

Section 3.—The Press*

The freedom of the public in Canada is strenuously exercised by an omnipresent press. Daily newspapers published in the country in 1966 numbered 118, counting morning and evening editions separately. Combined circulation was about 4,336,000—83 p.c. in English and 17 p.c. in French. Publishers' surveys show that each newspaper is read by an average of three persons.

Daily newspaper advertising revenue in 1966 was \$234,915,000 and circulation revenue was \$84,782,000. By comparison, advertising revenue of 291 private radio stations in Canada in 1966 was \$78,000,000 and of 65 private television stations \$76,000,000. There were 13 daily newspapers with circulation in excess of 100,000, accounting for about 54 p.c. of total circulation. There were 12 dailies published in the French language, 10 of them located in Quebec. Although the circulation of daily newspapers blankets the more populous areas, well beyond publishing points, smaller cities and towns and rural areas are also served by about 800 weekly newspapers catering to local interests and exercising important local influence. The Canadian society is also enriched by 81 ethnic daily or weekly newspapers published in many languages, often sprinkled with English.

About 60 p.c. of Canada's daily newspapers are privately owned or independent. There are three major newspaper chains in the country, owned by Southam Press Ltd. (eight dailies), Thomson Newspapers Ltd. (28 dailies) and FP Publications Ltd. (eight dailies). Both Southam and Thomson Newspapers are publicly owned companies with shares traded on Canadian stock exchanges. Papers in the Thomson chain are concentrated in the smaller cities. Southam accounts for about 20 p.c. of total daily circulation, FP for about 18 p.c. and Thomson 7 p.c.

In addition to their own news-gathering staffs and facilities, Canadian newspapers subscribe to a number of syndicated agencies and wire services, the largest being Canadian Press which is a co-operative agency owned and operated by Canadian dailies. Largely by teletype and wirephoto transmission, it provides its 103 member newspapers with world and Canadian news and also serves weekly newspapers and radio and television stations. CP has its own news-gathering staff and each member newspaper provides the agency with important local news for transmission to fellow members and members share the cost in ratio to the size of population of the cities in which they publish.

CP carries world news from Reuters, the British agency, and from Associated Press, the United States co-operative, and these agencies are offered CP news on a reciprocal basis. CP maintains a French-language service in Quebec and translation services for both English and French Canada.

United Press International of Canada, the second major news wire service in Canada, is a private company and an affiliate of United Press International World Service. It provides Canadian and international news and pictures to 50 subscribers in Canada and is an outlet for Canadian news through United Press International facilities. Certain foreign newspapers maintain bureaus in Ottawa and elsewhere in Canada to collect and interpret Canadian news.

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; 'controlled' (free) distribution newspapers are not included. On the other hand, circulation data for foreign-language newspapers, weekly newspapers, weekend newspapers and magazines are incomplete and therefore not usable.

* 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.