

APPENDIX 1
OLMC CONSULTATION REPORT



**Official Minority Language Consultation
November 15, 2015**

Condition of License 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:

The first formal consultation for CBC in Quebec was held on February 24, 2015 from 6:30-8pm at Maison Radio-Canada. The consultation was a public event with webcast to discuss CBC and its services within the English-speaking community.

In addition to the general public, we invited community organizations, members of the CRTC Regional Panel and independent producers. To reach certain groups, such as youth, business and diversity, we used a targeted advertising campaign including print ads in community weeklies (target markets) and digital and social media ads (Facebook and Twitter).

It is worth noting, this official consultation was 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, the CBC had already set up various consultation mechanisms before the condition of licence came into effect (CRTC Regional Panel, meetings with community leaders and association representatives, business communications with independent producers, etc.).

In addition, CBC has conducted two telephone surveys, in November 2014 and in March 2015, on the OLMC audience perception of the CBC's television and radio programming. The results of this survey, also filed today with the CRTC, are very positive.

Objectives:

Our objectives 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.

Theme:

In order to frame the consultation, we selected a theme for the event. CBC/Radio-Canada's new local strategy is about changing how we serve the audience. We are moving to become a comprehensive four-platform local news service -- across the day and on demand. In addition to serving the audience on television and radio, we will now offer enhanced mobile and digital services. Given this, we posed the following question:

"How can CBC use these four platforms -- Mobile, Web, TV, Radio -- to tell stories, exchange and engage with English-speaking Canadians living in Quebec?"

Consultation Format:

Throughout the consultation, the panelists took questions from the moderator and the public. Questions were submitted beforehand by email, social media, asked in person or via chat during the webcast.

1. Welcome/Introductions - 5 minutes

2. Management Panel - 30 min included discussion/questions

Discussion: Local services in Quebec, new Strategy 2020 and work with the independent production community in Quebec.

- a. Local Services: Shelagh Kinch, Managing Director Quebec
- b. Mandate/Strategy 2020: Jennifer McGuire, General Manager, Editor in Chief CBC News
- c. Drama/Comedy: Sally Catto, General Manager Programming

3. Journalist Panel - 45 minutes discussions/questions

Discussion: What choices do journalist make for storytelling? How can we best tell your stories, exchange and engage with you?

- a. Sonali Karnick, *All In A Weekend & Our Montreal* (Moderator)
- b. Marika Wheeler, *Quebec AM*, Travelling Reporter
- c. Shari Okeke, Journalist, CBC Montreal
- d. Raffy Boudjikianian, Journalist, Investigative Unit, CBC Montreal
- e. Bernie St. Laurent, Host *C'est la Vie* and Quebec Political Analyst

4. Final Remarks/Closing - 10 minutes discussions/questions

Invitations:

We sent 150 invitations to stakeholders and influencers from the following groups:

- Anglophone Community Groups
- Government/Agencies
- Arts & Culture
- School Boards
- Colleges and Universities
- Community Groups (Diversity)
- Independent Producers
- Quebec's CRTC Regional Panel

Paid Media (see appendix):

- ¼ page weekly Community Papers (Suburban, Westmount Independent)
- Mobile and Web x 10 days (Gazette)
- Social Media x 3 weeks (Facebook/Twitter - boosted posts)

CBC Owned Media:

- TV PSA (with Debra Arbec) Aired 2 weeks, province-wide
- Radio PSA (with Susan Campbell) Aired 2 weeks, province-wide
- [Web Feature](#). Main story line-up 2 weeks, province-wide

Earned/Owned Media Coverage:

- Mention on *Daybreak*, *Quebec AM*, *Radio Noon*, *Homerun*, *Breakaway*, *CBC News Montreal*, *All in a Weekend* and *Our Montreal*
- [Live Blog](#) during event
- cbc.ca/montreal [story](#)
- CBC Montreal live [blog](#)
- Montreal Gazette print and [web story](#)

Video:

To view the consultation in its entirety, please visit

<http://www.cbc.ca/news/canada/montreal/how-can-we-best-engage-with-you-1.2959020>

General themes and questions raised from participants:

- **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, QCGN (Quebec Community Groups Network) 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: CBC Quebec is hiring an video journalist in the Eastern Townships to file local stories for all platforms as a part of the overall Strategy 2020. Marika Wheeler, the travelling journalist based out of Quebec, will continue to report from smaller, more remote English-speaking communities in Quebec. These stories air on CBC Radio and online. 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. This September, in a partnership with QWF (Quebec Writers Federation), CBC created the [writer in residence program](#) where the selected writer will work with CBC to create 5 community columns for the cbc.ca/montreal web site.

Throughout the year, we held several remote broadcasts. While on remote, the programs present stories and issues of relevance to these communities:

Daybreak: [John Abbott College](#), St. Anne-de-Bellevue (Oct 10); [NDG Food Depot](#), NDG (Dec 7); [InHAIRitence Salon](#), St. Henri (Feb 13) and [L'Oeufrier](#), Montreal West (March 20); [Montreal West YMCA](#), Pointe-Claire (Sept 25); Cafe Orange, NDG (Oct 16).

Quebec AM & Breakaway: [Bishop's University](#), Lennoxville (Nov 21); [Metis Beach Elementary](#), Metis Beach (Feb 20) and [St. Brigid's Home](#), Quebec City (March 16).

- **Commitment to traditional airwaves:**

Given the increased focus on CBC’s digital services, questions were raised about our commitment to traditional airwaves. Shelagh Kinch, Managing Director, confirmed that we recognize the value of our local television stations and the the impact CBC radio has in rural communities.

How this feedback informed decision-making: With Strategy 2020 and our increased focus on growing digital and mobile service, CBC Quebec ensured there were no changes to CBC Radio’s schedule and programming. CBC is also continuing funding for Absolutely Quebec, 6-part locally produced films by Quebecers broadcast on the CBC network.

- **Quality journalism and story selection:**

Some attendees wondered about our story selection process and ‘quality control’ of our journalism. 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 City are continually working to improve relationship with their Radio-Canada colleagues. We share resources on many projects, including sports, music recordings and live events. For arts and culture coverage, we have a dedicated Arts reporter, Jeanette Kelly who now files for television, radio and digital. Jeanette is also the host of our weekly arts program, [Cinq a Six](#). In June-September, through our partnership with [English Language Arts Network](#) we developed new relationships with arts and cultural organizations in 6 communities throughout Quebec (see below ArtsAliveQC).

- **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. She also said CBC takes advantage of the digital space, with projects like [ComedyCoup](#) partnering with Just for Laughs and CineCoup. She also discussed the recently commissioned drama, *This Life*, an adaptation of Radio Canada’s *Nouvelle Adresse*. The series debuted on October 5, 2015. It was shot in Quebec

by a Quebec producer and is an example of storytelling that reflects Quebec to rest of the country. In addition, it features independent Montreal musicians throughout the season.

Sally Catto, Shelagh Kinch and Helen Asimakis, Senior Director of Drama and Comedy, also met with Kirwan Cox of the Quebec English-language Production Council at the Prime Time conference in February of 2015.

How feedback informed decision-making: Following meetings with Quebec independent producers in February 2015, a drama series was put into development as a result of a pitch taken during these sessions. In addition, we acquired the rights to the series *Interrupt this Program* which is currently airing on CBC Friday nights and a television musical special *Wainwright Noel Nights* airing this December. We also acquired the rights to digital-to-original programs *The Plateaus* and *The Re-Education of Eddy Rogo*. The producers' feedback was also invaluable in terms of informing producers about CBC's process for development, connecting them with appropriate production executives and encouraging a continuing dialogue with Quebec producers with respect to all genres of programming.

- **Transparency and accountability:**

A question was raised on transparency to the public, specifically on paid speaking engagements. Jennifer McGuire, Editor-in-Chief, addressed the question stating that our Journalistic Standards and Practices have been clear since 2010 and our current processes now state that no journalists can accept payment for appearances.

How this feedback informed decision-making: This is not a new issue for English-language services, as this matter has been in the spotlight for quite some time. Feedback from viewers has given rise to a review of our policies.

Our Journalistic Standards and Practices deal with conflict of interest and perceptions of conflict of interest which were introduced in 2010. Employees are obliged to disclose conflicts with their manager. From there, protocols are put in place which can include: recusal and extra editorial oversight on certain stories. All public speeches are disclosed and approved by managers. No compensation or expenses are allowed. All activities are disclosed to the public.

Recommendations:

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

- a. 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.
- b. 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.
- c. 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.
- d. 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.
- e. Diversify attendees: Ensure more representation from youth and diverse communities.
- f. Expand social engagement/podcasting: Explore ways to engage conversation in advance of the event as well as continue it after.

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 2015.

- 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 30 organizations and connected with over 200 volunteers in English-speaking communities throughout Montreal.
- b. Startup Festival - We partnered with the International Startup Festival for a 3-day Festival (July 16-18) 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 media pitch sessions with nearly 40 young entrepreneurs; Kids Coding workshops and a keynote session with Dragons’ Den Manjit Minhas.
- c. ArtsAliveQC - In partnership with ELAN (English Language Arts Network) CBC Montreal was the official sponsor of Arts Alive, a summer arts festival circuit linking 6 English-speaking community festivals from June to October 2015 in Hudson (June 4-7), Quebec City (June 12-13), West Island (June 26-27), Lac Brome (July 3-4), Huntingdon (August 14-15) and Wakefield (October 1-4). As part of the partnership, we have built an interactive photo gallery #ArtsAliveQC for users to send us photos of arts alive in their community throughout the summer. Through the summer we gathered over 250 photos from English-speaking communities throughout Quebec.

- d. [Goldbloom Awards](#) - Every three years, CBC has an opportunity to be the event sponsor of the QCGN (Quebec Community Groups Network) Sheila and Victor Goldbloom Distinguished Community Service Award. The award recognizes leaders from the English-speaking communities across the province. The awards were presented at a gala on October 8. This year, the awards celebrated [New Carlisle's Lynden Bechervaise](#), [Douglastown's Gary Briand](#), [North Hatley's Royal Orr](#) and [Montreal East's Fatiha Gatre Guemiri](#). These profiles appear on *Our Montreal* on CBC TV as well as [cbc.ca/montreal](#).
- e. [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 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 is the NDG Food Depot. In Quebec City, we will partner 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.
- f. [HackingCBCMtl](#) - On March 13-15, CBC Montreal hosted CBC/Radio-Canada's first ever hackathon called #HackingCBCMtl. A hackathon is a collaborative event where people with both technical and non-technical expertise get together and find creative solutions to various problems, using technology. Over the course of the weekend, we hosted nearly 50 developers, designers and engaged media consumers who came and worked on their ideas with our journalists at CBC Montreal. In addition to #HackingCBCMtl trending throughout the weekend, key members of the community engaged with us on what would make a more open, accessible CBC.
- g. [Côte-des-Neiges & St Henri Chronicles](#) - This was a collaboration between CBC Montreal and the Department of Journalism at Concordia University. Current journalism students in Multimedia Storytelling pitch, research and produce multimedia digital features for their online class and also for [cbc.ca/montreal](#).
- h. [Young Quebecers Leading the Way](#) - We are partnering with QCGN (Quebec Community Groups Network) on a new three-year project to engage young Quebecers in the celebration of the sesquicentennial of Canadian Confederation. QCGN will hold three annual youth leadership forums. On March 6-8, Quebec AM Susan Campbell spoke with young Quebecers aged 15 to 25 from the Eastern Townships, the Gaspésie, the Outaouais, Rouyn-Noranda, the Greater Montreal area and the provincial capital region. During the weekend, the youth drafted a declaration on Canada's past as viewed by its future. CBC Quebec will be coordinating with QCGN throughout this three-year project. The next event takes place in March 2016 on Concordia campus in Montreal. As part of this project we have also launched an annual youth volunteerism and leadership award. In October 2015,

CBC along with QCGN presented the first Young Quebecers Leading the Way award to [Alexander Gordon](#).

- i. [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](#).
- j. [“Getting Attention from the Media”](#) - We offer quarterly 2-hour workshops to non-profit and charitable organizations. Led by our Communications Manager and Content 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.
- k. [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 12. 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.

Ongoing programing for English-speaking community:

In October as a part of Strategy 2020, CBC launched new local news services specifically for mobile users, and strengthened existing desktop and web services. We now have more local content on devices the audience is using more often, with the vision to provide continuously refreshed local digital content.

Recognizing minority language needs for the English-speaking audience, we continue to broadcast local TV late night and local weekend news at the present times and durations, originating from Montreal. In addition, we will continue to broadcast the additional local television hour program, *Our Montreal*. Montreal is a hub station, providing additional production, support and administration for English-speaking Quebec. With the importance of the English-speaking minority community in the Eastern Townships, CBC will expand its presence in Sherbrooke to provide service on all four platforms - mobile, web, radio and television.

CBC Montreal local news highlights include:

- We’ve reorganized our local newsrooms to be continuously filing to mobile devices day long, from when the audience gets up in the morning until bedtime. At their option, the audience can subscribe to local news alerts on their smartphone, too. So we will let the English-speaking community know when something is happening that deserves their attention.

- Traditionally we presented local news at two appointment times, 5 p.m. for 90 minutes and 11 p.m. for 30 minutes. Now we provided local news on CBC Television at many more times throughout the day. We start the day from 6 a.m. to 7 a.m. with CBC News local headlines wrapped around a look inside our local morning radio programs. We have introduced 1-minute local TV news updates. At 6 p.m., we have a 30-minute local newscast. And, immediately following *The National*, at 11 p.m. local times, we present another 30 minutes of local news.

CBC Montreal programming highlights also include [*Absolutely Quebec*](#): a 6-part summer series dedicated to stories by and about Quebecers. We are also working closely with the independent production community in Quebec. Our 2015 series included:

- *Hacking Montreal*: Montreal is a global hub for 'hackathons' - weekend-long contests for innovating technology. CBC Montreal looks at how local infrastructure, healthcare, transportation and leisure are being improved by volunteer maverick thinkers.
- *A City is an Island*: A DIY, behind-the-scenes look at the linguistic divide in the music and lifestyles of Montreal musicians Mac DeMarco, Patrick Watson, Sean Nicholas Savage, Tim Hecker, Colin Stetson and many more.
- *Living on the Edge*: Photographer and garlic farmer Joan Sullivan seeks to capture how people living along the rural coast of eastern Quebec adapt to major climate change events.
- *Seth's Dominion*: NFB's award-winning documentary profiling Canadian cartoonist Gregory Gallant, better known as Seth, creator of *Palookaville*.
- *Opik's Dream*: A 60-year-old champion dog musher and amputee in Quaqtaq, Nunavik, prepares to race in the Ivakkak--a grueling, 600-kilometre Inuit sled dog race across the Quebec Arctic.
- *On Weekend*: Multiple generations of one family indulge over Labour Day weekend in a disappearing way of life--the cottage way of life.

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.

On November 13, 2015, Shelagh Kinch, Managing Director, CBC Quebec and representatives from Radio-Canada met with the Official Languages Committee of the CRTC to discuss changes to local services and programming following Strategy 2020.

We are currently planning quarterly community consultations including one with black community leaders in November 2015 and one in the Eastern Townships in Winter 2015. Details of these consultations will be included in the next report.

APPENDICES

Media Advisory



CBC Quebec holds CRTC public consultation and webcast for English-speaking minority community

February 18, 2015 – CBC Quebec invites members of the English-speaking community to attend a **public consultation** with **webcast** to discuss CBC programming and its services for English-speaking Quebec on **Tuesday, February 24**.

As part of its CRTC Condition of License Agreement, CBC is committed to consulting with the English-speaking official minority communities every two years. This official consultation and discussion will be reported to the CRTC.

CBC/Radio-Canada's new local strategy is about changing how we serve the audience. The public broadcaster is moving to become a comprehensive four-platform local news service -- across the day and on demand. In addition to serving the audience on CBC Radio, CBC Television and cbc.ca, CBC/Radio-Canada will develop new mobile and digital services. The consultation will centre on how CBC can use these four platforms -- mobile, web, radio and television -- to continue telling stories, exchanging and engaging with English-speaking Canadians living in Quebec. The public is encouraged to send questions in advance or during the event to mtlcomm@cbc.ca or through Twitter @CBCMontreal using the hashtag #CBCconsults.

What: CRTC public consultation and webcast with CBC leadership and journalists to discuss CBC programming and services.

When: Tuesday, February 24 at 6:30 p.m. ET (Doors open at 6)

Where:

In person:

La Maison Radio-Canada, Salle Raymond David, 1400 René Lévesque Blvd E (Beaudry Metro)

Webcast: cbc.ca/montreal

Who:

Moderator: Sonali Karnick, Host, All in a Weekend and Our Montreal

Raffy Boudjikianian, Investigative Reporter, CBC Montreal

Sally Catto, General Manager, Programming, CBC Television

Shelagh Kinch, Managing Director, CBC Quebec

Jennifer McGuire, Editor in Chief, CBC News & Centres

Shari Okeke, Journalist, CBC Montreal

Bernie St. Laurent, Host, C'est la Vie and Quebec Political Analyst

Marika Wheeler, Journalist, CBC Quebec

Invitation to Stakeholders

As a valued member of the Quebec's English-speaking community, I would like to invite you to participate in a public consultation. The consultation is a **public event hosted at CBC Montreal** to discuss CBC programs and services within the English-speaking community. As part of our Condition of License Agreement, CBC is committed to consulting with official minority communities every two years. This official consultation and discussion will be recorded and reported to the CRTC. The event will also be available live via webcast at cbc.ca/montreal.

In-person:

Tuesday, February 24th, 2015

Time: 6:30pm-8:00pm (doors open at 6pm)

La Maison Radio-Canada, 1400 René-Lévesque East, Montreal (Beaudry Metro)

Room: Raymond-David (east side of the building)

Webcast: cbc.ca/montreal

Last year, CBC/Radio-Canada announced our new strategy [A Space for Us All](#). This strategy is about changing how we serve the audience. We are moving to become a comprehensive four-platform local news service -- across the day and on demand. In addition to serving the audience on Television and Radio, we will add new mobile and digital services.

During the panel discussion, we want to hear from you -- our audience -- on how CBC can use these four platforms -- Mobile, Web, Radio, TV -- to tell stories, exchange and engage with English-speaking Quebecers.

Panelists include:

Shelagh Kinch, Managing Editor, CBC Quebec

Jennifer McGuire, Editor in Chief, CBC News and Centres

Sally Catto, General Manager, Programming, CBC Television

Shari Okeke, Journalist, Daybreak

Raffy Boudjikianian, Journalist, Investigative Unit

Bernie St. Laurent, Host C'est la Vie and Quebec Political Analyst

Please RSVP by Friday, February 20th to mtlcomm@cbc.ca. If you have any questions, please contact Fredy Iuni (fredy.iuni@cbc.ca or 514-597-4499).

Please feel free to share this public invitation widely with your network.

Online and Print Ad Creative



What's the best way to exchange and engage with Quebec's English-speaking community using Mobile, Web, TV and Radio?

TALK TO US

JENNIFER MCGUIRE *Editor-in-Chief, CBC News & Centres*

SHELAGH KINCH *Managing Director, CBC Quebec*

SALLY CATTO *General Manager, Programming, CBC Television*

BERNARD ST-LAURENT *Quebec Chief Political Analyst and Host, C'est la vie*

SHARI OKEKE *Journalist*

RAFFY BOUDJIKANIAN *Investigative Reporter*

TALK CBC QUEBEC:

Panel Discussion and Webcast with CBC Management and Journalists

TUESDAY, FEB 24 AT 6:30-8 PM

**SALLE RAYMOND DAVID,
LA MAISON RADIO-CANADA**

1400 RENE-LEVESQUE EAST

@CBCMontreal #CBCconsults cbc.ca/montreal