



AGENDA ITEM

TO:	Board of Directors
MEETING:	November 26, 2013
FROM:	Louis Lalande, Executive Vice-President, French Services Michel Cormier, Executive Director, News & Current Affairs
SUBJECT:	Measuring the Diversity of Voices
DATE:	October 25, 2013



MEASURING THE DIVERSITY OF VOICES

Objective:

- Ensure that our news and current affairs programs indeed reflect a diversity of voices and opinions.

Our commitments:

- Recommend an internal means of tracking and control, in addition to the perception survey already performed, that allows us to have a broader vision when it comes to measuring our actions in favour of a diversity of voices and opinions.
- Provide semi-annual reports to the Board of Directors (Q2 – Q4).



MEASURING THE DIVERSITY OF VOICES

We will use the following criteria to measure how we reflect a diversity of voices and opinions:

- Geographical diversity (national-regional)
- Weight of political options expressed (topics and participants)
- Number and frequency of topics covered (Top 20)
- Number of participants, plus length and frequency of their appearances
- Origins of participants (cultural diversity)



MEASURING THE DIVERSITY OF VOICES

Measurement tools used:

- Data and reports produced by the Archives department
- Study reports from the *Centre d'études sur les médias* for election campaign coverage

Sampling:

- Targeted news and current affairs programs with a national scope:
 - News, Television: *Téléjournal*, 10 p.m.
 - News, RDI: *Téléjournal*, 9 p.m.
 - News, Radio: National newscast, 5 p.m.
 - Current affairs, Television: *Les coulisses du pouvoir*
 - Current affairs, Radio: *L'heure du monde*

Target periods:

- 8 weeks, fall programming (mid-september to mid-november)
- 8 weeks, winter programming (mid-january to mid-march)



MEASURING THE DIVERSITY OF VOICES

Internal tracking methods:

- Daily editorial staff meetings
- Choice of angles
- Vetting of news reports
- Planning of upcoming coverage
- Drafting of terms of reference for programs
- Training and supervision of journalists
- Evaluation of programs
- Interventions by the manager in charge of diversity in news programming



MEASURING THE DIVERSITY OF VOICES

Assessment of the achievement of our goals:

- Perception survey included in the semi-annual bulletin
- Semi-annual report (Q2 – Q4) produced by News & Current Affairs (re: p.2)
- Audience complaints
- Ombudsman Report