

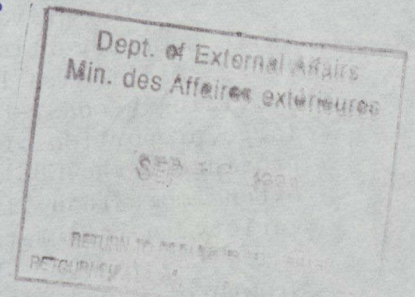
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INFORMATION DIVISION
DEPARTMENT OF EXTERNAL AFFAIRS
OTTAWA - CANADA



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RADIO IN CANADA

(Prepared by the Board of Broadcast Governors,
Ottawa)

Radio broadcasting in Canada reaches 98.6 per cent of the people, a measure of the importance of broadcasting to a country of vast area and scattered population. The broad lines for the country's broadcasting system are laid down in an act of Parliament, with the direction of the system in the hands of the Board of Broadcast Governors. The system comprises public and private components.

In many respects, television has become the primary broadcasting medium because of the interest it engenders and the considerable revenues it attracts. The role of radio has changed since the advent of television, but radio has recovered from the initial impact of television and continues to play an important role in the lives of Canadians. The number of radio sets sold each year considerably exceeds the number of television sets, although the total value is less. In close to half the homes in Canada, there is more than one radio-set, and in many cases there is, in addition, a radio in the family car and a portable transistor set. The number of frequency modulation (FM) sets grows yearly. In total, more than 10 million radio-sets are in use in Canada, approximately one for every two persons. To serve this audience there are a considerable number of radio stations and two publicly-operated radio networks.

Two Main Networks

The number of amplitude modulation (AM) stations is 284, of which 31 are owned and operated by the publicly-owned Canadian Broadcasting Corporation (CBC) and 253 are privately-owned and operated under licence. In addition, a large number of low-power relay transmitters are operated by the CBC to bring its programmes to remote communities. There are two main networks, French and English, both operated by the CBC. The English network consists of 24 CBC stations and 56 private stations affiliated with it. The French network is made up of seven CBC stations and 30 private affiliates. Although there is a private network in television, none exists in radio; the remaining unaffiliated private radio-stations have no regular network connection and serve a basically local function.

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There are 70 FM stations in operation, of which six are operated by the CBC and 64 are privately operated.

The private stations are financed entirely from advertising revenue. While some advertising is accepted by the CBC, the annual budget, which amounted to \$25 million in 1966, comes principally from public funds. In addition to providing a coast-to-coast English network and a French network that reaches a large proportion of the country's French-language population in seven 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 news service and offers wide variety in information, public affairs and entertainment.

Growth of Broadcasting

The first licence was issued to a Montreal broadcasting station in 1920. A start on a publicly-owned national broadcasting service was begun in 1933 and, in 1936, the Canadian Broadcasting Corporation was established. Headquarters of the CBC is in Ottawa. A large number of English network broadcasts originate in Toronto, and the main French network centre is Montreal. However, many broadcasts and reports originate from other centres across Canada and from CBC correspondents, who cover the world's main news centres and rove far and wide to bring world events to Canadian listeners.

Since television, the role of radio has changed greatly. The CBC networks continue to provide news, music, drama, children's programmes, sports and public-affairs broadcasts, but much of the listening is concentrated on the large number of local stations. 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 receiver 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 and the Northwest Territories. 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

