

## License renewal brings CanCon goals for CBC

OTTAWA – The CBC should aim for 90 per cent Canadian content each day, the federal broadcast regulator has recommended.

The Canadian Radio-television and Telecommunications Commission (CRTC) outlined a list of long-term objectives for the CBC in the corporation's recent television license renewal.

The commission said with the CBC's current financial problems it would be difficult for the corporation to reach these objectives in its upcoming license term. Therefore, the goals are to be long-term objectives, the CRTC said.

The broadcast commission said its vision for Canada's national public broadcaster is as a comprehensive, distinctive, quality programming service that is truly Canadian.

Some of the long-term objectives the CRTC recommends are:

- Canadian content over 90 per cent of the full broadcast day that includes 25 hours per week during prime-time of Canadian programming. Ten hours during prime-time each week should be Canadian drama;
- the purchase of 50 per cent of programming, other than news, sports and public affairs, from Canadian independent producers;
- a fair balance between regional and network production;
- a reasonable level of English

and French network program exchange;

- a full-fledged northern service;

- a complete closed-captioned program schedule;

- reduced reliance on advertising as public funding increases and the eventual replacement of CBC's affiliated stations.

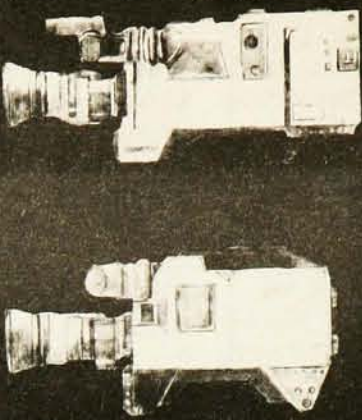
The CRTC renewed CBC's French and English television licenses in February for the April 1, 1987 to March 31, 1992 period.

Eight days of public hearings were held in the review of CBC's license renewal application. Those hearings were the first major public review of the CBC since 1979.

In a recent statement, broadcast commission chairman André Bureau commended the CBC for its production and scheduling of Canadian drama, a tradition of news and public affairs excellence, its children's programming and the non-violent nature of programming.

"As the national public television service, the CBC has played a pivotal role not only in the development of our broadcasting system but, indeed, in the development of our very identity as Canadians."

If new broadcast legislation is approved during CBC's renewal period the CRTC said it would reconsider the terms of the license taking into account any new role given the corporation.



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