

Section 3.—The Press*

Daily newspapers published in Canada in 1965 numbered 120, counting morning and evening editions separately. They had a reported circulation of about 4,300,000—82 p.c. in English and 18 p.c. in French. Since surveys show that, on the average, a newspaper is read by three persons, it would appear that almost every Canadian who is old enough or literate enough to read examines a Canadian daily on a regular basis. Further, with net advertising revenues in 1964 of \$195,900,000, they far out-sell the 265 private radio stations (\$63,000,000) and the 66 private TV stations (\$58,000,000). Add to this the income from newspaper circulations (\$71,500,000) and it will be seen that Canada's dailies produce almost twice as much revenue as their competitors. The 13 dailies having circulations in excess of 100,000 accounted for over 53 p.c. of the total circulation. French dailies, as would be expected, have their widest circulation in Quebec where 11 of the 13 in existence in 1965 were published. Rural people are the main readers of weekly newspapers, which cater to local interests and exercise an important influence in the areas they serve. It should be mentioned that there are 77 independent ethnic daily or weekly newspapers contributing to Canadian culture and traditions. Published in many languages, often mixed with English, they enjoy a combined paid circulation of about 500,000 and serve 2,000,000 readers.

There are three main newspaper chains in Canada—the Thomson (27 dailies); the Southam (eight dailies); and FP Publications Ltd. (eight dailies). Although largest in numbers, the Thomson papers are smallest in circulation, tending to be small-city papers where the population can sustain only one daily. The Southams control about 20 p.c. of the total daily circulation, FP about 18 p.c. and Thomsons 7 p.c. About 60 p.c. of Canada's daily newspapers are privately owned or independent.

The Canadian Press, a co-operative organization owned and operated by Canada's daily newspapers, provides its 103 members with world and Canadian news and news photographs, mostly by means of teletype and wirephoto transmission. It also serves weekly newspapers and radio and television stations. It is, in effect, a partnership through which each member newspaper provides its fellow members with the news of its particular area and through which the general news of the world is brought to Canada. Cost of editing and transmission is divided among members according to the population of the cities in which they publish. CP gets world news from Reuters, the British agency, and from the Associated Press, the United States co-operative, and these agencies have reciprocal arrangements with CP for their coverage of Canada. CP now maintains a French-language service in Quebec which originates stories in French for the French-language press. For national distribution, news originating in Quebec in French is translated into English.

The United Press International of Canada is a limited company which is associated with the United Press International World Service of which it is an affiliate. From its headquarters in Montreal, it provides Canadian and international news and pictures to over 90 subscribers in Canada as well as being the outlet of Canadian news and pictures for world distribution through United Press International facilities. Agence France Presse maintains offices in Montreal and Ottawa and certain foreign newspapers have agencies in Ottawa to interpret Canadian news for their readers.

Press Statistics.—The following tables are based on data estimated from *Canadian Advertising*. Circulation figures are given for daily English-language and French-language newspapers only. Such circulation figures are relatively easy to obtain because, in their own interest, newspapers qualify for and subscribe to the Audit Bureau of Circulation; for these, ABC 'net paid' figures have been used. On the other hand, circulation data for foreign-language newspapers, weekly newspapers, weekend newspapers and magazines are incomplete and therefore not usable.

* The introduction to this Section contains certain statements appearing in an article by Stuart Keate, Honorary President of The Canadian Press, published in *Press Journal*.

An article in the 1957-58 Year Book traces developments in Canadian journalism from their beginnings in 1752 to (circa) 1900. A second article appearing in the 1959 edition brings that account up to 1958.