

There are, in addition, 77 FM stations, of which six are operated by the CBC and 71 are privately operated.

The private stations are financed entirely from advertising revenue. While some advertising is accepted by the CBC, the annual radio budget, which amounted to \$36 million in 1968-69, comes principally from public funds. In addition to a coast-to-coast English network and a French network that reaches a large proportion of the country's French-language population in eight 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 new service and offers a wide variety of programs in information, public affairs and entertainment.

### Growth of Broadcasting

The first licence was issued to a Montreal broadcasting station in 1919. A start was made on the publicly-owned national broadcasting service in 1932, and in 1936 the Canadian Broadcasting Corporation was established. Headquarters of the CBC is in Ottawa. For English-language broadcasts the main production center is Toronto, and for French-language broadcasts it is Montreal. In addition, a number of broadcasts originate from CBC regional production centers across Canada.

Since the advent of television, the role of radio has changed greatly. While the CBC networks continue to provide a wide variety of programming to a national audience, much of the listening is concentrated on the large number of private local stations. The competition of television is felt most during the evening hours. 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 radio 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, the Northwest Territories and the northern areas of most of the provinces. 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

