

CBC/Radio-Canada

RESULTS-BASED ACTION PLAN IMPLEMENTATION OF CBC/RADIO-CANADA OFFICIAL LANGUAGES RESPONSIBILITIES 2009–10

General information and period covered

Federal institution: Address:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, ON K1Y 1E4
Website:	www.cbc.radio-canada.ca
Minister responsible:	The Hon. James Moore
Senior official or officials responsible for implementing Part VII of the OLA (e.g., Assistant Deputy Minister or Official Languages Champion):	Katya Laviolette, Vice-President, People and Culture
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian TV and radio programming. This programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementing section 41:	Diane Laflamme, Planning Manager, Regional Services – French Services 1400 René-Lévesque Blvd East Montreal, QC H2L 2M2 diane.laflamme@radio-canada.ca
Period covered by Action Plan:	2009–10: April 1, 2009 to March 31, 2010

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Summary of the Institution's Planned Contribution to the Achievement of Expected Results

The 1991 [Broadcasting Act](#) states that programming provided by CBC/Radio-Canada, as the national public broadcaster, should, among other things, "be in English and in French, reflecting the different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities." CBC/Radio-Canada recognizes its responsibilities toward Canada's OLMCs, as stipulated in the *Broadcasting Act's* programming provisions and in section 41 of the *Official Languages Act* (OLA) as concerns non-programming operations and services. Although this report is submitted pursuant to section 41 of the OLA, in the interest of transparency and accountability it also covers activities and comments relating to CBC/Radio-Canada programming.

In addition to providing news and information to the many regions across Canada where it has a presence, CBC/Radio-Canada contributes to the development and promotion of OLMCs through the following actions:

- Production and broadcasting of regional TV and radio programs, as well as Internet content
- Coverage of cultural, political, social and sports events
- Talent development
- Partnership with socio-cultural groups and events
- Acquisition and broadcasting of independent productions
- Visibility for regional communities on national networks
- Meetings and ongoing information exchange and discussion with OLMC groups and leaders
- Ongoing, direct communication with OLMCs

CBC/Radio-Canada French Services maintains a comprehensive regional presence, through its 21 regional production centres, including thirteen outside Quebec, and its 25 news bureaus, seventeen of which are outside Quebec.

In Quebec, CBC/Radio-Canada English Services delivers high-quality television and radio programming to its traditional English-speaking audience, as well as to all viewers and listeners who speak the language.

The mandate of English Services programming in Quebec is multidimensional. In response to *Broadcasting Act* programming provisions, its mandate is to:

- Reflect the issues and culture of Quebec's English speakers and English-speaking allophones;
- Inform English-speaking Quebecers about issues, concerns and the culture of Quebec's French-speaking majority;
- Reflect Quebec's issues, concerns and distinct culture to English-speaking Quebecers;
- Inform audiences in the rest of Canada about attitudes and developments pertinent to Quebec;
- Reflect all of Quebec to audiences in the rest of Canada.

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Summary

• Awareness – Communication with senior managers and employees

At all levels of CBC/Radio-Canada in 2009–10, within the bounds of our financial means, continue applying and strengthen the means of communication used last year with senior managers and employees to raise their awareness of linguistic duality and the priorities of OLMCs:

- Mettez-nous au défi! / Challenge us!
- Continue with joint management committees and joint CBC/Radio-Canada initiatives.
- Use the iO! Portal to regularly communicate information on OLMCs, linguistic duality, cross-cultural projects and the *Official Languages Act*, which was enacted 40 years ago.
- After submitting its financial recovery plan, which required a great deal of energy in the winter of 2009, The President, and English and French Services executives will continue their tours to visit employees in the regions.
- Continue holding regular meetings and conference calls for management teams.
- Invite more regional front-line managers and network broadcast employees to upcoming Regions' Panel meetings.

• Consultation

Continue implementing the Corporation's consulting and support strategy for French-speaking communities outside Quebec through the following activities:

In 2009–10, the President, media line VPs and French and English Services management teams will continue with and increase the number of meetings with citizens' groups from diverse Canadian regions.

The Executive Vice President, French Services and Executive Director, Regional Services will continue the *Dîner des huit* meeting with key OLMC leaders.

Continue the two annual meetings of the Regions' Panel, which is made up largely of OLMC representatives, giving them more access to front-line managers and for the first time to network broadcast employees as well.

Official meetings with OLMC representatives and organizations will continue across Canada in order to gain a better understanding of OLMCs' aspirations and discuss CBC/Radio-Canada's services.

French Services and Regional Services will continue their regular outreach and communication activities with OLMC group representatives on concerns, issues and joint projects.

Continue to participate actively in FCCF thematic working groups to identify and meet the needs and tackle the issues of French-speaking communities in the area of artistic and cultural development.

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Independent production: Maintain close ties with and support regional independent producers in the production of documentaries, series and variety programming, and create new opportunities to promote discussion between independent producers and CBC/Radio-Canada management.

Create new opportunities to promote discussion between English-minority independent producers in Quebec and CBC management.

Meetings with English-speaking and multiethnic communities: Continue the series of meetings between representatives of various communities and CBC teams in Quebec, such as editorial boards and the Community Advisory Group.

Continue using data from Statistics Canada, in-house surveys, BBM and Webtrends surveys and other in-house and external studies to gain a better understanding of and track changes in French-speaking Canadian communities outside Quebec and OLMC needs in traditional and new media.

On the ground, continue to draw inspiration from the opinions and comments of our partners and employees, who themselves live in OLMCs, on the specific needs of their communities.

- **Communications**

On CBC/Radio-Canada's interactive corporate website, click on Corporate Documents and Policies / Official Languages, then on the tab "The Facts." The page contains facts and information on linguistic minority communities. The direct link is:

<http://cbc.radio-canada.ca/docs/languages/concerns.shtml>

Continue direct communication with OLMC groups and leaders, particularly through the newsletter *La Molécule*. Develop new tools for outreach, information and discussion with citizens.

Use the strength of the Radio-Canada group – radio, television and the Web – to promote our programs by advertising in regional newspapers, cross-promoting our programming on the radio, television and Web, sending out press releases to regional media at the start of the season and when necessary to publicize Radio-Canada initiatives, promoting Radio-Canada's regional websites (seven of fourteen sites serve OLMCs), setting up promotion booths, distributing promotional material at public events, and other activities.

Strengthening and enhancing partnerships is at the core of our OLMC communication and regional roots strategy. In spite of tight budgets, in 2009–10 CBC/Radio-Canada will renew several hundred partnerships across Canada, and is engaged in a substantial partnership with the 4th World Acadian Congress, which will take place from August 7 to 23 in New Brunswick's Acadian Peninsula.

Visibility of CBC/Radio-Canada and promotion of linguistic duality: in the summer of 2009, CBC Radio and Radio-Canada will have a joint presence at celebrations marking the 375th anniversary of the founding of the city of Trois Rivières, as well as events surrounding the 475th anniversary of Jacques Cartier's arrival in Gaspé. They will also work hand in hand to cover the 2010 Vancouver Olympic and Paralympic Winter Games.

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- **Coordination and liaison**

Multipartite agreement on the development of arts and culture with the Fédération culturelle canadienne-française (FCCF), the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage. Until the five-year agreement is officially signed by all parties, CBC/Radio-Canada will continue to implement it in accordance with the general terms agreed upon in the draft submitted to it in the spring of 2008.

After evaluating programs and projects and within the boundaries of its annual budgets, CBC/Radio-Canada plans to continue its fruitful cooperation with FCCF and its member organizations, as well as with federal partners towards achieving common goals concerning the development of OLMCs in the area of arts and culture. Examples of cooperative partnerships 2009–10 include: with RECF for the Prix des lecteurs Radio-Canada; with ANIM on Radio-Canada Musique initiatives across Canada; with independent producers for the third season of *Belle-Baie*; with the NFB for Post-INPUT Acadie, the Tremplin project and Doc Shop; with the NAC on its French programming; and with the CCA for the CBC Literary Awards / Prix littéraires Radio-Canada. In Quebec, CBC is a partner in the Cours écrire ton court!/Sprint for your Script! competition run by SODEC (Société de développement des entreprises culturelles).

- **Program funding and delivery**

Program funding:

In response to the economic crisis and a drop in advertising revenue, on March 25, 2009 CBC/Radio-Canada submitted a financial recovery plan for 2009–10, with measures that will gradually come into effect across Canada over the year.

The President chose to protect the funding set aside for cross-cultural projects – joint CBC/Radio-Canada radio, television and Web projects – and regional television development, which will make it possible to implement special projects in OLMCs in 2009–10, as in 2008–09.

Since the CRTC announced in autumn 2008 that the Local Programming Improvement Fund (LPIF), funded by BDUs (broadcast distribution undertakings), was being created, CBC/Radio-Canada has continued to approach the appropriate decision-makers to access its fair share of the substantial amounts that will become available in autumn 2009 and after. Once available, the funding will make it possible for the Corporation to pursue its local programming improvement strategy in the many OLMC markets where Radio-Canada has an active presence.

The Corporation will apply to the CRTC for a French television licence in Toronto, where Radio-Canada already produces a full Ontario regional newscast Monday to Friday, to strengthen our presence in the capital and province of Ontario, qualify for LPIF funding and seek local advertising revenue.

Dues and multi-year funding: CBC/Radio-Canada's senior management is continuing its efforts on both fronts. The Corporation's viability as a general-interest public broadcaster for the 21st century depends on it, as does its ability to make commitments and plan efficiently over more than one year – as our audiences, artisans and partners demand.

Program delivery: CBC/Radio-Canada has deep regional roots.

The financial recovery plan for French Services in the regions was based on two criteria:

1. Maintaining as much regional production as possible in all of Canada's provincial capitals.
2. Taking into account the demographic distribution of Canada's French-speaking communities.

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The process of reflection to preserve the Corporation's regional roots and network presence was guided by five points:

1. Maintaining our prime-time radio and television programs
2. Maintaining our partnerships with the industry and communities
3. Maintaining our information-gathering capacity
4. Maintaining our ability to reflect the region to its own audiences
5. Maintaining our ability to reflect the region to national audiences

At CBC/Radio-Canada English Services, the transformation of the news service will enrich regional newscasts in autumn 2009. On television, the evening news will be extended by 30 minutes, lasting from 5 p.m. to 6:30 p.m., and a 10-minute newscast will air at the end of the evening, at around 11 p.m. On the radio, the daily regional news will be extended, with an additional newscast at 7 p.m., Monday to Friday.

CBC/Radio-Canada will continue to be the pan-Canadian highway linking Canada's French and English speakers during noteworthy events that bring people together, such as municipal, provincial and federal elections, the 4th World Acadian Congress, the 375th anniversary of Trois Rivières, the 475th anniversary of Jacques Cartier's arrival in Gaspé, and the Vancouver Olympic and Paralympic Games.

DTH TV signal distribution: To ensure that all Canadians have access to their regional programming, Radio-Canada executives will continue to make their case to decision-makers to have the Radio-Canada public television signal distributed.

Licence renewal: In 2009–10, CBC/Radio-Canada will begin preparing renewal applications for all its television and radio licences, and will be taking into consideration the CRTC report, submitted to the government on March 30, 2009, on broadcasting services in Canada's French- and English-speaking minority communities.

• **Accountability**

Action plan: CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement its official languages responsibilities.

Status report: CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved in implementing its official languages responsibilities for non-programming activities and services.

Each year, CBC/Radio-Canada submits an annual report to the government and an annual report to the CRTC on its licence conditions. Those reports cover its activities in the regions, including linguistic minority regions.

Evaluations and internal audits: Evaluations and internal audits of CBC/Radio-Canada's programs and services are conducted regularly and take into account how they promote the development and vitality of OLMCs.

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Detailed action plan

A. AWARENESS (In-house activities)

[Training, information, orientation, awareness and communication activities carried out **in-house** in order to educate employees and/or senior managers of the Corporation about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; taking the viewpoint of OLMCs into account during in-house research, studies and investigations.]

Expected result:

Creation of lasting changes in CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>At all levels of CBC/Radio-Canada, within the bounds of our financial means, <u>continue applying and strengthen the means of communication</u> used last year with senior managers and employees to raise their awareness of linguistic duality and the priorities of OLMCs.</p>	<p>Mettez-nous au défi!/Challenge us!</p> <p>CBC/Radio-Canada joint management committees.</p> <p>Monthly conference calls among French Services executives and meetings of the French Services Executive Council.</p> <p>Weekly conference calls with regional executives.</p>	<p>Regular transmission of information on the regions and OLMCs to all levels at CBC/Radio-Canada.</p> <p>Increased cooperation between French Services and English Services.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><i>Communication activities (cont'd)</i></p>	<p>Use of the iO! portal to regularly post information on OLMCs, linguistic duality, cross-cultural projects and the <i>Official Languages Act</i>, which turned 40 in 2009.</p> <p>Meetings between President, French Services and English Services executives, and regional employees.</p> <p>Annual regional planning tour.</p> <p>Participation of front-line managers and broadcast employees in Regions' Panel meetings.</p>	<p>Employees better informed about the strategic direction of CBC/Radio-Canada and French and English Services, and about CBC/Radio-Canada activities in OLMCs.</p> <p>Managers and employees more aware of linguistic duality, circumstances in the regions, OLMCs official languages.</p> <p>Better understanding and more ownership of issues by managers and employees.</p>

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Detailed action plan

B. CONSULTATION (Sharing ideas and information with OLMCs)

[Activities (e.g., committees, discussions, meetings) through which the Corporation consults the OLMCs and engages in dialogue with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g., round tables and working groups) to explore possibilities for cooperation within the existing mandate of the Corporation or as part of developing a new program or new policy; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by regional offices to determine their concerns and needs.]

Expected result:

Creation of lasting changes in CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Continue implementing the Corporation's <u>consulting and support strategy</u> for French-speaking communities outside Quebec.	<p>Meetings between the President, media line VPs and French and English Services management teams with citizens' groups from diverse Canadian regions.</p> <p>Increased number of meetings between the Executive VP, French Services and Executive Director, Regional Services with OLMC leaders, at the <i>Dîner des huit</i>.</p> <p>Two Regions' Panels.</p>	<p>Direct access to and discussion with community members and CBC/Radio-Canada executives.</p> <p>Better understanding of the expectations and issues specific to individual communities.</p> <p>Better understanding of the decision-making process, regional and network programming and CBC/Radio-Canada issues.</p> <p>Management team more aware of regional and OLMC issues.</p> <p>Frequency of meetings.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><i>Corporation's consultation and support strategy (cont'd)</i></p> <p>Maintain close ties with and support <u>independent French-speaking producers outside Quebec</u> in the production of documentaries, series and variety programming, an important vehicle for the cultural and economic development of the communities.</p> <p>Create new opportunities to promote discussion between <u>English-minority independent producers in Quebec</u> and CBC management.</p>	<p>Official meetings and regular communication with a broader range of OLMC representatives and groups.</p> <p>Active participation in FCCF thematic working groups.</p> <p>Community Advisory Group.</p> <p>One or two official meetings with APFC during the year, and regular communication with APFC representatives.</p> <p>Active participation in the Working Group on Media Arts.</p> <p>Regular meetings between the Corporation's programming decision-makers and independent producers.</p> <p>Participation in a variety of industry panels in Quebec (RIDM and others), as well as four sector-based meetings with independent producers.</p>	<p>Participation in meetings.</p> <p>Responses to feedback and evaluation questionnaire completed by participants after the meetings.</p> <p>Ongoing communication.</p> <p>Climate of trust.</p> <p>Development of partnerships.</p> <p>Achievement of results in working towards common goals.</p> <p>Reflection of communities' realities and concerns on our broadcasts.</p> <p>Four to six meetings with representatives of English-speaking community groups in Quebec.</p> <p>Number and types of independent productions, by region.</p> <p>Total amounts invested.</p> <p>Hours of regional and network broadcasting.</p> <p>Benefits to communities.</p> <p>Making and broadcast of quality productions by independent producers from Quebec on CBC television.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><u>Cultural diversity</u></p> <p>Continue the series of meetings between representatives of various <u>English-speaking and multiethnic communities</u> and CBC teams in Quebec.</p> <p>Continue the meetings of the new <u>Cultural Communities' Panel in Toronto</u> to provide better service for the city's very diverse French-speaking audience.</p> <p>Continue using data from Statistics Canada, <u>in-house surveys, BBM and Webtrends surveys and other in-house and external studies</u> to gain a better understanding of and track changes in French-speaking Canadian communities outside Quebec and OLMC needs in traditional and new media.</p> <p>On the ground, continue to draw inspiration from <u>the opinions and comments of our partners and employees</u>, who themselves live in OLMCs, on the specific needs of their communities.</p>	<p>CBC editorial boards and Community Advisory Group, Montreal's community leaders.</p> <p>Four BBM surveys, monthly Webtrends surveys and several in-house surveys and studies to obtain specific data.</p> <p>Requested or spontaneous opinions and comments received by CBC/Radio-Canada managers each day.</p>	<p>Meetings.</p> <p>Better mutual understanding.</p> <p>Better knowledge of the needs of and concerns of cultural communities.</p> <p>More diversity in CBC/Radio-Canada broadcasts.</p> <p>Results and of surveys and studies, analysis of results, and action taken to serve OLMCs more effectively.</p> <p>Opinions taken into account in the decision-making process.</p>

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C. COMMUNICATIONS (Transmission of information to OLMCs)

[External communications activities to inform OLMCs about the activities, programs and policies of the Corporation and to promote the bilingual character of Canada; inclusion of OLMCs in all information lists and distribution lists; use of the Corporation's website to communicate with OLMCs.]

Expected result:

OLMC culture reflects an up-to-date understanding of CBC/Radio-Canada's mandate; OLMCs receive up-to-date and relevant information about CBC/Radio-Canada's programs and services (P&S).

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>Improve direct communication with OLMC groups, leaders and citizens.</p>	<p>Enhanced "Official Languages" section on the CBC/Radio-Canada website.</p> <p><i>La Molécule</i>, a newsletter about Radio-Canada, mailed three times a year to 2500 French-speaking community groups and leaders.</p> <p>Press releases on CBC/Radio-Canada's activities and programs in and for OLMCs emailed regularly to leaders of French-speaking communities outside Quebec.</p>	<p>Information on linguistic minority communities is available at http://cbc.radio-canada.ca/docs/languages/concerns.shtml.</p> <p>Leaders, groups and citizens better informed about CBC/Radio-Canada services and issues in OLMCs.</p> <p>Enhanced quality, quantity, frequency and interactivity in communications between CBC/Radio-Canada and Canadians.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><i>Improve direct communication (cont'd)</i></p> <p>Use the strength of the Radio-Canada group – radio, television and the Web – to <u>promote our programs</u>.</p>	<p>Regular and more detailed communication on our activities with the Regions' Panel.</p> <p>CBC Editorial Boards and Community Advisory Group, Montreal's community leaders.</p> <p>"CBC Events," an interactive site on the CBC website linking the CBC with Quebec's English-speaking community.</p> <p>Monthly online publication of i-Wire, to keep independent producers up to date on what's new at CBC.</p> <p>Development of new tools to communicate and discuss CBC/Radio-Canada's services and programming with Canadians.</p> <p>Purchase of advertising in regional newspapers.</p> <p>Cross-promotion of our programming on the radio, television and Web.</p>	<p>Monthly report giving detailed highlights of CBC/Radio-Canada's activities relating to regional services.</p> <p>Enhanced visibility of regional and national programming on radio, television and the Web.</p> <p>Improved awareness and understanding of regional and network programming on all platforms: radio, television and the Web.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><i>Promote our programs (cont'd)</i></p> <p><u>Strengthen and enhance partnerships</u> that are at the core of our OLMC communication and regional roots strategy.</p> <p><u>Visibility of CBC/Radio-Canada and promotion of linguistic duality.</u></p>	<p>Press releases sent out to regional media at the start of the season and when necessary to publicize Radio-Canada initiatives.</p> <p>Promotion of Radio-Canada's regional websites.</p> <p>Promotion booths, distribution of promotional material at public events, and so on.</p> <p>Maintenance of partnerships in OLMCs on the basis of common goals.</p> <p>Major partnership with the World Acadian Congress 2009 and at significant events.</p>	<p>Evaluation of partnerships.</p> <p>In line with available budgets, maintenance and development of partnerships in OLMCs on the basis of common goals.</p> <p>Presence and visibility of CBC and Radio-Canada at OLMC events:</p> <ul style="list-style-type: none"> ▪ World Acadian Congress 2009 in New Brunswick's Acadian peninsula, on August 7 to 23, 2009 ▪ 475th anniversary of Jacques Cartier's arrival in Gaspé, in 2009 ▪ 375th anniversary of the founding of the city of Trois Rivières, in 2009 ▪ Vancouver Olympic and Paralympic Games, in the winter of 2010 <p>Increased visibility of cultural vitality in French-speaking communities, and greater public awareness of Canada's and CBC/Radio-Canada's linguistic duality.</p> <p>Opportunity to bring Canada's English- and French-speaking communities closer together.</p>

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D. COORDINATION AND LIAISON

(Does not include funding—internal coordination and liaison with other government institutions)

[Coordination of activities (such as research, studies and meetings) carried out by the Corporation itself along with other federal departments, other levels of government and other organizations; participation in activities organized by other federal departments or other levels of government; participation of official languages champions, national and regional coordinators and other in government forums.]

Expected result:

Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>Multipartite agreement on arts and culture with the Fédération culturelle-canadienne-française (FCCF) and its member organizations, Canada Council for the Arts, National Arts Centre, National Film Board (NFB) and Canadian Heritage.</p> <p>*FCCF member organizations:</p> <p>APFC: Alliance des producteurs francophones</p> <p>FRIC: Front des réalisateurs indépendants du Canada</p> <p>RNGC: Réseau national des galas de la chanson</p> <p>RECF: Regroupement des éditeurs canadiens-français</p> <p>ANIM: Alliance nationale de l'industrie musicale</p> <p>ATFC: Association des théâtres francophones du Canada</p> <p>AGAF: Association des groupes en arts visuels francophones</p>	<p>New five-year agreement to be signed shortly.</p>	<p>Until the five-year agreement is officially signed by all parties, CBC/Radio-Canada will continue to implement it in accordance with the general terms agreed upon in the draft submitted to it in the spring of 2008.</p> <p>Quantity and quality of activities and action flowing from the agreement.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>CBC/Radio-Canada will <u>continue its fruitful cooperation with FCCF and its member organizations, as well as with federal partners.</u></p>	<p>Some examples of cooperative partnerships in 2009–10:</p>	<p>Feedback on and evaluation of partnerships and projects.</p>
	<p>Prix des lecteurs Radio-Canada, with RECF.</p> <p>A variety of Radio-Canada Musique projects, with ANIM.</p> <p>Cooperation with independent producers outside Quebec, for the third season of <i>Belle-Baie</i>.</p> <p>Partnerships with: the NFB, for Post-INPUT Acadie, Tremplin project, AnimAcadie, and Doc Shop; NAC, for their French programming; CCA, for the Prix littéraires Radio-Canada/CBC Literary Awards; SODEC, for Court écrire ton court!/Sprint for your Script!; and others.</p>	<p>Renewal and development of partnerships and projects, in line with available resources and common goals for the development of OLMCs.</p> <p>Quantity and quality of projects implemented through partnerships nationally and in OLMC communities.</p> <p>Benefits and developmental impact of cooperative partnerships in promoting the cultural growth and development of OLMCs.</p> <p>Productions to air on CBC Television and Télévision de Radio-Canada.</p> <p>Development of emerging artists and greater expertise in television and film production.</p> <p>Development of talent and emerging artists in OLMCs.</p>

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E. FUNDING AND PROGRAM DELIVERY

[Implementation of the Corporation's programs and delivery of its services; funding, alone or in cooperation with other federal departments/agencies of OLMC projects; inclusion of needs of OLMCs when delivering the department's programs and services.]

Expected result:

OLMCs are part of CBC/Radio-Canada's regular clientele and have satisfactory access to its programs and services; OLMC needs, such as geographic dispersion and development opportunities, are taken into account.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p style="text-align: center;">PROGRAM DELIVERY</p> <p>A <u>financial recovery plan</u> for 2009–10 has been established for Regional Services, based on a vision of the Corporation as a <u>public broadcaster in the 21st century</u>.</p> <p><u>CBC/Radio-Canada has deep regional roots.</u></p> <p>The financial recovery plan for French Services in the regions was based on two criteria:</p> <ul style="list-style-type: none"> ▪ Maintaining as much regional production as possible in all of Canada's provincial capitals. ▪ Taking into account the demographic distribution of Canada's French-speaking communities. 	<p>Progress towards a full, multiplatform daily news service.</p> <p>Preservation of flagship radio and television programs.</p> <p>Improvement of regional website content.</p> <p>Broadcast of regular and special programs deeply rooted in the regions.</p> <p>Independent regional productions.</p>	<p>Results will be measured on the basis of programming directions and available budgets:</p> <ul style="list-style-type: none"> ▪ Improvement and deployment of a daily, comprehensive regional news and information service covering all dimensions, including politics, economy, arts and culture, sports and weather, on all platforms (radio, television and the Web) ▪ Preservation of flagship regional radio and television programs drawing the largest audiences, such as morning radio when people wake up, late afternoon radio as they travel home from work, and early evening television. ▪ Meeting and responding to new audience expectations and media consumption habits by expanding the corporation's Web presence. ▪ Continuing the in-house and external production of regular and special culture, variety, sports and youth programming with strong regional roots.

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>Our actions to preserve and enhance the Corporation's regional roots and network presence on all platforms (radio, television and the Web) are guided by five points:</p> <ul style="list-style-type: none"> ▪ Maintaining our prime-time radio and television programs ▪ Maintaining our partnerships with the industry and communities ▪ Maintaining our information-gathering capacity ▪ Maintaining our ability to reflect the region to its own audiences <ul style="list-style-type: none"> ▪ Maintaining our ability to reflect the region to national audiences <p>Thus, all regional stations – except the French station in Windsor, which is to become a production centre – will be maintained, as well as all production centres and news bureaus.</p> <p>At CBC/Radio-Canada English Services, the transformation of the news service will enrich regional newscasts in autumn 2009.</p> <p>The President chose to protect the funding set aside for:</p> <ul style="list-style-type: none"> ▪ cross-cultural projects – joint CBC/Radio-Canada radio, television and Web projects ▪ regional television development 	<p>Youth in minority communities (<i>Jeux de l'Acadie, Oniva, Ceci est un test</i>).</p> <p>Increased visibility and diversification of topics.</p> <p>Over 300 partnerships in OLMCs.</p> <p>CBC/Radio-Canada continuing to link French and English speakers in Canada during noteworthy events that bring people together.</p>	<ul style="list-style-type: none"> ▪ Maintenance and development of programming for young people in linguistic minority communities. ▪ Continued enhancement of the Corporation's regional presence on national radio and television ▪ Continuation and development of partnerships after evaluation. <p>Events: municipal, provincial and federal elections; World Acadian Congress; 375th anniversary of Trois Rivières; 475th anniversary of Jacques Cartier's arrival in Gaspé; Vancouver Games; other events.</p> <p>Regional news on CBC.</p> <p>On television, the evening news will be extended by 30 minutes, lasting from 5 p.m. to 6:30 p.m., and a 10-minute newscast will air at the end of the evening, at around 11 p.m.</p> <p>On the radio, the daily regional news will be extended, with an additional newscast at 7 p.m., Monday to Friday À la radio, le service</p> <p>Implementation of cross-cultural projects in OLMCs.</p> <p>Implementation of special projects in OLMCs through the Regional Programming Development Fund for television.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p style="text-align: center;">PROGRAM FUNDING</p> <p>Since the CRTC announced in autumn 2008 that the <u>Local Programming Improvement Fund (LPIF)</u>, funded by BDUs (broadcast distribution undertakings), was being created, CBC/Radio-Canada has continued to approach decision-makers to access its fair share of the substantial amounts that will become available in autumn 2009 and after.</p> <p>The Corporation will apply to the CRTC for a <u>French television licence in Toronto</u>, where Radio-Canada already produces a full Ontario regional newscast Monday to Friday.</p> <p><u>Dues and multi-year funding</u>: CBC/Radio-Canada's senior management is continuing its efforts on both fronts.</p> <p style="text-align: center;">DISTRIBUTION</p> <p>CBC/Radio-Canada executives will continue to make their case to decision-makers to have the Radio-Canada public television signal distributed in all parts of Canada.</p> <p style="text-align: center;">CRTC</p> <p>In 2009–10, CBC/Radio-Canada will begin preparing renewal applications for all its television and radio licences.</p>	<p>Access for all Canadians to their regional programming, provided by the Corporation.</p>	<p>Once the funding is allocated to CBC/Radio-Canada, it will be used to pursue our local programming improvement strategy in the many OLMC markets where CBC/Radio-Canada has an active presence.</p> <p>Stronger regional and national network presence in the capital and province of Ontario.</p> <p>Qualification of Toronto for LPIF funding.</p> <p>Local advertising revenue.</p> <p>Viability as a general-interest public broadcaster for the 21st century.</p> <p>Ability to make commitments and plan efficiently over more than one year.</p> <p>Greater awareness among the many stakeholders in this issue.</p> <p>DTH distribution of CBC/Radio-Canada's regional television signal in all OLMCs across Canada.</p> <p>In preparing its applications, consideration of the CRTC report, submitted to the government on March 30, 2009, on broadcasting services in Canada's French- and English-speaking minority communities.</p>
<p style="text-align: center;">ISSUES</p> <p>CBC/Radio-Canada is concerned about and is examining a series of other issues that affect program delivery, including the broadcasting infrastructures, the shift to a digital signal, and the availability of high-speed Internet.</p>		

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Detailed action plan

F. ACCOUNTABILITY

[Activities through which the Corporation integrates its OLA section 41 implementation activities with the department's planning and accountability mechanisms (e.g., report on plans and priorities, departmental performance report, departmental business plan and status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services; and regular review of programs and services and of policies by senior managers of the Corporation to ensure implementation of section 41 of the OLA.]

Expected result:

Full integration of *Broadcasting Act* OLMC provisions, OLA section 41 and the OLMC perspective into CBC/Radio-Canada's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to integrate the OLMC perspective more effectively.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p><u>Action plan</u>: CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement its official languages responsibilities.</p> <p><u>Status report</u>: CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved in implementing its official languages responsibilities for non-programming activities and services.</p>	<p>Annual follow-up during the year and annual status report on implementation of the Action Plan.</p> <p>Regions' Panel better informed about regional activities between meetings.</p> <p>"2009–10 Status Report"</p>	<p>Update on progress in implementing the Action Plan is prepared for each meeting of the Regions' Panel.</p> <p>Monthly report – for internal use – of highlights from Regional Services activities distributed to the Regions' Panel.</p> <p>Progress achieved in OLMCs in 2009–10, under the financial recovery plan and in line with CBC/Radio-Canada's budget.</p>

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Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
<p>Each year, CBC/Radio-Canada submits an <u>annual report to the government and an annual report to the CRTC on its licence conditions</u>. Those reports cover its activities in the regions, including linguistic minority regions.</p> <p><u>Evaluations and internal audits</u>: Evaluations and internal audits of CBC/Radio-Canada's programs and services are conducted regularly and take into account how they promote the development and vitality of OLMCs.</p>	<p>Annual Report. Annual report to CRTC.</p> <p>Evaluation of programs and services.</p> <p>Preparation of an interim status report by each Regional Services division and by Regional Services itself.</p>	<p>Compliance with the conditions of licences held by CBC/Radio-Canada.</p> <p>Reports and follow-up of recommendations flowing from evaluations.</p> <p>Interim status reports serve as annual planning tools, making it possible to set objectives and establish performance indicators.</p>

CBC/Radio-Canada

Distribution list

- House of Commons Standing Committee on Official Languages
- Standing Senate Committee on Official Languages
- Commissioner of Official Languages
- OLMC groups and organizations

Web address of CBC/Radio-Canada Status Report:

<http://cbc.radio-canada.ca/docs/languages/index.shtml>