

APPENDIX 1
OLMC CONSULTATION REPORT



Official Minority Language Consultation Broadcast Year 2015-16

Introduction:

The year 2015-2016 was characterized by the federal government's announcement to reinvest in Canada's public broadcaster. Consequently, after years of reduced budgets, the Corporation will increase its funds in the coming years to "modernize and revitalize" CBC / Radio-Canada in the digital era. Furthermore, the public broadcaster will continue to build on its close relationship with Canadians across the country and across all platforms.

Condition of Licence Requirement:

As of September 1, 2013, CBC/Radio-Canada has been required under condition of licence to "hold a formal consultation at least once every two years with official language minority communities (OLMCs) located in each of the regions of Atlantic Canada, Ontario, Western Canada, the North and Quebec to discuss issues that affect their development and vitality. For the French-language services, the relevant regions are Atlantic Canada, Ontario, Western Canada and the North. For the English-language services the relevant region is Quebec. Consultations shall include independent producers from OLMCs. The licensee shall report annually on consultations that took place that year and demonstrate how feedback from the consultations was taken into consideration in the Corporation's decision making process."

Overview:

As the Commission is aware, the first formal consultation for CBC in Quebec was held on February 24, 2015 at Maison Radio-Canada. The consultation was a public event with a webcast to discuss CBC and its services within the English-speaking community. The next consultation is scheduled to take place March of 2017.

It is worth noting, this official consultation is not the only opportunity for discussion and consultation with OLMCs. Wishing to keep the dialogue going and strengthen its ties with the

various organizations and associations representing Canada's English-speaking minority communities, CBC has participated in various consultation mechanisms with community leaders and association representatives.

For example, on November 13, 2015, CBC/Radio-Canada representatives were invited to present to the CRTC-OLMC discussion group. Patricia Pleszczynska, Director General, Regional Services and ICI Radio-Canada Premiere; Shelagh Kinch, Managing Director, CBC Quebec; Noémie Dansereau-Lavoie, Manager, Strategic Planning; and Debbie Hynes, Manager, Partnerships, Communications, Marketing and Brand, CBC, attended the meeting. Local changes connected to Strategy 2020 were discussed at this meeting.

On February 8, 2016 representatives from CBC Quebec met in Sherbrooke with members of the Townshippers' Association. In January and February 2016 they also met with several members of Montreal's diversity communities (See Real Talk on Race below).

CBC Quebec continued to participate on the Working Group on Arts, Culture and Heritage with English-speaking communities of Quebec. This is a tripartite initiative between the English-speaking communities' Arts, Culture and Heritage Sector; the Interdepartmental Relations and Accountability Directorate; and the Quebec Regional Office of Canadian Heritage. Debbie Hynes, Communications Manager, attended a meeting on February 16, 2016. The aim of this working group is to provide an opportunity to strengthen cooperation between the English-speaking communities of Quebec and key federal institutions involved in the Arts, Culture and Heritage Sector.

In addition, on March 30, 2016, Heather Conway, CBC Executive Vice President; Shelagh Kinch, Managing Director Quebec; Meredith Dellandrea, Program Manager Quebec; Lisa Clarkson, Executive Director Business and Rights and other members of the management team met with Kirwan Cox and representatives from the Quebec English-language Production Committee (QEPC) to expand discussions on collaboration. A follow-up meeting is scheduled in broadcasting year 2016-2017.

CBC also conducts telephone surveys on the OLMC audience perception of the CBC's television and radio programming. The results of the most recent surveys conducted in November 2015 and March 2016, also filed today with the CRTC, remain very positive.

Objectives:

The objectives of the 2015 consultation were to:

- Consult with the public on CBC programming;
- Connect with the independent producers community, key stakeholders and Quebec's CRTC Regional Panel; and
- Share coming changes for Fall 2015 to CBC Local Services as part of the CBC/ Radio-Canada Strategy 2020.

Re-cap of general themes and questions raised from participants on February 24, 2015 and follow up:

- **Regional reflection of vital communities:**

CBC Quebec's commitment and ability to reflect small yet vital English-speaking communities was a theme. David Johnston, Quebec Representative of the Office of the Commissioner of Official Languages and Sharleen Sullivan, Executive Director for Neighbours in Rouyn-Noranda referred to the loss of freelance journalists who used to report on CBC Radio. It was noted that engagement with these communities may have disappeared with these freelancers. Sylvia Martin-Laforge, Executive Director, Quebec Community Groups Network (QCGN) was very supportive of CBC and our on-going partnerships. She did see that CBC has a responsibility to also tell regional stories from the nearly 300,000 English-speaking Quebecers spread through the province to the nearly 1 million who live on or near the island of Montreal.

How this feedback informed decision-making:

In January 2016, we met with leaders from Montreal's Black, Arab and North Africa, South Asia, and Indigenous communities. It was a frank discussion between these groups as well as CBC Montreal's editorial leadership. Much of the discussion helped inform the programming for our [Real Talk on Race](#) a 10-day series (March 14-25, 2016) looking at how people live, see and understand race in Montreal and across Quebec. At the core of the series, was a desire to share personal conversations on social media, our website, Radio and TV programs.

It was a priority to include Indigenous voices and perspectives in our Real Talk programming. The Quebec AM/Breakaway Val d'Or radio remote, our series of special reports and interviews from Nunavik, and the Daybreak remote on the Kahnawake

reserve did that. We also broadcast live from the Montreal Museum of Fine Arts for the start of Anti-Racism week during the unveiling of a project encouraging Muslim youth to use art to combat extremism. Launched with the support of the Michaëlle Jean Foundation, "The Art of Inclusion: Muslim Youth Take the Lead" project aimed to foster the integration of Muslim youth in Quebec society.

Since the project was about real conversations, we created a space for that to happen. We worked with 10 Montrealers who told us their personal stories. One of the highest shared pieces in the series was: '[Change her name. Don't tell her she's native](#)' by Nakuset that kicked off the series and had been shared nearly 4000 times to date. The [behind the scenes video](#) for the point of view participants also revealed why it was important to have real conversations on race.

As part of the project, two social media videos "[Being _____ in Montreal, I feel _____](#)" (e.g. being Black, Muslim, Asian...) and [What's the one question you wish people would stop asking you based on how you look?](#) performed very well. The first video had 36,000 unique viewers, 154,000 reach with an outstanding engagement of 1,600 likes, 250 comments, 350 shares to date. The series was very successful online resulting in 100,000 page views; 70,000 unique visitors; 7,000 page views on the topic page (cbc.ca/realtalk) and 4,500 unique visitors on the topic page.

Following the series and community consultation, we agreed to meet again. On September 29, 2016 CBC Montreal will host 50 community leaders connected to the Real Talk on Race project to discuss the series and to get their feedback.

Planning for Indigenous project, [Turtle Island Reads](#) also occurred in the 2015-16 broadcast year. Following consultation with McGill University partners, Quebec Writers' Federation and community leaders in Kahnawake, CBC created Turtle Island Reads. Held on September 21, 2016, it was a celebration of Indigenous books and storytelling. The free public event and live broadcast (cbc.ca/montreal and Facebook live) was a true community collaboration that allowed us to showcase this vital English-speaking community. The event attracted over 160 people and hundreds more online from across Canada.

For the third year, CBC Montreal partnered with Concordia's multimedia journalism course. Students were asked to pitch research and produce multimedia features both for their online class and cbc.ca/montreal. In 2015-2016, the theme was [Montreal After Dark](#). The students produced 5 multimedia stories exploring Montreal after the sun goes down. Working alongside CBC Montreal journalists, the students spent the winter

semester developing their stories in text, audio, video, photography, infographics, and maps. These projects were a great opportunity to bring young vital voices to our audience. Also it enables young journalists to showcase their skills and for us to look at aspects of Montreal life from a different perspective. Some of this year's cohort have already extended this opportunity and are interning or working with CBC Montreal.

In addition, several initiatives have already been noted in an earlier CRTC report for the 2014-15 broadcast year. These included hiring a video journalist in the Eastern Townships to file local stories for all platforms, and working with the travelling journalist based out of Quebec, who continues to report from smaller, more remote English-speaking communities in the province. For example, in March 2016 Peter Tardiff's "[Kegaska Connection - Preparing for Tourists](#)" told of the impact of the road on Kegaska, a small isolated community on Quebec's North Shore. These stories air on CBC Radio, online and the CBC Quebec Facebook page.

Throughout the year, several CBC Radio and TV programs were live "on location" in key English-speaking communities. While on remote, the programs focused on stories about and issues affecting these vital communities. Below are a few highlights:

- *Daybreak*: West Island YMCA (Sept 25, 2015);
- *The National with Wendy Mesley in Quebec City*: Federal Election (Sept 27, 2015);
- *Daybreak*: Orange Café, NDG (Oct 16, 2015);
- *CBC Montreal Christmas Charity Drive*: Live NDG Food Depot, NDG (Dec 11, 2015);
- *Daybreak*: Café Milano, St Leonard (Feb 19, 2015);
- *Quebec AM/Breakaway*: Native Friendship Centre, Val d'Or (Mar 11, 2016);
- *Homerun*: Canada Reads at Indigo (Mar 16, 2016);
- *Daybreak*: Café Delight, Kahnawake (Mar 21, 2016); and
- *CBC Montreal News*: Anti-Racism Week Launch (Mar 24, 2016).

While there are challenges with serving non-urban communities on traditional television and radio, CBC sees an opportunity to engage communities through its website and social media, specifically Facebook and Twitter as well as community columnists on the cbc.ca/montreal site.

- **Commitment to traditional airwaves:**

Given the increased focus on CBC's digital services, questions were raised about our commitment to traditional airwaves. Shelagh Kinch, former Managing Director,

confirmed that we recognize the value of our local television stations and the impact CBC radio has in rural communities.

How this feedback informed decision-making:

In 2015-16, CBC has grown digital and mobile services. It is now the #1 choice of mobile and digital news. Even with this growth in digital and mobile service, CBC Quebec has ensured there were no changes to CBC radio schedules and programming. With respect to television, we have made some changes and added *Daybreak* - our morning radio program on TV between 6 and 7 am. These changes were discussed at the 2015 consultation.

- **Quality journalism and story selection:**

In an environment of budget cuts and financial constraints, how does CBC ensure quality journalism? One participant commented that she felt Radio Noon's call-in show was no longer discussing issues relevant to English-speaking communities. Another questioned how closely we work with the French newsroom, citing how different our coverage was on Charlie Hebdo shootings, as well as our local arts coverage. Also with the demise of The Mirror and changes to The Gazette, one attendee was wondering about how we cover arts and culture for English-speaking communities.

How feedback informed decision-making:

CBC is committed to quality programming and journalism. CBC Montreal and CBC Quebec are continually working to improve relationship with their Radio-Canada colleagues. We share resources on many projects, including sports, music recordings and live events.

- **Commitment to new talent and independent producers:**

There was a question about our commitment to finding new talent and our interest in working with independent producers in Quebec. Sally Catto responded saying "doors are open" to hear from existing or new talent and discussed digital projects and series produced in Quebec.

How feedback informed decision-making:

As mentioned above, in March 2016 Heather Conway, CBC Executive Vice President; Shelagh Kinch, Managing Director Quebec; Meredith Dellandrea, Program Manager Quebec; Lisa Clarkson, Executive Director Business and Rights and other members of the management team met with Kirwan Cox of the QEPC along with a number of independent producers from Quebec to expand discussions on collaboration. A follow-up meeting is scheduled in broadcasting year 2016-2017.

In June 2016 Michelle Daly, Senior Director of Comedy and Sandra Picheca, Executive in Charge of Production, attended the Banff World Media Festival and met with independent producers from Quebec.

The drama department currently has two one-hour drama series in production: *21 Thunder*, a soccer drama about an under 21 soccer academy in Montreal; and *Bellevue*, a mystery series set in a blue-collar town. Also in production is the second season of the one-hour family series *This Life* which is adapted from Radio-Canada's series *Nouvelle Adresse*. All three are produced by Quebec independent producers.

The documentary channel has approximately 14 documentaries by Quebec producers in production. The following is a sample:

- **Shekinah 2** - A follow-up documentary to Abby Neidiik's *Shekinah* that follows the graduates of a Jewish Orthodox Seminary for girls in rural Quebec. This film catches up with the girls a few years after graduation to see how they are making their way in the world.
- **Queue** - Queue looks at life from the end of the line, the boredom, frustration, stress, fatigue and fury we all feel in line-ups, as our fast-paced lives slow to a crawl. It asks the question: Are we about to undo the queue?
- **Grand Cru** - A poetic look at the ideal of winemaking. Grand Cru will follow Quebecer Pascal Marchand, a winemaker renowned in Burgundy, on his sojourns to his other projects where he is a consultant – Tawse in Niagara, Ontario; Marchand & Burch in Western Australia; as well as California, Greece, Argentina and Chile, where his son has taken up the business.

- **Anotes Ark** - The Republic of Kirbati is faced with extinction through rising sea levels, in turn caused by climate change. Their quest for survival as a people is cinematographically represented as a metaphorical Ark. By interweaving stories of survival and resilience, *Anote's Ark* explores what happens when a people are faced with losing their homeland.

CBC Montreal programming highlights also include [*Absolutely Quebec*](#): a 6-part summer series by independent producers dedicated to stories by and about Quebecers. Our most recent 2016 series included:

- ***Clay vs. Clay*** - The story of Clay "Big Thunder" Peters, a 33-year old drug and alcohol addict, who in 2006 hitchhiked across Canada from Vancouver to Montreal with the goal to become the world heavyweight boxing champion.
- ***Barr Brothers in the Land of the Rising Sun*** - The Shigawake Music and Agricultural Festival is one of Canada's most remote music festivals, enjoying its 6th year at the tip of the Gaspé peninsula in August 2015. Framed by the events and performances, this film captures the summer spirit of the Gaspé and highlights how music brings together isolated communities.
- ***In Vitro: Quebec's New Fertility Frontier*** – This documentary follows three stories of people at various stages of IVF treatment in order to capture the impact of recent changes to Quebec's formerly one-of-a-kind IVF program.
- ***Fennario - The Good Fight*** - A POV documentary by award-winning filmmakers Martin Duckworth, Sergeo Kirby and Robbie Hart who take us on a journey into the life of David Fennario, a social activist and one of Canada's great playwrights.
- ***Cricket in Parc Ex - A Love Story*** - A love story about Montreal's South Asian community who live for their love of cricket. The documentary takes us inside the world of cricket and the daily life of Parc Extension – one of Canada's poorest and most vibrant immigrant neighbourhoods.
- ***Mile-Enders*** - TV Producer Lori Braun and her gay best friend, showrunner Adam Wanderer, question the current state of their lives while exploring the food, drink, lifestyle and pop culture of their hometown in this coming of "middle" age docu-comedy.

CBC Contributions to English Language Community in Quebec:

In addition to this consultation, CBC Quebec made a number of contributions to the English-speaking community in 2016.

- a. [Do Crew](#) - Each month CBC Montreal matches charities in need of some roll-up-your-sleeves volunteering with listeners who have a few hours of time to give. Since 2013, we have helped nearly 50 organizations and connected with over 500 volunteers in English-speaking communities throughout Montreal.
- b. [Startup Festival](#) - In July 2016, we partnered with the International Startup Festival for a 3-day Festival dedicated to innovators, founders and startups. Our goal was to connect with English-speaking youth and diversity and business audiences in Montreal. As part of the event, CBC Montreal conducted a “One Minute to Win It” media pitch sessions with nearly 50 young entrepreneurs.
- c. [ArtsAliveQC](#) - In partnership with ELAN (English Language Arts Network) for the second year, CBC Montreal was the official sponsor of Arts Alive, a summer arts festival circuit linking 6 English-speaking community festivals from June to September 2016 in Hudson, Quebec City, West Island, Lac Brome, Huntingdon and Wakefield. We are already discussing opportunities for Montreal 375/Canada 150.
- d. [Charity Drive](#) - Our Christmas charity drive has two main events -- a day-long remote broadcast at the charity followed by the CBC Christmas Sing-In, a CBC Music national broadcast and concert where 1,500 people sing along with a spectacular choir. For 36 years CBC Montreal has donated thousands of dollars to local charities. Our 2015 charity was the NDG Food Depot. In Quebec City, we partnered with the Jeffery Hale 19th Annual Community Hamper Campaign to fill 200 Christmas hampers to be delivered to English-speaking households in the Quebec City region. The 2016 concert will take place on December 11, 2016 with proceeds going to [West Island Community Shares](#).
- e. [Young Quebecers Leading the Way](#) - CBC Quebec has a three-year partnership with Quebec Community Groups Network (QCGN) to engage young Quebecers in the celebration of the sesquicentennial of Canadian Confederation. From March 4 to 7, 2016, *All in a Weekend* host Sonali Karnick spoke with young Quebecers aged 15 to 25 from the Eastern Townships, the Gaspé Peninsula, the Outaouais, Rouyn-Noranda, Greater Montreal and the provincial capital region at Concordia University. CBC Quebec is already coordinating with QCGN for the final forum in Gatineau in 2017. As part of this partnership, in October 2015, CBC along with QCGN presented the first Young

Quebecers Leading the Way award to [Alexander Gordon](#). The second award will be presented to Dafina Savic on October 27, 2016.

- f. [Blue Metropolis Literary Festival](#) - CBC and Radio-Canada are joint sponsors. We produce a series of events and conversations (English and French) between hosts and authors. The content is presented at [CBCBooks.ca](#) and [cbc.ca/montreal](#).
- g. [“Getting Attention from the Media”](#) - We offer quarterly 2-hour workshops to non-profit and charitable organizations. Led by our Communications Manager, the workshops are designed to teach organizations how to best pitch a story to the newsroom. To date, we have given the workshop to nearly 50 groups. The next workshop is scheduled for October 13, 2016 to twelve English-Language Arts Network members.
- h. [Townshippers’ Association/TDay](#) - Each year, CBC is involved in an annual sponsorship through the Townshippers’ Association, celebrating life in the Eastern Townships. This year’s TDay was in Brome on September 11, 2015. The result was programming broadcast on *All in a Weekend*, *Radio Noon*, *Quebec AM* and *Breakaway* on the English-speaking community in the Eastern Townships. CBC Quebec also attended the event on September 17, 2016.
- i. [QWF/CBC Digital writer in residence program](#) For the second year, in partnership with the Quebec Writers Federation, CBC will select a digital writer to create 5 community columns for the [cbc.ca/montreal](#) web site. [Monique Polak](#) was named the first writer in residence. The new writer in residence will be named in Fall 2016. This is increased exposure for English-speaking writers and the Quebec Writers’ Federation as well as an opportunity for the audience to hear diversity of voices from the community.

Ongoing programing for English-speaking community:

In October 2015 as a part of Strategy 2020, CBC launched new local news services specifically for mobile users, and strengthened existing desktop and web services. We are now a leading source for mobile news with nearly 1 million unique visitors coming to CBC Montreal each month.

Even with a growth in digital and mobile, we continue to broadcast on traditional platforms. On television CBC Montreal offers weekday news at 6 and 11pm and on weekends. We also broadcast an additional local television hour program, *Our Montreal*. Montreal is a hub station, providing additional production, support and administration for English-speaking Quebec. On

Radio, every weekday we broadcast: two morning programs (*Daybreak, Quebec AM*); *Radio Noon* and two drive programs (*Homerun, Breakaway*). On weekends, we provide *All in a Weekend* and the hour-long arts program, *Cinq a Six*.

Recommendations:

In advance of 2017, we have identified key recommendations for the next formal CRTC public consultation:

- Re-imagine the format: Move to a moderated roundtable discussion format with different themes at each table (ie. social media, arts, youth, diversity), including CBC representatives at each table with independent moderators to encourage fresh thinking and new ideas.
- Engage an independent event facilitator: Find an energetic facilitator who is responsible for directing discussion, making sure the session runs on time and gets the best out of everyone in the room.
- Refine objectives/theme: Ensure all participants know in advance what the outcomes of the sessions should be. The focus should be broad enough for people to have room to be creative, but tight enough that we will get ideas that are relevant.
- Alternate location: Move consultation between Montreal and “off the island” communities to deepen connections in smaller English-speaking communities. Possible locations include Sherbrooke, Eastern Townships, Laurentians, South Shore.
- Diversify attendees: Ensure more representation from youth and diverse communities. Deepen relationships established through Real Talk on Race.
- Expand social engagement: Explore ways to engage conversation in advance of the event as well as continue it after.
- Facebook Live/Webcast: Explore Facebook live and webcasting as ways to reach wider audience.

Conclusion/Moving Forward:

CBC takes pride in our commitment to English-speaking communities, key stakeholders and independent producers. We will continue to work closely with them to ensure we reflect the realities of life in Quebec