

on an increasing number of programs with the assistance of the Department of Communications. Alphanumeric news and weather services and advertising channels are available on most cable networks.

Task force on broadcasting. In 1985, the Minister of Communications announced a fundamental review of Canada's broadcasting policy. As a first step, the government created a task force to develop recommendations for an industrial and cultural strategy to guide the evolution of the broadcasting system. It examined the roles, mandates and relationships among public and private broadcasters. The task force also assessed the role of policy instruments, such as regulation and public funding, and investigated means for reducing structural impediments to the broadcasting system's contribution to Canadian life.

The Report of the Task Force on Broadcasting was released in September 1986. Extensive consultations and study by the House of Commons Standing Committee on Communications and Culture followed.

14.4 Postal service

Canada Post Corporation, a federal Crown corporation, is responsible for the collection, processing and delivery of over 8 billion messages and parcels annually to more than 10 million addresses in every part of urban and rural Canada; providing reliable and accessible postal products and services at reasonable rates. Its products and services are marketed through a network of more than 15,000 outlets, more than half of which are operated by local businesses.

Canada Post employs a workforce of 61,000 full- and part-time employees; provides employment for approximately 6,000 casual workers; operates a network of 29 major mail processing plants; and operates a major fleet of more than 5,000 vehicles to move the mail. It is one of the largest users of transportation services provided by air and overland shipping operations in Canada.

In 1987, Canada Post became the first postal administration to hire an external, independent auditor to measure its service performance levels and to publish the results quarterly. Results for the last quarter of fiscal year 1988-89 showed 95% on-time delivery.

During the 1988-89 fiscal year, Canada Post Corporation reached and surpassed the break-even point financially for the first time in over 30 years.

A new corporate identity design was introduced in March 1989, signifying a new era for the corporation, and is being used throughout the

corporation on items such as letter boxes, delivery vehicles, signs and printed material. Its stylized design, depicting a mail piece in quick movement, is symbolic of the corporation's optimistic view of the future and its commitment to customer service.

14.4.1 Products and services

Canada Post provides the following basic services:

Letter mail. The basic postal service for letters, postcards, bills, receipts and similar messages.

Publishers' mailings. Second class mail, for newspapers and magazines.

Admail, direct mail. Both unaddressed and addressed, 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 regular or expedited.

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 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, trace mail products, special letter mail, change of address, money packets, insurance, money orders, 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 and income tax returns.

14.5 Newspapers and periodicals

14.5.1 Daily newspapers

There were 116 daily newspapers published in Canada in 1986. Combined circulation was over 5.7 million — about 82% in English and 17% in French (Table 14.8).