

one set, and often there is a radio in the car and one or more portable transistor sets. It is estimated that there is one radio for every two persons.

To serve this audience, the CBC operates an English-language network and a French-language network, and there are a considerable number of privately owned radio stations, some affiliated with the CBC networks and some serving an entirely local function. Of the 345 AM stations in operation in 1972, 38 were owned by the CBC and 307 were privately owned. The English network consisted of 29 CBC owned and operated stations and 69 private affiliates; the French network was made up of nine CBC stations and 38 private affiliates. There is also a second French-language network consisting of five private radio stations. The 200 unaffiliated private stations offered a basically local community service. Of the 87 FM stations, ten were operated by the CBC and 77 were privately operated. The private stations are financed entirely from advertising revenue.

In addition to a coast-to-coast English network and a French network that reaches a large proportion of the country's French-language population in eight of the ten provinces, the CBC provides regional and local services. Its networks extend over more than 28,000 miles. It has its own news service and offers a wide variety of programs in information, public affairs and entertainment. It also provides three special services — the International Service, the Northern Service, and the Armed Forces Service.

16.2.4 Canadian Broadcasting Corporation

Programming. The program schedules of the CBC are varied, with both light and serious material for a wide range of public tastes. They include news and commentary, documentaries, discussion and interview, music, drama, comedy, science, religion, agriculture, school and youth programming, community services and special events, sports, consumer affairs, arts and letters. CBC enterprises derived from program material include selected program texts in book form, audio tapes of radio talks and documentaries, recordings of Canadian music and poetry and, in the French service particularly, a variety of books, records and games for young children.

Canadian content in the 1972 television schedules was not as high as expected because of interrupted production during the labour dispute with the National Association of Broadcast Employees and Technicians, but in general it was still well above the 60% required by CRTC regulations. The number of Canadian artists and performers engaged for CBC programs was close to 30,000, at fees totalling \$23 million. The major part of the CBC's television programming, on both English and French networks, was in colour. The Corporation set up an internal study group, with management and production representatives, to forecast the changing television environment over the next ten years and to make recommendations regarding the particular role of the CBC.

During 1971-72, the CBC conducted an experiment in assisting small remote communities served only by LPRTs (unmanned network relay transmitters) to operate their own local radio services. A CBC broadcaster moved with his family to a town in northern Ontario for several months, set up a small studio facility and helped to organize and train a representative group of local residents who eventually took over the planning and production of all local material. Further experiments are planned, using slightly different technical facilities, with the hope that other LPRT communities can be encouraged to add local input to the service they receive from the CBC network.

Facilities and coverage. In 1972 the total length of CBC radio networks was 29,400 miles, and of CBC television networks 11,627 miles. About 98.7% of Canadians can receive CBC radio and 97.3% CBC television, but there still remain about 300 small pockets of 500 population or more where residents do not yet have service in their own language or in some cases have no service at all. An accelerated program to reach these unserved areas, as well as an over-all CBC coverage plan, is being developed in consultation with the Department of the Secretary of State, Treasury Board, the Department of Communications and the Canadian Radio-Television Commission.

Maison de Radio-Canada, the new Montreal headquarters for the CBC's French networks, began operation during 1972; it houses one of the largest broadcast centres in the world. A construction contract was signed for a new regional centre in Vancouver to consolidate CBC facilities there by about 1975. The site for a future Toronto consolidation was acquired by CBC through a land exchange agreement with Canadian National Railways.