

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

### Subsection 1.—Administration of the Canadian Broadcasting Corporation

The Canadian Broadcasting Corporation succeeded the Canadian Radio Broadcasting Commission on Nov. 2, 1936. This—the first nationally owned and controlled broadcasting corporation in North America—has done much to further its aim of providing as complete a service as possible to residents of every part of Canada. The Corporation operates under the Canadian Broadcasting Act, 1936, which provides that the Corporation shall consist of a Board of nine Governors chosen to give representation to the principal geographical divisions of Canada. In practice, the Board of Governors determines and supervises policy, but actual administration and operations are under the direction of the General Manager. The by-laws of the Corporation approved by the Governor in Council provide a formula for general administration. The administrative organization of the CBC consists of the following divisions: Executive, Secretariat, Finance, Engineering, Program, Press and Information, Commercial, and Station Relations.

Under the Canadian Broadcasting Act the CBC is charged with the responsibility of formulating regulations controlling the establishment and operation of networks, the character of any and all programs broadcast in Canada and the proportion of time that may be devoted to advertising in broadcast programs. The CBC's regulations were drawn up to ensure a certain standard in all broadcast programs. The CBC neither exercises, nor authorizes any private station to exercise on its behalf, censorship on any matter broadcast on the air. The responsibility of seeing that the regulations are observed rests with the station management.

### Subsection 2.—Operations

**Broadcasting Facilities.**—Under Sect. 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 and changes in frequency or changes in location. Under these provisions the licensing of extensions in broadcasting facilities involves two considerations: the first is non-interference with the present and proposed facilities of the CBC; and the second is that high-power transmission facilities, on both long- and short-wave bands, are reserved for use by the CBC. Within these limitations it is the policy of the Board to serve community interests by giving every practical encouragement and assistance to local stations.

The CBC national network is made up of 10 CBC-owned stations, 26 privately owned affiliated stations, and 30 privately owned supplementary stations. The total power of CBC stations, which includes four 50,000-watt transmitters, is 214,000 watts and of the privately owned network stations, 67,150. In the achievement of the extensive coverage of the CBC network, designed to be as effective to the entire Dominion as possible, the needs of the rural population are considered as well as those of the urban population. Quebec Province is equipped with both French and English outlets.

Subsidiary hookup broadcasting is controlled by the CBC, and all hookups must have the authorization of the Corporation. Contractual arrangements with stations for commercial hookups are handled by the Corporation's Commercial Department.

\* Revised under the direction of the General Manager, Canadian Broadcasting Corporation.