues has declined steadily during the past fifteen years. Still, Dr. George F. Davidson, the former president of the CBC, has said, "we are excessively dependent on commercial advertising

