

fire, engineering, hydro, etc. Such services as taxi, heavy construction, ready-mix concrete, oil pipeline construction and operation, veterinarian and rural medical have participated extensively in the use of radio.

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 (see p. 839) operate 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. The railway companies also operate a number of large microwave radio systems to facilitate their inter-city communication services. Telephone companies and the railways are extending communication service, by means of radio, to northern areas and other areas not served by normal wire facilities where such service was previously not available. 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. 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 available in most major cities in Canada as well as in a number of smaller urban centres. The latter service is provided by telephone companies as well as by other common-carrier organizations.

Subsection 8.—Radio and Television Broadcasting*

Broadcasting in Canada has developed over a period of some forty 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 90 p.c. of the homes and is watched for an average period of four hours and 45 minutes a 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 360 radio transmitters and 105 TV stations and satellites to reach a population distributed across a 4,000-mile southern frontier, through seven time zones and a variety of topographical and climatic regions, and scattered northwest through thousands of square miles to the shores of the Arctic Ocean. Not only do these people have local service that is a reflection of life in their own districts, but by means of 15,000 miles of land lines for radio networks and 8,500 miles of microwave circuits for television nearly every Canadian may, at the same time, listen or watch as an event of national interest takes place.

Since 1932, a publicly owned body, now known as the Canadian Broadcasting Corporation, created to develop a national service, has worked with the private or independent station-owner to establish this service. A more recent addition is the Board of Broadcast Governors. Each of these—the private station-owner, the CBC and the BBG—is playing a responsible part in the present efforts to refine and develop broadcasting service.

The Broadcasting Act, proclaimed in November 1958, established the Board of Broadcast Governors to consist of three full-time members including the Chairman and

*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. 859-860) prepared by the Secretary of the Board, the material in this Subsection was supplied by the Information Services of the Canadian Broadcasting Corporation, Ottawa.