

Oct 16, 1937

THE ALBERTAN—*The Newspaper of the Home* —**SATURDAY,**

**Drastic Attempt Being
Made by Corporation to
Gag Radio, Says R. Smith**

Sees Threat to Freedom of Radio Similar to That Facing the Press as Independent Stations Greatly Hampered by Governing Body

TALENT REGULATIONS 'RIDICULOUS'

Reginald G. Smith, Vice-President of J. J. Gibbons Limited, Advertising Agency, when interviewed on the new radio policy said, "The average listener to broadcasting stations hasn't the least conception of what is going on at Ottawa in the attempt of the Canadian Broadcasting Corporation to regulate privately-owned stations in Canada."

"Here in Alberta, because of blatant publicity, a loud voice was raised in protest over the attempt to regulate and license the press, but a similar and very drastic attempt is being made by the CBC to do the same thing with radio stations."

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SHOULD PROTEST

"Having as much to do with broadcasting as I am, with 19 clients using the air as a medium of advertising, I feel that if the newspapers of the Dominion raised their voices in protest in the same manner as they have done with the proposed Alberta Press Act, the people would be aroused again into a fury of expression," Mr. Smith continued.

"Here in Calgary we have three broadcasting stations, each functioning to the best of its ability, each with a purpose to serve its listeners, and each having its own place in the community. If the proposed Ottawa regulations go into effect, then our local stations have a big problem on their hands."

NEW RULE RIDICULOUS

When asked to discuss which of the new regulations he thought the most restricting and drastic, Mr. Smith said, "Take the case, first of all, of the question of recordings after 7:30 at night. The Corporation's regulations say "no mechanical reproductions" are to be used. That means "live talent" and what city between Winnipeg and Vancouver can possibly produce sufficient talent. It is ridiculous. It will mean advertisers will go off the air, stations will lose revenue, and we will all be listening to United States stations. We can't compete in talent or price. The Corporation would do well to think this over. The privately owned radio stations should and will protest."

UNFAIR

"Another regulation," Mr. Smith continued, "that is manifestly unfair in my opinion, is in relation to news

8.05 a.m.

TIME FOR

**Toast and
Marmalade**

CFAC

A Radio Presentation by
Your Neighborhood
JENKINS' Store.

JENKINS'
GROCETERIA LTD.

broadcasts. The Corporation proposes to prohibit, except by special permission, any broadcasting of news that is not released by a certain news gathering organization in Canada. This means that unless the Corporation gives special sanction to CFCN their popular new broadcast will have to cease. This nightly feature is so widely listened to in Saskatchewan, Alberta and British Columbia, that when the listeners know what might happen there will be howls of protest."

HEADED FOR MONOPOLY

On the fact the CBC has, from the funds derived from the licensing of radio sets, erected and maintained on a commercial basis their own radio stations, Mr. Smith commented, "The Corporation owns its own radio stations in the east and at Vancouver and there is some talk about their erecting stations on the prairies. This is another case of governments interfering in business and actually competing with its own regulations protecting itself and harming private business. Where on earth are we heading—towards radio monopoly?"

TOO MUCH RED TAPE

"The Corporation says 'only 10% of the allotted time shall be used in advertising.' Brevity is the soul of wit, we know, and some programs are conspicuous by their entire lack of commercial brevity, but after all that is the radio station's business. If it clogs the air with advertising blurb it eventually loses its audience and the entire list of sponsors will follow quickly. The station will be the first to adjust this matter in that event."

"There is altogether too much red tape in government regulations," Mr. Smith said in conclusion, "we pay our radio licenses and provide the funds for the government to pad nice soft chairs and I for one fail to see just what good the Corporation has done since it has been in business and think we can very well do without it."
