DOCUMENT RESUME

ED 054 629   EM 009 216

AUTHOR   Zelmer, A. C. L., Ed.
TITLE   The Sleeping Medium: A Report of the Community
                Television Study Project, Alberta, 1971.
INSTITUTION   Alberta Univ., Edmonton.
PUB DATE   Sep 71
NOTE   125p.

EDRS PRICE   MF-$0.65 HC-$6.58
DESCRIPTORS   *Cable Television; Community Antennas; *Community
                Control; Federal Legislation; Instructional
                Television; *Programing (Broadcast); *Television
                Surveys; Video Equipment
IDENTIFIERS   *Canada

ABSTRACT
        Conducted through a survey of several communities
using videotaped interviews and an examination of the general
Canadian media scene, the study undertaken for this report attempted
to determine the current level of awareness and knowledge of
Albertans concerning the use of cable television (CATV) for community
programming. Since the study indicated that there was a general lack
of knowledge about community CATV, that community-developed material
for CATV is in need of financial and moral support, and that cable
companies are providing the right of community access, the report
recommends an extensive program of information dissemination and
education concerning all aspects of community CATV as well as
flexible legislation policies by the Canadian Radio Television
Commission to account for regional and local differences. The report
includes a philosophy of community access to cable television, a
glossary of terminology, an outline of a demonstration project for a
community programming center, and a bibliography of papers collected
for the study. (Author/SH)

THE SLEEPING MEDIUM:
A REPORT OF THE
COMMUNITY TELEVISION STUDY PROJECT
ALBERTA, 1971

ED054629

edited by

A. C. L. Zelmer
Assistant Professor of Educational Media

The University of Alberta
September 1971

2

COMMUNITY TELEVISION STUDY PROJECT

A cooperative project of:

The University of Alberta:
Community Development Program, and
Department of Extension.

The University of Calgary:
Continuing Education Department, and
School of Social Welfare.

Financed by the universities with grants from:

Human Resource Development Authority, Alberta, and
Department of the Secretary of State, Canada.

Planning Group:

Derek Baker, University of Calgary
David Baxter, University of Calgary
Frank Belyea, Dept. of Agriculture (Chairman)
Glen Eyford, University of Alberta
Curt Longman, University of Calgary
Burke Nagle, HRDA Communications
Hayden Roberts, University of Alberta
James A. Shaw, University of Alberta
Larry Shorter, Dept. of Education
Warren Wismer, Dept. of Agriculture
Amy M. Zelmer, University of Alberta
A. C. Lynn Zelmer, University of Alberta

Study Team:

Derek Baker, Glen Eyford, Burke Nagle,
A. C. L. Zelmer (Director)

Field Team:

David Baxter, Tony Karch, Doris Mae Smith,
Roger Soderstrom, Dorthy Zolf, and additional
persons seconded from the participating agencies
as required.

ABSTRACT

Zelmer, A. C. L. (ed.). THE SLEEPING MEDIUM: A Report of the Comm-
unity Television Study Project, Alberta, 1971. Edmonton, Alberta:
The University of Alberta, 1971.

The final report of a cooperative project of the Univers-
ities of Calgary and Alberta to accumulate information and produce
recommendations which would help determine the best use of the
community access feature of cable television in Alberta. With a
guiding philosophy of broad access to the community cable system with
maximum citizen participation, the study was based primarily on a
survey of individual citizens and community groups in a range of
Alberta communities. The survey used open ended informal interviews
recorded on videotape. The interviewees had the right to edit any of
the recorded interview. A small action component of the study atte-
mpted to disseminate information about community television progra-
mming upon request.

While responses varied, the majority of interviewees rep-
lied "I don't know," or I didn't realize." Accordingly the study
recommends an extensive program of information dissemination and
education concerning all aspects of community cable television. In
addition the study recommends that the CRTC maintain flexible legis-
lation policies to account for regional and local differences.

The report includes a philosophy of community access to
cable television, a simple glossary of terminology and an outline of a
demonstration project for a community programming center.

VIDEOTAPE PRESENTATION

A special videotape program has been prepared to complement this study report. It contains segments taken from the more than sixty hours of interviews conducted, and helps provide an insight into the data recorded here.

Educational institutions may obtain copies of the videotape upon application to the Videotape Dubbing Center, Department of Education, Edmonton; non-educational institutions from HRDA Communications, Edmonton.

SOURCES OF THIS REPORT

Copies of this report have been deposited with the libraries at the University of Alberta, the University of Calgary and the University of Lethbridge. In addition, copies may be obtained, while they last, from the Coordinator, M.A. in Community Development Program, University of Alberta, Edmonton.

ACKNOWLEDGEMENTS

It is particularly difficult with a project of this nature to adequately acknowledge all the contributions of the various agencies and individuals involved. We would particularly like to thank the more than one hundred interviewees for their time and trouble; and in addition, the individuals who helped us set up the interviews and the organizations who provided us with space to conduct them. Without this cooperation there would have been no project.

To our sponsoring and funding agencies, likewise our thanks, not only because it is customary but also because of the time and assistance generously provided by individuals within those organizations.

Finally, to all those involved in the project, our thanks for assisting us and for putting up with the difficulties inherent in an informally organized study with its own organic development. If at times we seemed to be floating in a morass of our own making, take satisfaction from the thought that while we weren't sure of our final port of call, we didn't sink along the way.

TABLE OF CONTENTS

CHAPTER I

COMMUNITY TELEVISION:
TERMINOLOGY AND PHILOSOPHY

"Community Media". . . . "Community Access". These terms
announce the philosophy of allowing the participation of any
individual in our community communication services. Unfortunately they
don't define what is really meant when one talks about Community
Programming for cable television since these terms seem to have a multip_
licity of meanings depending upon whether the speaker is an academic, a
community development worker, a businessman, a social action organizer
or the owner of a cable franchise. However since a major emphasis of
this study involved a bias, indeed a conviction, that community involv_
ement in the communications systems is essential, it becomes necessary to
define the terms as we meant them during our study. Equally important,
the definitions include non_technical explanations of what is meant by
cable television and other mystical terms.

    Terminology:

Audio tape: an iron oxide coated tape which will record and store
            audible sounds (such as voices) for later playback. Often
            called "magnetic tape", it is used on a "tape recorder".

Broadcast television: a television system where the program or signal
            is "broadcast" into the air from a large antenna. The
            program can be received on a home television set.

Cable: the wire which hooks television sets together in a cable
            television system.

Cable license: the license which the CRTC allocated to a cable operator
to provide cable television. The license sets out the
requirements and responsibilities of a cable operator. Often
called "a license to print money" since it is generally
believed that cable operators can make generous profits on
their investment.

Cable operator: an individual or company who has received a franchise
(license) to operate a cable television station. Also the
manager of such a system where the owner lives elsewhere.

Cable television: a system of "wiring" homes together with a television
cable (like a telephone cable) to provide a better picture or
an increased number of T.V. channels available for selection.
Again like the telephone system, the subscriber pays a hook-up
charge and a monthly rental fee. The "cable" hooks up to the
ordinary television set in exactly the same manner as our
antenna presently does.

Canadian Radio Television Commission (CRTC): The federal government
body which decides cable (and broadcast) television policy
and which approves the licensing of cable operators.

Charter board, media co-op, board of directors, community board: terms
which refer to organizations which would be established to
work with (not for) the cable operator to provide community
television programming. Some proponents would prefer them to
be the holder of a license to produce the programs for a
community television channel, leaving the cable operator with
the task of distributing the programs over his cable system.

Closed circuit television (CCTV): a television system where the TV
camera and microphone are connected directly (usually by wires)
to the television set (monitor). The television signal is not
broadcast through the air as is the normal commercial tele-
vision program and cannot be received on any television set
that is not physically connected. Often used in schools and
in security surveillance systems.

Community access: a term used to indicate the ability of a member of
the community to participate in the production of a television
show. Usually a commercial television crew will make a program
"about" a community. This term implies that the community
will use the media tools to make a program about itself.

Community antenna television system (CATV): a cable system where the
cable operator or owner has erected a large antenna which is
hooked up to several television sets (may be several thousand
sets in a large community) to improve television reception.
Often used in apartment houses so that each tenant does not
need his own antenna.

Community channel: the term used by the CRTC to describe one or more
        channels on a cable television system reserved for local
        community programming (see also community access).

Community feedback: the process of obtaining responses from a
        community regarding an issue under discussion. Phone-in
        radio shows solicit listener "feedback".

Community involvement: a term which refers to the working of individuals
        and/or groups on a community project or problem.

Community television (or community programming): variety of definitions;
        usually meaning television programs which originate from the
        local community where they are shown. These could include
        anything from local newscasts and sport events, to local drama
        productions and talk shows.

        Used also to mean locally produced programs which members of
        the community itself have prepared rather than being prepared
        by professional broadcasters.

Copyright: the protection that an artist or writer received to res-
        trict copying of any creative material. "Copyrighted"
        materials should not be reproduced without permission from the
        artist or author (and often the payment of a fee).

Director: the creative person who controls the artistic and technical
        quality of a program.

Edit, editing, editing capability: terms referring to the ability to
        take scenes from film or videotape that were shot at different
        times and to combine them into a single smooth presentation,
        or to remove material from a film or videotape to make a
        shorter production.

Educational television (ETV): an term which when adapted to Canada means
        television programming of "courses of study" to an audience
        of "students". Includes such programs as "How to Play Bridge"
        and "Sesame Street".

EVR, Instavision, Videocassette etc: commercial trade names for new
        machines or systems for playing back a pre-recorded program,
        and in some cases for recording programs.

Film: the photographic material used to make a motion picture or a
        still photograph (see also Videotape and Kinescope).

Film chain: the machine which allows a motion picture to be shown on
        television.

Graphics: lettering or drawings which are used on television to help
           explain concepts where words are not adequate. May also
           include segments of film for the same purpose.

Hardware: equipment, machines, black boxes and related wires
           necessary to record or play-back any media program (software).

Instruction television (ITV): an American term referring to television
           programs which provide direct instruction in a specific course
           of study such as "Social Studies 30" or "university credit
           courses by television".

Kinescope: a film record of a television program made by photographing
           a special television set with motion picture film. Can be
           viewed on a normal film projector.

Media: communications tools or processes including television, radio,
           newspapers, posters, books, films, slides, artistic works,
           photographs. A badly misused term. (Medium is the singular
           form)

Microwave: a system to transmit television signals from one point to
           another point over long distances without using cables. A
           microwave system is used to bring CBC and CTV network programs
           to Alberta from the production centers in eastern Canada and
           will be used to import U.S. television programs for cable
           television systems.

Monitor: a special television set which does not have any sound
           system. Used indiscriminantly to refer to any television set
           (eg: home receiver).

NFB: National Film Board of Canada. The federal government agency
           which produces films to "Show Canada to Canadians".

           NFB has a series of joint projects with various government
           departments to promote community involvement (called "Challenge
           for Change").

Producer: the person who organized a film or television production.
           Often combined with the director as a producer/director in low
           budget productions.

Public television (PTV): an American term which refers to "public
           affairs" television, and the type of station which carries
           public affairs television. Now also refers to most U.S.
           educational television stations.

Software: the program, production, presentation for use on any media
           system (hardware). May be a book, play, speech, film, tele-
           vision program etc.

Studio (television studio): a room or series of rooms with special
        lighting and other facilities to enable television programs to
        be produced. Usually contain several television cameras,
        video tape recorders and mysterious black boxes that only
        technicians (experts) are allowed to touch.

Talent release: the legal document which gives a photographer or
        producer permission to use a photograph, audio recording or
        video recording of a person for inclusion in a television
        program, film etc.

Video tape: the 1/2", 1", or 2" wide coated plastic tape which is used
        on a VTR to record television programs.

Video tape recorder (VTR): a machine which records television picture
        and sound on a magnetic tape for later replay.

        Commercial television stations have used large VTR's for years
        but recently the manufacturers have provided portable battery
        operated machines which can be carried on a person's back.

        Philosophy. As a research group composed of social scientists,

educators, and community oriented students we are committed to the belief

that individuals and groups should have as equal an access to the tools

of communication as that enjoyed by business and government. We realize

that most community groups do not have the financial resources to pur-

chase time or space in the conventional media. Cable television is

however a relatively new phenomenon which has the potential of providing

an advertising-free community produced communications service. In

addition the CRTC has sparked a hope that such a dream might come true

with its recent recommendations and guidelines for cable operators which

recognize the need "for the enrichment of community life through fost-

ering communications amongst individuals and community groups."

        In our minds there exists a very real difference between com-

munity programming and local programming. Local programming means the

coverage of local events by a professional broadcaster: the local
newspaper reporter, the newscaster on radio or television local coverage,
and now the local cable operator who hires a program director and staff
to prepare programs about the community.

With the success of NFB's "Challenge for Change" programs,
community action groups and minority interest media (the black community
stations in the USA and Canadian Indian media services), it has become
apparent that a different philosophy of media service is viable. To
quote from the "Challenge for Change" brief to the CRTC April hearings:

> "COMMUNITY PROGRAMMING - to us, means that EVERYONE has the
> privilege of using the local channel. It is not a favor to
> be granted by the owner. Community programming means citizen
> participation---guaranteed by a truly representative body of
> all social strata that excludes neither the poor nor the
> police. It MUST mean FEEDBACK and two-way communications."

There are other media which can foster this community participation;
our philosophy also embraces the use of radio, film, printed materials
and other less familiar resources. The guiding principle of usage should
be to allow the people to do it themselves. Professional media producers
should work ONLY as RESOURCE PEOPLE and must not be allowed to impose
criteria or guidelines. It is recognized that community groups will need
the assistance of skilled professionals in many areas - broadcasters,
community organizers and urban specialists. However, the community must
retain control over what happens, where, when and how it happens, and

who does what. In no othu way can a community media service be truly a community service.

In order to facilitate the development of this community service concept we hope that various skilled community development agencies can serve as resources. The establishment of representative charter boards or media cooperatives in a community could be facilitated through such assistance. As with the actual media service, this organ_ ization stage must also be under the control of the community. We can see no place for the community organizer who wishes to lead marches on the government _ instead nis role must be that of an advisor and consultant only. Since it is likely that the community level of information about both organizing and media will be quite low, it will probably be nec_ essary to conduct workshops and traini,g sessions. This can best be accomplished in the community, upon request by the community and under the control of the community.

As a part of this study, the researchers distributed an infor_ mation booklet on cable television entitled "Community Cable TV and You" (NFB: Challenge for Change Newsletter No.6) which describes cable tele_ vision and one means of organization. In addition they supplied a list of skilled persons who would be willing to assist in providing further information. In this way we would hope that the community will request assistance as it sees the necessity.

For these reasons we see the research project reported here as being merely the first step of what may perhaps be a long term program. With the budget of this project it was seen to be impossible to respond properly to requests for additional information. We hoped to be able to

determine from the study what types of educational and training programs would be most appropriate; what types of organizational structures were most viable; and to what extent the person in the community subscribed to the concepts of citizen involvement.

Summary. The philosophy of this research project was predicated upon the belief that every individual in the community had an equal right to gain access to the media services of a community, and that he had the right to have control over these same services. Likewise the community should have control over the means of organizing to utilize the media services, using skilled professionals as consultants without allowing the professionals to dominate the community, its organizations or its media services. This present study was seen as the first step in a process of need identification to provide data to the concerned agencies so that they might plan their responses to community requests.

CHAPTER II

DEFINING THE PROBLEM

Purpose of the Study. The overall purpose of the study was to
accumulate information and experience which would help determine the best
use of the community access feature of cable television.

More specifically, the study would produce recommendations
and guidelines for HRDA, the Universities, commercial operators and any
other agencies interested in promoting the use of this facility in
Alberta Communities.

The study was initiated because of the current Canadian Radio-
Television Commission considerations of community use of televisi   and
their requests for guidance, the current explosion in the number of cable
television systems in Alberta, and the need for communities and in eres-
ted agencies to obtain information about the utilization and potential
of this medium of communication. In short, we needed to know how to
develop a new medium of communications, one with no available talent
pool, few resources, little equipment and maximum community involvement.

The Problem. The central problem of this study was to prepare
a descriptive profile of the development and use (actual or proposed) of
cable television for community access programming in Alberta. Specifi-
cally the study surveyed the following communities through a combination
of videotaped and conventionally recorded open-ended interviews:

a) EDMONTON, a large urban center anticipating cable

television (late 1971 or early 1972);

b) LETHBRIDGE, a medium sized urban center with cable

television, the only center with community programming

experience, and with a working project with the BLOOD INDIAN

RESERVE (closed circuit for on-reserve use);

c) RED DEER, a medium sized urban center with cable

television but very limited community programming;

d) GRANDE PRAIRIE, a small urban center anticipating cable

television although no license had yet been granted to the

several applicants;

e) CALGARY, a large urban center anticipating cable

television in the immediate future and currently in the midst

of community programming discussions.

In addition, the study surveyed the general Alberta cable

television scene, and attempted to relate the developments in Alberta to

Canadian developments.

A less central problem of the study was to provide information

about sources of community programming information, technical assistance,

equipment, funding and organizational expertise when requested by members

of the community being surveyed.

Procedure.

A. General survey of literature to determine the current

status of community access to television in Canada and Alberta.

B.   Commissioned study on the current status of community

access to television in Canada and probable developments, by Mr. Robert

Torrance of Toronto and to be incorporated in the study findings.   On

the basis of insights from activities elsewhere the study would provide

some guidelines for recommendations for Alberta.

C.   Open-ended interviews with selected individuals in the

survey communities to obtain information and attitudes about develop-

ments to date and proposed developments in community television.   Most

of the interviews were videotaped for further analysis and for playback

to the interviewee when requested.

Individuals interviewed included cable operators or managers,

either franchisee or applicant; and some or all of the following:

formal power structure persons such as the mayor, church leaders, union

leaders, chamber of commerce members, professionals in the community,

educators; key persons identified with community television; members of

the general public, including students, the elderly, welfare recip-

ients, etc.; and "man on the street" interviews.   An attempt was made

to request interviewees to supply names of others interested in community

television and to follow up with interviews.

The interviews developed organically over the period of the

study: the first used a series of free-flowing questions based on a

questionnaire guide (see APPENDIX) but not rigidly following either the

format or the content, later interviews used a more structured approach

(see APPENDIX).   The purpose of this approach was to allow the study

team to define the parameters of possible directions that a group study-

ing the present and potential use of the community channel could take.

Whereas at the present moment there are several studies being conducted about the use of the community channel of cable television; community programming has, as yet, little history, and few studies could be used as guidelines in setting up a design or approach.

One of the reasons this approach was also necessary was the total lack of community awareness of cable that was discovered in the initial phases of the study. The subsequent necessity for large information 'inputs' limited the value of a rigid questionnaire format. That is to say, the questionnaire was only giving back lack of information - not allowing any feedback other than lack of knowledge. For our purposes it was more important, at this stage to 'sound-out' reactions.

The interviews were generally arranged by a member of the field team visiting the community following a press release (see APPENDIX) sent to the community's newspaper(s), radio and/or television station(s). Interviews were then confirmed by mail, enclosing at that time a copy of the National Film Board/Challenge for Change Newsletter "Community Cable TV and You".

D. Two staff seminars for training and integration of data purposes. The first finalized the study design, trained staff in relevant interview-videotape techniques, and gave an overview of the Canadian situation. A second seminar was held at the completion of the field research to process the data collected and to formulate tentative study recommendations.

E. Dissemination of information during the study period was accomplished either by a response directly from the field team or by a referral to a member of the study team or planning group. Because of

the limited resources of the project, the field team attempted to work with minimal involvement in the community being studied. While this was an "action research" project, limited funds necessitated limited involvement. On the other hand, as was mentioned previously, the field team found a general lack of relevant information which required some considerable information input before beginning their interviews.

Personnel.

A. Planning Group: a resource staff of interested educators and researchers who provided overall guidance in planning and implementation of the project.

B. Study Team: a four person supervisory and advisory group who worked directly with the study team and were responsible for overall administration.

C. Field Team: recent graduate students in the applied social sciences (primarily community development) who combined interview skills with an interest in community involvement, and were responsible for the implementation of the project and most of the data collection.

Limitations of the Study.
The study had three major limitations in its design and implementation. First, the field team was unable to interview as wide a range of community members as desired. In addition to the community and civic government leaders, field workers and policy makers in relevant provincial and federal governments should have been consulted. Due to time and financial limits we were likewise unable to interview a wide range of community and social action groups. Both types

of groups seem particularly important in a study which has as its secondary objective the dissemination of information. As the study progressed it became obvious that there were several Alberta centers involved in cable television other than those investigated. To be truly representative the study should have visited these communities.

The second limitation was due totally to our time schedule and budget: the study was unable to properly respond to requests for further information and training. In spite of the desire to have an action project which could respond to such requests, it became necessary to refer them to other agencies. Our own internal staff turn-over accentuated these problems and caused inconsistencies in our community approach.

The third limitation was the necessity to bias the study by providing considerable information to some interviewees prior to the interview.

Summary. In general, the study attempted to determine the current level of awareness and knowledge of Albertans concerning the use of cable television for community programming (wherein the community rather than the media professional has the responsibility for content). The study was conducted through a survey of several communities using interviews recorded primarily by videotape recording equipment, and by an examination of the general Canadian media scene for relevant information.

22

CHAPTER III

THE TECHNOLOGY OF TELEVISION:
### A Tool For Community Use?

A cable television system is in business to sell good tele-
vision reception. However the picture changes in areas such as Alberta,
since here the system is usually also selling additional television
channels, primarily from the United States. This increased potential and
improved colour reception are among the major reasons for the fantastic
expansion of cable systems.

Community Antenna Television (CATV) started by having <u>one</u>
antenna tower well situated with one or more antennas mounted on it.
Distant television and FM radio signals were picked up and amplified,
then distributed through a cable network to the subscribers. The indiv-
idual subscriber was thus saved the expense of a large antenna. Locally
produced programs could be fed into the "head end" of the system for
distribution to all or part of the subscribers. Today centers which are
unable to receive programs even by erecting a large tower are able to do
so through a microwave network. The community antenna is placed within
the range of the required stations and the programs are microwaved to the
head end of the local distribution system (cable system). Locally pro-
duced programs can still be inserted into the system.

<u>Programs Carried on CATV</u>. A properly designed CATV system can
carry much more than just television and FM programs. Two-way voice and
data channels can be conveyed on the same cable. Closed circuit television

allows police to watch highway intersections, heavy traffic arteries,
public parks and buildings. Industry can use a CATV system for remote
telemetering, observation of dangerous or distant processing, cargo
loading, box car identification, etc.

School systems can use CATV system to distribute instructional
material with both picture and voice. Schools can also have two-way
access to a centralized computer for data retrieval, involved calcula-
tions in the science or math departments, or computer usage training
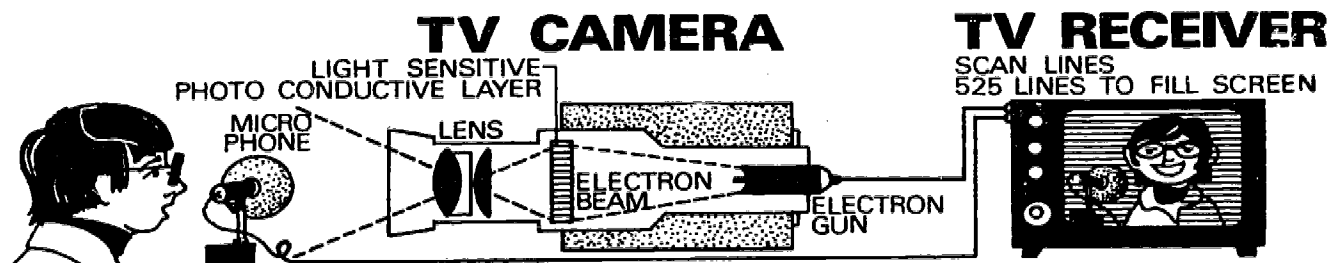courses.
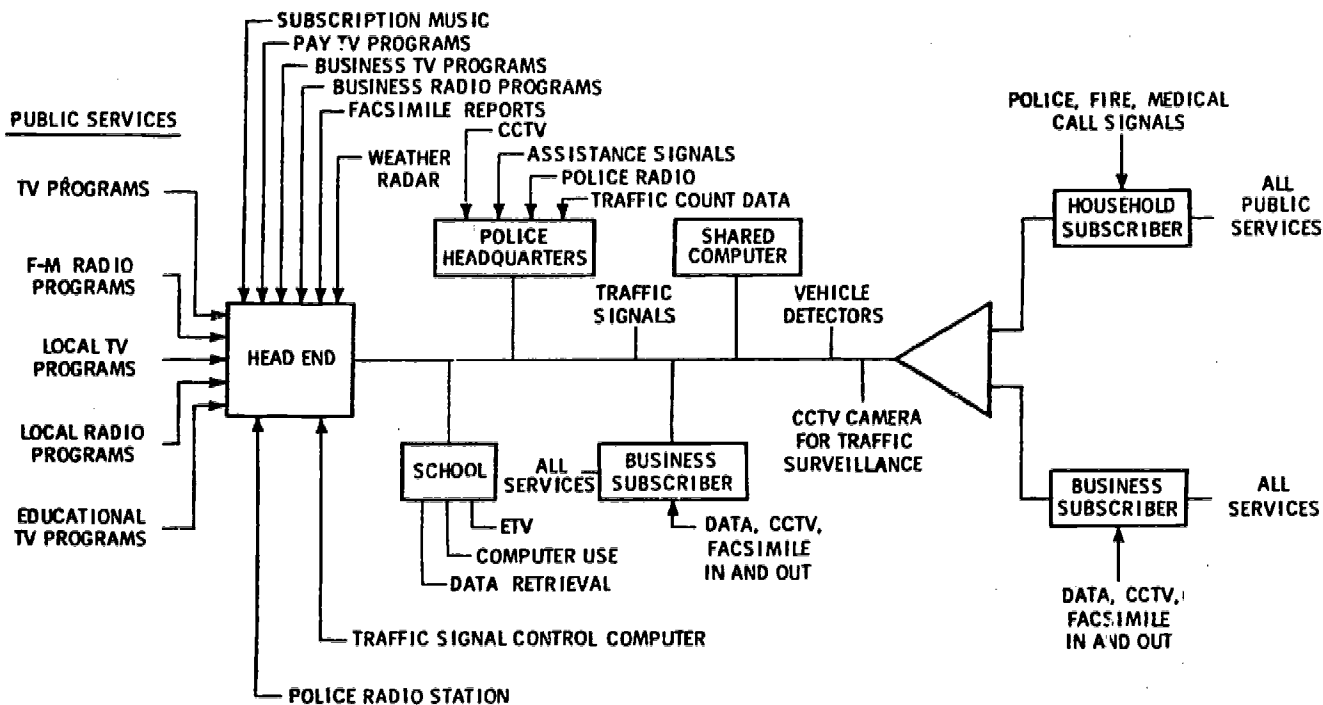
Possible CATV Services

Because a cable system does not lose as much transmission quality as a broadcast system it seems an ideal choice for local programming with less expensive equipment. While a commercial television studio may cost hundreds of thousands of dollars to equip, a fairly respectable studio for a cable system can be built for under ten thousand dollars. As can be seen in the following section the cable system can also have the capacity to add a local channel to its present channels at minimum cost.

Twelve Channel and Twenty Plus Channel CATV Systems. Ordinarily a CATV system is equipped to transmit twelve television channels plus the FM broadcast band. This leaves open several other "bands" where additional television and communication channels can be transmitted. Allowing for blank channels to eliminate possible aircraft navigation interference there are twenty-one possible television channels for normal use plus those that can be transmitted in the UHF range. Most of the newer systems are being engineered to transmit twenty television channels.

Principles of TV. Television has a great deal in common with photography. Both use light in the formation of a picture. They both also, use lenses and apertures to control and focus these light rays.

In television; however, the picture is produced not on film but on a receiver by having a subject scanned by electronic impulses. The receiver decodes these impulses and through a reverse scanning process, forms a picture on a TV screen. By close observation of your TV screen, you may observe these scanning lines. Motion is produced by the changing patterns of these scanning lines.

TV CAMERA   **TV RECEIVER**

LIGHT SENSITIVE
PHOTO CONDUCTIVE LAYER

SCAN LINES
525 LINES TO FILL SCREEN

MICRO
PHONE   LENS

ELECTRON
BEAM

ELECTRON
GUN

Reproduced from TELEVISION IN EDUCATION, The Government
of Alberta, Audio-Visual Services Branch.

Basic TV System

A microphone picks up the sound and relays it to the TV set. Light
passing through the lens falls on a light sensitive layer. The electon
gun sends out a beam which scans the subject from top to bottom and left
to right. The light sensitive layer receives the different shades of
greys, blacks and whites and generates different signal strengths, and
sends them to your receiver. Another scanning process inside your home
TV set reconverts these signals and an image is produced on your TV
screen.

Videotape Recorders, Studios and Other Equipment. From this
basic system we can expand to suit our needs. Videotape recorders
merely record television signals for later replay, and additional cameras
and microphones are added as needed with switching systems to allow
camera or microphone selection.

As the systems become more complicated it is convenient to house

them in a single location: a studio and adjacent control room. The
studio is usually large enough for the cameras to be easily moved as well
as seating at least four people comfortably. Additional lighting and
sound proofing can also be added. On a cable system such a studio can
actually be located almost anywhere on the system but is usually in the
offices of the cable operator along with his distribution equipment. A
typical studio would have two black and white cameras, at least four micr-
ophones, two video recorders (perhaps with one being portable) and the
related monitors and switching equipment. While color studios are feas-
ible their cost makes them prohibitive.

CHAPTER IV

COMMUNITY MEDIA ACROSS CANADA

You can tell them by their names: TOWN TALK, METRO-MEDIA,

FREE VIDEO, COMMUNITY MEDIA; all over Canada small groups of interested

citizens are organizing to provide material for television, television

that comes out of the community. Some of them are responding to the

request of a cable operator for community programming groups, others

are the result of an attempt to solve a specific community problem,

and still others are but a step in the evolution of a community based

communications system. Benjamin Singer in a University of Western

Ontario study recently described CATV - Community Programming as the

"Grandma Moses" concept of television: It is very primitive but it

certainly should be watched. Unfortunately all too often we find that

the life span of the community organization is short, the participants

becoming disillusioned by the poor technical quality and the apparent

fact that no one is watching.

It is not the purpose of this study to describe the whole

Canadian television picture. This was done recently by the Davey

Commission for the Mass Media and directories are currently being pre-

pared on community media by such agencies as the Department of the

Secretary of State (Bruce Steele, Videotech Project). For an indication

of the scope of activities in both Canada and the United States we refer

you to the bibliography of collected papers appended to this report.

The following are very brief descriptions of some of the more notable
Canadian projects.

The Communities. In Thunder Bay, a citizens production unit
trained by the NFB and calling themselves "Town Talk" were providing one
evening's programming a week. They were actually engaged in producing
public-affairs programs, initially for the local commercial station and
ultimately for cable. Unfortunately the program was discontinued due to
a change in ownership of the cable company.

In Beloeil, Quebec, cablecasting of city hall meetings is a
regular occurrance, while citizens of Normandin, Quebec, run their own
community channel. They produce programs for agricultural and indus-
trial workers as well as the schools, and have stimulated considerable
community spirit.

In Ontario: Hanover and Owen Sound are in the process of
founding Communication Councils. In Walkerton, which is a rural Ontario
town, there is a community communications council which works with the
cable company in producing programming.

In Toronto, Rogers Cable TV Company has taken the initiative
in asking community groups to come forward to participate in community
initiated broadcasting. The cable company prepares programming of their
own as well as cooperating with community groups wishing access to the
channel. This is a company which takes a much more enlightened view
than do many cable operators. In addition, they have been allowed
special dispensation by the CRTC to carry advertising on the community

channel, and are so actively engaged in community programming that they have suggested to the CRTC that they be allowed more than one community channel.

Intercommunity Television in Toronto had been most actively involved in community television. Its Director, Bruce Lawson, delivers speeches about why people should take over community cable-casting, sets up workshops and prepares materials to teach production. However the coordination, production and distribution of community programs seems to have been taken over by a broadly based citizens group calling themselves "Downtown Community TV."

In both London, Ontario and Fredricton, New Brunswick citizens prepare their own programs using the facilities of the cable company. In Montreal, "Community Media", the information department of Dawson College (a community college) involves itself in the community through interesting citizens in developing participation in the mass media. They have supported a good amount of locally produced progra-mming.

In Winnipeg, a citizens group is attempting to form a Charter Board to hold the cable licence. They have been assisted by the National Film Board's Challenge For Change, and the Institute of Urban Studies (an experimental research center at the University of Winnipeg). Vancouver's "Metro Media Association", a citizen group, has received a Canada Council grant and assistance from The National Film Board's Challenge For Change. It is now operating under a grant from the Donner Foundation while "Free Video", another group in Vancouver, has done a

great deal to "demystify" the media and the production of community

programming.

Summary. These groups may not be representative, they may

not even be functional. They are all trying however, to bring the means

of communication closer to the individual within the community. Not all

of the people involved are "media freaks" or "long-haired radicals", in

many cases these groups represent a genuine attempt by the community or

the cable operator to bring about better communications. Community

television (and indeed any form of community media) still needs financial

and moral support, many cable systems are against local participation,

however well intentioned, and audiences remain small.

CHAPTER V

COMMUNITY TELEVISION
IN ALBERTA: TODAY

In our interviews we endeavored to ask the four general
questions which we felt would give a picture of the present status and
the future potential of community television. First, who does and who
should own the channel and/or the production capability and who should
control access to the community channel. This was and still remains the
most difficult of the questions since it inherently involves legal and
financial ramifications for the operator and the general public. An
attempt was made to steer clear of these problems and discuss "the ideal"
situation but we were not totally successful. The replies which follow
the second question, (financing the community channel) overlap part of
this section. The third concern was to discover the degree of prepare-
dness or ability of the community to begin programming. The fourth
major concern was the programming itself: what kind of programs were
interviewees interested in seeing, and what programs were they or their
agencies thinking of producing. A fifth major area that arose out of the
study concerned the manner in which Alberta communities had organized
(or were presently organizing) and this is also included.

As a matter of style we have refrained from identifying the
source of a quotation wherever possible. Where we have identified an
individual interviewee, the response should be considered as being typ-
ical of the majority of responses unless stated otherwise.

Awareness. The level of community awareness is generally
represented by two statements, "I don't know" and "I didn't realize."
In Grande Prairie and Edmonton, the two communities that did not yet
have cable television, no one in any of the 'man-on-the-street' inter-
views knew that a community channel would be provided on cable television;
in Red Deer this type of interview yielded five people who knew of the
community channel, none of whom knew it could be used for local origin-
ation; in Lethbridge, the one community that had had local origination
on the community channel, out of the twenty-two man-on-the-street inter-
views only two knew about the community programming that had been done -
one had been involved in a production, to the other it was 'the channel
that had minor hockey on it'. The slightly more knowledgeable response
from Red Deer citizens may have been the result of a rather extensive
front page news story about the study team and cable television.

Ted Bower, Editor of the Red Deer Advocate, gave the study
project top front page coverage, prior to its arrival in that city. The
article was titled, "Did you know you could use TV channel 13?", and
subtitled "Unused but reserved for community use". In this article,
Mr. Bower indicated, for the first time in that city, the fact that the
CRTC had made community programming a condition of the cable operator's
license. He went on to encourage local individual citizens and organiz-
ations to exercise their rights of access to the cable system. He urged
them to replace what was passing for local programming (a revolving
carousel containing a clock, a barometer, and a thermometer, backgrounded
with FM music) with programs designed to express their points of view.
In a later interview, Mr. Bower suggested the blame for the amazing lack

of awareness in his city should lie partly with the cable operator, but also with the CRTC. He felt the latter should have taken the initiative in disseminating such important information which could have been accomplished by placing advertisements in the various media, ie. newspapers, radio, television stations, across the country.

As a result of Mr. Bower's newspaper article, the study team was approached by a number of individuals who showed enthusiastic interest in the possibility of programming on the community channel. However, most of the people formally interviewed in Red Deer showed a general lack of knowledge about the availability and accessibility of channel 13 to local citizens.

Mr. Eugene Kulmatycki, Director of Instructional Materials, Red Deer Public School Board, was a refreshing enlightened exception to the general lack of awareness found in that city. He had obviously given a great deal of thought to the community access feature offered by a cable system and was already making plans to implement it in his school programs. He told us there were four complete $\frac{1}{2}$" video tape recording systems owned by the school board, which were being used by the various schools in conjunction with their curriculum. He discussed with us the possibilities of utilizing some school produced programs which might prove useful for community viewing. However when questioned regarding active citizen participation in the production of programming he expressed the view that "the community at large is not ready for us to run around with cameras" although "I certainly think that students are capable of using $\frac{1}{2}$" equipment to produce a program that is quite acceptable".

Cable operators were interviewed whenever possible. In Edmonton, Jim Shaw, whose Capital City Cable Company covers the eastern half of the city, was most agreeable about providing community programmin working with community groups, and even approved of a CRTC licensed charter board who would be entirely responsible for programming. He has made statements in the local newspaper many times on the community access feature and indicated his willingness to cooperate in these endeavors. Unfortunately it was never possible to obtain an interview with Ed Polanski of Queen City Cable TV which covers the western half of the city, several appointments being broken. Similiar difficulties were enc- ountered with the Red Deer operator who did supply some information during the course of a telephone conversation, where he expressed willin- gness to supply a studio and initiate some local programming himself.

In Lethbridge, the cable operator, Mr. Doug Robinson, was extremely helpful. He made his studio available to the study team for their use, provided secretarial help during the team's stay and spent several hours in casual conversation as well as permitting two separate interviews by the team.

The Blood Indian Reserve provided a special case for the study team. Closed circuit television utilizing a VTR porta pak is available on the Reserve. The team found that there was not a high level of aware- ness of cablevision and its possible uses in terms of specific study and subsequent knowledge. Rather there exists amongst those members of the Blood who have a responsibility for the development of their community, and who have also had some contact with the communications media, a real- ization that cable represents a very real and significant potential

worthy of examination. Respondents generally grasped the ideas inherent in cablevision when it was briefly outlined to them, and then placed them in a frame of reference as to how it might be of benefit to them and their people.

Five alternatives for responsibility in making the community aware of a community channel and its potential were presented by individuals in the communities: one alternative is that suggested by Harold Brown of CHEC in Lethbridge - it should be the responsibility of whoever controls the station to make sure people of the community are aware; a second alternative was suggested by Jim Head, President of the Red Deer College's Student Union, who felt "both the cable owner and CRTC should have been responsible"; another, more common, suggestion was that offered by Ronald Watnough, editor of the Lethbridge Herald who felt "responsibility for awareness is (with) the sponsor" - whoever is producing the show wants you to watch it therefore it sho...d be his responsibility to see that you do; another alternative was suggested by Mayor Anderson of Lethbridge who felt that communication was such an urgent necessity that perhaps the municipal authorities should promote the use of the community channel; the most frequent alternative was voiced by Mr. Sawicki, a high school principal, "the cable operator is given access to the channel and is to make it a community service and is responsible (for making community aware)." Interestingly enough, the Lethbridge cable operator felt that CRTC thought the community channel would have a better chance of success through the cable operator - he knows what his subscribers want.

Whereas a frequent complaint in Lethbridge was noted during a man-on-the-street interview that "you only watched community programming

when you came across it by accident", the cable operator stated, "We do
make people aware", and felt that nothing was going to generate the
fantastic enthusiasm needed to produce very much programming. He stated
that groups had been approached for programming, the local newspaper,
The Lethbridge Herald, carried notices of times of local programs as well
as advertisements offering use of the channel (this was also mentioned by
the paper's editor) and the channel itself had, on occasion, noted
through the optional slot on its time/temperature/weather carousel, the
availability of the community channel for local productions. These being
noted, many people felt as did Mayor Anderson that cablevision had not
been aggressive enough in its promotion of the community channel.
Perhaps all it needs is someone who has done this sort of thing and who
is prepared to approach some of these groups and say "look could we do a
program?"

Organization. For all the lack of awareness that was present
regarding community television there have been attempts in several comm-
unities to utilize the potential of cable television. Certain cable
operators have been successful in developing a relationship with the
community in which their companies operate - at times this relationship
has come about at the operator's initiative, at others the community has
taken the first steps. In all of the communities studied the first
sources of information and animation came through Burke Nagle of the
provincial Human Resources Development Authority. The resulting organi-
zation in each community has varied according to the needs of that commu-
unity.

In Calgary there has been a growing awareness of the potential of the community channel. Operators of both cable companies have on many occasions expressed their receptiveness to the concept of community anim-ation and development as an important facet of community programming. In that city, both cable companies have hired their own program directors in order to become actively engaged in extensive community programming. Both companies have initiated public education processes, and sponsored a good amount of publicity in the local newspapers. They have further expressed a willingness to cooperate with educational institutions and community groups in promoting a more sophisticated knowledge of tele-vision hardware and an active participation by volunteer organizations.

In response to the growing need for education regarding use of the media generally, courses related to television production are in the formative stages. Mount Royal Junior College is in the process of estab-lishing a thirteen-week-course in television production, designed to familiarize lay people with production hardware. This course is already over-subscribed, probably due to the promotion of the community channel initiated by the cable companies. While unable to train individuals and community group members, the cable companies have strongly recommended enrollment in such programs. The Division of Continuing Education at the University of Calgary is also currently involved in an exploration of the use of one-half inch VTR and has offered a variety of short training seminars.

A small group of professional media people and citizens who are interested in participation in the community channel have been holding meetings with both cable operators and their program directors, with an eye

to public education, stimulation and involvement. As yet, this has not developed into a viable working organization, but the intention is to continue to carry on this liason in the coming months. Both cable comp_ anies should be in operation shortly and the community channel will be a cooperative venture, locally produced programming of general interest going out simultaneously over both systems. An exception will be made where there is a special program of exclusive interest to either the north or south side.

Fort McMurray presents an example of enthusiastic cooperation between a cable operator and volunteers in his community. The physical isolation of Fort McMurray is no doubt what has prompted Larry Biswanger, local cable manager as well as technical director of a "Media Committee", to get his community to "talk to itself." Mr. Biswanger is very eager to both initiate and become involved in community programming; so much so, that he has presented the community not only with a studio and head_ end equipment, but made available his mobile unit wherever necessary.

The "Media Committee" is a volunteer agency, made up of four local people: who are responsible for the programming broadcast over the community channel, which to date, consists on the average of about on_ hour per week, with extra coverage of special events and holidays. Program content runs the gamut from coverage of local events, interviews, news, and sports, to local talent shows. Their latest effort has been a weekly "Hyde Park Corner" series, where members of the community are free to air their views on any topic. This is all handled on a voluntary basis and has proven most successful; such a situation, it seems is characteristic of a small scale community, such as Fort McMurray, and

would not be possible in a large city. (Note: the CRTC regulations give 3500 subscribers as the size above which there should be a community channel. Fort McMurray has 1100 subscribers.)

Lethbridge was unique in its community programming, in that here an individual, Terry Bland, on a volunteer basis, had enthusiastically provided his community with a relatively large amount of programming covering every aspect of community life. He had been given a free hand, to do any kind of programming he wished, and his approach had been both innovative and imaginative.

The change in ownership which took place during the past year seems, however, to have changed his position. Some of the people interviewed felt that the open-door policy has been changed, the new manager appearing much less enthusiastic about providing access to individuals and community groups. They felt that the new cable manager regards the community channel as a vehicle for promoting his cable system. Control of this channel is presently in his hands, and he has not allowed much participation, engaging in local programming only when he sees fit. Community groups have not as yet organized to demand access to the channel.

A similar situation exists in Red Deer. Like Lethbridge, it has been cabled for years, but unlike Lethbridge there has never been a history of community programming. The cable operator is now prepared to provide it, but again on the station's terms. Community groups organized for access to the channel are as yet non-existent, but the investigations and resulting dissemination of information by the study team may have prompted some action in that direction.

In Edmonton a group of citizens have organized themselves under

the Co-operatives Act, calling themselves the "Edmonton Media
Co-operative", and have made application to the CRTC for a license to
allow the group to coordinate community television production and to
facilitate access to the community channel. This would necessitate
acceptance of responsibility for the arrangement of production facilities
and personnel as well as preparing the daily program schedule to be
delivered to the system's head-end. This, of course, presumes the
separation of ownership of the cable system and programming, which they
believe should be in the hands of the community. The idea of a media
cooperative was initially conceived at a board meeting of the Edmonton
Social Planning Council in August of 1970 and after subsequent informal
meetings, a "Citizen's Media Committee" was organized for further disc-
ussions.

In February of 1971, a five day workshop was held, which
served as a vehicle in organizing a cooperative structure which could
begin to initiate the activities necessary for the subsequent application
for a licence. Since that time a series of workshops have been held in
cooperation with several of the existing educational institutions to
inform people about the community channel's existence as well as to
instruct them in the use of the equipment----a process they aptly term
"demystification". The "Citizens Media Committee", itself a non-profit,
non-commercial body, would appoint a professional production company
which would provide the production and coordinating services necessary
in programming. Their function would be to work directly with community
participants in order to ensure the effectiveness of their programming
and the efficiency of their operation.

The Department of Extension at the University of Alberta
offers short courses and workshops on the use of audio-visual techniques
as well as television skills. The Northern Alberta Institute of Tech-
nology offers courses in radio and television arts in addition to photo-
graphy and Grant MacEwan Community College is initiating programs in
journalism, audio-visual technician training, and advertising and public
relations.

A group of concerned citizens, from the towns of Faust, Slave
Lake, McLennan, and High Prairie, formed an action committee which was
initially responsible for setting up the Lesser Slave Lake "Special
Area". Due to their initiative, the Provincial and Federal Governments
have made it an incentive area. A regional resource coordinator was
appointed, and a Human Resources Development office set up in the townsite
of Slave Lake, in accordance with the provincial government's policy of
human as well as industrial development. This office, requiring communi-
cation services in this somewhat isolated area, brought in Burke Nagle,
who at various Chamber of Commerce meetings explained alternative methods
of setting up such services. One of these alternatives, that of setting
up a cable system was discussed in great detail. The result of this
meeting was the organization of a sub-committee, a "communications
group" composed of members from the ranks of the Chamber of Commerce and
HRDA. They are presently involved in a feasibility study and discussion
concerning the possibility of putting a cable system on a municipal tax
base, the general consensus being that because of the physical isolation
of the area, citizens would be more than willing to participate in such

a scheme. Such a system would probably have to be owned by the community since it does not seem feasible to operate a commercial venture.

The "Grande Cache Television Association", registered under the Society's Act, and made up primarily of the community's power structure, is negotiating with its cable company, Grande Cache Development Ltd. They are in the process of working out the problems of legal liability, for which the CRTC has as yet set no guidelines, and intend to set up a broad operational structure which can hopefully be responsible for professional levels of production. The Governing Board of the town has appointed the Community Service Director to do a feasability study on the organization and projected costs of community television. The Director, Lloyd Bossart, intends to set up a three-man media committee to help him in his efforts to become involved in community programming as soon as possible. This media control committee will be made up of one government agent, one representative of the town council, and one representative from the school board, and will later include two people from the community at large.

The committee has already succeeded in obtaining a committment from the cable operator for the rent of a studio, the purchase of a studio camera, VTR equipment, possibly a porta-pak, and the use of necessary distribution equipment. The committee intends to incorporate ETV and community programming on the community channel, and therefore will propose that the local high school, which is already wired for educational television, be utilized as another production source.

Father Pat O'Byrne, who is Executive Director of the Calgary Council of Social Affairs (COSA), the social action arm of the Catholic

Archdiocese, and the Calgary Interfaith Foundation, was initially
responsible for acting as the catalyst which coordinated already existing
co-op groups of the Blackfoot Nation, into one umbrella organization, The
Federation of Southern Alberta Indian Co-operatives. In order to do so,
funding was provided by COSA, and the Alberta Human Resources Development
Authority. The Federation of Southern Alberta Indian Co-operatives, an
organization which embraces every aspect of life on the reserves, was
established in June of 1969, in order to improve communications and to
promote social change among rural people of the Blackfoot Nations. The
concept of $\frac{1}{2}$" video tape was introduced and used as a community develop-
ment tool, the idea being to promote community programs based on cultural
and educational topics, and specially designed for Indian communities.
It was an attempt to provide these people with information from federal
government levels on policies and programs of agencies working on the
Blood Reserves, as well as with programs relevant to local needs and
desires. Due to the lack of funding, this program is no longer in exis-
tence but negotiations are re-opening once again, with the Interfaith
Foundation, so as to revitalize and use the concept of $\frac{1}{2}$" video tape in
the context of a newly created organization, "Indian News Media", as one
more means of furthering communications.

Indian News Media operates with personnel from the Blood
Indian Reserve with offices at Cardston. It is made up of what were
previously two separate departments: Kainai News which is the native
newspaper that is circulated throughout the province, and Blackfoot Radio,
which has a weekly slot on a Lethbridge radio station. As well Marvin
Fox, president of Indian News Media and the local director of Social

Development appears weekly on the National Network radio program "Our Native Land", where he reports on his organization's activities; in this way communication is effected not only with their own community, but with the nation at large.

A proposal has also been made to Alberta Government Telephones to lay coaxial television cable on the reserve at the same time as new underground telephone cable was being laid. Unfortunately only the telephone cable was installed.

The Alberta Native Communications Society, a society of treaty Indians and Metis was incorporated and registered under the Societies Act of Alberta in April of 1968 to promote and strengthen communications between the various agencies, governmental departments and the native people of Alberta through a series of radio broadcasts, news correspondence and field contracts. It has financial assistance from Federal - Provincial grants with individual membership as an added contribution.

It was the Alberta Native Communication Society which originally assisted in the establishment of the Blackfoot Radio Program, and helped to sustain the operation of the "Kainai Newspaper". The Alberta Native Communications Society is now completely administered and controlled by native people themselves with the role of government being a supportive one. The same situation holds true for the "Indian News Media" organization. Its function is to serve Southern Alberta in the same way that the ANCS serves the northern half of the province. It is autonomous having worked out a partnership agreement which entitles it to financial aid without direction or administration of any kind from its parent organization.

CHAPTER VI

COMMUNITY TELEVISION
IN ALBERTA: FOR THE FUTURE

Ownership, Control and Access.   The broad area concerning

governing of a cable system and its community channel was discussed along

three inter-related dimensions: the first was the actual system of

physical ownership itself; the second, control or management, i.e.:   who

should be in command and assume responsibility for what is programmed;

and third, who has access to the system.

Actual ownership of a cable company was conceived in two ways:

firstly in terms of private interprise, by some who felt that such a

system was more efficient, as well as more approachable than a large

bureaucratically structured organization; and secondly, in terms of

public ownership.   One private cable operator, Jim Shaw, whose Edmonton

system is not yet in operation, believes that "we must have a certain

amount of freedom and the right not to be regulated by a third party".

Others however, entertained the possibility of public ownership

comparable to a public utility.   Many citizens of Grande Prairie favoured

public ownership since the individual is in business to make a profit

whereas a public utility is there to provide a service, thus the possib-

ilities of interference in programming on the community channel would be

less with public ownership.

At the municipal level, Mayor Dent of Edmonton takes a strong

position in favor of public ownership.   He believes that "we are in the

communications business, therefore those portions of a system that
involve communication should be citizen owned." His City, because it
owns its own telephone system is unusual in Canada. He believes the
CRTC to have done a "dis-service to all of the citizens in Edmonton",
when it turned down the city's application for licensing even though the
City had complied with the CRTC philosophy of broad ownership by proposing
a company that was "citizen-owned with a board of directors elected by
its shareholders".

Alex Mair, Director of Radio and Television Arts, N.A.I.T., in
Edmonton envisaged a public system of even greater magnitude and
sophistication. He believes that "the dissemination of information
should be on a province-wide, if not national basis." Therefore when
questioned regarding ownership, he answered, "a crown corporation", a
separate entity, which would be an over-riding body that would provide an
electronic link not only between the various Alberta centres, but also
interconnecting the other provinces on a national network basis.

The control or management of the community channel was generally
seen as being distinct from ownership of the system. That is, the cable
operator was regarded as being a carrier only, in the same way that he
carries the network stations, and not as a broadcaster, responsible for
the initiation of programming. (This view may change since the July
1971 CRTC rulings).

The conception of a "Charter-Board" (as presented in the NFB's
Challenge for Change Newsletter, Community Cable Television and You,
February, 1971) was generally conceived as being the most viable means
of control of a community channel. Many saw a charter board, composed

of a broadly based community group representing a cross-section of all
segments of society, as controlling local broadcasting without interfer-
ence from the cable operator: "I would make production separate from
ownership on a community channel. Charter a group responsible for pro-
gramming for the community channel. Make the operator a common carrier;
he is then not allowed to distort in any way, shape or form." Others,
however, were of the opinion that the cable operator should work together
with his community, for as Mayor Barrett of Red Deer expressed it: "If
facilities are going to be provided by a local operator, then certainly
he must be involved somewhere; then a local board could be formed to work
with him."

Not surprisingly, the present cable operator in Lethbridge (a
city which has been cabled since 1964) took the position that it was the
cable owner who should be in control as it was "they who are responsible
to subscribers". He justified this position by stating that "a group
controlling programming would have just as many biases".

His subscribers, however, did not necessarily share his views,
an excellent example being provided by Mr. Jenkins from the Boy Scout
Association: "if the cable company controls the community channel, then
it is no longer a community channel. Control must be as wide as the
community it is to reach." Ronald Watnough, of the Lethbridge Herald,
reiterated this feeling: "I would hate to see control in the hands of a
few who decided what a community should and should not use".

Who has access to the community channel, and who decides and
handles the mechanics involved were explored in great detail during the
course of gathering data. With very few exceptions, almost invariably

people believed that "access should be controlled by a board who would

make sure that everyone could have use of the community channel."

Doris Walters, from the Edmonton section of the Canadian Association of

Consumers stated: "Our national board recommended that an advisory board

composed of citizens groups, decide access." Betty Hawes, from the

Edmonton Social Planning Council was most vocal in opting for community

control "I don't care who owns it as long as it's community controlled.

The charter board would be responsible not so much for programming, as

for access to it, and persons who have access are responsible. The

charter board would be responsible for allocating time as well". This

might be to the cable operator's advantage: the operator might well

welcome a responsible committee who would relieve him of this arbitrary

decision-making.

Leo Regehre expressed the views of the average citizen when he

hopefully commented: "it would be a dream if individuals could control

content and availability."

In summing up the views generally held concerning access, Dr.

Guernsey, Sociology Professor in Mass Media, is most exemplary: "anyone

who wishes should have access. As soon as you start making any state-

ments about who can use it and who can't, then it's not really community

anymore."

In retrospect, no matter what opinions were held regarding this

whole area of ownership, control and access, it becomes obvious that the

issues are of crucial importance to every community.

Financing. Various alternatives of providing funds or capital

to pay for community programming were formulated and discussed.

A. Percentage of Subscription Fee: The most popular alter_
native was that of adding a percentage to the monthly subscription fee,
charged by the cable operator; this would go directly into community
programming. Most people interviewed agreed that "there should be one
charge which is the same for everyone, othrwise the people you would want
to reach the most won't be able to afford it." Most people also agreed
that the simplest idea is the one used in Calgary where a percentage of
the total monthly charge is added for community programming. If the fee
was $5.00 monthly then the programmers might get 50 cents of that, i.e.
10%.

In Red Deer, however, many disagreed with the idea of an addit_
ional fee increase. Keith Hembroff, Recreation Consultant for that city,
expressed a commonly held view of that community, that because "the
service is so poor most people wouldn't support a fee increase."

In other communities, however, many believed that it is "the
viewer who should pay." Dr. J. Bruha, of Lethbridge added: "It is unreal_
istic monetarily to expect the cable operator to finance programming."
Others agreed that "these things will have to be paid for by those people
who are using it."

Betty Hewes, of the Edmonton Social Planning Council summed it
up nicely: "It would seem logical that those that receive pay, rather
than those who produce."

B. Operator to Absorb Costs: Others were of the opinion that
the cable operator should absorb the cost. Mr. James May, Manager,
Northlands Utilities, Grande Prairie stated: "I would like to see the

community channel provided by the operator as a public service to the
community as part of his package", the rationale being: "I would think
it would be an asset to the operator to have a very active community
channel _ in fact offering his subscribers more for their money."

Interviewees in several centers agreed that financing should be
covered by the cable operator, as it would be in the operator's best
interests to do so. Mark Schoenberg, director of a professional theatre
in Edmonton believes "regardless of how much money the cable operators are
making, their responsibility is to provide community programming, and they
should be willing to put some of it back in." One of the Edmonton cable
operators admitted "the cable operator himself is required to put profits
back into the community he's in."

As Bernie Bloom, from XTV, University of Alberta phrased it:
"Cablevision operators should pay the bill. If they don't, I can't see
any reason for them to exist."

C. Community Resources: A view often expressed was that
community groups with resources could, and would, be willing to contribute,
thus supplementing other means of financing community programming. Rev.
Doug Waite of Grande Prairie "could see money coming from other sources,
but these would have to be promoted. Other groups in the community with
their own resources could pay for the time they used." The mayor of Red
Deer accepted the proposal of a percentage added to the monthly subscri_
ption rate but felt that because Red Deer would have fewer subscribers than
would a large city, it might have to be augmented by contributions from the
people who are putting on local programming. Many citizens of Red Deer
felt that their community college could also help defray the costs involved

in producing community programming, as well as supplement availability of equipment and resource people.

In Grande Prairie "community business groups are developing a social conscience and would be willing to contribute"; also the revenue could be "supplemented by grants from government agencies who have an interest in funding and developing local communication systems."

In Edmonton, Jim Shaw proposed to the CRTC that he add 50 cents to the monthly subscription rate, but further suggested the possib-ility that "the provincial government would set up a bursary fund."

Many citizens also agreed that various government levels could help finance community programming for several reasons, including: "The community channel should be funded by government so that people get excited by it." Others suggested the federal level of government be approached to provide grants for community programming.

D. Advertising: Advertising was discussed as a possible alter-native source of revenue. In most cases people were in agreement that there be no advertising on the community channel. Jim Shaw, cable oper-ator in Edmonton, spoke for many citizens when he said "in Edmonton I don't see it at all. I think they would pay 50 cents and have it free of advertising."

A commonly held view toward advertising was expressed by Harold Anderson of the Alberta Native Communication Society: "Personally, I would frown on the use of advertising on a community channel. The purpose of a community channel is to get aw. from commercialism." Doug Robertson reiterated this view: "if you charge, then you are getting into the commercial aspect, and then this controls what type of progr. ing

occurs.   It is strongly influenced by the people who pay for it."

It must be noted, however, that Grande Prairie represents an
exception to the above general attitude towards advertising. This is due
to the fact that there is no local television station which means local
merchants have no access to any means of commercial TV advertising.
Dr. Anderson of the Grande Prairie Community College expressed a view
which we found in that community, again and again: "many communities
have no meaningful advertising and are deprived of getting the message in
from local markets, so they have left the medium (TV) to the national
advertisers." Thus, in Grande Prairie, advertising is justifiably rega-
rded as a viable supp_ement or alternative method of financing a community
channel because "Grande Prairie is different, therefore monolithic regul-
ations cannot apply."

In other communities most people felt that if adv rtising we 3
to be allowed it should be done only as a last resort. Non-commercial
advertising of a community nature was seen as being desirable by many.
"Advertising for events within the community, not commercial advertising,
but a bulletin board type."

An interesting point of view was brought forth by John McColl
of CJOC Lethbridge, who strongly believed that the community channel
should not be allowed to advertise because "Lethbridge is too competit-
ive." Similar views were expressed in other communities by people in
management positions with local media such as newspapers, radio and tele-
vision stations, because they saw the possible threat to their source of
revenue that a community channel might represent, if allowed to carry
local advertising.

The idea of block advertising - blocks of time being set aside for advertising as it is done in some European countries was proposed for use on the community channel as well as the possibility of a separate channel being set aside for advertising. It was felt that the community channel would lend itself very well to a consumers guide kind of programming.

E. Other Alternatives. Another possibility was suggested by Rev. Doug Waite, in Grande Prairie: "I think the best possible way of financing it would be to add another mill to the tax structure and say that it is going to free community cable TV. Then everybody would be paying for it like they pay for a lot of other things." John Bruha agreed that "financing with tax money would be one of the wisest things we could spend tax money on."

This was a very unpopular idea with others: "I don't think it would be fair to tax the general populus for something that is not available to everybody for free - and cable TV will never be free." Likewise "our society is beginning to rebel at more and more demands on the public purse. We are going to have to come up with a better method of raising funds to ensure all segments of society participate. I do believe we can't have the more blatant methods, for example a one mill tax increase."

An innovative alternative was suggested by Dennis O'Connel, of the Economic Developmen' Commission in Lethbridge. He felt that it was technically feasible to install a scrambler on each subscriber's television control panel which would necessitate the viewer paying for only the programming he chooses to select, in other words, pay TV.

occurs. It is strongly influenced by the people who pay for it."

It must be noted, however, that Grande Prairie represents an exception to the above general attitude towards advertising. This is due to the fact that there is no local television station which means local merchants have no access to any means of commercial TV advertising. Dr. Anderson of the Grande Prairie Community College expressed a view which we found in that community, again and again: "many communities have no meaningful advertising and are deprived of getting the message in from local markets, so they have left the medium (TV) to the national advertisers." Thus, in Grande Prairie, advertising is justifiably rega-rded as a viable supplement or alternative method of financing a community channel because "Grande Prairie is different, therefore monolithic regul-ations cannot apply."

In other communities most people felt that if advertising were to be allowed it should be done only as a last resort. Non-commercial advertising of a community nature was seen as being desirable by many. "Advertising for events within the community, not commercial advertising, but a bulletin board type."

An interesting point of view was brought forth by John McColl of CJOC Lethbridge, who strongly believed that the community channel should not be allowed to advertise because "Lethbridge is too competit-ive." Similar views were expressed in other communities by people in management positions with local media such as newspapers, radio and tele-vision stations, because they saw the possible threat to their source of revenue that a community channel might represent, if allowed to carry local advertising.

The idea of block advertising - blocks of time being set aside for advertising as it is done in some European countries was proposed for use on the community channel as well as the possibility of a separate channel being set aside for advertising. It was felt that the community channel would lend itself very well to a consumers guide kind of pro-gramming.

E. Other Alternatives. Another possibility was suggested by Rev. Doug Waite, in Grande Prairie: "I think the best possible way of financing it would be to add another mill to the tax structure and say that it is going to free community cable TV. Then everybody would be paying for it like they pay for a lot of other things." John Bruha agreed that "financing with tax money would be one of the wisest things we could spend tax money on."

This was a very unpopular idea with others: "I don't think it would be fair to tax the general populus for something that is not avail-able to everybody for free - and cable TV will never be free." Like-wise "our society is beginning to rebel at more and more demands on the public purse. We are going to have to come up with a better method of raising funds to ensure all segments of society participate. I do believe we can't have the more blatant methods, for example a one mill tax increase."

An innovative alternative was suggested by Dennis O'Connel, of the Economic Development Commission in Lethbridge. He felt that it was technically feasible to install a scrambler on each subscriber's tele-vision control panel which would necessitate the viewer paying for only the programming he chooses to select, in other words, pay TV.

Father Bernard, a Catholic priest, and the Director of Edmonton's
St. Basil's Ukrainian centre, believed a composite of percentage of sub-
scription, taxation, and advertising would be the fairest means of finan-
cing the community channel, and his reasons were most interesting:
"Spread it all over so it isn't a burden and each has access to it, so you
don't lose part of the community, which would be detrimental to the goals
of building a community.

The general feeling, however, in all communities was that the
viewer should pay, and that the most expedient means of doing so was to
add a percentage increase to the monthly subscription rate to pay for
community programming.

Community Capability. The concern in this area was to discover
how ready and capable community people were of producing programs. Con-
sistently people felt that groups should produce their own shows, "They're
the only ones that know about their organization." Mayor Barrett of Red
Deer expressed the hope that editing would be done by the local groups
producing the programs since they can best decide what's drivel and
what's important. He has always objected to the editing done by commer-
cial stations, observing that a statement can mean an entirely different
thing according to the way it's changed.

Opinions on the communities' capabilities in production ran
from "very capable" to "Probably quite limited initially." The feeling
was generally that people would have to call on other sources like the
NFB, and that broadcasting people will help to provide facilities etc.
Outside help was seen as particularly necessary for technical assistance.

However, it "would not take long for people to learn about the necess-
ities of production" and people seemed willing, "we haven't had any oppo-
rtunities, but we're willing to learn, to take part in a workshop, become
familiar with equipment".

For people like Leo Regehr of Edmonton the thought of equipment
being available to the use of groups like his was 'mind-boggling'. If a
two day workshop was all that was needed to learn how to use equipment
he felt you would "have to get out of the way of the rush" and seemed
overwhelmed that one could be ready to use equipment in such a short time
"I'd have to see it to believe it, but I'd be there to see it".

Doug Robinson, the cable operator for Lethbridge said workshops
could be expensive but cable operators should pay for this. Lethbridge's
Mayor Anderson felt that workshops would get a big response, for if people
realize that they have a part to play they become much more responsive.
He felt workshops could easily become part of the city's summer program
with the city assisting those who wish to take courses. Alex Meir,
Northern Alberta Institute of Technology, would "like to teach you people
how to use TV as a tool" and suggested a twelve week course in production
at the school. This route has already been followed by Mount Royal Junior
College in Calgary who this fall is offering a thirteen week course to
help community organizations. Mount Royal feels that "the effectiveness
with which they will be able to tell their story or motivate their
fellow citizens depends on that group's ability to use the television
medium and that we, as a Community College should accept the responsibility
for providing the know-how". Shorter workshops by community organizations,

such as Media Co-op, Edmonton, have met enthusiastic response in their attempts 'to demystify the media' and provide 'ongoing training in all media'.

Some workshops are available, professional people seem willing to cooperate and people are willing to try. The area of concern in production is almost entirely along technical lines and the consensus was that, in all areas, people would learn quickly. Equipment of some type was available in most communities. However, as much of this equipment belonged to schools, colleges and universities, it was really not access- ible to the community at large. Dr. Jerry Probe of the Lethbridge Public School Board felt that school principals would be hesitant to lend out equipment although they would probably be conscientious about their role in the community. He felt that some program whereby members of the comm- unity could obtain some certification of ability to handle equipment might be a suitable answer. Jackie Phillips, a volunteer with Media Co-op pointed out that "this is your modern pencil...this stuff has got to be available....(but) somebody being paid to be responsible for it (might be the answer) because equipment is more (costly) than a pencil at his point." Pat Sokolan and Al McKinnon two 'video freaks', who have had a great deal of trouble arranging for use of equipment, suggested 'in-library -loan' arrangements where people could just book a time period for the use of equipment and come in and use it, however they would prefer "to have kids involved that know a little about the equipment before hand."

Equipment that is available to the community existed in Lethbridge and in Fort McMurray as well as through a controlled loaning policy by HRDA and occasionally NFB. In Lethbridge the cable company made

available a mobile-van unit with three cameras and a video mixer. This

equipment was always sent out with a technician accompanying it. In

Fort McMurray the cable operator has provided two cameras, four micro-

phones, a mike mixer, and video switcher. This equipment is used by

the volunteer staff. Other centers are working to obtain similiar

facilities.

Programming. The study explored two areas of programming: the

first was the type of programs people would like to see on a community

channel (in Lethbridge this included questions as to the nature of pro-

grams presently produced for the community channel); the second area was

the level of sophistication people felt productions had to have on the

community channel.

A. Nature of Programs: People talked about two types of prog-

ramming that they would like to see: the first was educational, 'the

how-to-do-it' programs; and the second was primarily entertainment. Most

suggestions about programming were tied to the kind of programming people

were familiar with - that of the commercial channels, as one Lethbridge

housewife said "you go with what you know". The most frequently mentioned

types of programs were: cultural programs (in many cases these were tied

to special ethnic interests); sports events (minor hockey, local track-

meets, swimming, baseball and basketball); local talent (many people felt

local artists should be given more exposure and saw this as a role the

community channel could play); local events - this covered a wide variety

of interests from more elaborate news coverage (in both Lathbridge and

Grande Prairie there was the feeling that their area did not get suffic-

ient news coverage) to coverage of such events as fairs and exhibitions;

and a more thorough coverage of such things as city council meetings
(both Mayor Anderson and Harold Brown of CHEC, Lethbridge felt that this
would improve the calibre of the meetings) and governmental decision _
making process.

A number of people were excited by the fact that this could be
a channel that catered to special interest groups. One 'man_on_the_street'
in Lethbridge said "Pre_schoolers are interested in what they like and
everybody over ninety is interested in what they like and you can't
restrict this." Dr. Bruha, University of Lethbridge, responded with
enthusiasm to the idea that here was a channel that could afford to cater
to limited audiences and could therefore do innovative things because
"the medium is exciting".

Three groups were frequently mentioned as users: the elderly
and the shut_ins (this was seen as a way of giving them a better window
into their own communities); the very young children (people seemed part_
icularly unhappy with the general programming aimed at younger children);
and teenagers. Teenagers were the group that was most often seen as
making active use of it _ ie. producing their own programs, a belief that
may be very well founded for it was noted during the study that they
responded most readily in terms of less 'on camera' nervousness and more
active interest in production possibilities. For young people VTR
equipment provided a way of exploring the drug problem and the communi_
cation barrier that exists between parents and their offspring.

Of particular note to programming is the situation in Lethbridge.
This was the only area in which active community programming had been done.
The study team interviewed one individual who had worked on twenty_eight

hours of community programming. These programs had ranged over a var-

iety of subjects:

- a visit to a nearby mining development
- courses in photography
- sound
- the local dance festival
- local points of interest
- a hot-rod show
- a program on the drug scene using some local young people
  who had been arrested for using drugs
- a visit to the hospital to show how equipment was being
  used
- an impromptu visit to a Retarded Children's School
- flying lessons
- grooming for horses

They also did a total coverage of the 'One-Prairie-Province' conference,

even though they felt there would obviously be places which would have

very limited appeal. "Accept the fact that you're certainly not going to

be able to compete with national programming and I think that you also

accept the fact that you are going to probably appeal to only a limited

section of the community. But I think that it's like anything else -- if

that limited section of the community wants this sort of thing, should we

not be in a position to provide it?" (Terry Bland, President of

Lethbridge Chamber of Commerce).

There was concern expressed by several people about the effects

of broadcasting local events. Many felt that events should be taped,

rather than broadcast direct, so as not to interfere with attendance at

local events. The promotional aspect to the channel was often mentioned

and one interviewee referred to the spur in interest in wrestling due to

television coverage, feeling that coverage by the community channel could

have this effect on local sports and events.

Many people saw programming being issue oriented. Dave Collett, Principal of Grande Prairie Composite High School pointed out a potential danger this kind of orientation - that the community channel "could become a catalyst with respect to negative things rather than positive." That is to say that community issues could be equated with problems, the concern being that the community become "so tied up in looking at what's wrong that we forget to realize what's right."

A large disparity of opinion centered around the number of hours of programming a community could provide. For example, the cable operator in Lethbridge stated that they had averaged from seven to eight hours of community programming a week and that the most he felt a community could provide was ten hours. He felt that this limited number of hours was due to lack of imagination and organization on the community's part and stated that the cable company really had to 'dig' for programming. He conceded that it might be just lack of knowledge that made people reluctant to use the cable facilities.

On the other hand, we have such people as the Director of Continuing Education in Red Deer Community College who felt that the college alone could produce about twenty hours a week of programming. The responsibility and cost however, in terms of labor involved, of regular programming was seen as a problem by others who felt that the strain of committing their organization to a regularly scheduled program was too great. They would like production to be on a 'random' basis.

The community channel provided unique opportunities for the student, according to several educators, both as a training ground for television production, "this might even mean a place where we teach TV

directing, writing, I can see an enormous resource there"; as well as a
way of introducing students to a new role - that of producers of infor-
mation rather than simply receivers of it. The possibilities of using
cable as a teaching device were also explored with the Human Resource
Officer working with native groups in the Grande Cac e area. He felt
that training courses, in certain 'relationship' skills would not be as
necessary if the people could see themselves (and the mistakes they make)
as they conduct community meetings. This could be accomplished by taping
the meetings and playing them back another night. He also felt this would
be an excellent method of facilitating communication and understanding
between the non-native and native sectors of the community. Similar
opinions were expressed by native groups who saw it as a way of "helping
to break down the walls", and by Indian Affairs personnel who felt that
the community channel could serve as an excellent facilitator to social
intercourse.

      B. Professionalism: The general consensus was that "a slick
professional job...is not the most important factor in getting the message
across on a community channel". The community channel is apparently not
to compete with the commercial mass media and people won't expect really
professional jobs. The message, rather than the medium, was seen as imp-
ortant, "Is the quality so important if the material is there?"

      There were two divisions in opinion about the production
quality felt necessary in programming: the professional, such as Alex Mair
from Radio and Television Arts at NAIT who felt that amateurish prog-
ramming "would kill it (the community channel) faster than any other
single thing" and who would like to see its use "narrowed down to the

competent" or as Harold Brown from CHEC in Lethbridge noted in his concern
that "Cable viewers are very selective _ they are used to seeing the best"
and you would therefore need "a certain degree of sophistication to keep
viewers"; and those who felt as Warren Wismer, Supervisor of Radio and
Information Branch, Department of Agriculture, "programming does not need
to be slick _ people are as excited as all get out about seeing people
they know". The deciding factor in thinking that programming be "not
very professional but acceptable" (Georgina Slough, Humans on Welfare,
Edmonton), was people involvement "people can relate to it and see them-
selves as having some part in it either because they are in it or are
interested in what's going on".

The two main concerns about maintaining quality were: that
people not be made to look foolish _ performers must be able to be proud
they took part in the production (Harold Brown, CHEC, Lethbridge), and
that the quality of production be sufficiently high to maintain interest
so that it not become "One of these home-grown things that go on too long
and die on the vine from over exposure". An interesting point was made
by Arlene Meldrum, from the Edmonton Federation of Community Leagues, in
favor of amateurism "I think the very fact that it is not sophisticated
would appeal...people feel life doesn't relate to them any more".

That people would become involved and were watching the comm-
unity channel was evidenced by Terry Bland, who told of a production his
group had made about a visit to the Kaiser mines which, due to technical
difficulties, had been broadcast with audio only _ the next day the cable
operator had repeated requests for the rebroadcasting of the program _
"this time with a picture, please" _ from people who had listened to the

program and found it so interesting they would like to see the picture.

Terry Bland summarized well how people generally reacted: "It's surprising how, when you get involved in this thing and realize its potential you get pretty ambitious". The possibilities excited people, the amount of work to produce a program was cautiously considered but the consensus was "I'd like to try".

Summary. As can be seen from this report and the various means by which communities have organized in Alberta, each location is trying to work out its own way of providing a "community antenna".

The CRTC distinguishes true community programming which is done by communities, from local programming, done for communities, and suggested as a policy to follow that of "innovation" rather than "imitation", and that it "complement" rather than "compete" with commercial networks. The CRTC has emphasized that community programs "should be based on access". If people do not take advantage of this opportunity, and exercise this right, the programming, by default, will be taken over by the cable operator, and be handled as it has always been in the past. Cable companies are now providing the right of access, therefore it is possible for people to have control of this medium. To do so it is necessary for people to organize amongst themselves, and decide their needs and aims and method of implementation appropriate to their community. The implication of this, is a desire to change the kinds of communication that we traditionally experience through the media, and arrange a reversal of input; that is to say, those people who have traditionally been at the receiving end, will now have the opportunity of initiating programming. Therefore old models must not be used for what promises to be an entirely new

medium.   The new concept of community broadcasting offers an opportunity
for the community to develop and effect direct communication which has
never before been possible.

Access puts individuals or groups into communications systems.
If new systems can offer society the information it wants, the possi-
bility is there for wider public participation.

CHAPTER VII

THE COMMUNITY EDUCATES ITSELF

As the study progressed it became apparent that one of our
recommendations would have to concern an educational program if community
television was going to flourish. True, we had discovered that several
of the province's educational institutions were offering courses that
would appear to be useful, and that a couple of the media groups were
running training workshops. Nowhere, however, did we find a complete
program that met the specific (and somewhat special) needs of the relat-
ively unsophisticated citizen involved in a community media project.
Equally import, we had not found an adequate supply of instruction or
similiar materials on simple television techniques or on the operation of
a community media service.

One of our responses to this lack was to investigate a bit
further, and we did come up with such items as the New York publication:
RADICAL SOFTWARE (Eight East Twelfth Street, New York, New York 10003
which is shortly publishing a book on community media), and some of the
materials listed in the bibliography. Generally though we didn't find
very much of value. Probably there are materials that we just haven't
heard about, but we decided to change our tactics: we began talking about
the kind of pilot or demonstration project that we felt would be impo-
rtant if not essential for the future growth of community media.

Philosophy. Community media implies community involvement,
therefore any educational program developed would have to be such that

it could be part of the community, and the participants could learn and work on their own terms. Teaching materials would have to be simple and readily available to all participants and instructional sessions would have to be workshops or similiar activities where everyone could feel free to participate. Above all else, the demonstration centre would have to be equipped realistically...it couldn't be a fancy showplace if all the community could afford was a small spartan operation. In addition, the centre should be a model of community cooperation and should involve a maximum of the presently available provincial resources.

Instructional Materials. Community television, indeed most community media, is still in a philosophical or expert stage. It is very easy to find prophetic articles on a future "wired city", or a description of a global village linked electronically, and composed of a myriad smaller communities. Likewise it is easy to find technical descriptions of equipment and processes, or textbooks for the professional. Only in the areas of filmmaking and mimeographed newsletter production is it possible to find simple non-technical manuals and guides for the novice.

We would encourage members of the community, both professional and non-professional to write and publish books, manuals or pamphlets on the topics which follow. In the event that materials already exist they should be made more available, either by the distribution of bibliographies, purchase of multiple copies of the publication or by reprinting where the original publication was a magazine or is no longer available.

Community groups should have information on the following topics readily available:

- interviewing techniques (how to find out what "everyone" wants to know)

- <u>basic</u> editing of film and tape ("how can I make this film clip show what I want it to")

- discussion groups (how to lead and how to participate to make the most effective use of our time)

- simplegraphics (emphasizing "home-made" materials)

- how to run a community group

- what other programs like theirs exist already (a listing of exchange materials available?)

- what facilities are available for production; sources of additional equipment and personnel (loan or rental)

- equipment operation manuals

- demonstration techniques (how do you demonstrate a skill effectively?)

- list of contacts for emergency repairs etc.

- each group will probably develop their own list of resource people, but a guide to the selection of resource people would be helpful

- guides to the community, knowledge about other groups interested in using television and their activities.

(Note: THE ORGANIZER'S MANUAL, Bantam Books, 1971 and Larson's A GUIDE FOR FILM TEACHERS TO FILMAKING BY TEENAGERS, New York City Department of Cultural Affairs, 1968 are two examples of what has been done in other subject areas.)

Television Center. Looking at the needs of a small television center we are perhaps inclined to overlook its most important need: to be in the central core of a community. In an urban ghetto this may be a disused store or office; in a suburban housing complex this might be the basement of a church, school or community center. The mass media of the

larger community are very remote, the community operated media services are either visible and close to the heart of the community or they will probably fail. With that criteria firmly in mind we can look at the center itself.

A. A Workroom: Probably the most important room of the center, the workroom should be large enough to build props, hold small meetings, prepare graphics, paint backdrops and all the other essential activities to producing television programs. Obviously all of these activities cannot occur at once but this room will be the "people" center of the operation. Wash facilities and adequate lavatories (Note: equip with laundry style tubs if possible) should be immediately adjacent.

B. Library: A comfortable, well lighted room with plenty of bookshelves, filing cabinets, and tack boards containing resources for learning about communities, television and related media. It should never be used for meetings as this tends to exclude some people and it should be open at all times to anyone who is interested.

C. Studio, Control Room and Equipment: A small studio is nice, it allows the prop artists to continue working while a program is being taped, and should be as well lighted as financially possible, reasonably sound proofed and operable by anyone. The control room is a luxury, but a very useful luxury. Even with the newer types of video_ recorders and switching equipment there is a fair amount of equipment noise and a sound proofed control room allows the producer/director to talk (shout?) while he assembles a program.

Equipment should be simple and easily operated.

Organization and Administration. Simple, flexible minimal
and unstructured. The community must be allowed to develop its own
administration. While there are many professional educators and comm-
unicators who could "direct" such a center, this concept will require
resource personnel who can allow the community to organize and direct
their own activities.

Summary. We have been discussing a simple project to demon-
strate the organization and facilities of a community television center.
The main purpose of the center from our point of view would be to train
ordinary citizens in the operation of television equipment for use on a
community cable system. In this proposal we have not talked about an
"educational" program as such, those people participating in the center
would train themselves and organize their own training programs. Our
goal would be to provide the framework and resources to accomplish this.

CHAPTER VIII

RECOMMENDATIONS

The results of this study bear out very obviously what was

one of our original concerns: "the level of community awareness is

generally represented by two statements, 'I don't know' and 'I didn't

realize!" Accordingly as our first recommendation:

1. WE RECOMMEND THAT AN EXTENSIVE EDUCATIONAL AND INFORMATIONAL PROGRAM

    BE CONDUCTED TO ACQUAINT THE AVERAGE CITIZEN OF ALBERTA (and presum-

    ably elsewhere) WITH ALL ASPECTS OF CABLE TELEVISION AND COMMUNITY

    ACCESS TO THIS MEDIUM.

    Suggestions have indicated that both the CRTC and the indivi-

dual operator should be responsible for the mandatory distribution of

information and initiating community response to cable television. It

is our belief that increasing the level of awareness of the general

public concerning community programming will result in increased exper-

imentation and utilization. Such use, if allowed to develop with minimum

controls will provide the best guidelines for eventual community tele-

vision regulation.

2. WE RECOMMEND THAT THE CRTC KEEP THE APPLICABLE CABLE TELEVISION

    REGULATIONS OPEN AND FLEXIBLE FOR THE FORSEEABLE FUTURE.

    In particular the problem of legal liability and control of the

community channel needs further study. The supposed problems of liab_
ility apparently are being used by some cable operators to discourage
community involvement. Clarification of this sensitive area will
benefit all parties. Perhaps the CRTC should encourage test cases in
the courts.

3. WE RECOMMEND THAT CONSIDERATION BE GIVEN BY THE CRTC TO PROVIDING
    REGULATIONS ON A REGIONAL RATHER THAN A NATIONAL BASIS.

4. WE RECOMMEND THAT THE CRTC KEEP THE MEANS OF FINANCING CABLE SYSTEMS
    AND THE RELATED COMMUNITY CHANNEL OPEN AND FLEXIBLE.

Communities in Alberta are different from communities in
Ontario, and small cable systems have different needs than the large
urban systems. Thus it might be appropriate for Grande Prairie to have
advertising on the community channel and not in another center such as
Edmonton. Of particular concern to the study is the recent CRTC ruling
requiring cable operators to pay a portion of their operating revenues
for the purchase of Canadian commercial network programs carried on their
systems. We would be most disappointed if these monies were diverted
from the support of the local community channel.

In addition to the community groups organizing in different ways
to meet their needs, consideration should also be given to encouraging
purely production units who would supply local cable systems with programs,
and to allowing municipal ownership of cable systems.

Realistically we are aware that if the primary recommendation
in this report is to be implemented, that responsibility cannot be left to

the CRTC and the cable operator. Every agency in the province that has
any contact with communities or cable television must become involved
in an ongoing educational program. From our interviews with citizens at
all levels of life, and our observations of the successful (and some-
times not so successful) television work shops conducted in the past few
months we believe that educational programs will be most succeseful where
the participant has maximum involvement in the learning process.

5. WE RECOMMEND THAT EDUCATIONAL PROGRAMS BE PARTICIPATORY IN NATURE,
   INSTRUCTIONALLY INFORMAL, AND USE THE COMMUNITY ITSELF AS A PRIME
   RESOURCE RATHER THAN A STUDIO OR A CLASSROOM.

     "The best experience is to try and put together a television
program." If the students are allowed to make their own tapes and guided
to otherwise use the community as a source of their material we feel that
the experience will be beneficial. Since many studio produced programs
seem to be either copies of commercial talk shows or "talking face"
lectures, the inclusion of "out-of-studio" techniques and means of bring-
ing the community into the studio is most crucial (eg: use of portable
video tools, Super 8 mm film, still photography, mock-ups etc.).

6. WE RECOMMEND THAT ONE OR TWO DAY INTRODUCTORY WORKSHOPS BE FOLLOWED
   BY THE OPPORTUNITY TO PRACTICE TECHNIQUES AND EVALUATE RESULTS.

     Short courses and workshops are very viable as a means of intro-
ducing skills but to be truly successful they must be followed by add-
itional experiences which utilize the new skills and allow further devel-
opment.

7. WE RECOMMEND THAT SO FAR AS POSSIBLE BARRIERS BE REMOVED WHICH
   PREVENT SOME PROSPECTIVE STUDENTS FROM PARTICIPATING IN TRAINING
   PROGRAMS. TECHNIQUES TO ACCOMPLISH THIS MIGHT INCLUDE PROVIDING
   BABYSITTERS AND TRANSPORTATION FOR STUDENTS, LOW REGISTRATION FEES,
   AND SCHOLARSHIP SUBSIDIES FROM THE PROVINCIAL GOVERNMENT OR PART-
   ICIPATING INSTITUTION.

   In some areas the cable operators are suggesting that they will
provide free courses themselves, the various media groups usually charge
minimal fees but the regular educational institutions that presently
and in the future will offer courses need to restructure their course fin-
ancing with appropriate subsidization.

   In the event that this or similiar current studies generates
interest in further research or in the provision of resources to help
resolve the suggested problems,

8. WE RECOMMEND THAT TO PROPERLY FOLLOW-UP COMMUNITY REQUESTS FOR
   ASSISTANCE OR TRAINING, AT LEAST SOME INSTITUTIONS SO INVOLVED
   PROVIDE FULL-TIME COMPETENT PERSONNEL.

Existing personnel cannot provide adequate servicing on a part-time basis
when they have other committments of a higher priority.

   Due to the positive atmosphere and interaction generated by the
use of videotape recording to document the interviews

9. WE RECOMMEND THAT FUTURE STUDIES OF A SIMILIAR NATURE GIVE CONSID-
   ERATION TO VIDEOTAPE RECORDING AS THE DOCUMENTATION TOOL.

An important function of the success of our utilization was the

promise to interviewees that they could view (and edit if desired) the

recorded interview.

BIBLIOGRAPHY
OF COLLECTED PAPERS

This bibliography does not pretend to be a definitive

listing of materials on cable television, nor even a complete record

of the materials consulted for this study. It is purely and simply as

its name suggests a listing of the collected materials which formed our

permanent files at the completion of the study. These materials have

now been placed in the Adult Student Center, Department of Extension,

the University of Alberta for reference purposes. Since the field of

community television is changing daily they will probably provide at

best, a historical look at community media developments in North

America. On the basis of our contacts across Canada during the study

we would anticipate a considerable increase in the current literature

within the next several months. For the serious researcher we cannot

too strongly recommend becoming involved with a local programming

group as the means of learning the definition of community television.

ADDRESSES BY CANADIAN GOVERNMENT OFFICIALS

Juneau, Pierre. "Address to the Canadian Club: the 25 Hour Week",
     (Ottawa) March, 1971.

Juneau, Pierre. "An Urgent Program: Extension of Television Services
     (Address to the Annual Convention of the Electronic Industries Asso-
     ciation of Canada)," (La Ville d'Esterel), June, 1971.

Pelletier, Gerard. "Address to the Annual Meeting of the Federal Cultural
     Agencies," (Sainte-Adele), May, 1971.

ARTICLES ON CABLE TV

Alpert, Hollis. "The Cassette Man Cometh", Saturday Review, Jan. 30, 1971.

Belt, Forest, H; editor. "Television: 20 Years from Now", Electronics
     World, v. 83, no. 1, Jan., 1970.

Berger, Ivan. "Someday Morning for the Culture Cans", Saturday Review,
     January 30, 1971.

Browning, Frank. "Cable TV: Turn On, Tune In, Rip Off", Ramparts, v. 9,
     no. 9, April, 1971.

Buchsbaum, Walter, H., editor. "CATV - Its Future Starts Now", Electronics
     World, v. 58, no. 3, March, 1971.

CCTA News, v. 3 - 71, March, 1971 (complete issue).

CCTA News, v. 6 - 71, July, 1971 (complete issue).

"The Cable Problem: Untying the Knot", Time, v. 98, no. 4, July 26, 1971.

"Cable TV is Here, and Public Broadcasting Has a New Face", Life, v. 70,
     no. 12, April 2, 1971.

"Cable Television: Birth of a New Giant?", Changing Times, v. 24, no. 11,
     Nov., 1970.

Crowley, Claude, D. "The CATV in Your Future", Public Relations Journal,
     v. 24, no. 11, November, 1970.

Dowlin, Kenneth, E. "CATV + NCPL = VRS (Community Antenna Television plus
     the Natrona County Public Library equals Video Reference Service)",
     Library Journal, v. 95, no. 15, September 1, 1970.

Etzioni, Amitai. "CATV: High Potential", The Wall Street Journal,
    Sept. 8, 1970.

Grover, Stephen. "Hooking Up: Big Advertisers Begin Placing a Few Spots
    on Cable TV Systems", The Wall Street Journal, October 19, 1970.

Lacy, Edward, A. "A Bonus for CATV Subscribers: Cable FM", Popular Electronics
    v. 34, no. 1, January, 1971.

Lastinger, Leroy. "How to Get Along With a CATV System", Educational
    Television, July, 1971.

Lovett, Lee, G. "CATV: Passive Common Carrier or Synthesis of Communication?",
    CM/E, July, 1971.

Malin, Albin, J. "The Dangers of Cablecasting and the Benefits!", View, December/
    January, 66/67.

Rodger, Dan. "The Wired World: Can We Move to Electronic Era Fast Enough -
    and Successfully?", The Financial Post, March 13, 1971.

Stea, Sharon. "TV - The Potential and the Challenge", Educational Television,
    May, 1970.

Stevens, Robert, R. "The Kincennes Project: A Study in ETV - CATV
    Relationships", Educational Television, July, 1971.

"Television", The New Republic, v. 162, no. 13, March 28, 1970.

Tobin, Richard, L. "Our Communications Future; the Coming Age of News
    Monopoly", Current, December, 1970.

"The Troubles of Television - and a Coming Revolution", U.S. News and World
    Report, v. LXIX, no. 25, December 21, 1970.

Vento, Charles, J. "Making the Most of CATV", Educational Television, July,
    1971.

"What Media Specialists Ought to Know About CATV", The Education Digest,
    January, 1970.

"What's Ahead for Television", Newsweek, May 31, 1971.

Woodford, Wendy. "Cable TV Comes to Alberta", Alberta Business Journal,
    May, 1971.

BACKGROUND INFORMATION ON CABLE TV

(Communications From Bob Torrance)

Alexander, Barney. "A Wry Look at Community Television ... Community Media - Who's Interested?", n.d.

Doig, John. "Cable Men Reject Idea of Helping Private TV", Toronto Daily Star, April 27, 1971.

Flemington, Peter. "Report of Meeting with Frank Spiller (CRTC Cable Division) in Ottawa, June 10, 1971".

Henaut, Dorothy, Todd. "The Media: Powerful Catalyst for Change", Nov., 1970.

Kirby, Blair. "Unanswered Question at CRTC Talks: What Will Cable TV Deliver?", Globe and Mail, May 4, 1971.

Low, Colin. "Verbal Presentation to C.R.T.C., Thursday, April 29, 1971, Montreal".

Mitchell, Lorne. "Report - CRTC Hearings", n.d.

Russell, Francis. "Power to Sell Cablevision Directly is Favored for Manitoba's Phone System by Minister", Globe and Mail, May 3, 1971.

Smith, Michael. "Let Papers Run Cable TV, Southam Tells CRTC", nd.

Smith, Michael. "TV Given More Scope with Foreign Programs Under New Content Rules Planned by CRTC", n.d.

Tasker, Rex. "Some Suggested Uses for Your Community Channel", May, 1971.

"Television is on the Move (Feature Article)", Pot Pourri, National Film Board Newsletter, October, 1970.

Wellman, Barry. "Is the Day of the Neighbourhood Over?", n.d.

CANADIAN RADIO - TELEVISION COMMISSION

(C.T.R.C.)

"Cable Television in Canada (Information Booklet)", Ottawa, Jan. 1971.

"Canadian Broadcasting: A Single System (policy statement on cable television)", Ottawa, July 16, 1971.

"Community Antenna Television" (Public Announcement), Ottawa, May 13, 1969.

"The Integration of Cable Television in the Canadian Broadcasting System"
(Public Announcement), February 26, 1971.

"Licensing Policy in Relation to Common Carriers", (Public Announcement),
Ottawa, December 3, 1969.

"Notice of Public Hearings, Issue No. 1", Ottawa, July 26, 1971.

Press Release Re - Community Involvement in Public Hearings, Ottawa, March 15,
1971.

Press Release Re - Policy Statement on Cable Television, July 16, 1971.

Press Release Re - Statement of Policy Re - Cable Television, Ottawa,
July 16, 1971.

Public Announcement Re - "Program Regulations" (copy in French attached),
Ottawa, April 26, 1971.

Public Notice Re - "Further Dates and Locations for Public Hearings
in 1971", Ottawa, July 6, 1971.

Public Notice Re - "Order of Appearance at Public Hearing" (copy in French
attached), Ottawa, June 17, 1971.

"An Urgent Program: the Extension of Television Services" (Press Release),
Ottawa, June 17, 1971 (copy in French attached).

Public Announcements

Decisions

Decision CRTC 70-93 Re - "Guidelines for Applicants Regarding Licences
to Carry on CA TV Undertakings", Ottawa, April 10, 1970.

Decision CRTC 71-224 Re - "Extension of Licence, Station CKPM Ottawa, Ont.",
Ottawa, June 29, 1971.

Decision CRTC 71 - 225 Re - "Licence Renewal CATV Broadcasting Undertakings",
Ottawa, July 8, 1971.

Decision CRTC 71-226 Re - "Licence Renewal CATV Broadcasting Undertakings",
Ottawa, July 8, 1971.

Decision CRTC 71-227 Re - "Licence Renewal CATV Broadcasting Undertakings",
Ottawa, July 8, 1971.

Decision CRTC 71-228 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-229 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-230 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-231 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-232 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-233 Re - "Licence Renewal CATV Broadcasting Undertaking",
    Ottawa, July 8, 1971.

Decision CRTC 71-234 Re - "Licence Renewal CATV Broadcasting Undertaking",
    Ottawa, July 8, 1971.

"Decision CRTC 71-235 Re - "Licence Renewal CATV Broadcasting Undertaking",
    Ottawa, July 8, 1971.

Decision CRTC 71-236 Re - "Licence Renewal CATV Broadcasting Undertakings",
    Ottawa, July 8, 1971.

Decision CRTC 71-237 Re - "Licence Renewal CATV Broadcasting Undertaking
    Princeton, B.C. - 7101181", Ottawa, July 8, 1971.

Decision CRTC 71-238 Re - Application, Princeton, B.C. - 7005549, Ottawa,
    July 8, 1971.

Decision CRTC 71-239 Re - Application, Princeton, B.C. - 7001894, Ottawa,
    July 8, 1971.

Decision CRTC 71-240 Re - Application, Asbestos, Que. - 7100225, Ottawa,
    July 8, 1971.

Decision CRTC 71-241 Re - Application, Manicouagan, Que. - 7005994, Ottawa,
    July 8, 1971.

Decision CRTC 71-242 Re - Application, Sanmaur, Que. - 7103203, Ottawa,
    July 8, 1971.

Decision CRTC 71-243 Re - Application, St. George de Beauce, Que. -
    7103286, Ottawa, July 8, 1971.

Decision CRTC 71-244 Re - Application, St. Martin, Que. - 7100605, Ottawa,
    July 8, 1971.

Decision CRTC 71-245 Re - Application, North Hatley, Que. - 7102122,
    Ottawa, July 8, 1971.

Decision CRTC 71-246 Re - Application, St. Jovite, Que. 7004047, Ottawa, July
    8, 1971.

Decision CRTC 71-247 Re - Application, Sackville, N.B. - 7103591, Ottawa,
     July 8, 1971.

Decision CRTC 71-248 Re - Application, Lockport, N.S. - 7103153, Ottawa,
     July 8, 1971.

Decision CRTC 71-249 Re - Application, Charlottetown, P.E.I. - 7103385,
     Ottawa, July 8, 1971.

Decision CRTC 71-250 Re - Application, Ste. Agathe des Monts, Que. - 7006158,
     Ottawa, July 8, 1971.

Decision CRTC 71-251 Re - Application, Wabush, Labrador, NFLD. - 7101900,
     Ottawa, July 8, 1971.

Decision CRTC 71-252 Re - Application, North Bay, Ont. - 7100613, Ottawa,
     July 8, 1971.

Decision CRTC 71-253 Re - Application, Hamilton, Ont. - 7100621 and 7100639,
     Ottawa, July 8, 1971.

Decision CRTC 71-254 Re - Application, Ponteix, Sask. - 7005622, Ottawa, July
     8, 1971.

Decision CRTC 71-255 Re - Application, Frobisher Bay, N.W.T. - 7005481,
     Ottawa, July 8, 1971.

Decision CRTC 71-256 Re - Application, Charlottetown, P.E.I. - 7005804,
     Ottawa, July 8, 1971.

Decision CRTC 71-257 Re - Application, Ottawa, Ont. - 7002645, Ottawa, July
     8, 1971.

Decision CRTC 71-258 Re - Application, Cornwall, Ont. - 7001514, Ottawa,
     July 8, 1971.

Decision CRTC 71-259 Re - Application, Brandon, Man. - 7006208 (copy in
     French attached), Ottawa, July 8, 1971.

Decision CRTC 71-260 Re - Application, Quebec, Que. - 7003494 (copy in French
     attached), Ottawa, July 8, 1971.

Decision CRTC 71-261 Re - Application, Portage la Prairie, Man. - 7004336
     (copy in French attached), Ottawa, July 8, 1971.

Decision CRTC 71-262 Re - Application, Simcoe, Ont. - 7102478 (copy in
     French attached), Ottawa, July 8, 1971.

Decision CRTC 71-263 Re - Application, Chibougamau, Que. - 7102346, Ottawa,
     July 8, 1971.

Decesion CRTC 71-264 Re - Application, Chapais, Que. - 7001878, Ottawa,
     July 8, 1971.

Decision CRTC 71-265 Re - Application, Edmonton, Alta. - 7103914, Ottawa,
    July 8, 1971.

Decision CRTC 71-266 Re - Application, Edmonton, Alta. - 7103880, Ottawa,
    July 8, 1971.

Decision CRTC 71-267 Re - Application, Edmonton, Alta. - 7104102, Ottawa,
    July 8, 1971.

Decision CRTC 71-268 Re - Application, Calgary, Alta. - 7103294, Ottawa,
    July 8, 1971.

Decision CRTC 71-269 Re - Application, Calgary, Alta. - 7104110, Ottawa,
    July 8, 1971.

Decision CRTC 71-270 Re - Application, Toronto, Ont. - 7101751 and 7102460,
    Ottawa, July 8, 1971.

Decision CRTC 71-271 Re - Application, Toronto, Ont. - 7104724, Ottawa,
    July 8, 1971.

Decision CRTC 71-272 Re - Application, Toronto, Ont. - 7101694, Ottawa,
    July 8, 1971.

Decision CRTC 71-273 Re - Application, Mississauga, Ont. 7103518, Ottawa,
    July 8, 1971.

Decision CRTC 71-274 Re - Application, Oakville, Ont. 7103187, Ottawa,
    July 8, 1971.

Decision CRTC 71-275 Re - Application, Cornwall, Ont. - 7103252, Ottawa,
    July 8, 1971.

Decision CRTC 71-276 Re - Application, Picton, Ont. - 7103534, Ottawa,
    July 8, 1971.

Decision CRTC 71-277 Re - Application, Woodstock, Ont. - 7102379, Ottawa,
    July 8, 1971.

Decision CRTC 71-278 Re - Application, Kitchener - Stratford, Ont. - 6906200,
    Ottawa, July 8, 1971.

Decision CRTC 71-279 Re - Application, Ottawa, Ont. - 7104144, Ottawa,
    July 8, 1971.

Decision CRTC 71-294 Re - Application, Kelowna and Rutland, B.C. - 7000136,
    Ottawa, July 22, 1971.

Decision CRTC 71-295 Re - Application, Rutland, B.C. - 7002512, Ottawa, July
    22, 1971.

Decision CRTC 71-296 Re - Application, Victoria, B.C. - 6900237, Ottawa
    July 22, 1971.

Decision CRTC 71-297 Re - Application, Wetaskiwin, Alta. - 6800585, Ottawa,
     July 22, 1971.

Decision CRTC 71-298 Re - Application, Westlock, Alta. - 6800973, Ottawa,
     July 22, 1971.

Decision CRTC 71-299 Re - Applications, Pointe Claire, Que. - 7103583 and
     Pointe Claire, Que. - 7103575, Ottawa, July 27, 1971.

Decision CRTC 71-300 Re - Application, Ottawa, Ont. - 7100134, Ottawa,
     July 27, 1971.

Decision CRTC 71-301 Re - Applications, Vancouver, B.C. - 7104417; Vancouver,
     B.C. - 7104631; Victoria, B.C. - 7104623; Toronto, Ont. - 7104656,
     Ottawa, July 27, 1971.

COMMUNITY GROUPS PART I

Baxter, David Gordon. "The Utilization of Video-Tape in the Community
     Development Process: An Exploratory Study (a thesis)", Spring,
     1971 U of Calgary.

COMMUNITY GROUPS PART II

Citizens Media Co-op, Edmonton

"Application for Licence as Programmer of the Community Channels Carried by
     the Edmonton Area Cable Television System". n.d.

"Cable Television in Canada" (presentation to Canadian Radio and Television
     Commission by The Citizen's Media Co-op, Edmonton) April, 1971.

"Community Media Co-operative" (minutes of the first annual meeting of the
     Community Media Co-operative of Edmonton) date (?).

"Supplemental by-laws" - Community Media Co-operative Limited.

"Press Release" (Follow-up of Community Media Conference, Feb. 8-12, (year?));
     (recommendations of Edmonton Co-op attached, n.d.).

Inter-Community Television - Toronto

"Cable TV and the Community" (report) n.d.

"Community TV Workshops", sponsored by Labour Council of Metropolitan Toronto
     n.d.

"The Development of Community Programming in Metro Toronto", April, 1971.

Hausmann, E.H. "The Use of Cable - TV as a Community Force and its Problems", Toronto Star (date?).

"Inter-Community Television Organization" (Constitution), 1970.

Lawson, Bruce. "A Basic Handbook of Community Television" n.d.

"Some Questions Answered About Intercom". Intercommunity Television, September, 197 .

Stoffman, Daniel. "Let Ordinary People Run Cable - TV", Toronto Star, March 20/71.

"Turn On - How You Can Use Cable Television for Community Programs".

General

Canby, Edward, Tatnall. "The Short - Short TV Disc", db, Dec., 1970.

"Community Cable TV and You", Challenge for Change (National Film Board Newsletter #6 - special issue), February, 1971.

"Community Media", Media Inter-Great (sponsored by the Dawson College Audio Visual Dept.), v. 1, no. 5, Nov. 10, 1970.

Community Planning Association of Canada (Nova Scotia). Correspondence with CRTC, April 13, 1971 (Xeroxed).

"Community TV Conference Programme", Community TV Guide (Institute of Urban Studies), May, 1971.

Consumers' Association of Canada, Hamilton and District Branch. "Report", submitted by Mrs. B.E. Miles, President. March 27, 1971.

Correspondence, Mr. H. Becton to Challenge for Change Newsletter, dated April 19, 1971 Re - "Catch 44".

Correspondence, Mr. B uce Steele (Videotech) to Dept. of Industry and Tourism, Co-operative Activities and Credit Unions Branch, Edmonton, Alta., dated June 4, 1971.

Correspondence, Mr. Bruce Steele (Videotech) to Mr. Roger Soderstrom, dated June 14, 1971.

"Implementing the Watts Communications Bureau" Phase I" Dec. 1970.

"Introducing the 20th century community centre", The Programming Dept., Rogers Cable TV Ltd., Toronto 1971 (?).

Mount Royal College.   "Suggested Outline for Community Television Course",
      June, 1971.

Problems with Sony AV Series, Information from Parry Teasdale, Videofreexs
      New York City, n.d.

"A Report on the State of Ownership of Cable Television in Canada, with Particular
      Emphasis on Quebec", n.d.

Surpin, Sally et al.   "Interview with Brice Howard (Director of the National
      Center for Experiements in Television in San Francisco), Sept. 25,
      1970.

"Television as Town Meeting", Challenge for Change (National Film Board
      Newsletter #5) Autumn, 1970.

Vanderbeck, Stan.   "A Proposal", n.d.

The Watts Community Communications Bureau and Training Center (Los Angeles,
      California).   "The Black Ghetto: a Problem of Communications, Community
      and Culture" , n.d.

Youngblood, Gene.   "Videosphere", n.d.

COMMUNITY PROGRAMMING BRIEFS AND PROPOSALS TO THE CANADIAN RADIO AND TELEVISION

COMMISSION

Briefs Re: Cable Television

Baxter, David.   "A Brief on Community Access for Cable Television," March, 1971.

"Brief on Community Access to Cable Television," Dawson College Community
      Media, (Montreal), April, 1971.

"A Brief on the Future of Cable Television in Canada," Discussions of Commu-
      nication Divisions of the Anglican and United Churches and of the
      National Catholic Communications Centre, April, 1971.

"A Brief Re: Community Advertising and Sindication of VTR Canadian Programming",
      (Ottawa) April, 1971 (5th Estate).

Community Consultant Services of the United Church of Canada.   "A Brief Re:
      Inadequacy of Transmission of Information of a Local Community Nature
      by the Present Communications Systems"(Toronto), n.d.

Etudiants d'Information Culturelle, Medium Television, Universite du Quebec.
      "Memoire Sur La Telediffusion Par Cable," April, 1971.

Lawson, Bruce.   "A Brief on Cable TV," April, 1971.

Ontario Association of Professional Social Workers - Metropolitan Toronto Branch. "A Brief Presented to the C.R.T.C. by the Social Issues Commission," n.d.

Reierson, Raymond. "Brief on Cable Television Policy," (on behalf of the Province of Alberta) April, 1971.

Roston, John. "Brief Re: Cable Television in Canada", April, 1971.

Saugeen Communications Council, Hanover - Walkerton. "Brief for the April 26th Hearings on Cable TV in Montreal, Quebec," (Walkerton) April, 1971.

Seeman, Stan. "Brief Re: The Integration of Cable Television in the Canadian Broadcasting System," (Toronto) April, 1971.

Social Planning Council of Metropolitan Toronto - North York Area Branch. "Brief Re: The Integration of Cable Television in the Canadian Broadcasting System," April, 1971.

Spadina (?) Community Development. "Brief on Cable Television and the Community." n.d.

La Television Communautaire de Normandin. "Memoire a L'Intention du Conseil de la Radio-Television Canadienne," April, 1971.

Correspondence with C.R.T.C.

Ben, George. "An Open Letter to a National Film Board Producer," News Release from the Legislative Assembly, March, 1971.

Confederation of Resident and Ratepayers Association. "Correspondence with C.R.T.C. (expressing an intention to submit an audio-visual presentation; description of project enclosed) April, 1971.

Cripps, A.R. "Correspondence with C.R.T.C.," (School of Social Welfare, University of Calgary), March, 1971.

Storey, Arthur J. "Letter to C.R.T.C. (on behalf of the Barrie Social Planning Council)," March, 1971.

Wilkinson, L. "Correspondence with Mr. Frank Foster, Secretary of C.R.T.C. (expressing the desire of rural people in Saskatchewan to have coded television) April, 1971.

Proposals to the C.R.T.C.

Bagnell, Kenneth, et al. "The Programming of Community Television," April, 1971.

Cambrian College of Applied Arts and Technology, North Bay Campus. "Suggestions for CATV Regulations," Compiled by Fred Knight, March, 1971.

The Citizens' Media Co-op. "Cable Television in Canada," (Edmonton), April, 1971.

"Community Channels on Cable Television," (with a special report on a project in French Appendix (B) Challenge for Change/Societe Nouvelle, April, 1971.

Elder Engineering Limited. "Comments and Proposals Re: Cable Television in Canada," (King City) April, 1971.

Farrell, James. "Community Cable Television," April, 1971.

Hoffman, Daniel. "Let Ordinary People Run Cable - TV," Toronto Star March, 1971.

Hughes, David. "Thunder Bay Community Television; A Proposal," (Town Talk), March, 1970.

Hungarian Turul Society Inc. "Proposal for Instituting Cable Television Programming in the Hungarian and Ukrainian Languages," (acting for: The Canadian Hungarian Federation and the Ukrainian Canadian Committee, Media and Communications Council) n.d.

Inter-Church Community Ministry. "Proposals on the Future of Cable Television in Canada," March, 1971.

Martin, Gail. "Suggestions for Promoting Community Participation," with ..... M. Patricia Hindley (Vancouver) April, 1971.

Martin, Gordon. "Proposals - Local Programming and Participation," (Lorraine), April, 1971.

McConnell, John. "Future Policies Required for Canadian Cable Television," April, 1971.

Metro Tenants Association. "Proposals to the C.R.T.C.," with .... Metro Co-op Council. (Toronto) March, 1971.

Nagle, E.B. "A Proposal: A.V. Communications Project - Slave Lake (Special Area)," (Edmonton) n.d.

Ottawa Council of Women. "Recommendations on the Future of Cablevision Community Programming," April, 1971.

Radio Campus, University Ottawa. "Student-Community Broadcastir﹅ in Canada," February, 1971.

Reierson, Raymond. "Application for Authority to Establish an Inter-City Television Distribution Network to Serve Community Antenna Television Undertakings in the Province of Alberta," (on Behalf of Alberta Government Telephones), October, 1969.

Toronto Single Parents Associated. "Proposals on the Future of Cable
    Television in Canada," March, 1971.

Submissions to the C.R.T.C.

Association of Women Electors of Metropolitan Toronto. "Submission on
    Community Television," April, 1971.

The Community Planning Association of Canada – Manitoba Division and Winnipeg
    Branch. "Submission to the C.R.T.C," April, 1971.

Consumers' Association of Canada. "Submission on Community Programming,"
    Spril, 1971.

Hughes, David. "The Integration of Cable Television in the Canadian
    Broadcasting System and the Integration of the Canadian Broadcasting
    System into Canadian Society," (prepared for Town Talk,) April, 1971.

Institute of Urban Studies, The University of Winnipeg. "Hearings on
    Community Television in Winnipeg," April, 1971.

Labor Council of Metropolitan Toronto. "Submission on the Future of Cable
    Television in Canada," n.d.

Ontario Federation of Labour. "Submission Re: Policy Statement on Public
    Television," April, 1971.

The Ottawa Borad of Education. "Submission to the C.R.T.C.," April, 1971.

Selman, Dallas, et al. "Submission on Cable Television Policy," (prepared on
    behalf of the Metro Media Council of Greater Vancouver) n.d.

The Special Committee on the Media – Osgoode Hall Law School, York University.
    "Submission Re: Policies and Regulations for the Licensing and
    Operation of CATV Broadcasting Undertakings – Community Broadcasting,"
    (Toronto) n.d.

Thorncliffe Park Community Organization. "Submission on Community Programming
    on Cable Television," (Toronto) April, 1971.

University of British Columbia. "Submission Re: Community Programming" n.d.

HISTORY OF RADIO AND TV MEDIA IN CANADA

CKRD – TV Station, Red Deer, Alberta (Statistics) n.d.

(History of CJOC, Lethbridge, Alberta) n.d.

McCallum, Joe. "CKVA and 40 Wondrous Years of Radio," 1967.

Radio Station CFGP, Grande Prairie, Alberta. "Data on CFGP History," n.d.

Radio Station CKRD, Red Deer, Alberta. (Statistics) n.d.

Sunwapta Broadcasting Company Limited, Edmonton, Alberta. "Souvenir
     Booklet," n.d.

LEGAL AND STATISTICAL ASPECTS

Baran, Paul. "On the Impact of the New Communications Media Upon Social
     Values," Law and Contemprary Problems. School of Law – Duke University
     Vol. XXXIV; Spring, 1969, pp. 244-254.

Barnett, Harold J. "Regulating CATV Systems: An Analysis of TCC Policy
     and an Alternative," with ... Edward Greenberg. Law and Contemprary
     Problems. School of Law – Duke University Vol. XXXIV, Summer, 1969,
     pp. 429-609.

Barrow, Roscoe L. "Communications Technology – A Forecast of Change (Part 1),"
     with ... Daniel J. Manelli, Law and Contemporary Problems. School of Law
     Duke University Vol. XXX14; Spring, 1969, pp. 205-243.

Canada. Bureau of Statistics. "Community Antenna Television, 1967," Ottawa:
     November, 1969 (in English and French)

Canada. Bureau of Statistics. "Community Antenna Television, 1968,"
     Ottawa: The Queen's Printer, Feb., 1970 (in English and French).

Canada. Bureau of Statistics. "Community Antenna Television, 1969,"
     Ottawa: The Queen's Printer, January, 1970 (in English and French.

RAND CORPORATION REPORTS

"A Bibliography of Selcted Rand Publications," Santa Monica: March, 1971.

Dardick, H.S., et al. "Tele-Communications in Urban Development," Santa
     Monica: Rand, July, 1969.

Feldman, N.E. "Cable Television: Opportunities and Problems in Local
     Program Origination (A Report Prepared for the Ford Foundation,"
     Santa Monica: Rand, September, 1970.

Johnson, Leland. "The Future of Cable Television: Some Problems of Federal
     Regulation (A Report for the Ford Foundation)," Santa Monica: Rand,
     January, 1970.

Park, Ralla Edward. "Potential Impact of Cable Growth on Television
     Broadcasting (A Report for the Ford Foundation)", Santa Monica: Rand,
     October, 1970.

Posner, Richard. "Cable Television: The Problem of Local Monopoly (A
    Report for the Ford Foundation)," Santa Monica: Rand, May, 1970.

                    REPORTS SUBMITTED BY E.B. NAGLE

(Publicity and Liaison Officer of Human Resources and Development Authority)

Nagle, E.B.   "Com/Media, Part 1" nd.

Nagle, E.B. "Com/Media, Part 2" n.d.

Nagle, E.B. "Com/Media, Part 3" n.d.

Nagle, E.B. "Com/Media, Part 4" n.d.

                    "THE WIRED CITY"

Intergovernmental Committee on Urban and Regional Research. "Plugging into
    the Wired City," (Toronto) (Revised) February, 1971.

Rodger, Ian. "The Wired World," The Financial Post, March 13, 1971, pp.
    17-20.

Smith, Ralph Lee. "The Wired Nation," The Nation: Vol. 210 #19, May 18,
    1970, pp. 582 - 606.

Telecommission Directing Committee of the Department of
    Communications. "Instant World: A Report on Telecommuni-
    cations in Canada," Ottawa: Information Canada, 1971
    (paperback book).

"Wired City Seminar" (sponsored by) the Department of Communi-
    cations; (held at) the University of Ottawa - June 25 - 28,
    1970. Position Papers.

Abbey, David. "Beware! Wired City Ahead," (Ontario Institute for
    Studies in Education), June, 1970.

Anderson, M.F. "Postion Paper of the Urban Commerce Panel,"
    June, 1970.

Barcelo, Michel, "La Cite Cablee et la Troisieme Solitude,"
    Juin, 1970.

Canada. The Department of Communications. "Telecommission
    Study 6 (d)," June, 1970.

Cappon, Daniel. "The Interface Between Massive Telecommunication
    and the Human Enrironment," June, 1970.

Curran, A.   "Inventing the Wired City,"   June, 1970.

Dakin, A.J.   "Exploring the Concept of Substitution,"
     June, 1970.

Fremont, Claude.   "La Cite Cablee" (Discussion de quelques avantages
     d'un tel systeme), Juin, 1970 (en Francais et Anglais).

Gabbour, Iskandar.   "La Substituabilite du Transport par les
     Communications - Quelques Implications Spatiales," Montreal, Mai
     1970 (en Francais et Anglais).

Hind - Smith, Michael. "Advertising", (Communications & Urban Commerce-
     Panel III), June 1970.

Horsbrugh, Patrick.   "Panel V- The Urban Physical Environment,"
     June, 1970.

Izumi, Kiyo.   "Some Thoughts About the Environment and Telecommuni-
     cations," (Keynote Address), June, 1970.

Knox, Robert.   "Communications - Key to Urban Traffic Control,"
     April, 1970.

Mercado, John de.   "Switched Multiservice Cable Systems," June,
     1970 (in English and French).

McDougall, Robert A.   "Technological Evolution and Its Control,"
     June, 1970.

Murray, Alex.   "Telecommunications and Urban Form - A Position
     Paper," June, 1970.

Pither, W.G. "Outlook from the Private Sector - The CATV Industry
     Postion," June, 1970.

Sims, Lee S. "Telecommunications and Public Transportation Systems,"
     June, 1970.

Stewart, Gail.   "The Social Implications of the Wired City,"
     June, 1970.

Telecomission of the Department of Communications.   "Profile of
     Work Program (list of reports)," (Revised) February, 1970.

APPENDIX

A. PRESS RELEASE

B. INITIAL INTERVIEW SCHEDULE

C. REVISED INTERVIEW SCHEDULE

D. LIST OF INTERVIEWEES

E. CHALLENGE FOR CHANGE NEWSLETTER

COMMUNITY TELEVISION study project

A research project designed to determine how best to use community television has been undertaken jointly by The University of Alberta, The University of Calgary, and the Alberta Human Resources Development Authority.

The study will produce recommendations on the use of the community access feature of cable television for HRDA, the Universities, commercial operators, and other agencies.

The study has been initiated as a result of the current Canadian Radio-Television Commission considerations of community use of television and its request for guidance, the current explosion in the number of cable television systems in Alberta, and the need for communities and interested agencies to obtain information about the utilization and potential of this medium of communication.

The survey will include Edmonton, a large urban center anticipating cable television; Lethbridge, a medium sized urban center with cable television and with a working project with the Blood Indian Reserve; Red Deer, with cable television; and Grande Prairie, a small urban center anticipating cable television. In addition, the study will investigate the general scene in Alberta cable television and will relate these developments to general Canadian developments. A less central part of the study will be to provide sources of information and assistance to communities requesting it.

Additional information about the study may be obtained from A.C.L. Zelmer, Director, Community Television Study Project, Room 242, Campus Tower, Edmonton, phone 439-2021, ext. 42.

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Interview LEVEL I   MEDIA IN THE COMMUNITY

A. Present Status: (Questions to be asked of owners and operators).

1. Is there a cable operation or franchise? _____

Owner _____

_____

Manager _____

Number of channels _____

Call letters	City of Origin	Network

2. Number of Hook-ups   _____
    Cost of Hook-up   _____
    Cost per month   _____

3. Programming presently carried on or anticipated on the community channel.

Public service _____

_____

Educational _____

_____

4a. What facilities, equipment are you providing or anticipate
providing for the community channel? (Specify equipment type,
brand, model, size.)

4b. What funds are you providing or anticipate providing for the
community channel? Specify source of funds (eg: assessment of
$.50 per month per hook-up).

5. RADIO STATIONS: List with call number, ownership, power and
range.

6. TELEVISION STATIONS: List with call number, channel, ownership,
power, range and network affiliation.

89

7. Attitude of cable operator with regard to community partici-
   pation: (a) His philosophy of operation, (b) The amount of
   participation with community groups that he is willing to
   undertake.

8. How do you differentiate between community television and
   educational television and how do you see your system handling
   them (eg: separate channels or shared).

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s)_____

Interviewer _____

Interviewee _____

Videotape # _____

B. Historical Perspective on Broadcasting in the Community: (Questions to be
    asked of Key Community persons and of broadcasters if necessary)

    1. History of the control of the media (radio, television and news-
        paper) leading to the identification of the present power structure.

2. General History of the use of media by the community (if any).

3. What kind of studies or projects have been undertaken, or are being undertaken in the community relating to the community use of television (esp. cable TV), their results and availability.

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Interview LEVEL II   AWARENESS IN THE COMMUNITY

(Questions to be asked of all persons interviewed except "man on the street".)

1. What kind of community television programming occurs in the community?

2. What kind of involvement do individuals or groups have with the television media, especially cable TV?

3. What groups of people have an interest in the development of community television programming, and what specific interests do they have? (Indicate absolute number of people represented by each group AND also % of group interested in community TV programming.)

(level II cont'd)

4. What key interests that you have would you like to see on community
    television?

5. What information and skills do you need in order to facilitate your interest?

6. Identify resource persons and agencies within your community which could
    provide technical assistance, equipment or other resources.

(level II cont'd)

What is the availability of equipment and other resources? (Specify equipment brand name, type, size and model where known with availability and source.)

7. What do you mean by the terms "local programming" and "community programming"?

8. What kind of contact do you or others in the community have with the local cable TV operators?

(level II cont'd)

What kind of contact would you like to have?

9. What individual or group determines the program offerings on the local cable system (legitimacy and accountability)?

10. What recommendations would you like to make to the CRTC with regard to regulations controlling what individual or group determines program offerings?

11. What kind of provincial or national governing system would you like to see responsible for cable TV (esp. community channels)?

(level II cont'd)

12. Describe how willing your community is to begin to initiate local pro-
     gramming on the cable channel.

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Interview LEVEL III   MAN ON THE STREET

1. What does cable television mean to you?

2. Are you aware that a channel has been reserved on the cable system for
    local community programming?

3. What kind of local programming would you be interested in watching?

REVISED INTERVIEW SCHEDULE

1. Do you have television in your home?

                                                                No

                                                                Yes

2. (a) Does Lethbridge have cable television?   No

        if yes then: Yes

    (b) Do you have cable television?   No   Yes

    (c) How many channels does it carry?   _____

    (d) Is it owned locally?   No   Yes

    (e) Is it managed locally?   No   Yes

3. (a) Is there a cable TV channel available to the community, for
       community use in Lethbridge?

        if yea then: No

                                                                Yes

   (b) Have you ever watched it?   No

        if yes then: Yes

    (c) What kind of programming does it contain?

        _____

        _____

    (d) Who broadcasts programs on it?_____

        _____

        if no to 3(a) then:

    (e) Would you like to see a TV channel available to the comm_
        unity, for their use, in Lethbridge?

                                        No

Yes

4. If a community television channel were provided to Lethbridge for
    the community's use:

    (a) Who should be able to broadcast programs on it? (i.e. control?)

    (b) Who do you think would broadcast programs on it?

    (c) How often do you think people would use it to broadcast programs?

                                                    Often
                                                    Sometimes
                                                    Never

    (d) How do you think it would be used (what kind of programming)?

    (e) Do you think community groups could do their own programming?

                                                              No

                                                              Yes

5. Is there any TV production equipment available now, in Lethbridge
    (other than what can be purchased)?

    How much?

    Where?

    What kind?

6. Is use of this equipment:

        free to the public
        free to certain groups
        rentable to public
        rentable to certain groups
        on a 'hiring out' of production services basis (i.e. do contract
                                                        production)

7. Are there any special programs that you would like to see on such a
    community channel?

LIST OF INTERVIEWEES

The following list represents those individuals with whom
we conducted a formal interview, usually recorded on videotape. While
we have credited particular statements to specific individuals we were
attempting to show an overall picture of the level of awareness in
Alberta. We will be retaining the videotapes and our rough editing
sheets for a limited time and further investigation of specific ideas
and trends could be attempted upon request.

We would also like to reinterview many of our subjects six
months after our initial contact to determine the extent of changed
awareness. Unfortunately, due to time, finances and our study design
this is not possible.

The field team also interviewed numerous individuals using an
"on the street" format. No attempt was made to determine or record
their names and other information. While the interviewees were free to
follow-up the interview by requesting further assistance from the
resource personnel, the interview was deliberately very informal in an
attempt to elicit general information.

Again our thanks to all the interviewees for their particip-
ation and assistance.

EDMONTON

Adamson, Martin; Edmonton Separate School Board
Anderson, Harold; Alberta Native Communications Society
Bernard, Father; St. Basils Parish
Bloom, Bernie; XTV, University of Alberta
Clark, R. C. (Honourable); Minister of Education, Legislative Building
Crothers, Rick; Audio Visual Services, University of Alberta
Cox, A. L.; Special Assistant to Minister of Telephones, Legislative Bldg.
Dahm, Diana; Edmonton Day care Centre
Dawson, Betty; A.C.T.R.A.
Dent, Ivor (Mayor); City Hall
Greves, Warren; Walterdale Theatre
Guernsey, E. (Dr.) Sociology Department, University of Alberta
Hansen, Terry; Future Society
Harland, Gary; XTV, University of Alberta
Hewes, Betty & Donahue, Joe; Edmonton Social Planning Council
Hodgins, Mike; Junior Chamber of Commerce
Kasa, Walter; Director of Drama, Financial Building
King, Dave; Edmonton Council of Churches
Mair, Alex; Radio & TV Arts, N.A.I.T.
McKinnon, Al; St. Mary's High School
Meldrum, Arlene; Edmonton Federation of Community Leagues
Peacock, Tom; Drama Department, University of Alberta
Polanski, Ed; Queen City TV
Regehr, Leo; Fundamentalist, H.R.D.A.
Reierson (Honourable) Minister of Labour & Telephones, Legislative Bldg.
Sasbow, Leslie; Gamma Engineering
Schoemberg, Mark; Theatre 3, University of Alberta
Schuler, Jerry; Rural Education Development Authority
Shaw, Jim; Capital City Cable Co.
Shorter, Larry; Director of Communications, Department of Education
Suichies, Emrick; Intergovernmental Urban & Rural Research Committee
Slough, Georgina; Humans on Welfare
Sokolan, Pat; St. Mary's High School
Walters, Doris (Mrs.); Canadian Association of Consumers
White, Dave; Public Relations Department, University of Alberta
Wismer, Warren; Radio & Information Branch, Department of Agriculture

GRANDE PRAIRIE

Anderson, Henry (Dr.); Grande Prairie College
Beairsto, Rick; Drop-In Centre
Borstad (Mayor); City Hall
Collett, Dave; Grande Prairie Composite High School

Grande Prairie Friendship Centre
Hebbes, Roger; Agricultural & Vocational College, Fairview, Alta.
Hudson, Greg; Grande Prairie Friendship Centre
Johnson, Lew; Parks & Recreation Director
Lowe, Jean (Mrs.); Preventive Social Services
Lowry, Don; Juvenille Court
May, James A.; Canadian Utilities
Miedema, John; City Commissioner
Naphin, Father; St. Joseph's Catholic Church
Pearcy, Gordon; CFGP Radio Station
Robertson, Doug; Canada Manpower Centre
Romanchuk, A. S.; Barrister
Sargent, Ken; Trumpeter Motors
Scott, Bill; Daily Herald Tribune
Toews, Deane; Industrial Co-ordinator City of Grande Prairie
Waite, Doug (Reverend); St. Paul's United Church
Wright, Al; Prairie City Credit Bureau Ltd.

LETHBRIDGE

Aderle, Irwin; Oldman River Planning Commission
Anderson (Mayor)
Bland, Terry; President Chamber of Commerce
Brown, Harold; CHEC Radio
Bruha, John (Dr.); Division of Education, University of Lethbridge
Gerla, Ron; Central Catholic High
Jenkins, Bob; Boy Scouts
Jensen (Mr.); City Social Services
Kimmitt, Bob; Lethbridge Separate Schools
McColl, John; Lethbridge Television Ltd.
Mitchell, Molly (Mrs.); Lethbridge Auxilliary Hospital
Probe, Jerry (Dr.); Lethbridge Public School Board
Robinson, Doug; Lethbridge Cablevision Ltd.
Rondell, Bev.; Indian Affairs Branch
Runge, Ken; President of Students Union
Sawicki, S. W.; Principal
Smith, Sam (Dr.); University of Lethbridge
Spence, Ken; Y.M.C.A.
Stevenson, Sharon; President of Students Union
Steward, C. D.; Lethbridge Community College
Thrall, Ralph A. Jr.; Box 700
Watnough, Ronald, City of Lethbridge Herald
Yellowfeet, Rose; Friendship Centre of Southern Alberta

RED DEER

Barrett, (Mayor)

Bourke, Bud & Foster, Jim; Red Deer Chamber of Commerce
Bower, Ted; Red Deer Advocate
Burrows, Bob; Y.M.C.A.
Coldrick, Jef; Manager Comm. Video
Dawe, Jean (Mrs.); Allied Arts Council
Eastman (Dr.); President Red Deer Community College
Eddy (Dr.), Ken Nixon & L. Tallman; Regional Office of Education
Ervine, W. H.; Preventive Social Services
Bigson, Tom; Horticulture Advisor
Head, Jim; Red Deer Community College
Hembroff, Keith; Department of Youth, Provincial Building
Herder, Margaret (Mrs.); Canadian Association of Consumers
Jones, Benson; Red Deer Ministerial Association
Kulmatycki, Eugene; Red Deer Public School Board
McAffrey, Colin (Dr.); Red Deer Community College
McGregor, R.; CKRD - Radio & TV
Moore, Don; Director of Recreation, City of Red Deer
Starling, Louise (Miss); District Home Economist, Department of Agr.

CALGARY

New, Art; Council on Social Affairs
Horsey, Mike; Executive Assistant to the Mayor
Hughes, Ed.; Federation of Calgary Communities
Allen, Patricia; Executive Director, Volunteer Bureau
Paxton, Robert; Company of Young Canadians
Robertson, Alan, Calgary & Region Educational TV

BLOOD INDIAN RESERVE

Fox, Marvin; Social Development, Standoff, Alberta
Rabbit, Doreen; Home Visitor, Social Development, Standoff, Alberta
Black Plume, Reggie; Foreman, Kainai Industries, Standoff, Alberta
Weaslefat, Francis; Office Manager, Indian News Media, Cardston, Alberta
Tailfeathers, Beverley; Reporter, Blackfoot Radio, Cardston, Alberta

OTHER

Kalbfleisch, Jim; Alberta Vocational Center, Ft. McMurray, Alberta
Biswanger, L.; Alberta Brodcasting Cable Corp. Ft. Mcmurray, Alberta
Bossert, Lloyd, Provincial Building, Grande Cache, Alberta

. Some of us are satisfied with our lives, our environment and our community.
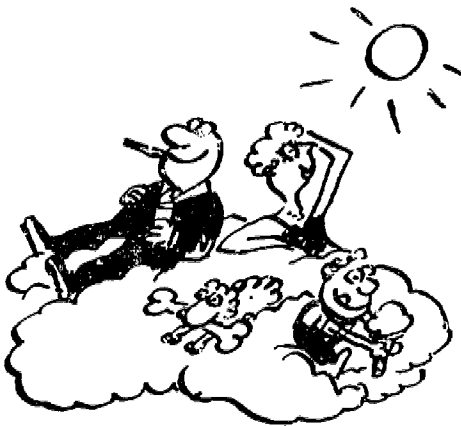
Some of us are not.

Some of us are satisfied with our houses, our educational facilities or our job opportunities – while others live in slums, and watch helplessly as our children drop out of school and join the ranks of the unemployed.

Old women on Indian reserves, and old fishermen on the maritime coast, have tales to tell – an accumulation of the ancient oral tradition. But who ...o them?

Young people, alienated from their elders and from the world, are searching for self-expression.

Canada is producing some of the best rock groups around.

Some of us are searching for a new meaning for community.

One-fifth of us lives below the poverty line.

One-tenth of us is unemployed right now.

Eleven point five percent of the adult population of Ontario are alcoholics.

Pollution of the environment is becoming intolerable.

Some of us believe that we can do something about our problems.

Some of us do not.

Can we?
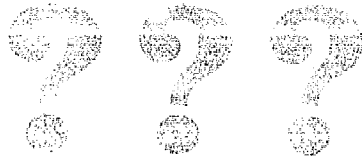
What in your community particularly concerns you?

What makes you mad, sad, glad?
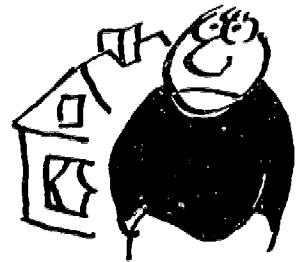
What have *you* got to say?

Who will listen?

3

In a democratic society, democratic dialogue (an exchange of differing ideas until a majority can agree on a plan of action) is the ideal approach to problem-solving.

In an age when a broad representation of the community could get together in the local town hall to carry out this debate, people felt responsible for the decision-making process, and responsible for their own lives. Group effectiveness and enthusiasm in problem-solving is community spirit.
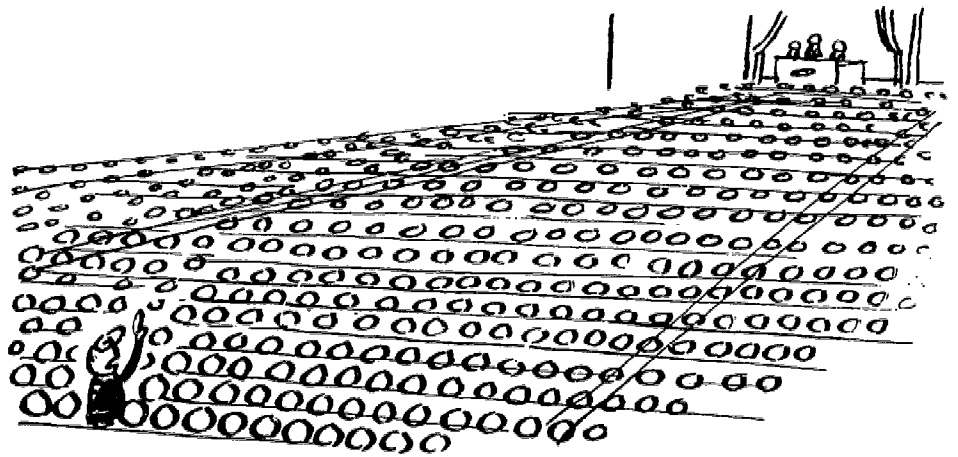
Challenges and solutions generate community spirit.

Increase the size of the group to a point where the individual achieves little or no participation in group problem-solving, and you have a diminished community spirit.

Increase the complexity of the problem so that a specialist elite is required, and you have people who are disadvantaged in relation to sharing community spirit.

4
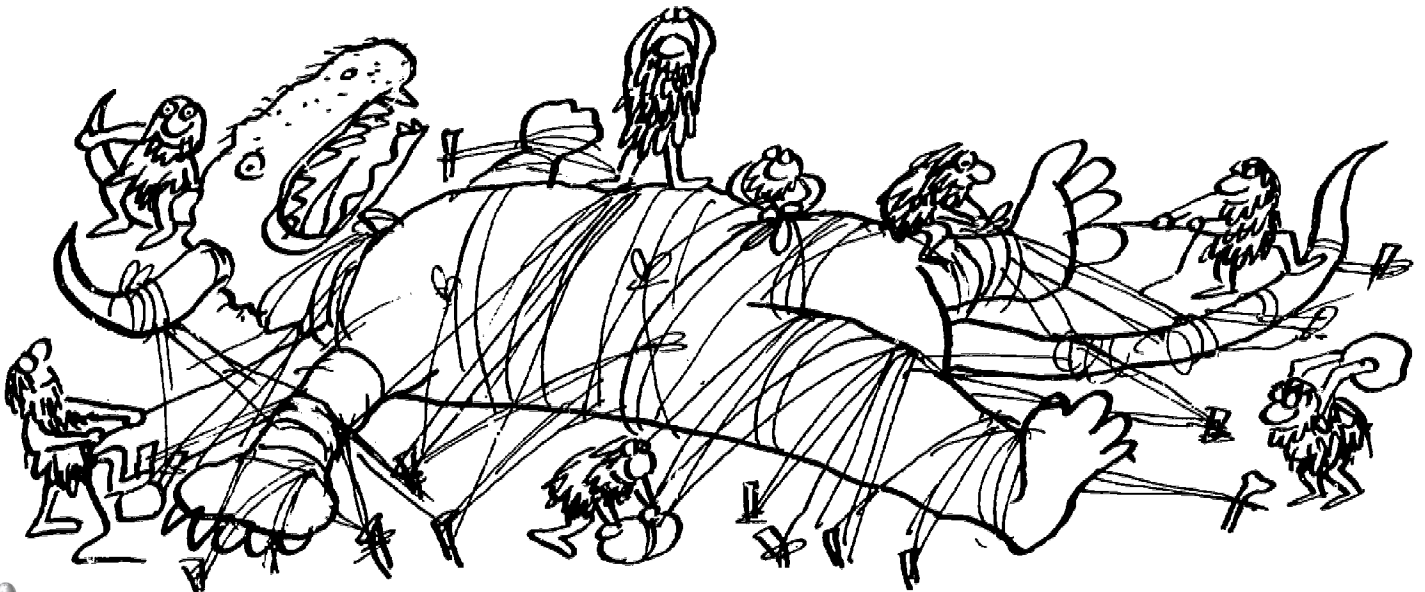
In our time, we have become apa-
thetic because we feel helpless to
change many of the decisions affecting
our lives.

**How Can We Revitalize
the Democratic Dialogue?**
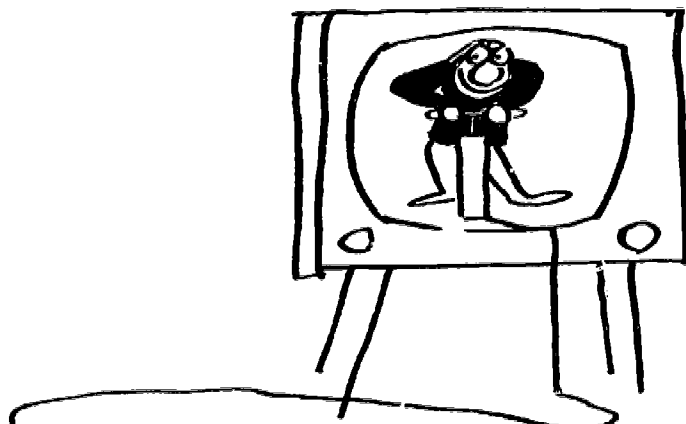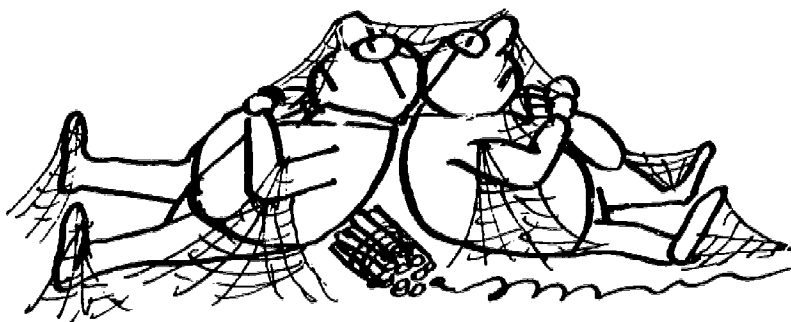
What if we could carry on a forum for
community self-expression via the
television sets in everybody's living
room?
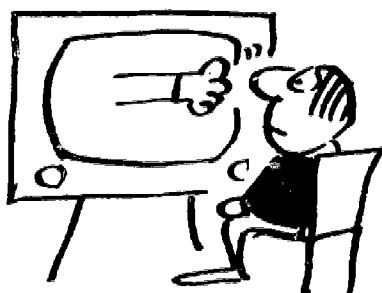
Could the power of television be used
to generate community dialogue?

Cable Television may be the key.

5
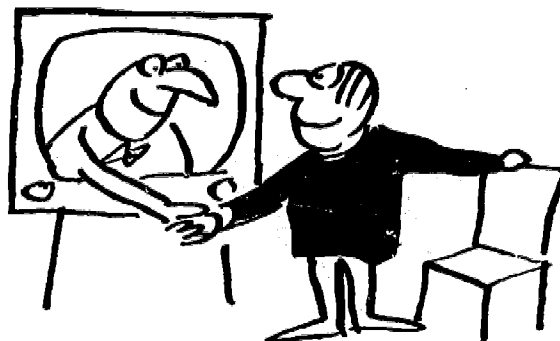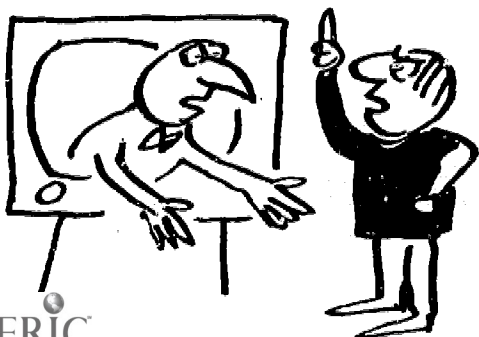
What is Cable TV?

Canada is presently the most "cabled" nation, per capita, in the world:
... over 300 cable companies (all Canadian-owned);
... over four million Canadians watching;
... growing at 25 percent a year.

As of 1971, for your monthly subscription (about the same cost monthly as a telephone) you will receive:
CBC
CTV
American stations
Educational TV
and *your community channel.*
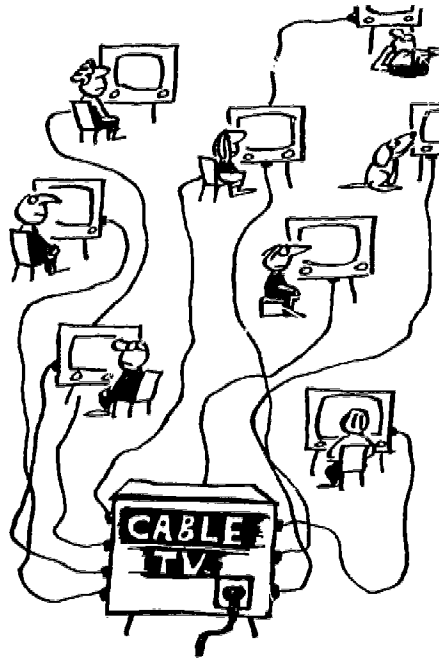
Cable Companies

Cable companies are an integral part of the community, and most take their community programming responsibilities very seriously. Ranging from the local television store owner who has branched out into cable, to larger companies that may be involved in several different communities, they are all faced with the problem of creating something that barely exists at the moment – real community programming. They need your help.

How Does It Work?

The local cable company builds a large antenna that picks up the signals from CBC, CTV, American stations and educational TV, and retransmits them via a cable that is strung along with telephone wires and enters each subscriber's home. Local programming, directly from the cable TV studios, can also be transmitted. For people who do not subscribe, the local community hall or a church hall could be wired for cable.
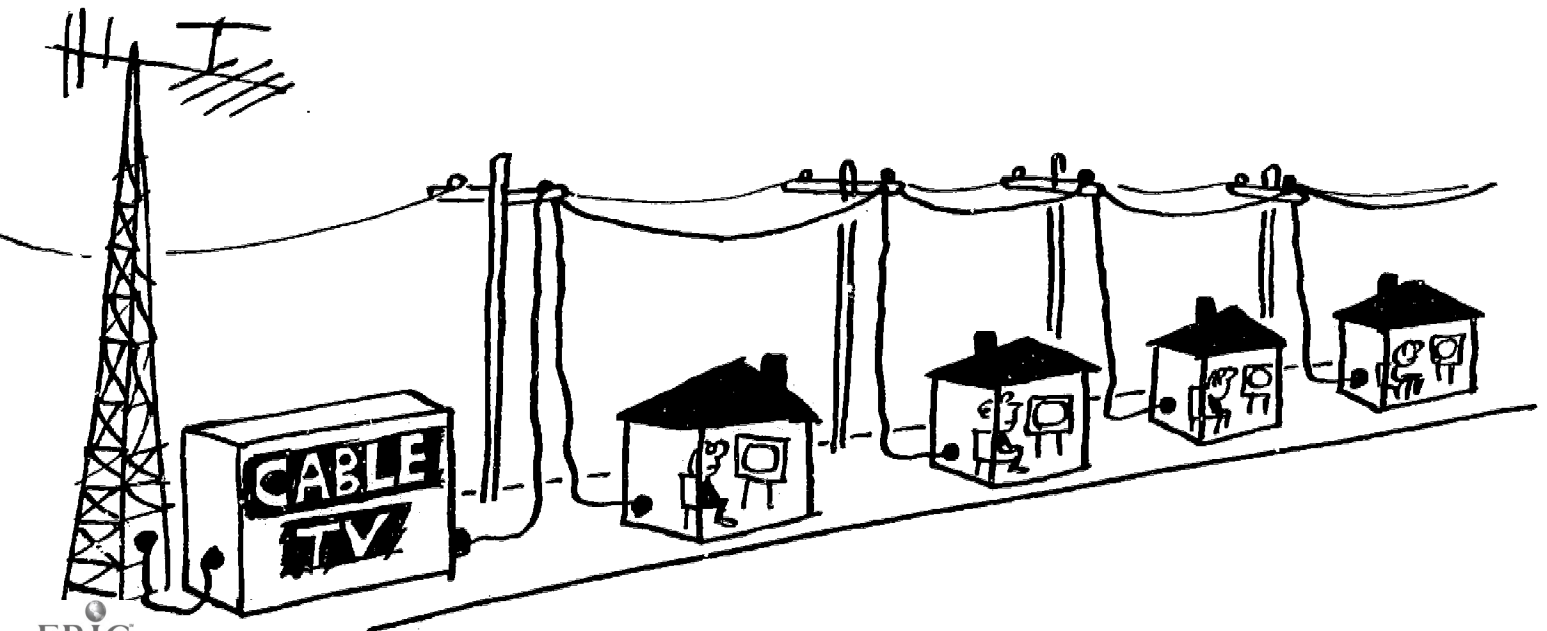
What Is the Difference Between Cable and Broadcast?

The area covered by a single cable company is designated by the CRTC (Canadian Radio-Television Commission). Large cities are cut up like jigsaw puzzles into smaller areas, and no two cable companies are allowed in the same area.

The *costs* of cable TV and broadcast TV are not comparable. While the two-inch cameras and equipment for broadcast are a major investment, the one-inch and half-inch videotape equipment used for cable are much more approachable in price.

If You Had Access to Cable TV, What Should You Do?

Aims
First, ask yourselves a series of questions:

1. What are the aims of our group?
2. What are our present needs? What do we want to say?
3. Who are the people we need to talk to in order to fulfill our needs?
4. How shall we reach them?
5. How can we ensure that their response will reach us?

If the answer to the third question is found among the subscribers to cable television – a rapidly growing segment of the population – then access to cable may be of prime importance to your group.

Second, you should remember that your approach should not be one of publicity, but of *dialogue*.

You want to explain your point of view, and obtain a response. (In their desperate attempt to obtain "publicity" from the mass media, most groups have settled for some pretty inaccurate and useless "coverage".)
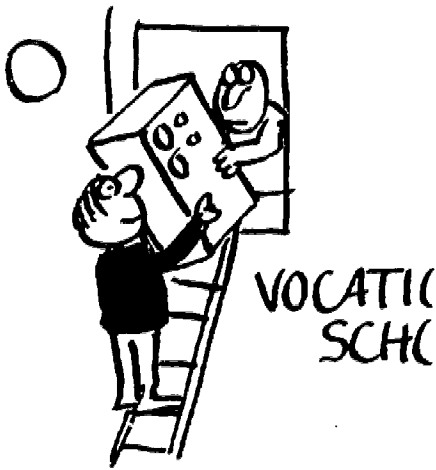
7
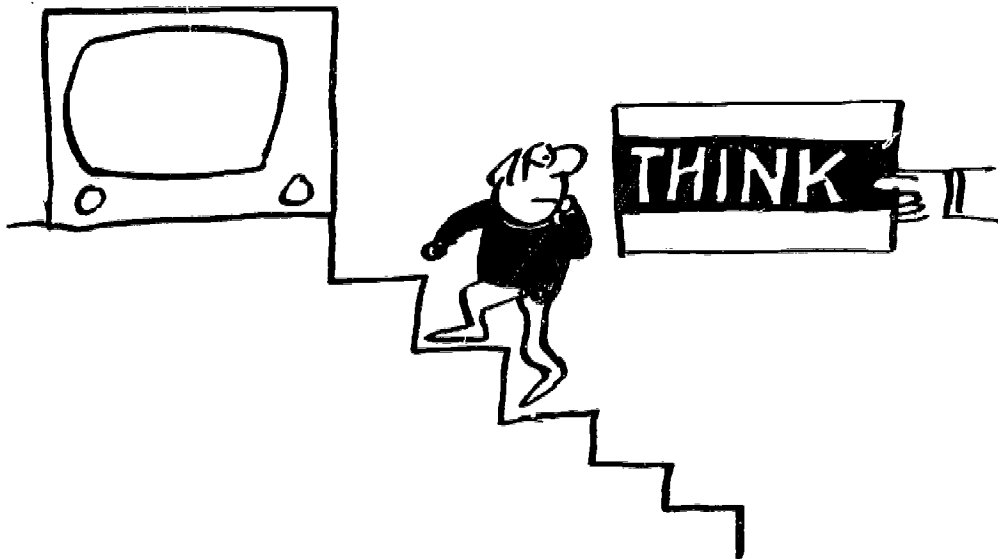
How to Make Your Own Programs

Equipment
Take inventory of the videotape equipment available in the various institutions in your community.

As well as the cable companies, you will probably find such equipment in local community colleges, vocational high schools and universities, perhaps some hospitals, and even some of the larger industries. See how many of these you can beg or borrow, and also price equipment yourself to see whether it would be worthwhile for your group to invest in it. Don't forget, it can also be used as a closed-circuit "mirror machine" that can further the growth of individuals and your group as a whole.

Here are some approximate costs for half-inch video equipment:

Camera and portable recorder: $1,500. (for street interviews, discussions in a car, boat or airplane, and long dialogues in the comfort of your living room)

Monitor: $300.

Videocorder: $700. (for recording long meetings, and for use in editing and playback)

Accessories: $400. (camera cables, better microphones, camera adaptor, extra batteries, etc.)

Tape costs: $22.00 per half-hour, or $42.50 per hour (and tapes can be erased and used over and over)

An extra monitor: $300. (for editing) The cable station will probably have a one-inch recorder for sharper editing.

Programs
Ask yourselves the questions:
1. What do we want to say?
2. Who is our audience?
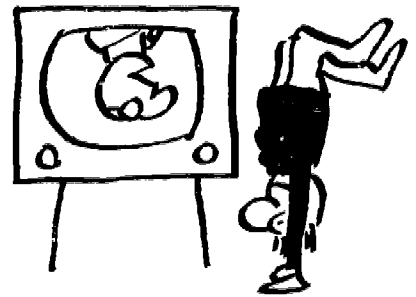3. How can we express ourselves so that our audience will understand?

By this time your ideas will be churning away: Who to film? What exterior shots will be needed? A little something...

in music and commentary.

A straight-forward approach is most effective – a direct line between you and the people you are trying to reach.

But then again, there is lots of room for experiment...

and pre-taping can be combined with live studio participation.

The half-inch video equipment is relatively simple to operate. You will learn quickly from your own mistakes, and you can always use the tape over again.

Important: Play the tape back right away and give your subjects a chance to see it first – and to erase it if they don't like it.

At the beginning, why not obtain the advice and assistance of the local cable people, or students working with video, until you can do it with confidence on your own?

If you haven't got time, get the cable company to do the program you have in mind. The CRTC expects the cable owners to provide community service rather than duplicate conventional television, and many of them are delighted to find new ways to go about it.

8

What Might Be Programmed?

A documentary on the unemployed, made by the unemployed.

Live city council meetings, with home audiences phoning in questions to councillors before or after the meeting.

Visiting lecturers to the university or local groups could speak with the whole community.

Consumer information.

The inside view of public housing.

Live school board meetings.

What the militant poor mean by "welfare rights".

Regular accountability sessions with federal and provincial MP's.

Junior League hockey.

The local Little Theater group.

A picture of the local Indian reserve, made by the Indians themselves.

A lively Ukrainian feast-day celebration.

A rap session with young long-hairs in a drop-in center, and a discussion with a church youth group, followed by an exchange of ideas between the two sets of young people. (Add a couple of parents.)

Who Will Pay?

In Calgary, the cable owner raised his rates 50 cents per month, and this money goes directly into community programming.

In Fredericton, the cable owner pays the whole shot, without raising his rates.

In the Normandin area of Quebec, the citizens of Normandin, Saint-Thomas, Girardville, Albanel and Saint-Edmond have formed a non-profit corporation to run three community channels. Saint-Félicien, Dolbeau and Mistassini are forming theirs too.

In other places, different community groups own their own equipment and prepare their own programs at very low cost.

Who Will Be Responsible?

The cable owner may say that you cannot make your own programs – or "go live" – because he is legally responsible for what goes on the cable.

But the laws can be changed – so that you, the program originators, will be legally responsible for what you produce.

Control of Programming

How can you assure that not just you, but all members of your community will have access to this public forum?

The best proposal so far has been to set up a Charter Board composed of a real cross-section of all segments of society (including those who normally have no voice) – in order to see that one channel assures access to all segments of the community. The Charter Board's main purpose is to take the responsibility of ensuring that all citizens have the right to participate, and that the channel will not be dominated by the most powerful voices. Democratic dialogue will include controversial subjects – and a forum for discussing them is necessary.

In Normandin (Quebec), the citizens have formed a board of directors to administer community cable. The nerve center of the operation is the program committee, which receives, studies and selects projects submitted by members of the community. A team of three people is then selected to coordinate the production: a production head, to coordinate everything; a technical head; and a research and information chief. These lead the work crews who produce the programs. At the present time there are a dozen crews producing community cable programs, and similar organizations are being set up in neighbouring towns.

9
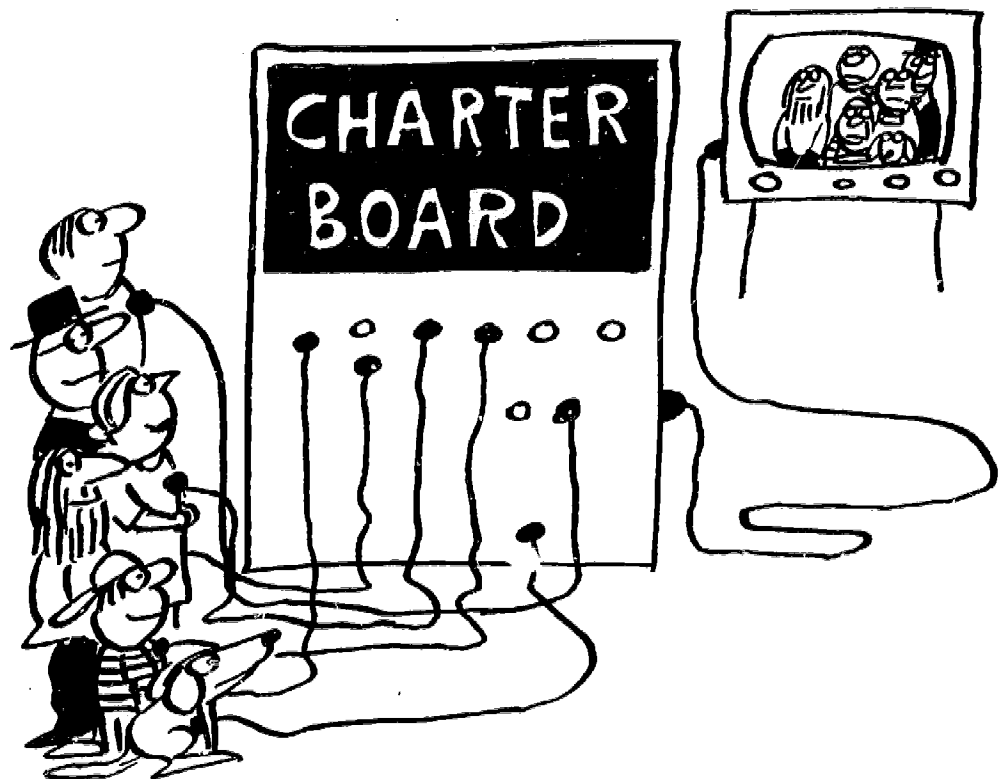
Talk to your local cable owner...
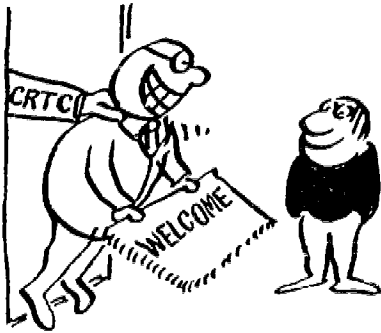
and see what can be worked out. If your group, or a Charter Board, can be legally responsible for your programs, thereby taking him off the hook, he may very well welcome your participation even more. Cable television is very new, and he *needs* programming to fill his time slots.

If there is no cable in your area, talk to your local CBC, CTV or private station. The air waves belong to all of us.

What Is Happening Now?

A *Thunder Bay* citizens' production unit is providing one evening's programming a week. The programs are made *at the request of local groups*.
Beloeil (Quebec) cablecasts city hall meetings – live.
In *Abitibi,* the local unions do community broadcasting over four counties, with the citizens making their own programs.
Hamilton (Ontario) has conducted intensive Pollution Probes over the community channel.
Fergus (Ontario) provides an outlet for local talent.
The *Ontario Federation of Labor* is training people in television techniques.
Citizens of *Normandin* (Quebec) run their channel. They make programs for agricultural and industrial workers and the schools, and have stimulated considerable community spirit.
*London* (Ontario) has special Indian programs.

In Ontario, *Walkerton, Hanover* and *Owen Sound* are forming Communications Councils.
Fredericton (N.B.) citizens prepare their own programs with their own cameras.
In *Montreal,* the YMCA puts on an hour a week, for and by young people.
In *Toronto,* Rogers Cable is asking community groups to come forward to participate in cablecasting.
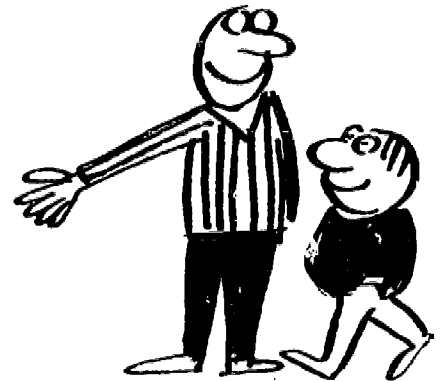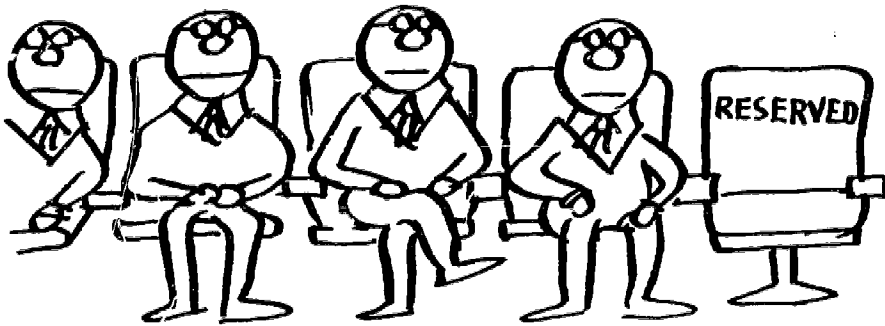
Why Is Cable TV More Accessible than Broadcast?

The CRTC (Canadian Radio-Television Commission), which is the federal body regulating all matters relating to broad-

casting in Canada, has set aside one community channel, especially for you.

What Else Does the CRTC Do?

They license cable companies.
They designate cable areas.
They decide how many channels may be developed.
They can make the decision to allow licensing of program originators for specific time slots, or of Charter Boards for a whole community channel, instead of leaving all legal responsibility with the cable owner.
They regulate the presence or absence of commercials on a channel.

How Can You Influence the CRTC's Decisions?

In mid-February 1971 there will be a Canadian Broadcasting League *conference* on *community programming by cable* (write to 111 Sparks Street, Ottawa). But, since such programming is brand-new, *you* are the experts. If you can't attend this conference, then get copies of the proceedings from the League, and insist that your local radio, TV and newspapers report the event to you.
In April 1971 the CRTC will hold more hearings in order to come up with *regulations regarding community channels.* It is *your right* to submit your own proposals as to how your community channel is to be used. These proposals must be submitted by April 1, 1971.

The address: Canadian Radio-Television Commission, 100 Metcalfe Street, Ottawa, Ontario.

If you come up with a good plan – one that will be of real service to your community, that is practical and financially feasible, that has a built-in guarantee of continuity, and that provides for different programming from what you now see on your TV set...

... the CRTC will give you a sympathetic hearing.

These community channels will be regulated as *you* see fit. They can give you a voice and help *you* to *act* to develop your community.

But *only you* can make these things happen.