

for ground-to-plane communication. These stations provide an invaluable means of contact with mining camps, lumber mills, exploration and survey parties, trading posts, and many points which would otherwise be cut off from the outside world.

Private commercial stations may be used only for the handling of messages relative to the private business of the licensee, whereas public commercial stations may be used for the handling of messages for the general public.

Section 3.—Program Broadcasting and Regulation under the Canadian Broadcasting Corporation.

The Canadian Broadcasting Corporation succeeded the Canadian Radio Broadcasting Commission on Nov. 2, 1936, and since that date further substantial progress has been made in development of national broadcasting to provide a regular and satisfactory service to listeners throughout Canada. The legislation under which the Corporation operates is the Canadian Broadcasting Act, 1936. It provides that the Corporation shall consist of a Board of nine Governors chosen to give representation to the principal geographical divisions. In practice, the Board of Governors determines and supervises policy, while actual administration and operations are under the direction of the General Manager.

The regulation of programs is placed in the hands of the Canadian Broadcasting Corporation. However, while under the Act the CBC issues regulations of a general character applicable to all broadcasting in Canada, it does not otherwise interfere with the freedom of choice in programs of privately-controlled stations suitable for covering local areas, but coverage of wider regions is almost entirely dependent upon the CBC networks.

Subsection 1.—Policy and Administration.

Policy.—Major policies formulated by the Board may be considered in four categories: (1) extension of technical facilities; (2) pattern of program development; (3) regulation of commercially sponsored programs; and (4) general administration and control of expenditures.

Extension of Technical Facilities.—This feature of policy embraces two considerations, the first in relation to facilities of the CBC, and the second to extension of privately-owned stations. The Board has adopted the policy that licences for high-power transmitters, on both long- and short-wave bands, should be reserved for use by the public service system. Under Sec. 24 of the Act the CBC is required to review all applications for licences for new stations, as well as applications for increases in power, change in frequency or change in location, and in this problem it is the policy of the Board to give every practicable encouragement and assistance to local stations to serve community interests.

Program Development.—This problem in Canada is still in the pioneer stage and the resolute aim is to encourage and marshal Canadian talent to achieve a standard of performance that will be representative of the native charm of the culture of the various regions and withal distinctively Canadian.

Program Regulation.—By Sec. 22 (1) of the Canadian Broadcasting Act, 1936, the CBC is empowered to control all programs broadcast in Canada. New regulations were promulgated to be applicable on and after Nov. 1, 1937, to all broadcasting stations in Canada and have been effective in eliminating abuses and maintaining a desirable standard and quality in Canadian programs. The close co-operation between the CBC and privately-owned stations has been particularly helpful in observance of these regulations.