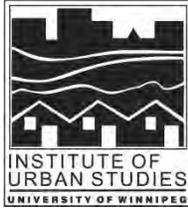


Urban Forum Project: A Report on Community Communications in Six Canadian Urban Centres

**by Jim Cassidy & Dick Houston
1972**

The Institute of Urban Studies





THE UNIVERSITY OF
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URBAN FORUM PROJECT: A REPORT ON COMMUNITY COMMUNICATIONS IN SIX CANADIAN URBAN CENTRES

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The Institute of Urban Studies is an independent research arm of the University of Winnipeg. Since 1969, the IUS has been both an academic and an applied research centre, committed to examining urban development issues in a broad, non-partisan manner. The Institute examines inner city, environmental, Aboriginal and community development issues. In addition to its ongoing involvement in research, IUS brings in visiting scholars, hosts workshops, seminars and conferences, and acts in partnership with other organizations in the community to effect positive change.

URBAN FORUM PROJECT

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in Six Canadian Urban Centres.

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Jim Cassidy

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June 1972

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URBAN FORUM REPORT

The urban environment has technology, talent, resources, interested and involved citizens and policy-makers. It does not however have much citizen involvement in public policy-making nor does it have much two-way communication between the different sectors of the environment.

In order for people and governments to survive in an ever increasingly complex environment, two-way communication on vital matters becomes a necessity. To effect such a two-way system requires little more than the conscious decision to use the existing technology to serve the public interest by expanding the flows of information and giving citizens access to the media.

The need for this type of system has become obvious to people all across Canada, and all across Canada people have been attempting to create their own little public communication systems.

The following reports are sketches of the type of attempts being made in urban centers across Canada and the directions that they are going in, and include recommendations as to how an urban forum system, involving two-way communication between people and various levels of government might be instituted.

Introduction

The city of Halifax is divided into three fairly well defined areas. The South End is a middle and upper class residential area with the spread out environs of Dalhousie University in the middle. The Inner City where most of the welfare recipients and most poverty are located has as its focus the Neighbourhood Centre. The North End, which is composed primarily of the working poor is serviced by the Ward 5 Resource Council.

In addition there is a large semi-rural area bordering on all of these areas, which is serviced by the Movement for Citizens Voice and Action which is a coalition of all semi-rural and most of the urban group.

Recently a non-profit corporation known as Teled Video Services Association has set up offices in the Inner City to encourage communication within the total community and to develop new methods to accomplish that. Teled Video is at present providing the focus for about 60% of all community communication in the city and the surrounding areas.

A. Present Communication Systems and
Networks in Halifax

I - Broadcast TV Stations

- regular type broadcast with usual Public Affairs programmes and no noticeable amount of special local programming.

CBHT (CBC) Ch. 3

CJCH (CTV) Ch. 5

II Am Radio Stations

- typical type operation - CBH (CBC) radio has a phone-in show called 'Reaction' - focuses on community issues with government officials, business men etc. on a hot-line type program. It is considered to be a worthwhile program. There's one noticeable difference in that they offer a service known as Dial-A-Program for citizens to suggest the area of concern and the person to answer the question.

CBH (CBC) Radio

CFDR Dartmouth

CHNS Radio

CJCH Radio

III FM Stations

- One FM Station CHFX - FM which is doing nothing out of the ordinary for FM Broadcasting.

There was not sufficient time to contact all of these people individually but from conversations with Teled people who have approached them with very similar ideas it would appear that

they agree in principle with this type of experiment although they are not sure how they or their operations would fit in specifically.

IV Cable Companies

Halifax Cablevision is presently only hooked up to about 600 homes. As a result they are doing nothing about community programming although they intend to have a community channel, a studio, and some production people. Teled Video has been working with them and there seems to be a good working rapport between the two. It will be another 7 or 8 months before the cable company is in any position to offer any viable community programming. Teled is however, building a good base from which to work at that time.

V University Media Departments

The AV Department of Dalhousie University is very well equipped especially the one operating out of the Art School. They have very little free 1/2" equipment - most of that is tied up in inter-departmental use and is extremely difficult to get hold of. Teled has gone through a fairly lengthy process of attempting to secure the use of the AV facilities and have now succeeded. They now have the use of studios, 1" equipment and editing facilities for both audio and video. Most of this is a back door type operation that seems to be working very well avoiding tie-ups on either end. Dalhousie has recently been making motions towards open up their facilities for community use and in this area they would be dealing primarily with Teled Video Services.

VI Service Agencies

There are no service agencies information newsletters or bulletins distributed on any kind of a regular basis. The Move newsbulletin which comes out twice a month carries a lot of good community-type information and issues as do both the 4th Estate and the Scotian Journalist.

VII Newspapers

In the Halifax area there are three daily newspapers, all of which follow the regular newspaper format and have little, if any, community involvement.

There are however a number of very interesting community-based newspapers and newsletters.

There are two family owned community-based, alternate-type newspapers which are sold weekly on all city news outlets. The 4th Estate and the Scotian Journalist are both owned by the Fillmore Family but provide very useful community information and opinions. They are relatively open to community input and the majority of their audience is young people and people in citizens groups. The New Morning is a militant Mao-ist type paper with some input from community groups. We People is a magazine format paper directed mostly at a youth audience and is relatively open to community involvement. The Move Newsbulletin is a biweekly bulletin done entirely by community people and distributed free of charge.

B. Citizens Groups

The citizens groups in Halifax seem to be very well organized and co-ordinated. There are two coalitions in the two major problem areas and one larger coalition which encompasses those coalitions and the entire Halifax area.

- the Ward 5 Resource Council is a coalition (somewhat loose) of groups whose major concerns are housing, recreation and information flow. It works in an area composed primarily of working poor.

- the Neighbourhood Centre is a coalition of Housing, Welfare, Recreation, Day Care, Medical Centre and Unemployment Groups. It works primarily in the Inner City and with welfare and unemployed poor.

- both of these organizations are essentially an umbrella type of operation providing a base and a focus of operation for the respective groups.

- the Movement for Citizens Voice and Action (Move) is a large coalition of both rural and urban groups including the Neighbourhood Centre and the Ward 5 Resource Council. It brings together all of these groups, provides a central focus, and avoids duplication of effort (eg. five different ecology groups have now formed into one large ecology group, avoiding duplication and providing them with a more powerful base.)

There are at present over 40 issue-oriented citizen groups involved in Move.

C. Resource Groups

- the Coalition for Development is a commission of the Halifax-Dartmouth Council of Churches and is composed of representatives of church, labour and community groups. Its basic purpose is to involve the churches in the social issues of the Community.
- Teled Video Services Association is a non-profit corporation started by two community-oriented individuals, and presently financed by various Federal Government departments. Its purpose is to provide a media and information resource center for all community groups and people in Halifax.

Teled Video Services are located in a large waterfront building where they have offices, a small studio area, a meeting room, a control and editing room. In the same building and working on a sort of cooperative basis are U.S. Publications who print We People and the Free Press who publishes unknown Nova Scotia writers and poets and Pier I, a fairly successful theatre group who have a very interesting theatre-in-the round type theatre (which could be used for screening tapes and films).

In this building there is

- printing press facilities
- theatre facilities

- audio equipment
- video equipment
- resource people
- Dalhousie University has a lot of video equipment mostly 1".

It has been difficult in the past to gain access to this equipment but Teled has very good unofficial arrangements with Dalhousies AV Department and they do have access to most of it. Dalhousies is presently making motions in the direction of completely opening its AV Department to the community, probably through Teled Video.

D. Private Sector

Their attitude towards community communications and information flow is difficult to judge at this time. Teled has been going only for a very short time and has not had much dealing with the private sector.

Video I an LIP project to train people in the use of 1/2" video equipment is putting on a week long Video Festival in Scotia Square. This will provide media information to community during this week and the feedback from this may indicate some of direction of the thinking of the private sector.

Some of their direction is already evident in terms of donating equipment, space, help, money, etc.

C. Public Sector

Province

- Department of Communications - setting up an Information Canada kind of operation-coordination of Federal and Provincial information to be available through central Info Canada offices - attempting to make relevant information available to citizens. Main focus is information out, but are in favour of Teled Video's experiment and think it would be good to coordinate the two. Presently setting studio facilities for public affairs and information programs but are looking at 2 inch colour facilities. On pretty good terms

with Teled Video and could be influenced somewhat by them.

Municipal

- not much cooperation - local government in the Maritimes has traditionally been very non-responsive and autocratic. They do have some people however who could provide some pressure on the machinery. They did do recently a fairly interesting project - a training course for people wanted to get involved in local politics as a candidate or simply wanting to learn about the local political machines operation.

E. Assessment of Potential for an Urban Forum

Halifax would seem to be ready for an Urban Forum - type experiment. The citizen groups are well coordinated and share a common power base. They are now reaching the stage where information flows are becoming priorities and where there media literacy is becoming apparent.

The formation and apparent acceptance by these groups of Teled Video Services is a demonstration of citizen concern with regard to media and information access.

It is for this reason, that Teled Video Services would most probably be the appropriate agency to handle the settingup of any Urban Forum Project.

The work they are presently doing comes very close to being the initial work needed for any project of this type.

They enjoy a very good working rapport with the large coalitions and the individual group themselves. They are located in the inner-city area and are presently running such programmes as:

- how to use the existing media
- how to write press releases
- how to use video-tape equipment
- how to use overhead projectors
- how to use cassette recorders
- how to use cable television
- how to do slide presentations
- how to make up newsletters and newspapers.
- how to use Teled's facilities especially its information animateurs.

They are also coordinating three LIP programs and running a fairly successful drug program. Their present grant of money and equipment from the Ministry of State for Urban Affairs gives them the mandate of setting up an exchange of video-tapes between citizens and Urban Affairs, and is one of the important steps in any Urban Forum concept.

Introduction

Montreal is a very complex and very difficult situation in which to attempt any programs of citizen participation and involvement.

Most of the work with citizens groups seems to be centered in the Pointe St. Charles Area with a small amount going on in the inner-city area. The inner-city area contains mostly working poor and is primarily French speaking.

The Pointe St. Charles area is an industrial area populated by working poor with about 40% of the population on welfare. The area is approximately 60% French speaking. Pointe St. Charles is approximately two miles south of the downtown commercial section of Montreal. To get there you either have to cross one of two bridges or go through one of a series of tunnels, thereby giving the area the impression of being a separate and distinct village.

The area has a total population of around 25,000 people. Eighty-five per cent of the housing was built prior to 1920 and at the present time 40% of the homes have no water and 60% have no shower or bath facilities, 80% of the people living in the area are tenants and despite the extremely poor conditions the rentals are unproportionately high.

A. Present Communication Systems and Networks in Montreal.

I. Broadcast TV Stations.

- there are presently 5 television stations operating in the Montreal area. Three of these are French - one CBC owned and two independant.

The CBC stations and the independant French station seem to be relatively more progressive in Montreal.

All of these stations do some community-type programming on a regular basis where citizen groups produce 1/2 hr. program a week. These programs have just begun recently but appear to be well received by the group.

CBFT TV - French language CBC
 CFTM TV - French language independant
 CFCF TV - English CTV
 CBMT TV - English CBC
 CHLT TV - French language independant

In addition to these local stations some people can also receive:

WCAX - Burlington
 WMTW - Poland Spring
 WPTZ - Plattsburg
 CJOH - Ottawa
 CKMI - Quebec
 WVNY - UHF Vermont
 WETK - UHF Vermont

II. AM Radio Stations

- typical type operations/nothing unusual being done on these stations.

CBM
 CFCF
 CKGM
 CBF
 CJMS
 CKAC

CFMB
 CJAD
 CFOX
 CKUL
 CKLM

III. FM Radio Stations.

Standard FM - type operation and programmes.

CJMS
 CBF
 CJFM
 CBM
 CHOM
 CFQR
 CFGL
 CKUL
 WVNY

IV. Newspapers

The daily newspapers are understandably similar to those anywhere else in Canada. They do nothing unusual in the way of community participation or involvement.

The Montreal Star
 La Presse
 Le Devoir

There is also a host of small French and English Tabloids, some daily, some weekly and some monthly.

So far as citizens groups are concerned there are no real newspapers being put out for them or by them. A number of groups put out small, irregular newsbulletins. The two most successful newsletter type operations are the Poor People's Paper put out by the Greater Montreal Anti-Poverty

Coordinating Committee, and Voice put out by the Verdun Anti-Poverty Association.

Dawson College also puts out a weekly newspaper, the Dawson Planet, which is somewhat community oriented - they have a regular section devoted to community media questions.

V. Cable Companies

There are two cable companies presently operating in the Montreal area. They are both presently utilizing the same studio facilities for local origination programs. They have large audiences of approximately 100,000 people and some degree of citizen participation in their programming. The Community Channel is channel 9 but there is very little 'real' community programming. Groups like the Junior League, Consumer's Association, the Jewish Public Library are most predominant. Equal time is given to English and French programming.

They are apparently fairly open to receiving any programs from citizen groups but not many grassroots groups seem very interested in doing anything, probably primarily because none of the people they work with have cable.

They also broadcast over Channel 9 such specials as the Ali/Foster fight from Tokyo.

VI. University Media Departments

The Media Departments of McGill, Laval, Sir George Williams, and

The University of Montreal all have in varying degrees, video-tape equipment but none of it is really being used in the community.

The Media Department of Dawson College however, is fairly open to community people. Dawson has made some official attempts to become more relevant to and more involved in the community.

- they have created a position of Community Media Relations Officer who will work in coordination and conjunction with the Communications Council which was recently established in Montreal.

- they are also attempting to realize the potential of an urban inner-city College in terms of community programs.

- some of the current administrative recommendations are to open the facilities of the college to the inner city residents and to create special remedial programs which would compensate for the previous lack of educational opportunities suffered by the core city residents.

- they publish Media Inter-Great which lists film, theatre, television, radio, lectures, community projects, exhibitions etc. that are happening in Montreal. It is circulated to other colleges and throughout the Montreal community.

- they are using Channel 9 on the Cable System to offer a credit course on "An Introduction to Mass Media in Canada".

On a less official level, Dawson College has become even more involved in the community. Dawson College people held a public meeting on the subject of citizen access to media. From this meeting has come the beginning of a Community Media Council.

Dawson College Audio Visual department began to support Community Media in 1970 and still continues to do so. There is really no money available but Dawson is supplying offices and equipment. The Department of Continuing Education has been the clearing house for much community media information and activity.

Weekly workshops are held in video, audio, and print mediums and are well attended by community people and citizens groups.

VII. Service Agencies

There do not appear to be too many relevant service agencies. The Red Feather/United Appeal organization have been funding certain citizen groups but when these groups become too militant or political they find their funding cut off.

The Downtown YMCA is presently conducting a Media Centre which is a gathering of workshops including audio, visual and print mediums.

VIII. The Private Sector

The private sector does not appear to be too sympathetic or too inclined to support community communication efforts. There is however one interesting aside - Geoff Stirling of Maisonneuve Broadcasting who is a millionaire and owns some 25 radio and TV stations has in the past made scholarships available for community media workshops and is presently attempting to raise community support for his attempt to TV station CFCF.

CFCF TV station is being sold at an asking price of \$20 million. Stirling is promising to have fewer commercials, use more French and involve community people in doing local programming if citizen groups will support his bid to the CRTC to buy the station for \$4 million.

However, Stirling is not completely trusted by the citizen groups and nothing much looks like it is going to come out of this.

IX. The Public Sector

The Provincial Government is not moving very rapidly in the direction of improving citizen group access to media and/or information. Any money that does find its way out of the Provincial Government appears to go primarily to conservative, establishment - oriented French groups of which there are not too many.

The federal/provincial jurisdictional disputes greatly affect groups and their attempts to get funding. Recently the Media Workshop which was operating out of Dawson College and using Dawson College equipment, but which is an independent citizen - based group applied for and was granted an LIP grant for salaries and equipment. They received notification of their grant money and the same day received a letter followed by a court injunction from the Quebec government informing them that they were dealing in an area of provincial jurisdiction, namely education, and that as such they could not accept any federal monies.

The municipal government in Montreal is not mentioned by any groups or institutions in any sort of favourable light at all.

In fact, many of these self-help group people were interned during the October Crisis, more because they were a thorn in the side of the local government, than because of any complicity in an overt plot.

X. Citizen Groups and citizen - based Resource Groups.

a. Parallel Institute for Community and Regional Development.

- formed by Peter Katadotis as a resource body for citizen groups.
- a non-profit corporation with a business-type Board of Directors concerned mostly with financial and administrative aspects.

- has been funded primarily by private foundations but because it has been getting involved in politically sensitive areas it has found that a good deal of its funding is no longer forthcoming.

- It presently has a paid staff of 10 people and a fairly large bank of volunteer workers.

- its plans are to continue its process of community development and organizing hopefully to provide a large umbrella type organization in the Pointe St. Charles area and let that citizen's organization take over from the Parallel Institute.

- video has been used quite extensively and quite successfully by the Parallel Institute. They have no interest in cable TV as no one in their area of concern is wired in to the cable. They see video as an organizing tool and as a weapon in the process of confrontation. The fear that video would become a toy for the citizens has not yet materialized - the equipment and tapes have remained in their roles as instruments and have not become ends in themselves.

- Parallel Institute has set up a non-profit corporation called Loge People which has just received a \$1 million mortgage from CMHC to buy and renovate existing housing in the area.

- Parallel Institute has also set up a private company called Les Industries de Travailleurs which is a factory operation presently employing

thirty people building row boats and refinishing furniture. At present, all of the shares are held by the Parallel Institute but it is in the process of becoming a non-profit holding company owned by a resident-controlled community development corporation.

- Parallel Institute also set up a program known as La Television du Conseil du Quartier which was a videotape theatre in miniature - set up on a wagon and pulled around the area showing information, and organizational tapes. This was accompanied by a flip-chart presentation showing various governmental and power structures to the people.

- When asked about the Urban Forum concept the Parallel Institute was not especially interested as it felt that the area was not ready for this kind of experiment and they are also not sure of the impact a large amount of money would have on the organizations in the area.

- a coalition of 17 groups monthly in the Pointe St. Charles area; working closely with the Parallel Institute.

- gets funding primarily from Red Feather Agencies but does not receive much money.

- very militant and very active groups, well organized and quite viable.

c. People's Library

- set up by students under an OFY Program

- has collected about 10,000 French and English Books.

- open to community people on a membership of 50¢ a year

- also includes an information centre where citizens can get information about social services and community organizations.

- since the end of the OFY Program it is being run by citizens on a volunteer basis.

d. Black Media

- a black community production team using video, audio, film, slides etc.
- storing tapes and information in a central Library
- packaging material to carry the reality of the black community via cable, audio and video tape exchange, community radio and educational and regular television.

e. Videographe - French Language

- started by Societe Nouvelle, National Film Board.
- controlled by a Program Committee
- if someone in the community has an idea for a program they submit it to the Committee and if it is approved the people get a production budget and technical assistance.
- Videographe also acts as a distribution centre for tapes produced elsewhere.
- they have a screening theatre which runs every evening and charges 55¢.
- the theatre seats about 120 people in a semicircle with six large monitors being suspended from the ceiling.
- people watch the production watch each others reaction and after the screening there is always a discussion in which the audience, the producers and the actors take part in.
- their equipment is all 1/2" VTR and their editing facilities are extraordinary. They have developing new equipment for editing and are presently trying to get a patent for it.

f. Radio Centre Ville

- started by community people and a group from Dawson College
- made an unsuccessful attempt to set up a Low Power Radio

Transmitter in part of inner city area.

- presently have offices and some equipment cassette recorders, Uhers tape recorders, mikes etc. and are holding training sessions for people in the area - mostly ethnic groups.

g. Community Media Council

- still in early formative stages
- started by some interested people associated (somewhat intangibly)

with Dawson College.

- Media Council was the organization which was told it could not accept federal government money.

- they are attempting to establish a working association in Montreal to serve many specific aims in two general areas: expanding the means by which citizens can get access to the media through training workshops in cable TV programming, community radio and newspaper production; and organizing group actions involving CRTC regulations, collective citizen watchdog-type operations, pressure group and bargaining activities.

B. Potential for Urban Forum Type Experiment in Montreal.

There is obviously a need for such a system of two-way information flow in the city of Montreal.

But the obstacles to the implementation of any system to meet this need would seem to make any attempts highly impractical.

The Parallel Institute which is well organized, very viable and which has good rapport from the community does not feel that the Pointe St. Charles area is ready for such an experiment. The people working, with out of and around Dawson College have a lot of problems with organization and with the provincial government.

The Media Council is very unstable and would be overwhelmed by the job which would have to be undertaken, provided of course any money could first get past the Provincial Government. The other organizations are small, restricted and concerned primarily with their own operations.

As far the inner-city French community is concerned Videographe has the organization and skills to handle an undertaking of these proportions but is concerned with questions of Quebec and its place in Canada - it is not really interested in setting up any information flow with government.

The overall impression of Montreal that one gets is that Montreal groups are extremely suspicious of any government money because of the feeling of becoming 'vendue'. At present they feel that there is a lot they can do to help themselves and when they have done that they may consider something as 'esoteric' as an urban forum.

URBAN FORUM REPORT - TORONTO

Introduction

With regard to citizens' groups, communication facilities, media literacy, cable companies, and community newspapers, Toronto, not surprisingly, seems to have an over-abundance of them all.

There are 10 cable companies in Toronto and they have carved up the city in a seemingly totally illogical manner. Seven of these cable companies are presently doing regular community programming and the citizen groups using cable are becoming so numerous that they are attempting to form a federation of cable users.

There are at least fifteen community newspapers, a number of neighbourhood information centers and a proliferation of commercial video-tape groups.

There is at present no one resource group or organization capable of organizing or providing some sort of co-ordination between all the media-conscious groups although the federation of cable users is attempting to set up this kind of operation. However, it will be primarily a volunteer organization and as such will have certain built-in limitations.

A. Present Communication Systems and Networks in Toronto

I. Broadcast Television Stations:

CFTO	TV	Channel 9	
CHCH	TV	Channel 11	
CBLT	(CBC)	Channel 6	
CKCO	TV	Channel 13	Kitchener

These stations are doing nothing unusual in the way of public affairs or community programming.

II. Broadcast Radio Stations - AM Stations:

Typical style and type of AM programming:

CFGM
CFRB
CHFI
CHIC
CHIN
CHOO
CHUM
CHWO
CKEY
CKFH

III. FM Stations:

Typical type FM operations:

CHFI
CHIC
CHUM
CKFM

IV. Cable Companies:

Ten cable companies slice up Toronto in a very wierd pattern, seven of them doing community programming (4 are part of same company - York). They are operating for the most part on Channel 10 and their main audience is ethnic.

They serve a fairly strong community in the ethnic sense because the linguistic minorities have no other source of programming. Cable is commercial free but not really pure. Travel agents, hairdressers, airlines and oil companies are only too happy to put on shows -- whole series of

them in the case of the travel agents -- which amount to discreet publicity if not quite advertising for their products.

The cable companies are engaged in a running battle with large apartment block owners which have installed MATV systems effectively cutting out the cable companies. (See Tel-Apart).

As a result the cable companies are trying to bring in bigger and better programs. In an effort to bring pressure on the major apartment owners, the cable companies brought in via satellite the Ali-Foster fight from Tokyo and showed it over the community channel (pre-empting scheduled community group programming), and they are now trying to get via satellite the complete 24 hours of Le Mans.

Metro Cable
 York Cablevision (4 companies)
 Keeble Cable
 Graham Cable
 Scarborough Cable
 MacLean Hunter Cable
 Rogers Cable

Metro Cable is the largest cable company with about 100,000 subscribers and because of its large audience prefers programs of general interest rather than community-type programming. Metro is the only cable company having any kind of a censorship problem -- Metro's Community Programming Director is an ex-CBC type who demands a lot of professionalism in the community programming and tends to alienate people.

York Cablevision covers four completely different areas -- an inner city ethnic area -- a predominantly retired upper middle class area -- a suburban bedroom area and a Scarborough polyglot area. Most of the community programming is done in the inner city area and includes programming in five different languages.

York does most of the programming on the community channel itself and does not use much portable equipment, relying primarily on studio facilities.

Keeble Cable is a small system with an audience of about 6,000 people. It does, however, originate 24 community programming hours a week with Keeble staff producing 13 of those hours. One thing that it does that the other companies do not do is cablecast live sports; high school and junior football, hockey games, etc.

Graham Cable is also a small system serving about 6,000 people. It has only a two-man programming staff which allows community people to use most of the equipment and plan most of the programs. It does mostly studio work and has trained about 75 community people in the use of its studio facilities.

Scarborough Cable is another small suburban type system. Focus, a coalition of citizen groups in the Scarborough area is responsible for most of the community programming going over this system.

MacLean Hunter cable system serves primarily an ethnic audience and does mostly studio work. They do mostly talk shows and travelogue-type shows in Indian, Italian, Portuguese, Hebrew, etc.

Rogers Cable is perhaps the best known cable system as regards community access.

Rogers is the only cable company doing regular community program scheduling during prime time. Rogers is tied in with CFTR and CHFI-FM which are all owned by Ted Rogers and therefore has the use of professional interviewers and broadcasters for the community programming which they themselves produce.

Rogers does polyglot programming in the downtown core and has in the past stressed access programs (programs they have designed and set up and which citizens can come in and be part of) but more recently they have begun to move away from this idea because of the time and cost involved.

Any group which comes down can get on the air although Downtown Community Television is the only group with a formal contract guaranteeing them time and editorial control.

Rogers is presently running series by 16 different groups. Rogers has a programming staff of 13 people, more than twice that of any other cable company. They service about 65,000 homes and cover a large portion of the Toronto inner-city area.

V. University Media Departments:

University of Toronto Instructional Media Department has 3 television production facilities using one inch and one-half inch and sixteen m.m. and eight m.m. film. Students who work there can take out some equipment but very little ever reaches the community.

Ryerson Open College taught an experimental Introduction Sociology course via TV and radio to shift workers, dropouts and interested community people. They seem to have an interest in the community but do not have much in the way of portable television equipment.

Ontario Institute for Studies in Continuing Education has a number of television studios and technicians which are available to almost anyone in the building. They have a good deal of video and audio equipment but it is extremely difficult to get any of it into the community.

Professor Gerald Hodge from the University of Toronto Department of Urban and Regional Planning is presently in the process of contacting citizens' groups to offer planning and resource assistance to groups in various areas of endeavor.

VI. Service Agencies:

The various service agencies located in Toronto put out monthly bulletins and reports but very few citizens groups have seen them or if they have, do not regard them very highly.

Some of the public libraries are becoming very community-minded and are beginning to work directly in the community.

The Scarborough Public Library and the North York Public Library are both beginning to examine the potential of video-tape equipment. They started off with drop-in centres, then began hiring community organizers and are now looking to video to further their work in community development.

The Toronto Public Library is presently financing a Community Information Centre and Neighbourhood Information Post which is a resource for the area of Cabbagetown providing meeting rooms, bulletin boards, information, notices, secretarial and resource staff.

The Metro Social Planning Council is a voluntary organization set up to point social problems and correlate services of agencies in the United Appeal. With the help of a LIP grant they set up a storefront which provides 75 groups with typing and duplicating services, meeting space, community workers, bookkeeping services, etc.

They have a staff of 13 people including 8 community agencies. They publish a weekly news bulletin called LIP Service and their total operation is very well run, very effective and very well received by the area groups.

VII. Newspapers:

a) Regular Dailies:

Toronto Star
The Sun
The Globe and Mail

plus a myriad of ethnic, area community newspapers, none of them doing very much in the way of improving citizen communication with government or vice versa.

b) Community-Based Newspapers and Newsletters:

Ward 9 Community News is a new paper put out primarily by volunteers at the Neighbourhood Involvement Centre in the Ward 9 area of Toronto. The paper is financed by advertising and relies primarily on volunteer help. It is open to anyone in the community and prints mostly public service and community-based comment and information.

The above description applies also to several other community-based newspapers, such as Ward 7 News, Whose City?, East End Express, Ward Four News and the Toronto Citizen.

The Riverdale Review run by Bruce Arnold, formerly one of the leaders of Downtown Community Television, is a community-based paper financed by advertising, subscriptions and over the counter sales. It takes very definite and very strong stands on community issues, has a good deal of citizen input, and does not fear being political.

'Guerilla' is another paper sold to the public at large and although claiming to be a relevant community newspaper, would seem to be a little too radical to attract too much citizen involvement and/or support.

The Ontario Anti-Poverty Organization puts out a monthly newsletter which is primarily information-oriented and limited to reporting news about groups which are not often mentioned in the regular media.

The Thorncliffe Park Bulletin is a free community paper done up in a magazine format. It is financed by advertising and most of the information and comment is very low key and apolitical. It does, however, seem to be fairly representative of the feelings and ideas of this middle class bedroom type community.

The St. James Town Crier is an interesting example of controlled information. The information bulletin is put out by the YMCA in co-operation with the Meridian Group (the developers of St. James Town) who have bought and paid for the entire YMCA facilities and staff. Recently there has been some resident complaint about the extent of outside control over what information reaches the community.

B. Citizen Groups and Citizen-Based Resource Groups

Initiative Productions is a video production group presently being financed by an LIP grant. It is programming 12½ hours a week for the cable companies to use on the community channel. Doing mostly social service type productions without any real citizen involvement and the types are being bicycled around from one cable company to another.

Earthquake Video is an independent group who have very limited financing and which is seeking financing in order to create the establishment of a video bank to facilitate an intercultural exchange of alternate information.

This would include:

- a) the establishment of an equipment centre
- b) the creation of a tape library and viewing facilities
- c) the setting up of a video workshop
- d) a wandering mobile unit for serving outlying areas

Counterfoil is a group of young professional types who are attempting to use video tape and community television to effect social change.

Univision is a project of the Unitarian Church of Canada. This group is presently cablecasting over both Rogers and Metro Cable systems and are attempting to get people interested by doing programs which will provoke people into becoming involved.

Frontier House, a semi-private, non-profit operation is engaged in a number of interesting projects. These include -- working on the development and application in the North of low power, low-cost FM radio transmitters, -- working with therapeutic television at a retarded children's hospital in Orillia, -- a children's television workshop, -- a production company, -- actively working for the establishment of a national communications centre.

Downtown Community Television is a non-profit corporation which provides cable TV access to a fairly large number of people in Toronto's inner city. They have a contract with Rogers Cable. This contract, the

only one Rogers has ever given and ever will give, guarantees DCTV one hour of prime time a week, two hours of repeat programming each week, three hours a week editing time and full editorial control.

The group is well established and appears very viable. The average attendance at their weekly programming meetings is 35-40 people and their membership is open to all who are interested.

DCTV is a type of umbrella group which at present represents over thirty inner-city citizens' groups.

Media Federation of Cable Users is a group still in the early formative stages. The group at present seems to be dominated by DCTV. Their aims are:

- to talk about equipment, exchange equipment and information about equipment;
- exchange of people among groups;
- explore the potential of other funding organizations,
- create a community TV studio.

Crunch is a semi-private community organization which is trying to take the sting out of local unemployment. They attempt to find jobs for mainly young people and they have some money available to help people start up their own small businesses.

CORA -- Coalition of Ratepayers Associations, is a very large and fairly powerful group with some very interesting internal communications techniques. During the Spadina dispute they used a telephone chain which was able to pull together 1,000 people in one hour.

C. The Private Sector

There is a good deal of interest by the private sector in the use of video tape, in community-type television and in community organizations.

Video-Pak is a production house for one-inch black and white and colour videotape and film. They do production for commercial and industrial outfits including some of the semi-community groups such as Tel-Apart.

Tel-Apart Corporation Limited was started by a group of people who got concerned about communication between neighbours in high-rise apartment dwellings. They had an idea for doing a Tele-Town closed circuit community programming and cable type operation with movies running almost continuously. They worked out an agreement with the Meredian Group who own a large number of apartment blocks. Meredian liked the concept, and spent a good deal of money fixing up the Master Antenna Systems in their apartment blocks.

The operation is financed by the selling of advertising on the community channel.

The staple of Tel-Apart programming is a series of card announcements -- 25% for free use by tenants and building management, the remainder carrying messages from neighbourhood merchants and other advertisers. These are accompanied by music and periodic time and temperature checks. They also show full length feature films at prime time with 8 minutes of advertising per hour and they have about 3 hours a day of unscheduled community programming which anyone in the complex can

produce in the studio which contains 2 portable 1/4" Akai units, a studio 1" camera, video tape decks and lighting equipment.

Tel-Apart serves 12,000 suites in the St. James Town Area and approximately 14,000 people in the Thorncliffe Park Development.

An interesting thing is that Tel-Apart has created in St. James Town and in Thorncliffe Park community organizations which appear very viable and which completely run the community programming aspect of the operation.

Channel 79, a UHF station which a group of Toronto people are attempting to establish is claiming to be on the way to becoming a broadcast community station, but seems to be experiencing some difficulty at present getting community people to believe them.

D. Public Sector

Neither the Ontario Provincial Government nor the Toronto authorities seem to be doing anything much in the way of attempting to establish new systems of communication and information flow.

The Ontario Educational Television Authority under an agreement with Ottawa produces educational programs which are broadcast by Channel 19 UHF. They have a very large budget, well-equipped studios and a mobile van and most of their energies are directed towards the public school system.

E. Assessment of Potential for an Urban Forum

As far as community television groups go, Downtown Community Television is by far the most powerful. However, DCTV does not see itself as a representative coalition, and that until it does or something else

is formed, they would not attempt to take on something like an urban forum.

For an urban forum experiment to be successful would require the impetus, supervision, and expertise which comes from a non-partisan resource group. No such resource group presently exists in Toronto although such groups as Earthquake Video, if properly financed and staffed, could provide the basis for a local urban forum experiment.

Storefront would obviously be the type of place needed for citizen information and media centre but it is presently limited just to the print media. An interesting experiment might be to further the financing of the present Storefront operation, bring in a video and audio group such as Earthquake Video, and use the combined operation in conjunction with the 75 groups already utilizing the services of Storefront.

The only group that really expressed an interest in co-ordinating and setting up any type of urban forum was the Media Federation of Cable Users - but that group is controlled almost totally by the DCTV leadership and is very shaky at best.

There are numerous little power struggles and much in-fighting going on in groups in Toronto and most of this is very difficult to understand or explain in a few days.

Most of the groups in Toronto did express some fear of accepting government money on government initiative, but most of those are very unstable groups at best.

If an urban forum experiment was to be tried in Toronto, the facilities and staff of Storefront should be combined with the talent of Earthquake Video and Downtown Community Television and that would probably ensure a successful and worthwhile attempt at a citizen communication system.

URBAN FORUM REPORT - VANCOUVER

Introduction

Vancouver is a city of close to 1,000,000 people and is divided into three main areas:

- East End, which is predominantly low income and ethnic groups.
- West End which is a suburban bedroom-type area.
- North Shore which is predominantly a middle and upper class area.

The total Vancouver area is very spread out and segmented in separate municipalities having what appears to be very poor communication between them. The citizen groups in the different areas are for the most part restricted to their own areas and have very little knowledge of the kinds of things groups in other areas are doing. The number of diverse and transient groups also add to this communication problem, especially the transient groups in the East End and Gastown areas.

A. Present Communication Systems and Networks in Vancouver.

I. Broadcast TV Stations.

- regular type broadcast operation with usual Public Affairs programmes and no noticeable amount of special local programming.

CBUT - (CBC) - Vancouver
 CHEK - Victoria
 CHAN - (CTV) - Vancouver

Some American Stations can also be picked up off the air or via cable.

KOMO - (ABC) Seattle
 KING - (NBC) Seattle
 KIRO - (CBS) Seattle
 KCTS - (PBS) Seattle
 KTNT - (independent) Tucoma
 KVOS - (CBS) - Bellingham

II. AM Radio Stations

- typical type operations with the normal 'hot-line' shows and not much else in the way of community orientation.

III. FM Radio Stations

- doing nothing out of the ordinary for FM Broadcasting.

CHQM - FM
 CKL6 - FM
 CBV - FM

IV. Newspapers

Vancouver Sun
 Victoria Daily

The newspapers in the Vancouver area follow the regular newspaper format and have no real community involvement.

Vancouver is also the home of Canada's best known underground newspaper, The Georgia Strait. The Georgia Strait is a very well distributed and well received underground paper with a high calibre of writing and reporting. There is also an offshoot of the Strait known as Georgia Grape which was formed by some of the Georgia Strait people.

In addition there are numerous local area newspapers but these are primarily in the commercial style community vein.

V. Cable Companies

There are two cable companies operating in the Vancouver Area.

Northwest Community Video Ltd.
Express Cablevision Ltd.

They are both using community channel 10 to do community and local origination programming and groups seem to have little or no problem as far as censorship of content and scheduling are concerned.

VI. University Media Departments

a) Simon Fraser University Video Workshop runs three workshops a year open to all interested students and non-students. They have made quite a number of tapes to be shown over cable and have worked with a number of community groups.

b) The University of British Columbia has a well equipped Media Department but most of it's use is internal with virtually nothing reaching the community.

c) Capalano College is a North Shore Community College which runs an extensive media program for students.

d) Video is being used one day a week by three students at Total Education, a new high school in Vancouver. The tapes produced will be shown throughout the community.

VII. Service Agencies

The various service agencies in the City do not seem to be too involved with the citizen media groups and none of them are considered especially helpful.

VIII. Private Sector

The private sector is involved in a rather tangential way - they support some of the groups by hiring them to do video taping for both internal and external use. Other than that the private sector seems to be very quiet and not too excited about the entire concept.

IX. Public Sector

There has been very little cooperation from the province to this point but Metro Media especially seems optimistic about something happening soon. People from the Secretary of State for Urban Affairs have been offering Metro Media some assistance in its organizing endeavours but the general feeling about local and provincial government is that these areas are not too interested but at present anyway, are not strongly opposed either.

X. Citizen Groups and Citizen Based Resource Groups.

a) Metro Media

Metro Media is a good example of an umbrella-type access organization in Canada.

Three years ago a group of people working with media got together and realized that more and more groups and individuals were approaching them for assistance. They were working with various Vancouver organizations at the time - School Board, Art Gallery, United Church, Intermedia, National Film Board. They realized that, for the most part, they had been incapable of creating long-term projects to help people get started, so usually had ended up referring people to each other.

Intermedia, an experimental artists' workshop supported by Canada Council, was considering submitting a proposal to the Donner Canadian Foundation. The proposal proceeded with periodic referrals back to the informal group. What was finally submitted was a proposal to create a video workshop so that artists could experiment with videotape in a community context. It was accepted, redrafted, resubmitted and, by January 1971, a grant of \$21,500 was received to start on the creation of the facility.

Between January and March, the facility was organized, work begun, projects invited. They had three $\frac{1}{2}$ -inch Sony Porto-Pacs and one $\frac{1}{2}$ -inch deck connected to a 1-inch deck for editing. It became obvious very quickly that the facility - and Intermedia as an organization - could not meet the continual and intense demands that the community was making. What was needed was an organization that could act as a community service agency. Intermedia could not fulfill this role and still maintain its focus of activity in artist experimentation with video.

In March 1971, a group of people applied to the NFB Challenge for Change Program for \$5,000 to work with Cable TV with the Consumers' Association of Canada.

At the end of April, the Metro Media Association of Greater Vancouver was incorporated. It was to be broadly based and open in membership. An interim board and constitution were drawn up and a meeting/workshop was organized for May 29 and 30 to attract large-scale community involvement. Simultaneously, as part of the report on the Consumers project, a proposal went to Challenge for Change for funding of the now-existent Metro Media Association.

One of the organizations that was already involved was the Inner City Services Project, a resource center for low income and social action organizations. They had been using video with their organizations for two years - also with the help of Challenge for Change. At first they had been wary of the proposed Metro Media Association. However, after some urging, they decided to jump in with both feet. They organized their groups to come to the May 29 meeting to support an action slate they were proposing for the Board of Directors and a constitutional amendment that would commit the organization to expending 51 per cent of its resources on low-income groups.

A board with a strong contingent of action-slate members was elected and the constitution was re-shaped - without the 51 per cent stipulation but with new clauses that committed the organization to playing an active role in redistributing and democratizing the communications power in society.

By July 1, they had money from Challenge for Change to hire resource people and purchase materials, plus a loan of equipment which, when combined with Intermedia's, created a sizeable facility: eight ½-inch Sony's, two 1-inch decks and one ½-inch deck. Two of the ½-inch units were placed at Inner City Services Project with two resource persons.

In a year of operation they have worked on projects with over 50 organizations. These include groups involved in welfare rights, housing and tenants' rights, pre-school and day care, labor issues, consumerism, youth, women, mental health, education, community medicine, native right, art, ethnic groups and immigrants, senior citizens, ecology, transportation, recreation, etc. The work with groups starts with the articulation of the communications goals of the group. Media is often used to mirror and intensify this process. They also train people to use media in their activities - internal communications, training, public relation, developing issues, organizing, etc.

They are now decentralizing facilities. Fortunately, the Inner City facility has provided a model. In Vancouver, the neighborhood/area approach is growing with the emergence of Neighborhood Houses, Information Centers and Area Councils, and the growing tendency of agencies like the Children's Aid Society, the Library and the Public Health and Welfare Department to decentralize their services. They are negotiating with some of these about ways to establish some pilot neighborhood media facilities. They also envisage a further decentralization around types of activity - labor, youth, specific ethnic groups, recreation, pre-school, etc.

As well as decentralizing their facility, they intend to expand our use of media to include radio, print and mult-media, and are beginning to investigate community use of computers.

Within the various media, they see the need to explore and discover new formats of presentation. They have consistently fallen into the documentary-style trap. They are also just starting to create a resource team, overcoming the isolation that has been imposed by their each working on separate projects.

One of the biggest problems they had was the use of volunteer Board who were necessary but who are also very busy doing their own things. As a result of this a lot of liason between Metro Media and the groups suffered.

At the end of their Challenge for Change Program they found that their cable commitment had pretty well drained all of their energy and they weren't involving the community in any real sense.

Virtually no one was really watching cable TV and it was not serving as a good community stimulant or doing anything to build community in Vancouver. They have begun to rearticulate their position and rearrange their thinking and they have come up with the main areas of concern.

- (i) Community Journalism
- (ii) Community Animation

Community journalism means taking main issues and concerns and putting them on cable TV.

Community animation means video in a closed circuit sense - working with video/slides/audio/print to help people develop some kind of media literacy so that they can communicate among themselves and between other groups.

Having changed their policy they now have 3 full-time resource people working on community cable programming but another 11 resource people working on community animation - going out to individuals who approach them and who they approach and saying here is some of the potential and we would like to help you become acquainted with it. They then give them basic training, basic directions and that's all. There are no hard and fast rules for community animation. They feel that they have to be catalyst but that they have to get to know the community group before they run in with video equipment.

Metro Media is a good example of poor peoples' groups and middle class groups work together with a certain amount of tension with the tension helping to hold the thing together.

Vancouver is spread out over a large area - nobody knows what anybody is doing. A big summer project will be the coordination and overall media planning for the whole of Vancouver - where groups are, what they are doing and how people can get in touch with these people and their resources. Included in this is the concept of an information centre.

Metro Media has recently expanded the range of its media perspectives to cover both print and radio. As the new resource person for the print facility, Brad Robinson's activities will largely involve working with community groups to give assistance in the preparation of newsletters and press releases. As well as that, he intends to compile and circulate as comprehensive an inventory as possible of the more inexpensive print processes available in the city which community organizations can gain easy access.

They have arranged a community page with the Georgia Straight - cum-Grape. This page, which will appear on a regular weekly basis, will be written by members of community organizations giving a brief account of the history, aims and services of each group. They will then be invited to come to the Grape office and lay out the page with the assistance of a regular Grape lay out person. In this way, members of each community group will have a direct hand in the process of a newspaper. Work was also done with the takeover staff of the Georgia Straight, which has led to the emergence of a new alternate newspaper in the city - The Grape. Though the irruption which brought about the split between the Straight and the opportunity for a civic community-oriented paper to put forward to a large public the insistent issues and problems that beset Vancouver. As of

this writing, community support for the new paper has been enthusiastic and extensive.

Neighborhood Radio, has recently come into the growing metro federation of media access currently being co-ordinated through Metro Media.

Their long term vision is a community radio station - perhaps a number of neighborhood transmitter-production centres open to the community. They have had preliminary talks with the CRTC, have begun to work out a technical design and have built the first production centre at #3, 45 Kingsway in Vancouver.

Meanwhile, radio resource persons are producing material for existing stations. There are several groups from labour unions making programmes, the Womens' Theatre Group is producing radio drama, and several women are producing children's stories which are not characterized by outmoded ideas of women.

They are still a small group, but hope to number several hundred before they submit an application for permission to broadcast, possibly in the spring or, at the latest, in the fall.

Metro Media is also in the process of assembling a basic 2 camera studio facility for use with either $\frac{1}{2}$ " or 1" video tape recorders. It will consist of 2 studio cameras on dollies, camera switcher, effects generator, improved audio mixer with neck mikes and an up-graded lighting system. "The studio" is designed to be portable for location use though it will also be housed in Metro Media premises for access to community groups on a regular basis. Workshops in its operation and in the production of cablevision programs will be conducted.

Finally Metro Media is presently trying to become financially self-sufficient - by renting out equipment - by doing conference coverage etc. When large institutions or organizations approach them for equipment they will pay half if the organization will pay half and give some kind of commitment to obtain their own equipment and thus add to the local resource pool.

b) There are numerous other groups (outside of Metro Media) who are working with video. Four of these are located in the North Shore Area -

Two of these, the Neighborhood Access Television Project, and the Committee for Media Literacy, are being co-ordinated by the Communications Department of Simon Fraser University. These projects are concerned with promoting community access to the local cable TV community channel, and promoting community media literacy in general.

Conexions, a Local Initiatives Program, is primarily concerned with producing a series of cable TV programs on the community. Finally, Capilano College, the North Shore's community college runs an extensive media program for students.

Metro Media, through its community contacts on the North Shore, is working to co-ordinate the activities of these groups with the community needs.

A group called Open Channels has been formed on the North Shore to act as an umbrella organization, coordinating available resources towards the specific communitative needs of the area. By helping individuals and organizations gain an understanding and competence in the use of new forms of media, Open Channels hopes to stimulate more active and effective citizen involvement on the North Shore. In developing new media skills in this community Open Channels will work to improve existing communication links and at the same time open up other channels of communication that these new forms of media make available to us all. In particular it will be

concerned with promoting effective use of the recently opened cable T.V. system, a system which if properly accessed could be a vital tool in developing community awareness.

Open Channels was founded originally as a result of a need expressed by a number of individuals on the North Shore for an organization that could help them learn how to make effective use of new development in media. With the assistance of Metro Media, a Vancouver based organization set up for a similar purpose, Open Channels was set up as a non-profit society. The organization is open to all interested individuals and groups on the North Shore and welcomes their active participation and support.

c) Gordon House

Roberta Kalargirou is now working in the West End with the people at Gordon House and the information center. She is trying to demonstrate how video can be used in the various involvements of Gordon House and how also, it can be used to organize people normally not interested in community issues. There are several areas which seem to be developing.

They used the "VTR St. Jaques" method of interviewing people off the street, - handed them a paper which said "Come and see yourself on television and learn about the Third Crossing", the time and the date. "Not only were they getting interviews, but they were bringing in interested people to the West End Community Council's public meeting. It is hard to measure how effective this is right now, but it works. Next time we will be doing it on a much bigger scale."

A high school group has decided they want to video their own school during lunch hour and feed it back into the guidance classes. They are hoping it will bring about some kind of mutual awareness of the behaviour in the school.

For a group of grammar school kids who have a problem in school, video was used mirroring their behavior and interactions back to the child. They prepared a puppet show for their class at school on video and then involved the whole class in seeing themselves.

There are a number of areas in the West End which need to be considered such as the West End Senior Citizens, Gay Activists Alliance, who want to do a whole series of educational programs for cablevision, parks and open areas for the West End children, and a training tape on video for volunteers who want to help out in the information center.

Presently, two U.B.C. students working with them in some areas. Jim LeMaistre from the School of Planning and Urban Design Center and Abe Hering from the School of Social Work. This team has a great potential in the area. Although plans are still in their formative stages, one of the things they are going to do is circulate in the West End on a regular basis, not only video taping but feeding back information about the West End either on aid available or on topical issues.

d) A print centre, which will house equipment and facilities for the production of newspapers, leaflets, books, and similar material, is in the planning stages for the Vancouver community.

The need for such a central housing facility was recently recognized when it became apparent an unnecessary duplication of equipment was creating an expensive drain on various organizations currently involved with print.

Simon Fraser Student Society, in coordination with Peak Publications, has approved in principle a grant of \$1,000.00 to be devoted to the centre.

e) The Inner City Group is a coming together of citizen groups to share:

- facilities
- telephone services
- secretarial costs

Each group is totally autonomous and they now have a shared media department which was set up under an LIP grant. They are located in the Urban Design Centre and often work closely with the students at the Centre.

f) Image Bank is a group of artists working under the city of Vancouver's winter works program are setting up a 35 mm slide kiosk near various downtown office buildings to show continuous slide communications about different artists preoccupations with the city as an art work.

B. Assessment of Potential for Urban Forum.

Metro Media is outstanding as an organization and would undoubtedly be the choice as a focus for an urban forum experiment. It has had wide exposure in the city as a whole and it's work to date has been very impressive.

They have been considering nearly all the elements necessary an urban forum and would need only additional funds and staff to mount a concerted effort in the area of two-way communications systems.

The ground work has been laid, and the time to operation of such an experiment would be fairly short.

URBAN FORUM REPORT - EDMONTON

Introduction

Edmonton would seem a peculiarly appropriate setting in which to launch a pilot project for citizen participation. The city has for many years engendered a remarkable degree of citizen participation in municipal affairs. The history of the region has been conducive to open communication and joint action. Edmonton is a young city and hence few agencies and departments have suffered the restrictions of flexibility that so frequently are associated with tradition. Further, neighborhoods are quite clearly delineated and services are already being delivered on the basis of geographic units within the city. Most of the city has been built since World War II. In relative terms there is very little old housing and practically no slums. In short - the probability of success of human development project seems greater in Edmonton than in other Canadian cities.

The present nature of public services, the methods of delivery, and indeed the very validity of some services are being challenged. The rights of narrowly elected boards and power group appointees to make decisions affecting large numbers of unrepresented people is being vigorously questioned. The right of individuals to have a direct voice in decisions that directly affect them is no longer seriously challenged.

A. Present Communication Systems in Edmonton

I. Broadcast TV Stations

CBXF TV (CBC)
CFRV TV (CTV)

These are regular broadcast undertakings with no special public affairs programming and no noticeable amount of community input or orientation.

II. AM Radio Stations

CFCW
CHQT
CBX
CFRN
CHED
CHFA
CJ6A
CKVA

These are regular broadcast undertakings with the usual amount of hot-line shows and nothing much else in the way of community programming.

III. FM Radio Stations

CFRN-FM

Standard FM type operation consisting of mostly music-type programs.

IV. Newspapers

a) dailies

Albertan
Edmonton Journal

Regular type daily papers with no noticeable community input or orientation.

b) Community type

Ye Olde Toune Crier
 Le Franco - Albertain
 Alberta Farm Life

- scaled down copies of dailies with more community orientation but no real involvement in any major issues or political stands.

V. Cable Companies

Capital City Cable Company
 Queen City TV

Jim Shaw, owner of Capital City Cable Company which covers the eastern half of the city, seems most agreeable about providing community programming, working with community groups, and even giving approval to the idea of a CRTC licensed charter board which 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.

Both cable companies appear to be fairly cooperative although it is difficult to assess as cable is not yet a reality in Edmonton. It is expected to begin in the Fall of 1972.

VI. University Media Departments

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 ants in addition to photography and Grant Mac Ewan Community College is initiating programs in journalism, audio-visual technician training and advertising and public relations.

VII. Service Agencies

These agencies do not seem to be involved in the regular way of sending out newsletters and holding meetings. Because Edmonton has not yet received cable and because people have been discussing it for almost a year a number of agencies seem to be involved in formulating policy and direction for citizen access to the media.

The United Church, through its Radio and TV Coordinator has been involved in these discussions and is willing to provide some sort of input.

The Canadian Association of Consumers, the Edmonton Social Planning Council and the Catholic Church have also been major players in the formation and direction of the Committee of Media Access.

VIII. Private Sector

Like Calgary, Edmonton is also a very conservative city and the private sector has as yet made no overt moves towards supporting or opposing any citizen access to media.

IX. Public Sector

For all the lack of awareness that was present regarding community television there have been attempts in several communities 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 both of the communities the first sources of information and animation came through Burke Nagle of the provincial Human Resources Development Authority. The resulting organization in each community has varied according to the needs of the community.

The Provincial Government has also come out with a report called Innovative Report on Alberta's Media of Social Communications (A Two-Way Communications Concept).

This report outlines the role of the Bureau of Public Affairs in such a system and sets up a working model for two-way communications in Alberta. The Provincial Government seems to be working well with these groups and seems to be well received by these groups.

The municipal level of Government in Edmonton has been involved somewhat in the whole question of media access and the Mayor of Edmonton has taken a strong position in favour of public ownership of cable systems. The City presently owns its own telephone system and a city-owned cable operation would be a natural extension of that.

This is creating some friction between the City and the Cable companies and seems to be giving a good lever for the citizen groups to use--something which they have not yet done.

X. Citizen Groups and Citizen based Resource Groups

a) 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 discussions.

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.

Presently this group is primarily made up of Social workers and "the poor" - all of them have had "media experience".

Personality problems are getting serious (radicals vs. conservatives - while resource or "power" people such as Roger Soderstroner are sitting on a fence. The entire group seems on the verge of disbanding.

They have recently brought in a Physiologist to do some "confrontation" meetings and they are using tapes to playback to groups in a sort of therapy process.

b) Boyle Street Community Services Co-op 10348-96th Street - (similar to Inner City Group of Vancouver) is a "coop of citizen groups". They are an L.I.P. Project using Media & Audio-visual aids to assist and educate groups in their aims.

They are using 2 portable VTR units and are serving Portugese, Italian, Chinese, and trained area of city.

Part of the project involves dubbing tapes into various languages and the general feeling here is, that more "exposure" and education on the community level is needed before a city-wide 2-way system could be effective.

B. Assessment for Potential of Urban Forum

The many factors which make Ednontom seem an attractive situation for an experiment of this type also seem to be the factors which would make the success of such an experiment very doubtful.

Having no real issues and no cable system on which to focus a group, the group which was formed has rapidly begun to disintegrate. It has become very difficult to keep people interested in a concept which cannot in the near future become a reality.

An urban forum could be tried but the big question is 'would it be worth it?'

After cable has become a reality and problems have begun to rise and a new and more viable group has emerged, Edmonton would be well worth looking at again.

Introduction

Calgary, a fairly conservative and fairly well-to-do city is split north and south by the Bow River. Each of these rather well defined areas has its own community newspapers and own cable system.

There are no strong ethnic areas although there are some small pockets of German, Italian and Portuguese peoples.

At the municipal level the City is run on a Ward system and the overall impression one gets is one of a rich, refined, conservative and tightly run city with no real major problems.

A. Present Communication Systems and Networks in Calgary

I. Broadcast TV Stations

CHCT TV
CFCN TV

- two broadcasting stations, one a CBC station and one a CTV station - neither one is doing anything out of the ordinary in the way of programming.

II. AM Radio Stations

CBR
CFAC
CFCN
CHQR
CJDV
CKXL

- regular broadcast-type radio stations although most of them do from time to time put on Ukrainian, Italian or other ethnic language programs.

III. FM Radio Stations

CBR-FM
CHFM

- these are regular type FM operations.

IV. Newspapers

a) Regular Dailies

The Albertan
The Herald

- standard syndicated type newspaper operation with almost no community input.

b) Community Newspapers

The North Hill News
The Southside Mirror

- these two newspapers are fairly major undertakings. Each one has approximately 40 pages done in a tabloid style and is funded by advertising and subscriptions. They give the impression of being scaled down copies of the dailies although concentrating more on local news. They are published weekly and distributed to subscribers. However once a month they each distribute copies to all of the households in their respective areas.

The editors claimed to welcome an urban forum type involvement but seemed rather sceptical about the amount of citizen involvement which would be forthcoming.

V. Cable Companies

Calgary Cable TV (north Calgary)
Community Antenna Television Ltd. (south Calgary)

- these two cable companies combined service between 25 and 30% of the total Calgary population and both are presently involved in community programming.

Calgary Cable is actively soliciting community programming through public service announcements on their system, through the production of 'how-to' newsletters and from a community programming brochure. They are willing to supply advice, operators and access to the cable system to any interested groups or individuals. They encourage people to attempt to do series of programs rather than single one-shot programming. Their staff will train other people in its use - the decision is up to the individual or group.

They place two restrictions on content: 1. programs may not contain any material which may slander or defame: 2. programs should not be against the public interest or unfair to any individual, group or segment of the community (this is decided by the cable company staff.)

Their Staff includes a program director and a sports director, who are responsible for seeking out program material and groups and individuals for community programming, as well as organization of all program material. It also includes a production manager, production assistant and audio technician who are responsible for all production, and a video technician in charge of repair and maintenance. Volunteers are used for cameramen, audio and, often, switching and directing. They use only one staff person on production at any given time, the rest are volunteers.

Their Studio Facilities are as follows:

- 30' x 30' sound-insulated studio with cyclorama
- 2 IVC Color vidicon cameras
- 1 IVC 960 C video tape recorder (1-inch)
- *1 IVC 820 C video tape recorder (1-inch)
- *1 Sony 3650 video tape recorder ($\frac{1}{2}$ -inch)
- 1 Sony 3/4" Cassette color VTR (3/4-inch)
- 8-mic audio board
- 1 McCurdy turntable
- 1 cartridge machine
- 1 color telecine chain, incl. slides, 16mm and super-8 mm

Their Mobile facilities are as follows:

- 2 Shibaden black-and-white vidicon cameras
- Console containing small video and audio boards, monitors and syne generator.
- Sync and blanking adder (for use with Sony ½-inch VTR)
- * Studio VTR's used for mobile.

At the moment they seem particularly concerned with developing the community channel into a true information and communication facility, using the characteristics of cable TV and not borrowing from broadcast TV and film. This general concern breaks down into things like public access to information (they cable-cast City Council & School Board meetings unedited and in their entirety, and encourage such programs as Do Your Own Divorce), public access to media and media literacy.

Community Antenna Television Ltd. also solicits community programming but in a much lower key. They seem to be more CBC-type production oriented (ie. more concern for professionalism and quality).

As for their policy on community access, they have really no hard and fast rules on limitations. They try to encourage people to look at the production aspects of a given idea, and when necessary to provide experienced personnel to assist in the projects where requested.

They have had high school students producing their own material in the studio with the students manning their facilities themselves, and they have had occasions where an individual has brought forth an idea, for which he needed total technical assistance.

Their only limitations seem to be those of equipment, manpower and time, although they do refuse to air any material which they feel might be slanderous or libelous.

They have two color cameras which are used both in the studio and in their mobile unit. These are IVC Plumbicons, which can operate at low levels of approximately 30-40 foot-candles. Their video tape format is 1 inch IVC color, which is accepted by a large percentage of the cable industry. In addition, they use ½" Porta-pak equipment for location taping, but mainly in a newsreporting format. Their ½" tapes are played back through a Sony AV-3600 machine and as a rule programming is assembled on the IVC format.

In general there seems to seem to have 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 animation and development as an important facet of community programming. 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 television hardware and an active participation by volunteer organizations.

VI. University Media Departments

a) University of Calgary has a fair amount of one-half and one inch equipment and although it is used primarily by University departments the Media Department has had limited direct contact with citizens groups themselves and the equipment has reached citizens groups indirectly through Tony Karch and the Social Work Department.

b) The University of Alberta (Community Development Program and the Department of Education) and the University of Calgary (Continuing Education Department, and the School of Social Welfare) have published a fairly comprehensive report of the community television situation in Alberta, The Sleeping Medium: A Report of the Community Television Study Project.

c) 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 establishing 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.

d) The University of Calgary School of Social Welfare and Division of Continuing Education have been very interested in the use of video as a community development tool and the experiment was successful in once again proving that citizens can mobilize incredible resources once they start talking to each other about joint solutions to common problems.

VII Service Agencies

a) The Calgary Council of Social Affairs which is the social action arm of the Catholic Church has been involved in coordinating groups on some of the surrounding Indian reserves and there is now a large umbrella organization which is attempting to improve communications and to promote social change

among rural people of the Blackfoot Nations.

b) The existing service agencies seem to put most of their energies into the rural areas around Calgary and very little is heard of them in the urban situation.

VIII. Private Sector

The private sector seems very quiet, very conservative and very non-committal. They are watching the situation closely but have made no moves as yet.

IX. Public Sector

(for discussion of provincial government involvement see Report on Edmonton).

The degree of involvement and/or support from the municipal level of government reads very much the same as the Private Sector situation, although the Media Access Committee has trained members of the City Department of Social Development in the use of the VTR equipment which has been used primarily for internal use.

X. Citizen Groups and Citizen-Based Resource Groups.

a) The Media Access Committee is a small group of professional media people and citizens who are interested in participation in the community channel and who have been holding meetings with both cable operators and their program directors, with an eye to public education, stimulation and involvement.

The Committee numbers presently 8-12 members composed of professional and lay persons interested in citizen access to media outlets.

There is considerable equipment (an estimated 80 VTR units) and facilities (13 studios) available in the Calgary area, to the Community. Most of the equipment operates on ½ inch tape, and the cable operators have agreed that ½ inch tapes will be acceptable for airing on the cable community channel. So the equipment is available, and the opportunity to have the programs aired exists, however, the community groups must be educated in the technical aspects of production, like the use of mobile rather than studio equipment, and editing techniques. But even more important, they must be made aware of the potential of using the equipment and producing a program as an organizing tool, obliging community groups to define and focus on an issue of concern to them, and to begin to define strategies for action on that issue. Educational experiences of the type needed are available locally, and it only remains to acquaint interested community groups with those resources, methods and techniques.

The role of volunteers is to facilitate the kind of communication which is necessary to link up existing resources with demonstrated need; to act as "animators" to "turn-on" the community to the potentials; and to act as an information resource to facilitate communication with other local and national groups, in order that each profit from the other's experience.

MAC is now staffed by two CYC volunteers, whose main task is to expose more people to use of the media. They are doing this mainly through helping groups to do small documentary or "issue" tapes.

Their main concentration to date has been on the use and potential of video-tape equipment.

b) There is a group of people in Calgary called Mediator operating under a Local Initiatives Grant. They are primarily a production group concerned with helping people in the community become aware of the possibilities in the use of media and teaching them about equipment and production. These aims

are quite complementary to those of MAC. They have helped them put together a slide production on media and the community which was presented to community groups.

c) Calgary Community Institute sees itself as a link between Resources and Groups. They have held weekend "education" sessions (10 week course) with community and resource people - course aimed at

(a) looking at self

(b) looking at community needs.

Their funding is raised by individual contributions and "contractual" work - cost was \$4,000 for 1971 including their office facilities which were open to anyone. They are using learning tools to organize groups. (VTR - newsletters, etc.) The CCI was responsible for bringing together 8 or 9 resource people which resulted in the Media Access Committee. This group is composed entirely of volunteers and as a result is a sort of a 'sometime' thing.

B. Assessment of Potential for Urban Forum.

Calgary seems ripe for a very limited-type urban forum experiment. The situation is very stable and the whole concept would have to be played very low key in order to involve all sectors.

It does not seem that there would be any major problems as far as political manoeuvring or private sector opposition.

The resources and resource people have been pulled together in the Media Access Committee which presently employs two full time workers paid for by the CYC. Much work is still needed in the area of exposure to the media and further involvement by citizen groups and individuals is vital.

The situation however looks very promising but because of the lack of outstanding issues would have to be played very low-key. It would require perhaps a special staff;

- to pull together divergent elements of (Media Access Committee - Calgary Community Institute - Citizen Groups - resource (Media) - city Wards - etc. - Community Organizers - Government levels).

- to set up and acquire product on equipment and information.

- set up city wide exposure and education.

Conclusions

The Urban Forum concept is necessary and it is viable.

That seems to be the major impression that one is left with after looking at six major urban Canadian centers. But each one of these centers is different both sociologically and physically and the concept and shape of such a concept would have to be designed to complement those factors.

Although the concept may be viable in all cases, its' implementation may not be as viable. To implement properly the urban forum concept would require at least acquiescence if not outright support from the provincial and municipal levels of government.

In terms of cooperation of all three levels of government Winnipeg remains as the most likely site for the initial experiment. As presented in the previous briefs Winnipeg offers a number of distinct advantages over other urban centers. In some areas the cable companies are too deeply entrenched in their present method of operation to change very quickly - and, in other areas the cable system is too far from being a meaningful carrier system. In this respect Winnipeg is at an optimum time - the cable companies have experimented with community programming and are now preparing to begin regular community programming - an input from the community at this point could create a very important step in the urban forum process.

The Federal Government by beginning an urban forum experiment in Winnipeg at this time would be catching a free ride on a wave just about to break - and using the momentum from that would save everyone involved a good deal of energy and resources.

In most of the other centers where an urban forum could be implemented, the role of the Federal Government would be more of a coordinating

and focussing one. The roots of a public communication system are there, but those roots need to be enriched and directed if they are to blossom.

It appears obvious so that some form of citizen - initiated urban forum is coming about on its own but if the levels of government want to participate in it, they will have to help create it and make it viable.