



DIVERSITY OF VOICE & REFLECTION

TO:	Board of Directors
MEETING:	June 17-18, 2014
FROM:	Heather Conway, Executive Vice President, English Services
SUBJECT:	Diversity of Voice in News Programming
DATE :	June 5, 2014



METHODOLOGY

■ How Was the Data Collected?

1. iNews:

- measures Regional Reflection via the iNews story forms which contain a field that records information about the city of origin for every story that airs on CBC News
- the data in that field is digitally collected on a daily basis and reported weekly

2. Program Logging:

- For the period 1 October–31 December 2013, appearances by all Federal and Provincial/Territorial politicians (in a clip or interview) were individually counted for each episode of
 - Power & Politics
 - The National
 - The House
 - The World at Six



REGIONAL REFLECTION

■ **Definition:**

- A story that is considered to be reflective of the Canada's regional centres is a story
 - that airs on the Network,
 - is produced in one of the regional Centres,
 - but does not include stories produced in the Toronto Centre

Note: The coding is based on the origin of the story and not the reporter or journalist. For example, if a reporter from Toronto was in Winnipeg reporting on a story that story would be coded as a regional story.



REGIONAL REFLECTION - OVERALL

- Of the 12,615 items produced between 1 Oct & 31 Dec 2013 on The National, the fifth estate, Marketplace, CBC News Network, The World at Six & The World This Weekend were produced in a regional centre.

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REGIONAL REFLECTION – THE NATIONAL

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THE NATIONAL

■ REGIONAL REFLECTION

■ INTERNATIONAL

■ TORONTO

□ OTHER

BASED ON A TOTAL OF 837 ITEMS

OTHER = LOCATIONS UNSPECIFIED IN STORY FORM



REGIONAL REFLECTION - CBC NEWS NETWORK

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- REGIONAL REFLECTION
- INTERNATIONAL
- TORONTO
- OTHER

BASED ON A TOTAL OF 11,290 ITEMS

OTHER = LOCATIONS UNSPECIFIED IN STORY FORM



REGIONAL REFLECTION – CBC NEWS – 6:00 PM (CBC RADIO)

MONDAY TO SUNDAY

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- REGIONAL REFLECTION
- INTERNATIONAL
- TORONTO
- OTHER

BASED ON A TOTAL OF 468 ITEMS

OTHER = LOCATIONS UNSPECIFIED IN STORY FORM



POLITICAL DIVERSITY

■ How Was the Data Collected?

- For the period 1 October – 31 December 2013, appearances by all Federal and Provincial/Territorial politicians (in a clip or interview) were individually counted for each episode of
 - Power & Politics, The National, The House, The World at Six
- politicians made 1,582 appearances**
 - (in an interview or clip) on The National, Power & Politics, The House & The World at Six
 - between 1 October & 31 December 2013
- Of the 1582 appearances, were made by Provincial/Territorial politicians and were made by MPs & Senators

■ Presentation by Jurisdiction

- of the speakers belong to a provincial or territorial party
 - The majority of these represented the governing party in office in that province during this period.
- of the speakers belong to a federal party in The House or Senate

Note: jurisdiction = federal or provincial/territorial

** people/speakers were counted only once regardless of how frequently the individual was interviewed or seen in a clip*

*** every appearance by an individual is counted*

**** does not include Municipal politicians*

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FEDERAL APPEARANCES BY PARTY

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- CONSERVATIVE
- GREEN
- INDEPENDENT
- LIBERAL
- NDP
- BLOC QUÉBÉCOIS

*MPs & Senators made a total of 1410 appearances
** every appearance by an individual is counted*



APPEARANCES – THE NATIONAL

THE NATIONAL

s.21(1)(b)
s.68.1

- CONSERVATIVE
- GREEN
- INDEPENDENT
- LIBERAL
- NDP
- BLOC QUÉBÉCOIS

*MPs & Senators made 475 appearance on The National
** every appearance by an individual is counted*



CONCLUSIONS

- **Overall**, these figures indicate that CBC News is performing well in the areas of regional reflection and political diversity.
- **On regional reflection**, these numbers mostly reflect what we want and expect from our programs. Note especially the balance of The National, which is almost evenly divided between stories generated internationally, stories generated from Toronto, and stories generated from the rest of the country.
- **On political diversity**, the numbers indicate that politicians are given the opportunity to speak on our programs in numbers quite proportional to the number of seats they have in the House of Commons.

- Ultimately, there is no single perfect number to capture diversity of voice. Any three-month period will be skewed by whatever the “big story” was; in this case, it was the controversy in the Senate. We know, too, that how stories are framed is as important as what stories we choose. This assessment also can’t measure other strategic efforts, such as the new re-investment in our business content unit, which is already changing the kinds of stories we choose to produce. Nonetheless, this effort is a good start.

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