

network to complement its existing service which broadcasts primarily, though not exclusively, in English.

14.3 Federal policies, programs and regulations

The Department of Communications (DOC) provides technical certification for broadcasting undertakings and regulates use of the radio frequency spectrum. It ensures that Canadians have access to a broad range of communications services at reasonable cost, and assures the orderly development and introduction of new information technologies in light of Canada's economic, social, political and cultural concerns. The Minister of Communications is responsible to Cabinet and Parliament for the federal government's communications policies and programs.

In 1980, the government transferred the arts and culture branch of the Secretary of State Department to the Department of Communications in recognition of the increasingly close relationship that was developing between the production of cultural content and its means of distribution, particularly as new information technologies transformed the communications field.

Broadcasting policies and issues. DOC's cultural affairs and broadcasting sector formulates policies to keep pace with and respond to changing conditions in Canada's broadcasting environment. The broadcasting and cultural industries branch has the primary responsibility for advising the Minister on the evolution of the broadcasting system. It also deals with film, video and sound recording, as well as publishing policy and programs. This branch develops broadcasting policies, programs and legislation, shapes strategies for implementing them, and is the department's liaison with the Canadian Broadcasting Corporation and the Canadian Radio-television and Telecommunications Commission.

Canadian Broadcast Development Fund. The 1968 Broadcasting Act requires its broadcasters to provide high-quality programming that uses predominantly Canadian creative and other resources.

In response to the economic realities that Canadian producers and broadcasters face in competing with larger United States networks, the Department of Communications established the Canadian Broadcast Program Development Fund in 1983 to encourage the production and broadcast of certain categories of quality televi-

sion programs by private Canadian producers. By early 1987, the fund, which is administered by Telefilm Canada, had invested well over \$150 million in the production of over 400 Canadian projects whose total budgets exceeded \$500 million.

This fund, the licensing of additional Canadian television stations during the 1970s and the emergence of pay-television services have contributed to a surge of growth in the domestic program industry. During 1985, both public and private networks in Canada enhanced their prime-time dramatic programming. The CBC, which significantly increased its Canadian prime-time drama (using much independently produced material partially financed by Telefilm), found that it maintained or increased its audience share for these episodes. Presenting dramatic programming that is high in Canadian content and developing an appropriate balance between "in-house" and independently produced programs are ongoing challenges for Canada's public and private broadcasters.

Increased French-language service. Although the market for French-language broadcasting is relatively small in the North American context, and concentrated in the province of Quebec, it is flourishing. Both French- and English-language broadcasters compete for audiences and advertisers. In 1985, a joint Canada-Quebec committee addressed the overall challenges facing the future of French-language television in Canada. Subsequently, the two levels of government signed a memorandum of understanding with a view to enhancing the availability of French-language viewing opportunities and achieving a broader distribution of Canadian programs in francophone export markets.

A key initiative in this area is the new international satellite-delivered francophone service TV5, composed of programming from a number of French-speaking countries, including Canada. In September 1986, the private Quebec television network, *Télévision Quatre Saisons* made its debut. TVOntario's *La Chaîne Française*, which is financially supported by the government of Canada and the province of Quebec, began in January 1987.

Increased service to the North. Under Canada's Northern Broadcasting Policy, residents of the North are entitled to a range of viewing choices. Native-originated programming is available to them, and northern natives are to be consulted whenever governments formulate policies that will affect them.

The Northern Native Broadcast Access Program, jointly developed by the Department of