



Archive C-107
town talk

P.O. BOX 692 THUNDER BAY "P" ONTARIO TELEPHONE (807) 34-5-2518

A Brief
Concerning Community Television

presented to
The Council of the
City of Thunder Bay

August 10, 1970

For the past several months, Town Talk has been investigating the possibility of establishing a community television service in Thunder Bay. The purpose of our presentation today is to acquaint the members of Council with our findings, and to request their endorsement and active support in achieving this goal.

Community television is programming that is produced and controlled by people who are potentially both participants and audience. Whereas commercial network television has provided external pre-packaged entertainment interspersed with news and national commentary, there are five important functions at the local level which have until now not been possible. These are:

- a. **Communication** of common concerns
- b. **Understanding** between groups which have hitherto lacked opportunity for dialogue
- c. **Participation** in the daily life of the community
- d. **Information** about the many services and activities available, but frequently unknown to the citizens
- e. Establishment of a **sense of community** which can contribute to the on-going process of amalgamation.

The mobility and simplicity of portable videotape equipment make it possible to provide access to television for these functions to all our citizens. This accessibility can permit the people to shape the programmes where in the past the programmes have shaped the people.

Along with portable low-cost equipment, the existence of a cable transmission system makes community television technically possible. Thunder Bay is one of the most completely wired cities in North America. Thus the service can be available to virtually all citizens who choose to subscribe. Finally, the capability of cable to deliver a large number of channels, the majority of which are presently unused, makes community programming possible without depriving the viewer of access to existing programmes.

Clearly a charter must be drawn up to provide guidelines for the service. As the goal is a **community** service, it must be directed by a broadly based community board to ensure that no group or individual shall have a monopoly on programming. This non-profit "Charter Board" would be the community's safeguard to see that the charter is adhered to by those persons responsible for the actual co-ordination and production of programmes.

On the basis of these considerations it is our request:

1. That the Council of the City of Thunder Bay approve in principle the following propositions -
 - a. Thunder Bay needs a community television channel,
 - b. The facilities of Lakehead Videon Ltd. are those through which the community channel shall be cablecast,
 - c. The Community channel shall be financed through subscription revenues from the cable service,
 - d. The community channel shall be directed and controlled by an independent body drawing representation from all segments of the community.
2. That the Council request Town Talk to draw up a feasible charter for the directing body.

In order that sufficient flexibility be retained to permit adjustments consistent with such community cable regulations as may be established by the Canadian Radio-Television Commission, and given that it is the intention of Town Talk to make the strongest possible representation to the C.R.T.C. in support of our proposal for community television, we would further recommend that the present contract with Lakehead Videon Ltd. not be renewed for a period longer than six months.

THE BUSINESS OF COMMUNITY TELEVISION

THE CABLE TELEVISION INDUSTRY

Cable television is a 25 million dollar per year industry in Canada. About a million Canadian households subscribe to cable, and this business is shared by about 400 companies. Most of these, are very small, but many are interlocked at the ownership level.

The growth rate of the industry has been estimated at 25 to 45 percent annually, and is evidently greater in Canada than in the United States. The average size of each system in Canada is as great as in the United States, and about seven Canadian systems are larger than any in the United States. Total coverage, relative to population, is much greater in Canada than in the United States. For these reasons, Canada is in a position to pioneer in the cable television industry.

Up to now Cablevision has operated as little more than an extension of American TV into Canada, but proposed CRTC regulations are aimed at ending this "wholesale importation" of American stations.

Thunder Bay has enjoyed cable television service for a longer period than most Canadian cities, and more than three-quarters of the households in this city are served by Cable.

Lakehead Videon Ltd.

The following remarks by R. J. Prettie were made on behalf of Lakehead Videon to the C.R.T.C. on April 15, 1969.

"Presentations in Support of Proposed Share Transfers" - April 15, 1969, Ottawa. "We started out some ten years ago with ten shareholders. Two provided the "know-how", the other eight put up \$10,000 each for our stock in Lakehead Videon. Famous Players matched our investment dollar for dollar. It was some six years before we saw daylight and during the interim each original shareholder had to put up another \$50,000 to keep the enterprise afloat. Furthermore, during this same period, three of our shareholders found it necessary to dispose of their holdings, which shares the others purchased. The shares would otherwise have had to be sold out of the community and probably outside the country."

It is our understanding that currently there are eight shareholders of Twin City Holdings Ltd., which owns 50% of Lakehead Videon Ltd. The shareholders of Twin City Holdings are to the best of our knowledge as follows:

<i>Prettie Investments Ltd. (largely R. J. Prettie)</i>	512
<i>Dr. David Burnford</i>	487
<i>J. N. Paterson</i>	483
<i>Kikikim Corporation (largely T. Murray Stitt)</i>	480
<i>C. Warwick Fox</i>	439
<i>C. R. Boucher</i>	360
<i>Twin Buoy Ltd. (largely S. F. Mack)</i>	358
<i>G. Hedley (F. Hedley family)</i>	61
	3,180

All broadcasting undertakings in Canada must be 80% Canadian controlled by September 1, 1970 to meet the requirements laid down by the Federal Government on March 27th, 1969.

Famous Players, who currently own 50% of Lakehead Videon, have announced that they are seeking a buyer for their shares.

Macleam-Hunter Cable TV Ltd. have announced that they are considering buying 100% control of Lakehead Videon. It is our understanding that Macleam-Hunter's offer to purchase is a tentative one, dependent on such factors as the contract to be negotiated between Lakehead Videon and the City of Thunder Bay, and the C.R.T.C. regulations for cable operators, which may not be announced before the end of 1970.

Financing of The Community Channel

Based on Dominion Bureau of Statistics figures, the increasing profitability of the industry as a whole, and the high proportion of subscribers in Thunder Bay, we feel that the funds requested to finance this community channel are available from existing revenues, while still leaving a fair return to the shareholders of Lakehead Videon Ltd. Nevertheless, the Council of the City of Thunder Bay is not required to make decisions concerning the financing of a community channel. This prerogative rests solely with the Canadian Radio and Television Commission.

Proposed Budget — Community Television Channel

Operating Revenue:

20% gross; cable subscription (estimated 20% of \$1.1 million)	\$220,000.00
Grants: Federal/Provincial	20,000.00
	\$240,000.00

Expenditures:

Interest (\$50,000.00 at 10%)	\$5,000.00
Depreciation (20% of \$50,000.00)	10,000.00
Rental of Building and Equipment	21,500.00
Repairs and Maintenance	14,500.00
Salaries, Wages, Bonuses	98,000.00
Secretary	- \$4,600.00
Production Co-ordinator	- 7,000.00
Producer	- 14,000.00
Technical Director	- 9,600.00
Staff Announcer	- 5,000.00
VTR Editor	- 8,000.00
VTR Assistant	- 4,800.00
2 Directors at \$8,500.00	- 17,000.00
2 Cameramen at 7,000.00	- 14,000.00
2 Sound men at \$7,000.00	- 14,000.00
	\$98,000.00

Staff Benefits	2,500.00
Professional and other outside services	2,000.00
Advertising, Promotion and Travel	15,000.00
Taxes (excluding income)	1,000.00
Office Supplies and Expenses	5,000.00
Charter Board Over Load:	25,000.00
Executive Director	- \$15,000.00
Secretary	- 4,800.00
Office Rent	- 3,000.00
Office Expenses	- 2,200.00
	\$25,000.00

Programming (Direct Production Expenses)	40,000.00
Operating Expenses - Total	\$239,500.00
Surplus	500.00

COMMUNITY TELEVISION — SUPPORT AND SUGGESTIONS

It has long been recognized that commercial broadcast television cannot provide community programming on a large scale. In 1954 the Canadian Association for Adult Education noted that:
"Certainly in the early years of Canadian TV it will be more difficult than with other media to cater to minority tastes. The programme planner must continually look for the largest possible audience in order to justify the expense of his operation."

More than fifteen years later, this is still the case.

Cable broadcasting opens new possibilities for community type television. In the words of Mr. H. Boyle, Vice-Chairman of the CRTC:

...it's a chance to get something for free expression, in a human way, rather than the fractured, splintered bits of concern on videotape and film we get so often now, blended into a slick, homogenized documentary by a producer hounded by the necessity to achieve a mass audience if his show - and himself - is to survive."

This is the reason why the CRTC has proposed regulations which will require cable operators to provide community programmes.

Other agencies of the federal government are equally enthusiastic about community programming via cable. The Special Senate Committee on Broadcasting and the Mass Media, chaired by the Honorable Keith Davey, wrote to 150 organizations across Canada enquiring whether they would be interested in participating in community television programming, and received "enthusiastic replies."

The proposed C.R.T.C. regulations impell the cable operators to get into community programming and some have already done so. There are indications however, that the operators are proceeding reluctantly.

"Senator Davey took cable television to task Wednesday, (April 22, 1970)" for what he called their slowness in developing community programming" (from a Canadian Press news story, April 23, 1970.)

There is a danger that the needs for community programming will not be met, unless some guarantees are provided that it will be controlled by the community.

"The combination of advertising, bigger budgets and programme exchanges, however, appears to pose a strong threat to the neighborhood character of cable. . .The C.R.T.C. which is already imposing Canadian content regulations, may eventually have to decree neighborhood content regulations too, to preserve the local character which is cable T.V.'s greatest asset and service."

*-B. Kirby in The Globe & Mail
June 27, 1970.*

It has been remarked, by the C.R.T.C.'s "financial expert" and a millionaire from the maritimes, Mr. G. Hughes, that community programming is not only desirable from a social point of view, but also in the economic sense.

"... the little people not only have as much right to broadcasting as everyone else, but ... the benefits they and their local economies would derive from it would, in the long run, be benefits for us all."

Citizen Participation In Programming and Production

The fact that the Community Television Proposal stresses the necessity of professional production personnel in order to maintain quality should not be interpreted as a barrier to direct citizen participation in the production of programmes. On the contrary, the availability of skilled technical advisors should enhance the opportunity for the average citizen to take part in the process in a satisfying manner. Neither the proposed budget nor the proposed size of the Production Company is large enough for production to be carried out on a regular basis without being dependent on citizen participation.

Citizen participation in programming is built into the proposal as an essential source of programme material. It is understood that programmes will be made in response to community interests and requests — both at the level of the Charter Board and on a day-to-day basis. Production will also be dependent on the community's readiness to take part. A brief description of how this might work follows.

Suppose that a group of citizens have a subject which they feel should be explored. It might be anything from a discussion of a local political issue to TV coverage of a local sports event. The group would approach the Production Company to arrange the production of the programme. After determining the nature and format of the programme desired, the citizens and the technical crew would collaborate in making it a reality. Citizens would not only provide the subject matter and appear in front of the camera, but in many instances might also find themselves operating cameras or editing video tapes.

The experience of participants in the Thunder Bay Community Film Project this summer has demonstrated the practicability of such a blending of professional and amateur talents. Advances in television technology have been the key to this success. With the ½ inch video tape recorders currently available it is possible to train a person with no television production experience whatsoever to the point where within a day or two he can shoot programme material of a surprisingly high quality. It has been found in many colleges and community education projects across the country that a one week course in TV techniques using this equipment can bring people to a level of competence which will enable them to prepare effective and attractive television material. Previously several months of training would have been necessary to achieve the same results. This is not to suggest that one week will be sufficient to train TV technicians, or that professional assistance will not be required, but it will be enough to enable many local residents with a general interest in community programming to participate directly in the community channel experience.

Production Expertise — A Local Commodity

In its initial stages, the community channel would be dependent on the advice and supervision of professionally experienced television production personnel. However, such expertise should, and can, be drawn from local sources as soon as possible. At present, 14 Thunder Bay residents are receiving training in film and television production techniques, under the Thunder Bay Community Film Project, from National Film Board film-makers and VTR specialists. These trainees will have both the competence and the commitment to their community which will enable them to serve in a technical production capacity for the community channel and to instruct other citizens in the basic techniques of making their own programmes.

The continuity implied by this process of learning suggests the likelihood of a kind of apprenticeship system which can be supplemented and supported by a constant input of students and graduates of the television and communications course offered in the high schools and Confederation College. Not only would these people bring to the community television system a good level of technical and theoretical knowledge, but also they would benefit from the opportunity to gain practical experience in production for public acceptance. Another consideration which could become very important is the fact that the proposed Production Company would provide employment in television work locally, thus avoiding the necessity of local graduates having to leave Thunder Bay in order to find jobs in the field for which they have been trained.

Community Response To The Town Talk Proposal For A Community Television Service

On March 25, 1970, Town Talk released a draft proposal outlining the form of community service television which it felt could best meet the needs of Thunder Bay and region for communication of community concerns and the community identity. The report, prepared by Mr. David B. Hughes, attempted to relate the technology of cable television to local needs in a relevant manner which would guarantee public access to the medium of television without let or hindrance. Basically, it presented a formula by which the guidelines of the Canadian Radio Television Commission for cable programming could be applied in a new and exciting way on the local scene.

Copies of this brief were circulated to elected representatives at all levels of government, to interested citizens, and, in an attempt to measure the presumed need for such a service, copies were also sent to 103 local clubs, agencies, and other organizations with a questionnaire which they were asked to return as soon as possible. Of the 103 groups canvassed, nearly half - 48 - replied indicating approval of the concept and making positive suggestions as to the type of programming in which they would be prepared to participate. Letters of encouragement were also re-

ceived from many of the individuals from whom no specific response had been solicited. It should be noted that no negative responses to the questionnaire were received, although it would be incorrect to make any assumptions about the feelings, whether pro, con, or indifferent, of those groups which did not reply.

In summary, the following formal responses on behalf of groups were received:

ARTS, HOBBY GROUPS, ETC.

Thunder Bay Naturalists' Club, Mrs. L. Bocking

Prepared to take part in programmes on parks wilderness sanctuaries, environmental matters, public education.

Thunder Bay Historical Society

No written response, but verbal approval indicated.

Lakehead Symphony Orchestra Board, Mrs. I. G. Clark

Music education, concerts, etc.

Cambrian Players

Verbal approval only.

CHURCH GROUPS

Thunder Bay Council of Clergy, Rev. M. Murtagh

Verbal support

Religious Broadcasting Committee, Rev. K. Moffatt

Religious and public affairs.

Salvation Army, Capt. D. V. Goodridge

Community outreach.

Wayside Church Centre, Rev. K. Myers

Youth Programmes

CITIZENS' ACTION GROUPS

Single Parents' Action Corps, Mrs. S. Young

Recreation and welfare

Single Parents' Group, Mrs. B. Shedden

as above

Lakehead Anti-Pollution Committee, Mr. Ian Clark

Environmental pollution.

Operation Employment, Mr. N. Cherniski

Welfare and employment problems

Happy Handicap Club, Mr. Bill Affi

Handicapped persons

Consumers' Action Committee, Mrs. A. Peck

Consumer affairs programmes

CORRECTIONAL AGENCIES

Industrial Farm and Training Centre, Mr. G. Gauthier

Public education

EDUCATIONAL

Assoc. for Early Childhood Education, Mrs. B. Elliott

Childrens' programming

Ontario Dept. of Education, ETV Branch, Mr. W. Hyder

Verbal approval, interest in similarities to their activities with Indian communities.

Ontario Dept. of Education, Youth and Recreation Branch, Miss M. Phillips

Community programmes

Lakehead University (Extension Dept.) Mr. K. Morrison

Adult education

Confederation College (Extension Dept.) Mr. D. O'Donnell

Adult Ed. and community and regional affairs

Music Education Dept. Lakehead Bd. of Education, Mr. F. J. Frances

Student music and art talent

Lakehead Bd. of Education, Mr. C. Grant (Chairman) Mr. G. Dalzell (Director)

Verbal approval

ETHNIC GROUPS

Indian Youth Friendship Centre, Mr. X. Michon

Indian and youth programmes

Le Club Canadien-Francais de Thunder Bay, Mme. L. Beaupre

French cultural programmes

GOVERNMENT AGENCIES

Parks and Recreation Dept. City of Thunder Bay, R. B. McCormack

Verbal approval - referred to committee for specific proposals

Ontario Human Rights Commission, Mr. B. Lenton

Human rights education

Canada Manpower Centre, Mr. G. Thompson

Labour market information, education re services

National Film Board of Canada, Mr. J. Burnett

Film discussions and screenings related to community and national interests.

Dept. of the Sec'ty of State Citizenship Branch, Mr. R. Wray and Mr. G. Lacombe

Community relationships, cultural programmes, social concerns.

HEALTH SERVICES

Lakehead Psychiatric Hospital, Mr. M. Fisher

Public education re mental health

Addiction Research Foundation, Mr. A. Moss

Public education

PROFESSIONAL ASSOCIATIONS, ETC.

Thunder Bay Medical Society, Dr. G. Steinhof

Public education, preventive medicine

Chamber of Commerce, Mr. B. O'Brien

Referred to Committee

Lakehead Labour Council, Mr. N. Richard

Public education, labour/industry, etc.

Ontario Secondary School Teachers' Fed., Mr. C. B. Whitfield

Verbal approval and support

SERVICE CLUBS, ETC.

Rotary Club, Mr. A. Secor

Interest - referred to committee

Thunder Bay South Jaycettes, Mrs. E. Hicks

Leadership training and community projects.

Canadian Club, Dr. G. Morrison

Community centred programming

SOCIAL WELFARE AND ASSISTANCE (GOV'T. AND OTHER)

Thunder Bay United Appeal, Mr. W. D. Harris

Activities of voluntary agencies supported by United Appeal

Thunder Bay Branch, Canadian Red Cross

Water safety, first aid, social services

Credit Counselling Service, Mr. W. Walker

Financial counselling

Lakehead Family Counselling Agency, Mr. W. Pascoe

Family life education

Lakehead Social Planning Council, Mrs. I. Temple

Community service programming

Dept. of Social and Family Services, Mr. W. Doherty

Public education

YOUTH AGENCIES

Big Brother Association, Mr. J. R. O'Donnell

Public education and youth

Northwestern Ontario Regional Council, Boy Scouts of Canada, Dr. L. Hastings

Leadership training, youth, and scouting activities

Interim Report on Personal Interview Survey

This interim report represents a brief summary of some of the data derived through personal interviews concerning the Community TV Proposal. It is also possible at this time to suggest several trends which are beginning to appear throughout the data. These trends begin to outline some of the mutual needs of the community which in the future could be met through the medium of a community channel.

It is logical that the community channel, if it is to operate in Thunder Bay and indeed, hopefully,

in the region, must reflect the needs of the many facets of this community and its satellites. For this reason, the sample of people interviewed must also represent these various factions.

SAMPLE BREAKDOWN:

Total number interviewed to date 68			
Sex	Males		44
	Females		24
Occupation	Professional and agency people		16
	Non-professional (blue collar workers, housewives, students, etc.)		52
Community	From District	Thunder Bay	58
			10
Age range 84 years - 14 years			

This sample represents only the initial, exploratory attempt at the study, and more interviews are needed to balance the sample and be more representative of the community - i.e. concentration on various ethnic and racial groups, business organizations, and internal neighbourhoods.

BRIEF DESCRIPTION OF DATA

Number of people basically for the proposal	65
Number of people basically against the proposal	3

The information gathered in the interview method however goes much deeper than the initial for or against reaction; it also offers qualitative material. The respondents were free to comment and give their own opinions and concerns towards the community TV concept. The following represents some of the constructive opinions by various members of this community.

- the educational exposure could be fantastic; the concept has local and regional implications; it could be used to tackle community affairs and in constructing a meaningful understanding; try not to duplicate facilities now present in TV.
- investigate human resources and spread into the community; you must not be too rigid because change is a reality; must to maximize results, search out what people want, not necessarily shoving it at them.
- it could supply motivation to kids when they see themselves on TV, especially concerning local sports; it could also ease the class struggle which is so prevalent in this city; the people could be tied together through knowledge - right now decisions are made here by a few.
- it can be used to get feedback to organizations about their programmes; it can also be used to publicize their programmes and educate the community on what they are doing.
- could assist community awareness and community understanding concerning the ethnic groups (This point is very important in a pluralistic community such as Thunder Bay, ed.)
- the community channel can be used to bring people together and to provide a meaningful dialogue, presenting both sides of the issues so that people can make up their own minds; there are also citizens' groups which need support from the public.

The above comments are just some selected from interviews of persons in social agencies and other professions. The following responses are excerpts from interviews with the so-called "average person". One can see that what the "professionals" are suggesting as possible uses of the community channel correspond closely to the needs expressed by members of the community at large.

- like to see programmes explaining drugs and why people take them; maybe use a panel where people can ask questions from the audience.
- like to know the difference between the different political parties; I like information programmes as long as they are easy to understand - they can't be too dignified.
- community has to keep pace with what is going on; this community has to wake up; interested

in sports such as high school football and peewee hockey; also would like to see the symphony; channel would also give people the opportunity to find out more about other sections of the community.

- need for programmes that present both sides of the issues; need information programmes about income tax, unemployment, welfare and other agencies - how they function, and how one goes about approaching an agency.

- need more civic affairs programmes; local plays; local candid camera; why isn't it a fact now? local talent is just going to waste.

- would provide time for public views; force politicians to take a stand, knowing the public has a chance to express their views in public also.

- it is about time people spoke out, telling sponsors, etc., what we want to watch, rather than what the powers want to feed us.

- fear of control by "Higher-ups"; need to know about young people; should get them more involved in the community; also involve the senior citizen; like to see more on schools; if education programmes are used they shouldn't be too technical; should get people together to decide what is put on; can't always stress bad things.

- the average guy is passive because life is too complicated; there is too much conflict now - people feel the stress; family life is getting weaker; most average people have no solutions which makes them feel worse; some don't feel alive any more; they need controversy to shock them out of it.

- some way of airing public views is needed which cannot be pressured; give the average guy a chance; interested in stock car racing and sports; news perhaps will not be biased; the channel cannot be controlled by any minority.

The above comments give the reader some indication of the needs and feelings of various people in this community towards the community channel concept. The responses illustrate what could be provided by various community institutions and organizations to meet some of these needs. The constructive content of the opinions also indicates the feasibility of a citizens' Charter Board which was indicated in the original proposal.

This report may appear to be too one-sided to some, but the fact remains that a great many agree with the concept. This agreement is logical because the proposal represents an added service and a new experience requiring community involvement and active participation. This is not to say that people do not have some control. Many feel that this channel will end up like everything else - in the hands of a select few. Many expect that the proposal will not go through because those in power will try to stop it. Added cost and duplication of facilities are also mentioned as matters which require co-ordination and some mutual understanding among those now concerned with television. The informants have also stressed the need for presentation of both sides of any issue and seem to be searching for unbiased presentations. These concerns will definitely have to be taken into consideration in the final plans for establishing the channel and how it is to be financed, supervised, and programmed.

The data to date is much too incomplete to provide an adequate analysis or a working theory of community television. The other part of the social research, which will not be described at this time includes an analysis of several local studies which pertain to local needs. Also, information is being compiled through participant observation of local meetings and events, as well as those in the surrounding area. Several interesting projects are also occurring with the use of video tape which will provide a great deal of information on the community applications of the medium of television. In this way, it is hoped to present at a later date a fairly comprehensive description of some of the needs of this community and the surrounding district, and how some of these needs may be met through the medium of a community channel.

-report by J. Hyder

In addition to the aforementioned groups, agencies, and individuals who have expressed verbal approval of the Town Talk proposal for community television and have made positive suggestions as to its implementation, endorsements of the plan have been received in letters from the following:

The Hon. Robert K. Andras, M.P. (Port Arthur)
Mr. Hubert Badanai, M.P. (Fort William)
Senator Keith Davey
Alderman Mickey Hennessy
Mr. Ron Knight, M.P.P. (Port Arthur)

Mayor Saul Laskin
Mr. Paul Paularinne, President, Alma Mater Society, Lakehead University
Mr. A. W. Pascoe, Lakehead Family Service Agency
Mr. Keith Penner, M.P. (Thunder Bay)
Miss Margaret Phillips, Ontario Dept. of Education
The Hon. Robert Stanbury, M.P. (York Scarborough)
Mrs. Isobel Temple, Lakehead Social Planning Council
Alderman George C. Wardrope
The Hon. Robert Welch, Minister of Citizenship of Ontario and Provincial Secretary

Cable Television and the Lakehead Board of Education

The Lakehead Board of Education, at their meeting of July 9th, 1970 approved the following resolutions relative to cable television in Thunder Bay.

1. *"That representations be made to the Educational Television Branch, Department of Education Television Branch, Department of Education, to utilize the Hammarskjold Television Shop for the proposed Television Station as part of the proposed Educational Television network for the province."*
2. *"That negotiations be carried on with Lakehead Videon to provide educational programming for Lakehead Division schools by:*
 - 1) *providing a 'tap in' at the 'head end' of the Videon trunk cable for the Hammarskjold Television Shop;*
 - 2) *providing 'drops' to schools in the cable area;*
 - 3) *providing three of the channels available to Lakehead Videon for local educational telecasting;*
 - 4) *providing closed circuit television on all of the Mid Band (between Channels 6 and 7) to make available channels for 'demand educational television' (programmes available on teacher request at the desired time)."*
3. *"That the Ad Hoc Committee of the Thunder Bay City Council be advised of our requests, relative to consideration of a municipal franchise for cable telecasting; and that the Thunder Bay City Council be requested to extend membership of the Ad Hoc Committee to include representation from The Lakehead Board of Education."*
4. *"That application to the Department of Communications be made for permission to utilize the mid-band channels on Lakehead Videon for the distribution of Educational Television Programmes."*

Resolution number two requires further elaboration, as it contains some technical terms. The "tap in" at the "head end" part of the resolution means that programmes originating from the Hammarskjold High School television studio can be transmitted to all the schools in Thunder Bay, within the cable area. This will permit the Board to originate programmes locally, and to train future technicians, programmers and producers for jobs in this vital new industry. The opportunity to originate programmes tailored to Thunder Bay's unique needs is considered essential if we are not to be completely dependent on programmes originating in Toronto, some of which will not be suitable for our requirements.

The use of cable "drops" to our schools will allow individual teachers to choose from the wide range of programmes provided by Educational Television (E.T.V.). More important, by being able to tape these programmes on Video-Tape Recorders (VTR) teachers will be able to use **the programme they want at the time they want it.** This "demand" educational television will be "closed circuit" on the mid-band channels (between 6 and 7) and will not be seen by the public.

The three "open" channels that have been requested for the use of the school board will only be needed during school hours (8:30 a.m. till 4 p.m.). From 4 p.m. on, it is expected that one or more of these channels will be used for community television programmes of a non-commercial nature. In other words, the Thunder Bay public will, in the near future, have the opportunity to tune in on interesting programmes that are educational in the broadest sense, for several hours each day and evening.

It is essential that we recognize the enormous potential of the most important educational medium of the twentieth century, and act now to take advantage of it.

*David Morgan, Trustee
Lakehead Board of Education.*

A Teacher's Views on Educational Television

Television today is probably the most expensive and under-used element in the vast array of teaching aides. And yet it has the potential for becoming one of the most vitally important sources

• of educational material for class-room use. Vast sums of money have been spent on technical facilities including broadcasting stations, and large organizations, both in Ontario and throughout the continent, are involved in producing shows on a wide variety of topics. Yet all these programmes are prepared by central offices, and are often only indirectly related to the needs of students and teachers in specified localities. Furthermore, they are widely broadcast in accordance with a fixed schedule, which may bear no relation to the material being studied at the time in local class-rooms. It is virtually impossible to arrange viewing time to suit the individual class, or to arrange previewing of programmes by teachers.

Community cable television shows the way to overcome most of these problems. Relatively inexpensive equipment can record on video tape those programmes most valuable to local teachers for previewing and re-broadcasting by closed circuit cable to the schools at the time appropriate to the individual class. Local educators can prepare their own programming directly related to the needs of the students. Most effective use of the local personnel in all schools can be achieved through this medium. The community and the world around us can be dramatically and inexpensively brought before the students for their discussion.

Relevance, lower cost, greater effectiveness, wider use, local student involvement - all these can be brought to our schools through our own cable television system.

*Paul Inksetter, President,
Thunder Bay Division,
Ontario Secondary School
Teachers' Federation.*

OTTAWA'S VIEW OF COMMUNITY TELEVISION

The Broadcast Act

The Broadcast Act of 1968, "An Act to implement a broadcasting policy for Canada" is the legislation under which all broadcasting is regulated.

The Canadian Radio-Television Commission (CRTC), under the powers given it in The Act, sets **Radio (T.V.) Broadcasting Regulations** which are binding on all broadcasters, private and public, although there are special considerations for the CBC. "The Commission shall regulate and supervise all aspects of broadcasting with a view to implementing the broadcasting policy enunciated in section 2 of this act."

Section 2, "Broadcasting Policy for Canada" includes much to encourage the establishment of the type of service proposed by Town Talk. The relevant subsections are as follows. Some are paraphrased.

Subsection a. *The airways are public property and all broadcasting in Canada must be part of an integrated system. These are the reasons why broadcasting is subject to government regulations. Cable television companies for example, may be refused licences if certain conditions as determined by the Commission are not met.*

Subsection b. *"The Canadian Broadcasting system should be effectively owned and controlled by Canadians so as to safeguard, enrich, and strengthen the cultural, political, social and economic fabric of Canada." Towards this end, the government instructed the C.R.T.C. to rule that all private broadcasting undertakings be 80% owned by Canadians. For example, by the time Lakehead Videon's licence comes up for renewal, Famous Players Corporation (Controlled by the American "conglomerate" Gulf and Western) must have sold most of its 50% interest.*

Subsection c. *"All persons licenced to carry on broadcasting undertakings have a responsibility for programmes they broadcast, but the right to freedom of expression and the right of persons to receive programmes, subject only to generally applicable statutes and regulations, is unquestioned." An argument against the community television proposal may be based on this part. Since the owner is responsible, it might be reasoned, then he must have control, and control could never be given to a community group. The practical way to overcome this legal question is for the "Charter Board," which controls the Community Television Service, to post a substantial bond which protects the cable operator.*

Subsection d. *"The programming provided by (all broadcasters) should be varied and comprehensive and should provide reasonable, balanced opportunity for the expression of differing views on matters of public concern, and the programming provided by each broadcaster should be of high standard, using predominantly Canadian creative talent and other resources." The Community Television service as proposed, would seem an ideal framework within which to achieve these aims at the local level.*

Subsection e. *"Facilities should be provided within the . . . system for educational broadcasting." This part is of interest because it was included in response to demonstrated need and public pressure applied; it is possible that community television as proposed for Thunder Bay might be included in the Act at a later date.*

"The regulation and supervision of the system should be flexible and readily adaptable to scientific and technological advances." It might be reasoned that the technological potential of cable broadcasting lends itself to the organizational innovation which Town Talk proposes.

The Canadian Radio - Television Commission's Guidelines For Cable - Television

The CRTC has not yet announced regulations concerning cable television, but has published "guidelines" for those who will be applying for licences and licence renewals. Public hearings will be held, probably in the fall of 1970, before the "guidelines" become hard and fast regula-

tions, but the Commission's practice has not been to take fundamental changes once guidelines are announced.

The "guidelines" are principally contained in CRTC announcements of May 13, 1969, and April 10, 1970. The sections relevant to the Community Television Proposal are as follows:

CRTC Public Announcement of May 13, 1969. This announcement states clearly that the possibility of destructive competition between cable and broadcast television will be avoided through cable providing "community programming services (that are) of a complementary rather than a competitive nature to those already provided by other broadcasting services." "CATV can assist in the development of a community identity through locally produced programmes." This is the reason why the present cable operators, such as Lakehead Videon, have been rushing to establish community channels before their licenses come up for renewal.

Commercials are prohibited "except under special circumstances or for experimental purposes". There are indications that when the final regulations are announced, commercials will be permitted in special cases, but probably not on "community" channels.

"A licensee . . . will be required to fully wire his area before the expiration of his licence." Videon, for example, has not completed wiring certain sections of the city, but must do so under the terms of its licence from the CRTC.

Monthly charges and installation fees must be approved by the Commission. If a community television service, as proposed for Thunder Bay is established, the Commission will determine whether or not a rate increase is needed to finance it. The Commission has access to all information concerning a cable company's financial position.

C.R.T.C. Public Announcement of April 10, 1970 This announcement re-emphasizes the Commission's view that cable "should develop without threatening the essential service provided by the rest of the system."

Community programming is also re-emphasized. "The opportunity for CATV licensees to enrich community life by fostering communication among individuals and community groups. In the development of programmes of interest to communities, it is the hope that CATV programmers will be motivated by innovation rather than imitation. Local programmes should be based on access and freedom from the restraint of programme schedules which are often less flexible in conventional broadcasting."

A list of priorities is given "for determining the channels to be carried." With reference to this list, and to the stations available in Thunder Bay, Lakehead Videon's channel line-up must look much like this, in order of priorities, when its licence is reviewed by the Commission.

1. One or more educational channels, in co-operation with the Department of Education and local educators.
2. CKPR, the CBC affiliate.
3. A channel for the CTV affiliate when it is established.
4. A community channel. It is this channel that Town Talk proposes be controlled by a "Charter Board" from the Community.
5. One of WLUC, WD SM, KDAL, American commercial stations.
6. National Educational Television (U.S. Educational T.V.) if it can be picked up here.
7. Possibly CKPR - FM
8. One or both of the remaining available American commercial stations. The Commission may decide not to permit Videon to carry these stations because of the need for "an orderly east-west distribution of systems within Canada."
9. Possibly other channels originated by Videon.

The Commission's attitude toward networks is clarified in this announcement; "Networks of CATV undertakings may be authorized . . . in the public interest." It is not known whether a proposal to link Videon with a network outside Northwestern Ontario would be judged "in the public interest."

Members of the Commission have recently made public statements which suggest they would be most receptive to our proposal. None of these refer precisely to the type of Community Television service we propose, but this is only because our plan is quite unique. As Stanley Burke likes to put it: "Thunder Bay is ahead of Canada, and Canada is ahead of the world."

The Commission's overall view of broadcasting complements ours.

"The Canadian Broadcasting system should be used essentially, basically, predominantly, to help Canadians communicate among themselves."

*-Pierre Juneau,
C.R.T.C. Chairman,
Press Conference,
May 22, 1970.*

The significance of cable to the future of broadcasting is appreciated by the Commission:

"CATV appears to solve some technical problems inherent to "off-the-air" broadcasting. The advantage of CATV, besides its capacity to bring in different signals it could offer to the subscriber, is the generally improved quality of the picture, sound, and colour achieved through improvements in solid state electronics and protected transmission through cable."

C.R.T.C. Annual report 1968-69

Regulations and proposed regulations concerning cable, deal mainly with what The Commission calls the practice of "wholesale importation" of American programmes. It is recognized, on the other hand that some appealing substitute for American programmes. It is recognized, on the other hand that some appealing substitute for American programmes must be found.

"Some way has to be found to provide additional services through cable. . . . in such a way that the public will be satisfied, and also that the cable operators will have a service sufficiently interesting that people will want to buy it, and they will have viable systems to operate."

The cable operators have been critical of the Commission's regulations, but the Commission has returned with its own criticisms of the cable operators.

"The recent declarations of the Canadian Cable Television Association I find extremely disappointing, and the problem they have to consider now is whether they have to consider bute to the development of a broadcasting and communications system in the country at the moment, or whether they want to defend vested interests."

-M. Juneau before a Senate Committee

-January 15, 1970

The Commission has put great emphasis on the need to develop local programming over the cable systems. At the last annual meeting of the Canadian Cable Television Association, C.R.T.C. Vice-Chairman, Harry Boyle criticized the cable operators for being so slow in developing this type of service. Proposed regulations give local channels a high priority.

The cable operators must begin to originate programming.

"We are of the opinion that there is a need in cable television at the moment for an active role on the part of cable. If cable television is going to be only a means of transporting already existing programmes, if there is going to be no active participation in the problems that concern us all - mainly the development of communications in Canada - then I don't see why it shouldn't be transferred to the common carriers as an operation."

Cablecasting will include local programming wherever possible but cable networks (grids - in the jargon) are foreseen.

"... If cable companies are going to provide more services, some of them will be able to afford to do so at the local level - and indeed some cable companies have started to do that - other programmes are going to be too costly to produce at the local level and will require co-operation among a large number of systems. That is another way of saying that you need a network."

-M. Juneau - Senate Committee

-January 15, 1970