

Regulations for cable television in 1975 reflected this concern. Local and regional stations were given precedence over distant stations when assigning distribution channels on any cable television system. There was also provision for substituting signals of a Canadian station for the signals of an American station when an identical program was being transmitted during the same period.

US development of pay television threatened its development in Canada. In January 1980 the CRTC appointed a committee on extension of services to northern and remote communities, to report on how television services to these communities might be increased and to deal with issues related to satellite distribution of programs and pay television. The committee report, *The 1980s: A decade of diversity — broadcasting, satellites, and pay-TV*, made 41 major recommendations. They included: an immediate call for licence applications for delivery of Canadian satellite television services in remote and underserved areas, consideration of support to create an Inuit broadcasting system, approval of pay television on condition that it would make a positive contribution to broadcasting in Canada, make use of Canadian resources and bring revenue to the Canadian program production industry.

Having heard a number of competing applications, the CRTC in April 1981 licensed Canadian Satellite Communications (CANCOM) Inc. to operate a multiple-channel television and radio broadcasting network with satellite delivery to remote and underserved areas. The service would comprise a variety of Canadian TV and radio signals, including the Inuit Broadcasting Corporation TV signal in Inuktitut and English, and a radio signal in the Indian and English languages. The CRTC called for applications for terrestrial facilities to distribute the CANCOM service, and expected the extension of service to be completed by the end of 1981.

The commission called for applications for introducing pay television in Canada in April 1981. The CRTC stressed that pay television should strengthen the Canadian broadcasting system, increase program diversity, and make available high-quality Canadian programming from new sources. The CRTC invited the applications to be imaginative and innovative in both the delivery structure and content.

In September 1980, the CRTC expressed a fundamental principle for a communications policy for disabled persons: universal access to all communications media within technical, economic and financial limits. Early in 1981, the CRTC allowed closed captioning on line 21 of the vertical blanking interval for persons with impaired hearing. A tele-caption adapter, on sale as a non-profit item, made it possible to pick up the captioning.

## 14.6 Postal service

Canada Post, formerly a department of government, was set up as a Crown corporation by the Canada Post Corporation Act, passed by the House of Commons on April 14, 1981. The corporation officially commenced operations on October 16, 1981, with the formal proclamation of the act.

Canada Post delivers mail to 8 million homes and businesses across Canada, a process that involves about 62,000 employees and 8,200 retail outlets located in more than 6,000 communities. The corporation has total revenues of about \$2.3 billion and pays out close to \$1.9 billion annually in wages and benefits to its employees.

### 14.6.1 Products and services

Canada Post provides eight basic services:

**Premium and standard mail.** First class mail, the basic postal service for letters, postcards, bills, receipts, and similar messages.

**Publishers' mailings.** Second class mail, for newspapers and periodicals.

**Admail.** Both addressed and unaddressed third class mail, the bulk mailing of advertising material which makes direct mail marketing widely available.

**Parcel post.** A national distribution service for parcels between 500 g and 30 kg in weight. Parcels are either first or fourth class mail.

**Priority post.** A courier service offering next-day delivery between major Canadian centres, and linking with other countries having similar service.

**Electronic mail.** Telepost enables the public to send messages electronically via phone, telex, or any telegraph office for delivery by mail to any address in Canada or the United States in hard-copy written form. Intelpost electronically transmits facsimiles of documents between specially equipped post offices in Canada as well as to certain overseas cities. EnvoyPost enables subscribers of the Envoy 100 service of Telecom Canada to reach any address in Canada by using the mail-delivery system.

**Special services.** Business reply cards, registered mail, special delivery, money packets, insurance, money orders, certified mail and C.O.D.

**Philatelic services.** Each year more than a dozen new stamps are issued by Canada Post and are sold, together with a variety of related products, by mail or from philatelic counters in post offices and other locations.

Many post offices also serve as distribution outlets for government forms, such as applications for passports, family allowances, old-age security pensions, income tax returns and the like.

Canada Post acquired fixed assets valued at \$1.56 billion encompassing over 2,200 owned properties, which included 29 major mechanized plants with sophisticated mail-sorting equipment and 115,000