

APPENDIX 1  
OLMC CONSULTATION REPORT



## **Official Minority Language Consultation Broadcast Year 2016-17**

### **Introduction:**

The year 2016-17 was characterized by the federal government's continued reinvestment in Canada's public broadcaster which has led to CBC/Radio-Canada's focus to modernize and revitalize our services in the digital era. This will allow us to continue to build our relationships with Canadian across the country in a multi-platform environment.

[CBC Montreal](#) is now a leading source for mobile news with nearly 1 million unique visitors each month. Audiences have been positive about the digital shift. Since 2015-16 CBC Montreal's digital traffic increased by 39%.

Independent of this growth in digital and mobile, we continue to broadcast on traditional platforms. On television CBC Montreal offers weekday newscasts at 6 and 11pm and on weekends. We also broadcast an additional local one-hour television program, *Our Montreal*.

On CBC radio, every weekday we broadcast 2 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, *The Bridge* (formerly *Cinq à Six*).

CBC Quebec's social media channels (Facebook, Twitter and Instagram) are essential to our digital strategy to serve Official Language Minority Communities (OLMCs). They

not only connect our journalists directly with the audience in a continuous dialogue, but also increase the coverage of the content through Facebook Live.

**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:**

In our last report for the broadcast year 2015-16 we detailed our new strategy for the next formal CRTC public consultation. Our objectives were to re-imagine the format as roundtable discussions, refine the theme and expand social and diverse engagement. This new-formatted CRTC consultation took place on Tuesday, May 2, 2017 with these objectives in mind.

CBC Quebec invited members of the English-speaking community to attend a public roundtable consultation to discuss CBC programming and its services for English-speaking Quebec. The second of CBC Quebec’s formal CRTC consultations, this public event was open to all members of the public and was streamed on [CBC.ca/Montreal](http://CBC.ca/Montreal) and [Facebook live](#). The next consultation is scheduled to take place in May 2019.

During the roundtable discussion and webcast, CBC Quebec received input from participants on how, in an increasingly digital world, CBC can best serve the English-speaking audience in Quebec on all its platforms. The event was hosted by Debra Arbec. Participants from CBC included:

- Hubert Lacroix, President and CEO of CBC/Radio-Canada
- Alex Johnston, VP Strategy and Public Affairs
- Jennifer McGuire, General Manager and Editor in Chief, CBC News
- Sally Catto, General Manager, Programming, CBC Television
- Fred Mattocks, General Manager, Local Services
- Meredith Dellandrea, Managing Director, CBC Quebec
- Leslie Merklinger, Senior Director of Audio Innovation at CBC Radio and Audio
- Cathy Perry, Senior Director of Radio and Audio

### **Objectives:**

The objectives of the May 2, 2017 consultation were to:

- Consult with the public on CBC programming and how we best serve the English-speaking audience in Quebec; and
- Connect with the independent producers community, key stakeholders and Quebec's CRTC Regional Panel.

### **Theme:**

The theme of the roundtable discussion came from CBC/Radio Canada's white paper: ["A Creative Canada": Strengthening Canadian culture in a digital world.](#)

Specifically, we looked for input from the public on how, in an increasingly digital world, we can best serve our English-speaking audience in Quebec on all our platforms.

### **Re-cap of general themes and questions:**

The following is a re-cap of themes raised on May 2, 2017 and a summary of how this feedback has informed CBC Quebec's decision making.

## **Reflecting vital communities**

English-speaking Quebec is one of Canada's two OLMCs, and home to over one million Canadians. Although most English-speaking Quebecers are in the Montreal area, over 200,000 live in Quebec's regions, many in rural and isolated communities. Reflecting Quebec's English-speakers vital communities is core to CBC Quebec. Many attendees stated how important CBC was in connecting them to the wider English-speaking community throughout the province and requested additional coverage.

### How this feedback informed decision-making:

CBC/Radio-Canada is committed to be "more local and more connected with Canadians where they live." Last year, CBC announced the newly-created Local Services Department to augment the focus on Local. This change gives all Local Services teams more autonomy and independence over local operations and programming and has given our teams the flexibility to expand remote live broadcasts to reach different English-speaking communities in the province. Below are some examples:

- In February 2017, *Quebec AM* and *Breakaway* broadcast live from the Laurentians. The Laurentians is one of the regions in the province where we are seeing an increase in English-speaking Quebecers. The goal was to broadcast two remote programs that reflect some of the issues, challenges and joys of living in that region of the province.
- Marking Canada's 150th birthday, reporter Julia Page travelled throughout the province collecting stories from some of the province's vital communities. Their profiles were featured on CBC Quebec and CBC Montreal's Facebook.

- In September 2017 the CBC *Breakaway* host toured the Gaspé Peninsula and broadcasts 4 shows live from that region. The week included stops in New Carlisle, New Richmond, Listuguj & Gesgapegiag, Carleton-sur-Mer and Gaspé.
- In October, CBC *Quebec AM* broadcast live from Sherbrooke. The Eastern Townships continues to be a vital English-speaking community. *Quebec AM* covered stories from the Eaton Centre's Heritage Fair and the Knowlton Literary Festival.
- Journalist Marika Wheeler continues to travel the province to cover stories from English-speaking communities. For example, this year she travelled to Salluit to cover a writing workshop organized by Blue Metropolis Literary Festival. One of the stories she examined related to concerns some youth have on the role marijuana is playing in the lives of young Inuit. She profiled a young man who is currently struggling with his use. She also reported on [Maggie MacDonnell](#) winner of the \$1 million Global Best Teacher Prize.
- CBC's Absolutely Quebec series also included two independent documentaries from vital communities: [The Gardener](#) from Charlevoix and [Napagunnaqullusi — So That You Can Stand](#) from James Bay.

CBC Quebec works closely with English-speaking Quebecers to ensure we reflect the realities of life in Quebec. In the past broadcast year, we have partnered with several organizations including English-language Arts Network (ELAN), Quebec Writers' Federation (QWF), International Start-up Festival, McGill University, Concordia University, West Island Community Shares, Quebec Community Groups Network (QGCN) and the Blue Metropolis Literary Festival.

### **Importance of digital content**

Attendees confirmed they want more CBC content on all platforms. One attendee said "this is the time to double down on digital. It's critical. Habits are shifting. My friends don't own radios."

How this feedback informed decision-making:

Increasingly, audiences are turning to our mobile apps and digital services -- CBC Listen (Radio), CBC Watch (TV) CBC News and CBC Music. Since 2015, CBC Quebec has grown digital and mobile services. It is the choice for mobile and digital news. We have expanded our digital news resources to grow local news coverage 18-hours a day/7-days a week on mobile.

Recently, CBC Quebec has added a new digital journalist based in Quebec City who covers stories from across the province.

This year, we also created two CBC Quebec podcasts: [Montreapolis](#) & [Seat at the Table](#). *Montreapolis* is a podcast about the people making modern Montreal. It was launched in April on [CBC Listen](#), and aired on CBC Radio One network on the Fall 2017 schedule. *Seat at the Table*, which aired this summer, featured longtime friends and Montrealers Isabelle Racicot and Martine St-Victor who live in a bilingual Canada with a finger on the global pulse. Finally, CBC Quebec produced [Roots of Montreal](#). This digital series looks at some of the cultural communities that have turned Montreal's urban landscape into what it is today.

**CBC/Radio-Canada Collaborations**

Attendees were very interested to hear about more projects where CBC and Radio-Canada collaborate. One participant said: “When Montreal's Anglophones and Francophones get together, beautiful things are produced.”

How this feedback informed decision-making:

While, CBC/Radio-Canada work closely together daily across the country and particularly in Quebec. we continually look for ways to better collaborate. Some recent high-impact projects include:

- In August, marking Montreal's 375th and Canada's 150<sup>th</sup> birthdays, CBC/Radio-Canada co-broadcast the [Montreal Symphonique](#). This was a free concert by the city's three major orchestras (The Montreal Symphony Orchestra, the McGill Symphony Orchestra and the Orchestre Métropolitain) and some of the country's biggest pop artists including Rufus and Martha Wainwright, Patrick Watson, Isabelle Boulay, Coeur de pirate, Pierre Lapointe, DJ Champion and Diane Dufresne. The live event attracted 80,000 people at the foot of Mount Royal and thousands more in parks across the city, where it was projected live.
- In October, CBC Quebec worked with ICI Estrie to promote and launch [Raif Badawi: Dreaming of Freedom](#) a documentary graphic novel.
- CBC/Radio-Canada opened our doors in Montreal as part of Culture Days/Les Journées de la Culture. Visitors were able to tour the studios where radio and television shows are broadcast and meet local CBC personalities and the cast of [Kim's Convenience](#).
- From November to April, CBC/Radio-Canada in partnership with the Montreal Contemporary Art Museum (MAC) are presenting [Leonard Cohen/A Crack in Everything](#). In addition to providing the Museum and artists with archives, CBC/Radio-Canada has produced a bilingual digital walking tour and a bilingual TV documentary to air on CBC and Radio-Canada.
- In 2017, CBC Quebec and Radio-Canada shared a data journalist, Roberto Rocha. He has worked on several shared investigative projects and most recently on Quebec municipal elections.
- [CBC Literary Prizes/les prix de la creation Radio-Canada](#) are co-produced in Quebec.

### **Inclusion and Diversity**

Several attendees asked about our commitment to inclusion and diversity in programming, including the reflection of Quebec's Indigenous communities.



There were discussions regarding the reflection of specific ethnic communities such as the Muslim community. One attendee wanted to make sure that there is a public space for Muslim women's voices to be heard in daily life and not just through a religious lens.

Regarding Indigenous communities, one participant asked us to "Please find a way to portray Aboriginal people in a more positive light. I have big stories to share and when I send emails to 'assignment' and specific journalists as I've been invited to do, I get no response." This participant also had concern about how many positive stories in the Indigenous community have not been reported while many stories that negatively represent the Indigenous community have.

How this feedback informed decision-making:

Diversity at CBC is about being more relevant to more Canadians. We continue to lead in the industry in our commitment to reflecting Canada's diversity through our programming, our workforce and our relationships with communities across the country. We make our best efforts to report on realities of all communities serve through an unbiased filter. While we do appreciate all Canadians who reach out to with story ideas, based upon the sheer volume we cannot respond to all. However, all communications we receive are read, discussed and considered at the local regional or national level.

Below are a just a few examples of specific initiatives and programs we have developed to reflect the diverse communities, some of which are in response to participant's comments:

- This year CBC Quebec had its first Indigenous Internship. This intern worked in the CBC Montreal newsroom and also travelled to CBC Winnipeg to work with CBC's Indigenous Unit. Another Internship is planned for 2018.
- CBC Quebec works closely with CBC North's Cree unit, also based in Montreal. The unit includes 12 employees who produce 3 daily radio programs (*Winschgaoug*, *Eyou Dipajimoon* and *Âshûmîyi*) and *Maamuitau*, a weekly TV magazine program.
- CBC Radio *Quebec AM* is working on a special series on Muslim youth. The series explores the lives of several young Muslim people in Quebec City asking about their sense of belonging in the aftermath of the January 2017 mosque shooting.
- This fall, CBC Quebec will air a special series about relations between Montreal police and the city's black communities. The special series, marks the 30-year anniversary of the death of Anthony Griffin. Mr. Griffin was a 19-year-old black man killed by Montreal police officer Allan Gosset in 1987.
- The second annual edition of Turtle Island Reads took place on September 20, 2017. The event celebrated Indigenous Canadian fiction with a panel discussion on three books: *Bearskin Diary* by Carol Daniels, *This Accident of Being Lost* by Leanne Simpson and *Son of a Trickster* by Eden Robinson. Following the event, a set of all three books were donated to all English-language high schools in Quebec. The project was a collaboration with the Quebec Writers' Federation and McGill University's Institute for the Public Life of Arts and Ideas as part of Indigenous Awareness Week. CBC is in discussions with partners regarding future projects to connect Quebec youth to Indigenous writing.
- Diversity and inclusion were key to the program development of three new digital projects: *Roots of Montreal* and *Montreapolis* and *Seat at the Table* podcasts.

At the network level, last fall CBC launched a [Breaking the Barriers Fund](#) for underrepresented filmmakers. Offering new opportunities for filmmakers who have

historically been at a disadvantage in accessing financing and making their unique voices heard. The CBC's commitment will see the national broadcaster invest at least \$7.5M into the fund over the next 3 years.

The fund supports the production of feature films from underrepresented Canadian creators. With the new fund, CBC is seeking English-language feature film projects that are written and directed by Canadian women, Indigenous persons, visible minorities and persons with a disability who have had at least one feature-length film showcased at a recognized film festival, and which are not in the documentary genre and not already in production.

**Commitment to original journalism and in-depth storytelling:**

Many participants wanted to hear about CBC's commitment to original journalism and storytelling.

How this feedback informed decision-making:

Canadians trust in our journalism and we have every intention of meeting and exceeding those expectations. Our journalistic standards and practices (JSP) guide all of us whether we are reporting locally or at the network. Below are a few recent examples of our commitment to original journalism and storytelling:

- In August, CBC Montreal produced a mini-documentary called [Out of the Shadows: Inside La Meute](#). La Meute, Quebec's largest far-right group, grabbed headlines when it staged an anti-immigration protest in Quebec City. This mini-doc was the first look at this group for many Quebecers and Canadians.

- [How Quebec's largest far-right group tries to win friends, influence people](#) Montreal web journalist Jonathan Montpetit was also following closely the developments of La Meute since the days before they were making headlines. Late this summer, when the group was organizing a protest in Quebec City, Jonathan went behind the scenes for an inside look at their preparations.
- [Asylum seeker's future in limbo after near-fatal border crossing in Quebec](#) Montreal web journalist Ben Shingler spent time with an asylum seeker named Mamadou who was hoping to make a life in Montreal after an arduous, hours-long trek through the forest into Canada on March 5.
- [Used-car nightmare leaves Montreal-area woman on hook for \\$30K](#) CBC Montreal's investigative team's revealing look at how a Montreal-area woman ended up on the hook for \$30,000 for buying a car that someone else owned money on. Reporter Leah Hendry followed the trail of suspicious transactions trying to find the seller.
- [Low turnout and uncontested elections: How healthy is municipal democracy in Quebec?](#) CBC Quebec journalists Jonathan Montpetit, Marika Wheeler and data journalist Roberto Rocha took an in depth look at the municipalities that would not be holding any elections this year. They visited a community in Quebec's Laurentians that hasn't had an election in many years, and paired the story with graphs illustrating the voting trends in the province.

### **Commitment to radio and television**

Given the focus of the consultation on digital, several attendees asked about our commitment to traditional broadcast platforms. One attendee pointed out that during the ice storm in 1998 CBC radio was a lifeline. Meredith Dellandrea, Managing

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

How this feedback informed decision-making:

Even with the growth in digital and mobile service, CBC Quebec maintains its commitment to traditional radio and TV programming. On television CBC Montreal offers weekday news at 6 and 11pm and on weekends and files to CBC Newsnet and The National. CBC also broadcasts 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, CBC provides *All in a Weekend* and the hour-long arts program, *The Bridge (formerly Cinq a Six)* plus reporting on network radio newscasts.

When appropriate, CBC broadcasts additional information programming to serve the audience, as it did this year during the flooding on the West Island of Montreal and in other parts of Quebec.

In addition:

- CBC Quebec has added newsroom resources to support CBC Radio and TV. Specifically, CBC has added two multi-platform assignment editors on weekdays and weekends, based in the CBC Montreal newsroom.
- CBC Quebec has added 30-minute, made in Quebec, TV specials to the broadcast schedule including *Better Montreal*, *Little Girl Blue* and *Leonardsele Cohen: A Crack in Everything*.

CBC Quebec TV programming highlights also include [\*Absolutely Quebec\*](#). Now in its sixth season, the hour-long regional documentary series is part of CBC Television's

mandate to offer local reflection by exploring the province's history, culture and talent and to present the work of Quebec's independent producers. Absolutely Quebec documentaries also receive national broadcast as part of the *Absolutely Canadian* series. This year's series lineup includes:

- *Cities held Hostage*: Centred on the landmark investigation by Montreal Gazette journalist Henry Aubin in his book *City for Sale*, the documentary examines a city in perpetual development and the forces that shape it.
- *The Gardener*: A documentary reflecting on a spiritual and creative approach to gardening. A highly experiential program profiling one of Quebec's prolific landscape artists, Frank Cabot.
- *Napagunnaqullusi - So that you can stand* - This documentary tells the story of the 11 Inuit signatories of the James Bay Agreement as they took on the Quebec government to protect their land and their children's future in the early 1970s.
- *I'm Still Your Child* - Jessy, Sarah and Von are all familiar with the "ups and downs" of living with a parent who suffers from mental illness. This situation is extremely common (60 per cent of Canadians with mental illness are parents) and there can be serious long-term repercussions.
- *Abu* - As a gay man, filmmaker Arshad Khan explores his troubled relationship with his devout Muslim Pakistani father Abu. Using family archives, pictures and movies, *Abu* is a revealing and deeply affecting portrait of a family's tug-of-war between conservatism and liberalism that has greater implications for those choosing the west as their home.

- *Studios, Lofts and Jam Spaces* - Montreal is home to one of the most active communities of artists in all of Canada and is well known throughout the world for its creative output. The availability of large post-industrial spaces, affordable rents, cheap living and a supportive funding system makes life as an independent artist possible in this city.

### **Additional community consultations**

This official consultation is not the only opportunity for discussion and consultation with OLMCs. CBC Quebec frequently meets various organizations and associations representing Canada's English-speaking minority communities, CBC has participated in various consultations with community leaders, association representatives and the wider English-speaking Quebec audience.

For example, on November 7, 2016 forty members of **Quebec English-language Production Council (QEPC)** met with CBC programming executives to discuss current financing models in the digital landscape and how we can work together. CBC attendees included: Sally Catto, General Manager, Programming, English Services; Meredith Dellandrea, Managing Director, CBC Quebec Region; Lisa Clarkson, Executive Director, Business & Rights and Content Optimization; Jennifer Dettman, Executive Director, Unscripted Content; Helen Asimakis, Senior Director, Drama; Monique Van Remortel, Director, Business & Rights, Unscripted Programming; John Vekar, Director, Business & Rights, Digital; Debbie Hynes, Regional Manager, Communications, Marketing & Brand; and Carrie Haber, Producer, Regional - Quebec.

CBC Quebec continues 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. 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 sectors. On February 1, 2017 Heaton Dyer, Executive Director, Business and Strategy, CBC and Meredith Dellandrea, Managing Director, CBC Quebec Region met with local organizations and shared CBC/Radio-Canada's "Creative Canada" strategy. In December 2017, Meredith Dellandrea will meet with Quebec Federal Council's Official Language Committee on CBC's view of Canadian Culture in a Digital World and how we support the English-speaking minority in Quebec.

On June 15, 2017, Julia Page, CBC Quebec journalist attended an **English-Speaking Quebecers Speed Dating Event** hosted by the Quebec Community Groups Network (QCGN), in partnership with Innovation, Science and Economic Development Canada (ISED) and the Community Economic Development and Employability Corporation (CEDEC). During the event community and business leaders, entrepreneurs, educators and administrators from across the province spoke with CBC about story ideas and how we can best serve them.

As mentioned earlier, in September Saroja Coelho, host of Breakaway, held a public **"Meet and Greet" on the Gaspé Coast** as part of a weeklong series focused on the region. During the event, she invited the public to share with her issues and concerns that are important to the community.

The Quebec Municipal Election was an opportunity to hold **"CBC Asks Meet-ups"** consultations where our election team consulted directly with voters on "What's the most important issue in this Election?" This took place on October 20.

On November 21, 2017 Meredith Dellandrea and members of CBC Quebec's editorial team met with **Community Health and Social Services Network (CHSSN)** for input on



stories regarding community and regional health and services, specifically those facing English-speaking Quebecers in rural parts of the province.

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 2016 and March 2017, also filed today with the CRTC, remain very positive.

**Conclusion:**

CBC Quebec values the feedback and ongoing dialogue with our English-speaking audience. Moving forward our vision is to create a deeper understanding of our communities and the people who live there. We strive to be a public space where our audience feels they have a voice and story worth telling.

We plan to use the feedback collected through this official CRTC public consultation and our additional consultations to strengthen our relationship with English-speaking Quebecers.