

Quebec. A third Canadian television network, Global Communications Limited, began operations in Ontario on January 1, 1974.

As at March 31, 1974 Canada had 588 television undertakings owned and operated by the CBC, private English-language affiliates of the CBC, the CTV television network and the TVA network. In addition, there were several independent originating stations in the English language operating rebroadcasting stations as well.

From the start, the development of Canadian television was complicated by geographical and language factors. About half the people of Canada live near the southern border and have access to programs broadcast by one or all of the major US networks. This fact and the need to maintain a Canadian identity and to articulate Canadian interests contributed to the rapid development of Canadian television services. Toronto and Montreal now rank among the world's principal television production centres in the English and French languages; Vancouver, Edmonton, Winnipeg, Ottawa, Quebec City, Halifax, Moncton and St. John's are the regional production centres. The Canadian communications satellites Anik I and Anik II play an increasingly significant role in the efforts to bring radio and television services to the more remote parts of the country, particularly in the Canadian north.

16.2.3 Radio broadcasting

Despite the impact of television, radio remains an important means of communication for Canada's population. The CBC networks provide a wide variety of programming nationally and private local stations attract a large percentage of the listening audience. About 97% of the households in Canada are equipped with radio. In about half of them there is more than 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. In 1974, 365 AM and 101 FM stations were in operation.

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 10 provinces, the CBC provides regional and local services. Its networks extend over more than 35,000 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, books, records and games for children.

Canadian content in the 1974 English and French television schedules exceeded 70%, well above the 60% required by CRTC regulations. The Corporation is the country's largest employer of Canadian talent, with a payroll in excess of \$25 million. An outstanding presentation of the features department was *Next year in Jerusalem*, a 90-minute dramatic study of the history of the city and its significance to three faiths. Its producer was presented with a Jerusalem Medal on behalf of the Israeli government for his contribution to international understanding. The major part of the CBC's television programming on both networks was in colour.

A special CBC unit, the Olympics Radio and Television Organization (ORTO), is preparing for the 1976 Montreal Summer Olympics. CBC will act as the host broadcaster, providing coverage and facilities for an expected 4,000 broadcasters from 100 countries.

Facilities and coverage. Extensions and improvements in the radio service included the start of operation of 23 low-power relay transmitters and the acquisition of stations at Thunder Bay, Ont., Matane and Sainte-Anne-des-Monts, Que., St. Boniface, Man., and Gravelbourg, Sask.