

Much of the population still to be served is in small, scattered communities; approximately 72 of the 2,000 or more areas are outside the national service coverage. To bring television service to these small communities will be both difficult and costly. The Corporation continuously reviews the possibility of establishing adequate service to them and the priority list changes as circumstances change. The main factor in establishing priorities is the per capita cost, other factors being language and geographic locations, particularly the degree of isolation. The Corporation's long-range plan is to provide, as far as practicable, complete CBC national network programming, both television and radio, to all parts of Canada; the immediate goal is to fill in the gaps not now covered by CBC or affiliated stations.

Because of the rapid expansion of television over the past 13 years, CBC facilities in the large centres are dispersed throughout each. To improve efficiency, the Corporation has planned consolidation of facilities in Montreal and Toronto and studies have been made for consolidation at Vancouver, Halifax, Ottawa and Winnipeg, as funds become available. During 1965-66, a new television affiliate at Churchill, Man., was completed. In addition, two new bilingual television stations owned and operated by the Iron Ore Company of Canada were licensed in Labrador City, Nfld., and Schefferville, Que., on condition that they take only CBC programming. This may well establish a new pattern of public-private partnership in bringing television to more remote communities. The CBC also experimented with a simplified TV station package for use in the more remote areas where it is not economical to extend service by normal means; this package, using a low-power transmitter, programmed by videotape alone and operated by one man, would provide service for four or five hours in the evening. English TV network relay stations and re-broadcasting stations commenced service at Deer Lake, Port Rexton, Marystown and Placentia in Newfoundland and at High Prairie in Alberta. CBC affiliate TV network relay and re-broadcasting stations commenced at Murdochville, Mont Blanc, Grande Vallée, Outardes, l'Ance-a-Valleau and Malartic in Quebec; Haliburton, Bancroft and Hearst in Ontario; Meadow Lake in Saskatchewan; and at Hudson Hope, Bullhead Mountain, Bralorne, Cherryville, Hixon, Quesnel, Nass Camp, Juskatla, Port Alice, Camp Woss and Nimpkish in British Columbia.

The establishment of production facilities and associated transmitters has a twofold purpose—through CBC-owned transmitting facilities, the complete national service is made available to the audience and, through the production facilities, the Corporation is able to tap the program resources of the area and thus eventually reflect the area to the remainder of Canada. This enables the CBC to carry out one of its essential functions—that of showing the parts of Canada to each other or, in other words, of reflecting the country to itself.

Radio.—The current demand on CBC radio broadcasting is twofold—first, there is the need to bring service to the small percentage of the population now beyond the reach of Canadian radio and, secondly, the need to increase the amount of national service programming distributed by the national radio networks. As of Mar. 31, 1966, about 98 p.c. of the estimated 15,800,000 Canadians who speak English only or are bilingual receive the English-language radio service through CBC stations and private affiliates. Of the estimated 6,230,000 Canadians who speak French only or are bilingual, complete radio service in the French language is available to 5,880,000 or 94 p.c. At present, some 90 areas with a population of 500 or more do not receive adequate CBC national radio network service. During the year ended Mar. 31, 1966, the national radio service was extended through privately owned affiliated stations to Schefferville and Sept Îles in Quebec, Wawa in Ontario, and Duncan in British Columbia.