

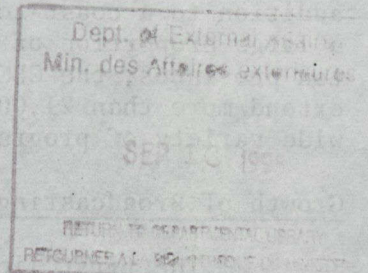
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INFORMATION DIVISION  
DEPARTMENT OF EXTERNAL AFFAIRS  
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(Revised January 1970)

## RADIO IN CANADA

(Prepared by the Canadian Radio-Television  
Commission Ottawa)

Radio broadcasting in Canada reaches 98.9 per cent of the people, an indication of the continuing importance of radio to this land of vast area and scattered population. The basic principles for broadcasting, both radio and television, are laid down in the Broadcasting Act of 1968, with the direction of broadcasting in the hands of the Canadian Radio-Television Commission. The system comprises public and private components.

Despite the impact of television, radio remains an important mode of communication for Canada's population of more than 21 million. Of all households in Canada, 97.4 per cent are equipped with radio. In about half the homes in Canada there is more than one radio set, and in many cases there is, in addition, a radio in the car and one or more portable transistor radios. The number of radio sets sold each year exceeds the number of television sets, though the total value is less. It is estimated that there is approximately one radio set for every two persons. The number of frequency modulation sets (FM) grows steadily.

### Two Main Networks

To serve this audience there is an English-language and a French-language radio network, both operated by the publicly-owned Canadian Broadcasting Corporation (CBC). In addition there is a considerable number of privately-owned radio stations, some of which are affiliated with the CBC networks, and some of which serve an entirely local function.

The number of amplitude modulation (AM) stations is 312, of which 44 are owned and operated by the Canadian Broadcasting Corporation, and 278 are privately owned. The English network consists of 26 CBC stations and 61 private stations affiliated with it. The French network is made up of seven CBC stations and 34 private affiliates. There is no private radio-network and the more than 200 unaffiliated private radio-stations perform a basically local community service.

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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.

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