

**2012–2013 REVIEW ON THE IMPLEMENTATION OF SECTION 41 OF THE  
*OFFICIAL LANGUAGES ACT***

Prepared by:

**CBC  Radio-Canada**

## Preamble

Although the Official Languages Act (OLA) does not apply to our programming, we have chosen to include information on our programs in this document to ensure that it is complete and to explain the findings of our outreach activities and partnerships.

## General Information

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Senior officials responsible for implementation of section 41 of OLA	Roula Zaarour, Vice-President, People and Culture and Official Languages Champion  Patricia Vincent, Executive Director, Total Rewards, Wellness and Compliance and Official Languages Co-Champion
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**Development of official-language minority communities (OLMCs)  
and promotion of English and French in the Canadian society  
(section 41, part VII of the *Official Languages Act*)**

1. What key initiatives does your institution want to highlight in relation to the development of OLMCs (Francophones outside Quebec and Anglophones in Quebec)? What are the tangible impacts of these initiatives on/in the communities? What is the determining success factor for these initiatives?

All of our activities in relation to OLMCs are part of our five-year corporate strategy, *Strategy 2015: Everyone, Every way*. One of the thrusts of that strategy is to expand our regional presence. Within the Francophone and Anglophone OLMCs we serve, 2012–2013 was a year of ongoing dialogue and increased collaboration.

### **Anglophones in Quebec**

CBC is committed to producing programming that reflects the realities of Anglophones living throughout Quebec. In pursuit of that commitment, CBC serves nearly one million Anglophones in Quebec daily with local news, current affairs and arts programming on TV, radio and the Internet. Currently, CBC produces programming seven days a week that covers essential stories for the English-speaking audience in Quebec, including:

On weekdays:

- 12 hours daily of current affairs programming and hourly newscasts on radio
- 90 minutes daily of evening TV news programming (in addition to 11pm News expanded to 30 minutes in September, 2013)
- Close to 16 hours of daily Internet coverage

On weekends:

- A new 30-minute TV Newscast on Saturdays, as of May 5, 2013
- 6 hours of current affairs programming and hourly newscasts on radio
- 1 hour of cultural radio programming
- 8 hours of daily Internet coverage

In our mandate as a national public broadcaster, CBC/Radio-Canada is committed to “reflecting the multicultural and multiracial nature of Canada”. To reflect our country’s diversity, in September 2012, CBC Quebec held an event as part of CBC’s National Human Library Day. This event was designed to overcome prejudices and break down stereotypes among multicultural and multiracial groups. In partnership with Atwater Library in Montreal, CBC invited Quebecers to come to the library for one-on-one conversations with people (or human “books”) they might normally not meet. The event was sold out, trended on Twitter and attracted over 200 people to talk with our 15 living books. The books ranged from a lesbian Rabbi and recovered bully to Quebec’s first Black member of the National Assembly to a dwarf – a complete list is available at <http://www.cbc.ca/montreal/features/human-library/>. The outcome was that we raised awareness and ignited a conversation through social media about multiculturalism and diversity in Canada.

In October 2012, CBC sponsored the Quebec Community Groups Network 2012 Sheila and Victor Goldbloom Distinguished Community Service Awards, which celebrated individuals who went above and beyond in contributing to the vitality and understanding of English-speaking Quebec. We selected this event based on its relevance to our English-minority target audience throughout Quebec. The event was hosted by Mike Finnerty and Debra Arbec. At the event, CBC Quebec’s Bernard St. Laurent received the Award of Excellence for the Promotion of Linguistic Duality in Canada from the Commissioner of Official Languages. This award is given to an individual or organization that promotes linguistic duality in Canada or abroad or contributes to the development of Canada’s official language minority communities.

CBC Quebec’s annual Christmas Sing-In and day of special programming raised over \$15,000 for Leave Out Violence (LOVE), a community-based organization in Montreal that works with youth to find creative outlets to resolve violence. Our all-day event was held at Dawson College, one of the province’s largest English CEGEPs and site of the first LOVE workshop. The funds raised helped expand the organization’s anti-bullying programs into more Montreal schools.

From January 28 to 30, 2013, Quebec AM broadcasted live from Baie des Chaleurs. The show wanted to explore the issues faced by English-speaking Quebecers living in rural parts of the province and the future of these smaller English communities. Quebec AM held a public event at the community centre in Cascapedia-St. Jules that featured panellists Gilles Gagné, journalist with the *Gaspé Spec*; Catherine Johnson, director general of the Gesgapegiag First Nation;

Howard Miller, director of the Eastern Shores School Board; Jennifer Hayes, a farmer, revitalization agent and blogger from Shigawake; and Norman Desjardins, a retired teacher and a professional artist from Bonaventure. Quebec AM also broadcast a live remote program from New Carlisle High School and hosted a community hockey game at the local rink. Over 500 people turned out over 3 days of events to discuss the future of English-speaking Quebecers in the region. One important outcome was that many groups were meeting face-to-face for the first time; sharing similar ideas.

On February 9, 2013, Hubert T. Lacroix, our President and CEO, participated in a roundtable discussion with 23 students from different academic programs and from all regions of Canada, as part of Bishop's University's Alumni Winter Homecoming weekend. During the session, several topics were covered, including what type of content they watched, when and how they accessed it as well as how could we keep this young audience engaged and interested in our services. In the evening, Mr. Lacroix attended a live taping of three episodes of CBC Radio's *The Debaters*, at the university's Centennial Theatre.

On February 14, 2013, through our ongoing partnership with the Quebec Community Groups Network (QCGN), CBC held a meeting in Quebec City with community leaders in order to get feedback on our performance and find ways to work together. CBC Quebec managers and producers met with nine community groups – Heritage Lower St. Lawrence, Neighbours Regional Association of Rouyn Noranda, North Shore Community Association, Townships Association, Vision Gaspé/Percé Now, Coaster's Association, Committee for Anglophone Social Action (CASA), CEDEC (Community Economic Development and Employability Corporation) Quebec City, and Lower North Shore for Coalition for Health Network. The outcome was the first open dialogue between these 12 community groups and CBC's Managing Director and News Editor. The conversation helped dispel myths about CBC, journalism and the choices we make in newsgathering. In addition, these groups now have direct contact with CBC Quebec for future stories about their community.

In February and March, 2013, CBC Quebec launched *Living English*, a special month-long, multi-platform series that took an in-depth look at life for English-speaking Quebecers. Following the election of PQ-minority government, CBC wanted to better understand the issues facing English-speaking Quebecers. As part of the series, CBC Quebec presented the results of an exclusive poll conducted by EKOS Research. EKOS surveyed 1,001 Anglophone Quebecers with questions on subjects as diverse as politics, access to social services, education and how Anglophones feel about their future in Quebec. The poll and an editorial sparked discussion in Quebec media and communities. In a month of TV, radio and web coverage, highlights included the following:

- CBC continued the conversation started by the series by hosting a public discussion on the future of English culture in Quebec. More than 300 people attended the event, which was also live-streamed and shared on social media. Panelists included Jean-François Lisée, Quebec's minister responsible for Anglophone relations; Terry Mosher (also known as Aislin), cartoonist for *The Gazette*; Kevin Tierney, Producer of *Bon Cop, Bad Cop*; Anne-France Goldwater, lawyer and TV personality from *L'Arbitre*; Tamy Emma Pepin, social media personality; and John Stokes, partner, Real Ventures. Audiences both real and virtual were also able to participate in the discussion. Between its launch and the end of March 2013, the *Living English* micro-site was the top feature on our web site attracting a total of 18,857 unique visitors who generated nearly 38,000 page views. The day of the public event (March 21), the website was accessed by just over 3,000 unique visitors who generated 5,635 page views. After the event, the replay stream was accessed another 1,282 times. The website had a number of interactive features, including a story map and a map of the 2011 census showing where Anglophones live in Quebec, which can be accessed at <http://www.cbc.ca/montreal/features/livingenglish/anglophone-census-map/>. The series and CBC/EKOS poll received unprecedented media coverage from over 25 media outlets including La Presse, The Gazette and Time Magazine.
- CBC Montreal's afternoon radio show *Homerun* hosted a special province-wide episode that explored how English-French relations have changed over the years and took the pulse of the relationship between today's "two solitudes." Host Sue Smith was joined by actor and *Canada Reads* panelist Jay Baruchel, who defended the novel *Two Solitudes* by Hugh MacLennan in the *Canada Reads* debates. The event "trended" on Twitter.

In addition, CBC sponsored a number of festivals and events in partnership with Canadian Heritage and with the Canada Council for the Arts (CCA). These included Blue Metropolis International Literary Festival, Festival Accès Asie and The Quebec Writers' Federation Literary Awards. CBC also partners annually with the Townships Association – a non-profit community organization representing 42,000 members of the English-speaking community in the historical Eastern Townships – for its annual Townships Days.

## Francophones Outside Quebec

As part of the Regions' Panel, Radio-Canada's managers have come in contact with citizens who live in the OLMC. In addition, Radio-Canada's regional managers across the country had a more systematic approach in order to meet regularly with Canadians from diverse backgrounds to discuss our services and their needs in today's media landscape. Note that several youth projects initiated by Radio-Canada, which are described in this report had a positive response from the young people, families and educators, as well as the communities to which they were addressed.

French Services and regional management also held several meetings with Canada's main Francophone associations in connection with the Deficit Reduction Action Plan, the Canadian Radio-television Telecommunications Commission (CRTC) hearings and announcement on the elimination of the Local Programming Improvement Fund (LPIF), and our CRTC license renewal hearings. Through these consultations, we heard the concerns and expectations of many Francophone Canadians and were able to measure the potential repercussions of our decisions. The strong support for our LPIF initiatives by the French-speaking community outside Quebec expressed at the CRTC hearings, coupled with testimonials at our license renewal hearings, provided invaluable sources of inspiration for our decision-making. Spontaneous testimonials from OLMC agency representatives documented during the CRTC's LPIF review hearings indicated that Radio-Canada has made sound use of its LPIF funding allocations. We will continue to hold consultations with Francophones and their associations in the regions based on our new conditions of licence granted by the CRTC and developments in our financial situation.

As part of our commitment to the CRTC to improve our OLMC consultation mechanisms, Radio-Canada's senior management held a first-ever regional public meeting in Moncton on March 5, 2013. With this new way of meeting with Canadians, we expanded our usual guest list and 80 people from various spheres in New Brunswick attended the early evening event. Guests learned about planned directions for our services and transformations already undertaken, and got to speak with the executive vice-president of French Services, executive directors of news and current affairs, radio, regional services, and specialty channels, and management personnel for the Acadie region. Afterward, attendees reported that they were satisfied with the meeting and felt reassured by Radio-Canada's desire to minimize the regional impact of eliminating the LPIF. While in Moncton, the executive VP and managers of French Services took the opportunity to hold a morning meeting with staff and a lunchtime gathering with a dozen local community leaders to discuss some of the issues in greater detail.

Alongside the signing federal institutions – the National Arts Centre (NAC), CCA, Telefilm Canada, and the National Film Board – Radio-Canada took part in the evaluation phases of the *Agreement for the Artistic and Cultural Development of the Canadian Francophonie*, which expired on March 31, 2013. Further to the evaluation process and based on shared objectives, the signing parties' committee – which also includes Canadian Heritage and *Fédération culturelle canadienne-française* (FCCF) representatives – examined the terms of the renewal agreement. Throughout the year, Radio-Canada remained actively involved in the various working groups related to the agreement. These collaborative efforts are ongoing and will continue in the new year. As a result of this collaboration, for the first year ever, the NAC plans to include performances by the *Révélations 2012-2013 de Radio-Canada* emerging music artists in its program.

With coaching from our Vancouver production team, eight aspiring journalists from British Columbia high schools took part in the third edition of *Jeun'Info* as journalists for a day, delivering their reports on our TV, radio and web platforms ([www.radio-canada.ca/jeuninfo](http://www.radio-canada.ca/jeuninfo), in French only). The program's success and the positive comments we received this year bode well for next year's call for applications. This method of sparking interest in the journalism profession and social issues will soon be offered to young Francophones and Francophiles in the other Western provinces.

Radio-Canada has renewed its partnership with the *Association canadienne d'éducation de langue française*. This includes being part of the association's annual congress (held in a different province each year) and participating in the *Histoires collectives* project that targets schools across the country during the *Rendez-vous de la francophonie*. At the 2012 congress in Montreal, the director of Radio-Canada Ontario, the producer of the documentary *À la recherche d'Étienne Brûlé* and a teacher from Toronto's French-language high school *École Étienne Brûlé* delivered a themed workshop built around the story *Un Français au pays des Hurons: de l'école à la télévision* (*A Frenchman in the land of the Hurons: from school to TV*).

Among the numerous other activities initiated by Radio-Canada at the 2013 *Rendez-vous de la francophonie* was the *Ma francophonie* project undertaken by the Windsor radio station in French-language schools. Students and teachers from six classes in the region were selected as winners for their identity-building projects and activities, which were broadcast regionally throughout the week of March 18 to 22, 2013.

2. What key initiatives does your institution want to highlight in relation to the **promotion of English and French in Canadian society**? What are the tangible results of these initiatives in Canadian society? What is the determining success factor for these initiatives?

CBC/Radio-Canada has developed collaborative, multiplatform initiatives between CBC and Radio-Canada that better reflect Canada's identities. These initiatives have resulted in exposure to and increased understanding of English and French culture, as well as increased visibility for new artists and writers of both languages.

One notable initiative is [Canada Writes/Zone d'écriture](#), Canada's home for original writing of all genres. This is a meeting place where published and unpublished writers of both languages can showcase their work and connect with other writers across the country. The site features original stories, editorials, writing news and recommendations and writing workshops, as well as writing challenges and competitions, including the CBC Literary Prizes/Prix littéraires Radio-Canada.

CBC Quebec and Radio-Canada produce a number of concerts and music recordings throughout the year. One of the most outstanding was the 50<sup>th</sup> Anniversary of Oscar Peterson's Night Train. CBC Music presented a sold-out concert on February 27, 2013, and recorded music videos of the musicians traveling from Toronto on VIA Rail's "night train" the evening prior, all of which can be viewed at <http://music.cbc.ca/#/blogs/2013/3/Oscar-Petersons-Night-Train-50th-anniversary-concert-videos>. The concert also highlighted a partnership with *Burgundy Jazz*, an interactive documentary about Montreal's incredible contribution to jazz, which can be seen at <http://jazzpetitebourgogne.radio-canada.ca/en>.

In addition, CBC Quebec also produces two weekly programs in English that reflect French culture to Anglophones inside and outside the province:

- *A Propos* and its host Jim Corcoran invite listeners to discover the diversity and audacity of the Francophone music scene. In April, 2013, *A Propos* will mark its 25<sup>th</sup> season with a series of special recordings by essential Quebec artists.
- *C'est la vie*, with host Bernard St-Laurent, gives listeners a window into the life of French-speaking Canadians through interviews with people in the news and documentaries from across the country. One of the program's most popular features is *Word of the Week*, a little lesson in French language.

Again this year, the president's Regional Programming Development Fund helped finance two events to raise awareness of Francophone culture:

- The fund supported the *Prix des lecteurs de Radio-Canada* literary awards, which were held to increase awareness of French-Canadian literature across all Radio-Canada platforms.
- The fund also helped Radio-Canada celebrate the 100th anniversary of the Calgary Stampede with a free French-language event. The country music concert featured Francophone artists from various regions across the country, and was broadcast on all our platforms.

In addition, several network programs sent their hosts to visit the regions. For instance, *Le téléjournal* went to Moncton, 24-60 to Caraquet, *Médium large* and *Bouillant de culture* to Winnipeg, and *À la semaine prochaine* to Regina, Caraquet and Sudbury. *La petite séduction* also accepted invitations to visit the French-speaking communities of Maillardville, Victoria and Shippagan.

In addition, our flagship network programs have made considerable effort to attract contestants from all regions of Canada, such as families for *Un air de famille*, aspiring chefs for *Les chefs!*, and entrepreneurs for *Dans l'œil du dragon*.

## Outreach

CBC/Radio-Canada also promotes the use of English and French in Canadian society in our outreach and communications activities. For example, in 2012–2013, the CBC/Radio-Canada blog featured two articles:

- The first, authored by our Corporate Specialist, Official Languages and HR Compliance, promoted Linguistic Duality Day, and provided an opportunity to look back on some of CBC/Radio-Canada's official languages successes of the past year; it can be found at <http://cbcrblog.com/people/living-linguistic-duality-day-every->

[day/?lang=en](#).

- In the second, CBC/Radio-Canada's Official Languages Co-Champion, encouraged people to take part in celebrating *Les Rendez-vous de la francophonie* and highlighted some of Radio-Canada's programming and activities organized as part of the festivities. The letter is available at <http://cbcrblog.com/culture-2/la-francophonie-2/?lang=en>.

Our social responsibility and public value website, [Citizenship: Inside and Out](#), is the collected expression of the Corporation's recognition of its social and environmental responsibilities. Each story is delivered in English and French. A number of the public value stories highlight programming broadcast in one official language that is inviting and accessible to speakers of the other official language. The following are two examples:

- The micro-website *Brossard Chinatown* (<http://public-value.cbc.radio-canada.ca/story/40/>) – presented in English, French, Mandarin and Cantonese – is not only informative, but should also build better communications and better English and French skills beyond language and cultural barriers among residents of the Montreal suburb.
- CBC/Radio-Canada's English- and French-language science and technology programming (<http://public-value.cbc.radio-canada.ca/story/17/>) is discussed together in one story, letting audiences of programs in their own official language know where they can find similarly themed programs in the other official language.

On March 11, 2013, CBC/Radio-Canada announced a partnership with VIA Rail to launch its On-Board Entertainment System. Starting this spring, all passengers on VIA Rail trains within the Quebec City-Windsor corridor will have free access to high-quality Canadian content through this new, interactive digital platform. This partnership is yet another way for CBC/Radio-Canada to reach Canadians with programming when, where and how they want it. It not only attests to the high quality and rich variety of our programming, but also provides a superb opportunity to bring news and general programming in both English and French to a wider audience.



3. What key achievements with a **regional impact** (success stories or results on/in the communities or on the promotion of English and French in Canadian society) does your institution want to highlight?

This year was about becoming more distinctly Canadian, more regional and more digital as we continued putting *Strategy 2015* into practice.

### **Francophones Outside Quebec**

The government of Saskatchewan declared 2012 the Year of the Fransaskois, providing the perfect opportunity for CBC/Radio-Canada to pay tribute to the province's French-speaking community. We celebrated throughout the year in our TV and radio programming – such as a contest for the creation of a theme song, in-depth reports on issues faced by today's Fransaskois community, vignettes on Fransaskois diverse families, “La cloche de Batoche” episode of *Tout le monde en parlait*, as well as partnerships to highlight *Assemblée communautaire fransaskoise* centennial events. In addition, we created a website to enlighten Canadians about the successes of Saskatchewan's French-speaking community over the past 100 years. The site also included a contest that elicited a record 1,000 entries per day on average. While visiting Regina in the fall of 2012, president and CEO Hubert T. Lacroix met with stakeholders from diverse parts of the Fransaskois community, bringing economic, cultural, education and government leaders together to discuss CBC/Radio-Canada's commitment to deepening our relationship and engaging even more with their communities.

Radio-Canada entered into a partnership with *Just For Laughs* and *Les Rendez-vous de la francophonie* to support the development of emerging French-speaking comedians outside Quebec. This year we also partnered with the City of Dieppe for the August 15 National Acadian Day concert.

On the Internet, ongoing enhancements were made to regional websites (including seven sites in OLMCs) so that wherever they may be, users will have access on demand to local programming seven days a week, including breaking news, in-depth feature reports, new regional arts and entertainment. We also increased our use of social media to reach and interact with audiences. Other achievements include going live in January, 2013, with a Yukon subsection on the page *Colombie-Britannique/Yukon* (<http://www.radio-canada.ca/sujet/zone-yukon>, in French only).

To enhance the reach and service quality of Première Chaîne French-language radio for listeners outside Quebec, we installed and began broadcasting from FM transmitters in Windsor, Ontario, as well as in Edmonton and St. Paul, Alberta. On March 18, 2013, the CRTC approved our application to install a new FM transmitter in Winnipeg. We had hoped to address signal quality issues with Première Chaîne AM by installing an FM transmitter in downtown Toronto, and had submitted an application to the CRTC to obtain the only available FM frequency; however, that frequency was granted to another applicant (CRTC decision 2012-485). Signal quality for Toronto listeners will therefore remain an issue in the years to come.

After years of representation before the CRTC, signal distribution for our regional TV stations via satellite distributors Bell TV and Shaw Direct was nearly finalized at the end of March, 2013, with regard to Radio-Canada stations that serve OLMCs. The only exception was CBLFT Toronto, which should be fully distributed by June 30, 2013.

### **Anglophones in Quebec**

CBC Quebec is committed to producing stories for, by and about the English-speaking minority. Increasingly, our Anglophone audience is accessing our content online and CBC Quebec's regional website has on-demand video, audio, photo-galleries and user-generated content. CBC Quebec programs also maintain a very active social media presence through Facebook and Twitter – CBC Montreal's Twitter account has over 20,000 followers. Our website, [www.cbc.ca/montreal](http://www.cbc.ca/montreal), regularly reaches more than 500,000 visitors each month.

In addition to the *Living English* initiative noted above, CBC Quebec frequently goes live on location to reflect stories that matter to English-speakers in Quebec. Recent examples include:

- In September 2012, CBC Quebec's coverage of the Provincial Election – *Quebec Votes* – featured a special series on Anglophone voters called *None of the Above* that focused on why English-speaking Quebecers do not vote. (<http://www.cbc.ca/news/canada/quebecvotes2012/story/2012/08/20/quebec-votes-anglophone-voter-turnout-ridings.html>)
- Following news tips from the community, CBC TV News also produced two special reports looking at changes in

the West Island, an area traditionally viewed as affluent and without social issues. The two series, *West Island Gangs* and *West Island Homeless*, were well received. We also selected West Island since it has the highest concentration of Anglophones (over 70%) in Quebec. Impact following the series is ongoing as community groups work for solutions to issues we brought to light in the series.

- CBC News Montreal includes a weekly segment, *Montrealer of the Week*, featuring extraordinary English-speaking Quebecers. Many of the Montrealers selected are by viewer suggestions. The outcome is that we reflect the English-speaking minority back to the community. CBC Television's *Summer Series* also included six original documentary and short films written for, by and about English-speaking Quebecers.

CBC's coverage on all platforms means English-speaking Quebecers see themselves and their stories reflected in mainstream media. It particularly gives smaller rural communities a voice, connecting them to the larger English population in Quebec.

## Distribution list

- Canadian Heritage
- Commissioner of Official Languages (hardcopy)
- Clerk of the Senate Standing Committee on Official Languages (hardcopy)
- Clerk of the House of Commons Standing Committee on Official Languages (hardcopy)
- *Fédération des communautés francophones et acadienne* (FCFA)
- Quebec Community Groups Network (QCGN)
- *Fédération culturelle canadienne-française* (FCCF)
- *Fédération de la jeunesse canadienne-française* (FJCF)
- Provincial organizations and partners, through our network of regional coordinators
- Community organizations (organizations in OLMCs and other interested groups)
- Members of the Regions' Panel

The Annual Report on Results is published on the CBC/Radio-Canada website at:

<http://cbc.radio-canada.ca/en/reporting-to-canadians/reports/official-languages-reports-and-plans/>