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CJRT-FM

1949 - 1974

A CRITICAL EVALUATION

by

Anne Pettypiece

B.A., University of Windsor, 1961

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF

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ABSTRACT

CJRT-FM 1949 - 1974

A CRITICAL EVALUATION

This thesis reconstructs and critically evaluates the station's history during the time it was owned and operated by Pyerson Polytechnical Institute. It establishes that the original dual mandate - student training and professional programming - was fulfilled, but during two distinctly separate periods with each component developing in isolation from the other rather than co-operatively and concurrently. During phase one, the development of student training (1949-1964) the station's operation was almost entirely controlled by students with only token faculty supervision. There was, furthermore, no attempt whatsoever on the part of the Institute officials to develop any of the programming set out in the original licence application. Nor was there any attempt on the part of Federal licensing institutions to monitor and/or enforce that proposed programming.

Finally, the thesis establishes that when professional programming was developed it was mainly musical; there was little attempt to provide the truly alternative programming that might be expected of a publicly funded non-commercial FM radio station. Equally important the advent of pro-

fessional programming effectively ended use of the station as a training resource for Ryerson's radio and television arts students. And finally the thesis documents that when, in the early 1970's, Ryerson found itself short of operating funds for CJRT-FM the Government of Ontario suddenly involved itself in the crisis thus ensuring that the station remained in the hands of a newly formed corporation representative of the Ontario Government rather than the community at large.

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Many people associated with both CJRT-FM and Ryerson Polytechnical Institute provided me with information for this thesis and I thank all of them. Three people who deserve special mention are:

. Mr. Jim Peters, the Institute's first archivist. Had Jim not established the archives the thesis could not have been undertaken at all.

. Mr. Jack Gorman, the secretary of the Board of Governors until August, 1982, who allowed me to examine the minutes of the board for information relating to CJRT-FM.

. Mr. Walter Pitman, the president of Ryerson from 1975-1980, who gave me access to the extensive CJRT-FM files located in the office of the president.

At Simon Fraser University, Professors Dallas Smythe and William Melody guided me through the project; as my senior supervisor, Professor Melody was especially helpful.

At home, my husband, Thomas Edward Gregory, lovingly encouraged me from the beginning to the end of my thesis and I trust that the final result measures up to his own high writing standard.

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CHAPTER I

INTRODUCTION

A. Purpose

The history of radio broadcasting in Canada closely parallels the development of other Canadian institutions, for from its beginning, in Montreal in 1920, until the present it has fought forces which include domination by large scale commercial interests, both Canadian and American, as well as the ever present threat of American cultural domination. In the foreground has been the struggle over public versus private ownership. It has also been the subject of a Supreme Court case over Federal versus Provincial jurisdiction as well as of numerous Royal Commissions and special Parliamentary Committees.

The result of all this has been what might be termed the typical Canadian compromise. This is because radio in Canada has developed into a national network, the Canadian Broadcasting Corporation*, co-existing with commercial radio stations, both of which are regulated by the Canadian Radio, Television and Telecommunication Commission.

Concurrent with the development of these two primary systems were a very few non-commercial stations

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*hereafter referred to as the C.B.C.

mainly owned and operated by Canadian post-secondary institutions which are, of course, under Provincial, rather than Federal jurisdiction. One of these stations is CJRT-FM in Toronto, which between 1949 and 1974, was owned and operated by Ryerson Polytechnical Institute. The station was founded in 1949 to serve as a laboratory for students in its professional broadcasting program as well as to provide educational and cultural programs to residents of the Toronto area. This dual mandate, student training and educational and cultural programming, created problems which haunted the station for most of the twenty-five years it was owned and operated by Ryerson. For this reason, this thesis will, by re-constructing and critically examining the station's history during this time, attempt to determine if it accomplished its mission and, if not, why not. On a broader note the thesis will also examine the station's - and Ryerson's - relationship to the Province of Ontario which funded it, as well as to the Federal institutions which were responsible for licensing and regulating it.

B. Research Methods

1. Sources of Information

Much information about CJRT-FM is available

although difficult to retrieve since it is located in several places, some of which are not generally accessible to the public. Also, much of the data are not indexed and/or filed under "CJRT-FM" or "Ryerson Polytechnical Institute" but under subject headings which range from the names of people involved with the station during the twenty-five year period under consideration to scattered references in periodicals and government reports. One of the results of this is that while a fair amount of information was eventually located, it was a difficult and time-consuming process.

Another result was that in some areas the thesis is limited by lack of detailed information about CJRT-FM. This is particularly true for the period 1949-64 when the station was operated by the radio and television arts department* at Ryerson rather than by a professional manager. This meant that most information about the station during that time was merged with that of the academic department. For the period 1964-74 there is more information although none is available in the same format on an annual basis. Thus linear description and analyses are, for the most part, impossible.

There is also a noticeable lack of information about the station's relationship to the regulatory

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*hereafter referred to as RTA.

authorities, the Canadian Broadcasting Corporation, the Board of Broadcast Governors* and the Canadian Radio and Television Commission*. Neither the Institute or the aforementioned agencies have retained correspondence or other written material about the station, if indeed it ever existed. The one Federal department that does have information is the Department of Communication, and its files for the 1949-74 period proved to be one of the most important sources of information used to reconstruct the station's history as well as to interpret its, and Ryerson's, relationship to Federal broadcasting institutions.

Specifically, the Ryerson archives contain much information about CJRT-FM as well as about the history of Ryerson. There are three file folders indexed under the subject heading "CJRT-FM". These files contain academic, operating, personnel and program information about the station, mostly in the form of Institute memoranda and other internal communications such as bulletins and newsletters. There are also several articles in these same files from the various campus newspapers and some clippings from the three daily Toronto newspapers, the Globe, the Star and the Telegram. Other information about CJRT-FM in the archives

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*hereafter referred to as the B.B.G. and C.R.T.C. respectively.

includes the Institute's annual reports, calendars, newspapers and yearbooks, as well as the personal papers of some of those faculty and administrators who were involved with CJRT-FM during their Ryerson careers.

Other Ryerson sources of written information on which this paper is based include the complete set of official minutes of the Ryerson Board of Governors (1964-1974) as well as the "CJRT-FM" files in the office of the President. The latter are very important because they contain copies of memoranda exchanged between academic and administrative staff between 1947-1974.

Information used to recontruct,and evaluate Ontario educational policy include Ontario Government documents such as Debates of the Legislative Assembly, Annual Reports of the Department of Education (1947-64) and the Department of Colleges and Universities (1964-74). Articles in the three Toronto daily newspapers of the time, the Globe, the Star and the Telegram also provide some insight into this policy, particularly at the political level.

In addition to the information found in the Department of Communication files, information relating to Canadian broadcasting policy was obtained from the several Royal Commissions on Broadcasting as well as

from the reports of the major Parliamentary and Government committees on broadcasting (refer to bibliography for detailed listing). Annual reports and policy statements of the regulatory agencies, the C.B.C., B.B.G. and C.R.T.C. also provided background information. Finally, other published information on the history of radio in Canada, particularly Professor Frank Peers' two volume work on the politics of Canadian broadcasting (The Politics of Canadian Broadcasting, 1920-1951 and The Public Eye) were used to develop a coherent understanding of Canadian radio history.

2. Methodology

The first step in the preparation of this thesis was to review all the information about CJRT-FM, and Ryerson, that was available in the Ryerson archives. When the relevant information had been retrieved it was sorted chronologically and data for each academic year were then subdivided by subject heading. The numerous gaps in the information, as well as other potential sources of written data were then identified. When this was done, four other main sources of written information emerged: the 1947-74 "CJRT-FM" files in

the office of the Ryerson president, the "official minutes" of the Ryerson Board of Governors for 1964-74 and the archival information available at the Department of Communication in Ottawa. The fourth source was the Toronto FM Guide which, since 1971, has provided monthly detailed program information and listings for all Toronto FM stations. In all instances, ready access to the information was granted and the same retrieval system that had been developed for recording information in the Ryerson archives was used for the first three sets of data. For the fourth set, the programming information, it was decided to organize the information based on the methodology that Professor Dallas Smythe had developed for his in-depth programming analysis for the 1957 (Fowler) Royal Commission on Broadcasting. Smythe's work was published in its entirety as Volume II of that Commission's report and a description of how it was adapted for this thesis is provided in Appendix A.

Finally, it was decided to obtain primary information by interviewing those locateable people who had been associated with CJRT-FM between 1949 and 1974. In general, the interviews were conducted in chronological order of that person's involvement

with the station. Few standard questions were asked, rather the interviewer attempted to focus on the interviewee's role with the station and in particular the question "why" was often asked so that explanations of written information could be obtained and/or interpreted.

Concurrent with reconstructing the history of CJRT-FM, and Ryerson, work was begun on the history of radio in Canada. Here the emphasis was on the development of Federal broadcasting policy and regulation, most of which information was readily available in the Metropolitan Toronto Reference Library. Finally, the two sets of data, the history of radio in Canada and the story of CJRT-FM were collated so that the former could serve as the framework in which to develop the latter. When this was done it appeared that the best way to proceed was to first reconstruct, chronologically, the history of Ryerson and of CJRT-FM between 1949 and 1974.

This done it was then possible to identify the significant developments in the station's history, as they related to the station itself, to Ryerson and to the relevant Provincial and Federal institutions so that these developments could be critically analyzed

and the station's successes and/or failures not only be identified but explained.

Overview of Thesis

Chapter II describes the history of Ryerson Polytechnical Institute from its beginning in 1947 until 1974. It explains the Institute's administrative and academic organization, because CJRT-FM was always an integral part of Ryerson during that period. The chapter also describes the Institute's place in the Ontario educational system, how it was governed and its relationship to the Government of Ontario.

Chapter III focuses on how and why the station was begun as well as how it was operated between 1949 and 1964 when its main role was that of a laboratory for students in Ryerson's R.T.A. program. Chapter IV continues the station's story between 1964 and 1974 since in 1964 there was a marked shift in the role of the station. Ryerson's emphasis was now on providing professional programming. This succeeded, but at the expense of student use of the station as a laboratory. In both these chapters an effort has been made to focus on student use of the station and professional programming, since they were the primary objectives of the station when it received its license

in 1949. The chapters also explain the often conflicting forces with which CJRT-FM had to contend, mainly from within the Institute and how these conflicts influenced its development.

In Chapter V the events which eventually led to the Ryerson Board of Governors agreeing to transfer the ownership and operation of CJRT-FM to a newly established non-profit corporation are described. The reconstruction of these events documents that the decision was effectively made by the Ontario Government rather than by the Ryerson Board of Governors which legally held the license for the station.

Chapter VI analyzes, and critically evaluates the descriptive material presented in Chapters II - V. It explains how and why the various forces within Ryerson made it impossible for CJRT-FM to concurrently develop its dual mandate of student training and professional programming. This chapter also examines the relationship of the station, and the Institute, to the Province of Ontario and the various Federal institutions which also had responsibility for the station's development. And finally, Chapter VII summarizes the findings of the thesis and concludes that a variety of factors, both internal and external to Ryerson, were responsible for how CJRT-FM operated between 1949 and 1974.

CHAPTER II

BRIEF HISTORY OF RYERSON POLYTECHNICAL INSTITUTE

A. Introduction

To evaluate the history of CJRT-FM it is first necessary to understand the history of Ryerson Polytechnical Institute which owned and operated the station between 1949 and 1974. As an integral part of the Institute, which was itself a new, experimental institution within the Ontario post-secondary educational system, CJRT-FM's accomplishments and failures were, for the most part, the direct result of Institute policy and direction. For example, the station's first fifteen years of operation, when it was used primarily as a student laboratory, coincided directly with the school being autocratically operated by its first principal. The station's next ten years of operation coincided with the Institute now being governed by a board appointed almost exclusively by the Ontario Government and, as this thesis will demonstrate, this accounted for the dramatic change in the station's operation in 1964 as well as for Ryerson eventually giving up the ownership and operation of CJRT-FM in 1974.

B. Provincial Trade School (1948-1963)

1. Reason for Establishing Ryerson Institute of Technology

By the end of World War II, Canada was predominantly an urban society. The technological developments of the war were rapidly being applied to peacetime uses. The application of these new technological developments, coupled with the influx of war veterans into the labour force, created a need for additional educational facilities as well as for different kinds of training; specifically, there was a need for people to work in what was soon to become known as the technological society.

In July, 1944, the Federal-Provincial War Emergency Training Program had begun to provide short trade courses to returning veterans. By 1947, however, the demand for these courses had peaked and enrollment was declining.[1] When the third session of the twenty-second Legislative Assembly of Ontario convened on March 6, 1947, the Speech from the Throne included the announcement that "Now that the rehabilitation training of ex-service personnel appears to have passed its peak, the Government will acquire some of the [Federal] training centres and use them for civilians as trade schools for apprentices."[2] In order to create the new schools,

which were to offer courses beyond secondary school level but less advanced than university, the Government introduced the Vocational Education Act-II on March 19, 1947.[3] The Bill proceeded quickly through its various stages and received Royal Assent on March 31.[4]

The Vocational Education Act established four institutes of technology: The Provincial Institute of Mining in Hailebury, the Provincial Institute of Textiles in Hamilton, the Lakehead Technological Institute in Port Arthur and Ryerson Technological Institute in Toronto.[5]

The largest of the new institutes was the Ryerson Institute of Technology.[6] Located on the site of the original normal school founded by Egerton Ryerson in 1874, the school had been used to train air force personnel during World War II as well as for the previously mentioned short trade courses for returning yeterans.[7] With a large downtown campus, equipment worth over $1,500,000, and a nucleus of staff, selection of the school as an institute of technology was logical.[8] To direct the school, the Government chose Mr. Howard H. Kerr, formerly the Director of the Dominion-Provincial War Emergency Training Program.[9]

2. Organization

The Vocational Education Act of 1947 formally

placed responsibility for the provincial schools of technology under the Secondary School Branch of the Department of Education, which meant that all its faculty were classified as civil servants.[10] Kerr, as Director, reported to the Provincial Director of Vocational Education.[11] However, since Ryerson was the largest of the schools, and its principal reported directly to personnel in the Department of Education, informal networks quickly developed. Also, Ryerson's geographic proximity to the Parliament Buildings no doubt also influenced this network and Kerr appears to have quickly developed almost instant access to Dr. J.G. Althouse, the Provincial Director of Education.[12]

To assist with curriculum planning, as well as with securing jobs for graduates, Kerr quickly established advisory committees. Each course had a committee "drawn from men and women directly connected in some manner with the industry concerned".[13] These committees "actively assisted in:

a. formulating courses of study
b. purchasing new equipment
c. selecting the staff
d. placing the graduates
e. maintaining a proper liaison between Industries and the school."[14]

A review of Ryerson's activities during the next few years indicates that the committees played an active

and important role in the Institute's development, particularly in curriculum planning, liaison with industry and job placement of Ryerson graduates.

As principal, Kerr was the chief academic and administrative officer of the school. Initially, the internal organization was simple. Reporting to the principal were an executive assistant, the registrar and the then heads of the schools within the Institute.[15] (Each school was responsible for a course or group of related courses.) In the first years of Ryerson's development, faculty assumed what are now thought of as administrative jobs, in addition to their full-time teaching duties. For example, publishing the Calendar was the responsibility of a member of the English department; the heads of the schools, as well as individual faculty members, spent much time in student recruitment and placement.[16]

3. Curriculum

When the Institute opened on September 22, 1948, its curriculum included twelve different courses.[17] The admission requirement was an Ontario Secondary School Graduation Diploma (Grade 12) "or equivalent" and tuition was "$25 per year for Ontario residents, $200 for 'non-resident British subjects' and $300 for non-resident

non-British subjects."[18] In addition, "it also co-operated with the University of Toronto in giving instructions in certain crafts to students registered in Occupational Therapy courses and in Food Technology to students registered in the Institutional Management Course."[19] The twelve courses offered ranged from architectural drafting to costume design to photography, but all had one thing in common that was to distinguish the Ryerson curriculum from that of the other provincial institutes of technology and help it carve out a special place in the Ontario educational system--all Ryerson courses included English, Social Sciences, and/or Mathematics and Science.[20]

In 1949 Ryerson's first annual Calendar was published. Analysis of the courses offered during the next few years indicates that there were many changes, necessarily so. This kind of education was untried in Ontario. No market studies had been done to determine the precise need for graduates and little curriculum planning had been done. Faculty lacked formal training for the teaching of applied arts and sciences. By 1951, the Department of Education reported

> Some of the original courses have been discontinued; new courses have been added and all the courses are subject to yearly assessment to determine their suitability

> in the light of changing conditions in industry and commerce and new methods of instruction. There are now twenty-seven courses offered at Ryerson, most of them requiring attendance of two or three years for completion.[21]

During the early 1950's, expansion of the business courses accounted for most of Ryerson's growth.[22] By the mid-fifties enrollment began to level off; in 1956 there were 2000 full-time students while in 1960 there were only 2135. Full-time faculty in each of those years remained constant at 90.[23]

C. Polytechnical Institute (1963-1974)

1. Reason for Change

By the early nineteen sixties Ryerson was well established as part of the Ontario post-secondary school system. Enrollment in 1963 was 2899; there were 153 full-time and 31 part-time faculty.[24] Most programs were now three years in length.[25]

Meanwhile, new developments within the Ontario educational system were affecting Ryerson as by 1958 the Government had established two more schools of technology, one in Ottawa and one in Windsor.[26] Although largely modelled after Ryerson, their programs were limited to two years; students enrolled in those few courses which required a third year transferred to Ryerson.[27] Furthermore, it was becoming increasingly

evident as the mid-sixties approached that enrollment in post-secondary schools across the country would increase drastically, the result of the "baby boom" which had followed World War II.

The creation of these new schools of technology modelled directly after Ryerson was followed by the Government's decision, in 1962, that "support would have to be given to the establishment and development of new [post-secondary] institutions in certain parts of the Province".[28] These new schools included both traditional universities and a system of community colleges mainly offering two year job-oriented courses. The result of this, of course, was that the role of Ryerson in this expanded system was no longer clear.

In September, 1962, the Minister of Education, The Honourable John Robarts "appointed a special committee...to study the matter."[29] The committee recommended that because of its history as well as the wide variety of courses it was offering, including many that were three years in length, responsibility for the Institute should be transferred from the Department of Education to an independent board of governors.[30] The Government concurred and proceeded to prepare the necessary legislation.

2. Bill 81 - An Act Respecting the Ryerson Polytechnical Institute

When the fourth session of the twenty-sixth legislature convened, Robarts was premier, having succeeded the Honourable Leslie Frost. The new Minister of Education was the Honourable William Davis. On March 12, 1963, approximately six weeks before the end of the session, Davis introduced Bill 81: An Act Respecting Ryerson Polytechnical Institute.[31] The Bill proceeded quickly through the necessary stages, receiving third reading and Royal Assent on April 26, the last day of the session.[32]

The salient features of Bill 81 were:

a. Establishment of a Board of Governors

Section two transferred responsibility for the government, conduct, management and control of the Institute from the Government of Ontario to a Board of Governors.[33]

b. Control of the Board of Governors by the Minister of Education

The Board of Governors was to be composed of:

- the Minister [of Education] or his representative;
- a representative of the University of Toronto appointed by its Board of Governors;
- a representative of the Association of Professional Engineers of the Province of Ontario appointed by

its Council;

- the Principal;
- nine residents of Ontario, appointed by the Lieutenant-Governor-in-Council.[34]

Since the procedure for the Lieutenant-Governor-in-Council to appoint board members was simply to act on the recommendations of the Minister of Education, the Minister effectively controlled ten of the thirteen seats on the Board. Furthermore, Section 11 clearly spelled out that the chairman and vice-chairman were to be elected from among the members appointed by the Lieutenant-Governor-in-Council.

c. Recognition of Ryerson's Expanding Role in the Ontario Post-Secondary Educational System

Not only was the Institute's name changed to Ryerson Polytechnical Institute in order to reflect the variety of courses offered, but the Institute's right to continue this policy was clearly spelled out in Section 3 which stated that:

"The objects and purposes of the Institute are

a) to provide courses of study in any branch of technology;

b) to provide courses of study in any branch of commerce;

c) to provide courses of study to be sponsored jointly with any department of the Provincial Government, with industry or commerce, or with other educational institutions."

The latter section was interpreted as Ryerson's mandate to develop courses in any academic discipline it deemed feasible.

d. Vesting of Operating Authority in the Board of Governors

The twenty-one subsections of Section 7, which dealt with the management of the Institute, effectively gave the board of governors authority over the day to day operations of the Institute as well as for formulating policy.

3. Reorganization of Ryerson

a. Board of Governors

The original board of governors had only ten members: a representative of the Minister of Education, the Ontario Association of Professional Engineers, the University of Toronto, six members of the public appointed by the Lieutenant-Governor and Kerr, the principal, as an ex-officio member.[35] The Board can be characterized as follows:

i) almost all its members were representatives of what Wallace Clement would later term the "Canadian Corporate Elite".

ii) only two members - Dr. R.R. McLaughlin, the Dean of the Faculty of Applied Sciences and Engineering at the University of Toronto and Mr. J. Bascom St. John,

then the Globe's education reporter, who later joined the Department of Education, had a professional interest in education.

iii) two members - Mr. William M. Kelly, then the Vice-President of Consumer's Gas Company and Mr. Hugh L. Macaulay, a prominent lawyer - would, after serving terms as Chairman of the Board, leave to become full time advisors to the Ontario Progressive Conservative Party, and specifically to Premier William Davis who was, in 1964, the Minister of Education responsible for appointing them to the Board.

iv) remarkably stable. Seven of the original members remained on the board for 6 or more years, two remained for only two years, while the tenth member served for four years.

v) completely lacking representation from the labour movement and/or other similar groups who are traditionally granted at least token representation on public boards. The token woman, Mrs. Ruth Frankel, who held a Master of Law Degree from the University of Chicago, was the wealthy widow of the Founder of Frankel Steel Company and what might be termed a "professional volunteer". Throughout her tenure on the Board of Governors (1964-1979) she remained,

with the exception of one elected female faculty member Miss Christina MacBeth who served a one year term, the sole woman representative.

The academic year 1967-1968 saw the first resignation of one of the original members, Dr. F.R. Joubin, who had represented the Ontario Association of Professional Engineers.[36] Thereafter, new appointees would not usually remain as long as their predecessors; they did, however, continue to be representative of the same groups as the original board. The one change in the composition of the board was the inclusion of two faculty and two students in September, 1968.[37] (These representatives were elected annually as mandated by an Order-in-Council.)[38]

Throughout the entire period 1964-1974, the board of governors functioned along the corporate lines it represented.[39] It met monthly, mainly to discuss Institute policy and ratify the recommendations of the various committees it had established, as well as to accept proposals presented by the Institute's principal and/or president as he was later called.[40]

In spite of the method of direct appointment by the Lieutenant-Governor-in-Council, and the number of

members who were known to have close links to the Ontario Government, the official minutes of the board are remarkably free of references to direct political interference.[40] One can only assume that while the Government of Ontario, and specifically the Minister of Education, remained vitally concerned about the direction Ryerson was to take in the Ontario educational system, politically sensitive matters were not dealt with directly at the board level. (This will be further discussed in Chapter VI.)

b. Faculty Council/Academic Council

To provide a formal mechanism for Ryerson faculty to participate in the academic affairs of the Institute, the board established a faculty council. The basis for establishing the Council was Section 7 (d) of the Ryerson Polytechnical Institute Act, which stated that the board had the authority "to provide for the establishment of faculty and any other staff organization," and Section 7 (d) which also stated that the board has the authority to "prescribe their [i.e. the Faculty Council's] duties and responsibilities." The board limited the Council's responsibility to advising on academic matters only and, in its first Annual Report, reminded readers

that "all acts of the Council must ultimately be sanctioned by the Board."[41] There were also two other factors which effectively limited the faculty council's independence. These were:

i) The council reported to the board through the principal (who was also council chairman);

ii) the composition of the council. Membership was comprised of:

- senior administrative officials and departmental chairmen;
- fifteen members of the instructional staff appointed for a three year term by the Board;
- fifteen representatives of the teaching faculty and fifteen alternates...elected triennially by the teaching staff.[42]

Thus administrators and appointed faculty members exceeded the elected faculty members, and there was little likelihood that the Faculty Council would attempt to make recommendations which would not receive the approval of the Principal and/or the Board of Governors.

During the 1971-1972 academic year, a Joint Committee of the Board and Academic Council (as the Faculty Council was now referred to) formulated a new plan in which the Board of Governors delegated "responsibility for all recommendations on academic policy and priorities to...Academic Council".[43] The new plan also sig-

nificantly broadened the composition of the Academic Council; its membership was now composed of 33% elected faculty, 33% elected students and alumni and 33% Academic administrators.[44]

The same Joint Committee also recommended the formation of a departmental council in each department. These councils, on which students would be represented were to advise the appropriate academic administrators on matters relating to the business of the department.[45] Although the role of the Councils' was not significant during the years 1972-1974, they proved to be the basic organizing unit for the collegial system Ryerson later adopted.

c. Administrative Organization

At the beginning of the 1964-1965 academic year, the administrative staff "consisted of the Principal, two senior administrative officials and the nine Chairmen of the departments".[46] By now there were 154 full and 46 part-time faculty, a librarian, an assistant librarian, a registrar and an assistant registrar.[47] By the end of the 1966-1967 academic year, following Kerr's departure (he was appointed chairman of the new Council of Regents for the Province's new Colleges of Applied Arts and Technology) his successor, Mr. Fred Jorgenson, had expanded the senior administrative staff

to include five directors: faculty affairs, extension, administrative services, student affairs and physical plant and planning.[48]

In 1967-1968, an even more significant reorganization took place with the appointment of a vice-president academic, and four academic deans, arts, business, health services and technology.[49] Next, Jorgenson appointed a second vice-president (administration) and a fifth dean (applied arts).[50] The administrative structure of Ryerson now resembled that of a traditional university.

In July, 1969, after serving as president for only three years, Jorgenson suddenly resigned and was temporarily replaced by the academic vice-president, Mr. Anthony Wilkinson.[51] The next spring, Mr. Donald Mordell was appointed president.[52] A Cambridge educated former dean of engineering at McGill University, Mordell believed very strongly in an authoritarian style of leadership. This, in spite of the fact that the recently completed report on Ryerson governance (which the Board of Governors had commissioned) had recommended a collegial model and that academic administrators serve for a maximum of five years.[53] So in his report in the Institute's 1970-71 Annual Report, Mordell emphatically stated:

> While Vice-Presidents, Deans and Departmental Chairmen are to be held responsible and accountable for the work they supervise and control no elective procedures can be considered...There must be a clear line of responsibility leading to the President.*[54]

Compromise was evidently necessary. This was achieved by the formation of a joint committee of the academic council and the Board of Governors which "recommended a structure, not too much unlike our present one, but with a strengthened Academic Council, together with Divisional and Departmental Councils operating under powers delegated by the Academic Council."[55]

Nevertheless, Mordell remained firmly in command only until fall, 1972. Then, due to a shortfall in enrollment, Ryerson faced a financial crisis, Mordell reacted by threatening to terminate several faculty contracts. In the fall of 1973 he announced his resignation effective August 31, 1974.[56] He was replaced, in July, 1975, by Mr. Walter Pitman, then Dean of Arts and Science at Trent University, Peterborough, Ontario, and formerly education critic for the New Democratic Party in the Ontario Legislature.[57] Since Pitman did not assume office until July, 1975, Dr. George Korey, the Executive Vice-President, was named acting president for the 1974-1975 academic year and, as one would expect, no major changes took place during that year.

*emphasis added.

In summary, between 1964 and 1974 the organizational pattern of Ryerson changed substantially but the leadership style remained the same. Mordell was as authoritarian as Kerr and the concept of collegiallity was still far away.

4. Curriculum

Just as the 1950's had seen the expansion of business programs at Ryerson, the 1960's saw an increase in what were termed "Community Service" programs. In 1964, in cooperation with the Canadian Registered Nurses Association, Ryerson initiated a course for training nurses.[58] In the same year it also began a one year course for "welfare workers" which was later expanded to a four year degree program in Social Services.[59] The original Public Health Inspection course was also expanded from one year to two, and enrollment in it substantially increased.[60] The original Home Economics program was reorganized, resulting in the creation of two more programs--Early Childhood Education and Fashion.[61] (The latter program became part of the Applied Arts division.).

The most significant change in the Ryerson curriculum, however, was the result of the enactment, by the Ontario Legislature, on October 1, 1971, of Bill 97, An Act Respecting Ryerson Polytechnical Institute, which

granted Ryerson the power to confer undergraduate degrees.[62] Many programs either had already, or were in the process of, upgrading their courses to be eligible for degree granting status. Now it was necessary to establish a mechanism to evaluate the programs. To do this, the Academic Council, which was formally responsible for this task, established the Academic Standards Committee, chaired by the Vice-President Academic and composed of academic administrators, faculty and students elected by the Academic Council. For a course to meet the degree requirements, it was necessary that it satisfied the Academic Standards Committee that it had:

1. a solid academic core covering the basic knowledge required of the discipline; and
2. experience in applying the knowledge of the discipline.[63]

By March, 1973 the first three degree programs had been approved, and by March 31, 1974, the number of degree granting programs (including that of Radio and Television Arts) had increased to twenty-one.[64] Ryerson was now primarily a degree granting polytechnical institute.

In summary, between 1949 and 1974 Ryerson had evolved from a post-secondary technical school offering one and two year courses to a degree granting polytechnical institute providing a combination of two year certificate

courses, three year diploma programs and four year degree programs. Its governing and administrative structure now resembled that of Ontario's universities. Furthermore, the original ten month course in radio production and announcing had followed this growth pattern. It had rapidly changed to a two year course, then with the advent of television in Canada had added a third year and finally, in the early 1970's became one of the first programs to grant degrees at Ryerson. And as the following chapters of this thesis will demonstrate, this progress had significant influence on the development of CJRT-FM.

CHAPTER III

STUDENT STATION
1949-1964

A. Introduction

Chapter II traced Ryerson's development from a rather hastily conceived trade school founded in 1946 to a highly regarded polytechnical institute in 1974. This development was due in large part to the creation of programs which combined practical "hands-on" training with a solid core of traditional undergraduate courses in arts and science subjects. Throughout this entire period the impetus for these programs came not only from Kerr, the institute's first principal, but from the very energetic and versatile teachers he gradually assembled.

Another significant factor in Ryerson's development was that because it was the first post-secondary school in Ontario to provide this kind of education, it was able to develop its programs and policies with a minimum of direction from the Ontario Department of Education of which it was formally a part. Thus the Institute's decision, in 1948, to seek a license to operate an FM radio station in conjunction with its course in radio

announcing and production was quickly, and successfully, executed.

The subsequent development of radio station CJRT-FM provides, then, a rare opportunity to evaluate the history of one of Canada's few private non-commercial radio stations.

B. Founding CJRT-FM

In 1946, when Ryerson was still operating as a rehabilitation school for veterans, a short course (4-6 months) in radio announcing was started as "there seemed to be the need for a place where people could be trained to take over a radio job, to be able to walk into a station and do the work".[65] Graduates of the course easily found jobs, mostly in small, privately owned stations across the country where people who could handle more than one job were in demand.

When the Ryerson Institute of Technology was established in 1948, Mr. Eric Palin, an electrical engineer turned teacher, became head of the School of Electronics.[66] Palin, who had been in charge of the original radio announcing course at the "rehab school" as it was referred to, was "determined that the radio announcing course of the rehab days would be kept going."[67] To do this, he incorporated it as a course

to be offered within the School of Electronics.[68]

During the first year of Ryerson's operation (1948-49), the course was not offered as Palin required time to reorganize and expand it.[69] He established an advisory committee (Table 1) composed, with one exception, of representatives of the commercial radio industry. (The one exception was Mr. Ernest Bushnell, director-general of programs for the C.B.C.) In January, 1949, Palin hired Mr. John Barnes, a C.B.C. producer with extensive experience as both an announcer and producer, to be the chief instructor of the expanded course, renamed Announcing and Radio Production.[70] In planning the course, it soon became evident to both Barnes and Palin that students would require experience working in a real radio station; with Kerr's blessing they applied to the C.B.C. and the Department of Transport for an F.M. license.[71] In 1949, broadcasting on the new F.M. band was just beginning; few radio receiving sets were equipped to receive these new stations. F.M. licenses were, therefore, much easier to obtain than were those for the commercially lucrative A.M. stations.

During the summer of 1948, Palin and Barnes set about preparing the necessary documents. The Canadian Electric Company, which had supplied the original

transmission equipment to the "rehab" school's laboratory, prepared the technical brief; Barnes prepared the programming brief.[72] The main objectives of the new station (which received its license in April, 1949) were summarized as follows:

1. school broadcasts;
2. "cultural" and "educational" programs, with emphasis on serious music and discussion;
3. student training;
4. increasing the public's knowledge of the role of educational institutions and public service organizations;
5. the preparation, in cooperation with the Canadian Association for Adult Education, of programs in citizenship training, recreation and parent education;
6. development of local talent.[73]

Between the period March, 1949, and the official opening of CJRT-FM on November 22, 1949, several articles about the new station appeared in the various Ryerson campus publications. In March when the application was still in the process of being prepared, the Ryersonian (the monthly newspaper produced by the school's Journalism Department) reported in an interview with Palin that CJRT was expected to deal entirely with educational programming material. Palin was quoted as saying that the largest component of the programs would be adult

education; children's programs for schools, music appreciation programs and drama would complete the broadcasting schedule.[74] In early November, Kerr and Barnes emphasized the educational programming component as well as the station's value to students in the Announcing and Radio Production course. Kerr was quoted as saying that the programming policy "aims to supplement existing radio fare by offering a completely different program service for listeners who are not now being served, either because of their small numbers or minority tastes".[75] In the same article he also mentioned the "unique opportunity for students in radio to gain practical 'on the air' experience." Barnes summarized the objectives of the station as follows:

1. to provide unique opportunities for student announcers, producers and technicians to obtain on the air experience as part of their courses in broadcasting.

2. to broadcast programs to schools in co-operation with the Ontario Department of Education and the Local Boards of Education within the area to be served by the transmitter.

3. to provide programs of a cultural nature for community groups and general listening and through these support the cause of education in the community.[76]

Other articles reiterated the emphasis on educational and cultural broadcasting.

CJRT-FM began to broadcast on November 1, 1949,

but the official opening was not held until November 22nd.[77] Premier Leslie Frost and Education Minister Dana Porter were on hand for the occasion.[78] In his address, broadcast simultaneously over the new station and CJBC (the Dominion network's Toronto station), Frost declared that:

> CJRT-FM will provide an opportunity for educational broadcasting on a scale never known before in Canada...As competition among privately owned stations becomes greater, there is a greater need to meet public demand for educational programs through a set-up of this nature.[79]

Frost's speech also stated that CJRT would be co-operating with the University of Toronto, the Ontario Department of Education and "other educational agencies" in the production of educational programs. Perhaps even more significant than the rhetorical talk about programming was the Premier's apparent failure to mention the station's role in training students for the broadcasting industry.[80] Education Minister Porter did, however, mention this: "Our students today are entitled to the full understanding of the functions and special techniques of radio".[81] Dr. C.C. Goldring, the Director of Education for the City of Toronto Board of Education, said that the Board would "welcome the opportunity to originate programmes on the station".[82]

Bushnell, representing the C.B.C., "commented good naturedly on this provincially-owned* station's inauguration being broadcast over the national system".[83]

In summary, it appears that Ryerson officials originally conceived of the radio station as an integral part of the Institute's radio announcing and production course, but that between the planning stages (the 1948-49 academic year) and the time the station officially opened, the public emphasis on the station shifted radically from student training to educational programming. Indeed, the casual reader of the documents on which this chapter is based would be entirely justified in ranking the station's mandate as primarily educational broadcasting, with student training a distant second. (The reasons why the station did not develop in this direction will be addressed in Chapter VI - Evaluation of CJRT-FM.)

C. Physical Facilities and Equipment

CJRT-FM was originally located on the third floor of Ryerson's main building; the antenna was in a newly constructed tower on the same building.[84] The station operated on 3000 watts of power at 88.2 megacycles on the F.M. band.[85] The equipment was valued at $20,000, but since the station had been designed and built by

*emphasis added.

Ryerson personnel (mainly by Mr. Andrew Kufluk, an engineering instructor in the Department of Applied Electricity and Electronics) it is reasonable to assume that there was little resemblance between the actual cost of the station to Ryerson and the market value of the station's hardware.[86] (One of Kufluk's innovations was a door to the transmission facilities which, when opened, automatically cut off the electricity, thereby preventing accidents to students who were not familiar with the equipment.)[87]

When the station began to broadcast, its signal interfered with the Rochester, New York television station. In the fall of 1950, therefore, Ryerson applied to the Department of Transportation for a frequency change; in requesting to move from 88.3 to 91.1 megacycles, it was also selecting a channel which was closer to the commercial F.M. stations in Toronto.[88] The change was granted. On December 4th, 1950, CJRT-FM began to broadcast on 91.1 megacycles.[89]

In the summer of 1951 a major expansion programme was undertaken. The station, and the classrooms, were moved to larger quarters in the circular, former World War II Air Force Training Building, which had become part of the Ryerson campus in 1947.[90] The walls and

ceilings were soundproofed and the building was divided into several areas. The space allocated to CJRT-FM included two large studios, a smaller announcing studio, a two unit control room, a record library and reception hall, a very large double classroom and two lounges - one for students and one for faculty.[91] The transmitter remained in the main building; Kufluk designed and constructed a remote control unit to allow the operator in the station's control room to turn on the transmitter from there.[92]

Further improvements were made to the technical equipment in the summer of 1953. At that time, a new master control system and new wiring were installed, putting the students working at the master control out of sight of the broadcasting booth.[93] The Ryersonian reported that this "affords a more realistic view of the actual workings of a commercial radio station. Technical operation of the station now corresponds with the workings at the C.B.C. and smaller stations."[94]

Not until 1960 were there any significant changes or modifications to CJRT's physical facilities. During the 1960-61 academic year, Ryerson's broadcasting facilities were again expanded. At a cost of almost $75,000, the Institute relocated the radio station and

the R.T.A. program's classroom space to a newly constructed building. This one included not only broadcasting facilities, but also two television laboratories.[95] A new antenna and transmitting equipment, purchased from the R.C.A. Victor Company, provided 9500 watts of power and greatly expanded the station's reception area.[96] Studio facilities included a master control room, two auxiliary control rooms, two programming studios and two announcing booths. The equipment was now commercial quality.[97]

D. Hours of Operation/Reception Area/Audiences

Between November, 1949, and the fall of 1964 (when CJRT-FM came under professional management), it was on the air only in the late afternoon and early evening (approximately 6 hours per day, 3:00 p.m. to 9:00 p.m.).[98] Furthermore, it operated only from Monday to Friday during the academic year.[99]

When the station first opened, Institute spokesmen described the reception area as the 80 mile radius bounded by the Niagara Peninsula on the south, Kitchener on the west, Barrie on the north and Port Hope on the east.[100] In reality, the station's downtown location, coupled with its somewhat primitive equipment, meant that its service area was limited to scattered parts of

Toronto.[101] When the new antenna was installed in the fall of 1961, Kufluk estimated that there would be excellent reception within a 30 mile area and fair reception within the next 60 mile area.[102] Since no formal audience surveys were undertaken during this time, one can only rely on the judgement of those people involved with the station, particularly Kufluk's. An article in the Ryersonian which estimated the (1961) service area to be Hamilton on the west, Oshawa on the east and Richmond Hill on the north would, if accurate, confirm the 30 mile range.[103]

When CJRT-FM began to broadcast in 1949, there were only an estimated 3,000 F.M. receivers in Toronto. By 1951, that figure had risen dramatically to 50,000.[104] The station conducted an informal audience survey in the late fall of that year. During a two hour musical program, listeners were invited to phone in requests. Fifteen were received. Barnes was quoted as saying that "these figures indicate a minimum audience of 1,500, as one in 100 people will make requests on such a program".[105] No further reference to audiences can be found until 1954, when the station estimated it had 20,000 listeners (the method on which this figure was established is not mentioned).[106] In 1962, mention was again made of

another request program, and it was reported that while a poll of the listening audience was not taken, "a half hour request program had to be lengthened 90 minutes and still could not accommodate the flood of requests that poured in".[107]

In summary, between 1949 and 1964, CJRT-FM was on the air only six hours a day, Monday to Friday, during the school year. More important, the station's main function during this period was to provide a laboratory training students and therefore virtually no emphasis was placed on either creating or measuring audiences.

E. Programming

During its first year of operation, CJRT-FM programming included both student produced programs of a general nature and educational programs produced in cooperation with the community programs division of the Ontario Department of Education and the University of Toronto.[108]

Student productions included recorded music, live drama, news and sports. Serious music occupied a large percentage of the daily schedule, probably a reflection of the interests/influence of Barnes.[109] The school's choir and band also presented live concerts on a regular basis. Live plays were part of the student produced

schedule as well, while "Ryerson Radio Workshop Productions," a student training group, attempted to involve as many other members of the Ryerson community as possible; one example of its work was the series of round table discussions entitled, "Your Architect" organized - and hosted - by Mr. Douglas McRae, director of the Institute's architectural technology program.[110]

In 1950-51, the first full year of operation for the station, there was increased emphasis on student productions.[111] Under the direction of Mr. Wallace Ford (a new member of the faculty who was also named station manager), these programs included two news broadcasts each day, live concerts by the Ryerson band and choir, and live coverage of the school's basketball games.[112] Students were also assigned to cover the Royal Winter Fair. Taped programs of this were aired. Educational programs produced by the Ontario Department of Education, and some C.B.C. school broadcasts, continued to be used but on a limited basis.[113]

Emphasis on student productions again increased in 1952-53. That academic year, Miss Christina MacBeth, a 1952 graduate of the radio broadcasting course, joined the faculty and was placed in charge of the second year students.[114] Student programming now dominated

CJRT's schedule, for MacBeth felt very strongly that the station's main purpose was to train students.[115] Under her direction, students effectively assumed responsibility not only for program production, but for operating the station.[116] Live programs predominated. Most of them used students from the broadcasting course on the air. At least two programs, "Collegiate Roll Call" (a musical program featuring local high school students) and "Collegiate Quiz" (a quiz show again using high school students) reached outside the campus for on-the-air casts.[117] Drama productions included "F.M. Theatre", "Murder Mystery" and "Bible Studies for Children". Live, spoken word programs were also emphasized. "What's With Women" was a program in which all second year female students appeared as commentators, while "Ryersonian on the Air" was a program in which the editors and reporters of the Journalism school's newspaper discussed "topical subjects". Students again covered the Royal Winter Fair, taping shows for later broadcast.[118] The only mention of programs not produced by Ryerson students in that year's Ryersonian was a "one hour live symphony 'piped in' from the Dominion network".[119] (A week later it reported that another C.B.C. program which was to be

broadcast on CJBC and on CJRT-FM had to be cancelled, since it was commercially sponsored.) By the end of the 1951-52 year, student operation of the station was well established.

During the remainder of the 1950's - and indeed until the end of the 1963-64 academic year - the program format of the station remained basically the same. Student written and produced drama and comedy continued, as did regular news and sports shows, talk shows and music. Live musical performances appear to have gradually given way to recorded music. Although classical music still had a regular place on the station, jazz and other light music began to appear on the broadcasting schedule. Student coverage of off campus events increased from its annual coverage of the Royal Winter Fair, to the Sportsman's Show, the Home Show at Simpson's and in the fall of 1957 and 1959, special programs to open the United Appeal Campaign were organized.[120]

From time to time, the Ryersonian would carry an invitation to students in other programs on campus to participate in the activities of the station. However, with the occasional exception of students in the Journalism Department and a very few faculty members, the station remained basically a laboratory for training

students in the radio courses of the Radio and Television Arts program. (The last reference to the station using programs from the C.B.C.'s Dominion network that could be found was in September, 1953.)[121]

Program schedules were not maintained by either CJRT-FM or the Radio and Television Arts program nor were they carried by the Toronto newspapers; reconstruction of the schedules is, therefore, virtually impossible. However, from time to time the various campus publications carried articles about CJRT-FM as well as some program listings. The information, which is set out in the following table, provides a profile of the station's programming activities for the period under consideration.

Selected Programs
CJRT-FM
1950-1964

1950 - 51

News	- 2 times per day
Sports	- Ryerson Basketball (live)
Music	- Ryerson Band and choir
Talk Shows	- Royal Winter Fair (programs taped at Fair for later broadcasting)
	- programs in Dutch for residents of Holland Marsh area

1951 - 52

Public Affairs	- "Ryerson on the Air" - "Report on Royal Tour" - "Let's Talk It Over"
Music	- "Can't Help Singing" - "Collegiate Roll Call" - "Sound Study" (jazz)
Drama and Comedy	- "Bible Stories for Children" - "F.M. Theatre" - "Murder Mystery" - "Sidelight" - "Spinner Sanctum" (A take-off on Inner Sanctum)
Talk Shows/ Miscellaneous	- "Bette and Ron Show" - "Collegiate Quizz" (quiz between students in the 12 Ryerson programs) - "Fantasmagna" (Program dealing with supernatural matters) - "Interview with Wayne and Shuster" - "What's With Women" (daily program using Kate Aitken format)

1952 - 53

Comedy	- "Oliver's Twist"

1953 - 54

Music	- "Beggar's Opera" - "Sound Study" - Modern Music - Western Music
Drama and Comedy	- "Children's Stories" - "Drama Workshop" - "F.M. Theatre" - "Oliver's Twist"
Talk Shows	- "Bible Discussion Group" - "Lonesome Girl" - "Royal Winter Fair" (taped at Fair for later broadcast)
Miscellaneous	- "Collegiate Quizz" (same as 1951-52) - "From Outer Space"

1954 - 55

Sports	- Ryerson Hockey Games (live)
Public Affairs	- "Something to Talk About"
Drama	- Plays

1955 - 56 - No Information available

1956 - 57

Sports	- Interviews
Public Affairs	- "Open House" (round table comment on national and international affairs)
Drama and Comedy	- "Fitz and Stalz" - "F.M. Playhouse" - Religious Drama
Talk Shows/ Miscellaneous	- "Interviews with Entertainers" - "Royal Winter Fair" - "Sportsman's Show"

1957 - 58

News	- every hour station on the air
Sports	- 15 minutes per day (included national coverage)
Public Affairs	- Diefenbaker speech to Progressive Conservative Convention
Music	- Classical - Jazz - sprinkling of Rock'n Roll
Drama and Comedy	- "Fitz and Shatz"
Talk Shows	- "Interview with Mike Wallace"
Miscellaneous	- "Ryerson Variety Show" - "United Appeal Special" - "Matinee" (a few commercial jingles and national advertising)

1958 - 59

News	- every hour while on the air
Public Affairs	- "Face the Music" (a controversial current affairs program) - "The People Speak" (what Toronto people think about various issues)
Music	- Classics - Jazz - Pops
Drama	- "Accident Squad" - "F.M. Playhouse" - "Station Wagon in Spain"

1959 - 60

Music	- no Rock'n roll or Western
Miscellaneous	- United Appeal Show

1960 - 61 - No Information available

1961 - 62

Public Affairs	- Weekly program
Drama	- Children's Drama - "Playhouse 91"
Talk Shows	- "Interview"
Miscellaneous	- Information about campus activities

1962 - 63

Public Affairs	- "The Week in Perspective"
Music	- "All That Jazz"
Talk Shows	- "Interview"
Miscellaneous	-"Royal Winter Fair"(live)

1963 - 64

News	- 3 times per day

Sports	- "World Series Special"
Public Affairs	- Debate on Capital Punishment with Arthur Maloney and Joseph Sedwick (two prominent Toronto lawyers). Debate was sponsored by University of Toronto's Newman Club.
Music	- Classical - Jazz - Music for Moderns - Listener's Choice
Drama	- "Playhouse 91"
Talk Shows	- "Focus on the Critic"

Source: Compiled from Ryersonia, Ryersonian and "CJRT-FM File (Number 1)" in Ryerson Archives

From the preceding information certain deductions about the station's programming can be made, namely that it:

1. was varied;
2. approximated the programming of Toronto's major A.M. stations;
3. was almost entirely student produced;
4. mainly featured student writing and acting;
5. was generally "live" (with the obvious exception of recorded music);
6. varied from year to year to accommodate the interests and skills of each year's students;
7. made virtually no attempt to produce and/or broadcast the educational component that was described in the license application and rhetorically repeated in the 1949 statements by officials of both the Institute and the Government of Ontario.

F. Management

In the license application, Palin was listed as the station's manager, with Barnes as programme manager and Kufluk as engineer.[122] In actual fact, Barnes appears to have functioned as station manager, as well as chief instructor in the Broadcast Course, during CJRT's first year of operation. In the fall of 1950, Mr. Wallace Ford joined the faculty and was immediately assigned responsibility for managing the station. Ford came to Ryerson with many years of radio experience in both the United States and Canada (including acting as Franklin Delano Roosevelt's chief announcer during part of one of his campaigns).[123] He immediately began to point the station in the direction it would take during the next 14 years declaring that "the emphasis...will be on student productions. Students will be allowed to create and produce their own programs."[124] The effect of this policy was immediately evident, as described in the previous section of this chapter.

When MacBeth joined the faculty in the fall of 1952 she was designated program director (the position formerly held by Barnes), responsible for supervising the radio production courses which, of course, used the station as a laboratory.[125] MacBeth had no

practical experience in radio (she was a graduate in English from the University of Toronto as well as a graduate of Ryerson's Radio Production and Announcing Course), but she did have very definite ideas about the role of CJRT-FM and its relationship to the academic program. The station was to be a laboratory for students; that was its sole purpose.[126]

MacBeth expanded the policy initiated by Ford the previous year. She placed students in charge of programming. Moreover, she delegated even more responsibility to them, stating that "many of the problems tackled by the instructors last year... [are now] in the hands of the senior class".[127] At the beginning of each year, third year students, in consultation with faculty, would select from among themselves those persons who were to act as station manager, program director and the other positions required for the operation of a radio station.[128]

Under this system, which remained in operation until the end of the 1963-64 academic year, faculty involvement in CJRT-FM consisted mainly of evaluating student work that was broadcast. (Faculty did this by listening to the programs on F.M. receiving sets.)[129] Classes were held in the mornings and in the afternoons

those students who were enrolled in the radio courses were free to use the facilities of CJRT-FM for practice. Ford remained the station manager until June, 1964 but his title was nominal. In fact, the students were managing the station.[130]

In summary, between 1949 and 1964 CJRT-FM was used almost exclusively as a training station for Ryerson students enrolled in the radio and television programme. Students were responsible for managing the station as well as producing and broadcasting the entire program schedule. Faculty supervision, including the development of programming standards and evaluation of the quality of the programs, was almost non-existent. What is more important, no attempt was made by the Institute to develop any of the educational or community programs which had been described in the 1949 license application. Thus, only one part of the dual mandate for which CJRT-FM received the original license was fulfilled during this period, and the reasons for this will be examined in Chapter VI.

CHAPTER IV

PROFESSIONAL STATION
1964-1974

A. Introduction

By 1964 CJRT-FM had developed into a station that was primarily used as a laboratory for students enrolled in Ryerson's radio and television arts program. But the Ontario Government's decision, in 1963, to transfer responsibility for Ryerson from the Department of Education to an independent Board of Governors was to result in dramatic changes for CJRT-FM. This was because policy was now formulated by the Board rather than by Kerr and this, of course, resulted in changes in direction for some of the school's well established operating procedures. Nowhere was this change more evident that in the operation of CJRT-FM and this chapter will now examine those changes.

B. Reason for Change

When the Ryerson Board of Governors assumed office it quickly developed "on a presidential corporate

basis".[131] In the absence of a senior administrative structure within the Institute, it concerned itself not only with policy but with the day to day operations of the school.[132]

One of the Board members, Mr. Stuart Mackay, the president of All Canada Radio (a firm selling radio advertising) had also been a member of Ryerson's original Advisory Committee to the School of Radio Production and Announcing.[133] Mackay immediately involved himself in the operations of CJRT-FM and within a few months the board was persuaded of the need to "provide a responsible broadcast service to the community... [along with] the function of a high quality practical training vehicle for the students in Radio and Television Arts".[134] In other words, the Board of Governors was reaffirming the station's original dual mandate.

To execute the board's decision to develop CJRT-FM into a professionally programmed station, the board decided to hire a manager.[135] Mackay and Kerr (still the principal) then authorized Mr. Alberdino Sauro, the registrar, to advertise the position and screen applicants.[136] In consultation with Mackay, Sauro selected Mr. Donald Stone, a 1956 graduate of

the Radio and Television Arts program, who had extensive experience in both private radio and the C.B.C.[137] Stone's mandate was:

> to determine policies and to administrate the operation of CJRT-FM as a community service and student training radio station.* Supervise maintenance and all uses made of R.P.I. radio and television facilities. Supervision of development of educational radio and television including student training in media.[138]

In spite of the fact that RTA's relationship to the station was being radically altered, no one in the RTA program was consulted in either the process leading to the decision to turn CJRT-FM into a professionally operated station, or to hire Stone.[139] Nor, despite the emphasis on student training in Stone's job description, was any provision made to cross-appoint him to the RTA department.[140] That problems soon emerged between station staff and RTA faculty and students should, therefore, come as no surprise.

C. Physical Facilities/Transmission/Equipment

1. Physical Facilities and Transmission

Initially, the "new" CJRT-FM remained in the same location: that of the RTA program's classroom area at 50 Gould Street. When the Institute

*emphasis added.

acquired additional space from the O'Keefe Brewery Company, however, it was decided to provide the station, and the RTA department, with additional space.[141] This was accomplished by moving CJRT-FM to three floors of the "small O'Keefe building" at 291 Victoria Street.[142] That move, in the fall of 1967, was CJRT-FM's last one, for even today it is still located there.

In the fall of 1964, when the station began to broadcast full-time, it had only 9000 watts of power covering a short radius. (The problem was complicated by the large number of tall buildings which had been built near the Ryerson campus.) In March, 1965, in order to reach a larger audience, the station applied to the Department of Transport to increase its power to 27,000 watts, as well as to broadcast in stereophonic sound.[143] The increase was granted, but because no change was made to the existing antenna, transmission remained a problem. A higher antenna was the only answer.

An apparent solution emerged in early 1967 when the C.B.C., which was relocating its transmission facilities, invited Ryerson to participate in the project.[144] However, negotiations with the C.B.C.

proved to be lengthy and, before they were completed, the Institute's 1972 financial crisis intervened. Therefore, for the period under consideration, CJRT-FM's power remained at 27,000 watts and it continued to use its modest 155 foot antenna.

2. Equipment

When the station moved into its new studios in October, 1967, most of the equipment was also moved; in addition, $30,000 was spent for new equipment.[145] However, because Ryerson's accounting system was not yet developed to maintain data for cost control centres, it is impossible to reconstruct equipment purchases and/or inventories for 1964-74. Furthermore, since Stone, as station manager, was also responsible for the purchase and maintenance of radio and television equipment for the R.T.A. program (and, in fact, for the entire Institute), what few records do exist fail to separate station expenses from R.T.A. and other categories. What follows, then, is merely a description of "newsworthy" technical changes and equipment purchases culled from various Ryerson sources.

a. 1964-65 Academic Year

In early 1965, Stone requested new equipment

(list not available).[146] Kerr, not known to be reticent about making decisions on his own, referred the request to Board of Governors member Mackay, stating, "I would appreciate it if you could study this list and tell me whether or not you would approve the purchase of the various items listed".[147] (The president's files on CJRT-FM, in which the memo is located, do not contain an answer to the request.) In the summer of 1965, as a result of Ryerson's successful request for a power increase, and the introduction of stereophonic broadcasting, the station's power was increased from 9,900 to 27,000 watts and stereophonic broadcasting was begun. Again, the cost of these changes could not be determined.

b. 1965-66 Academic Year

In February, 1966 Stone again requested permission to purchase equipment valued at $29,771.15. Following the previous year's procedure, Kerr again referred the request to Mackay, who arranged to visit the station to evaluate the request.[148] Again there is no record of the answer.

c. 1966-67 Academic Year

The proposed budget for the 1966-67 academic

year included $6,500 for technical supplies (tubes, capacitors, etc.), but since that general category also included "small parts for Radio and Television Arts practice lab and tape recorders", the figure is rather meaningless.[149] Other expenses in that budget which might be regarded as "equipment" were $1,600 for recording tape, $5,800 for news services and $800 for program lines.[150] In any event, all expenditures mentioned in this paragraph ($8,858) represent only 7.5% of the total budget of $119,703.

d. 1967-68 Academic Year

During the 1967-68 academic year, CJRT-FM purchased what was, for the R.T.A. students, to become its most controversial piece of equipment; "an automatic programming device". It was the first Toronto FM station to take advantage of the new equipment; several hours of programs could now be pre-recorded for later broadcast.[151] This, of course, not only decreased the amount of live programming produced by the station, but further decreased the opportunities for students to obtain "live" experience.

e. 1968-69 - 1973-74 Academic Years

No further references to the purchase of

equipment could be located until May, 1972. At that time, when Ryerson officials were debating whether or not the Institute could afford to maintain the station, the Institute's director of administrative services, Mr. David Roe, estimated that Ryerson had an investment of $285,000 in capital costs in CJRT-FM.[152] But again, comparison with other data is impossible; for example the figure cited does not list the equipment nor does it state whether it is based on actual, depreciated or replacement cost. In any event, Roe's estimate was, in general, accepted by the Government of Ontario when the license was transferred from Ryerson to the new CJRT-FM Corporation.

D. Programming

1. Objectives

In his March, 1965, application to the B.B.G. for a power increase, Stone spelled out the station's programming in detail (Table 2).[153] From this information, it can be seen that the largest percentage (61.6%) of the station's time on the air was to be devoted to music, while information/enlightenment programs occupied 31.3% of the schedule. Also readily apparent from this table

is the difference between Monday-Friday and Saturday-Sunday programming formats. On weekdays, information/enlightenment programming comprised 36.1% of the broadcast time, while on Saturday-Sunday that figure fell to 19.2%. Conversely, from Monday-Friday music occupied only 55.5% of the broadcast hours, while on the weekend it accounted for 75.2% of the programming.

Even more noteworthy is the very small time (9.1%) set aside for educational programming, and the complete lack of educational programming for credit. In any event, it is against this description of its programming format that the station's actual performance will now be analyzed.

2. Analysis of Programming

a. Quantitative

When the station began to operate professionally in the fall of 1964 its programming immediately changed to reflect its new image. As the preceding chapter demonstrated, student programming had reflected that of commercial AM radio. CJRT's new format relyed heavily on music interspersed with programs which came under the broad heading "Information/Enlightenment".* In its first year

*Refer to Appendix A for detailed description of terminology/methodology used in this section as well as to the section entitled Research Methodology in Chapter I.

of professional operation, music accounted for 57.9% of the total programming while news and news commentary accounted for 4.9%. The remaining time was devoted to educational programming (20.1%), public affairs and arts/science programming (12.2%). Drama, which, along with music is classified as "Entertainment" occupied 4.9% of the station's on-air hours.[154]

More important to this chapter, however, is the radical change in programming that had emerged by October, 1971 and which continued into 1974. This change is evident when one examines the following data:

COMPARISON OF CJRT-FM PROGRAMS
OCTOBER 1965 AND OCTOBER 1971-74

PROGRAM CLASSIFICATION	Year* 1965	1971	1972	1973	1975
INFORMATION/ ENLIGHTENMENT					
News	4.7	2.0	4.0	3.6	0.0
News Commentary	3.1	0.0	0.4	0.0	4.0
Public Affairs	4.7	0.0	0.0	1.2	2.4
Arts Science	12.6	0.0	0.0	2.4	0.8
Business News/ Information	1.6	1.0	0.0	0.0	0.0
Educational	0.8	2.4	3.6	3.9	6.0
Youth	7.3	0.0	0.0	0.0	0.0
(Sub-Total)	(34.8)	(5.4)	(8.0)	(11.1)	(13.2)

PROGRAM CLASSIFICATION	Year* 1965	1971	1972	1973	1975
ENTERTAINMENT					
Drama	1.2	0.0	0.0	0.4	0.8
Music	61.1	94.0	90.8	87.9	84.6
Spoken Word	4.4	0.0	1.2	0.0	
Children's	2.0	0.0	0.0	0.0	
(Sub-Total)	(68.7)	(94.0)	(92.0)	(88.3)	(85.4)
Unable to Categorize	0.0	0.6	0.0	0.6	1.4
TOTAL	100.0	100.0	100.0	100.0	100.0

*Data relates to last week of October for years under consideration. Figures are expressed as % of total week's programming hours.

Source: Compiled from "CJRT-FM Program Guide," October, 1965. Toronto FM Guide, October, 1971-1974.

From the information summarized in the preceding Table (more detailed data are provided in Tables 3-7) it can be seen that while the October, 1965 programming adhered closely to the description provided to the Department of Transportation in March, 1965 (Table 2) this was no longer true in March, 1971. That year, information and enlightenment programs accounted for only 5.4% of the station's broadcast hours while in October, 1965 the figure had been 34.8%. Conversely, by 1971 music occupied 94.0% of CJRT's programming hours whereas

in 1965 the figure had been 59.3%. Also of interest is that on Saturday and Sunday in October, 1971, music accounted for 97.2% of the station's programming and information and enlightenment only 1.4% (Table 4).

b. Qualitative

Selected programming information about CJRT-FM for 1964-74 is available from the Institute's Annual Reports, the Toronto FM Guide and program guides, press releases, etc. which have been retained in the Ryerson archives and/or by those persons associated with the station who were interviewed. This information usually describes special programmes as well as highlights from the station's regular programmes, thus providing some insight into the qualitative nature of CJRT's programming over the years. This information, organized on an annual basis, is presented in the following pages.

1965-66

During the 1965-66 academic year, CJRT-FM provided a variety of public affairs and arts and science programs. Many were taped lecture series such as the regular "Canadian Club" and "Empire Club" addresses, but the station also attempted to tape special lecture series for later broadcasting.

Examples of these were the University of Toronto's "Conference on Collective Bargaining and the Professional Employee" and York University's "Gerstein Lectures", which that year focused on "Governments and the University". Lecture series were also obtained from other sources, including the British Information Service ("Transatlantic Magazine") and the Voice of America ("Forum Lectures"). The station also re-broadcast the 1961 lecture series from the Center for the Study of Democratic Institutions in Santa Barbara, California which included discussions on "Democracy and the Emerging Nations" and "Capitalism and Democracy".[155]

Perhaps more important than the above programs was CJRT-FM's attempt to produce its own public affairs and arts and science programs. Mr. Leonard Bertin, a well known science writer, was the host of a series entitled "Science and Better Living", while on Sundays the four hour program entitled "The Lively Arts" presented discussions of arts, books, film, music and theatre in Toronto.[156] Sundays were also the time that Mr. Jim Peters, a member of Ryerson's English Department, hosted the lively talk show "Open Mind" on which guests

discussed a wide range of subjects. For example, in October, 1965, Peters interviewed Marshall McLuhan for the entire hour; other programs that year often focused on political events, both national and international.[157]

Educational programming was also begun during CJRT-FM's first full year of professional broadcasting. Station personnel, working in cooperation with Ryerson's extension department, produced two twelve week courses--"Landmarks in Philosophy" and "Law for Canadian Citizens".[158] Course outlines and explanatory material were supplied to students free of charge. At the end of the course, those students who successfully passed a written examination received a certificate.[159] A non-credit course in conversational French was also broadcast one hour per day from Monday-Friday, while another non-credit language course in Dutch was broadcast one hour each Monday.[160]

Probably the station's most ambitious - and most successful-programming initiative that year was its complete coverage of the first International Teach-In at the University of Toronto. The Teach-In focussed on the United States' involvement in

Vietnam and, in addition to providing live coverage throughout the entire weekend (October 8-10, 1965) the station also presented "special interviews and discussions between and after the sessions".[161]

Student programming also remained an integral part of the station's schedule that year. Each weekday during the school year student produced programs were broadcast from 10:00 a.m. - 11:00 a.m. and from 4:40 p.m. - 6:30 p.m.[162] Also, during part of the year, taped student programs were broadcast from 12:00 midnight until 7:00 a.m. as well.[163]

In summary, during its first complete year of professional programming, CJRT-FM provided a wide variety of programming, especially in the area of public affairs and arts/science. Student produced programs also had a regular place in the station's schedule.

1966-67

The programming format during 1966-67 remained essentially the same as the previous year, except that there was much less time (six hours per week) allocated for student programs.[164] In addition

to continuing to broadcast the weekly luncheon speeches of the Empire and Canadian Clubs, as well as the Gerstein Lectures from York University ("Governments and the University"), CJRT-FM produced and broadcast a ten program report on the seminar "Human Rights and Responsibilities". The latter had been sponsored by the Ontario Welfare Council, assisted by the Ontario Department of the Provincial Secretary and the National Citizenship Office.[165] Other public affairs programming that year included:

> - 'The Canadian Party System'; five 90 minute programs; an in-depth study of party systems and politics, (presented by the York Liberal Association).
>
> (and)
>
> -'Continentalism versus Nationalism'; six one hour broadcasts of a seminar presented by the Wordsworth Foundation.[166]

The station also produced and broadcast a three program series entitled "Canada and the Year 2000". In cooperation with the Canadian Institute of International Affairs, CJRT-FM also presented a series of seven 60 minute programs dealing with the problems of change and development in Latin America.[167]

Arts and science programming appears to have declined during 1966-67. The only program in the category to receive mention in that year's programming highlights description in Ryerson's Annual Report was a series of lectures entitled "Addiction and Its Cure" (co-produced by CJRT-FM and the Ontario Department of Reform Institutions).

Two new educational series were introduced; "Man and His Environment" and "Basic Economics", the latter being produced jointly with the (Ontario) Department of Economics. "Law for Canadian Citizens" and "Landmarks in Philosophy" were also repeated.[168]

Coverage of the second annual International Teach-In at the University of Toronto, which that year focussed on China, was expanded. In addition to again providing full coverage to its own listeners, the station also organized complete coverage of the Teach-In to a "continent-wide network of radio stations assembled for the purpose alone".[169] In the area of news and news commentary, the station's own coverage of local, national and international news continued to be supplemented by daily broadcasts of news from the British Broadcasting Corporation (B.B.C.). Thus the 1966-67 programming was essentially the same as in 1965-66,

the two exceptions being decreases in arts and science programming and in student programming.

1967-68 - 1968-69

Between 1967 and 1968-69, CJRT-FM's programming again remained almost unchanged. News and public affairs programming increased; public affairs programming increased somewhat, and student programming disappeared completely.[170] A few Ryerson faculty continued to participate in the station's programming. But the most significant development was the beginning of an informal "Radiostudy" series in the summer of 1968.[171] Produced by Mr. Cameron Finley, the programs, which used an informal conversational format, included information on consumer affairs "Before You Buy", Canadian politics ("Canadian Politics and Government"), the arts ("The Visual Arts") and language ("A Common Language"). The latter series was written and presented by Peters and Mr. Eric Wright, then the Chairman of Ryerson's English Department.[172] Each program was broadcast twice a day, at 1:30 p.m. and again at 9:00 p.m.[173]

1969-70 - 1973-74

CJRT-FM's programming during this period remained

essentially the same, except that, as has already been demonstrated in the previous section of this chapter, the amount of time devoted to music increased. In-depth news coverage and commentary continued, as did the regular broadcast of the Empire Club and Canadian Club.[174] A weekly program, "Shift Change", produced in cooperation with the Metropolitan Toronto Labour Council, provided news and information of the local labour scene.[175] There was also selected coverage of the City of Toronto and Metropolitan Toronto Council meetings, as well as taped coverage of public affairs conferences and forums. Programs about the Toronto arts scene also continued.[176]

In the fall of 1969, Radiostudy was expanded under Finley's direction to four courses: one in psychology ("Human Behaviour - Action and Interaction"), music ("A History of Music"), anthropology (Anthropology - Man Before History"), and biology ("Biology").[177] The psychology course was developed and presented by three members of the Ryerson social sciences department, Messrs. Michael Jones, George Swede and, once again, Murray Paulin. The music course was researched and written by

Mr. Lionel Willis of the English department, but read by one of CJRT-FM's announcers, Mr. Alan Small. The third course, "Anthropology - Man Before History", was researched and presented by Dr. Michael Wolkomie of the University of Toronto's Scarborough College, while the course in biology was obtained from the Voice of America.[178] As had been the case with the previous summer series, students who paid a modest fee ($5-$10) to register, received course outlines, reading lists and other supplementary material. But, there were no assignments or examinations.[179]

For the 1970-71 season, Radiostudy presented two new courses, "The Middle East" and "History of Opera", the latter course having been developed and presented by the well-known, recently retired, dean of music of the University of Toronto, Dr. Boyd Neal.[180] And in January, 1971, the station presented its first credit course "Introductory Sociology". Produced by Ryerson's newly organized "Open College", the course was a pilot project to test the feasibility of using radio as a major component of a distance education program.[181] The course's content was the same as that of the Institute's regular introductory course in sociology;

the course instructor /director Mrs. Margaret Norquay, was a member of the social sciences department who also had extensive experience with the C.B.C.[182]

The course was broadcast three times per week in hour long segments - on Tuesday afternoon and evening, and again on Sunday. While most of the course material was presented in these programs, it was supplemented by television programs (on the CTV station CFTO), phone-in question and answer periods, some of which were broadcast, written assignments and two study weekends.[183] The weekends provided the students with an opportunity to meet Norquay, as well as their tutors, and proved to be the most popular part of the course.[184] Of the 85 students who originally registered for it, 33 successfully completed it and a further 15,000 people were estimated to be regular listeners.[185]

During the fall of 1971, CJRT-FM's educational broadcasting was limited to the non-credit Radio-study courses, although the "Open College" board of management, of which the manager of CJRT-FM was a member, continued to plan and to retain as its objective, the creation of a degree granting

program largely modelled after Great Britain's Open University.[186] The sociology course was repeated in January, 1972, and this time 198 students registered for it (98 successfully completing it), while as many as 14,000 people listened to the programs on a regular basis.[187]

Educational programming during the 1972-73 year was again a mixture of an "Open College" credit course and non-credit Radiostudy courses. The Open College course in "Developmental Psychology", prepared and presented by Jones and Swede (who had also developed the original "Radiostudy" course in psychology), attracted 175 registrants.[188] Radiostudy also broadcast a new music course "Changing Styles in Music", for which over 300 requests for course outlines (provided free of charge) were received by the station.[189]

By 1973-74, as a result of the Institute's financial crisis, there were again no credit courses broadcast on CJRT-FM.[190] Nevertheless, the non-credit, but successful Radiostudy series continued. It presented three courses that year: "History of Opera", "Canadian Politics" and a series of German lessons.[191] Thus in the last

complete year that CJRT-FM was owned and operated by Ryerson Polytechnical Institute, it was presenting very limited, but successful, non-credit educational programs.

E. Management

Stone, the first full time manager, had been hired with a mandate to turn CJRT-FM into a professionally operated non-commercial radio station. He quickly set about doing this. Within a year the station had a full time staff of eleven, was broadcasting 17 hours a day and was beginning to build a regular audience.[192] Over the years the number of staff increased somewhat, but essentially it remained small. Versatility and a commitment to non-commercial radio probably best characterized those people who worked there.

As station manager, Stone officially reported to the registrar (Sauro) although in practice he appears to have dealt directly with the principal (first Kerr, then Jorgenson).[193] The latter, in turn, often consulted with board member Mackay before either granting requests himself or presenting information or requests to the board of governors.[194] Similarly although the manager was in theory responsible for budgeting and financial control, as well as programming ,

other officers of the Institute were involved in these matters from time to time.[195]

In April, 1969, CJRT-FM and its associated operations (mainly the maintenance of the R.T.A. department's radio and television equipment) were re-organized into three distinct areas, CJRT-FM, engineering and the new television service.[196] Stone became the acting manager of the latter and, although he retained the title of station manager, Mr. Ron McKee, the station's assistant manager, assumed responsibility for day to day operations.[197] Then in August, 1971, the job of station manager was transferred to Mr. John Twomey, the chairman of the radio and television arts department.[198] Under Twomey, the station's programming remained essentially the same, although he appears to have had much less interference from Institute officials in the day to day operations of the station. When Twomey resigned in the spring of 1973, he was replaced by Finley, a long time (1964) employee and the originator of Radiostudy.[199] Thus the management of CJRT-FM between 1964 and 1974 can be characterized as both highly professional and having a fair amount of continuity.

F. Relationship to Radio and Television Arts Program

When the Ryerson board of governors decided that CJRT-FM should become a professionally managed station, the faculty of the radio and television arts program were not consulted.[200] (Had they been, the majority would probably have been opposed to the decision.) Moreover, in spite of the fact that Stone's job description explicitly stated that he was "to determine policies and to administer the operation of CJRT-FM as a community service and student training radio station"* he did not receive an academic appointment.[201] That problems among the station staff, faculty and students in the program soon emerged is, therefore, not surprising.

During the 1964-65 academic year, blocks of time were set aside in the station's schedule for student programs; all second year students participated in the production of these as part of their course work.[202] By the next year, student participation decreased as their work had to meet the professional criteria of the station's staff.[203] By 1966-67, students had ceased to use CJRT-FM for their course work, although Stone did hire as many of them as he could for a variety of part-time tasks.[204]

*Emphasis added.

In January, 1967, Mr. Fred Jorgenson, the new principal (Kerr having retired the previous year), established a Principal's Committee to review the role of CJRT-FM.[205] Specifically, the Committee was requested:

1. to suggest basic philosophy, objectives and policy for the operation of CJRT,
2. to suggest a policy of grants and donations from organizations,
3. to prepare a simple concise form for job descriptions,
4. to prepare job descriptions for all personnel employed in CJRT.[206]

To chair the six person Committee, Jorgenson selected the registrar, Sauro. Other members were Stone and two other members of Stone's staff, Mr. Eric Barr, the Institute's financial director, and Mr. J. Alan Wargo, the Assistant Registrar.[207] Almost as soon as it began its deliberation, the Committee realized that in order to complete its terms of reference it must take into account the relationship of CJRT-FM to the academic department it supposedly existed to serve.[208] But when Sauro requested that Jorgenson appoint a representative of the Communication department (of which the R.T.A. program was a part), Jorgenson refused, stating that while he realized that CJRT-FM and R.T.A. were closely connected, he felt "that the integration of the operation of CJRT, the Radio and Television Arts program and Educational Television [should] be studied after in-

dividual studies of these separate areas have been completed.[209]

Sauro circumvented Jorgenson by sending Schroder a memo in which he (Sauro) stated, "It is our understanding that the best milieu for training students in the Communications department is the professional milieu. Is our understanding correct?"[210] As expected, Schroder wholeheartedly concurred with the statement and reaffirmed his support of attempting to re-establish cooperation between CJRT and R.T.A. He also suggested that perhaps the solution was to have a faculty member working in the station with the students, at all times.[211]

The report, completed on August 2, 1967, was mainly a description of how the station functioned. It recommended "that a second committee be formed to examine the question of student training in CJRT's radio and television facilities".[212] Recognizing that by now cooperation between station personnel and R.T.A. faculty was virtually impossible, the report continued by saying that "This committee should not include representatives of the various interested parties -- it should act like a Royal Commission, receiving submissions, deliberating on the submissions and making recommendations".[213] The committee was never established.

Almost as soon as he had completed the report on

CJRT-FM, Sauro was appointed to the newly created position of Dean of Arts. This meant that both R.T.A. and CJRT-FM were officially under his jurisdiction, so he decided to make another attempt to provide students with an opportunity to use CJRT-FM.[214] Working with Schroder, Stone developed a plan in which students would participate in a formal laboratory, using CJRT-FM's facilities to produce "programming of a commercial nature".[215] The key to the plan rested with the appointment of a station producer (Finley) and a faculty member (Mr. Maurice Desourdry) to coordinate the students' efforts.[216]

The new system began in the winter, 1968 semester and continued into the next year, but the same problem remained: station personnel and R.T.A. faculty could not agree on what constituted valid student training.[217] CJRT-FM personnel maintained that assigning a student a specific job - one in which his or her interests and knowledge could best be used, and allowing that student the opportunity to master the job - was the best way to provide training. R.T.A. faculty felt just as strongly, that students must have an opportunity to learn everything that is done in a radio station.[218]

Mackay then recommended a new tactic to the board

of governors: that one person be placed in charge of both CJRT-FM and the R.T.A. program.[219] Under the new plan, which was accepted by the board, the Communication department was divided into three separate departments: journalism, graphic arts (formerly printing management), and communication (formerly R.T.A. and Photographic Arts).[220]

In an unusual move, the board retained the consulting firm of Woods, Gordon Limited to advise them on the selection of a candidate for the chairman of the reorganized Communications department. Working with Sauro and Jorgenson, Woods Gordon advertised the position, screened applicants and provided the former with a "short list" - of one candidate.[221]

At a special meeting of the Board of Governors on April 23, 1969, convened to consider the appointment of a chairman of the Communications department, Jorgenson recommended the appointment of Woods Gordon candidate, Mr. John Twomey. However, rather than acting directly on Jorgenson's recommendation (the meeting was attended by only six of the eleven members: the two faculty representatives, one student, Jorgenson, Mackay and Macaulay), the board passed a motion stating that Mackay should first interview Twomey and then "subject

to his [Mackay's] favourable assessment of the applicant...Mr. John E. Twomey be appointed Chairman of the Communications department".[222] Mackay approved and Twomey was duly appointed Chairman of the new Communication department, effective August, 1969.[223]

Twomey had had several years experience with the C.B.C. and had, as well, been a lecturer and researcher in the educational use of media at the Ontario Institute for Studies in Education (O.I.S.E.).[224] He also understood the need for CJRT-FM to maintain the programming standards for which it was licensed, as well as to provide student training. By July, therefore, yet another plan for cooperative use of the station was presented to the board of governors.[225]

The new plan, the result of meetings between CJRT-FM staff, R.T.A. faculty, Twomey and Mr. A. Wilkinson (the academic vice-president), revolved around student produced programs being broadcast on a regular scheduled block of time.[226] Rather than having all the second year students assigned to the station, a senior producer from CJRT-FM was to work "very closely" with the students and faculty. Although not formally cross-appointed to the R.T.A. faculty, the producer was "to relate directly to the second year students as a full

member of the lab teaching team".[227] Third year students electing the radio production course (approximately twelve) were to be assigned directly to the station.[228] As in the earlier (1967) Stone-Schroder proposal, each student would specialize in one area of his/her choice. The major difference in the new plan was that a senior producer from CJRT-FM would be cross-appointed, on a part-time basis to the Communication department.[229]

The Twomey plan was implemented during the fall of 1969. Since it was based on the primacy of CJRT-FM's role as a professional non-commercial radio station, very little changed. Student produced programs still had to meet the rigorous criteria of the station's professional staff before being considered for broadcast. Second year students still received their basic training for radio in the R.T.A. department's laboratory rather than in the station.[230]

Students and some faculty remained opposed to the plan. MacBeth was especially opposed, describing CJRT-FM as an "interesting embroidery that lost its relevancy to our course years ago".[231] To counter the continuing opposition, Twomey succeeded in having two senior station personnel cross-appointed to the

R.T.A. faculty.[232] This meant that when the third year students were actually working in the station, they were responsible to a member of the station's staff who was, at the same time, a faculty member of their department. This solution worked, but since it only included students in the third year option, most students learned what they knew about radio in a laboratory rather than at CJRT-FM.[233]

In the summer of 1971, yet another attempt was made to reconcile the warring factions. In June of that year, Mordell, then the Institute president, directed Sauro "to make a discreet investigation into the operations of CJRT-FM - RCTV".[234] Sauro's "investigation" resulted in him recommending that Twomey be appointed Manager of CJRT-FM while at the same time continuing to be the Chairman of the R.T.A. program.[235] Mordell acted quickly and on July 13, 1971 appointed Twomey Manager of CJRT-FM.[236]

As station manager, Twomey continued Stone's policy of hiring as many students as possible. He also continued the limited system of cross-appointments, and he held seminars at the station.[237] But the thorny problem remained, for in accepting the position of station manager, Twomey had stated that "In no way

would the closer integration of R.T.A. students with CJRT be allowed to jeopardize the solid professional programming standards [of CJRT]".[238]

In 1973, citing the need to devote all his time and energy to the job of Chairman of the R.T.A. department, Twomey resigned as station manager. To replace him, the board of governors appointed the long time CJRT-FM producer, Cameron Finley.[239] But there was no mention of Finley receiving an academic appointment, and although the Annual Report for 1973-74 rhetorically stated "The station and the academic department continue their close ties established over the years", no one tried again to reconcile CJRT-FM's dual mandate.[240]

In summary, the 1964 decision of the Ryerson board of governors to develop CJRT-FM into a professionally programmed station as well as a vehicle for training students had resulted in the achievement of the first goal, professional programming, but at the expense of the second goal, student training. Equally important is that while the goal of professional programming had been achieved, CJRT-FM had developed primarily into a station noted for serious musical programming rather than for presenting the wide variety of Information and Enlightenment programmes that Stone had so

optimistically envisaged when he was hired. The reasons for this pattern of development will be analyzed in Chapter VI of this thesis.

CHAPTER V

LICENSE TRANSFER

A. Introduction

Earlier in this thesis (Chapter II) the financial crisis which Ryerson encountered in the fall of 1972 was described. One of the effects of that crisis, a major change in how the Institute was funded, was to have a profound effect on CJRT-FM. Before the problem was resolved, Institute officials involved in the station often found themselves disagreeing publicly with the board's stated intention of quickly ceasing to fund CJRT-FM. But perhaps even more important, the financial "crisis" as it was commonly referred to not only at Ryerson but in the Toronto press, resulted in the Government of Ontario becoming directly involved in what was to happen to CJRT-FM.

For 18 months Ryerson officials, interested members of the public organized by a local Conservative M.P.P., as well as the Ontario Cabinet were actively involved in deciding the fate of CJRT-FM and this chapter will now describe, in detail, the steps leading up to the formation of a new independent

non-profit corporation to own and operate the station.

B. Reason for Crisis

Throughout the period 1949-1972, CJRT-FM had been funded "as a special budget item within the framework of [the] general budget" for Ryerson Polytechnical Institute.[241] But in 1972 the Ministry of Colleges and Universities changed the grant to that of formula financing - i.e. grants were now based on the number of full time students enrolled - and no allowance was made for those activities such as CJRT-FM which, while not direct teaching costs, had become an integral part of the Institute's activities.[242] This meant, of course, that if CJRT-FM was to continue to operate at its current level ($100,000 + per year), the money would have to be taken from funds which were granted for expenses directly related to teaching.

The reason for the change in Institute financing was that during the summer of 1972 it became evident that enrollment for the 1972-73 academic year was going to be substantially less than forecast, resulting in an operating deficit for the Institute of approximately $600,000.[243] In an effort to reduce the deficit, administrative officials commissioned a study of CJRT-FM's operations to determine how much the station's activities

cost the Institute and what percentage of the cost was directly related to training students in the RTA program.[244] The study, which was undertaken by Mr. David Roe, the Institute's director of administrative services, revealed that 96% (6,640 hours) of the station's programming was non-educational, while only 3% (198 hours) was devoted to educational programming and less than 1% (44 hours) was used for student programming.[245] Roe also estimated that only $56,000 of the station's total operating expenses of $171,000 were for student training. He further estimated that the Institute had an investment in capital equipment in the station of approximately $303,000.[246]

During the next few months Institute officials made unsuccessful representations to the Ministry of Colleges and Universities, as well as the (Advisory) Committee on University Affairs, to secure funds for the station.[247] Mordell also suggested that the University of Toronto and York University be invited to participate in reorganizing CJRT-FM into a new non-profit corporation for educational radio. Neither university expressed enthusiasm for the idea.[248] Finally, in March, 1973, Institute officials announced that CJRT-FM would cease operations on June 1.[249]

C. Reaction to Crisis

When the decision to close CJRT-FM was announced, both the Globe and the Star published several articles - and on occasion, editorials - praising the station's non-commercial programming and urging the Ontario Government to find a way to continue the station's operations (the solution usually proposed was for the Government to reorganize the station so that it would be operated by a new board rather than by Ryerson). But by far the most important reaction to the Institute's announcement of the station's closing was the decision of Mrs. Margaret Scrivener, the M.P.P. for St. David's riding, in which Ryerson is located, to involve herself in the campaign to save CJRT-FM.

In early April, the Ryersonian reported that Scrivener had risen in the Legislature to query the Honourable Jack McNie, Minister of Colleges and Universities, about the fate of the station. Scrivener stated "'I've had many letters from my constituents. I am exploring the possibility of seeing if we can establish some kind of a citizens committee for preserving the station in its present form or perhaps changing it slightly as a community station.'"[250]

Scrivener next announced that she had formed a "Committee to Save CJRT" and that she would hold a

public meeting at the St. Lawrence Centre to generate public involvement and explore ways of maintaining the station, including Open College.[251] Almost concurrent with this, McNie announced a temporary grant of $75,000 to keep CJRT-FM operating for a further six months - until the end of 1973.[252] The grant had several conditions, the most important of which were that:

1. The station would continue to operate in its present manner, with its current staff.

2. The Ministry would be a party to any discussions, negotiations or arrangements in which the Officers of Ryerson Polytechnical Institute may engage with respect to the future of the station.

3. The financial accounts of the station will be made available to the Ministry during the period of funding.[253]

At its meeting of April 25, 1973, the Ryerson Board of Governors voted to accept the interim financing while at the same time acknowledging that a permanent solution must be found. To do this it appointed a "special Ad Hoc Committee...to explore alternatives for the future of CJRT and make recommendations to the Board".[254] On May 1st, at a meeting of the Committee and the Minister and Deputy Minister of Colleges and Universities, the Minister

"named a committee of three to make recommendations to him respecting CJRT" and agreed that the Ryerson Ad Hoc Committee would also meet with the newly established Minister's Committee.[255]

Meanwhile, not satisfied that the Government's funding was adequate, and concerned that it did not include funds for continuing the Open College programs, Scrivener proceeded to develop her committee to save CJRT, stating that "It is important to define in the clearest terms what CJRT's future role should be. Only then will it be possible to determine the basis upon which it should be financed."[256]

On May 16, the previously announced public meeting was held at the St. Lawrence Centre. It attracted an audience of between 250-400 people. They heard a panel consisting of Mr. Edward Brisbois, a trustee of the Ontario Educational Communications Authority*, Mr. Peter Newman, editor of MacLean's magazine, Mr. Arnold Edinborough, a well known writer-educator and Mrs. Margaret Norquay of Open College present reasons why a way must be found to save CJRT-FM and Open College. But no concrete suggestions or plans for further action emerged from the meeting.[257]

Nevertheless, Scrivener continued her campaign.

*hereafter referred to as OECA.

She began to meet with "a group of citizens, nearly all of whom [were] top executives from sizeable corporations (with a couple of academics thrown in)..."[258] The Committee drafted a proposal in which it recommended the formation of a non-profit corporation to operate CJRT-FM; it then succeeded in having all the M.P.P.'s for Metropolitan Toronto take the proposal to Premier Davis.[259] As a result of the meeting, Davis agreed to meet with the Scrivener Committee. During the meeting with Davis on June 30, the Committee recommended that, subject to approval from the C.R.T.C., it be allowed to raise money from the corporate sector in return for limited announcements of sponsorship for various programs.[260] The Committee also requested funds from the Government for a substantial power increase for CJRT-FM as well as for a province wide FM educational radio network which would depend on CJRT-FM for its programs.[261] Following the meeting Scrivener reported that "the Premier...expressed great interest and said he would try to contact Mr. McNie [the Minister of Colleges and Universities] and work something out".[262]

Meanwhile Scrivener developed yet another proposal in which CJRT-FM's license would be transferred to OECA which was developing a province-wide educational

television network.[263] However, because the station would then be licensed as a provincially owned educational station, it would lose the right to broadcast news and its programming would be altered significantly.[264] Also, Ryerson officials, in return, rejected the proposal, preferring instead to transfer the license to a new board which would be comprised of "outsiders, R.T.A. staff and 'our own people.'"[265] The source of the funds to operate the station were not mentioned in this proposal.

On October 3, 1973 Scrivener met with the Policy and Priorities Board of the Ontario Cabinet to propose that her Committee (11 businessmen plus herself) form an independent corporation to operate CJRT-FM.[266] She briefly stated her plan which included having Ryerson transfer CJRT-FM's license and equipment, at no charge to the new corporation. For the first five years the station would receive, on a descending scale, a total of $2,000,000 in grants from the Ontario Government. During this same period the corporation would solicit corporate donations; companies contributing to the station would receive mention on the station, although there would be no actual commercials. The Scrivener plan also included relocating CJRT-FM's antenna to the

CN waterfront tower, continuing Open College, and establishing a province wide system of tie-ins with community colleges.[267]

As Scrivener continued her lobbying, and the McNie task force continued to "study" the problem, time was running out for CJRT-FM. On October 9, less than two months before the interim financing would expire, Mordell instructed Twomey (still the station manager), "to terminate all employees with 30 days notice".[268] That same day Twomey tendered his resignation as station manager as "a method of emphasizing to the people at Queen's Park that immediate action is needed".[269] On November 22, only eight days before funding would cease, representatives of Ryerson's Ad Hoc Committee on CJRT-FM met with McNie to consider the "possible alternatives which would ensure continuance of CJRT-FM" as well as to draw to his attention that the "situation had become critical".[270] Six days later, Mr. Jack Gorman, the Secretary of the Board of Governors and a member of the Ad Hoc Committee, reported "that no proposal or definitive statement" had, as yet, been received from the Ministry, but that the Deputy Minister of Colleges and Universities had, earlier in the day, confirmed to him that supplementary funding for CJRT-FM would

be continued to the end of the current fiscal year (March 31, 1974).[271] Another four month reprieve had been granted.

D. Resolution of the Problem

On December 3, 1973 only eleven days after the announcement of continued interim funding, Premier Davis rose in the Legislature to announce that the Government "had decided to establish CJRT-FM as a separate and independent corporation with the capability to operate the present CJRT Radio Station and to continue its educational broadcasting activities".[272] The Government's plan closely resembled the model proposed by the Scrivener Committee, but also incorporated some of the objectives formulated by the Ryerson Ad Hoc Committee.[273] Specifically, the new corporation established to operate the station would be comprised of representatives of the private sector and of Ryerson. The transmitting facilities and antenna would be relocated to increase the station's signal, but the studios would remain on the Ryerson campus.[274] The staff would be retained and RTA students would continue to have access to the station. Finally, as Scrivener had originally proposed, a substantial amount of the station's funding would be raised from

the private sector.[275] On December 19, at a special meeting of the Board of Governors, it was decided to inform the Government that "Ryerson wished to commence negotiations with the appropriate persons with regard to an agreement for the lease of the facilities and equipment and to finalize the arrangements for the present staff".[276]

During the next few months, officials of Ryerson and the Ministry of Colleges and Universities negotiated the detailed terms under which the Insitute would transfer CJRT-FM to the new corporation - terms that were essentially those outlined in the Davis announcement of December 3, 1973.[277] On April 4, 1974 the Honourable James Auld, who had replaced McNie as Minister of Colleges and Universities, announced to the Legislature that an interim board had been appointed to manage CJRT-FM.[278] This group then began to actively participate in the negotiations which were already underway and to effectively manage the station. Finally, negotiations being complete, Ryerson officials formally surrendered the license to the CRTC on June 29, 1975.[279]

CJRT-FM remained in its same location in space leased to the new corporation by Ryerson. Initially, station employees remained Institute employees on

secondment to the station. But Ryerson had only two members on the board of the station rather than the four they had requested. And while Open College was to continue it too would be separately operated and funded. The net result of these changes was, of course, that Ryerson no longer had any direct involvement with the station it had founded and operated for twenty-five years.

CHAPTER VI

Evaluation of CJRT-FM

A. Introduction

Earlier parts of this thesis described the dual mandate under which CJRT-FM was founded as well as how it fulfilled that mandate. It examined the station's relationship to Ryerson Polytechnical Institute which owned and operated it during the period under consideration. Finally, it documented how the Government of Ontario directly involved itself in the transfer of the station from the Institute to a new independent corporation which now owns and operates the station.

This chapter will now analyze the reasons that the station developed as it did so that its contribution to both student training and educational and cultural broadcasting can be determined. The analysis will focus primarily on CJRT-FM's development as it relates to Ryerson Polytechnical Institute although an attempt will also be made to evaluate how the station's, and Ryerson's, relationship to Provincial and Federal institutions also affected its development.

B. Criteria for Evaluation

To develop criteria against which to critically

analyze CJRT-FM's performance during the period under consideration it is first necessary to review the station's objectives as set out in its original license application of February 22, 1949. Those objectives were as follows:

1. school broadcasts;
2. "Cultural" and "educational" programs, with emphasis on serious music and discussion;
3. student training;
4. increasing the public's knowledge of the role of educational institutions and public service organizations;
5. the preparation, in cooperation with the Canadian Association for Adult Education, of programs in citizenship training, recreation and parent education;
6. development of local talent.[280]

Four of these objectives (1, 2, 4 and 5) relate completely to programming. Only one of them (3) deals exclusively with the use of the station as a vehicle for training students in Ryerson's radio and television arts program although the last one (6) does relate to both student training and the development of professional programming. Thus these two main sub-divisions, programming and student training, will be used to review CJRT's history for the period under consideration.

Also, since the station's original license noted that the station was being established and operated by

the Ryerson Institute of Technology which was, in turn, part of the Ontario Department of Education, CJRT-FM's and Ryerson's relationship to the Province of Ontario will be examined to determine how much influence, direct and indirect, the Province had on the station's development. Finally, since radio licensing is a Federal matter, the role of the various Federal institutions involved in broadcasting will also be examined as they relate to CJRT-FM.

C. Phase One - Student Station (1949-1964)

1. Programming

The review (Chapter IV) of the programming information available for the period 1949-64 indicates that, with the exception of a few hours per week during the first years of its existence, CJRT-FM failed dismally to live up to the programming objectives described in the February 22, 1949 application. There were many reasons for this.

In 1949 Ryerson was pioneering a new form of post-secondary education in Ontario. For the next ten years courses were constantly changing. Several new ones were added, some were dropped and those that remained underwent several curriculum changes.[281] A prime example of the latter was the original ten month

course in Radio Production and Announcing. After only one year, the course was expanded to two years and in 1953 it was again expanded to three years, this time to meet the demand for trained personnel in Canada's newly emerging television industry.[282] (The new program allocated almost the entire third year to television.)[283] Perhaps even more important, students' interests shifted from radio to television; only a few students in any given year wanted to specialize in training for the radio industry.[284] In addition, television equipment was expensive and the purchase and maintenance of this new equipment drained money that might otherwise have been spent on CJRT-FM.

Also, to have developed the kinds of programming set out in the license application would have required not only more staff, but staff with different qualifications. Palin, the original head of the program, was an engineer with absolutely no experience in programming.[285] Barnes, the chief instructor, had experience in announcing and production, but in the few years he was at Ryerson, his energy and time were expended on curriculum development and full time teaching. (In those years, the latter meant being in the classroom approximately 24 hours per week plus the preparation of classes and

evaluation of student assignments.) When he left Ryerson, it was to return to radio production at the C.B.C.[286]

Faculty who were subsequently hired to teach in what soon became known as R.T.A. were retained because of their knowledge of radio production rather than familiarity with the Ontario primary and secondary school curricula. Furthermore, they had come to Ryerson to teach, not to produce educational and cultural programs; had they wanted to do the latter, they would have remained in, and/or joined, either the C.B.C. or the private radio industry.

Because of the complete absence of an organizational framework in which the cultural and educational programming could have been produced and promoted, one can only speculate as to what the financial implications would have been. Between 1949 and 1964, Ryerson was funded directly by the Ontario Government through the Department of Education. Its faculty were civil servants and this had already created problems due to the Civil Service Commission's inexperience in classifying teachers. Job descriptions, vacations and salaries were always a problem. (Salaries, for example, remained substantially below those of secondary school

teachers until the mid 1960's.) Furthermore, the experience of the Canadian Radio Broadcasting Corporation demonstrates that the kinds of jobs available in radio do not readily lend themselves to civil service classification. Thus, it seems reasonable to assume that had Ryerson officials decided to proceed with their programming mandate, they would have had problems with the Department of Education and the Ontario Civil Service Commission.

On a broader note, one has to question the possibility that a new school, developing a new kind of education - applied technology - could have concurrently developed the massive educational and cultural programming set forth in the 1949 license application. Dr. Ronald Faris, in his doctoral dissertation "History of the Farm Forum/Citizens Forum Broadcasting" has described at length the efforts of the Canadian Association of Adult Education* to develop educational radio programs in cooperation with the C.B.C. Perhaps of even more significance to this paper is the fact that the leader of the C.A.A.E. throughout that period, Dr. H. Corbett, had had years of experience in the use of radio in adult education and worked full time, over a period of years, to develop the Citizen's

*Hereafter referred to as the C.A.A.E.

Forum and Farm Forum programs. Yet, in terms of hours per week, these programs probably represented less than 1% of the C.B.C.'s weekly programming schedule.

Other similar examples in the development of radio in Canada can also be cited. In The Struggle for National Broadcasting, E.A. Weir documented the considerable complexities of program development. Furthermore, the failure of the Canadian Radio Broadcasting Commission to fulfill its programming mandate, because of financial restrictions and staffing problems, has direct relevance to CJRT-FM. It was not until the implementation of the 1938 Broadcasting Act, which provided the C.B.C. with a broader mandate, and more money, that substantive programming was developed. Meanwhile, commercial radio continued to expand, creating a demand for mass appeal entertainment programs modelled on the United States radio system which had, of course, dominated the Canadian airwaves from the first days of radio broadcasting. Finally, the development of television during this period meant there was little demand in the Toronto market for an educational radio station, especially since there were already two C.B.C. stations.

In summary, the officials of CJRT-FM and/or of

Ryerson Polytechnical Institute set out unrealistic programming objectives in their original license application and made no attempt to fulfill their objectives between 1949-64. Equally important, the C.B.C., the B.B.G. and the Department of Transport granted the CJRT-FM license without evaluating the programming proposals; neither do they appear to have made any attempt whatsoever to enforce them during the period under consideration.

2. Student Training

From its inception, CJRT-FM was an integral part of the R.T.A. program. The curriculum included courses in acting, writing and announcing. Students spent many hours outside the classroom applying what they were learning in class. They wrote, produced, directed and acted in a variety of shows - comedies, dramas, musicals and talk shows - many of which were eventually broadcast on CJRT-FM. (In order to be broadcast, the show simply had to be available. There were few, if any, professional criteria to be met.)[287] Classes were scheduled during the early part of the day so that students were available between 3:00 p.m. and 9:00 p.m. to use the station's facilities and thereby keep it on the air. Each year, the second year students

enrolled in the radio production course would select their own station manager, as well as the other key personnel required to operate the station.[288] They would then proceed, with minimal faculty direction, to plan, write and produce approximately 30 hours per week of programming. To many students, CJRT-FM was the focus of their personal as well as academic lives for that year.[289]

Faculty supervision of the students use of the radio was minimal; in fact, the 1951-52 Calendar clearly stated that "The planning, production and operation of 'Education's Own Station - CJRT'FM' is in the hands of those who are enrolled in Radio Broadcasting".[290] Ford remained the nominal station manager until he retired, due to ill health, at the end of the 1963-64 year. (His resignation also coincided with Ryerson's decision to turn CJRT-FM into a professionally managed station.) MacBeth, a graduate of the R.T.A. program, became the station's program director immediately after graduating from the R.T.A. program and therefore had no experience whatsoever working in radio.[291] She shared Ford's philosophical commitment to the concept of student management of the station. Even more important, she saw the dual mandate as contradictory. As one of

the few faculty not afraid of "H.H" (as Kerr was commonly referred to), she did not hesitate to publicly voice her opinion whenever there was criticism of the student's use of the station and/or the lack of professional programming.

Yet another reason for the lack of faculty involvement with the station was the administrative structure of the R.T.A. program. Only three people, the station manager (Ford), program director (MacBeth), and engineer (Kuflek), had direct responsibility for the students' use of the station. Other faculty taught full time, grading production assignments by monitoring 5-10 minutes of a program on FM receiving sets in their offices. Consequently, unlike the journalism department, where copy for the Ryersonian (the student produced newspaper) had to meet rigid academic standards and be approved by the faculty before being published, students' radio programmes went out over the airwaves "as is". That they were being broadcast to a live - if limited - audience, seemed to be of no concern to the great majority of Ryerson faculty or administrators; in its 1961 application for license renewal, Ryerson officials simply stated that the station was used "solely for student training".[292] Nor did the B.B.G. or the

Department of Transport query Ryerson's use of the station in this manner.[293]

In summary, between 1949 and 1964 CJRT-FM was used almost entirely for student training, thereby fulfilling that part of its original dual mandate. But it ought also to be noted that the station was almost entirely in the hands of the students, who used it as a laboratory rather than the Federally licensed broadcasting station that it was. While the main reason for the practice was the determined pedagogical commitment of some - if not all - faculty members to this method, it must also be noted that during the period Institute officials as well as representatives of the (Ontario) Department of Education and the C.B.C., B.B.G. and (Federal) Department of Transport chose to ignore the situation. In fact, the Federal authorities renewed the station's license when renewal applications clearly stated that student training was CJRT-FM's sole raison d'etre.

D. Phase Two - Professional Station (1964-1974)

1. Programming

As Chapter V has demonstrated, during its first year of professional programming, CJRT-FM provided a fairly wide range of "information and enlightenment"

programs. News, news commentary (including business news and information), public affairs and arts/science programming accounted for 34.8% of the station's programs during the last week of October, 1965.[294] While some of the programs such as the B.B.C. news and the taped lectures from the Canadian and Empire Clubs could be said to be low-budget attempts to meet the station's commitment to public affairs broadcasting, others represented a real alternative to programs available on either private radio stations or the C.B.C. The most elaborate of these - and the most successful - was the station's complete coverage of the four University of Toronto Teach-Ins. Stone's beginning to end broadcast of the initial Teach-In on Vietnam (1965) generated so much interest that in 1968 the station provided coverage of that year's Teach-In to some 17 stations throughout North America.[295]

In the area of arts and science programming, CJRT-FM also provided, during the early years of professional programming, a fairly wide variety of programs. As was the case with news and public affairs, some of the programs were produced by CJRT-FM personnel and used Ryerson faculty (mainly Mr. David Crombie, Mr. Hugh Innis and Peters) while others were obtained from sources such as the Voice of America. During the 1965-66 year, the station also presented a regularly scheduled

program entitled "College Circuit", which was entirely devoted to the work of students in the R.T.A. program.[296] However, by the following year the program had disappeared, the victim of the ongoing problems between station personnel and R.T.A. faculty. Finally, in 1965-66, a modest start was made on educational programming. This again used the mix of CJRT-FM produced programs and purchased programs (French and Dutch lessons).

Musical programming accounted for 51.2% of CJRT-FM's programming in October, 1965.[296] But rather than the "pop" music found on private radio stations, this was music with a theme.[297] During the daytime hours there was an emphasis on light classical music and music from Broadway shows, while during the evenings the musical programming tended to be oriented toward classical offerings. There were blocks of uninterrupted symphonies and operas. Jazz also played a prominent role in CJRT-FM's musical schedule, the jazz programs often revolved around the work of one particular composer or artist.

By October, 1971, CJRT-FM's programming had

altered radically. "Information and Enlightenment" programs now accounted for only 7.0% of the station's programming while music had increased to 92.7%.[298] Of those programs falling under the general heading "Information and Enlightenment" there were few new offerings. The B.B.C. news, as well as the regular addresses from the Canadian and Empire Clubs, continued to be broadcast. News of the Toronto arts scene had a regular place in the station's weekly schedule. There were also limited public affairs broadcasting, such as coverage of City of Toronto Council meetings and a half-hour weekly program entitled "Shift Change", produced in cooperation with the Metropolitan Toronto Labour Council. Musical programming remained essentially the same as in 1965. However, probably as the result of acquiring a musical director, there was an increased emphasis on providing background information on many of the works being performed, and block programming for the works of major symphonies, composers, etc. Between 1971-1974, musical programming again increased while "Information and Enlightenment" programming declined.[299]

The one component of "Information and Enlightenment" programming that did increase between 1965 and 1971 was educational, mainly the result of the low budget, but

well received, "Radiostudy" courses. But the invitation, in the fall of 1969, from the staff of CJRT-FM to faculty of the English and Social Sciences Departments to participate in the development of "Radiostudy" courses altered radically the development of CJRT-FM's educational broadcasting programmes. It resulted in CJRT-FM relinquishing responsibility for the production of its educational programming to an entirely new bureaucratic structure within Ryerson known as "Open College". Briefly stated, here is how it happened.

The invitation from CJRT-FM personnel aroused the interest of Wright, the Dean of Arts (who had been a co-developer of the Radiostudy course on language). He, in turn, circulated a memo to his faculty stating that "Cam Finley, the producer of the series [Radiostudy] is extremely anxious to cooperate with us individually and as a division. I would like to see if any of our courses in the arts Diploma programme might be offered by radio".[300] Although the memo appears to have generated only a very limited response, one of the two written responses on record in the Ryerson archives was from Mrs. Margaret Norquay. She was an instructor in the social sciences department, had radio experience, and expressed interest in presenting that department's

introductory credit course in sociology on CJRT-FM.[301]

By May of 1970, representatives of the Arts Division and CJRT-FM had decided it was feasible to present the course on an experimental basis beginning in January, 1971. They had received the support of Wilkinson, the Vice-President Academic to do so.[302] By December, 1970, before the course had been presented - and even before there was any concrete information whatsoever about its potential market, cost, and/or the validity of using radio as the prime medium for presenting a Ryerson credit course in the liberal arts - a steering committee to develop "Ryerson Open College" modelled on Britain's "Open University" was established.[303] The creation of this committee, which later became the board of management, meant that responsibility for educational programming (including Radiostudy) for CJRT-FM had now been effectively transferred from the station to the new Open College. This was, of course, a separate entity within Ryerson.

Between January, 1971 and November, 1974, Open College's contribution to CJRT-FM's educational programming consisted of two credit courses. These were the original course in Introductory Sociology, which was presented twice, and a course in Developmental

Psychology. There were also several "Radiostudy" courses. While the sociology course commanded a listening audience of approximately 15,000, enrollment for credit was low and costs were high. The first time the course was offered, in the winter of 1971, 85 students registered but only 33 successfully completed it.[304] The second time it was offered, enrollment increased to 198, but was still only 14% of the listening audience.[305]

Even more important were the findings about the first group of students undertaken in a study by the Ontario Educational Communications Authority in 1972. The study found that:

1. 49% of the students preferred the weekend seminars over the radio broadcasts;

2. disadvantages cited by students included not being able to discuss things with other students, distractions while listening and not being able to directly question the instructor;

3. the lectures and television broadcasts were more helpful than the open radio line;

4. suggestions for improvement included more seminars and contact with the tutors.[306]

The positive findings of the survey included comfort, no travel time, flexible listening hours and "'satisfactory'

or 'very satisfactory' social aspects".[307] And finally, in spite of the fact that the majority of students surveyed (90) preferred seminars to radio broadcasts "47% said they learned most from the radio presentations compared with the 27% that indicated that they learned most from the live presentations".[308]

Another important factor to consider in evaluating Open College's credit courses is cost. In December, 1970, before the first course in sociology had even been broadcast, it was estimated that costs for it, plus two additional credit courses would be approximately $200,000.[309] Money for the courses was not available within the Institute and Wilkinson, the Academic Vice-President, felt it would have to be raised privately.[310] This, of course, would result in a marked decrease in the emphasis placed on the popular non-credit "Radiostudy" courses which were now also part of Open College rather than CJRT-FM.

In summary, between 1964 and 1974, music (mainly classical and jazz) always accounted for the largest percentage of CJRT-FM's programming schedule. Even more important, virtually all of the "Information and Enlightenment" programming was directed toward the tastes of the upper middle class white Anglo-Saxon

population of Toronto. The extensive coverage provided to programmes such as the B.B.C. news, Empire and Canadian Club lectures and arts and science programming was, for example, seldom balanced by the presentation of similar regularly scheduled programmes directed toward the many other ethnic or cultural communities within the city. Regular student programming had had no regularly scheduled place on the station since the 1965-66 season. More important, educational programming accounted for a very small percent of CJRT-FM's broadcast schedule and the Open College experiment had demonstrated that in a large urban centre such as Toronto, credit education by radio was neither economical or popular.

2. Student Training

Chapter V also described and documented the failure of CJRT-FM to provide student training between 1964 and 1974. The reasons for this failure can be summarized as follows:

1. the organizational structure within which CJRT-FM operated at Ryerson Polytechnical Institute;

2. the policies and procedures for hiring station managers that were instituted by the Ryerson Board of Governors and executed by senior Ryerson administrators;

3. the failure of all those involved with the station to resolve the

> issue of the correct pedagogical approach to the training of Ryerson R.T.A. students in their various radio courses.

The reasons for the failure of this part of CJRT-FM's dual mandate will now be analyzed. Since the first two reasons are closely intertwined they will be examined as one issue, while the pedagogical dispute will be treated as a separate issue.

When the Board of Governors decided to hire a full time manager for the station, they also decided that he would report to the registrar and would not have any formal connection to the R.T.A. department.[311] This, in spite of the fact that the two major functions of the manager's job were the development of professional programming and the provision of student training. (A cross appointment to the R.T.A. faculty would have been one simple, logical solution.) Furthermore, none of the R.T.A. faculty, including the program director, appear to have been consulted - or even formally notified - of the decision to change the role of the station.

Although the failure to create an appropriate administrative structure was, technically, the responsibility of the Board of Governors, it should be pointed out that Mackay, a member of the Institute's

original Advisory Committee (1949) for the Radio Announcing and Production course and by this time a member of the Board of Governors, was the Board's chief spokesman for CJRT-FM. It was he who recommended that the manager be hired before a proper administrative structure had been developed. It was he who complied a list of possible candidates for the job, it was he who authorized Sauro (who was the Secretary to the Board as well as the Registrar) to advertise the position and finally it was he who authorized Sauro to hire Stone, the candidate the former had selected as best qualified for the job.

Sauro's role in the failure to delineate clear lines of authority between the station manager and staff and the R.T.A. program director and faculty is somewhat curious. As a long time (1948) member of the Ryerson faculty and administration, he had an intimate knowledge of the operations of the R.T.A. program, including the faculty biases and the radio station. Although he must have been aware of the problems that were about to be created, he apparently never raised them with Mackay or other members of the Board. Finally, Kerr, until then the final authority on all aspects of the Institute's operations, was apparently by-passed completely on this decision.

By early 1969, when all attempts to create a way in which professional programming and student training could co-exist had failed, it was again Mackay and Sauro who were responsible for selecting another manager for the station. The Board of Governors retained the consulting firm of Woods Gordon Incorporated to undertake a search for a candidate who would become the chairman of a newly organized Communications Department (to include the R.T.A. and Photographic Arts programs as well as the audio-visual centre and radio station CJRT-FM).[312] Concurrent with the Woods Gordon search, Sauro conducted his own search and, interestingly enough, both Woods Gordon and Sauro recommended the same candidate. He was subsequently interviewed and approved by the Vice-President Academic and the President.[313] Nevertheless, when the Board of Governors met on April 23 to act on the appointment of Twomey, it decided that Mackay must also interview him and the appointment must be "subject to his [Mackay's] favourable assessment of the applicant".[314] Twomey was subsequently appointed Chairman of the new Communications Department, effective August 1, 1969.[315]

Once again, a new manager for CJRT-FM had been hired before the administrative structure in which he

was to operate had been implemented and, once again, that structure never even emerged. On April 28, just five days after the Board met to hire Twomey, a separate administrative reorganization "to provide additional television services to the institute and to provide full-time administration of CJRT"* was announced.[316] Stone was named to head this new department. On July 29, two days before Twomey's appointment became effective, the Vice-President Academic announced, with reference to yet another set of new plans for student involvement with CJRT-FM that "the burden of leadership for the success of the plan rests with the manager of CJRT and the Chairman of Communications".[317]

Throughout the fall, faculty and student hostility toward station personnel remained. Therefore, on December 1, 1969 in what would appear to be a logical - and common sense - solution to the problem, Stone wrote the Vice-President Academic that "five years ago I was given the responsibility of operating CJRT as a student training station but authority was withheld. I am now resolved after five years and for the first time, that a viable student training situation exists for CJRT... [and] I request removal from every responsibility except station manager of CJRT-FM".[318] In response to this

*emphasis added

request, Stone's title was changed from manager of CJRT-FM to director of the Media Centre.[319] Although formally still responsible for the station's operation he was, in effect, further removed from its day to day operations.

On June 7, 1971, Twomey, who was by now responsible only for the R.T.A. Department (Photographic Arts having been set up as a separate department with its own chairman), wrote Sauro that if the same person was chairman of R.T.A and manager of CJRT-FM, the result would be "increased morale [for CJRT-FM employees], close consultation, budgetary control and firm management".[320] Twomey also stated that "in no way would the closer integration of R.T.A. students with CJRT be allowed to jeopardize the solid professional programming standards".[321] Two weeks later, on June 21, 1971 Sauro recommended to Mordell that, as a result of "a discreet investigation into the operation of CJRT [that] you asked me to make several weeks ago" Twomey be appointed station manager.[322] Sauro defended his recommendation by stating that it would result in better academic leadership and ensure integrated planning for the new Communications Centre which the Institute hoped to develop.[323] In July, Twomey was duly appointed manager of CJRT-FM, at the same time retaining

his responsibility for - and title of - Chairman of the R.T.A. Department.[324]

Throughout Twomey's tenure as station manager, little really changed. The station's programming remained essentially the same. His responsibility to ensure that the professional programming mandate was fulfilled meant that, although there was finally a formal link between CJRT-FM and the R.T.A. Department, student use - or non-use - of the station changed very little. When his successor was appointed, there was no mention whatsoever of him also having an academic appointment.

The other issue which was responsible for the failure of CJRT-FM to provide student training throughout the period 1964-74, was the continuing debate about the validity of imposing professional criteria on student work. That those faculty who maintained that CJRT-FM must be used only for student training or not at all succeeded, is remarkable in that their position appears to have been illogical, in defiance of Institute policy and, more important, in pedagogical contradiction to the successful evolution of other applied academic programs that Ryerson pioneered so successfully in Ontario.

That the position of faculty opposed to using professional criteria to evaluate and approve student work for broadcast on CJRT-FM was illogical can be demonstrated by examining the development of the television program at Ryerson, especially since virtually all of the instructors taught courses in both media. In 1953, the R.T.A. program was expanded to three years from two, to increase the emphasis on television training. Third year courses included television directing, photography, production and theatre arts.[325] To implement this very successful program, the Institute purchased extensive television equipment to duplicate the facilities that would be found in actual television studios in Canada. Is it not logical to assume that if students being trained for television could be successful with laboratory facilities only, then students being trained for radio could master the required skills with laboratory - or closed - circuit campus radio? Conversely, if radio training required student control of a Federally licensed, professionally equipped radio station, did not television training require student control of a Federally licensed, professionally equipped television station?

Another important factor to note is that throughout

the period 1949-64, the criteria for supervising and evaluating student work for radio students was in marked contrast to that applied to students enrolled in television courses, as well as to those in the Institute's very successful journalism program. Thus, it would have been reasonable to assume that when in the 1965 academic reorganization, the director of the journalism program was made chairman of the newly created Communications Department, he would at least modify the pedagogical approach of the radio instructors. That he did not succeed in so doing appears to be due to three reasons. Firstly, by retaining responsibility for the journalism program and spending most of his considerable energy on it, he appears to have had little time for the R.T.A. program. Secondly, several memoranda exchanged between him and the director of the R.T.A. program (who of course reported to the former) indicated an obvious personality and/or professional conflict.[326] Finally, MacBeth, as the senior and most outspoken member of the faculty, appears to have successfully persuaded enough of her colleagues - and students - of the irreconcilable differences between professional programming and student training, that neither Schroeder or anyone senior to him could offset her influence.

When the Communication Department was reorganized in 1969, history repeated itself. Even before the new chairman arrived, it was decided that the original responsibilities for which he had been hired were too great for one person; therefore he did not immediately assume responsibility for managing CJRT-FM, but rather set about making substantial revisions to the R.T.A. program.[327] While he did attempt to create mechanisms (including a successful series of cross-appointments of station staff to the R.T.A. staff) by which students could use CJRT-FM, these efforts were largely unsuccessful. MacBeth continued to publicly encourage students to boycott the station, and each year the campus press helped rally her cause.

When Twomey finally was appointed station manager in June, 1971, CJRT-FM was, for the first time, directly managed by the chairman of the R.T.A. program. But even this did little to change the status quo for as an experienced broadcaster Twomey was committed to maintaining the station's professional programming.[328] This, of course, automatically limited student access to it. Furthermore, being chairman of a four year degree program was a full time job as was that of manager of CJRT-FM. To these jobs was added the time consuming

involvement in the negotiations surrounding the future of the station, so it was understandable that by October, 1973 Twomey resigned the position of station manager. He was replaced by Finley, the original producer of "Radiostudy" who became full-time manager.[329]

The ongoing pedagogical argument that had students requiring virtually full time, and unsupervised, access to the facilities of CJRT-FM was also diametrically opposed to the experience of other programs at Ryerson. During the period that this conflict was at its height, programs in Early Childhood Education, Nursing, Public Health Inspection and Social Services already had, or successfully developed, curricula in which practical, "on the job" training in a professionally administered and supervised agency was an important component.[330] But this was never implemented in the R.T.A. program, so both it and radio station CJRT-FM continued to develop in a manner in which CJRT's original dual mandate was impossible to fulfill.

To summarize, the Ryerson Board of Governors and the senior administrative officers of Ryerson Polytechnical Institute failed, in 1964 and again in 1969, to provide the proper organizational/administrative structure in which CJRT-FM could function both as a professionally

programmed educational station and as a station providing training for students enrolled in Ryerson's radio and television arts program. This failure was further influenced by an intense pedagogical disagreement over the facilities students required for their academic training. Finally, a poor middle-management organizational structure, combined with several very strong personalities who were on opposite sides of the fence in the argument, prevented a resolution of the problem.

E. Relationship of CJRT-FM to Government of Ontario and Federal Broadcasting Institutions

1. Government of Ontario

As Chapter II had documented, between 1947 and 1963 when Ryerson was formally a part of the Ontario Department of Education, it was allowed to develop with minimal interference from the department. Kerr quickly, and skillfully developed rapport with senior officials in the department responsible for Ryerson and in return was allowed to introduce many new programs. And when one of these programs required broadcasting facilities, the Government supported the Institute's license application. During this same period, members of the Cabinet appear to have paid little attention to Ryerson, other than making a few rhetorical pronouncements on the quality of education being pioneered at the new

school.

But when, in 1963, Ryerson was operated by an "independent" Board of Governors rather than by the Department of Education, there was a marked shift in the Institute's relationship to the Ontario Government. As has also been pointed out in Chapter II, nine of the thirteen board members were appointed directly by the Minister of Education so the Government, and/or Minister could now exercise direct control over the Institute if it so desired. Furthermore, the appointments to the first board indicated that that control would be exercised. Members of the first board included William Kelly, Hugh Macaulay and Claire Wescott all of whom had close connections to either Davis, then Minister of Education, but soon to become Premier. These connections are substantiated, incidentally by the subsequent appointments of Kelly as full time fund raiser and advisor to the Conservative Party of Ontario, Macaulay as chairman of Ontario Hydro and Wescott as executive assistant to the Premier.

While other members of the board throughout the period were not so directly connected to Davis or the Government, they were however representative of the economic and social interests of the Ontario Govern-

ment rather than of the Metropolitan Toronto community which Ryerson served.[331] There was, for example, not even a token effort to appoint representatives of Toronto's burgeoning ethnic communities who could have brought to the Board, and therefore to CJRT-FM, an appreciation of the needs of their communities as well as recommendations on how these needs could best be met. Also, in spite of the fact that the Institute's role had broadened to provide education in the community services, there was no noticeable effort to appoint members of these professions to the Board. Finally, there were also no appointments from members of the labour movement or community groups who were, after all, important parts of the market Ryerson professed to serve.

Understanding the structure of the Board of Governors makes it easier to understand why the Institute, and CJRT-FM, evolved as they did. So long as the station kept a low profile and Ryerson managed to fund it from its general operating revenue, the Government virtually ignored it. But when the "Save CJRT" committee was formed and it became evident that there was some community support emerging for the station's continued existence the Government intervened

directly in the negotiations over the ownership of the station. (This has been documented in Chapter V "Loss of License".)

When the problem was finally resolved and Ryerson had agreed to transfer the license for the station to the new corporation, it was no surprise then that it was Davis and McNie, the Minister of Colleges and Universities, rather than Ryerson officials, who made the formal announcements. Davis's announcement in the Legislature that "the Government...had decided to establish CJRT-FM as a separate and independent Corporation" was followed by McNie's statement to the CRTC that "The Board of Directors of the new Corporation will consist of 16 members, all of whom will be appointed by the Lieutenant-Governor in Council"*.[332] There would appear to be convincing evidence that the final fate of CJRT-FM was determined by the Ontario Government rather than by the Board of Governors of Ryerson Polytechnical Institute. This in spite of the fact that the latter Board held the Federal license for the station.

2. Federal Broadcasting Institutions

The role of the Federal authorities, particularly the Board of Broadcast Governors and the CRTC throughout

*emphasis added.

the period under consideration is more difficult to evaluate. This is because information about CJRT-FM available from the latter two regulatory bodies is completely non-existant. The Department of Communication in Ottawa does have files on CJRT-FM from 1948 - present but these deal primarily with the technical aspects of licensing the station. There is also a noticeable lack of correspondence between the station and/or Institute and the Federal authorities in the various Ryerson files containing information about the station. Nevertheless from the information that could be located it is possible to learn something about the role of the Federal broadcasting institutions in this particular example of Canadian radio history.

Between April 1, 1953 and April 1, 1963 the Department of Transport routinely renewed CJRT-FM's non-commerical license four times.[333] In April, 1964, six years before the Federal Cabinet passed the Order-in-Council prohibiting direct provincial ownership of broadcasting facilities, MacKay, of the Ryerson Board of Governors, reported to the Board of a "meeting with Stewart, Chairman of the Board of Broadcast Governors. No broadcasting license can be granted to a provincial government or any branch thereof...[334] No record of any action by either organization arising out of this meeting

could be located.

On July 30, 1965 the Department of Transport approved CJRT-FM's application for stereophonic broadcasting and although the application included a detailed description of the station's programming, there is no evidence that the Board of Broadcast Governors received a copy of the application from either the Institute or the Department of Transport. The latter department approved the application and stereophonic broadcasting of that programming proceeded as planned.

When the license was again renewed in 1968, it was for only two years, rather than the customary five. This was because the B.B.G. was soon to be replaced by the CRTC and it was expected that the latter would issue the next license as an educational, rather than non-commercial license.[335] (The main difference would have been that as a radio station licensed only for educational broadcasting, CJRT-FM would have been prohibited from broadcasting any news programmes.)

In June, 1970 the Federal Cabinet passed an Order-in-Council stating that "broadcasting licenses granted to provincial governments <u>including educational institutions</u>* will not be renewable for terms extending

*emphasis added.

beyond March 31, 1972".[336] The Institute made no plans to establish a new independent board to comply with the Federal Cabinet's directive yet in October, 1970 the CRTC again renewed CJRT-FM's license for another two year period. Again, it was a non-commercial rather than an educational license.[337]

Between 1970 and 1972 when the license would again expire the CRTC, under the leadership of Mr. Pierre Juneau its Chairman and Mr. Harry Boyle its vice-chairman, professed to be developing a policy which would encourage "community control" of radio. The Commission's 1972 Annual Report summarized this policy with the following statement:

> Access to the media [i.e. radio] by community organizations and student groups has become a matter of new importance in recent years and the Commission is anxious that new ideas and concepts of programming in this area find an outlet for expression.[338]

Also, in July, 1972 the Federal Cabinet rescinded its previous (1970) Order-in-Council replacing it with an even stronger one. The new Order-in-Council, made under Section 27 of the 1968 Broadcasting Act was "a direction to the CRTC forbidding the issuance, amendment or renewal of broadcasting licenses to 'Her Majesty... and agents of Her Majesty in right of any Province'".[339]

Once again the Federal Government was exerting its constitutional authority over broadcasting.

Nevertheless when CJRT-FM's license was again due to expire in 1972 the Commission's primary concern appeared to be the former's application for a power increase rather than any structural changes in either ownership of or access to the station. This was especially curious given CJRT-FM's original role as a student station as well as the fact that one of the main reasons it was applying for a power increase was to increase the service area for Ryerson's "Open College".

In the fall of 1971, obviously concerned about the power increase Twomey, then the station manager "talked directly to Mr. Juneau about CJRT's application for an increase".[340] Although Twomey also appears to have continued spending considerable time and effort toward persuading the CRTC of the need for the power increase, the April, 1972 license renewal for yet another two year period was exactly the same as the previous licenses.[341].

By early fall, 1972 the CRTC finally scheduled a hearing to consider the station's request for the power increase.[342] But before the hearing, scheduled

for November 7, was held, Twomey received "a personal telephone call from CRTC legal counsel...asking me to defer our application to a later date".[343] The reason for the request for deferral was the "CRTC's concern... [of] the ramifications of the new Order-in-Council (July, 1972) which describes the classification of provincial stations which are allowed to operate broadcasting undertakings".[344]

Because the CJRT-FM "crisis" was now at its peak Institute priorities had shifted and obtaining the power increase was no longer high on its agenda. For this reason the hearing, which was to have been rescheduled in January, 1973 was never held.

The CRTC's next official involvement with CJRT-FM and Ryerson appears to have been when Ryerson applied to transfer the station's license to the new corporation which had, of course, been established by the Ontario Government and which would have 100% of its board of directors appointed by that government. When the CRTC considered the application for the license transfer one of the intervenors was the Ontario Government which strongly endorsed the application.[345] Even more important, in spite of its avowed policy of encouraging direct community programming and support

of radio, the CRTC quickly granted the transfer, making no comment whatsoever on the relationship of the new board to the Ontario government or on the station's programming. In executing this action, the Commission was, of course, following the well established pattern which had been developed over the years by the Federal Government and its agencies: saying one thing and doing another.

CHAPTER VII

Summary and Conclusions

A. Summary

This thesis has reconstructed and critically evaluated how CJRT-FM's dual mandate - the provision of student training and educational broadcasting - was implemented throughout the period (1949-1974) the station was owned and operated by Ryerson Polytechnical Institute. It found that the station was used for both student training and professional, non-commercial broadcasting but not, to any great degree, for the educational/cultural programming that was set out in the Institute's original application to the Department of Transport for a non-commerical F.M. radio license. The thesis also demonstrated that these two uses developed in isolation from one another rather than cooperatively and concurrently.

Between 1949 and 1964 CJRT-FM was regarded by Institute officials as a training laboratory for students in its various radio courses and, as such, the students had almost complete control of it, using it with little faculty supervision. Institute officials, having obtained the license, never attempted to develop

the elaborate plans they had described in their license application for educational programming, plans that were, incidentially, so complex that one might reasonably have expected them to be submitted by the C.B.C. rather than by a station which was, at the time, a laboratory in a new school. Equally important is the lack of attention paid to the station's development not only by senior Institute officials, but by the (Ontario) Department of Education (which funded Ryerson and, therefore, the station), and by the various Federal authorities (the Department of Transport, the C.B.C. and later the B.B.G.) which had responsibility for radio regulations in Canada.

In 1964, when responsibility for Ryerson was transferred from the Department of Colleges and Universities to an "independent" Board of Governors, the Board made a logical, but poorly executed, decision to develop the programming component of CJRT-FM's original mandate while simultaneously continuing to use it for student training. Between 1964 and 1974, the station did develop a programming format which provided Toronto area F.M. audiences with an alternative to commercial programming but it never realized its full potential for "Information and Enlightenment"

broadcasting, including educational programs. The reasons for this appear to have been financial (the station was expected to operate on a very limited budget) and, between 1964 and 1971, an operating structure in which Institute officials, without direct responsibility for the station and also without any professional expertise in the operation of a radio station, were allowed to interfere in CJRT-FM's day to day operations. (Examples of this interference range from inappropriate questioning of minor station expenses such as using taxis to rush news tapes to the station to close monitoring of and, at times, direct interference in the station's programmes, particularly those relating to coverage of controversial and/or political events.)

Between 1971 and 1974, little evidence could be found of this same kind of interference, perhaps because the new station manager was better able to defend the integrity of the station's independence in programming policy and/or because most of the personnel who had been responsible for the earlier interference were no longer at Ryerson. Also, by that time, CJRT-FM had a recognizable audience that listened to the station because of its existing programming.

But, on the other hand, the station's budget remained limited as did the manager's time (he was by then responsible for administering both the station and the R.T.A. Department).

The almost complete failure of the station to serve as a vehicle for student training between 1964 and 1974 was the result primarily of ill conceived administrative structures which appear to have originated at the board level. The problem was, however, further aggravated by the failure of Ryerson administrators to strongly advise the Board of the consequences of the policies and procedures the Board was directing them to implement. Finally, in spite of the authoritarian mode in which the Institute operated throughout this period, a few recalcitrant faculty members in the R.T.A. Department were almost entirely successful in blocking all plans presented by either station staff or academic administrators which might have resulted in CJRT-FM fulfilling its dual mandate.

B. Conclusions

By obtaining an FM license in 1949, Ryerson officials created a highly visible student training vehicle. This contributed not only to student training

but to publicizing the school as Ontario's first technological institute. It also secured a non-commercial station for the Toronto area that would not likely have been available ten years later, by which time FM licenses were almost as commercially lucrative as AM ones.

On a small budget, a highly skilled and dedicated staff successfully developed a programming format which, while never attracting a large audience, presented a real alternative to commercial radio in Toronto. To a much lesser degree, it provided an alternative to the Toronto CBC-FM (CBL) station. Its experiment with using radio to present credit courses in the liberal arts demonstrated that while there is a very limited market for this in the Toronto area, there is a much larger audience for the lower budget non-credit educational courses as developed through CJRT-FM's "Radiostudy" undertakings.

While the station's programming was moderately successful, it also catered to an upper middle class, probably white Angle-Saxon audience, who were interested in classical music, public affairs and arts/science programming. CJRT-FM seldom presented information challenging the existing capitalist

system which was, of course, supporting it. Had the station decided to become more daring in its programming, it is highly unlikely the Ryerson officials would have tolerated the move for long.

Until the license for the station was transferred to a new non-profit corporation, the station was completely funded by the Government of Ontario (with the minor exception of student tuitions). Thus the Government's decision not to provide Ryerson with special funding for CJRT-FM was consistent not only with the Province's general policy of decreasing funds for education, but also with the 1972 (Federal) Order-In-Council stating that the only broadcasting outlets which could be owned by Provincial bodies were those that provided only educational programming.

Until Ryerson could no longer support the station, the Government of Ontario, publicly at least, paid little attention to CJRT-FM. But, when the station was floundering due to lack of that same Government's funding, the latter suddenly tied its temporary operating grants to the station to Institute guarantees that the Province of Ontario become directly involved in any decision the Institute might make regarding the future of the station.

The model the Government finally selected for the continued operation of CJRT-FM reflected the broader economic , political and social system of which the station, and the Institute,were integral parts. This model resulted in the license being transferred from the Ryerson Board of Governors to a new independent non-profit corporation comprised of representatives drawn almost entirely from the Canadian economic elite. Therefore, although the taxpayers of Ontario had contributed well over a million dollars to the station, access to it remained closed to all but a very few people who represented the interests of the Ontario Government.

Even worse, although the lengthy debate over the future of the station took place during the time the C.R.T.C. was publicly enunciating an FM radio policy which would create "community" radio stations providing access to community groups and alternative programming (particularly in the area of public affairs), neither the C.R.T.C., the Government of Ontario or Ryerson Polytechnical Institute even considered this as a logical alternative for the development of CJRT-FM.

Table 1

MEMBERS OF ADVISORY COMMITTEE
RADIO BROADCASTING COURSE
1949-50

Name	Occupation/Position
T.J. Allard*	Manager, Canadian Association of Broadcasters
E.J. Bushnell*	Director - General Programming Canadian Broadcasting Corporation
J.M. Davidson**	General Manager, Northern Broadcasting Company Limited
Richard G. Lewis	Editor and Publisher, Canadian Broadcaster and Telescreen
A.A. McDermoth	Sales Manager, Horace N. Stovin
C.W. McQuillan	Manager, Radio Division, Cockfield Brown and Company
S.J. McKay	Assistant General Manager, All Canadian Radio Facilities Limited

*Mr. Allard and Mr. Bushnell were members of the Advisory Committee of the School of Electronics, of which the Radio Broadcasting course was a part. All others were members of the Radio Broadcasting course's subcommittee.

**Sub Committee chairman.

Source: Ryerson Institute of Technology, Calendar 1950-51, pg. 46.

Table 2

PROGRAM SUMMARY
CJRT-FM
March, 1965 Application to CRTC

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	2.1	2.3	0.4	1.1	2.5	2.0
2.	News Commentary	2.9	3.2	0.0	0.0	2.9	2.3
3.	Public Affairs	5.0	5.6	1.0	2.8	6.0	4.8
4.	Arts/Science	10.0	11.1	4.0	11.1	14.0	11.1
5.	Business News/Information	0.0	0.0	0.0	0.0	0.0	0.0
6.	Educational	10.0	11.1	15.0	4.2	11.5	9.1
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(10.0)	(11.1)	(1.5)	(4.2)	(11.5)	(9.1)
7.	Youth	2.5	2.8	0.0	0.0	2.5	2.0
	Sub Total	(32.5)	(36.1)	(6.9)	(19.2)	(39.4)	(31.3)

Table 2

PROGRAM SUMMARY
CJRT-FM
March, 1965 Application to CRTC

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II	Entertainment						
1.	Drama	0.0	0.0	1.5	4.2	1.5	1.2
2.	Music	50.0	55.5	27.1	75.2	77.1	61.1
	a) Classical	(8.3)	(9.2)	(4.5)	(12.5)	(12.8)	(10.1)
	b) Jazz	(10.0)	(11.1)	(4.0)	(11.1)	(14.0)	(11.1)
	c) Light and/or Pop	(31.7)	(35.3)	(14.6)	(46.1)	(48.3)	(38.3)
	d) Folk	(0.0)	(0.0)	(2.0)	(5.5)	(2.0)	(1.6)
	e) Unable to Classify	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
3.	Spoken Word	5.0	5.6	0.5	1.4	5.5	4.4
4.	Children's	2.5	2.8	0.0	0.0	2.5	2.0
	Sub Total	(57.5)	(63.9)	(29.1)	(80.8)	(86.6)	(68.7)
Z	Unable to Categorize	0.0	0.0	0.0	0.0	0.0	0.0
	Grand Total	90.0	100.0	36.0	100.0	126.0	100.0

Source: Stone to Director, Telecommunications and Electronic Branch, Department of Transport, March 18, 1965.

*Based on 18 hour programming day.

Table 3

PROGRAM ANALYSIS
CJRT-FM
October 25-31, 1965

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	5.5	6.5	0.1	0.3	5.6	4.7
2.	News Commentary	3.7	4.4	0.0	0.0	3.7	3.1
3.	Public Affairs	4.5	5.3	1.0	3.1	5.5	4.7
4.	Arts/Science	10.8	12.7	4.0	12.1	14.8	12.6
5.	Business News/Information	1.9	2.2	0.0	0.0	1.9	1.6
6.	Educational	1.0	1.2	0.0	0.0	1.0	0.8
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(1.0)	(1.2)	(0.0)	(0.0)	(1.0)	(0.8)
7.	Youth	8.6	10.1	0.0	0.0	8.6	7.3
	Sub Total	(36.0)	(42.3)	(5.1)	(15.5)	(41.1)	(34.8)

Table 3

PROGRAM ANALYSIS
CJRT-FM
October 25-31, 1965

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II	Entertainment						
1.	Drama	0.0	0.0	1.5	4.5	1.5	1.3
2.	Music	43.5	51.2	26.4	80.0	69.9	59.3
	a) Classical	(4.0)	(4.7)	(8.5)	(25.7)	(12.5)	(10.6)
	b) Jazz	(10.0)	(11.8)	(6.9)	(21.0)	(16.9)	(14.3)
	c) Light and/or Pop	(29.5)	(34.7)	(9.0)	(27.2)	(38.5)	(32.7)
	d) Folk	(0.0)	(0.0)	(2.0)	(6.1)	(2.0)	(1.7)
	e) Unable to Classify	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
3.	Spoken Word	5.0	5.9	0.0	0.0	5.0	4.2
4.	Children's	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(48.5)	(57.1)	(27.9)	(84.5)	(76.4)	(64.8)
Z	Unable to Categorize	(0.5)	(0.6)	(0.0)	(0.0)	(0.5)	(0.4)
	Grand Total	85.0	100.0	33.0	100.0	118.0	100.0

Source: "CJRT Program Guide," October, 1965.

*Based on 17 hour programming day, Monday-Saturday, 16 hours on Sunday.

Table 4

PROGRAM ANALYSIS
CJRT-FM
October 25-31, 1971

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	2.5	2.8	--	--	2.5	2.0
2.	News Commentary	--	--	--	--	--	--
3.	Public Affairs	--	--	--	--	--	--
4.	Arts/Science	--	--	--	--	--	--
5.	Business News/Information	1.3	1.4	--	--	1.3	1.0
6.	Educational	2.5	2.8	0.5	1.4	3.0	2.4
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(2.5)	(2.8)	(0.5)	(1.4)	(3.0)	(2.4)
7.	Youth	--	--	--	--	--	--
	Sub Total	(6.3)	(7.0)	(0.5)	(1.4)	(6.8)	(5.4)

Table 4

PROGRAM ANALYSIS
CJRT-FM
October 25-31, 1971

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II.	Entertainment						
1.	Drama	0.0	0.0	0.0	0.0	0.0	0.0
2.	Music	83.4	92.7	35.0	97.2	118.4	94.0
	a) Classical						
	b) Jazz						
	c) Light and/or Pop						
	d) Unable to Classify						
	e) Folk						
3.	Spoken Word	0.0	0.0	0.0	0.0	0.0	0.0
4.	Children's	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(83.4)	(92.7)	(35.0)	(97.2)	(118.4)	(94.0)
Z	Unable to Categorize	(0.3)	(0.3)	(0.5)	(1.4)	(0.8)	(0.6)
	Grand Total	90.0	100.0	36.0	100.0	126.0	100.0

Source: Toronto FM Guide, October, 1971.

* Based on 18 hour programming day.

Table 5

PROGRAM ANALYSIS
CJRT-FM
October, 1972

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	5.0	5.5	0.0	0.0	5.0	4.0
2.	News Commentary	0.5	0.5	0.0	0.0	0.5	0.4
3.	Public Affairs	0.0	0.0	0.0	0.0	0.0	0.0
4.	Arts/Science	0.0	0.0	0.0	0.0	0.0	0.0
5.	Business News/Information	0.0	0.0	0.0	0.0	0.0	0.0
6.	Educational	3.0	3.3	1.5	4.2	4.5	3.6
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(3.0)	(3.3)	(1.5)	(4.2)	(4.5)	(3.6)
7.	Youth	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	8.5	9.3	1.5	4.2	10.0	8.0

Table 5

PROGRAM ANALYSIS
CJRT-FM
October, 1972

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II	Entertainment						
1.	Drama	0.0	0.0	0.0	0.0	0.0	0.0
2.	Music	80.5	89.5	34.0	94.4	114.5	90.8
	a) Classical	(70.5)	(78.4)	(14.0)	(38.9)	(84.0)	(66.8)
	b) Jazz	(10.0)	(11.1)	(11.0)	(30.6)	(21.0)	(16.8)
	c) Light and/or Pop	(0.0)	(0.0)	(3.0)	(8.3)	(3.0)	(2.4)
	d) Folk	(0.0)	(0.0)	(6.0)	(16.7)	(6.0)	(4.8)
	e) Unable to Classify	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
3.	Spoken Word	1.0	1.2	0.5	1.4	1.5	1.2
4.	Children's	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	81.5	90.7	34.5	95.8	116.0	92.0
Z	Unable to Categorize	0.0	0.0	0.0	0.0	0.0	0.0
	Grand Total	90.0	100.0	36.0	100.0	126.0	100.0

Source: Compiled from Toronto FM Guide, October, 1972.

*Based on 18 hour programming day.

Table 6

PROGRAM ANALYSIS
CJRT-FM
October 22-29, 1973

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	4.5	5.0	0.0	0.0	4.5	3.6
2.	News Commentary	0.0	0.0	0.0	0.0	0.0	0.0
3.	Public Affairs	1.5	1.7	0.0	0.0	1.5	1.2
4.	Arts/Science	1.5	1.7	1.5	4.2	3.0	2.4
5.	Business News/Information	0.0	0.0	0.0	0.0	0.0	0.0
6.	Educational	3.4	3.7	1.5	4.2	4.9	3.9
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(3.4)	(3.7)	(1.5)	(4.2)	(4.9)	(3.9)
7.	Youth	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(10.9)	(12.1)	(3.0)	(8.4)	(13.9)	(11.1)

Table 6

PROGRAM ANALYSIS
CJRT-FM
October 22-29, 1973

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II	Entertainment						
1.	Drama	0.0	0.0	0.5	1.4	0.5	0.4
2.	Music	78.3	87.0	32.5	90.2	110.8	87.9
	a) Classical	(48.3)	(53.6)	(18.5)	(51.3)	(66.8)	(52.9)
	b) Jazz	(10.0)	(11.1)	(8.0)	(22.2)	(18.0)	(14.3)
	c) Light and/or Pop	(20.0)	(22.2)	(0.0)	(0.0)	(20.0)	(15.9)
	d) Folk/Rock	(0.0)	(0.0)	(6.0)	(16.7)	(6.0)	(4.8)
	e) Unable to Classify	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
4.	Children's	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(78.3)	(87.0)	(33.0)	(91.6)	(111.4)	(88.3)
Z	Unable to Categorize	(0.8)	(0.9)	(0.0)	(0.0)	(0.8)	(0.6)
	Grand Total	90.0	100.0	36.0	100.0	126.0	100.0

Source: Toronto FM Guide, October, 1973, pg. 3.

*Based on 18 hour programming day.

Table 7

PROGRAM ANALYSIS
CJRT-FM
October 21-27, 1974

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
I	Information/Enlightenment						
1.	News	0.0	0.0	0.0	0.0	0.0	0.0
2.	News Commentary	5.0	5.6	0.0	0.0	5.0	4.0
3.	Public Affairs	1.5	1.7	1.5	4.2	3.0	2.4
4.	Arts/Science	1.0	1.1	0.0	0.0	1.0	0.8
5.	Business News/Information	0.0	0.0	0.0	0.0	0.0	0.0
6.	Education	5.5	6.1	2.0	5.5	7.5	6.0
	a) Credit	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
	b) Non-Credit	(5.5)	(6.1)	(2.0)	(5.5)	(7.5)	(6.0)
7.	Youth	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(13.0)	(14.5)	(3.5)	(9.7)	(16.5)	(13.2)

Table 7

PROGRAM ANALYSIS
CJRT-FM
October 21-27, 1974

Code Number	Program Classification	Monday - Friday*		Saturday - Sunday*		Total*	
		Hours	Percent	Hours	Percent	Hours	Percent
II	Entertainment						
1.	Drama/Comedy	1.0	1.1	0.0	0.0	1.0	0.8
2.	Music	74.3	82.5	32.5	90.3	106.8	84.6
	a) Classical	(42.0)	(46.7)	(14.5)	(40.3)	(56.5)	(44.7)
	b) Jazz	(11.0)	(11.0)	(6.0)	(16.7)	(17.0)	(13.5)
	c) Light and/or Pop	(21.3)	(23.6)	(3.0)	(8.3)	(24.3)	(19.3)
	d) Folk	(0.0)	(0.0)	(9.0)	(25.0)	(9.0)	(7.1)
	e) Unable to Classify	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)
3.	Spoken Word	0.0	0.0	0.0	0.0	0.0	0.0
4.	Children's	0.0	0.0	0.0	0.0	0.0	0.0
	Sub Total	(75.3)	(86.3)	(32.5)	(90.3)	(107.8)	(85.4)
Z	Unable to Categorize	(1.7)	(1.9)	(0.0)	(0.0)	(1.7)	(1.4)
	Grand Total	90.0	100.0	36.0	100.0	126.0	100.0

Source: Toronto FM Guide, October, 1974, pg. 3.

*Based on 18 hour programming day.

Appendix

Methodology Used for Classifying Programs and Selecting Information

A. Development of Programming Classifications

In order to evaluate CJRT-FM's programming objectives and performance, it was first necessary to develop a framework within which the programs could be analyzed. An examination of Professor Dallas Smythe's in-depth analysis of radio and television programmes for the Royal Commission on Broadcasting, 1957 (Fowler Commission), indicated that some of Smythe's basic methodology could be used to examine CJRT-FM's programming. What follows is a summary of Smythe's methodology and a description of how it was amended for application to CJRT-FM.

Smythe first classified programs by purpose: information, enlightenment, entertainment and the sale of goods. He then subdivided these into twenty-one major and several minor classifications.[346] Using a specially designed one week (January 15-21, 1956) sample, Smythe then collected, in detailed logs, complete

programming information for every commercial radio station in Canada.[347] He was then able to code and tabulate the information within the system he had developed. Finally, he produced a detailed analysis of the results of his study which was published, in its entirety, as Volume II of the Commission's report.

When this methodology was applied to CJRT-FM, the "sale of goods" category was automatically eliminated because of the station's non-commercial status. Next, the programming information available for CJRT-FM was coded into the remaining three broad - and twenty-one major - classifications Smythe had established. In addition, a twenty-second classification - for educational programming - was established. An initial edit of this data indicated that the limited information available for CJRT-FM sometimes made it impossible to accurately code the programs into the twenty-two categories; so, still using Smythe's basic methodology, those categories were then merged into eleven categories. This then necessitated a further amendment: the merging of "Information" and "Enlightenment" programs into one major category. The final result was, therefore, a programming classification system for CJRT-FM, which consisted of two major and eleven minor

classifications.

Two other problems also had to be solved, namely:

1. how to determine program content from program titles only, and

2. how to allocate time when a program included two or more components from separate classifications, the most common example of this being musical programs which were interspersed with news and weather reports.

Here is how the two problems were handled. In the case of delineating program content from titles, most of the titles were self-evident. When this was not the case, it was often possible to tell from supplemental information available - program notes, etc. - what the program was about; when this failed the program was coded as Z (Unable to Classify).

Programs containing two or more separate components were classified under their main heading. This procedure was followed since descriptive information about these programs indicated that the main title generally rendered a description of the main program component, accounting for the greatest percentage of the time.

B. Selection of CJRT-FM Programming Information for Analysis

1. Quantitative

CJRT-FM's programming was generally organized on

the basis of an academic year. Therefore, it was decided to analyze programmes for the last week of October for the years 1965-74. The particular week was selected because it was thought that by the end of October the year's programming would be well established. To ensure that the time selected was representative of a year's schedule, and/or to determine what, if any, changes were made during the year, programs for the last week of March for every third year were also examined. (Since no sigificant differences between October and March were noted, the March data for the two intervening years were not examined.)

As CJRT's programming was based on one format for Monday to Friday and an entirely different one for Saturday and Sunday, the program information was subdivided, by hours per week (absolute number and percentage), for these same blocks of time. Seven day combined totals were also calculated.

Since absolutely no programme logs have been retained by either the station, Ryerson, or any of the regulatory bodies, obtaining adequate information was difficult and in some instances impossible. For October, 1965, a program guide which had been temporarily

published by CJRT-FM was located. This guide contained much descriptive information, thereby making the job of program classification relatively easy and accurate. For the period October, 1971, to October, 1974, program information was obtained from the Toronto FM Guide, which contains, by programme title, complete listings for CJRT-FM. Although the guides contained little descriptive information about the programmes, many of the programmes had been on the air since 1965 and classifying the data appropriately was possible in most instances.

For the last week of October, 1966-70, as well as March, 1969, all radio programme listings which appeared in the three Toronto daily newspapers were retrieved from the microfilm collection at the Metropolitan Toronto Reference Library. However, when the listings were examined it quickly became apparent that they were incomplete; some provided only programme highlights, while others listed programmes for the evening only. Furthermore, the format used by each paper often changed. For this reason, it was decided to eliminate data for the period 1966-70.

LIST OF REFERENCES

1. John, Downing, "History of Ryerson", (unpublished typescript), pp. 49-51, Ryerson Archives.

2. Ontario Legislative Assembly, Debates 1947, March 6, 1947, pg. 3.

The Honourable George Drew was Premier and Minister of Education. Standings in the Legislature were: Progressive Conservatives 38, Co-Operative Commonwealth Federation (CCF) 34 and Liberals 15.

3. Ibid, March 19, 1947, pg. 188.

4. Ibid, March 31, 1947, pg. 622.

There was virtually no debate on this bill, even in the Committee stage.

5. Ontario, Department of Education, Annual Report 1948, pp. 27-28.

As their names imply, the Haileybury and Hamilton schools trained personnel for one industry only, while the Port Arthur and Toronto schools had courses for several industries; the former Institute also provided first year university level courses in Forestry and Arts and Applied Science.

6. Downing, pg. 103.

7. Ibid, pp. 50-51.

8. Ontario, Department of Education, Annual Report, 1948, pg. 2.

9. Downing, pg. 50.

10. Ryerson Polytechnical Institute, Annual Report, 1964-65, pg. 6.

11. Ontario, Department of Education, Annual Report, 1947, pg. 29.

12. Downing cites numerous examples of this "instant access: throughout his manuscript.

13. Ryerson Institute of Technology, Calendar, 1949-50, pg. 8.

14. Ibid, pg. 8.

15. Ibid, pp. 8-9.

16. Alberdino Sauro, Interview, June 30, 1980.

17. Ontario, Department of Education, Annual Report, 1948, pg. 2.

18. Ryerson Institute of Technology, Calendar, 1949-50, pg. 12. (There was no calendar for the 1948-49 year.)

Since the Ontario Educational system includes thirteen grades, grade thirteen is comparable to first year university in most provinces.

19. Ontario, Department of Education, Annual Report, 1948, pg. 2.

20. Toronto Telegram, September 22, 1948.

21. Ontario, Department of Education, Annual Report, 1951, pg. 11.

22. Downing, pg. 168.

23. Ibid, pg. 323.

24. Ontario, Department of Education, Annual Report, 1963, pg. 5116.

25. Statement based on analysis of Ryerson Calendar, 1963-64.

26. Ontario, Department of Education, Annual Report, 1957, pg. 2.

27. Ontario, Department of Education, Annual Report, 1961, pg. 5.

28. Ontario, Department of Education, Annual Report, 1962, pg. xii.

29. Ontario, Legislative Assembly, Debates, March 12 1963, pg. 1616.

30. Ibid, pg. 1616.

31. Ibid, pg. 1616.

32. Ibid, pg. 1616.

33. Ibid, April 26, 1963, pg. 2954.

34. The Ryerson Polytechnical Act, 1962-63, Section 2.

35. Ibid, Section 4(2).

36. Ryerson Polytechnical Institute, Annual Report, 1964-65, pg. 3.

37. Ibid, 1967-68, pg. 3.

38. Ibid, 1968-69, pg. 2.

39. Statement based on author's reading of official minutes of Board of Governors, June, 1964 to June, 1976.

40. Ibid.

41. Ibid.

42. Ryerson Polytechnical Institute, Annual Report, 1964-65, pg. 9.

43. Ibid, 1964-65, pg. 9.

44. Ibid, 1971-72, pg. 4.

45. Ibid, 1971-72, pg. 4.

46. Ibid, 1971-72, pg. 10.

47. Ibid, 1971-72, pg. 12.

48. Ibid, 1971-72, pg. 12.

49. Ibid, 1966-67, pg. 2.

50. Ibid, 1967-68, pg. 3.

The name of the health services division was changed, in 1969, to Community Services.

51. Ibid, 1969-70, pg. 12.

52. Ibid, 1970-71, pg. 11.

53. Ibid, 1969-70, pg. 5.

54. McCormack, D. Smyth, "Government for Higher Learning in Ryerson Polytechnical Institute," pp. 119-127.

55. Ryerson Polytechnical Institute, Annual Report, 1970-71, pg. 8.

56. Ibid, 1971-72, pg. 10.

57. Ibid, 1973-74, pg. 4.

58. Ryerson Polytechnical Institute, Annual Report, 1974-75, pg. 5.

59. Ibid, 1964-65, pg. 11

60. Ibid, 1964-65, pg. 12.

61. Ibid, 1973-74, pg. 36.

62. Ibid, 1971-72, pg. 45.

63. Ibid, 1971-72, pg. 22;
Ibid, 1973-74, pg. 16.

64. Ibid, 1971-72, pg. 4.

The bill prevented Ryerson from conferring the traditional bachelor of arts/science degrees by specifying that it could confer only bachelor of applied arts, business and technology degrees. Thus the status and/or acceptability of the new degrees remained uncertain.

65. Ibid, 1971-72, pg. 9.

66. Ibid, 1973-74, pg. 15.

67. Downing, John, pg. 160.

68. Ryersonian, October 24, 1951.

69. Downing, pg. 160.

70. Ryersonia, 1950, pg. 16.

71. Downing, pg. 160.

72. John Barnes, Interview, September 12, 1979.

73. Ibid, September 12, 1979.

74. Ibid, September 12, 1979.

During the interview, Barnes stated that Palin prepared the technical brief, but the actual document in the Department of Communication archives was submitted by the Canadian General Electric Company.

75. "CJRT-FM - License Application, Item 7", n.d., CJRT-FM files, Department of Communication archives, Ottawa.

76. Ryersonian, November, 1949.

77. Little Daily, November, 1949.

78. Mimeographed flyer, CJRT-FM file, Ryerson archives.

79. Little Daily, November, 1949.

80. Globe and Mail, November 23, 1949.

81. Ibid, November 23, 1949.

82. Since the original text of Premier Frost's speech could not be located, this statement is based on press accounts of the opening which appeared in the Globe and Mail, November 23, 1949; the Canadian Broadcaster and Telescreen, December 7, 1949 and the Telegram, November 23, 1949.

83. Canadian Broadcaster and Telescreen, December 7, 1949, pg. 11.

84. Ryersonian, November, 1949.

85. Canadian Broadcaster and Telescreen, December 7, 1949, pg. 11.

86. "CJRT Moves to New Location," Unidentified clipping, February 6, 1951, in CJRT-FM file, Ryerson archives.

(This building had originally housed Egerton Ryerson's Normal School.)

87. Downing, pg. 161.

88. "Letter to Canadian Broadcasting Corporation from Palin", December 14, 1950, CJRT-FM file, Department of Communication archives. "Letter from J.M. Toye, P. Engineering to Department of Transport", October 19, 1950, (Toye, a communication consultant had been retained by Ryerson to deal with this problem), CJRT-FM file, Department of Communication archives.

89. "Letter to Canadian Broadcasting Corporation from Palin", December 14, 1950, CJRT-FM file, Department of Communication archives.

90. Ryersonian, February 6, 1951.

91. Ibid, October 2, 1951.

92. Ibid, October 2, 1951.

93. Ibid, September 22, 1953.

94. Ibid, September 28, 1953.

95. Ibid, January 28, 1961.

96. Ibid, January 6, 1961.

97. Ibid, September 28, 1962.

98. Statement compiled from various Ryerson publications, November, 1949-April 1964.

99. Ibid.

100. Mimeographed flyer, (n.a., n.d.) in CJRT-FM file, Ryerson archives.

101. Andrew Rufleck, Interview, January 18, 1980.

102. Ryersonian, January 27, 1967.

103. Ibid, January 27, 1967.

104. Ryersonian, October 12, 1951.

105. Ibid, December 6, 1951.

106. Ibid, October 3, 1956.

107. Canadian Broadcaster and Telescreen, November-December, 1962, pg. 459.

108. Ryersonian, November, 1950

109. Barnes was a graduate of the Royal Conservatory of Music.

110. Information obtained from several clippings and mimeographed flyers in CJRT-FM file, Ryerson archives.

111. Ryersonian, November, 1950.

112. Ibid, November, 1950.

113. Ibid, November, 1950.

114. Ibid, October 12, 1951.

115. Alberdino Sauro, Interview, June 30, 1980.

116. Ryersonian, October 12, 1951.

117. Ryersonian, October 17, 1951, and November 14, 1951.

118. Ibid, October 12, 1952 and April 10, 1952.

119. Ibid, October 16, 1951.

120. Information for this paragraph based primarily on Ryersonia and Ryersonian for years under consideration.

121. Ryersonian, September 29, 1953.

122. "Application for License to Establish and Operate a Frequency Modulated Broadcasting Station by Ryerson Institute of Technology to Canadian Broadcasting Corporation and Department of Transport", n.d., Department of Communication archives.

123. Ryersonian, n.d., Wallace Ford file, Ryerson archives.

124. Ryersonian, November, 1950.

125. Ibid, October 12, 1951.

126. Alberdino Sauro, Interview, July 7, 1980.

127. Ryersonian, October 12, 1951.

128. Don Stone, Interview, September, 1979.

129. Statement deduced from several articles in Ryersonian.

130. Alberdino Sauro, Interview, July 7, 1980.

131. Smyth to Kelly, January 20, 1969. Appended to Board of Governors minutes, January 20, 1970.

132. Downing, pg. 514.

133. Ryersonian, September 13, 1963; Ryerson Institute of Technology, Calendar, 1950-51, pg. 46.

Mackay later became the president of Selkirk Communications Limited, of which All Canada Radio was a subsidiary.

134. "Report of the Principal's Committee on CJRT-FM", May 29, 1967, pp. 2-3, CJRT-FM files, Office of the President, Ryerson.

135. Mackay to Kerr, June 8, 1964, CJRT-FM file, Office of the President.

136. Alberdino Sauro, Interview, June 30, 1980.

137. Ibid.

138. "Report of the Principal's Comm-ttee on CJRT-FM", May 29, 1967, pg. 9.

139. Alberdino Sauro, Interview, June 30, 1980.

140. Ibid.
Don Stone, Interview, September 25, 1979.

141. Sauro to Jorgenson, January 27, 1967, CJRT-FM file (number 1), Ryerson archives.

142. Ryersonian, September 25, 1967.

143. Stone to Director, Telecommunications and Electronics Branch, Department of Transport, March 18, 1965, Department of Communication archives.

144. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", February 21, 1967.

145. Ryersonian, September 25, 1967.

146. Stone to Kerr, February 2, 1966, Office of the President.

147. Kerr to Mackay, February 9, 1966, Office of the President.

148. Kerr to Stone, February 14, 1966, Office of the President.

149. Stone to the Treasury Board, April 29, 1966, Office of the President.

150. Ibid.

151. Eyeopener, November 29, 1967.

152. Roe to Mordell, May 10, 1972, Office of the President.

153. Stone to Director, Telecommunications and Electronics Branch, Department of Transport, March 18, 1965, Department of Communication archives.

154. Ryerson Polytechnical Institute, Annual Report, 1964-65, pp. 29-30.

155. Information in this paragraph based on "CJRT 91.1 Program Guide", October - December, 1965; March - April, 1966.

156. Ibid.

157. Ibid.

158. Ryerson Polytechnical Institute, Annual Report, 1965-66, pg. 26.

159. "CJRT 91.1 Program Guide", October, 1965, pg. 3.

160. Ryerson Polytechnical Institute, Annual Report, 1965-66, pg. 26.

161. "CJRT 91.1 Program Guide", October, 1965, pg. 3.

162. Ibid, October - December, 1965; March, April, 1966.

163. Ibid, October - December, 1965; March, April, 1966.

164. Eyeopener, October 3, 1968.

165. Ryerson Polytechnical Institute, Annual Report, 1966-67, pg. 21.

166. Ibid, 1966-67, pg. 21.

167. Ibid, 1966-67, pg. 21.

168. Ibid, 1966-67, pg. 21.

169. Ibid, 1966-67, pg. 21.

170. Ibid, 1967-68, pg. 30; 1968-69, pg. 21; Eyeopener, October 3, 1968.

171. Finley, Cameron, "Radiostudy", Continuous Learning, (VIII-5), September-October, 1969, pg. 208.

172. Ibid, pg. 208.

173. Ibid, pg. 208.

174. "Week at a Glance", Toronto FM Guide, March, 1973, pg. 4.

175. Xerox copy of untitled report, (n.a., n.d.) pg. 2 in CJRT-FM file, Ryerson archives.

176. Ryerson Polytechnical Institute, Annual Report, 1970-71, pg. 49.

177. Finley, pg. 209.

178. Ibid, pg. 209.

179. Ibid, pg. 209.

180. Globe and Mail, October 19, 20, 1970.

181. Xerox copy of report entitled Ryerson Open College - (Report to Academic Council) n.a., n.d., pg. 1, in Open College file, Ryerson archives.

182. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 33.

183. Ibid. pg. 33.

184. Jacobs, Dorene E., "Introductory Sociology: Evaluation Project", Research and Development Branch, Ontario Educational Communications Authority, October, 1972, pg. 1. Abstract located in Open College file, Ryerson archives.

185. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 34.

186. Statement based on numerous documents (reports, minutes of Open College board of management) available in Open College file, Ryerson archives.

187. Ryerson Polytechnical Institute, Annual Report, 1972-73, pg. 26.

188. Ibid, 1972-73, pg. 26.

189 Ibid, 1972-73, pg. 26.

190. Ibid, 1973-74, pg. 10.

191. Toronto FM Guide, October, 1973, pg. 8.

192. Xerox copy of untitled report, (n.a., n.d.) pg. 3, in CJRT-FM file, Ryerson archives.

193. Statements based on several documents available in CJRT-FM file, 1964-69, Office of the President.

194. Ibid.

195. Ibid.

This was particularly true of Sauro and Mr. William S. Trimble, the Institute's first vice-president, academic.

196. Stone to CJRT-FM staff, April 28, 1969, pg. 1, CJRT-FM file, Ryerson archives.

197. Ibid, pp. 1-2.

198. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 31.

199. Ibid, 1973-74, pg. 23.

Finley is still the station manager.

200. Alberdino Sauro, Interview, June 30, 1980.

201. "Report of the Principal's Committee on CJRT-FM", May 29, 1967, pg. 9. Alberdino Sauro, Interview, June 30, 1980.

202. Ryerson Polytechnical Institute, Annual Report, 1964-65, pg. 30.

203. Ibid, 1965-66, pg. 26.

204. Schroder to Sauro, March 23, 1967, Ryerson archives. Ryerson Polytechnical Institute, Annual Report, 1966-67, pg. 22.

205. Jorgenson to Sauro, January 23, 1967, Office of the President.

206. Ibid.

207. "Report of the Principal's Committee on CJRT-FM", May 29, 1967, pg. 1.

208. Sauro to Jorgenson, February 17, 1967, Office of the President.

209. Jorgenson to Sauro, February 3, 1967, Office of the President.

210. Sauro to Schroder, March 17, 1967, Ryerson archives.

211. Schroder to Sauro, March 23, 1967, Ryerson archives.

212. "Report of the Principal's Committee on CJRT-FM", May 29, 1967, pg. 3.

213. Ibid, pg. 3.

214. Eyeopener, November 28, 1967.

215. Ibid, November 28, 1967.

216. Ibid, November 28, 1967.

217. Sauro to Perlmutter, October 9, 1968, Office of the President.

218. Ibid.

219. Statement based on several handwritten notations on documents in CJRT-FM file, Office of the President.

220. Ryerson Polytechnical Institute, Annual Report, 1969-70, pg. 18.

221. Alberdino Sauro, Interview, June 30, 1980.

222. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes," April 23, 1969.

223. Sauro to All Faculty, Photo Arts, R.T.A., CJRT, May 2, 1969, Ryerson archives.

224. Alberdino Sauro, John E. Twomey, "Thoughts on Radio Station CJRT", July 26, 1972, pg. 6, CJRT-FM file, Ryerson archives.

225. Wilkinson to the Chairman and Members, Board of Governors, July 29, 1969, CJRT-FM file, Ryerson archives.

226. Ibid, pg. 2.

227. Ibid, pg. 2.

228. Ibid, pg. 2.

229. Ibid, pg. 2.

230. Ibid, pg. 2.

231. Ryersonian, April 6, 1972.

232. Ryerson Polytechnical Institute, Annual Report, 1970-71, pg. 49.

233. In 1970-71, R.T.A. students began a new, closed-circuit radio news service.

234. Sauro to Mordell, June 21, 1971, Office of the President.

235. Ibid.

236. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 31.

Twomey was also given responsibility for all the Institute's broadcasting equipment.

237. Ibid, 1971-72, pg. 31.

238. Twomey to Sauro, June 7, 1971, Office of the President.

239. Ryerson Polytechnical Institute, Annual Report, 1973-74, pg. 23.

240. Ibid, pg. 23.

241. Yates, H.H., "CJRT," March 16, 1973, CJRT-FM file, Ryerson archives.

242. Ibid.

243. Ryerson Polytechnical Institute, Annual Report, 1972-73, pg. 12.

244. Roe to Korey, May 10, 1972, Office of the President.

245. Ibid, pg. 1.

246. Ibid, pg. 2.

247. Yates, H.H., "CJRT," March 16, 1973, CJRT-FM file, Ryerson archives.

248. Ryerson Polytechnical Institute, "Official Minutes", Board of Governors, March 27, 1974.

249. Yates, H.H., "CJRT" March 16, 1973, CJRT-FM file, Ryerson archives.

250. Ryersonian, April 17, 1973.

251. Globe, April 18, 1973.

252. McNie to Kennedy, April 18, 1973, CJRT-FM file, Ryerson archives.

253. Ibid.

254. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", April 25, 1973.

255. Gorman to Chairman and Members, Board of Governors, Ryerson Polytechnical Institute, May 2, 1973, CJRT-FM file, Ryerson archives.

256. Star, April 27, 1973.

257. Globe, May 17, 1973; Star, May 17, 1973.

Blake Kirby of the Globe reported that attendance was 250 while Jack Miller of the Star reported it was 400.

258. Norquay to CJRT Committee of Board of Governors, June 27, 1973, Open College file, Ryerson archives.

259. Norquay to Yates, July 11, 1973, Open College files, Ryerson archives.

260. Globe, July 1, 1973.

261. Ibid, July 1, 1973.

262. Norquay to Yates, July 11, 1973, Open College file, Ryerson archives.

263. Ryersonian, October 25, 1973.

264. Ibid, October 25, 1973.

265. Mordell to file, September 27, 1973, Office of the President.

266. Ryersonian, October 4, 1973.

267. Ibid, October 4, 1973.

268. Mordell to Twomey, October 9, 1973, Office of the President.

269. Ryersonian, October 10, 1973.

270. Korey to McNie, November 23, 1973, CJRT-FM file, Ryerson archives.

271. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", November 28, 1973.

272. "Announcement by the Honourable William G. Davis, Premier of Ontario, to the Ontario Legislature," December 3, 1973, CJRT-FM file, Ryerson archives.

273. Ryerson Polytechnical Institute, Board of Governors, "CJRT Ad Hoc Committee Report", December 18, 1973, CJRT-FM file, Ryerson archives.

274. Ibid.

275. "Announcement by the Honourable William G. Davis, Premier of Ontario, to the Ontario Legislature," December 3, 1973, CJRT-FM file, Ryerson archives.

276. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", December 19, 1973.

277. Globe, April 5, 1974.

278. Ibid, April 5, 1974.

279. Ryerson Polytechnical Institute, "Minutes of Board of Governors," June 29, 1965.

280. Palin to Radio Division, Department of Transport, February 23, 1949, CJRT-FM files, Department of Communication archives.

281. Statement based on analysis of Ryerson Calendars, 1948-49 - 1973-74.

282. Downing, pg. 168; pg. 197.

283. Ryerson Institute of Technology, Calendar, 1953-54, pg. 210.

284. Don Stone, Interview, September 25, 1979.

285. Palin to Radio Division, Department of Transport, February 23, 1949, CJRT-FM files, Department of Communication archives.

286. John Barnes, Interview, September 13, 1979.

287. Alberdino Sauro, Interview, June 30, 1980.

288. Don Stone, Interview, September 25, 1979.

289. Ibid.

290. Ryerson Institute of Technology, Calendar, 1951-52, pg. 72.

291. Downing, pg. 336.

292. Palin to Department of Transport, January 20, 1961, "CJRT-FM", Department of Communication archives.

293. The archival information available at the Department of Communication does not contain any correspondence whatsoever about the station's failure to develop professional programming.

294. Ryerson Institute of Technology, "CJRT Program Guide," October, 1965.

295. McKee to Sauro, n.d., CJRT-FM file, Ryerson archives.

296. Ryerson Institute of Technology, "CJRT Program Guide," October, 1965.

297. Ibid.

298. Data compiled from Toronto FM Guide, October, 1971.

299. Ibid, October, 1971-74 inclusive.

300. Wright to All Members of the English and Social Sciences Departments, September 22, 1969, Open College file, Ryerson archives.

301. Norguay to Wright, September 29, 1969, Open College file, Ryerson archives.

Although referred to as a "credit" course, the credit was applicable to Ryerson and not transferable to any Ontario university.

302. Wilkinson to Wright, May 27, 1970, Open College file, Ryerson archives.

303. "Minutes of the Steering Committee for Ryerson Open College," December 14 and 21, 1970' "Ryerson Open College (draft report), n.d., Open College file, Ryerson archives.

304. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 34.

305. Ibid, pg. 34.

306. Jacobs, Dorene E., "Introductory Sociology: Evaluation Project", Research and Development Branch, Ontario Educational Communications Authority," October 1972, pg. 1. Abstract located in Open College file, Ryerson archives.

307. Ibid, pg. 1.

308. Ibid, pg. 1.

309. "Minutes of Steering Committee for Ryerson Open College," December 14, 1970, Open College file, Ryerson archives.

310. Ibid, December 21, 1970.

311. Alberdino Sauro, Interview, June 30, 1980.

312. Ibid.

313. Ibid.

314. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", April 23, 1969.

315. Sauro to All Faculty, Photographic Arts, Radio and Television Arts, CJRT, May 2, 1969, CJRT-FM file, Ryerson archives.

316. Stone to CJRT-FM employees, April 28, 1969, CJRT-FM file, Ryerson archives.

317. Wilkinson to the Chairman and Members, Board of Governors, Ryerson Polytechnical Institute, July 29, 1969, CJRT-FM file, Ryerson archives.

318. Stone to Wilkinson, December 1, 1969, Office of the President.

319. Wilkinson to (M.E.) Brown, February 3, 1970, Office of the President.

320. Twomey to Sauro, June 7, 1971, Office of the President.

321. Ibid.

322. Sauro to Mordell, June 21, 1971, Office of the President.

323. Ibid.

324. Ryerson Polytechnical Institute, Annual Report, 1971-72, pg. 31.

325. Ryerson Polytechnical Institute, Calendar, 1953-54, pg. 207.

326. Statement based on memoranda exchanged between Perlmutter and Schroeder, available in Ryerson archives.

327. Ryerson Polytechnical Institute, Annual Report, 1969-70, pg. 18.

328. Twomey to Sauro, June 7, 1971, Office of the President.

329. Ryerson Polytechnical Institute, Annual Report, 1973-74, pg. 23.

330. Ryerson Polytechnical Institute, Calendars, 1948-49 - 1973-74.

331. Statement based on detailed analysis of persons appointed to board of governors throughout period under consideration.

332. "Announcement by the Honourable William G. David, Premier of Ontario, to the Ontario Legislature," December 3, 1973, CJRT-FM file (number 3), Ryerson archives.

McNie to Canadian Radio-Television Commission, February 6, 1974, CJRT-FM file, Ryerson archives.

333. "CJRT-FM Files" Department of Communication.

334. Ryerson Polytechnical Institute, Board of Governors, "Official Minutes", April 17, 1964.

335. Stone to Sauro, February 22, 1968, Office of the President.

336. Ryersonian, October 6, 1970.

337. "CJRT-FM" Files, Department of Communication.

338. Canadian Radio and Television Commission, Annual Report, 1972, pg. 17.

339. Worley to File, November 3, 1972, copy of memorandum obtained from John Twomey.

Graham Worley was the lawyer for the Ryerson Board of Governors.

340. "Minutes of Board of Management, Open College," September 29, 1971, Open College file, Ryerson archives.

341. Globe and Mail, February 29, 1972.

342. Twomey to Monique Coupal, Secretary, C.R.T.C., CJRT-FM files, October 30, 1972, Office of the President.

343. Ryersonian, November 10, 1972.

344. Ibid, November 10, 1972.

345. McNie to Canadian Radio-Television Commission, February 6, 1974, CJRT-FM file, Ryerson archives.

346. Royal Commission on Broadcasting, 1957, Vol. 1, pg. 40.

347. Ibid, pg. 40.

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