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A COMPARATIVE ANALYSIS CONCERNING THE
AVAILABILITY AND QUALITY OF TELEVISION
RECEPTION WITHIN COMMUNITIES OF
BRITISH COLUMBIA AND THE YUKON.

AUGUST 1973

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INTRODUCTION

"Project B. C. Vision" was conceived in late April 1973 and grew out of the need for an overview of television broadcast receiving undertakings in British Columbia, particularly in the isolated rural areas of the province where unlicensed repeaters and cable (CATV) systems were known or suspected to be operating.

The immediate mandate of the project was to determine the origination points and quality of television signals in all areas of British Columbia with a population concentration of more than 200 persons.

During the course of the study, standard measures were used to assess signals and record data but citizen opinion and evaluation remained the primary source of information. This report was designed as a vehicle for the conveyance of that opinion.

MANDATE"PROJECT B. C. VISION"PROBLEM

The Pacific Region has a large number of TV Low Power Transmitter Rebroadcasting Stations and CATV Systems which have been licensed by the CRTC, as well as a number of both these facilities which have not been licensed which do not meet the grade of service laid down by the Department. In many cases, the installations are operating in areas of inadequate signal and should not have been given technical approval prior to licensing.

It is impossible for the Department to enforce adherence to the required technical performance criteria because there is no way of providing adequate signal without providing some alternative means of delivering to the location, such as by microwave link, etc.

It is also not possible to shut down such facilities once they have been established because of public attitude which is to demand TV even though quality may be worse than marginal.

The Department is faced with the problem of receiving continued complaints from users and being unable to do anything about them, or of taking steps to try to determine the corrective action which should be taken either by private individuals or government or both.

Accordingly, the following project is proposed:

PROJECT TERMS OF REFERENCE

The project officer will be required to have a survey conducted so as to analyse the extent and adequacy of television coverage in the interior and northern regions of B. C. and Vancouver Island. If time and resources permit, the study might be extended to the Yukon Territory.

This investigation will:

- (a) determine grade of service being provided by the licensed TV Low Power Transmitter Rebroadcasting Stations scattered throughout the region and the population they serve;
- (b) identify and determine the grade of service being provided by numbers of TV Low Power Transmitter Rebroadcasting Stations known and/or suspected to be operating without licence in the region and the population served by them;
- (c) determine the grade of service delivered by CATV systems throughout the territory described above; and
- (d) determine those centres of over 200 population which do not have TV coverage of any kind.

The project team will assemble the above data and with reference to existing and planned communications systems within the region, prepare an overall proposal and series of sub-proposals aimed at satisfying inadequacies in the existing systems.

Project Team:

Peter Anderson - Simon Fraser University
Larry Haber - Simon Fraser University
Bernard Major - Communications Canada

From the data collected for "Project B. C. Vision", it is apparent that television reception difficulties may be due to one or more of a number of factors each of which can be isolated and viewed as a distinct problem. The relationship of one problem to another is often symbiotic; where one exists it may nourish others. There is reason to believe that this formula can be reversed; find a solution to one problem and eliminate others as well.

The "Project B. C. Vision" report entitled: "Here You See It! There You Don't!", a comparative analysis concerning the availability and quality of television reception within communities of British Columbia and the Yukon, is divided into two volumes. Volume I details the findings and recommendations of the report and exposites their rationale. Volume II is a comprehensive documentation of the data collected for the project and is the information base upon which Volume I is built.

Volume I is divided into three sections, the first of which is preceded by a statement of the Project Mandate as a point of departure. The first section consists of 6 chapters and a Summary of Recommendations that form a reply to the immediate requests of the mandate. In addition, the project team could not help but note, and would have been lax in its duty if it did not document, two strongly held and expressed opinions of the public which are ancillary to the immediate mandate. These common concerns relate to the nature of CBC programming and the lack of clearly defined or communicated governmental policy and practice with regard to broadcasting and are discussed mainly in Chapters 5 and 6 of Section I.

The second section of Volume I is a point by point description of the project procedure that details the manner in which data were collected.

Section 3 of Volume I is an appendix containing an abstraction of the data which can be found in more detail in Volume II. The appendix contains several tables which may be useful as a short form general reference to broadcast undertakings in B. C. as well as those mentioned specifically in the report.

Volume II contains a major appendix which is divided into two appendices, A and B.

The first part of Appendix A, Volume II, is a cumulative percentage breakdown of community response to the questions listed in Sections B and C of the interview form which will be introduced in Section II of Volume I. Part II of Appendix A is a cross-tabulation of those same questions (Sections B and C of the interview form). Appendix B of Volume II is a breakdown by community of the quantity and quality of television reception. This appendix lists the names of communities, channels received in each community, reception quality of each channel, and the average grade of reception across all channels according to the type of broadcast and receiving facilities in the area. If you find this preface confusing, we would ask you to just sit back, relax, read the report, and perhaps the picture will improve.

SECTION I

SECTION I

PRESENTATION OF REPORT FINDINGS

A. Area of Concern - In many of the communities surveyed by the "B. C. Vision" team, the most obvious reason for poor TV reception was a poor signal. That discovery prompts the question "What are the causes of a weak signal?" The answer is not always a simple one because the nature of the problem is often multidimensional, that is, related to technical, economic and sociological considerations. This outline (Part A), for example, of technical factors which have a bearing on the quality of television reception is only the first stage of analysis in that it outlines the symptoms of the problem. The following chapters are designed to introduce and delineate the underlying factors which in conjunction with one another contribute to the overall problem concerning reception of adequate television reception.

B. Contributing Factors

1. Geographic considerations - the distance between broadcasting and receiving terminals. The effect of too great a transmission distance or too many repeater links in a system is demonstrated by the poor quality television signal to be found in isolated communities.
2. Obstructions found between broadcasting and receiving terminals including mountains and electrical interference.
3. Faulty broadcasting or receiving equipment due to poor maintenance of the equipment.

4. Inadequate broadcasting or receiving equipment.
5. Lack of power supplies (i.e., extensive use of battery power or water wheels to operate repeaters).

C. Current Options for Action

1. Decrease the distance between broadcast and receiving points.
2. Removal or circumvention of signal obstruction.
3. Repair and maintenance program for faulty equipment.
4. Installation of adequate equipment to replace inadequate equipment.
5. Installation of adequate power supplies.

D. Considerations for Future Study

Establishment of a satellite earth station programme in those regions where the topographical makeup is such that more conventional communications systems cannot provide effective or adequate service.

DISCUSSION

The effective transmission and maintenance of television signals in many parts of British Columbia presents a special challenge to the communications engineer who has to develop the capabilities and to the administrative entity that must finance him and operate the system. Building communication links in British Columbia, like building highways, or railways, requires a disproportionately large amount of time, skill and money in order to achieve the level of service provided where there are less geographic obstacles.

The most obvious obstacle in the path of a communication link is a mountain¹, but it is by no means the only one. In some cases, the sheer distance a signal must travel from station transmitter or satellite to the home receiver can weaken and distort the signal to the point where it provides an inferior quality of reception². Electrical interference can also be cited as a cause of signal interferences³. In addition, faulty broadcasting or receiving equipment is sometimes the cause of poor signal quality, especially in areas where old equipment in poor repair is used to provide a signal or where the equipment is not adequate for its intended purpose⁴. Where good auxiliary equipment is available, it sometimes must be operated at a distance from the community in order to be effective, often where there are no power sources and maintenance is difficult⁵.

Any or all of the above problems can result in poor television reception for the home viewer⁶. Where poor reception is found, it is most often due to a combination of causes. Many communities in British Columbia, for example, are affected, to some extent, by the presence of mountains in the path of television signals and have devised means of attacking the problem, either with satellites or community CATV systems, but may be unable to deal with other factors such as electrical interference or a lack of financial resources needed to maintain equipment.

Since the problems are complex, simple answers are not always viable. Obviously, one does not remove a mountain which constitutes a signal obstruction. On the other hand, it may be possible to remove electrical interference, build signal links around mountains or provide adequate

maintenance to equipment. Each case, and we refer here to those problem areas outlined in the footnotes to this section, must be considered separately in greater detail by persons with special technical skills. In some instances, where all other attempts to provide good reception have failed, it may be necessary to employ the most modern communications technology in order to provide isolated areas with an adequate signal. A communications satellite earth station at a central point, perhaps on the Queen Charlotte Islands or Aristazabal Island, would undoubtedly benefit persons who at present have poor television reception, in the coastal regions to the southwest of Terrace along with residents of Ocean Falls, the Bella Coola Valley and the Northern regions of Vancouver Island. It appears that until now financial considerations and not the needs of people have determined the accessibility of information and entertainment provided through broadcasting facilities. Of course the expense of this system is a major factor which must be measured against the number of communities and persons that it will serve. In the long run, however, it may be less expensive in certain areas to provide television communications service with an earth station than it would be to approach the communities separately and begin constructing what may soon be an obsolete system of repeaters. The only other alternative is to ignore the situation and allow citizens of rural communities to fend for themselves - as many of them have until now.

FOOTNOTES

1. Many B. C. communities are found in valleys surrounded by high mountains. In these regions, the major obstacles to television reception are adjacent mountains which block signals. Areas affected by this problem are:

Ashcroft	Hazelton
Barriere	Kispiox
Bella Coola	McBride
Boston Bar	New Denver
Burns Lake	Ocean Falls
Cassiar	Port Renfrew
Aran Isle	Sparwood

2. Basically five formulations of this problem (excessive distance from transmitter to receiver) exist.

- A) Excessive distance from signal originator to home receiver.

This problem is most pronounced in the following links:

- (1) CSDC Dawson Creek to Fort St. John - 40 miles
- (2) CJDC Dawson Creek to Chetwynd - 60 miles
- (3) CKPG Prince George to Wells, B. C. - 70 miles

- B) Excessive distance from station transmitter to satellite causing the signal to become weak before reaching the satellite.

In these instances, the satellite, even though it may be in good working order, cannot improve on a poor signal and as a result will transmit an inferior signal. The problem becomes especially severe when a number of successive transmission links are dependent on the original transmission from station to

satellite as is the case in the transmission of CFTK TV Terrace to CFTK TV 8 at Mt. Parizeau on Aristazabal Island. The signal, which is already weak due to the excessive transmission distance, must be repeated to serve the other areas including the Bella Coola Valley with a poor quality signal.

- C) Excessive distance from satellite to satellite. Areas affected include the following:

CFTK-TV-1 Prince Rupert - CFAL-TV-1 Tasu, approx. 118 miles
CFTK-TV-8 Mt. Parizeau - CHVT-TV-1 King Island, approx 89 miles
CFTK-TV-8 Mt. Parizeau - CFTK-TV-9 Ocean Falls, approx. 79 miles
CFTK-TV-8 Mt. Parizeau - Bella Bella, approx. 72 miles
CFTK-TV-1 Prince Rupert - Juskatla, approx. 70 miles
CFTK-TV-1 Prince Rupert - Mt. Poole, approx. 90 miles

- D) Excessive distance from satellite to home receiver. Where the distance is too great from the satellite to home receiver, the signal will suffer distortion even though it arrives at, and is transmitted from, the satellite in good condition:

CFTK-TV-1 Prince Rupert - Port Clements, approx. 65 miles
Whitehorse, Y.T. - Carmacks, Y.T., approx. 100 miles.

- E) Too many linkages will result in a signal which grows weaker and more distorted with each repeater. This condition involves many of the areas services by CFTK Terrace.

3. Radio interference is believed responsible for television signal disruptions in Blue River, B. C. and in the Thumbs, B. C. area.
A more common type of electrical interference concerns Hydro Power lines which crisscross or run adjacent to towns. This problem has become severe in Chetwynd, B. C. and in Sparwood, B. C. where the DOC is working with B. C. Hydro to define and correct the problem of power leaks. A problem situation involving electrical interference may be emerging in connection with the new high voltage lines from the Mica Creek Dam south through communities of the Okanagan Valley.
4. Communities with limited resources, financial, technical or otherwise, often use equipment which is in need of repair or simply not suited to the service demanded of it. This is particularly true of small CATV systems that are operating with a lack of adequate amplifiers or with outdated equipment that produces less than satisfactory results. Genelle, B. C., and to a lesser extent, Beverdell, B.C., Ladysmith, B.C. and Youbou, B.C. are affected by these conditions.
5. Because of their distance from community power supplies, some repeaters have in the past operated on power provided by water wheels, a generally unreliable source. Batteries and propane are more common but still require frequent maintenance which is often impossible during the winter months when the repeaters, usually on mountains, are both inaccessible and subject to damage from storms. Areas affected in this manner include:

Argenta	Lillooet
Burns Lake	Lardeau
Burstan	Cooper Creek
Fauquier	Hagensborg
Edgewood	Kitwanga

Most of the repeaters in the CFTK-TV Terrace system fall into this category.

6. In some areas the signal is so weak that there is no reception at all. Areas without television reception include the following ones noted in the course of this study.

Anahim Lake
Cedarvale
McBride
Tatla Lake
Teslin, Y. T.
Zeballos

CHAPTER 2

FINANCIAL PROBLEMS RELATED

TO

TELEVISION SIGNAL RECEPTION

- A. Area of Concern - Some communities are without TV signals due to unfavourable economic conditions, especially in those areas that require auxiliary equipment to receive and maintain signals. The problem involves gathering funds to finance the initial cost of equipment and/or maintain equipment.
- B. Contributing Factors
1. Lack of population co-operation in contributing to costs.
 2. Lack of community wealth where special financial conditions exist over which the community has no real control, for example, Indian Reservations.
 3. Lack of population concentration limiting the effectiveness of the equipment that a sparse population can reasonably be expected to afford.
- C. Current Options for Action
1. Establishment of TV Society or co-op which collects fees from the community to be spent in providing a television signal service.
 2. Establishment of a private company which collects fees from subscribers who receive a TV signal in return.
 3. Establishment of Government-owned broadcasting outlets.
- D. Consideration for Future Study
1. Encouragement of Private Broadcasting Companies who derive benefit through advertising revenue, to establish broadcast facilities in those areas they otherwise service indirectly through community broadcast resources.

2. Increase of government aid to provide television reception in those communities that lack adequate resources.

DISCUSSION

Financial problems related to television signal transmission and reception are less evident in the larger centres than they are in more isolated communities with smaller populations. Television stations are usually situated in the larger communities allowing local residents to pick up good off-air signals at no direct cost¹. In addition, the large populations found in the major cities form a lucrative market for the cable entrepreneurs who generally provide a good television broadcasting service at what is usually considered a reasonable cost.

In many parts of the Province, however, television reception does not come cheap. Where auxiliary equipment is needed to bring in television signals, the responsibility of financing the initial cost of the equipment and providing a program of maintenance for it, is left to the individual community. Community financial support is predictable according to the formula of diminishing returns. Where the signal quality is high, support is good; where signal quality is poor, financial support is less enthusiastic. Some community groups, organized for the purpose of collecting funds to finance equipment, receive good public co-operation and others do not. In certain cases, specifically Indian Reservations where the people have no real control over finances, the funding of repeater links and so forth is dependent upon outside

sources - usually the Department of Indian Affairs and Northern Development.

In very sparsely populated areas amassing the capital to afford the purchase of effective equipment is almost an impossibility despite universal community support. If the population is so extremely scattered among irregular terrain (the Upper Bella Coola Valley, for instance) that it would in a manner of speaking require a ratio of one repeater for every 10 persons, then the situation is obviously not one which can be resolved without outside assistance. Nor is the problem limited to a question of acquiring a mere quantity of broadcasting apparatus. As the quality of equipment increases so does its price, and in some areas only the most sophisticated equipment can provide adequate service. These considerations then, of areas to be served, comparative costs and types of equipment, and means of financing, are the variables each community must juggle before arriving at a method for introducing TV service.

Financial difficulties then are most often encountered by the small isolated communities with poor television signals where a means of collecting funds for the purchase of equipment to improve signal quality must be devised. Some communities will organize informally and pay a person or persons to provide television signals through the operation of unlicensed repeaters or satellites². Subscriptions by contributions in this sort of arrangement usually results in little profit for system operators who are most often residents motivated by

a sense of community spirit and a desire for good television reception. Nevertheless, instances do exist where the residents pay what appear to be excessive sums either in hookup or monthly subscriptions to cable system operators who offer little in return³. Communities that wish to guard against that sort of thing, ensuring that all profits are poured back into the system and at the same time recruit an ample base of volunteers have formed Television Societies or Co-ops⁴.

An analysis of statistical data collected during the study shows that those areas serviced by informal groups, co-ops and TV societies, have, on the average, both the highest number of unlicensed repeaters⁵ and the poorest quality of television reception in the Province.

Despite the generally poor return on their personal and financial investments, the Television Society members and other residents of isolated communities remain allied in their efforts to obtain even a minimum level of television reception. Nowhere is that point more graphically illustrated than in McBride, B. C., a community which comprises an area population of 2,500 people, none of whom receive television reception. The residents of McBride recently voted in favor of a municipal tax increase in order to pay for the installation of a television signal repeater after years of unsuccessfully petitioning the CBC to provide one. The CBC has since agreed to build a repeater on a mountain adjacent to the town.

In the past, some remote communities have been receiving television signals with the financial aid of large community-based companies who

set up repeaters or CATV systems for the purpose of improving staff morale. Unfortunately, when and if the company shuts down, the system falls into a state of disrepair⁶. While some of these systems continue to operate, their incidence is relatively rare.

It is not hard to understand why remote communities are willing to go to great lengths to acquire television reception when one considers their isolation from other sources of news and entertainment. Clearly, television communications can be of great benefit to that part of the population which lives in relative isolation from the major urban centres. Today however the picture is one of confusion. There does not seem to be any recognition in the form of action by the government that an extensive developmental programme of financial and technical aid toward television broadcasting for the remote areas of B. C. is required. Perhaps this stems from an unawareness of the situation, a condition which could be corrected with improved lines of Federal-Provincial communications, and the creation of a joint strategy of action.

FOOTNOTES

1. The cost of producing off-air signals in major centres is absorbed by advertising revenue. Remote communities picking up signals via a relay from the major centres receive the advertising but do not benefit from the excellent equipment and good signal that advertising affords in the major centres.
2. See Footnote 1 following the discussion of Unlicensed Systems, Chapter 3.
3. Some of the cable systems that offer a relatively poor service at a relatively high cost are located in the following communities:

Gold River

Elkford

Genelle

Kaslo

Michel

Natal

Prince Rupert

Tahsis

A more detailed comparative description of all cable companies is given in the discussion of Cable Systems, Chapter 4.

4. Table 4 (see appendix) lists all the television societies and co-ops that operate repeaters in B. C. These systems are grouped according to the station rebroadcast by those repeaters. The call letter assigned to each repeater or satellite is listed except where the repeater is unlicensed.
5. 20% of the co-ops and television societies operate unlicensed

repeaters or CATV systems. All company-owned systems are licensed.

6. Two examples of this occurrence are Ocean Falls, B. C. and Beverdell, B. C.

CHAPTER 3

UNLICENSED SYSTEMS

A. Area of Concern - Unlicensed Systems -

At present there are known to be at least 12 unlicensed repeaters and 2 unlicensed cable systems operating in the Pacific Region.

B. Contributing Factors

1. Cost of licensing without any apparent material improvement in system dissuades small financially hardpressed operators.
2. Failure to apply for license because of a knowledge that the system is not technically suitable.
3. Failure of application due to poor technical quality of the system.
4. Delay in licensing procedure.

C. Current Options for Action

1. Repeated reapplication for licence.
2. Voluntary "shut down" of broadcast system by operators.
3. Enforced government "shut down" of broadcast system.

D. Considerations for Future Study

1. Establish government licensing agency designed to work directly with the community in preparing licence applications.
2. Government subsidies to improve the technical quality of community broadcast systems based on an estimation of community needs.
3. Review current regulations and eliminate those which cannot be enforced or are otherwise of no benefit to the community or government.

DISCUSSION

At the present time, there is a proliferation of unlicensed¹ repeaters, CATV systems and disgruntled citizen groups in the Province of British Columbia. These broadcast undertakings are unlicensed for a number of reasons. Many financially hardpressed operators (usually community groups), are reluctant to invest in costly licensing procedures that provide no material improvement in the quality of reception. Others that have applied have had their bid rejected due to the poor technical quality of the system. Some groups fail to apply because of a knowledge that the system cannot satisfy standards and would fail a technical check. Still others have applications pending and sustain delays.

The disgruntled individuals and citizen groups are those who wish to comply with licensing procedures but suffer frustration in that regard. Licensing, within the present organization of government, costs the licensee money. Technical surveys and descriptions must be drawn up; sometimes as costly a procedure as the purchase of equipment. The whole issue arising out of licensing procedures for CATV systems and repeaters in remote communities has the effect of casting the DOC in a bad light and creates in some community groups a reticence to seek assistance from the district offices. The almost unanimous and unsolicited opinion of Co-op and television society members in small communities was that the government should not only provide free licensing but repeaters and CATV systems as well.

The refusal in most cases of government to supply or subsidize repeaters on the one hand and impose further financial hardship in demanding a licence on the other, is taken as an affront. Consequently, the operators of unlicensed broadcasting systems in isolated communities are apt to "have their backs up" and express the attitude to the DOC of "We dare you to shut us down".

The regional and district offices of the DOC then cannot always be blamed for a failure to take action against unlicensed systems. First of all, they must recognize and rightly so, the very real and very logical force of public opinion which states: "If you shut us down what will you give us in return, surely what we have now is better than nothing?" If the DOC employees in the course of their "legal" duty were to shut down a receiver of this sort, it is probable that they would have to endure a great deal of public abuse.

At any rate, it is doubtful whether the regional and district offices of the DOC really have the resources to pursue delinquent operations, a process involving in-depth documentation and analysis of the problems that exist. The priority job of each departmental office is to inspect licences that exist or are pending. This determines the workload of individual offices which are staffed accordingly. Consequently detective work is often accomplished almost by accident in the course of regular duties. Finally, unlicensed systems that have sufficient skill and/or financial resources available, have the option of applying for a license in spite of poor quality only to have it inspected and rejected again

and again, wasting the valuable time of licensing inspectors in the process.

The point is that if licence regulations are unfavourable or detrimental to the efficient operation of government agencies, they should be eliminated in favour of a more effective system of operations.

The image of DOC inspector as a cop should be remolded to that of counsellor. Resources should be made available for the inspectors to work with communities in order to produce the conditions required in obtaining a licence. The task of the Community Communications Advisor, would include making recommendations to a budgetary committee for funds to assist in the purchase of necessary equipment. In this way, each community throughout the province would be dealt with by government on an equitable basis according to the individual needs and resources of the community. Benefits to government through an adoption of this plan would include an improved reciprocal communication with the "man on the street" as well as "more value for the dollar", that is, the natural financial advantages which follow from increased efficiency.

FOOTNOTES

1. Areas serviced by unlicensed television satellites (TV Low Power Transmitter Rebroadcasting Stations)

Balfour

Burton

Fauquier

Hagensborg

Hartley Bay *

Kitwanga

Lardeau Valley

Namu

Noranda Mines - Babine Lake

Old Masset *

Shoulder Mountain - Babine Lake *

Snowshoe Island - Babine Lake *

* Application has been made for licensing.

2. Communities with unlicensed CATV systems:

Beverdell

Genelle

CHAPTER 4

CABLE SYSTEMS

A. Area of Concern - In many communities throughout B. C. television reception is either very poor or non-existent without the operation of a cable system. Where cable is installed, it often fails to operate properly but is tolerated because it is the "lesser of the two evils", that is to say, better than no TV at all. The problems that can exist in regard to cable systems include:

1. Unlicensed cable systems.
2. Poor technical quality of the system.
3. Poor service provided by the system. A failure to keep system in good repair.
4. High rates charged to subscribers.
5. Failure to provide the services listed in application for licence and in the recruitment of subscribers.
6. Failure to provide service to fringe areas.

B. Contributing Factors

1. Expense of licensing.
2. Expense of adequate equipment.
3. No incentive for cable operators to improve on a system that is operational but not licensed and therefore not subject to effective regulatory control.
4. Failure of licensing body to take action when the conditions of licence are not fulfilled.
5. Regional and District Offices lack resources to search out, investigate, and document all cases of broadcast infractions related to cable and to enforce regulations that might apply in each case.

C. Current Options for Action

1. Organization of subscriber members to petition the cable company for better service.
2. On going "self-watch" program by cable companies to improve service.
3. Enforcement where possible by Regional and District Offices of existing regulations.
4. Investigation, when resources permit, of unlicensed cable companies by Regional and District Offices of the DOC.

D. Considerations for Future Study

1. Legislation prohibiting cable companies to charge for service promised in application for licensing or solicitation of subscriber, but not provided to the subscriber.
2. Redirection of cable profits to provide better service and lower rates.
3. Increase resources to Regional and District Offices to enable them to carry out more thorough and extensive examination of cable companies in order to determine whether those cable companies are fulfilling the conditions upon which their licence was granted.
4. Establishment of Government body whose duty it would be to make periodic inspections of cable systems and provide aid in the application for licensing, thus lending the system to regulatory control.

DISCUSSION

Many communities throughout B. C. have found that the most satisfactory and, in some cases, the only way to bring in TV signals is to establish a CATV system and thus utilize community resources to construct a "super antenna" and booster which would otherwise be well beyond the economic reach of the average citizen. Unfortunately, cable systems do not always provide a service that is equivalent to that found in larger centres which have greater resources or a more fortunate geographic position. In some cases the CATV system is hampered from the beginning in providing an adequate signal because a good signal does not exist at their head end and a poor signal cannot be improved upon even with the best of equipment.

However, bearing in mind the exceptions and qualifications which will be discussed in the ensuing paragraphs, the quality of signal provided by cable companies, especially in the major urban areas, is good. An analysis of data collected during the study which offers a comparison of CATV systems with other broadcast undertakings demonstrates that most cable companies provide a quality and quantity of television reception to the viewer which is superior to that which could be had without a cable service¹. It is not surprising then that the people interviewed for the study who had cable were, on the average, more satisfied with their reception than were those without cable² or that a substantial portion of the population who did not have cable expressed a desire to have cable³.

Given that a climate exists in which people see cable as a cure-all to their reception problems, it is not hard to understand why a good

number of individuals and communities have committed themselves to CATV systems which ultimately offer poor service in addition to victimizing subscribers with high rates.

While other instances of problems and problem areas related to cable systems exist, the case of the Genelle B. C. CATV system best typifies some of the problems which can be encountered by a cable system. Genelle is a relatively small community. The cable system has only 60 subscribers, consequently each subscriber is obliged to buy a \$25.00 share in the system and pay a \$200 hookup fee or an extra \$1.00 per month in addition to the \$4.50 per month subscriber fee. Despite the high cost to each person, the service is poor. The system broadcasts only two stations that cannot be picked up off air and those suffer poor reception⁵.

Perhaps the problem is that the operators of the system lack technical skill or cannot always afford to hire it. Perhaps the problem is old or inadequate equipment purchased (dumped?) from a larger cable company. Probably, the problem is a combination of these things and more, including poor planning and administration. Neither is the problem in Genelle confined to the technical shortcomings of the system. There are reports that subscribers disenchanted with the service or obliged to move elsewhere are not able to redeem shares as per the agreement in the subscriber contract. On the other hand, residents in the fringe areas of the community cannot obtain service from the Genelle system because the additional equipment weighed against the anticipated economic return would only constitute an additional financial liability for the operators

of the system. A petition containing the signatures of 80% of the householders in the community has been presented to a neighbouring cable operator (Northwest Community Video Ltd.) as a request for service. One reply from that company has been that an application for a licence to service the area would be made if the presently unlicensed Genelle system would shut down, thus facilitating a smooth turnover of subscribers and operating space. Naturally, enough of the owners and shareholders of the Genelle system, many of them prospective subscribers to the competing system, are reluctant to cease operating without consideration for their investment. By the same token, Northwest Community is not willing to buy old equipment at inflated prices and add to what may already be a marginal investment. Meanwhile, the citizens of Genelle must sit twiddling their horizontal holds and hope for better days. This is the sort of situation that begs rapid and decisive government action. Why should any citizen who is a member of the "Just Society" and therefore entitled to a communication with it, be deprived of a cultural link and subject to the whims and machinations of private interest groups?

It is difficult to determine exactly what factors underlie the Genelle situation from a technical point of view. The system is not licensed and accurate facts and figures concerning technical capabilities, community responsibility and financial status are not as accessible to interested parties as they would be if they were outlined in a licence application. Because this system and others like it remain unlicensed, they remain invisible to regulatory bodies such as the CRTC and are there-

fore not subjected (nor do they subject themselves) to regulatory control. Many licensed cable systems fail in a variety of ways to live up to the conditions and/or implied conditions upon which the licence was granted. One system was committed in its application to providing 5 channels but continues to provide only 2 of them⁶. While they have produced only 40% of the programming pledged in soliciting subscriptions, the operators have somehow managed to honor their promise to collect 100% of the subscription fee. Another system continues to collect full fees even though it is frequently off the air; in some areas for weeks at a time⁷. But perhaps the most deceitful malfeasance of the cable companies lies in their perennial assertions that they will redirect some of their community derived profits to initiate "community programming" while no serious efforts to that end, other than providing limited facilities for "volunteer" input, are made.

It may be true that the regulatory entities that exist have few levers with which to exert an influence on the unlicensed systems but their position is much stronger with systems that are licensed. If the licensed conditions are not met then it is the duty of the regulatory bodies to exert pressure. One method of ensuring that cable systems live up to their contractual and licensing obligations might entail establishing a Regional resources group.

In addition to improving the lines of communication between Federal and Regional branches of the DOC, the Provincial or Regional resource group would recommend to the Federal body methods for increasing the incentive of cable companies to provide a better service at the "consumer" level.

COMPARATIVE DESCRIPTION OF CABLE COMPANIES

The following is a Table listing all cable systems surveyed in the course of "Project B. C. Vision", along with the names of their respective communities. A number of operating characteristics that form a base for comparison of the systems are itemized below (1 - 6). Where these characteristics apply to the individual systems, they are indicated by an X in the column to the right. Data collected which supports this grading system can be found in the Appendix to this report, Volume II and in the raw community data and interview on file at the Pacific Region of the Department of Communications.

1. Unlicensed cable systems.
2. Poor technical quality of the system.
3. Poor service provided by the system. A failure to keep system in good repair.
4. High rates charged to subscribers.
5. Failure to provide the services listed in application for licence and in the recruitment of subscribers.
6. Failure to provide service to fringe areas.

<u>COMMUNITY</u>	<u>CABLE COMPANY</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
Abbotsford	MSA Cablevision						
Beaverdell		X	X				
Britannia Beach	Pickard, Jeffery Charles						
Burnaby	West Coast Cablevision						

<u>COMMUNITY</u>	<u>CABLE COMPANY</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
Campbell River	Campbell River TV Association						
Castlegar	Northwest Community Video Ltd.						
Chemainus	Cowichan Valley TV Ltd.		X				
Chilliwack	Valley Televue Ltd.						
Comox	C - C T.V.						
Coquitlam	Coquitlam Cablevision Ltd.						
Courtenay	C - C T.V.						
Cranbrook	Cranbrook TV		X				
Creston	Creston Cabled-Video Ltd.						
Cumberland	C - C T.V.						
Duncan	Cowichan Valley TV Ltd.						
Elkford	Fernie Television Ltd.		X		X	X	
Fernie	Fernie Television Ltd.		X	X		X	
Fruitvale	Community Video (Montrose-Fruitvale) Ltd.						
Ganges	Aristocrat Cookware Ltd.						
Genelle	Genelle Co-op TV Society	X	X	X	X	X	
Gibsons Landing	Northwest Communications Ltd.						
Gold River	Telesis Development		X		X	X	
Golden	Golden Television Ltd.		X		X		
Greenwood	Greenwood Video Ltd.				X		
Haney	Coquitlam Cablevision Ltd.						
Hedley	South Okanagan Television Distributors Ltd.					X	
Honeymoon Bay	Lakevideo Services Ltd.		X				
Kaslo	Kaslo Television Ltd.		X		X	X	

<u>COMMUNITY</u>	<u>CABLE COMPANY</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
Kimberly	Kootenay Enterprises Ltd.						
Kinnaird	Northwest Community Video Ltd.						
Ladysmith	L & C Cablevision Ltd.			X			
Lake Cowichan	Lake Video Services Ltd.						X
Langley	Fraser Valley Cablevision						
Merritt	Merritt Cablevision Ltd.				X	X	
Mesachie Lake	Lake Video Services Ltd.						
Michel	Fernie Television Ltd.	X	X	X	X	X	X
Montrose	Community Video (Montrose-Fruitvale) Ltd.						
Nanaimo	Community Video (Nanaimo) Ltd.						
Natal	Fernie Television Ltd.	X	X	X	X	X	X
Nelson	North West Community Video Ltd.						
New Westminster	Western Cablevision Ltd.						X
Oliver	Oliver Tele - Vue Ltd.						
Penticton	South Okanagan Television Distributors Ltd.						
Port Alberni	Alberni Cable Television Ltd.						
Port Coquitlam Ltd.	Coquitlam Cablevision Ltd.						
Port Moody	Coquitlam Cablevision Ltd.						
Powell River	Powell River Television Co. Ltd.				X		
Prince Rupert	Skeena Broadcasters Ltd.	X		X	X		
Princeton	Princeton Television Ltd.			X	X		
Revelstoke	Central TV Systems Ltd.	X		X			
Riondel	Creston Cabled Video Ltd.	X					
Robson	North West Community Video Ltd.						X

<u>COMMUNITY</u>	<u>CABLE COMPANY</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
Rossland	Community Video Ltd.						
Royston	C - C TV						X
Rutland	Black Knight Television Co. Ltd.				X		
Salmo	Salmo Cabled Programmes Ltd.					X	
Sardis	Valley Televue Ltd.						
Sayward	Kelsey Cable (1971) Ltd.		X	X			
Sechelt	North West Communications Ltd.						
Sooke	Langford - Sooke Cablevision Ltd.		X				
Sparwood	Fernie Television Ltd.		X	X	X		
Squamish	Reliance Distributors						
Summerland	South Okanagan Television Distributors Ltd.						
Surrey	Fraser Valley Cablevision						
Tahsis	Telesis Development		X		X	X	
Terrace	Skeena Broadcasters Ltd.				X	X	
Thrums	Thrums CATV Society						
Trail	Community Video Ltd.						
Ucluelet	Ucluelet Video Ltd.		X		X		
Union Bay	C - C TV						
Vancouver	Canadian Wirevision Ltd.						
Vesuvius Bay	Aristocrat Cookware Ltd.						
Victoria	Victoria Cablevision Ltd.						
Whitehorse	Northern Television Systems (WHTV)						
White Rock	White Rock Cablevision						
Youbou	Youbou Television Ltd.		X	X			

FOOTNOTES

1. On the average, cable systems provided 5.9 channels versus 2 channels for those using rooftop antennas, and 1.2 channels for those using "rabbit ears" or rod antennas. The average picture quality across all channels for cable systems based on a rating of 1 (excellent) to 6 (unusable) was 2.7 versus 3.4 for rooftop antennas and 3.2 for "rabbit ears" or rod antennas.
2. 66.1% of those people who had cable were satisfied with reception, while only 44.9% of those without cable were satisfied with reception.
3. 69.8% of those without a cable system expressed a desire to have cable.
4. The picture quality on Channel 2 KREM-TV was 4.8 and on Channel 4 KXLY-TV 3.5 (based on a scale from 1 (excellent) to 6 (unusable)).
5. Princeton Television Ltd.
6. We refer here to the Natal and Michel B.C. areas serviced by Fernie Television Ltd.

CHAPTER 5

CBC PROGRAMMING

A. Area of Concern - Lack of regional identity reflected in programming due to a policy of "nation wide" program packages.

B. Contributing Factors

Well motivated but impractical attempt of the CBC to please "all of the people all of the time" with programming that they (CBC) consider "Canadian" but in fact does not represent any distinct part of Canada. The result is that Canadians find this kind of programming difficult to identify with and reject it as a representation of their own region. In the end, the CBC pleases hardly any of the people hardly any of the time.

C. Options for Action and Considerations for Future Study

Establishment of the two-tier system of administration outlined in the Green Paper whereby the Federal Government will retain responsibility for financing and technical standards while delegating the duties of administration and programming to the provinces.

DISCUSSION

Frequent criticisms of CBC programming were found in the subjective "comment" sections of the interview form. It was the opinion of many people that the CBC did not a) reflect the entertainment wishes of the majority of citizens or b) provide adequate local news coverage.

If the purpose of a communications facility whatever its mode, including television, is to provide those whom it serves with a vehicle for free expression and information exchange then the CBC fails in both regards.

The cultural heritage of persons living in Northern British Columbia is unlike that of persons living in Northern Quebec or Southern Ontario. Similarly, each region is affected at any given moment by a unique set of social events which constitutes the local news. Local or regional news must focus on a limited area in order to fit the definition of local. In like manner, individual entertainment programs lose their distinctive local flavour if they draw on or are intended to represent too diverse a cultural base. Programs designed to reflect the sympathies of everyone at once represent no one at all because the person who lives simultaneously in all parts of the country and holds all points of view does not exist. A total lack of regional participation in programming whether it be "news", "sports" or "general entertainment" does nothing to encourage feelings of identity or personal involvement on the part of the viewing audience. If the CBC is to provide true Canadian content they must begin by recognizing that distinct geographical social and ethnic groups exist as more than subjects for CBC documentaries. The everyday communication needs of those communities served by broadcast facilities must be recognized.

This preface is not meant to suggest that all programming packaged for general distribution is bad or inadequate. In fact, the opposite is often true as witnessed by the overwhelming response to the Team Canada Hockey series.

The question is really one of priorities and perhaps part of the answer lies in more regional participation. It seems, for instance, that a local news program should take precedence over features which are of lesser significance to the community, especially when remote communities

are often without newspaper or radio service. For rural communities, television communications including local news coverage could play an important part in informing the people about themselves and the relationship of their community to the rest of the country. At present, the CBC carries the national news but in many areas no facility exists to provide local news coverage. It may be interesting for the rural citizens to be informed of events across the country, but at the same time frustrating to realize that he cannot learn what has happened ten miles away.

Persons from distinct geographical or cultural areas should (at times) be able to recognize themselves in entertainment programming and feel satisfied that it is the spirit of their particular community which is being expressed. Conversely, when a program from another region appears, the viewer should have confidence that it is "the real thing". Perhaps in this manner there may evolve an appreciation and respect for cultural differences throughout the country and a better understanding by Canadians of their multidimensional identity.

A framework which might precipitate greater regional participation in a national communications system is discussed in the Green Paper. Accordingly, a two-tier system could be adapted whereby the Federal Government would host Federal-Provincial assemblies to arrive at joint policy decisions, retain the duty of setting technical standards and exercising budgetary control while delegating the responsibility for programming and administration to each of the provinces. Hopefully, a provincial or regional administrative body would be more attuned to the particular programming needs of rural communities and in particular of

minority groups, especially regarding local news coverage, and be able to engender more regional authenticity than is possible within the present organization. If the various regions of the country can produce program packages which are distinctly their own, a solution to the problem of finding suitable and sufficient Canadian content may at least be broached. Program package exchanges between regions could provide each region with a "Canadian content" choice while leaving the other regions to find the Canadian content which best suits their own needs and wishes; a more generous arrangement than the present system of blanket "Canadian content" broadcasting.

CHAPTER 6
COMMUNICATION OF
GOVERNMENT POLICY

A. Area of Concern - There is a lack of understanding on the part of most citizens of the government's policy toward the establishment of broadcasting facilities. (What criterion must exist for CBC to implement their accelerated five-year plan.)

B. Contributing Factors

1. Fragmentation of government agencies and bodies involved directly and indirectly in broadcasting, i.e. CRTC, DOC, CBC and Secretary of State, as well as Information Canada, the latter to a lesser extent.
2. Lack of meaningful participation in decision-making process related to broadcasting by officials of local governments (municipal, regional and provincial) and of individuals involved in the software element of broadcasting, including writers, artists and announcers.
3. Failure of the government to publish a detailed game plan or chronological list of future undertakings.
4. Failure of government to effectively communicate present policy to citizen groups and to solicit their input.
5. A failure on the part of government to make firm commitments.

C. Options for Action and Considerations for Future Study

1. Provide the public with one agency or coordinative body with which to interface on all matters related to broadcasting and then widely publicize its existence and role.
2. Formalize the informative, consultative and input processes at the local level.
3. Formulation and publication of comprehensive CBC policy statement as well as chronological plan of action.

DISCUSSION

For the average citizen in need of assistance, or with something to say, the government is a vast maze that cannot be penetrated without an intricate road map. At present, the DOC consists of a number of branches; admittedly, each has a valid *raison d'etre* but the complexity of their separate functioning and purpose remains a point of confusion for the uninitiated public. Individual citizens may be aware that there are a number of avenues from which to approach the government without being cognizant of the route which will lead most directly to their particular goal. In the "modern industrial society", guides with special knowledge and access to the machinery of government are expensive and so the ordinary citizen is left to "go it alone". Lack of direction can lead to aimless wanderings, detours and delay until the traveller, short of time and resources, is forced to retreat in frustration. Well funded private interest groups, on the other hand, can afford to mount well-equipped expeditions piloted by lawyers, technicians and engineers. Of course, only those who arrive at their destination can really communicate with the decision makers.

The rigor of access then, perpetuates and encourages the exclusivity of participation of small groups with economic and political vested interests. The private interest groups, through a disproportionate amount of access and influence, are in a position to misrepresent the needs of the public at large and derive the major benefits from a broadcasting system which is paid for by the common tax dollar.

When a Branch of Government, such as the CRTC, makes itself available as it occasionally does in answer to a major issue or crisis the

necessary process of representation and the august atmosphere make effective representation prohibitive to the average citizen. It is true that local governments (municipal, regional and provincial) have, with resources equal to those of private interest groups, the power to petition the decision makers on behalf of the public at large, but they have little more opportunity than the private groups or citizens to participate in the decision making process. After a presentation, there follows a paucity of dialogue. The committee merely withdraws to arrive at a considered opinion with no provision for the mediating process of joint decision making.

It has become fashionable to idealize real social problems with polemics espousing the "right of the people to make their own decisions". As trite as such statements have become in this age of rhetoric and as annoying as they are in the simplicity they imply, they still contain an element of truth. Ultimately, it is people who make decisions that affect other people. If one accepts the Utilitarian premise upon which our system of government is built, that government should effect the maximum good for the maximum number of people, then it follows that government should reflect, as much as possible, the public thought (who we suppose to wish well for themselves). Today, it is probably true that substantial portions of the public have few thoughts about the Department of Communications. The subject simply isn't interesting enough to many people to warrant the amount of study that a thorough understanding of departmental processes would require. Consequently, there is not an overwhelming public rush to establish an input. Such is the government's loss because without public input, the government cannot hope to reflect

public thought, or claim to be responsible for it. If it hadn't been said before (many times) perhaps we could say, "a government that is not responsible to the people is tyranny". But it has been said before and so we will content ourselves with the less dramatic observation that a government's efficiency increases in direct proportion to the increased co-operation of its people. An argument can, therefore, be advanced, both on the grounds of efficient administration as well as on traditional moral and philosophic grounds, for the government to actively stimulate public interest and input.

The question is how to achieve a productive interaction with the public. We suggest here that the first step should be a recognition that there is a problem of "communicating with the public".

In the past, the government has failed to effectively communicate their communications policy to citizens or citizen groups. Inquiries from the public have resulted in non-committal, confusing and often conflicting statements from the various branches of government. There is the case, for example, of Gold River, B.C., who on its own behalf and on the behalf of surrounding areas, has begged, on many occasions, government assistance in constructing a television signal transmitter only to be put off with vague references to "engineering studies" and assurances of future consideration. Public patience is seduced with each promise of "action in the near future" while the correspondence piles up and the charade goes on. Such acts of bad faith should be recognized where they exist and avoided in the future with more efficient planning that will enable the government to make firm statements and commitments.

It is the duty and to the benefit of government to provide the interested public with a comprehensive outline of immediate and long range plans. If the government fails to do so, three possibilities exist;

- (a) the government does not have a definite plan but is operating on a piecemeal course of contingency action;
- (b) the government lacks the organization or desire for effective communication of policy;
- (c) both of the above.

If any of the above conditions apply and the government does not possess or communicate a well-developed plan subject to public review, then what assurance is there to residents of any region of B.C. and of Canada that they are being fairly represented?

Perhaps the inability of government to communicate effectively with the public stems from inadequate interdepartmental communications; while individual departments of government may have good communication between their Federal and Regional entities that does not mean there exists free exchange among departments. The CBC, for instance, when questioned about a chronological plan of development for their transmission facilities, refer to the "accelerated five year plan". What, exactly, is it? At present the Pacific Region of the DOC still awaits a detailed description of the plan which supposedly was conceived some time ago and should therefore be in effect.

We believe solutions to many of the problems of policy planning and communication could be found in a consolidation of all elements of broadcasting under one strong body in Ottawa. That body would operate

primarily as a co-ordinating unit with corresponding co-ordinating units in each of the Regions. It would be designed to assist the individual departments that now exist with relevant information from each of the regions and from each of the other departments. The main agency in Ottawa would draw together and package the energy of all the departments in order to develop a more coordinated system of policy development, interdepartmental communications, Federal-Regional communications and research. The regional entity would act as an interface with the public and facilitate an equitable representation of local elements and operations to the Federal body. What we are suggesting amounts to a super highway travelling in two directions for the benefit of the ordinary citizen and decision maker alike.

SUMMARY

That there be an understanding by decision makers of the need to improve the quality and quantity of television broadcasting in British Columbia is a major concern of this report. Temporary solutions to many of the problems concerning television reception could be found in an immediate increase of resources to Regional and District offices of Communications Canada, with a corresponding delegation of authority and responsibility to provide remote communities with a programme of advice and technical assistance. Measures which might provide a more permanent solution to the problems outlined in the first six chapters of this report are listed below.

SYNOPSIS OF RECOMMENDATIONS

1. Establish satellite earth station programmes in those regions where conditions are such that more conventional communications systems cannot provide effective or adequate service.

- This recommendation was made by many people of the interior and south coastal regions of the Province, who wonder why, if the government has chosen to provide television reception by satellite earth station to the far north, it can't be done in more highly populated central regions of the interior.

2. Encourage private broadcasting companies who derive benefit through advertising revenue to establish broadcast facilities in those areas they otherwise service indirectly through community-owned broadcast resources.

- Where the signal is strong enough to clearly broadcast an advertisement, a formula should be worked out whereby the signal repeater is financed by the broadcast company with revenue realized from the broadcast of advertisements.

3. Increase government aid (financial and/or technical) to provide television reception based on an estimation of community needs.

- The communications officer assigned to a particular area should be equipped with the time and equipment necessary to bring about satisfactory television reception or where a larger programme of assistance is required, make a recommendation to that effect to the District Office.

4. Establish a government licensing agency designed to work directly with the community in preparing licence applications and in maintenance of established systems.

- The district communications officer would, at the request of the community and according to the discretion of the district office, co-ordinate licensing procedures and maintenance programmes.

5. Review current regulations and eliminate those which cannot be enforced or are otherwise of no benefit to the community or government.

- It may be that, in a social sense, unlicensed broadcasting operators are not law-breakers. In operating unlicensed repeaters, they are often providing a community service that would otherwise be unavailable.

6. Establish a government body to study the development of the cable industry in order to determine the probable effect of that industry on matters related to broadcasting in Canada.

- The immediate duty of the body would be to document all cases of broadcast infractions by licensed cable systems and to enforce regulations that might apply in each case.

7. Formulate and publish comprehensive government policy statement related to broadcasting which includes a chronological plan of action.

- Make the public aware that government planning is taking place and encourage participation at the local level through contact with regional and district communications officers.

The recommendations contained in this report are intended in part as a reply to the Federal policy statement on telecommunications contained in the Green Paper which calls for "discussions" with the provincial governments. The recommendations then, are points that may be worthy of discussion and helpful in directing the active policies and specific actions required to achieve the goals suggested by the Green Paper which are to improve the cultural and technical quality of telecommunications in all regions and promote understanding and cooperation between the various levels of government for the benefit of the public.

The degree to which each recommendation will be effective is determined by the number of supporting recommendations that will be employed. We believe that the best solution to the problem of poor television reception in the Pacific Region can be found in the adoption

of all the recommendations as a single gestalt approach. However, the difficulty in that approach is that the implementation of individual recommendations is dependent upon a number of separate bodies at different levels of government. We believe that if the recommendations of this report are to be put into effect, the cooperation of all branches of government involved in broadcasting is required. The existing cooperation between government offices should be amplified by a single coordinating body that will have the authority to draw together all elements of government expertise in a concerted effort to overcome communication problems and present the public with a single well-defined and effective avenue through which to express their individual matters of concern related to broadcasting.

SECTION II

SECTION II

METHOD OF APPROACH

DEFINITION OF COMMUNITY

The first task of the Project "B. C. Vision" team was to arrive at a definition of community. It was decided that "communities" for the purpose of this study were population centres of more than 200 persons, demonstrating some sort of geographical or social homogeneity. Modifications of that definition occurred where several communities lay in close proximity to one another and were all subject to the same general conditions affecting television signals, in which case, the "standard bearer" community was considered as one larger community and representative of the entire area, or where a community, though less than 200 in number, represented the largest population centre of a particular area. In total, data were collected on 217 communities from all parts of British Columbia and the Yukon.

STANDARD INTERVIEW PROCEDURES

Standard approach and interview methods were employed by those who contributed to the interview phase of the project. A first step in the procedure involved contacting an "official"¹ in a centre to determine the location of community boundaries, population, and any significant information related to the quantity and quality of television reception such as local topography, electrical interference and/or the type of broadcast-receiving facilities in the area. The information was recorded on a Community Data Sheet² and used to aid the interviewer in arranging the interviews strategically so that they would lend an accurate indication of signal quantity and quality in the community. After the interviews had been completed each Community Data Sheet was attached to the interviews from its respective community and reviewed³ during the compilation and analysis phase of the project.

The persons to be interviewed were all approached in a standard manner. The interviewer would introduce himself, make a brief statement of the project goals and take note of the time, location and weather conditions. The interviewer would then guide the interviewee through the form provided and invite any subjective opinion along with the specific details requested by the Survey Questionnaire. Each participating interviewee was told that a copy of the evaluation averages of T.V. reception quality by community, along with a graph, would be provided upon request following completion of the report.

FOOTNOTES

1. In many of the smaller communities, the "official" was the local gas station, grocery store, or hotel operator.
2. See appendix (Fig. 2) - Community Data Sheet.
3. The information required by the Community Data Sheet was checked and compared for completeness and accuracy with the information resources at Communications Canada Pacific Region Headquarters.

STANDARD EQUIPMENT

The standard equipment used in Project "B. C. Vision" consisted of Sony 8-inch black and white portable T.V. sets that had been checked for operating efficiency by interference inspectors at Communications Canada district offices and certified as being in good working order. It was felt that standard T.V. sets were necessary since picture quality may vary greatly according to make or relative efficiency of individual sets.

The standard sets were hooked up to the antenna system commonly used by the interviewee. There were undoubtedly some cases in which a faulty antenna was the prime cause of poor reception in a household. However, it is unlikely that any one area would contain substantially more defective antennas than any other area. To the extent that the faulty antenna factor remains constant throughout the interview population, the figures compiled represent an average of the reception quality received by the television viewing population in each area.

SURVEY QUESTIONNAIRE

The Survey Questionnaire¹ is divided into four sections.

- The first section (A) consists of a brief description of the project goal "to assess accurately the television reception conditions in your community", and is intended as an introduction of the interviewer and an explanation of his purpose.
- The second section (B) requests specific information concerning the availability and type of signal in a particular household.
- The third section (C) is intended to elicit and record the feelings of the interviewee about the television service in the area and provide a framework for gathering subjective information.
- The fourth section (D) is concerned with an evaluation of television signals on the standard set provided by the interviewer and forms the data base for a subsequent comparative statistical analysis of contributing communities.

FOOTNOTES

1. See appendix (Fig. 2) - The Survey Questionnaire.

COMPILATION AND ANALYSIS

With the volume of data collected from 217 communities, compilation and analysis of data became a formidable task. In order to simplify the process so that data could be interpreted in a meaningful way, statistical techniques were employed. The individual questions of each questionnaire were coded and processed by the computer services of the DOC in Ottawa. In this way, it was possible to develop a number of statistical tables that present an overall picture of signal quantity and quality in the Province and make possible a comparison between communities. (See Appendix Tables 1-3). Data recorded in the subjective portion of the questionnaire, and from references and information sources at the Pacific Region of the DOC, made it possible to compile other tables (4-6) listing broadcast undertakings and operators in British Columbia. The tables found in the appendix to Volume I represents a distillation of the information recorded in the appendix Volume II where a more detailed documentation of the quality and quantity of television reception can be found.

SECTION III

SECTION III

APPENDIX

TABLE I
PERCENTAGE BREAKDOWN OF COMMUNITY RESPONSE
TO SECTIONS B AND C OF THE QUESTIONNAIRE

QUESTION 1

Does your area receive television coverage?¹

97.5% Yes 2.5% No

QUESTION 3

Do you own a television set?

97.5% Yes 2.5% No

QUESTION 4

Do you have access to a television set?

98.3% Yes 1.7% No

QUESTION 5

Is it black and white?

59.4% Yes 40.6% No

QUESTION 6

Is it colour?

40.3% Yes 59.7% No

QUESTION 7

If colour, does your set receive colour?

96.7% Yes 3.3% No

QUESTION 8

In your opinion, is the colour quality good, fair, or poor?

45% Good 45.9% Fair 9.1% Poor

QUESTION 9

Do you have cable television?

34.4% Yes 65.6% No

QUESTION 11

If you have T.V., would you prefer not to have it?

5.5% Yes 94.5% No

QUESTION 12

If you do not have T.V. reception, would you prefer to have it?

93.3% Yes 6.7% No

QUESTION 13

If you receive only one television station, would you prefer to receive an additional one?

95.4% Yes 4.6% No

QUESTION 14

If your area had cable television, would you wish to have it?

69.8% Yes 30.2% No

QUESTION 15

Are you satisfied with your television reception?

52.4% Yes 47.6% No

FOOTNOTES:

1. The yes response refers to those areas where any sort of signal, including unusable signals were found. In addition, fewer interviews were conducted per community where there was no television reception than in communities where there was television reception.

TABLE II

EVALUATION AVERAGES OF TELEVISION RECEPTION QUALITY BY COMMUNITY

DESCRIPTION OF GRADING

PICTURE QUALITY

SOUND QUALITY

<u>NUMBER</u>	<u>NAME</u>	<u>DESCRIPTION</u>	<u>NUMBER</u>	<u>NAME</u>	<u>DESCRIPTION</u>
1	Excellent	The picture is of extremely high quality, as good as you could desire.	1	Excellent	The sound is of extremely high quality, as good as you could desire.
2	Fine	The picture is of high quality providing enjoyable viewing. Interference is slightly noticeable.	2	Fine	The sound is of high quality. Interference is slightly noticeable.
3	Passable	The picture is of acceptable quality. Interference is not objectionable.	3	Passable	The sound is of acceptable quality. Interference is not objectionable.
4	Marginal	The picture is poor in quality and you wish you could improve it. Interference is somewhat objectionable.	4	Marginal	The sound is poor in quality and you wish you could improve it. Interference is somewhat objectionable.
5	Inferior	The picture is very poor but you could watch it. Definitely objectionable interference is present.	5	Inferior	The sound is very poor in quality but you could hear it. Definitely objectionable interference is present.
6	Unusable	The picture is so bad that you could not watch it.	6	Unusable	The sound is so bad that you could not hear it.

EVALUATION AVERAGES OF TELEVISION RECEPTION
 QUALITY BY COMMUNITY

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Abbotsford			MSA Cablevision Ltd.	2.1	1.2
Agassiz	4.0	2.4			
Alexis Creek	3.5	2.0			
Argenta	3.9	3.4			
Armstrong	1.5	1.5			
Ashcroft	3.3	2.0			
Barriere	4.9	3.0			
Beaverdell				2.4	1.9
Bella Coola	4.5	3.5			
Blue River	4.0	2.0			
Brackendale	5.0	2.0			
Bralorne	5.0	4.0			
Britannia Beach			Pickard, Jeffery Charles	2.3	2.0
Burnaby	2.6	1.6	Westcoast Cablevision Ltd.	2.7	2.0
Burns Lake	2.6	2.1			
Burton	3.5	2.5			
Cache Creek	3.4	2.0			
Campbell River			Campbell River T.V. Association	2.6	2.1
Canoe	1.8	1.5			
Carmacks, Y.T.	No Reception				
Cassiar	1.6	1.6			
Castlegar	4.8	5.3	Northwest Community Video Ltd.	2.6	2.0
Cawston	2.5	2.0			
Caycuse	4.5	3.2			
Cedarvale	No reception				

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Chase	3.0	1.5			
Chemainus	2.6	1.8	Cowichan Valley T.V. Ltd.	3.4	2.1
Cherry Creek	3.5	2.8			
Chetwynd	2.8	2.0			
Chilliwack	2.3	2.0	Valley Televue Ltd.	2.4	2.1
Clearwater	5.6	3.5			
Clinton Creek, Y.T.	1.2	1.2			
Coal Harbour	5.0	5.0			
Cobble Hill	3.7	2.6			
Comox	3.7	3.4	C-CTV	2.3	2.4
Coquitlam			Coquitlam Cablevision Ltd.	2.5	1.7
Courtenay			C-CTV	2.4	1.9
Cowichan Bay	3.1	2.8			
Cranbrook			Cranbrook T.V. Ltd.	3.4	1.7
Creston			Creston Cabled Video Ltd.	1.9	1.5
Crofton	2.2	1.6			
Cumberland			C-CTV	2.6	2.4
Dawson City, Y.T.	1.9	1.3			
Dawson Creek	3.1	2.3			
Decker Lake	3.0	2.5			
Duncan			Cowichan Valley T.V. Ltd.	2.4	1.9
Edgewater	3.8	3.5			
Edgewood	3.8	3.0			
Elkford			Fernie Television Ltd.	3.9	2.0
Elsa, Y.T.	1.3	1.0			
Endako	2.2	2.3			
Enderby	2.5	2.0			
Falkland	4.0	2.3			

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Faro, Y.T.	2.0	1.8			
Fauquier	5.2	5.0			
Fernie			Fernie Television Ltd.	2.6	1.9
Fort Fraser	3.2	2.0			
Fort St. James	2.6	1.9			
Fort St. John	2.3	2.6			
Fraser Lake	1.8	2.2			
Fruitvale			Community Video (Mont-rose Fruitvale) Ltd.	3.5	2.3
Ganges	2.3	2.7	Aristocrat Cookwate Ltd.	2.2	1.5
Genelle			Genelle Co-op TV Society	3.7	2.0
Gibson's Landing	3.3	2.3	Northwest Communications Ltd.	2.5	2.0
Giscome	3.0	2.0			
Gold River			Telesis Development	4.3	4.0
Golden			Golden Television Ltd.	3.3	2.6
Grand Forks	3.1	2.4			
Granisle	2.8	2.4			
Greenwood			Greenwood Video Ltd.	2.7	1.5
Grindrod	3.8	4.0			
Hagensborg	4.0	2.8			
Haney	3.0	2.3	Coquitlam Cablevision Ltd.	2.4	2.0
Harrison \	4.1	2.6			
Hazleton	4.0	3.0			
Hedley			South Okanagan Television Distributors Ltd.	3.5	2.0
Hixon	3.0	2.0			
Honeymoon Bay			Lake Video Services Ltd.	3.5	2.5
Hope	3.5	3.3			
Houston	2.9	2.9			
Hudson's Hope	3.5	2.3			

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Invermere	2.3	2.3			
Kaleden	1.5	1.5			
Kamloops	1.7	1.4			
Kaslo	2.5	2.0	Kaslo Television Ltd.	4.3	3.3
Keremeos	3.3	3.0			
Kimberly			Kootenay Enterprises Ltd.	2.9	3.1
Kinnaird	3.5	4.0	Northwest Community Video Ltd.	2.7	2.0
Kispiox	5.0	3.7			
Kitchener	4.5	2.0			
Kitimat	2.2	1.7			
Kitseguekla	3.3	2.5			
Kitwanga	4.2	3.8			
Lac La Hache	3.5	2.0			
Ladysmith			L & C Cablevision	3.7	2.9
Lake Cowichan			Lake Video Services Ltd	2.3	2.1
Langley	2.3	1.0	Fraser Valley Cable- vision Ltd.	1.7	1.1
Lardeau	4.7	3.3			
Likely	4.3	3.7			
Lillooet	3.9	2.0			
Lions Bay	2.8	2.0			
Louis Creek	3.5	1.8			
Lower Post	5.1	3.0			
Lumby	6.0*	6.0*			
Lytton	3.0	2.0			
McKenzie	2.8	2.0			
Marblehead	4.8	4.3			
Masset (Old)	3.0	3.0			
Masset	3.2	1.9			
Mayo, Y.T.	No Reception				

* Not broadcasting due to windstorm damage

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Merritt			Merritt Cablevision Ltd.	2.6	1.8
Merville	3.8	3.8			
Mesachie			Lake Video Service Ltd.	2.2	1.5
Michel			Fernie Television Ltd.	6.0	6.0
Midway	5.0	4.8			
Monte Lake	2.5	3.5			
Montrose			Community Video (Montrose-Fruitvale) Ltd.	3.0	2.0
Moricetown	3.3	2.8			
Mission	2.9	2.1			
Nakusp	3.4	2.3			
Nanaimo			Community Video (Nanaimo) Ltd.	3.0	2.0
Naramata	3.5	1.5			
Natal			Fernie Television Ltd.	5.0	4.0
Nelson			Northwest Community Video Ltd.	1.6	1.3
New Denver	3.8	3.3			
New Hazelton	2.2	2.3			
New Westminster			Western Cablevision Ltd.	2.9	2.0
North Bend	4.0	2.0			
Nimkish	4.0	4.0			
Ocean Falls	4.8	4.5			
Okanagan Centre	2.5	2.0			
Okanagan Falls	2.5	2.0			
Oliver			Oliver Tele-Vue Ltd.	2.0	1.7
100 Mile House	2.8	2.4			
Osoyoos	3.1	2.1			
Parksville	3.5	2.3			
Peachland	3.3	2.8			
Pemberton Meadows	3.5	2.5			

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Penticton	3.0	3.3	South Okanagan Tele- vision Distributors	2.1	1.8
Port Alberni			Alberni Cable Television	2.6	2.1
Port Alice	3.9	3.9			
Port Clements	5.0	3.0			
Port Coquitlam	1.8	2.0	Coquitlam Cablevision Ltd.	2.3	2.0
Port Hardy	4.3	4.0			
Port McNeil	3.5	3.0			
Port Mellon	3.5	2.8			
Port Moody	2.0	2.0	Coquitlam Cablevision Ltd.	2.1	1.9
Port Renfrew	4.6	2.4			
Powell River			Powell River Television Co. Ltd.	2.8	2.0
Prince George	2.2	1.9			
Prince Rupert	2.7	2.2	Skeena Broadcasters Ltd.	2.3	2.0
Princeton			Princeton Television Ltd.	2.5	1.8
Qualicum Beach	3.8	2.8			
Queen Charlotte City	4.2	3.0			
Quesnel	2.8	2.0			
Revelstoke			Central T.V. Systems Ltd.	4.5	3.7
Riondel			Creston Cabled Video Ltd.	3.7	3.0
River Jordan	4.6	3.3			
Roberts Creek	3.6	3.4			
Robson	5.5	5.5	Northwest Community Video Ltd.	2.5	2.0
Rosedale	3.0	2.0			
Rossland			Community Video Ltd.	2.7	2.0
Ross River, Y.T.	3.4	1.0			

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Royston	2.5	2.5	E-CTV	1.9	1.5
Rutland	1.3	1.3	Black Knight Television Co. Ltd.	2.5	1.9
Salmo			Salmo Cabled Programmes Ltd.	2.5	1.5
Salmon Arm	2.4	1.6			
Salmon Valley	3.0	1.5			
Sandspit	4.0	2.5			
Sardis			Valley Televue Ltd.	2.1	2.3
Savona	2.5	2.0			
Sayward			Kelsey Cable (1971) Ltd	3.6	1.6
Sechelt			Northwest Communications Ltd.	2.5	2.0
Shawnigan Lake	2.8	2.6			
Sicamous	3.3	2.5			
Smithers	2.9	2.3			
Sointula	5.0	5.0			
Sooke	4.4	3.6	Langford-Sooke Cable- vision Ltd.	3.2	2.4
South Hazelton	3.5	2.3			
Sparwood			Fernie Television Ltd.	4.3	3.0
Spillamacheem	5.0	5.0			
Squamish			Reliance Distributors Ltd.	2.6	2.0
Summerland			South Okanagan Tele- vision Distributors Ltd.	2.5	1.3
Surrey	2.0	1.6	Fraser Valley Cable- vision Ltd.	1.9	1.6
Tahsis			Telesis Development	5.0	5.0
Tasu	4.0	2.0			
Tatla Lake	No Reception				
Tchesinkut Lake - Grassy Plains	2.7	2.0			

COMMUNITY	OFF-AIR PICKUP		CABLE TELEVISION		
	PICTURE	SOUND	CATV COMPANY	PICTURE	SOUND
Teslin, Y.T.	No Reception				
Terrace	2.5	2.7	Skeena Broadcasters Ltd.	1.7	1.1
Thrums	2.5	2.0	Thrums CATV Society	3.1	2.1
Tofino	4.5	3.7			
Trail			Community Video Ltd.	2.9	2.0
Ucluelet			Ucluelet Video Ltd.	3.6	3.6
Union Bay	5.0	1.9	C-CTV	3.1	1.6
Upper Liard, Y.T.	2.5	1.3			
Valemount	3.5	4.0			
Vanderhoof	3.8	2.0			
Vancouver			Canadian Wirevision Ltd.	1.8	1.3
Vavenby	4.0	3.5			
Vernon	2.2	1.5			
Vesuvius Bay			Aristocrat Cookware Ltd.	2.1	1.6
Victoria			Victoria Cablevision Ltd.	1.3	1.3
Watson Lake, Y.T.	1.1	1.1			
Wells	5.0	3.0			
Westwold	3.0	2.0			
Whitehorse, Y.T.			Northern Television Systems	2.1	1.7
White Rock	2.5	1.8	White Rock Cablevision	1.9	1.2
Williams Lake	4.0	2.8			
Willow River	2.5	2.0			
Winfield	2.0	2.0			
Winlaw	4.5	3.0			
Woss	4.0	3.0			
Yale	3.8	2.0			
Youbou			Youbou Television Ltd.	3.9	2.9
Zeballos	No Reception				

OFF-AIR PICKUP (ACROSS ALL CHANNELS)

PICTURE QUALITY

12 Communities had an average picture quality grade of 1 or greater but less than 2

45 Communities had an average picture quality grade of 2 or greater but less than 3

56 Communities had an average picture quality grade of 3 or greater but less than 4

30 Communities had an average picture quality grade of 4 or greater but less than 5

14 Communities had an average picture quality grade of 5 or greater but less than 6

1 Community had an average picture quality of grade 6

SOUND QUALITY

30 Communities had an average sound quality grade of 1 or greater but less than 2

79 Communities had an average sound quality grade of 2 or greater but less than 3

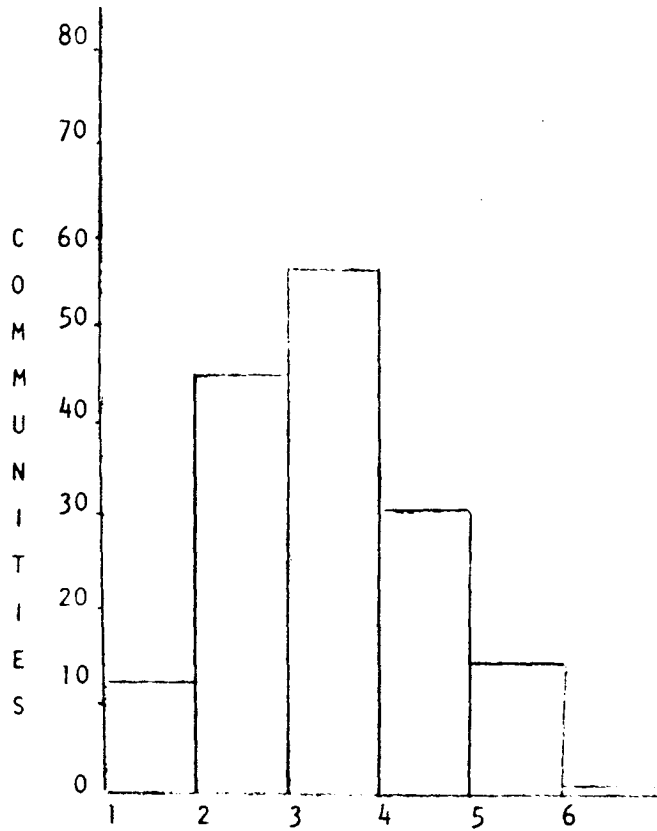
33 Communities had an average sound quality grade of 3 or greater but less than 4

9 Communities had an average sound quality grade of 4 or greater but less than 5

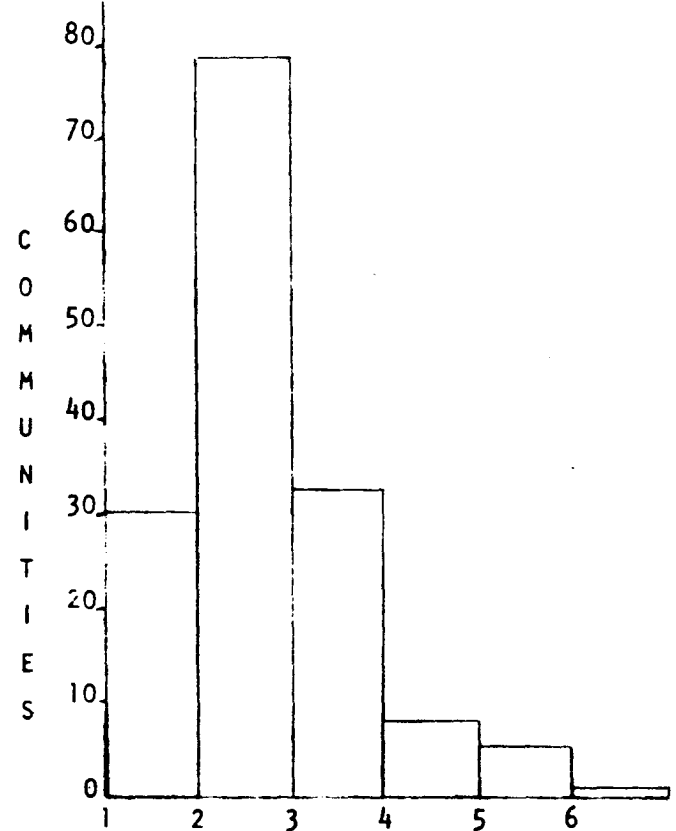
6 Communities had an average sound quality grade of 5 or greater but less than 6

1 Community had an average sound quality grade of 6

OFF-AIR PICKUP CUMMULATIVE COMMUNITY EVALUATION AVERAGES



PICTURE QUALITY
MEAN AVERAGE = 3.3



SOUND QUALITY
MEAN AVERAGE = 2.6

CABLE TELEVISION SYSTEMS (ACROSS ALL CHANNELS)

PICTURE QUALITY

9 Communities had cable television systems with an average picture quality grade of 1 or greater but less than 2

43 Communities had cable television systems with an average picture quality grade of 2 or greater but less than 3

17 Communities had cable television systems with an average picture quality grade of 3 or greater but less than 4

4 Communities had cable television systems with an average picture quality grade of 4 or greater but less than 5

2 Communities had cable television systems with an average picture quality grade of 5 or greater but less than 6

1 Community had a cable television system with an average picture quality grade of 6

SOUND QUALITY

31 Communities had cable television systems with an average sound quality grade of 1 or greater but less than 2

35 Communities had cable television systems with an average sound quality grade of 2 or greater but less than 3

6 Communities had cable television systems with an average sound quality grade of 3 or greater but less than 4

2 Communities had cable television systems with an average sound quality grade of 4 or greater but less than 5

1 Community had a cable television system with an average sound quality grade of 5 or greater but less than 6

1 Community had a cable television system with an average sound quality grade of 6

CABLE TELEVISION CUMMULATIVE COMMUNITY EVALUATION AVERAGES

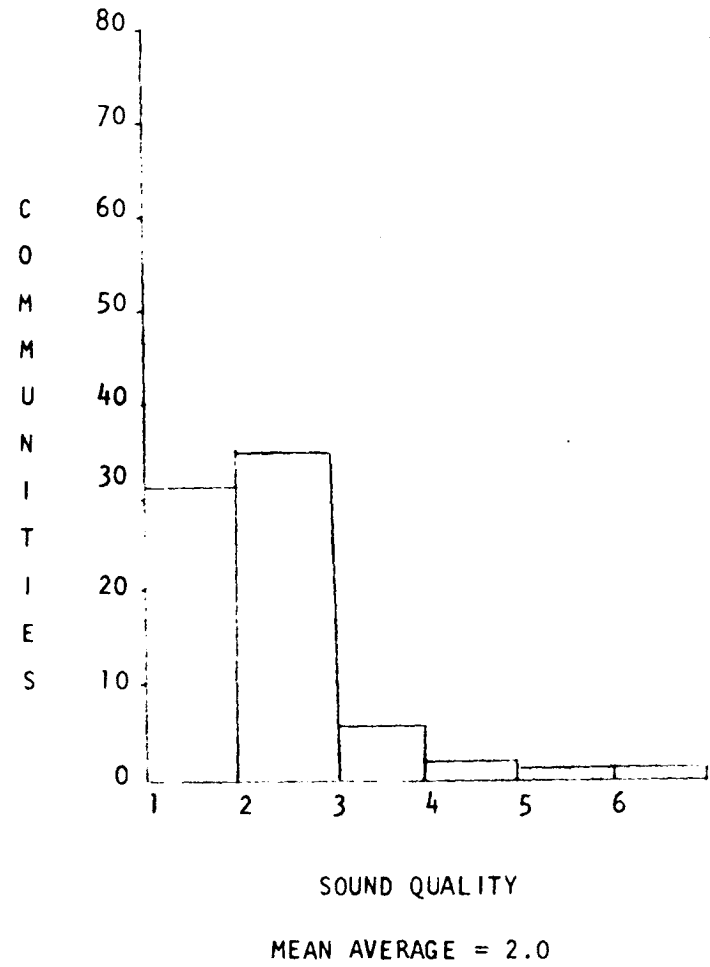
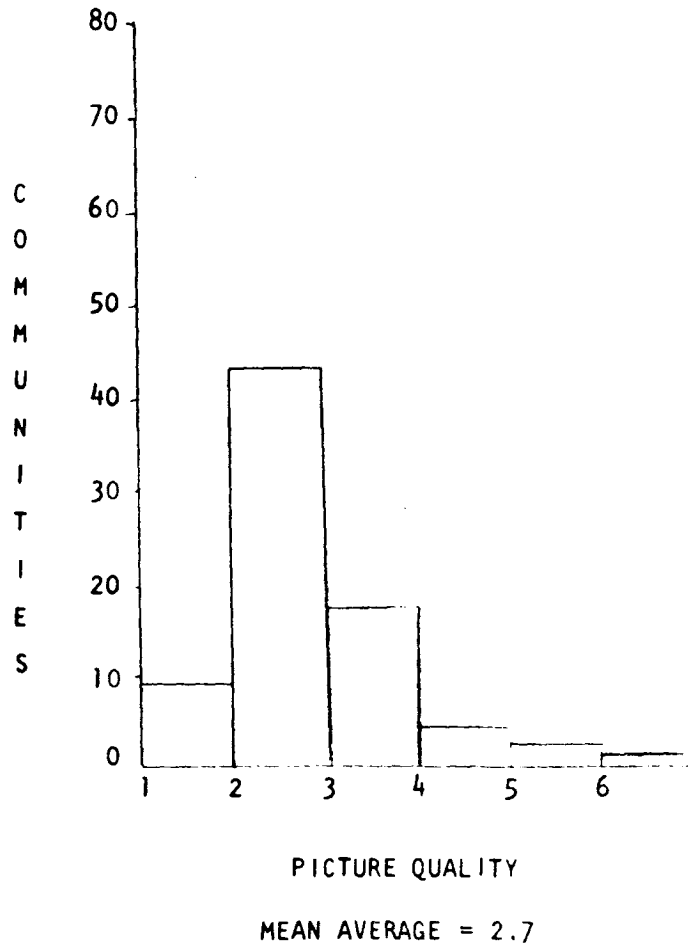


TABLE III

PROJECT B. C. VISION STATISTICAL ANALYSIS

SUMMARY OF ALL COMMUNITIES

CABLE

Average rating across all channels: Subject Picture 2.5 Sound 2.0
Interviewer Picture 2.9 Sound 2.1
Subj. & Intr. Picture 2.7 Sound 2.0

Average number of channels per person 5.9

ROOFTOP

Average rating across all channels: Subject Picture 3.2 Sound 2.4
Interviewer Picture 3.6 Sound 2.7
Subj. & Intr. Picture 3.4 Sound 2.5

Average number of channels per person 2.0

OTHER

Average rating across all Channels: Subject Picture 3.1 Sound 2.6
Interviewer Picture 3.3 Sound 2.6
Subj. & Intr. Picture 3.2 Sound 2.6

Average number of channels per person 1.2

COMPARISON OF INTERVIEWER AND SUBJECT RATINGS

INTERVIEWER		1.	2.	3.	4.	5.	6.	7.	8.
SUBJECT AVERAGE	Picture	2.8	3.0	2.4	3.5	2.2	2.7	2.0	4.0
	Sound	2.2	2.3	1.8	2.5	1.6	2.6	1.6	2.0
INTERVIEWER AVERAGE	Picture	3.2	3.4	2.9	3.9	2.2	2.8	2.4	5.0
	Sound	2.4	2.4	2.2	2.5	1.5	2.6	1.7	2.0

Average rating across all channels for licensed based on:

Subjects Picture 2.7 Sound 2.1
Interviewers Picture 3.1 Sound 2.3
Subj. & Intr. Picture 2.9 Sound 2.2

Average rating across all channels for unlicensed based on:

Subjects Picture 3.4 Sound 2.6
Interviewers Picture 4.0 Sound 3.0
Subj & Intr. Picture 3.7 Sound 2.8

TABLE IV

TV SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING
SATELLITES REBROADCASTING CFTK-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CFSB-TV-1	South Bentinck and District Television Society, Lalakata Point, B.C.
CFSB-TV-2	South Bentinck and District Television Society, South Bentick Arm, B.C.
CFSB-TV-3	South Bentinck and District Television Society, Cath
CFST-TV-1	Skeena T.V. Association, Nine Mile Mountain, B.C.
CFAL-TV-1	Tasu Television Society, Tasu, B.C.
CHQC-TV-1	Sandspit and District Television Society, Queen Charlotte Island, B.C.
CHVT-TV-1	Bella Coola Valley T.V. Society, King Island, B.C.
CHVT-TV-2	Bella Coola Valley T.V. Society, Bella Coola, B. C.
CKCC-TV-1	Kitsault Community Club, Kwinatahl, B.C.
CKHF-TV-1	Stewart Community Club, East George, B.C.
CKHF-TV-2	Stewart Community Club, Mount Dolly, B.C.
NOT ISSUED	H. Bergen, Bella Bella, B.C.
UNLICENSED	Bella Coola Valley T.V. Society, Hagenborg, B.C.
UNLICENSED	Hartley Bay, B.C.
UNLICENSED	Cedarvale Farmers Association, Kitwanga, B.C.
UNLICENSED	Old Masset, B.C.
UNLICENSED	Namu, B.C.
UNLICENSED	Noranda Mines, Babine Lake, B.C.
UNLICENSED	Shoulder Mountain, B.C.
UNLICENSED	Snowshoe Island, B.C.

T.V. SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING
SATELLITES REBROADCASTING CFJC-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CFMZ-TV-1	Lillooet and District Association, Lillooet, B.C.
CHWS-TV-1	Camelsfoot T.V. Association, Lillooet, B. C.
CHLK-TV-1	Logan Lake Recreational Society, Logan Lake, B. C.
CJAC-TV-1	Ash Creek T.V. Society, Cache Creek, B. C.
CJAC-TV-2	Ash Creek T.V. Society, Ashcroft, B.C.
CJML-TV-1	Monte Lake T.V. Satellite Association, Monte Lake, B.C.
CJNA-TV-1	Spences Bridge Community Club, Spences Bridge B.C.
CJFC-TV-1	Fraser Canyon Television Association, Boston Bar, B.C.

T.V. SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING TELEVISION
SATELLITES REBROADCASTING CHBC-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHKC-TV-1	Keremeos-Cawston Television Society, Keremeos, B.C.
CHKC-TV-2	Keremeos-Cawston Television Society, Olalla, B.C.
CHKC-TV-3	Keremeos-Cawston Television Society, Cawston, B.C.
CHPP-TV-1	Kingfisher Community Club, Mabel Lake, B.C.
CHPT-TV-1	Mrs. Olive Thawaitte, Peachland, B.C.
CHID-TV-1	Lumby and District T.V. Association, Lumby, B.C.
CFFI-TV-1	Malakwa Farmers' Institute, Malakwa, B.C.
CFWS-TV-1	Falkland-Westwold T.V. Society, Falkland, B.C.
CFWS-TV-2	Falkland-Westwold T.V. Society, Westwold, B.C.
CFEN-TV-1	Enderby Television Syndicate, Enderby, B.C.
CFZQ-TV-1	Mica Creek Community Club, Revelstoke, B.C.
CFZQ-TV-2	Mica Creek Community Club, Mica Creek Village, B.C.
CFZQ-TV-3	Mica Creek Community Club, Potash Creek, B.C.
CJNP-TV-1	Arrow Lakes T.V. Society, Nakusp, B.C.
CJWR-TV-1	Cherryville Community Club, Cherryville, B.C.
CKMY-TV-1	Midway Community Club, Midway, B.C.

TV SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING TELEVISION SATELLITES

REBROADCASTING CHAN-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CJTV-TV-1	Port Renfrew Community Association, Port Renfrew, B.C.
CKUP-TV-1	West Coast Community T.V. Association, Ucluelet, B.C.
CFFI-TV-2	Malakwa Farmers Institute, Malakwa, B.C.
CFSA-TV-1	Salmon Arm and District Chamber of Commerce, Salmon Arm, B.C.
CFEN-TV-2	Enderby Television Syndicate, Enderby, B.C.
CHID-TV-2	Lumby and District T.V. Association, Lumby, B.C.
CHKC-TV-4	Keremeos-Cawston Television Society, Cawston, B.C.
CHKC-TV-5	Keremeos-Cawston Television Society, Ollala, B.C.
CHMC-TV-1	Mica Creek Community Television Association, Mica Creek (Site 1), B. C.
CHMC-TV-2	Mica Creek Community Television Association, Mica Creek, (Site 2), B.C .
CHSH-TV-1	Shuswap Lakes Television Society, Chase (White Lake), B.C.
CHSH-TV-2	Shuswap Lakes Television Society, Chase (Adams Hill), B.C.
CJNP-TV-3	Arrow Lakes T.V. Society, Nakusp, B.C.
CHAC-TV-1	Ash Creek T.V. Society, Cache Creek, B.C.
CHAC-TV-2	Ash Creek T.V. Society, Ashcroft, B.C.
CJNA-TV-2	Spences Bridge Community Club, Spences Bridge, B.C.
CHLK-TV-2	Logan Lake Recreational Society, Logan Lake, B.C.
CHTS-TV-1	Clinton Television Society, Clinton, B.C.
No call sign issued	Savona Community Association, Savona, B.C.

T V SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING TELEVISION

SATELLITES REBROADCASTING CHEK-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CFKB-TV-1	Alert Bay and District Television Society, Newcastle Ridge, B.C.
CFKB-TV-2	Alert Bay and District Television Society, Kokish, B.C.
CFKB-TV-3	Alert Bay and District Television Society, Port Hardy, B.C.
CFKB-TV-4	Alert Bay and District Television Society, Sointula, B.C.
CFKY-TV-1	The West Quatsino Radio and Television Society, Holberg, B.C.
CFNV-TV-1	Nimpkish Valley Television Society, Camp Woss, Beaver Cove, B.C.
CFNV-TV-2	Nimpkish Valley Television Society, Nimpkish, B.C.
CHPV-TV-1	Pemberton T.V. Society, Pemberton, B.C.
CHWM-TV-1	Whistler Mountain T.V. Society, Alta Lake, B.C.
CKPA-TV-1	Harold Victor Hartford, Port Alice, B.C.

T V SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING TELEVISION

SATELLITES REBROADCASTING KREM-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHSL-TV-1	The New Denver-Silverton Cooperative Television Society, New Denver, B. C.
UNLICENSED	Fauquier, B.C.

T V SOCIETIES, ASSOCIATIONS OR COOPERATIVES OPERATING TELEVISION

SATELLITES REBROADCASTING KXLY-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHMS-TV-1	Mount Sentinel T.V. Society, Crescent Valley, B.C.
CHMS-TV-2	Mount Sentinel T.V. Society Passmore, B.C.
CHMS-TV-3	Mount Sentinel T.V. Society, Perrys, B.C.
CJNP-TV-2	Arrow Lakes T.V. Society, Nakusp, B.C.

CALL SIGN

LICENSEE AND LOCATION

UNLICENSED Lardeau Valley T.V. Society, Lardeau and Marblehead,
B.C.

UNLICENSED Fauquier, B.C.

TV SOCIETIES, ASSOCIATION OR COOPERATIVES OPERATING TELEVISION

SATELLITES - MISCELLANEOUS

CALL SIGN

LICENSEE AND LOCATION

CKVS-TV-1 Kootenay Valley, T.V. Society, Moyie, B.C.

CFFY-TV-1 Field Television Society, Field, B.C.

CFFY-TV-2 Field Television Society, Field, B.C.

CHYT-TV-1 Yale Ratepayers Association, Yale, B.C.

UNLICENSED Burton T.V. Society - transmitting CBC programming,
Burton, B.C.

TABLE V

COMPANY OWNED SATELLITES REBROADCASTING

CFJC-TV (CBC AFFILIATE)

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CFJC-TV (Station)	Inland Broadcasters (1969) Ltd., Kamloops, B.C.
CFJC-TV-1	Inland Broadcasters (1969) Ltd., Boston Bar, B.C.
CFJC-TV-2	Inland Broadcasters (1969) Ltd., Ashcroft, B.C.
CFJC-TV-3	Inland Broadcasters (1969) Ltd., Merritt, B.C.
CFJC-TV-4	Inland Broadcasters (1969) Ltd., Clinton, B.C.
CFJC-TV-5	Inland Broadcasters (1969) Ltd., Williams Lake, B.C.
CFJC-TV-6	Inland Broadcasters (1969) Ltd., Mount Timothy, B.C.
CFJC-TV-7	Inland Broadcasters (1969) Ltd., Savona, B.C.
CFJC-TV-8	Inland Broadcasters (1969) Ltd., Adams Hill, B.C.
CFJC-TV-10	Inland Broadcasters (1969) Ltd., Clearwater, B.C.
CFJC-TV-11	Inland Broadcasters (1969) Ltd. Quesnel, B.C.
CFJC-TV-12	Inland Broadcasters (1969) Ltd., Promontory Mountain, Merritt, B.C.
CFJC-TV-13	Inland Broadcasters (1969) Ltd., Avola, B.C.
CFJC-TV-14	Inland Broadcasters (1969) Ltd., Canoe Mountain, B.C.
CFJC-TV-15	Inland Broadcasters (1969) Ltd., Bralorne, B.C.
CFJC-TV-16	Inland Broadcasters (1969) Ltd., Boss Mountain, B.C.
CFJC-TV-17	Inland Broadcasters (1969) Ltd., Shalath, B.C.
CFJC-TV-18	Inland Broadcasters (1969) Ltd., Pine Valley, B.C.
CFJC-TV-19	Inland Broadcasters (1969) Ltd., Pritchard

COMPANY OWNED SATELLITES REBROADCASTING

CFTK-TV (CBC AFFILIATE)

CALL SIGN

LICENSEE AND LOCATION

CFTK-TV (Station)	Skeena Broadcasters Ltd., Terrace, B.C.
CFTK-TV-1	Skeena Broadcasters Ltd., Terrace, B.C.
CFTK-TV-2	Skeena Broadcasters Ltd., Smithers, B.C.
CFTK-TV-3	Skeena Broadcasters Ltd., Burns Lake, B.C.
CFTK-TV-4	Skeena Broadcasters Ltd., Kildala, B.C.
CFTK-TV-5	Skeena Broadcasters Ltd., Kemano, B.C.
CFTK-TV-6	Skeena Broadcasters Ltd., Nass Camp, B.C.
CFTK-TV-7	Skeena Broadcasters Ltd., Juskatla, B.C.
CFTK-TV-8	Skeena Broadcasters Ltd., Mount Dariyeau, B.C.
CFTK-TV-9	Skeena Broadcasters Ltd., Ocean Falls, B.C.
CFTK-TV-10	Skeena Broadcasters Ltd., Houston, B.C.
CFTK-TV-11	Skeena Broadcasters Ltd., Hudson Bay Mountain, B.C.

COMPANY OWNED SATELLITES REBROADCASTING

CJDC-TV (CBC AFFILIATE)

CALL SIGN

LICENSEE AND LOCATION

CJDC-TV (Station)	Radio Station CJDC (Dawson Creek) Ltd., Dawson Creek, B.C.
CJDC-TV-1	Radio Station CJDC (Dawson Creek) Ltd., Hudson Hope, B.C.
CJDC-TV-2	Radio Station CJDC (Dawson Creek) Ltd., Bullhead Mountain, B.C.

COMPANY OWNED TELEVISION SATELLITES REBROADCASTING CHAN-TV

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHAN-TV	British Columbia Television Broadcasting Systems Ltd., Burnaby.
CHAN-TV-1	British Columbia Television Broadcasting Systems Ltd., Chilliwack, B.C.
CHAN-TV-2	British Columbia Television Broadcasting Systems Ltd., Bowen Island, B.C.
CHAN-TV-3	British Columbia Television Broadcasting Systems Ltd., Squamish, B.C.
CHAN-TV-4	British Columbia Television Broadcasting Systems Ltd., Courtenay, B.C.
CHAN-TV-5	British Columbia Television Broadcasting Systems Ltd., Brackendale, B.C.
CITM-TV	British Columbia Television Broadcasting Systems Ltd., Mount Timothy, B.C.
CITM-TV-1	British Columbia Television Broadcasting Systems Ltd., Williams Lake, B.C.
CITM-TV-2	British Columbia Television Broadcasting Systems Ltd., Quesnel, B.C.
CFIG-TV	British Columbia Television Broadcasting Systems Ltd., Prince George, B.C.
CHKL-TV	British Columbia Television Broadcasting Systems Ltd., Kelowna, B.C.
CHKL-TV-1	British Columbia Television Broadcasting Systems Ltd., Penticton, B.C.
CHKL-TV-2	British Columbia Television Broadcasting Systems Ltd., Vernon, B.C.
CHKM-TV	British Columbia Television Broadcasting Systems Ltd., Kamloops, B.C.
CHKM-TV-1	British Columbia Television Broadcasting Systems Ltd., Pritchard, B.C.

COMPANY OWNED TELEVISION SATELLITES REBROADCASTING

CHBC-TV (CBC AFFILIATE)

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHBC-TV (Station)	Okanagan Valley Television Co. Ltd., Kelowna, B.C.
CHBC-TV-1	Okanagan Valley Television Co. Ltd., Penticton, B.C.
CHBC-TV-2	Okanagan Valley Television Co. Ltd., Vernon, B.C.
CHBC-TV-3	Okanagan Valley Television Co. Ltd., Oliver, B.C.
CHBC-TV-4	Okanagan Valley Television Co. Ltd., Salmon Arm, B.C.
CHBC-TV-5	Okanagan Valley Television Co. Ltd., Enderby, B.C.
CHBC-TV-6	Okanagan Valley Television Co. Ltd., Celista, B.C.
CHBC-TV-7	Okanagan Valley Television Co. Ltd., Skaha Lake, B.C.
CHBC-TV-8	Okanagan Valley Television Co. Ltd., Canoe, B.C.
CHGP-TV-1	Princeton Television Ltd., Princeton, B.C.

CHEK-TV (CBC AFFILIATE)

<u>CALL SIGN</u>	<u>LICENSEE AND LOCATION</u>
CHEK-TV	CHEK-TV Limited, Victoria, B.C.

COMPANY OWNED SATELLITES REBROADCASTING

CKPG-TV (CBC AFFILIATE)

CALL SIGN

LICENSEE AND LOCATION

CKPG-TV	CKPG Television Ltd., Prince George, B.C.
CKPG-TV-1	CKPG Television Ltd., Hixon, B.C.
CKPG-TV-3	CKPG Television Ltd., Fort Fraser, B.C.
CKPG-TV-4	CKPG Television Ltd., MacKenzie, B.C.
CKPG-TV-5	CKPG Television Ltd., Fort St. James, B.C.
CKCQ-TV-1	Quesnel Television Ltd., Quesnel, B.C.

COMPANIES - MISCELLANEOUS

CFWL-TV-1	Invermere District Television Co. Ltd., Invermere, B.C.
CFWL-TV-2	Invermere District Television Co. Ltd., Jubilee Mountain, B.C.

TABLE VI

CBC OWNED AND OPERATED TELEVISION SATELLITES AND STATIONS

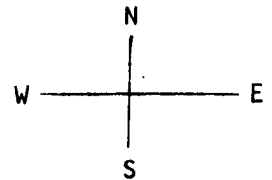
<u>CALL SIGN</u>	<u>LOCATION</u>
CBUT (Station)	Vancouver, B.C.
CBUT-1	Courtenay, B.C.
CBUT-2	Chilliwack, B.C.
CBUT-3	Port Alberni, B.C.
CBUT-4	Bowen Island, B.C.
CBUT-5	Squamish, B.C.
CBUT-6	Hope, B.C.
CBUT-7	Cranbrook, B.C.
CBUBT-1	Canal Flats, B.C.
CBUBT-2	Golden, B.C.
CBUBT-3	Invermere, B.C.
CBUBT-4	Donald Station, B.C.
CBUBT-5	Radium, B.C.
CBUBT-6	Spillamcheem, B.C.
CBUAT	Trail, B.C.
CBUAT-1	Grand Forks, B.C.
CBUAT-2	Castlegar, B.C.
CBUCT	Nelson, B.C.
CBUCT-1	Crawford Bay, B.C.
CBUCT-2	Creston, B.C.
CBUDT	Bonnington Falls, B.C.

CBC OWNED AND OPERATED TELEVISION SATELLITES FED FROM ANIK (TELESAT
CANADA DOMESTIC COMMUNICATIONS SATELLITE)

<u>CALL SIGN</u>	<u>LOCATION</u>
CBTD-TV	Cassiar, B.C.
CBTD-TV-1	Fort Nelson, B.C.
CBTE-TV-1	Watson Lake, Y.T.
CBTE-TV-2	Clinton Creek, Y.T.
CBTE-TV-3	Dawson City, Y.T.
CBTE-TV-5	Elsa, Y.T.
CBTE-TV-6	Faro, Y.T.
CFWH-TV	Whitehorse, Y.T.

"PROJECT B.C. VISION"
COMMUNITY DATA SHEET.

1. Name of Community:
2. Centre contacted:
2. Name of contact at centre:
4. Population:
5. Narrative description of community boundaries:
6. Rough sketch of community configuration:



7. Description of any factor significant to the quality and/or availability of television signals in the area.
8. Additional comments:
9. Normal daily TV reception period(s) if applicable:

Survey conducted by:

Date:

PROJECT - "B.C. VISION" - SURVEY QUESTIONNAIRE

DEPARTMENT OF COMMUNICATIONS
 PACIFIC REGION HEADQUARTERS, ROOM 325
 325 GRANVILLE STREET, VANCOUVER

Location _____ Interviewer _____

Date _____ Time _____ Weather Conditions _____

A. INTRODUCTION

The Department of Communications is conducting a survey concerning the quality and availability of television service in your area. Your participation in this survey is important if the DOC is to assess accurately the T.V. reception conditions in your community.

B. TELEVISION COVERAGE

YES NO

- (1) Does your area receive television coverage? YES NO
- (2) If NO, to your knowledge where is the closest place where T.V. reception is possible?

- (3) Do you own a television set? YES NO
- (4) Do you have access to a television set? YES NO
- (5) Is it black and white? YES NO
- (6) Is it colour? YES NO
- (7) If colour, does your set receive colour? YES NO
- (8) In your opinion, is the colour quality good, fair or poor?

- (9) Do you have cable television? YES NO
- (10) What is the name of the cable television system?

C. OTHER CONSIDERATIONS

- (1) If you have T.V., would you prefer not to have it? Why? YES NO
- (2) If you do not have T.V. reception, would you prefer to have it? Why? YES NO
- (3) If you receive only one television station, would you prefer to receive an additional one? Why? YES NO

C. OTHER CONSIDERATIONS (cont'd)

YES | NO

(4) If your area had cable television, would you wish to have it?
Why?

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

(5) Are you satisfied with your television reception?

<input type="checkbox"/>	<input type="checkbox"/>
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REMARKS: We welcome any additional comments related to television reception (for example, possible reasons for T.V. interference, satisfaction or dissatisfaction of service).

NAME _____ OCCUPATION _____ ADDRESS _____

There is no obligation to fill this out. However, since you have assisted us by completing the questionnaire, you will be entitled to a copy of the results by writing to your district office and identifying yourself.

Thank you for your assistance.

Acknowledgements

"Project B. C. Vision" and its child, this report entitled "Here You See It! There You Don't...!", has been a stimulating and satisfying experience for the members of the project team. The enthusiastic cooperation of local officials and individual citizens in the various communities surveyed throughout British Columbia and the Yukon has made it possible to satisfy the mandate's terms of reference in a relatively short time. Our appreciation has been conveyed via a personal letter addressed to the mayors of the said communities.

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Larry Haber

Bernard Major

"B.C. Vision" Project Team

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