



COMMUNICATION PLAN MAISON DE RADIO-CANADA

CBC/Radio-Canada Board of Directors,
Montreal, May 18, 2016



COMMUNICATIONS STRATEGY - FRENCH SERVICES

OBJECTIVES:

- Provide an update on the strategy and communicate French Services achievements in delivering on the 2020 plan, both internally and externally.
- Clearly explain how the MRC project fits into the strategy.

SEQUENCE

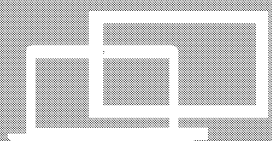
- **January:** Internal/external announcement from Executive Vice-President about the strategy (including the MRC project).
- **February:** Town hall with French Services employees after media strategy presented to the Board.
- **April:** Reinvestment priorities
- **May:** Decision about Montreal MRC



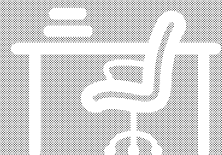


Modernizing
the Public
Broadcaster

MODERNIZING THE PUBLIC BROADCASTER- FOUR PRIORITIES



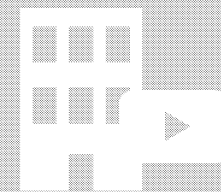
CONTENT



WORK
ENVIRONMENT



FUNDING



INFRASTRUCTURE
AND PRODUCTION
CAPACITY



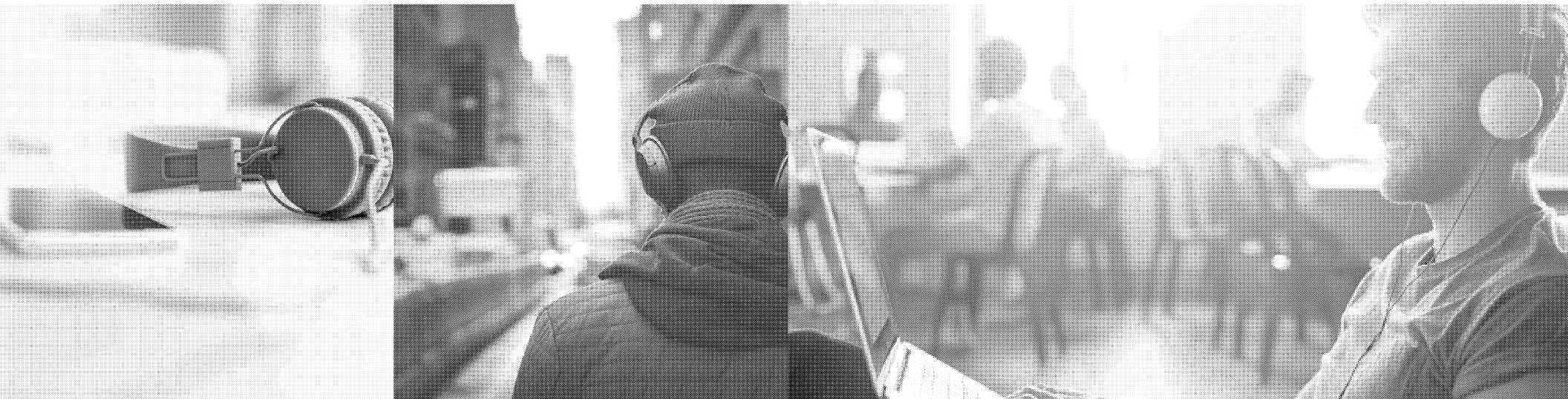
Let people
dream



**THE NEW MAISON
DE RADIO-CANADA**

A CREATIVE AND INNOVATIVE HUB

- In sync with the local community
- Conducive to collaboration and original, groundbreaking content creation
- At the cutting edge of trends and innovation
- Leader in Canadian digital content production



COMMUNICATIONS PLAN

Objectives

- Gain employee and influencer buy-in for the new MRC project.
- Start “building the dream” of a modern, forward-looking Maison de Radio-Canada
- Reassure City of Montreal decision-makers and residents about the public broadcaster’s intentions regarding the future of MRC and about the robustness of the decision-making process.

COMMUNICATIONS PLAN

Strategies

proactive, transparent communications approach for the project's key components.

COMMUNICATIONS PLAN

Key Messages

- Plans for the new MRC took a major step forward, as the Board of Directors shortlisted two proposals to continue with the last phase of the process. The two shortlisted projects were the ones that, from a qualitative and financial perspective, presented the most compelling scenarios for the MRC project.
- The Board chose proposals from two groups – one led by Broccolini, the other by Busac and Pomerleau – both of which call for projects on the current MRC site. With this decision, the public broadcaster is committed to remaining in the neighbourhood where it currently resides. The new Maison de Radio-Canada will most likely be located at the corner of René-Lévesque Blvd and Papineau St.
- This decision is the result of a thorough analysis of several proposals for the new MRC, on and off the existing site.

COMMUNICATIONS PLAN

Key Messages (cont'd)

- Radio-Canada is very enthusiastic at the prospect of working with the two proponents to start developing a dynamic, creatively stimulating space. We want the public broadcaster to become the hub for a new wave of digital creativity and to demonstrate its leadership in the French-language media industry.
- Regarding the sale of the existing facility, the final phase of the process will continue with four proponents to maintain a high level of competition in the market and guarantee the best possible offer at the end of the process.
- The final choice of proposal, both for the new MRC and the sale of the existing facility, is expected in fall 2016 and will need to be approved by the Treasury Board.

COMMUNICATIONS SEQUENCE

DATE	ACTION	TARGET AUDIENCE
May 18, 2016	<p>Pre-announcement heads-up</p> <p>Internal and public announcement</p> <p><i>*A telephone press briefing may be set up, depending on the volume of interview requests.</i></p>	<ul style="list-style-type: none"> • Internal decision-makers • All branches of government (federal, provincial, municipal) • Unions • Managers and employees • Media and social networks • Neighbourhood community groups • Montreal influencers
May 20, 2016	Internal meetings - French Services	<ul style="list-style-type: none"> • Managers • Employees
May 30, 2016	Meeting	<ul style="list-style-type: none"> • Neighbourhood community groups

QUESTIONS?