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OLMC CONSULTATION REPORT
FRENCH SERVICES

**2014–2015 ANNUAL REPORT
FORMAL CONSULTATIONS WITH OLMCs
CBC/RADIO-CANADA FRENCH SERVICES**

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Introduction

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.”

The first two-year cycle has ended for CBC/Radio-Canada French Services, with the consultation meetings in Ontario and Atlantic Canada, held in October 2014 and April 2015 respectively. The reader is reminded that the Western Canada and North consultation meeting, held in April 2014, was the subject of the previous report. The present report, the second since the new condition of licence came into effect, covers broadcasting year 2014–15 for the Corporation’s French-language services subject to that condition of licence, i.e., the radio services ICI Radio-Canada Première and ICI Musique, and the TV services ICI Radio-Canada Télé, ICI RDI, and ICI ARTV.

It aims to bring to light the key issues raised during the consultations and demonstrate how CBC/Radio-Canada’s decision-making process took into consideration the feedback obtained.

It’s important to note that official consultations like these are not the only opportunities for conversations between the Corporation and OLMCs. Wishing to keep the dialogue going and strengthen its ties with the various organizations and associations representing Canada’s French-speaking communities, the Corporation had set up OLMC consultation mechanisms before the condition of licence came into effect. In addition to the many meetings held by regional management with representatives of communities, including independent producers, which are regularly scheduled every year, an official bilateral meeting was held on October 16, 2015, with the Fédération culturelle canadienne-française (FCCF). Further bilateral meetings with a variety of organizations will follow.

This report contains three main sections:

1. The general context within which the consultations took place;
2. The principal concerns raised by participants in the consultations;
3. Flagship projects and initiatives related to the consultations.

We stress that the initiatives outlined in the final section are not the only facet of the Corporation’s efforts in the area of services to OLMCs. CBC/Radio-Canada pays

particular attention to the needs of official language minority communities, as evidenced by the fact that it complies with and even exceeds, year after year, the conditions of licence relating to the specific needs of OLMCs, as summarized in the detailed annual reports by French Services submitted today to the Commission.¹

Those annual reports also include the results of the audience perception surveys that the Corporation conducts each year. The results for this year are, incidentally, quite positive, with satisfaction among OLMCs ranging between 70% and 90% depending on the criteria measured.

1. Context/Background

To begin, the Corporation wishes to point out some contextualizing elements regarding the consultations:

a) Technology and “Culture”: New Needs, New Expectations

The media landscape is today in the midst of profound transformation: the explosion of digital platforms (and, concomitantly, in available content) is driving major changes in consumption habits. Media consumption is also becoming increasingly less linear, and there is a growing appetite for mobile services, personalization and multi-screen usage.

At the same time, the advent of social media has led to the blurring of traditional media boundaries and the emergence of a new, more expansive ecosystem. It is important to note that while Canadians now expect to be instantly informed of the latest news stories, they also want to grasp the deeper meaning of events, so that they can make informed decisions. That duality, in the opinion of CBC/Radio-Canada, is more complementary than contradictory. The public broadcaster therefore intends to consolidate its presence on both those fronts – and one way to do that is to leverage the complementary strengths of those platforms.

b) Financing: Major Challenges

For several years, Canada’s public broadcaster has had to deal with serious financial challenges: shrinking government appropriations combined with flagging advertising revenues. Another important factor has been the September 2014 elimination of the Local Programming Improvement Fund (LPIF), which since its creation in 2009 had provided significant financial support to CBC/Radio-Canada’s French Services TV stations: 7 of the 13 stations served Francophone OLMCs. That has forced the Corporation to make considerable budget cuts.

¹ These reports are available on the CBC/Radio-Canada corporate website: <http://www.cbc-radio-canada.ca/en/reporting-to-canadians/reports/submissions/crtc-and-lpif-submissions/>

c) Organization: A Clear Vision

Although the entire organization is facing significant financial challenges, CBC/Radio-Canada's *Strategy 2020 (A space for us all)* reaffirms the essential character of the public broadcaster's regional presence. That presence remains a priority: not only is the Corporation fully committed to maintaining it, but it also intends to further strengthen its connections with Canadians. To that end, it favours an approach rooted in everyday life in the communities and in platform complementarity.

This media transformation is thus part of an overall framework: the Corporation believes that the proliferation of digital platforms and changes in consumption habits, combined with the financial pressures it faces, provide an opportunity to rethink its service delivery in the regions, as well as consolidate – coast to coast to coast – its role in explaining as well as catalyzing cultural and democratic discourse.

CBC/Radio-Canada therefore intends to continue providing persuasive, relevant content, but at a lower cost.

In that context, the public consultations represent ideal opportunities to:

- Sound out OLMCs with respect to programming, validate certain initiatives and strategic choices and, as the case may be, identify new challenges;
- Reframe perceptions and ensure better understanding of the public broadcaster's intended path in the years to come; and
- Define concrete avenues of action that will enable the Corporation to strengthen its connections with the various communities.

2. General Observations and Principal Issues Raised During the Consultations

Two meetings were held as part of French Services' 2014–15 public consultation cycle:

- Ontario meeting (held in Sudbury)
 - October 22, 2014 (with general public)
 - October 23, 2014 (with community groups)
- Atlantic meeting (held in Moncton)
 - April 29, 2015 (with general public)
 - April 30, 2015 (with community groups)

As with the initial public consultations in Western Canada and the North in April 2014, these latest meetings benefited from a multiplatform advertising campaign designed to reach the largest possible number of Canadians. Both meetings were webcast live to ensure broader citizen participation. They brought together hundreds of Canadians (in person and online) eager to have their voices heard and be part of the conversation.

Structured around the topic *Radio-Canada se transforme. Avec vous* (“Radio-Canada is changing along with you”), the Atlantic meeting attracted close to 500 people, while the Ontario meeting drew an audience of nearly 200 (a figure that the Corporation considers significant in light of the unfortunate events that took place in Ottawa earlier in the day – the Parliament Hill shootings – and focused the attention of all Canadians).

Note: Information on attendance at these meetings can be found in Appendix A.

2.1 Some Observations Stemming From the Consultations:

- Proactive participation; productive discussions;
- Varied participants: generational and cultural diversity;
- Two-tier consultation: first, a town hall–type public meeting of citizens, followed by a meeting with community groups the next day;
- Three major topic areas: regional programming, national programming, and digital services.

Overall, participants:

- Acknowledged the changes in media consumption habits and the significance of the shift to digital;
- Reaffirmed the essential character of radio as a priority service (“regionally rooted” aspect);
- Voiced concerns about community reflection in regional and national programs;
- Had a perception that on the national radio and TV networks, Quebec perspectives predominate; and
- Reiterated the important role of youth and cultural communities in renewing the French language and identity across Canada.

2.2 Principal Concerns Raised During the Consultations

Generally speaking, Francophone Canadians living in minority language communities share similar concerns and face similar challenges: the same broad issues raised in the public meetings in the Western Canada and North regions were raised by participants in the Ontario and Atlantic region meetings. It should be noted that official consultations had also taken place in November 2014 with the associations in the Western regions,

ahead of the programming changes decided upon in the wake of the budget cuts. Though the frame of reference varies with the geographical and cultural context, the same basic concerns emerge, and these are described below.

a) Structural aspects

- **Financial pressures on the Corporation**

Many participants expressed worry about potential reductions to regional services (and repercussions on regional programming) as a result of the April 2014 budget announcements, among other things. Several participants stressed the importance of maintaining, and even enhancing, regional services, and lamented the elimination of the LPIF.

- **Maintaining quality regional news services**

There was concern over reduced regional news resources. Some participants reminded the Corporation of the critical importance of having a solid, credible, independent news service.

- **Talent development (journalism, production)**

Given the network-vs.-regions dynamic, participants were concerned about being able to develop a new generation of journalists raised and trained in local communities, and to retain talent in the regions, including employees hailing from large urban centres.

b) Content aspects (sense of shared identity / inclusion)

- **Reflection of OLMCs across the network**

Despite specific consideration and sustained effort on the part of the Corporation – which some participants did acknowledge – many people condemned the fact that the national network continues to air too much Montreal- and Quebec-centric content, in both news and general-interest programming.

- **Reflection of smaller communities in regional programming**

In both the Ontario and Atlantic regions, the “big city” / “communities” balance is complex. Some participants criticized what they saw as excess focus on the realities of Toronto, Ottawa or Moncton. To paraphrase the concept: “We’re all somebody’s ‘Montreal.’”

- **Inclusion**
A further irritant was the use of certain terms that could be construed as demonstrating excessive identification with Quebec, which contribute, indirectly, to feelings of exclusion and distance.
- **Digital services and accessibility**
It's difficult to strike a balance given that digital platforms are being adopted so rapidly: CBC/Radio-Canada must adjust its offering to match shifting consumption patterns, while also ensuring that it serves as many Canadians as possible. Many people acknowledged that work must continue to streamline the ICI Radio-Canada.ca website, as its usability is currently less than optimal.
- **Newscasts**
Following the unveiling of *Strategy 2020* and before any programming changes were announced, discussions and consultations took place on concerns, challenges and priorities for local television. This provided an opportunity for attendees to talk about their media consumption habits and expectations with regard to news and information programming – feedback that will be useful to decision making by the Corporation's management team.
- **Broadcasting of *La soirée du hockey* (Ontario meeting only)**
Under the new agreement between the National Hockey League (NHL) and broadcasters Rogers and TVA Sports, only Saturday games during the regular season are now broadcast across the country in French on TVA Sports. Many hockey fans lamented the fact that regional games are no longer available in French in their region, as they were when RDS was the broadcaster. CBC/Radio-Canada is in no way responsible for this situation, since it results from a business decision made by the new broadcasters involved.²

c) Audience aspects

- **Presence in communities**
Participants reiterated that it's important for the public broadcaster to strengthen its presence in the various communities, particularly through its arts and event coverage.
- **Youth**
All attendees agreed that Radio-Canada provides an invaluable identity lever for passing on the French language among youth in OLMCs. Many, however,

² CBC/Radio-Canada has not held the rights to broadcast hockey games in French since 2004, but under an agreement with RDS, the rightsholder until the changeover to Rogers / TVA Sports, Saturday games were broadcast on the Radio-Canada network outside Quebec.

question the organization's strategy for attracting young audiences and developing their sense of shared identity.

- **Diversity**

Canada's French-speaking population is evolving and renewing itself. There was concern as to representation that is more in step with the current demographics of Francophone Canada.

3. Flagship Projects and Initiatives Related to the Consultations

As previously mentioned, CBC/Radio-Canada's *Strategy 2020* reaffirms the public broadcaster's desire to remain the leader in regional presence by committing to deliver relevant, engaging local programming, but at less cost.

The Radio-Canada management team has, in turn, adopted enabling initiatives as part of an overall strategy. Following is a breakdown of some flagship projects and specific initiatives that demonstrate how the Corporation has taken the feedback obtained from its consultations with OLMCs into account in its decision making. These forward-looking initiatives address one or more of the issues raised during those meetings, such as the need expressed by OLMC residents for local content and personalization; the proper fit with evolving media consumption habits; highlighting of community initiatives; recognition of the diverse nature of the major regions served; talent development; nurturing of the sense of shared identity; and audience renewal.

3.1. Regional Programming: Changes Since September 2015

The availability of continuous, up-to-the-minute news on mobile platforms, coupled with the high cost of producing TV newscasts, has prompted the major broadcasters to wonder where news formats are heading – and, in turn, to adjust how they present their supper-hour news programs. The focus is no longer simply on reporting the day's news stories – because most viewers have already heard them – but on bringing meaning and perspective to them.

The Corporation therefore favours an approach rooted in everyday life in the communities – in the moment – and in faithful portrayal of specific realities unique to Canada's regions, with an emphasis on platform complementarity. To this end, Regional Services will adopt a mobile-first strategy for news (breaking and continuous coverage) to bring Canadians multi-screen content that meets their needs throughout the day, "from good morning to good night," 18 hours a day, 7 days a week – rather than focus on producing a single supper-hour newscast. This shift to a digital- and mobile-first offering creates new requirements that stations must meet, which inevitably means restructuring operations and personnel. Consequently, the following changes are being implemented in regional TV and radio programming:

a) TV

The various consultations have confirmed the importance of strengthening the “local” aspect of the TV media line. That observation is in keeping with the public broadcaster’s strategy of multiplying touchpoints with Canadians in OLMCs all day long, in compliance with the current conditions of licence:

- **Addition of 30-second headline news segments at various times during the day**
Objective: Ensure continual presence for local news stories, throughout the day, on all stations.
- **8:55 to 9:00 a.m.: “Visual Radio”**
TV broadcast of the last five minutes of the regional radio morning show; variable format depending on the specific market, to be rolled out during 2015–16. Objective: Offer an initial “regional” touchpoint for the day on TV, with the side benefit of leveraging the medium’s reach to boost awareness of the Corporation’s radio programming. Note: In Atlantic Canada, a five-minute “micro-program” specially created for TV is broadcast at 9:55 a.m.
- **Addition of arts and/or community segments**
Objective: Better reflect the cultural and community vitality of each respective market, in keeping with its unique character. Variable visual style and concept depending on the region. 30-second segments, 5 times daily.
- **New regional *Téléjournal* newscast formats:**
Shift from 60 to 30 minutes in 9 markets (7 days a week)
(4 stations in Western Canada, Toronto/Ontario, and 4 stations in Quebec)
Objective: In view of changing media consumption habits and the high cost of producing TV newscasts, realize relevance and efficiency gains by rethinking news and information content.

Consequently, since September 2015 there has been a new editorial approach to nine local newscasts, with running time reduced from 60 to 30 minutes, providing value-added content for viewers late in the day. (On weekdays, the *Téléjournal* newscast is also rebroadcast at 11 p.m. for the Ontario and Western regions). In the Atlantic and Ottawa/Gatineau regions, which cover more than one province, the 60-minute format is being maintained, given the complexity of the territories served.

b) Radio

The consultation meetings confirmed that radio is a vital medium for getting closer to communities we serve. As a result, major regional productions such as morning and drive-home shows are being maintained, and better alignment of program schedules can be seen across the country.

- **Revamped schedules: delivering the right programs at the right time for regional audiences**

Objective: Offer daily program lineups that are more in tune with life in the various regions. While scheduling has always posed a significant challenge because of the coexistence – across five time zones – of regional time slots and network shows (some aired live, others tape-delayed), better alignment of lineups has been noted since summer 2015 by Canadians in the Western and Atlantic regions, because of the shifting of certain programs, e.g., *Bien dans son assiette*, which is now better matched to traditional mealtimes (lunch or dinner, depending on the region), and the noon-hour *Midi info*, which, like any news show, should air live in as many regions as possible.

Atlantic Canada

- **Extension of *L'heure juste* by 25 minutes**

Objective: Ensure better alignment of the program schedule in news and information time slots by extending the regional noon-hour program (noon to 1 p.m.). Delivers insight into news stories at midday by delving into regional issues.

- **Creation of a regional news and information time slot between 9 and 10 a.m. weekdays (*Format libre*) and a new weekly lifestyle program on Saturdays (*Ça se passe ici*)**

Objective: Provide listeners in Atlantic Canada with a space for reflection that they can call their own, allowing for in-depth treatment of certain regional issues (*Format libre*) as well as profiles of local residents active in their communities (*Ça se passe ici*). The initiative has been well received, judging from the audience feedback received since the programs went to air.

Ontario

- **Time-slot change for the local drive-home program and creation of the regional program ICI#ONRC (3:30 to 4 p.m.) to link radio and digital**

Objectives: Ensure a more cohesive regional weekday lineup and create a regional meeting place for listeners in the province late in the day. (Note: this new regional program is produced in Sudbury and bridges with digital content produced in the region during the day.)

3.2 Digital Shift

The various consultation initiatives also confirmed the need to get closer to audiences and strengthen links between our various platforms. It's important to emphasize that the expression "digital shift" does not mean that the Corporation is about to abandon its traditional TV and radio platforms; rather, it means that digital now cuts across all productions. This approach is in keeping with evolving media consumption habits. Following are two initiatives in line with that direction: one permanent, marking a major change in the digital offering, and the other a one-time programming initiative:

- **Regionalization of ICI Radio-Canada.ca:**
Multi-screen editorial offering, 7 days a week, regionalized
 Mindful of meeting the need for local content and personalization expressed by audiences, French Services began overhauling its regional websites in 2014. Users can now personalize their ICI Radio-Canada.ca experience based on their region and on all their screens. Content is regularly updated throughout the day. New sections completed include Atlantic (four editions, one for each province) and Ontario (Toronto, Windsor and Sudbury), plus Ottawa/Gatineau. A total of 20 regional editions are now available to Canadians. Rollout completed in fall 2015.
- **#Bienvenue chez les Numéricains**
 This Regional Services–initiated national special project investigates how Canadians’ lives are being changed by digital media. Taking a citizen-focused, inclusive approach, it profiles 30 “Numéricains,” or “digital citizens,” from all over the country (a third of whom are from OLMCs). It’s available on the web and on radio, as part of the program *L’heure du monde*, as well as during regional drive-home shows. Coming during the 2015 holiday period: 10 programs hosted by Samuel Chiasson (ICI Acadie), which will be broadcast across the country.

3.3 Presence in Communities

The Corporation has duly noted participants’ wish to see the public broadcaster more rooted in the various communities. For this reason, with respect to programming, Regional Services intends – in spite of financial pressures – to send journalists out in the field more often as part of targeted special projects, so that they can sound out communities, meet local residents, and reflect the vitality and diversity of the various regional scenes. The Corporation also intends to continue exploring new partnership opportunities.

a) Programs

- **Summer 2015: *Ça parle au Nord sur la route* and *Rendez-vous Champlain à Penetanguishene***
 In the summer of 2015, the host of the Northern Ontario drive-home show *Ça parle au Nord* took time off to travel to communities in the northern part of the province. Listeners followed her journey as she filed daily reports to the program and provided video vignettes for use on digital platforms as well as social media. The initiative was well received by Northern Ontario residents, as evidenced by one video featuring a local merchant, which went viral and garnered some 50,000 views.

Another example demonstrating the public broadcaster's commitment to reflecting major regional cultural events was Radio-Canada Ontario's on-site presence at the *Rendez-vous Champlain à Penetanguishene* celebrations, marking the 400th anniversary of Samuel de Champlain's exploration of Huronia. The event was also picked up nationally, on RDI.

- **Canada Winter Games (Prince George, British Columbia)**

From February 13 to March 1, 2015, the Canada Winter Games took place in Prince George, British Columbia. This major sports and cultural event is a springboard for Canada's athletes of the future, in addition to providing a prime showcase for national entertainers. It was therefore covered regionally as well as nationally on RDI.

- **World Acadian Congress and National Acadian Day**

From August 8 to 24, 2014, the World Acadian Congress drew over 50,000 visitors from Acadia, Quebec and other parts of Canada, as well as Maine and Louisiana, to celebrate over 400 years of Acadian culture in North America. As the event's official broadcaster, Radio-Canada provided a rich, varied program lineup across all of its platforms throughout the 17 days of the Congress. With special TV and radio broadcasts, a dedicated microsite and a wide range of activities, the public broadcaster got into the swing of the festivities.

In 2015, French Services also partnered with the Festival Acadien in Clare, Nova Scotia, to present the National Acadian Day mega-concert on August 15. The celebrations attracted viewers from all across the country, as the concert was broadcast on the national network.

b) Partnerships

Radio-Canada partners with more than 150 arts and entertainment organizations (music, literature, theatre, film, etc.) across Canada each year. A surveyor of the arts scene, the public broadcaster supports and promotes homegrown talent. The Corporation also intends to strengthen its ties with various regional groups and institutions by, among other things, developing new types partnerships (other than traditional programming-related ones). Examples include:

- **Donation of journalism archives to Université de Hearst**

Concerned with preserving the cultural heritage of French-speaking Ontarians, Radio-Canada donated 250 boxes of archival materials to the Université de Hearst archives in the summer of 2015. This one-of-a-kind collection, chronicling more than 35 years of Francophone history in Northern Ontario, will be protected, classified and gradually digitized by staff at the institution. Its scientific value has been recognized by the Franco-Ontarian

Institute at Laurentian University in Sudbury. The donation is part of events surrounding the 35th anniversary of CBC/Radio-Canada French Services' presence in Northern Ontario and was officially announced during the annual general meeting of the Association de la francophonie de l'Ontario in October 2015.

- **Association canadienne d'éducation de langue française (ACELF)**
Mindful of strengthening connections with younger audiences, Radio-Canada was pleased and proud to partner with ACELF for the *Histoires collectives* essay contest, which for the fifth year in a row attracted several entries from young students in French-language elementary and secondary schools across the country. The public broadcaster also participates actively in the Association's annual convention, nurturing special relationships with the educational milieu. Development of the Curio educational platform is a further opportunity to work closely with that community.

3.4 National Programming

As mentioned in the previous report, the challenge when it comes to Canada's French-speaking population is a formidable one – deliver a national lineup that speaks to all French Canadians in a context where 85% of the population is concentrated in a single province, and the other 15% are spread over five time zones. While the Corporation meets all of its conditions of licence each year, it is well aware that French Canadians living outside Quebec would like to see themselves better reflected in network programming, as was evident in a number of comments during recent consultations. That is why it intends to continue moving forward with its programming strategy, by favouring the *Refléter, raconter et révéler le pays* (“reflecting, revealing, telling the country's stories”) approach, which now applies across all of its TV, radio, and digital platforms.

- **News and current affairs: value-added coverage**
The current media environment is characterized by two distinct yet complementary reporting approaches – i.e., continuous news and value-added news – demands a rethink of the traditional newscast. Consequently, Radio-Canada is introducing national news round-ups that, while still covering the day's major stories, aim to delve more deeply into the issues those stories raise.

In that context, “regional” stories are treated in such a way that they gain national resonance, enabling a different perspective and speaking to Canadians from coast to coast to coast. The Corporation intends to place greater emphasis on special projects and comparative analyses, as well as relying on so-called impact journalism, which, beyond merely informing, explores solutions. For example, during the 2015 federal election campaign, five special editions of the *Téléjournal* evening newscast were entirely

dedicated to examining the state of the country through five fundamental issues (the economy, the environment, governance, etc.). On radio, *L'heure du monde* travelled to strategic regions in the West, Ontario, Quebec and the Atlantic Provinces to hear Canadians' views on issues of concern to them. As well, every Monday there was a regional "close-up" on issues at stake in the major regions, and each week *Midi Info* featured a noon-hour panel comprising either editorialists from various daily newspapers across the country, or Canadians from various backgrounds.

- **General-interest programming: ongoing efforts**

Radio-Canada favours the same sort of inclusive approach for national general-interest programming, producing content designed to resonate with the largest possible number of people. Examples of newly taken initiatives include:

- a) **Radio**

- **Midi info / L'heure du monde**

- Every day, *Midi info* offers at least two regional features (e.g., topics, interviews, reports), while *L'heure du monde* relies on the Corporation's reporters across the country as well as foreign correspondents to produce true appointment programming that gets to the heart of the news.

- **Bien dans son assiette**

- The new host went on a summer tour before taking up his duties so as to gain better insight into the various regional realities, and two new contributors from outside Quebec were added to the regular team, bringing a true national perspective to this daily show.

- **24 heures à ...**

- Second edition of this series, each episode of which presents a slice of life in a different Canadian city. For the 2014–15 season, the eight cities profiled included Victoria, BC; Calgary, AB; Winnipeg, MB; Halifax, NS; and Gogoma, ON. Coming in 2015–16: Moose Jaw, SK; St. Laurent, MN; Dawson City, YK; and Edmundston, NB. Episodes produced by local teams in tandem with the network. This project strives to include youth and promote development of radio production expertise.

- b) **General-interest television**

- **La petite séduction**

- When this show comes to visit, entire communities get on board to show off their town. In spring and summer 2015, viewers discovered the municipalities of Atholville, NB; Moonbeam, ON; Canmore, AB;

Yellowknife, NT; and Iqaluit, NU. Lafontaine, ON; Sudbury, ON; and St. John's, NL were featured in spring-summer 2014.

- **Entrée principale**

This daily lifestyle magazine, produced on a modest budget, leverages multiple tools (e.g., Skype, Twitter, Facebook, fax) to stay in contact with audiences across the country. There is a special message to viewers in Atlantic Canada at the 5 p.m. signoff. On Fridays, arts-only editions showcase activity across Canada. The show's researchers are in regular contact with arts and culture communities in the West, Atlantic, Prairies, Ontario and North regions.

- **Le clan** (new drama series; Atlantic-Quebec co-production)

Shot in Quebec City and in New Brunswick, with a cast featuring Acadian actors; coming as part of the 2015–16 season.

c) ARTV

ICI ARTV is proud to provide exceptional support as a specialty service focused on showcasing the Canadian arts scene. In addition to devoting at least 20% of its production budgets to content made outside Quebec, ICI ARTV boasts general programming that reflects Canada's vibrant arts scene, through coverage of a wide range of events like the Gala des Prix Trille Or, Soirée des Éloizes, Festival du Voyageur, TIFF, etc. It also profiles French-Canadian creators.

d) RDI

As stated in its condition of licence, which is complied with each year, ICI RDI must "ensure that at least one-third of original programs and program segments broadcast [...] each year come from the regions of the Atlantic, Ontario, the West, the North, and Quebec (excluding Montreal)." The news network therefore places special emphasis on reflecting all regions of the country. One example is the popular political panel *Le Club des ex*, which since September 2015 has featured two new panellists who are from OLMCs: Yvon Godin, former NDP MP for Acadie-Bathurst, and Sheila Copps, former Liberal MP for Hamilton East.

e) ICI Musique also pays special attention to enhancing the French-Canadian presence. In addition to reflecting the vitality and vibrancy of the Canadian French-language music scene, ICI Musique provides an exceptional showcase for Canada's Francophone artists, who enjoy exposure across the country. Initiatives include the following:

- To mark the Journée internationale de la Francophonie, the program *Circuit Makonnen* was broadcast live from Moncton, and featured musical

selections reflecting all regions of the country, guest artists from Atlantic Canada, and live performances (March 19–20, 2015).

- Capsules were produced highlighting the nominations from across the country in the *Prix de la chanson Radio-Canada* category at the Trille Or awards.
- Themed web radio stations including *Acadie*, *100% Franco-Canadienne*, *Autochtone*; on-air promotion of these stations.
- Live music sessions and exclusive pre-release performances by Francophone artists.

3.5 Youth Initiatives

French Services management paid close attention, of course, to participants' concerns about the importance of the public broadcaster getting closer to young audiences in OLMCs. Here are some major projects that show promise in terms of establishing special relationships with those audiences:

- **#1er vote: Stimulating the civic duty of young Canadians**
The October 2015 election was the first opportunity to vote federally for more than a million young Canadians. #1er vote, a new Radio-Canada digital initiative, provided the means for youth aged 19 to 22 from across the country to address leaders and candidates from all parties via social media on issues of concern to them.
- **Jeunes Reporters Acadie: New project for 2015–16**
Drawing on the success in recent years of the Jeun'Info project, now expanded to include all Western provinces, French-speaking students in Atlantic Canada now have their own journalism competition. Eight young people in grades 11 and 12 from the four Atlantic Provinces received a week of journalism training in the summer of 2015 at the Radio-Canada broadcast centre in Moncton. They will go on to produce one video per month over a seven-month period in 2015–16, with supervision from a professional team, and will be eligible for one of the post-secondary scholarships offered by partner institutions. A Jeunes Reporters project is now in development in Ontario as well.
- **Canada 150: Lumière sur les leaders de demain (“spotlighting leaders of tomorrow”) (Radio | TV | Web)**
Various projects under development (ICI Radio-Canada Première and Regional Services). The concept: in the run-up to Canada's 150th birthday celebrations, give voice to young leaders in various areas from all over the country. Listeners and viewers will learn more about them, their values, their dreams and ambitions, their visions of society, of Canada, etc. Planned as a radio project with a TV documentary component; focusing on 10 young Francophone Canadians who are inspiring and involved in their communities. Coming in 2016.

3.6 Initiatives Targeting Diversity / Renewal of French-Speaking Population

The various consultations held with OLMCs revealed concerns that media representation should be more aligned with present-day Canadian demographics. Mindful of properly reflecting the various regional communities in all their vitality and vibrancy, the Corporation intends to adopt a number of enabling initiatives including:

- **Creation of a new inter-regional radio show**
New inter-regional program devoted to diversity and the new face of French Canada. Concept to be clarified; currently under development. For broadcast in the Western and Ontario regions.

Conclusion

Generally, these public meetings were welcomed both by the individual Canadians and the community groups who were given the opportunity to express their opinions on the public broadcaster via an official consultation process. The comments received are being used by all members of the management team to better guide their decisions regarding implementation of CBC/Radio-Canada's *Strategy 2020*, as evidenced by the various initiatives outlined in this document.

That said, the Corporation is well aware that 2014–15 was a critical year in the transformation of the public broadcaster, requiring difficult decisions to be made, including job cuts. Despite this, CBC/Radio-Canada intends to remain on track with implementation of *Strategy 2020*, continuing to transform its production model and maintaining the shift to multi-screen so as to increase the number of local touchpoints with Canadians and strengthen its connections to them, in their communities.

The Corporation is therefore maintaining its keen interest in pursuing this invaluable conversation with Canadians living in official language minority communities, and with the groups representing their interests, to ensure that CBC/Radio-Canada remains as relevant as ever.

The next official consultation, scheduled for the spring of 2016, will cover the Western Canada and North regions.

Participation: By the Numbers

Public Consultation Meeting: Ontario

Sudbury, October 22–23, 2014

3 meetings:

- | | |
|---------------------|------------------|
| 1. General public | October 22, 2014 |
| 2. Community groups | October 23, 2014 |
| 3. Associations | October 23, 2014 |

Public Consultation Meeting (open to all)

October 22, 2014

7:00–8:30 p.m., Collège Boréal, Sudbury

- Close to 40 people in attendance
- 155 unique visitors online
- Total of approximately 200 participants

CBC/Radio-Canada managers in attendance

- Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première
- Robert Nadeau, Senior Director, Radio, National and Greater Montreal
- Rob Renaud, Director, French Services, Ontario
- Marie-Claude Dupont, Program Director, Regional Services
- Sylvie Désilets, Director, Digital Services, ICI ARTV

Note: Because of the unfortunate events that occurred in Ottawa on October 22 (Parliament Hill shootings):

- Michel Cormier, Executive Director, French Services News, was unable to attend;
- Marco Dubé, Director, French Services, Ottawa, participated via telephone.

Host

- Catherine Lafrance (Téléjournal Ontario)

Note: October 22 was chosen as the date for the Ontario public consultation meeting to coincide with the Assemblée des Francophones de l'Ontario (AFO) convention. The meeting with regional associations was held the next day, October 23.

Given that there was no equivalent event Atlantic Canada, the community and association components were combined for the public consultation in Moncton.

Ontario
Consultation with Associations (by Invitation)
October 23, 2014

Participants

- Paulette Gagnon FCCF
- Denis Vaillancourt AFO (chair)
- Serge Quinty FCFA
- Joanne Gervais Chair, ACFO
- Sébastien Goyer Association française des municipalités de l'Ontario
- Peter Hominuk AFO (director)
- Joël Lauzon ACO
- Luc Morin Conseil de la coopération de l'Ontario
- Jean P. Sauvé SOS CBEF Windsor (by telephone)
- Victor Sulvano SOS CBEF Windsor (by telephone)
- Réjean Grenier Former CBC and Radio-Canada journalist and former owner of *Le Voyageur* newspaper

(Unregistered)

- Danielle Blais Centre franco-ontarien du folklore
- Carole Dubé Conseil scolaire public du Grand nord de l'Ontario
- Frédérica Dupuis AFO (liaison officer)
- Marc Gauthier Conseil scolaire public du Grand Nord de l'Ontario
- Gabrielle Lemieux Association des enseignant(e)s Franco-Ontariens

Absent

- Yaovi Hoyi Fondation franco-ontarienne
- Marie-Michèle Laferrière Fondation franco-ontarienne (executive director)
- Jacqueline Noiseux Association française des municipalités de l'Ontario

CBC/Radio-Canada managers in attendance

- Patricia Pleszczyńska, Executive Director, Regional Services and ICI Radio-Canada Première
- Robert Nadeau, Senior Director, Radio, National and Greater Montreal
- Rob Renaud, Director, French Services, Ontario
- Marie-Claude Dupont, Program Director, Regional Services
- Sylvie Désilets, Director, Digital Services, ICI ARTV
- Pierre Guérin, Director, French Services, Western Region

Note: Because of the unfortunate events that occurred in Ottawa on October 22 (Parliament Hill shootings):

- Michel Cormier, Executive Director, French Services News, was unable to attend;
- Marco Dubé, Director, French Services, Ottawa, participated via telephone.

Participation: By the Numbers

Public Consultation Meeting: Atlantic Canada

Moncton, April 29–30, 2015

2 meetings:

1. General public April 29, 2015
2. Associations April 30, 2015

Public Consultation Meeting (open to all)

April 29, 2015

Théâtre de l'Escaouette, Moncton

- Full house: approximately 80 people in attendance
- Online: 400
- Total of approximately 500 participants

CBC/Radio-Canada managers in attendance

- Louis Lalande, Executive Vice-President, French Services
- Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première
- Michel Cormier, Executive Director, French Services News
- Marie-Philippe Bouchard, General Manager, Music and Digital Services
- Robert Nadeau, Senior Director, Radio, National and Greater Montreal
- Marie-Claude Dupont, Program Director, Regional Services
- Richard Simoens, Director, Radio-Canada Acadie

Host

- Janique LeBlanc (Téléjournal Acadie)

Atlantic Canada
Consultation with Associations (by Invitation)
April 30, 2015

Participants

- | | |
|--------------------------|--|
| • René Légère | Société nationale de l'Acadie |
| • Jeanne d'Arc Gaudet | Société de l'Acadie du Nouveau-Brunswick |
| • Marie-Claude Rioux | Fédération acadienne de la Nouvelle-Écosse |
| • Jean-Pierre Caissie | Association acadienne des artistes professionnels du N.-B. |
| • Alain Boisvert | CCNB – Péninsule acadienne |
| • Anne Hébert | Conseil économique du Nouveau-Brunswick |
| • Rémi Goupil | Fédération des jeunes francophones du N.-B. |
| • Mylène Ouellet-LeBlanc | Société des Jeux de l'Acadie |
| • Cécile Chevrier | Production Phare-Est |
| • Gilles Doiron | Botsford Production |
| • Josée Turgeon-Roy | Fondation CHUDUMONT |
| • Lyne Falardeau | Corporation 3 + |

CBC/Radio-Canada managers in attendance

- Louis Lalande, Executive Vice-President, French Services
- Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première
- Robert Nadeau, Senior Director, Radio, National and Greater Montreal
- Richard Simoens, Director, Radio-Canada Acadie

Means Used to Promote the Consultations

Promotional campaign in the weeks leading up to the meetings:

- Invitation sent by email:
 - Partners, stakeholders, Regions' Panel members, national associations, leaders of associations, influencers, politicians, media, independent producers
 - Youth, business and multicultural milieus
 - Targeted telephone follow-up
- Launch promos on TV and radio with the evenings' hosts
- Social networks
 - Banner ads on the various regions' and programs' Facebook pages
 - Facebook and Twitter accounts of leaders in the various regions
 - Sponsored posts on Facebook
- Web banners on selected regional sites linking to the registration form
- Ads in provincial weeklies and some other newspapers
- Banner ads on selected French-language websites
- On-air promos during our regional programs; mentions by hosts
- SEO initiatives to ensure the event would be displayed in search results

*URL: ICI.Radio-Canada.ca/APC

*Hashtag: #apcrc

Media relations

- News release during the promotional campaign
- News release after the event
- Interviews beforehand with our programs
- Interviews on site and after the meeting

INVITATION

In Sudbury or via webcast,
Wednesday, October 22, 2014, at 7 p.m.

Public Consultation Meeting: A conversation with Ontario Francophones and Francophiles

CBC/Radio-Canada has committed to holding formal consultations at least once every two years with Francophone official language minority communities (OLMCs) in the regions of Atlantic Canada, Ontario, Western Canada, and the North. The consultation process covers the radio services ICI Radio-Canada Première and ICI Musique, as well as the TV services ICI Radio-Canada Télé, ICI RDI and ICI ARTV.

We are therefore delighted to invite you to the Public Consultation Meeting for **Ontario**, at 7 p.m. on Wednesday, October 22, 2014, in person at Collège Boréal in Sudbury, or by following the simulcast on the Web.

The discussion will address the following topic:

Radio-Canada: Un espace pour nous tous (“A space for us all”)

In a new multiplatform universe that poses major funding challenges, how can your public broadcaster differentiate itself in terms of programming and priority services for French-speaking audiences in Ontario?

The 90-minute meeting will cover the following topic areas, among others:

- **Local/regional programming, including news**
 - What are your priority needs when it comes to local/regional programming?
 - By platform: TV/Radio/Web
 - With respect to complementarity of the three platforms
 - With respect to balancing of local/regional/national/international content

- **National programming**

What are your priority needs when it comes to national programming?

- By service, distinctly: ICI Radio-Canada Première, ICI Radio-Canada Télé, ICI RDI, ICI ARTV, ICI Musique
- With respect to Radio-Canada's overall offering

- **Other**

What other issues, concerns and comments do you have for us?

This consultation meeting, hosted by *Téléjournal Ontario* anchor Catherine Lafrance, is your opportunity to interact with the Radio-Canada managers who will be on hand to hear your comments and suggestions:

Patricia Pleszczyńska, Executive Director, Regional Services and ICI Radio-Canada Première

Michel Cormier, Executive Director, French Services News

Marie Côté, Executive Director, Specialty Channels (including ICI ARTV)

Robert Nadeau, Senior Director, Radio, National and Greater Montreal

Robert Renaud, Director, French Services, Ontario

Marco Dubé, Director, French Services, Ottawa/Gatineau

Marie-Claude Dupont, Program Director, Regional Services

Michel Morin, Manager, French Services, Northern Ontario

Save the date! Wednesday, October 22, 2014, at 7 p.m.

We will be ready to welcome participants starting at 6 p.m. in the concert hall of Collège Boréal at 21 Lasalle in Sudbury. A light snack will be served. The meeting and webcast will begin at 7 p.m. and continue until 8:30 p.m.

Register today: ICI.Radio-Canada.ca/APC

PUBLIC CONSULTATION MEETING
A one-of-a-kind opportunity for dialogue with citizens in Ontario

Toronto, Friday, October 24, 2014 – On October 22 and 23, a large number of Francophones and Francophiles from Ontario took part in consultation meetings (PCMs) with managers from CBC/Radio-Canada French Services. In all, there were nearly six hours of fruitful discussions with citizens from all over the province.

The October 22 PCM, held at Collège Boréal in Sudbury from 7 p.m. to 8:30 p.m., was also webcast to allow interested citizens from all over Ontario to be part of the conversation. The topic was *Radio-Canada: Un espace pour nous tous* ("A space for us all"). It addressed the question "In a new multiplatform universe that poses major funding challenges, how can your public broadcaster differentiate itself in terms of programming and priority services for French-speaking audiences in Ontario?" Participants discussed local and regional programming on Radio-Canada's three platforms, TV, Radio and Web, as well as national programming on each of the broadcaster's services in turn. They were also able to ask questions on any other topic relating to services overall.

The managers present for the meeting were:

Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première

Robert Nadeau, Senior Director, Radio, National and Greater Montreal

Sylvie Désilets, Director, Digital Services and Multiplatform Marketing, Specialty Channels

Marie-Claude Dupont, Program Director, Regional Services

Robert Renaud, Director, French Services, Ontario

Michel Morin, Manager, French Services, Northern Ontario

Because of the unfortunate events that occurred earlier in the day in Ottawa, Michel Cormier, Executive Director, French Services News, was unable to attend the meeting. Marco Dubé, Director, French Services, Ottawa/Gatineau, participated via telephone.

The day after the PCM, two other meetings were held at which representatives of the community of Sudbury and a group of representatives of the AFO (Assemblée de la francophonie de l'Ontario), Windsor-based S.O.S. CBEF, the FCFA (Fédération des communautés francophones et acadienne) and the FCCF (Fédération culturelle canadienne-française) had a chance to interact with the managers.

All three meetings produced rich discussions with citizens from all regions of Ontario, who gave their opinions on a broad range of important topics. The comments gathered will provide the entire management team with tools to better guide decisions for implementation of the public broadcaster's strategic plan in the coming years.

PCMs are official consultation sessions required under condition of licence that must take place in each main region of Canada at least every two years to discuss issues affecting the vitality and development of official language minority communities. We will be pleased to hold the next Public Consultation Meeting, for the Atlantic Region, in Moncton next spring.

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Contact

Manon Côté

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TOGETHER. WITH YOU.

INVITATION

In Moncton or via webcast, **Wednesday, April 29, 2015, at 7 p.m.**
Théâtre l'Escaouette, 170 Botsford St., Moncton

Public Consultation Meeting: A conversation with Francophones and Francophiles in Atlantic Canada

CBC/Radio-Canada holds regular consultations with Francophone official language minority communities (OLMCs). These meetings alternate between the Atlantic Canada, Ontario, Western Canada, and North regions.

The consultation process covers the radio services ICI Radio-Canada Première and ICI Musique, the TV services ICI Radio-Canada Télé, ICI RDI and ICI ARTV, and our digital platforms.

We are therefore delighted to invite you to the Public Consultation Meeting for **Atlantic Canada**, at 7 p.m. on Wednesday, April 29.

The discussion will address the following topic:

Radio-Canada is changing along with you.

In a new multiplatform environment characterized by an explosion of digital content offerings and posing major funding challenges, how can your public broadcaster ensure its ongoing relevance within your community for the generations to come?

The two-hour meeting will cover the following topic areas, among others:

Feedback on the various services:

- Local/regional/national programming
- Type of programming (news, variety and others)
- Platform complementarity (TV | Radio | Digital)

At this Public Consultation Meeting, hosted by Janique LeBlanc, you will have the opportunity to interact with several Radio-Canada managers who will be on hand to hear your comments and suggestions:

Louis Lalande, Executive Vice-President, French Services

Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première

Michel Cormier, Executive Director, French Services News

Marie-Philippe Bouchard, General Manager, Music and Digital Services

Robert Nadeau, Senior Director, Radio, National and Greater Montreal

Richard Simoens, Director, French Services, Atlantic Region

Marie-Claude Dupont, Program Director, Regional Services

We will be ready to welcome participants starting at 6:15 p.m. A light snack will be served. The meeting and webcast will begin at 7 p.m. and continue until 9 p.m.

Register today: ici.radio-canada.ca/apc

Thank you for your involvement. We look forward to hearing your invaluable feedback and suggestions.

Useful link:

<http://www.cbc.radio-canada.ca/fr/decouvrez/strategies/2020/>

PUBLIC CONSULTATION MEETING: ACADIE

Francophones from all over Atlantic Canada answer the call

Thursday, May 1, 2015 – Yesterday, some 500 people from all four Atlantic Provinces accepted the invitation from the Radio-Canada management team to attend a Public Consultation Meeting (PCM), in person at the Théâtre l'Escaouette in Moncton as well as via webcast.

The meeting, structured around the topic *Radio-Canada se transforme. Avec vous* "Radio-Canada is changing along with you," enabled a conversation with Canadians about local and national programming as well as the public broadcaster's digital content offerings.

It was a very lively evening. On site and on the web, attendees expressed their thoughts on a wide range of topics and concrete ways forward that will allow the public broadcaster to enhance its relevance in communities. This conversation will help management to better pinpoint needs in the region and make enlightened decisions. All comments and issues brought up are forwarded to management for consideration in their thinking and planning.

Members of management in attendance at the meeting were: Louis Lalande, Executive Vice-President, French Services, CBC/Radio-Canada; Patricia Pleszczynska, Executive Director, Regional Services and ICI Radio-Canada Première; Michel Cormier, Executive Director, French Services News; Marie-Philippe Bouchard, General Manager, Music and Digital Services; Robert Nadeau, Senior Director, Radio, National and Greater Montreal; Marie-Claude Dupont, Program Director, Regional Services; and Richard Simoens, Director, French Services, Atlantic Region

CBC/Radio-Canada holds consultations every two years with Francophone official language minority communities (OLMCs) in the Atlantic Canada, Ontario, Western Canada, and North regions.

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Contact

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