

Subsection 7.—Other Government, Miscellaneous and Commercial Radio Communication Services

Radio services have been established by all provincial governments, mainly for police, highway and forestry protection purposes.

Municipal government departments have steadily increased their use of radio to facilitate operations particularly as a medium of communication with vehicles—police, fire, engineering, hydro, etc. In addition, the trend toward expansion in the employment of radio for urban mobile communication has shown no signs of abating. Such services as taxi, heavy construction, ready-mix concrete, oil pipeline construction and operation, veterinarian and rural medical have participated extensively in the increase. This trend was accelerated during the latter part of 1960; relaxation in eligibility restrictions permitted the granting of radio station licences to a greater portion of the general public.

Public utilities, power companies, provincial power commissions, oil exploration and mineral development organizations have expanded considerably their use of radio in both urban mobile and point-to-point radio fields.

The member companies of the Telephone Association of Canada have established and are operating coast-to-coast microwave facilities to augment existing inter-city communication services and to provide television network service. This system has a number of trans-border (Canada-United States) inter-connections and is being continually modified and extended to provide better service. The railway companies also operate a number of large microwave radio systems to facilitate their inter-city communication services.

The Telephone Association members, independent telephone companies and the railways are increasingly extending communication service, by means of radio, to northern areas where such service was previously unavailable.

In addition, the telephone companies provide an extension of land telephone service, by radio, to suitably equipped vehicles. This service is available in all major cities in Canada and along many of the nation's arterial highways. Service of a similar nature is also provided by radio to land stations of subscribers in areas not served by normal wire telephone facilities. Restricted common-carrier mobile radio service (this service to vehicles does not permit inter-connection with the over-all telephone system but only with specific dispatchers) is now available in most major cities in Canada as well as in a number of areas of lesser population. The latter service is provided by telephone companies as well as other common-carrier organizations.

Subsection 8.—Radio and Television Broadcasting*

Broadcasting in Canada has developed over a period of some 40 years as a combination of public and private enterprise. Since the opening program from Canada's first radio station was beamed into a few Montreal homes in 1918, the role of the radio and television program in the daily life of the Canadian family has grown to startling prominence. Today, radio service reaches 98 p.c. of Canada's homes and its programs are listened to for an average of two hours and 20 minutes a day. Television reaches over 88 p.c. of the homes and is watched for an average period of four hours and 45 minutes each day.

To have become such an integral force in the daily life of the nation, broadcasting had to learn the needs of the people and how to serve them. Two official languages forming two distinct cultures had to be served independently but without diminishing the concept of national unity. Dozens of other smaller groups, distinct in culture and frequently dwelling in the same radio or TV coverage area but in separate communities with widely divergent program interests had to be served. Physical problems of distance and geography had to be overcome. It requires some 320 radio transmitters and 80 TV stations and satellites to reach a population distributed across a 4,000-mile southern frontier,

* With the exception of the paragraphs relating to the establishment and functions of the Board of Broadcast Governors and the material on privately owned stations (pp. 877-878) prepared by the Secretary of the Board, the material in this Subsection was supplied by the Information Services of the Canadian Broadcasting Corporation, Ottawa.