CBC Radio-Canada France Belisle <france.belisle@radio-canada.ca>

Fwd: Pre-release info: Introducing Ads on Radio 2

1 message

Martine Menard <martine.menard@cbc.ca> 27 septembre 2013 14:23
À : France Belisle <france.belisle@radio-canada.ca>, Daniel Lauzon <daniel.lauzon@cbc.ca>, Pascale Montminy <pascale.montminy@radio-canada.ca>, ALLISON MACLACHLAN <allison.maclachlan@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>

ati

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

---------- Forwarded message ----------
From: **Pam Millar** <pam.millar@cbc.ca>
Date: Fri, Sep 27, 2013 at 12:22 PM
Subject: Fwd: Pre-release info: Introducing Ads on Radio 2
To: Martine Menard <martine.menard@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

Hi Martine and Shaun,

Pls find attached comm roll out.

Both CBC and Rad-Can have been in touch regarding roll-out for timing for Monday morning's postings. They will also include links to each other's postings.

thanks,
Pam

---------- Forwarded message ----------
From: **David Oille** <david.oille@cbc.ca>
Date: Fri, Sep 27, 2013 at 12:06 PM
Subject: Pre-release info: Introducing Ads on Radio 2
To: Pam Millar <pam.millar@cbc.ca>
Cc: CARLA PALMER <carla.palmer@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, CHRIS BALL <chris.ball@cbc.ca>

Hi Pam,
Attached is a communications plan and rollout containing key messages and Q&A about the introduction of ads on Radio 2, which begins on a gradual basis next week. Also provided is a social media protocol document that Chris Ball created for Radio management and on air talent.

Please forward this accordingly to your corporate contacts so they are aware of the activities that will begin on

Monday, which include a message from Chris Boyce that will be posted to iO! and emailed to Radio staff on the morning of Monday, September 30 in tandem will a similar external message that will be posted to the Radio 2 blog.

Thanks

David

David Oille
Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services
T: (416) 205-3191
C: (416) 561-7537
david.oille@cbc.ca

---

2 pièces jointes

Intro of Ads on CBC Radio 2 - Comms Rollout Plan_Final.doc
58K

Social Media Protocol R2docx.docx
18K

Introduction of Advertising on CBC Radio 2
Communications Plan and Rollout

Updated Sept. 26, 2013 @ 12:30 p.m.

Background / Overview

As part of CBC/Radio-Canada's renewed broadcast license, the CRTC has granted limited commercial advertising on CBC Radio 2 and Espace musique for a period of 3 years. The request for ads was required to address revenue gaps that resulted in cuts to funding and other financial pressures placed upon CBC/Radio-Canada. To ease the transition and remain sensitive to the listener experience we will begin gradually introducing ads on Radio 2 starting on October 1, 2013. Espace musique will begin a similar transition also starting on October 1. Over the course of the month, the time allotted to ads will ramp up but not exceed the maximum of 4 minutes per hour.

This communications plan provides key messages and a rollout schedule for activities within CBC English Services that will signal and help ease the introduction of advertising, both with our audiences and employees, and ensure CBC owns the messaging around this development with all audiences.

Communications Plan Objectives

- Turn the focus back on Radio 2's continued unique service offering to Canadians, including programs covering a wide range of musical genres. The programming and music on Radio 2 will not change with the introduction of advertising.

- Frame the decision to have ads within the larger context of our financial reality, and the need for additional funds that will allow us to continue offering rich, diverse and quality programming.

- Convey the framework for the new ads, which will be introduced gradually starting October 1 and increase eventually to 2 to 4 minutes per hour, depending on the time of day.

Key Messages

- CBC Radio 2 remains deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.

- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures.

- Without new revenue, CBC/Radio-Canada will be facing additional service reductions and the potential compromise of elements of our 2015 Strategy, including our desire to maintain and expand our commitment to quality Canadian programming and services.

- The decision to add advertising and sponsorship won't change the mandate and programming content for CBC Radio 2.

- CBC/Radio-Canada has selected CBS (Canadian Broadcast Sales) as the national rep firm to sell advertising for Radio 2 (and Espace musique). CBS is the largest Canadian radio sales organization, and will work closely with both CBC and Radio-Canada Revenue Groups.

Questions & Answers

Why did CBC decide to air ads on Radio 2?

With last year's budget cut and accompanying financial pressures, we regrettably had to proceed with this scenario and it is now our new reality. That said, Canadians will continue to get world class content across all of our services, including Radio 2.

We have no plans to put advertising on CBC Radio One.

What are you hoping to achieve with these ads and what do you see as success?

We hope to establish a steady revenue stream to offset the financial gap that we need to address. This will help allow us to continue offering rich and diverse music programming across our platforms. We also hope Canadians continue to choose to listen to CBC Radio 2 and our other music platforms.

When will listeners start hearing ads on Radio 2?

To ease the transition and remain sensitive to the listener experience, we will begin gradually introducing ads starting on Tuesday, October 1 with a test run on Monday, September 30 using promotional spots. Over the course of the month, the time allotted to ads will ramp up but not exceed the maximum of 4 minutes per hour.

How often will we hear ads on Radio 2?

The number of ads will vary from hour to hour, but we will never interrupt music programming with commercials more than twice per hour.

After gradually introducing advertising over the first few weeks of October, the plan is:

- For weekdays, the schedule will have between two and four minutes of ads per hour (four minutes during the drive slots and approximately two minutes elsewhere).
- For weekends, the schedule will have between four minutes (during the morning show) and one to two minutes per hour at other times.
- The format will likely have two breaks an hour, one at the top of the clock and one at the bottom.
- Undoubtedly, we'll be adjusting as we go forward but that's where we're at today.

How is the introduction of ads being communicated to Radio 2 listeners?

A message from Chris Boyce, Executive Director, Radio and Audio, and Mark Steinmetz, Director of Music Programming is being posted to the Radio 2 blog on September 30 at cbcmusic.ca/whyR2ads.

Who is responsible for selling the ads?

CBC/Radio-Canada has selected CBS (Canadian Broadcast Sales) as the national rep firm to sell advertising for Radio 2 and Espace musique.

Communications Rollout Schedule

Date	Activity / Event	Prime(s) / Owner(s)	Status
Sept. 24-25	Finalize all messaging (internal & external) along with internal rollout plan.	Bridget, Chris Boyce, David O, Chuck T	Done
	Draft note to staff from Chris Boyce.	Chris Boyce, David O, Sarah Carney	Done
Sept. 26-27	Brief Radio 2 on air talent and provide messaging and guidelines (see Appendix A). Issues Management to provide final messaging. Finalize and approve note from Chris Boyce.	Mark Steinmetz, Carla Palmer, Chuck T, Chris Ball Chris Boyce	In progress Done
Thursday, Sept.26 (afternoon)	Pre-release info package with key messaging, Q&A and internal communications rollout to SET, and extended English Services SMT, with copy to French Services SMT. Pre-release/contact made with Corporate stakeholders, including Government Relations.	Chuck T, Jennifer Lang, David O James Selfe (FS SMT) Pam Millar	In progress
Friday, Sept. 27	Brief and provide messaging to Audience Relations.	David O, Carla P, Annette K	
Monday, Sept. 30	**Promos and interstitial programming to begin airing at programmed times.** Message from Chris Boyce posted as a top 5 iO! article (Eng. & French) and emailed to all Radio employees. Link to related Espace musique article. Message from Chris Boyce and Mark Steinmetz as Radio 2 blog post, based on note to staff. Mark to monitor for comments/responses. Audience relations to begin tracking and reporting daily on any calls and comments. Monitor/respond to media and social media activity for comments and inquiries.	 Chris B, David O Chris B, Mark S, David O, Annette K Chuck T, Chris Ball Jane Collins	
Tuesday, Oct. 1	Continue tracking, monitoring and reporting on any audience reactions and related social media activity. Course-correct as required.	Annette K, Chris Ball, Jane C As appropriate.	

Appendix A: Messaging and guidelines for on air talent

On-air Guidelines

- ~~There should be no mention of Radio 2 commercialization on the air.~~
- No references should be made to the commercial breaks – i.e. 'we'll be right back after these commercials'
- No personal messaging should be spoken on air about commercials.

Social Media Guidelines and Messaging

- Chris Ball to provide. Reactive messaging only.

General message for on air talent, if asked off air:

- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures.
- Without new revenue, CBC/Radio-Canada will be facing significant additional service and programming reductions.
- The decision to add advertising and sponsorship won't change the programming mandate of CBC Radio 2 and Espace musique.
- Both CBC Radio 2 and Espace musique remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.
- Turn the focus back on Radio 2's continued unique service offering to Canadians, including programs covering a wide range of musical genres, as stated in the message posted on the Radio 2 blog on September 30 at cbcmusic.ca/whyR2ads.

Social Media Protocol Talent- CBC R2 Ads:

Key drivers:

- Everyone representing CBC, either on air or off, should be communicating the same messages about the decision.
- Transparency around the rationale for the decision.
- Support the overall rollout of ads on R2.

What to consider before replying:

- We want to be transparent with our audience on social media, however, just because someone says something re: the decision doesn't mean you **have** to personally respond.

- Remember that what is said on Social Media often makes it in to the more traditional forms of media (Radio, TV, Newspapers). So, you should say things that you would be comfortable saying live on the radio or on the television.

- **Keep the discussion factual** – there's a lot of information in this blog post by Chris Boyce and Mark Steinmetz (http://music.cbc.ca/blogs/2013/9/Why-ads-on-Radio-2) that you can link to, as well as the Q/A.

- If discussion is getting off-track, **feel free to gently re-direct the conversation**:
    - E.g "Hey everybody, things are getting a bit off topic, let's stick to the topic at hand..."

- While some audience members may not agree with the decision, it is the reality going forward (given our financial challenges).

If you feel that you ***simply must*** respond to something, take a moment, take a breath, and think about not only what you want to say (within the framework of the key messages provided), but the reason why you want to say it, and how you think it might be interpreted...

- Do you just disagree with someone's personal opinion?
- Are they spreading rumours/misinformation?
- Are they just bugging you?
- Is this a "campaign" trying to elicit a negative response from CBC re: the decision?

If you start getting questions and are not sure how to respond, have questions yourself, or maybe need a little guidance, contact **Chris Ball** our Media Relations contact for CBC English Services.

Follow him on Twitter **@chrisjballCBC**, he'll follow you back and you can reach out via a Direct Message on Twitter, or the "old fashioned way" e-mail: Chris.Ball@cbc.ca or phone: 416-205-7831

CBC Radio-Canada France Belisle <france.belisle@radio-canada.ca>

Fwd: La publicité sur Espace musique

1 message

Martine Menard <martine.menard@cbc.ca> 27 septembre 2013 11:25
À : France Belisle <france.belisle@radio-canada.ca>, "Poulter, Shaun" <shaun.poulter@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Daniel Lauzon <daniel.lauzon@cbc.ca>, Pascale Montminy <pascale.montminy@radio-canada.ca>, Alain Morissette <alain.morissette@radio-canada.ca>

ati

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

---------- Forwarded message ----------
From: **Communications Montreal** <communications.montreal@radio-canada.ca>
Date: 2013/9/27
Subject: La publicité sur Espace musique
To:

****Vous recevez ce message à titre de cadre des Services français (PS07 et plus)*

Bonjour à tous,

Lors de notre rencontre de la rentrée au mois d'août, nous avons parlé du fait que la publicité à Espace musique allait débuter progressivement à partir du 1er octobre. Dès mardi prochain, vous entendrez des messages d'intérêt public sur Espace musique qui présentent ce changement à nos auditoires.

Je vous invite à consulter le document ci-joint afin de bien expliquer l'introduction de la publicité à Espace musique à vos employés et à répondre à leurs questions.

Merci encore pour votre précieuse collaboration.

Louis Lalande
Vice-président principal des Services français

Questions de lheure_vol 6 no 6-sept2013.pdf
146K

s.18(a)

s.21(1)(a)

s.21(1)(b)

Messages-clés et Questions/Réponses

Publicité sur Espace musique

MISE EN CONTEXTE

En mai 2013, le CRTC a autorisé CBC/Radio-Canada, dans le cadre du renouvellement des licences, à diffuser de la publicité sur CBC Radio 2 et Espace musique. La diffusion de la publicité débutera progressivement à partir du 1er octobre 2013.

Ce que le CRTC autorise :

- Maximum de 4 minutes de publicité à l'heure.
- Maximum de deux interruptions publicitaires à l'heure.
-

Ce que nous comptons également faire :

- Les émissions de musique classique seront exemptes de publicité. Elles pourront toutefois contenir des commandites (sans interruption de programme).
- L'inventaire non vendu sera transformé en temps programme.
- La représentation est assurée par la firme Canadian Broadcast Sales (C.B.S). Au Québec, Espace musique est représentée par le Groupe Force Média, un partenaire de C.B.S.

MESSAGES CLES

- **En mai dernier, le CRTC a permis à CBC/Radio-Canada de mettre de la publicité sur les ondes d'Espace musique et de CBC Radio 2 pour pouvoir générer de nouveaux revenus.** Cela nous permettra d'éviter de réduire d'autres services et de poursuivre l'atteinte des objectifs du plan 2015 *Partout. Pour tous.*
- **Le mandat d'Espace musique et d'Espace.mu ne change pas.** Espace musique demeure profondément engagée à soutenir et à mettre en valeur le meilleur de la musique canadienne à travers un large éventail de genres. Elle continue à servir de vitrine aux artistes canadiens et demeure un lieu de découverte pour les amateurs de musique, avec plus de contenus musicaux sur plus de plateformes que toute autre radio musicale au pays.
- **La publicité se retrouvera uniquement sur Espace musique et CBC Radio 2.** Il n'est pas question de diffuser des publicités sur ICI Radio-Canada Première, ni sur CBC Radio One.
- **Il n'y aura pas de publicité durant les émissions de musique classique.** Par contre, elles pourront contenir des commandites, mais sans interruption programme.
- **La diffusion de publicité débutera progressivement à compter du 1er octobre 2013.**

QUESTIONS/RÉPONSES

Q1. Est-ce une étape vers l'introduction de publicité sur ICI Radio-Canada Première et CBC Radio One?

R1. Non. Il n'est absolument pas question de vendre de la publicité sur ICI Radio-Canada Première, ni d'ailleurs sur CBC Radio One, compte tenu de leur mandat largement centré sur l'information et le service public.

Q2. Pourquoi décider de ramener la publicité à la radio de Radio-Canada après son retrait dans les années 70 ?

R2. Cette décision d'inclure de la publicité sur Espace musique et CBC Radio 2 est motivée par la nécessité pour CBC/Radio-Canada de générer de nouveaux revenus afin d'absorber les réductions budgétaires qui lui sont imposées et éviter de couper ou réduire d'autres services.

Q3. Espace musique va-t-elle faire une plus large place aux grands succès et aux artistes plus populaires dans le but de générer le plus grand volume possible de revenus commerciaux?

R3. Espace musique continuera d'offrir une programmation unique qui la distingue des autres radios. Espace musique demeure profondément engagée à soutenir et à mettre en valeur le meilleur de la musique canadienne à travers un large éventail de genres. Aussi, elle demeure un lieu de découverte pour les amateurs de musique, avec plus de contenus musicaux sur plus de plateformes que toute autre radio musicale au pays.

Q4. Cette décision signifie-t-elle que vous allez progressivement vous détourner des artistes de la relève, du classique, de la musique émergente ou d'autres genres musicaux moins attrayants pour les annonceurs?

R4. Absolument pas. Radio-Canada joue un rôle important pour favoriser la création musicale sous toutes ses formes et pour faire entendre nos artistes dans une gamme étendue de genres musicaux.

Q6. Allez-vous diffuser de la publicité sur Espace.mu?

R6. Il y en a déjà.

Q7. La survie d'Espace musique est-elle liée aux revenus générés par la publicité? Autrement dit, est-ce que vous fermerez Espace musique si elle ne rencontre pas ses objectifs de revenus?

R7. Il n'est pas question ici de la survie ou non d'Espace musique. Il s'agit plutôt d'une décision qui concerne l'ensemble des composantes de CBC/Radio-Canada, motivée par la nécessité de générer de nouveaux revenus afin d'absorber les réductions budgétaires qui nous sont imposées et éviter de couper ou réduire d'autres services.

s.21(1)(a)

s.21(1)(b)

CBC Radio-Canada

Bill Chambers <bill.chambers@cbc.ca>

Re: Part two...Conway joins CBC at challenging time for public broadcaster - The Globe and Mail

1 message

Bill Chambers <bill.chambers@cbc.ca> Sat, Sep 28, 2013 at 11:16 AM
To: Chuck Thompson <chuck.thompson@cbc.ca>

B

On Sat, Sep 28, 2013 at 11:04 AM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Chuck Thompson
Head of Media Relations
CBC English Services
416-205-3747
416-509-3315 (cell)

On Sat, Sep 28, 2013 at 10:26 AM, Hubert Lacroix <ht.lacroix@cbc.ca> wrote:

Good morning!

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Chuck Thompson
Sent: Saturday, 28 September 2013 09:55
To: Bill Chambers
Cc: Hubert T Lacroix; heather conway
Subject: Re: Part two...Conway joins CBC at challenging time for public broadcaster - The Globe and Mail

Hi Bill,

s.21(1)(a)
s.21(1)(b)

Chuck

Chuck Thompson
Head of Media Relations
CBC English Services
416-205-3747
416-509-3315 (cell)

On Sat, Sep 28, 2013 at 8:42 AM, Bill Chambers <bill.chambers@cbc.ca> wrote:

B

On Fri, Sep 27, 2013 at 10:50 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

http://m.theglobeandmail.com/news/national/conway-joins-cbc-at-transformative-time-for-public-broadcaster/article14587921/?service=mobile#!/

—
W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181
cell. 416 427-8485
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca

—
W. B. Chambers

Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181
cell. 416 427-8485
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca

CBC Radio-Canada Bill Chambers <bill.chambers@cbc.ca>

Re: Pub EM: Communiqué et questions-réponses (finaux pour publication)

1 message

Chris Ball <chris.ball@cbc.ca> Mon, Aug 19, 2013 at 2:17 PM
To: Martine Menard <martine.menard@cbc.ca>
Cc: Bill Chambers <bill.chambers@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, "Poulter, Shaun" <shaun.poulter@cbc.ca>

Hi there,

Here's the Q/A (basically the same messages we've been reinforcing throughout the R2 situation since DRAP, license renewal etc.)

C

2013/8/19 Martine Menard <martine.menard@cbc.ca>

Hey Chris - assume you have seen attached release. It's already referenced on Twitter.

Also attached are Q's and A's prepared by French Services. Could we have your Q's and A's also.

Bill - I will share attached with Hubert's office. Will you share release with Board Members.

Thanks

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

---------- Forwarded message ----------
From: **Réjean Lafrance** <rejean.lafrance@radio-canada.ca>
Date: 2013/8/19
Subject: Fwd: Pub EM: Communiqué et questions-réponses (finaux pour publication)
To: Martine Menard <martine.menard@cbc.ca>

Bonjour Martine,

Voici ce que nous allons publier cet après-midi concernant la publicité sur Espace musique.

Merci!

Réjean

Réjean Lafrance, Chef communications, Affaires stratégiques

Communications et Image de marque
Radio-Canada

Tél.: (514) 597-3623 / Téléc.: (514) 597-4100
Courriel: rejean.lafrance@radio-canada.ca

---------- Message transféré ----------
De : **Marie Tetreault** <marie.tetreault@radio-canada.ca>
Date : 19 août 2013 13:42
Objet : Pub EM: Communiqué et questions-réponses (finaux pour publication)
À : Réjean Lafrance <rejean.lafrance@radio-canada.ca>

Voici.
Marie

--

Marie Tétreault
Chef des communications Radio
Direction générale des Communications et Image de marque
Radio-Canada
Tél.: (514) 597-3764
marie.tetreault@radio-canada.ca

--

Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
Twitter: @chrisjballCBC
Visit: www.cbc.ca

Help us conserve paper and save some trees...Please think twice before printing this e-mail*

The content of this e-mail is confidential and is intended for the exclusive use of the addressee. Any other person is strictly prohibited from disclosing, distributing or reproducing

CBC RADIO 2- CBS ads.docx
21K

CBC RADIO 2/CBS Q/A
Last update: 19th August 2013.

Key Messages:

- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures.
- Without new revenue, CBC/Radio-Canada will be facing additional service reductions and the potential compromise of elements of our 2015 Strategy.
- The revenue projections for R2 that were outlined and approved (by the CRTC) in our application are realistic and achievable.
- The decision to add advertising and sponsorship won't change the programming mandate of CBC Radio 2 and Espace musique.
- Both CBC Radio 2 and Espace musique remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.

Questions and answers:

Q: How could you do this? CBC radio has always been ad-free!!
A: In order to minimize more significant cuts to our programming and operations, it is essential that the Corporation generates new revenues to at least partially replace those being lost as a result of the changes to our Parliamentary funding.

This decision, to include advertising on Radio 2 and Espace Musique is the result of a reduction of CBC/Radio-Canada's parliamentary appropriation and our need to maximize self-generated revenue while protecting the distinctiveness of our programming.

We have to do this in order to keep CBC Radio 2 on the air and we wouldn't have made this decision if we weren't in this position.

Q; Does this mean you'll be putting ads on Radio One as well?

A: No. We have no plans to put advertising on CBC Radio One.

Q: Why advertising on CBC Radio 2 and not Radio One?

A: We considered commercializing Radio One and La Premiere Chaine, and chose not to go there. We wanted our "talk radio" to stay commercial free and made that choice.

Q: How did you decide to put ads on Radio 2 and not on Radio One?

A: This was a difficult decision to make and we weighed a number of factors in order to strike the balance between protecting the core values of CBC Radio ***as a whole*** while providing us with a much needed new source of revenue.

We looked at, potential impacts to our audience, each service's format, our current position in the market, the potential revenue we could gain and the impact on the advertising marketplace, to name a few.

Q: Does this mean that CBC Radio 2 is going to be playing more "top 40" music in order to attract advertisers?

A: No. CBC Radio 2, Espace Musique and CBC Music will remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres.

Q: How often will we hear ads on R2?

A: It will vary from hour to hour but at the outset, we anticipate most of the ads will be heard during the two drive shows. The format will likely have two breaks an hour-one at the top of the clock and one at the bottom. Undoubtedly, we'll be adjusting as we go forward but that's where we're at today.

CBC Radio-Canada Bill Chambers <bill.chambers@cbc.ca>

Updated Trade Communications Package - CBC/RC/CBS - Please delete previous note

1 message

Bridget Hoffer <bridget.hoffer@cbc.ca> Wed, Aug 14, 2013 at 4:34 PM
To: Chris Boyce <chris.boyce@cbc.ca>, Neil McEneaney <neil.mceneaney@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>
Cc: Tim Knapp <tim.knapp@cbc.ca>, Kathryn Stephens <kathryn.stephens@cbc.ca>, NADIA THADHANI <nadia.thadhani@cbc.ca>

Hi Chris, Neil and Bill,

Attached please find an updated:
- Roll-out of activity
- Approved Client letters in English + French - distributed today
- Approved Alan Dark note for Revenue Group staff - distributed today
- Current Key messaging
- Draft media release (trade) V2, under review with Radio-Canada

+Please note the revisions is that in Quebec only, Espace musique will be represented by CBS affiliate Groupe Force Radio.

The letter to clients and Alan's note to Rev staff will be distributed this afternoon.
The release for trade media is targeted for Monday distribution.

Thanks
Bridget

6 attachments

ADnts.doc
26K

CBCRCCBSDraft5.docx
27K

CBCRCCBSEnglish.doc
28K

CBCRCCBSFrench.doc
25K

R2KeyMessages.doc
28K

R2TradeRoll-out.doc
32K

CBC and Radio-Canada partner with Canadian Broadcast Sales (CBS)

As you know, earlier this year, the Canadian Radio-television and Telecommunications Commission (CRTC) approved CBC/Radio-Canada's application to air 4 minutes per hour of advertising on CBC Radio 2 and Espace musique, beginning this fall.

I'm pleased to let you know that CBC and Radio-Canada have jointly entered into an agreement with the radio sales firm Canadian Broadcast Sales (CBS) for the sale of ad space on CBC Radio 2 and Espace musique. CBS will represent CBC Radio 2 and Espace musique across Canada with the exception of Quebec, where Espace musique will be represented by CBS's partner Groupe Force Radio.

On the Canadian radio landscape, CBS is the largest independently owned radio sales organization, with a collective market presence reaching 77% of Canada's total population. The firm represents 53 broadcasters and over 470 radio stations.

I'm also happy to announce that Jennifer Smith has been appointed national sales director for CBC Radio 2. In this newly created role, Jennifer will be the key liaison between CBS and CBC clients. Jennifer will also continue in her current responsibilities with the CBC Revenue Group as director of sales & marketing, western Canada.

We will have more details on this partnership and the working process in the weeks to come. In the meantime, please join me in congratulating Jennifer on her new role.

Alan Dark
General Manager
CBC Revenue Group

CBC/RADIO-CANADA PARTNERS WITH CANADIAN BROADCAST SALES

Advertising on CBC Radio 2 and Espace musique to begin in Fall 2013

August 19, 2013 - The CBC/Radio-Canada Revenue Group today announced an agreement with Canada's largest national radio sales organization, Canadian Broadcast Sales (CBS), to represent sales for CBC Radio 2 and Espace musique. Canadian Broadcast Sales will work with the sales and marketing teams at CBC and Radio-Canada to sell advertising inventory on both services, which will begin airing this fall. In Quebec, Espace musique will be represented by Groupe Force Radio, a CBS partner. CBC Radio 2 and Espace musique showcase the best in Canadian music across a multitude of genres in English and French.

"We are pleased to be working with Canadian Broadcast Sales," said Alan Dark, general manager, CBC Revenue Group. "I'm confident that by working closely with our team at CBC and through their unmatched experience in radio advertising sales, together we will deliver to our clients a streamlined and effective way to access the new advertising opportunities we are creating for CBC Radio 2.

"Espace musique enhances Radio-Canada's TV, web and mobile offering with a premium-quality selection of rich and diverse content," said Jean Mongeau, general manager of the Radio-Canada Revenue Group. "CBS is a large-scale prestigious firm with whom we share the same objectives, and it will ensure solid coordination of our dealings with our business clientele. This in turn will help us better align the CBC Radio 2 and Espace musique marketing strategies – a clear advantage on which we hope to fully capitalize."

"The CBC has always produced outstanding on-air product and CBC Radio2 and Espace Musique are prime examples," said Patrick Grierson, president, Canadian Broadcast Sales. "The unique environment will offer a largely exclusive audience that is well above average in both education and affluence. Espace musique and CBC Radio 2 will also operate with a very limited commercial inventory. It is qualities such as these and many others that make CBC Radio2 and Espace musique a highly desirable commercial environment. CBS is excited and honoured to have been chosen to represent these very special Canadian networks."

CBC also announced that Jennifer Smith has been appointed national sales director for CBC Radio 2. In this newly created role, Smith will be the key liaison for CBC Radio 2 with Canadian Broadcast Sales and clients, and will work collaboratively with CBS in developing innovative sales initiatives for the service. An experienced sales executive with more than 23 years in the industry, Smith will also continue in her current position, director of sales & marketing, western Canada, a role she has held for the past five years with the CBC Revenue Group.

Further details for clients about advertising opportunities on CBC Radio 2 and Espace musique will be announced in the coming weeks.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, internet, and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages.

About Canadian Broadcast Sales

Canadian Broadcast Sales (CBS) is the largest national radio sales organization in Canada. Our collective market presence reaches 77% of Canada's total population. We represent 53 broadcasters and more than 470 radio stations (including repeaters) in over 230 Canadian markets. CBS streamlines the radio buying process by offering advertisers a simple, convenient and cost-effective method to purchase airtime on radio stations across the country. We manage and direct radio station objectives and expectations. We understand market conditions and are skilled in developing and implementing sales strategies to fit market dynamics. With our breadth of stations we are well positioned to meet any marketing requirements.

-30-

Media Contacts:
CBC – Chris Ball, chris.ball@cbc.ca, 416-205-7831
Radio-Canada – Marc Pichette, mark.pichette@radio-canada.ca, 514-597-4342
Canadian Broadcast Sales – Patrick Grierson, patrick@radiocbs.com, 416-847-3838

CBC and Radio-Canada partner with Canadian Broadcast Sales (CBS)

Earlier this year, the Canadian Radio-television and Telecommunications Commission (CRTC) approved CBC/Radio-Canada's application to air 4 minutes per hour of advertising on CBC Radio 2 and Espace musique, beginning October 1, 2013.

CBC and Radio-Canada are proud to announce that they've jointly entered into an agreement with the radio sales firm Canadian Broadcast Sales (CBS) for the sale of commercial time on CBC Radio 2 and Espace musique. CBS will represent CBC Radio 2 and Espace musique across Canada with the exception of Quebec, where Espace musique will be represented by CBS's partner Groupe Force Radio.

CBS is the largest national radio sales organization on the Canadian mediascape, with a collective market presence reaching 77% of Canada's total population. The firm represents 53 broadcasters and over 470 radio stations. Radio 2 and Espace musique are pleased to have their brands added to the extensive radio portfolio of CBS, with whom its business partners already have a solid relationship of trust.

Radio 2 and Espace musique will continue fulfilling their mission to deliver rich, diverse and original musical programming of the utmost quality. Both offer distinctive environments that will connect national advertisers to a niche market of listeners who are very well educated and firmly committed to the Radio 2 and Espace musique brands.

CBC is also pleased to announce that Jennifer Smith has been appointed national sales director for CBC Radio 2. In this newly created role, Jennifer will be the key liaison between C.B.S. and CBC clients. Jennifer will also continue in her current responsibilities with the CBC Revenue Group as director of sales & marketing, western Canada.

Radio-Canada is pleased to announce that Reneault Poliquin has been appointed national sales director for Espace Musique. Reneault will be the key liaison between C.B.S. and Radio-Canada clients. Reneault will also continue in his current responsibilities with the Radio-Canada Revenue Group as Senior Director, Médias Sales Developement.

Alan Dark General Manager CBC Revenue Group	Jean Mongeau General Manager Radio-Canada Revenue Group	Patrick Grierson President Canadian Broadcast Sales

CBC et Radio-Canada s'associent avec Canadian Broadcast Sales (C.B.S.)

Le Conseil de la radiodiffusion et des communications canadiennes (CRTC) a autorisé CBC/Radio-Canada à diffuser de la publicité sur les ondes de Radio 2 et Espace Musique, à raison de 4 minutes à l'heure, dès le 1er octobre prochain.

CBC et Radio-Canada sont fières d'annoncer qu'elles ont conjointement fait une entente avec la firme de représentation publicitaire Canadian Broadcast Sales (C.B.S.) pour la vente d'espaces publicitaires sur les ondes de Radio 2 et Espace Musique. C.B.S. représentera Radio 2 et Espace Musique à travers le Canada à l'exception du Québec où Groupe Force Radio, partenaire de C.B.S., représentera Espace Musique.

Dans l'univers de la radio, Canadian Broadcast Sales (C.B.S.) est la plus importante maison de représentation au Canada. Son offre commerciale globale permet d'atteindre 77 % de la population canadienne. Dans les faits, C.B.S. assure la représentation publicitaire pour 53 radiodiffuseurs et plus de 470 stations radiophoniques au pays. Radio 2 et Espace Musique sont donc heureux de voir leur marque s'ajouter à ce large portfolio radiophonique déjà digne de la confiance de ses partenaires d'affaires.

Soulignons enfin que Radio 2 et Espace Musique poursuivront leur mission d'offrir une programmation musicale riche, variée, originale et d'une qualité indéniable. Ces environnements radio au caractère distinctif permettront aux annonceurs nationaux de joindre une clientèle de niche, hautement qualifiée et fortement engagée envers ces marques.

Alan Dark Directeur Général Groupe Revenus, CBC	Jean Mongeau Directeur Général Groupe Revenus, Radio-Canada	Patrick Grierson Président Canadian Broadcast Sales

**Ajout des Logos*

KEY MESSAGES – RADIO 2 COMMERCIALIZATION

- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures
- Without new revenue, CBC/Radio-Canada will be facing additional service reductions and the potential compromise of elements of our 2015 Strategy
- The revenue projections for R2 that were outlined and approved (by the CRTC) in our application are realistic and achievable
- The decision to add advertising and sponsorship won't change the programming mandate of CBC Radio 2 and Espace musique.
- Both CBC Radio 2 and Espace musique remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.
- CBC/Radio-Canada has selected CBS (Canadian Broadcast Sales) as the national rep firm to sell advertising for R2 and Espace musique. CBS is the largest Canadian radio sales organization, and will work closely with both CBC and Radio Canada Revenue Groups. In Quebec, Espace musique will be represented by CBC's partner, Groupe Force Radio.

If asked specifically about why we would ever put forward ads on Radio 2?

It was never our desire to go down this road but with last year's budget cut, regrettably, we had to put that scenario forward and now it's our new reality. That said, Canadians will continue to get world class content across all of our services, including R2. and, under no circumstances will ads ever be a consideration for Radio One.

When will listeners start hearing ads on Radio 2?

Fall 2013.

Who is responsible for selling the ads?

CBC/Radio-Canada has selected CBS (Canadian Broadcast Sales) as the national rep firm to sell advertising for R2 and Espace Musique, collaborating closely with both the CBC and Radio-Canada Revenue Groups. In Quebec, Espace musique will be represented by CBC's partner, Groupe Force Radio.

How often will we hear ads on R2?

It will vary from hour to hour but at the outset, we anticipate most of the ads will be heard during the two drive shows. The format will likely have two breaks an hour-one at the top of the clock and one at the bottom. Undoubtedly, we'll be adjusting as we go forward but that's where we're at today.

CBC RADIO 2 AND ESPACE MUSQIUE COMMERCIALIZATION
REVENUE GROUP CLIENT / STAFF & TRADE COMMUNICATION ROLL-OUT – WEEK OF AUGUST 12

ITEM	TIMING	LEAD
Note to Revenue Group staff – CBS partnership + staffing update	August 14 / 2:30 p.m. ET	Alan Dark
Note to Revenue Group Clients from AD, JM and PG – CBS partnership + key CBC contacts	August 14 / 3 p.m. ET	B2B CBC and B2B Radio-Canada on behalf of AD + JM Patrick Grierson on behalf of CBS
Media release for trade media – Draft distributed for review / approval	August 14	Tim Knapp / Marie-Claude Julien
Media release distributed in English & French to trade media - CBS partnership + key CBC contacts	August 19 (Timing TBC)	Tim Knapp / Marie-Claude Julien
Release posting on IO, post-release	August 19 (Timing TBC)	David Oille / James Selfe
Post release interviews	Post-release, as requested	Alan Dark – CBC Jean Mongeau – Radio-Canada

s.21(1)(a)

s.21(1)(b)

CBC Radio-Canada

Bill Chambers <bill.chambers@cbc.ca>

Re: R2 ads (bill.chambers@cbc.ca)

1 message

Bill Chambers <bill.chambers@cbc.ca> Fri, Aug 9, 2013 at 2:32 PM
To: Chris Ball <chris.ball@cbc.ca>

Thanks,
B

On Fri, Aug 9, 2013 at 2:12 PM, Chris Ball <chris.ball@cbc.ca> wrote:
Hey Bill,

On 9 August 2013 14:08, Bill Chambers <bill.chambers@cbc.ca> wrote:
Hey Chris,

Thanks,
B
---------- Forwarded message ----------
From: **Chuck Thompson (Google Drive)** <chuck.thompson@cbc.ca>
Date: Wed, Aug 7, 2013 at 11:16 AM
Subject: R2 ads (bill.chambers@cbc.ca)
To: bill.chambers@cbc.ca
Cc: lilliane.le@cbc.ca, carla.palmer@cbc.ca, martine.menard@cbc.ca, jennifer.lang@cbc.ca, marc.pichette@radio-canada.ca, bridget.hoffer@cbc.ca, nancy.boyle@cbc.ca, mark.steinmetz@cbc.ca, chris.boyce@cbc.ca, chris.ball@cbc.ca, shaun.poulter@cbc.ca, guylaine.bergeron@radio-canada.ca, tim.knapp@cbc.ca

I've shared an item with you.

In preperation for the Comm Council meeting on August 19th, here's our current messaging for ads on R2 and E
can be folded into the larger commplan. These are drawn from DRAP, last November's license renewal hearings
renewal in March. Chris Ball and I spoke with Chris Boyce and Mark Steinmetz yesterday to get an update on t
You'll note I've made specific references to R2 in ceratin instances as I don't have any details regarding Espace
updates will unfold over the course of the next few weeks.

Chuck

R2 ads

Google Drive: create, share and keep all of your stuff in one place.

Google

--
W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181
cell. 416 427-8485
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca

--
Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
Twitter: @chrisjballCBC
Visit: www.cbc.ca

Help us conserve paper and save some trees...Please think twice before printing this e-mail*

The content of this e-mail is confidential and is intended for the exclusive use of the addressee. Any other person is strictly prohibited from disclosing, distributing or reproducing

--
W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181
cell. 416 427-8485
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca

CBC Radio-Canada

Bill Chambers <bill.chambers@cbc.ca>

Licence Renewal // Renouvellement de Licence : Plan de comm // Comm plan

Angus Mckinnon <angus.mckinnon@cbc.ca> Fri, May 24, 2013 at 5:18 PM
To: Louis Lalande <louis.lalande@radio-canada.ca>, Neil McEneaney <neil.mceneaney@cbc.ca>
Cc: "Chambers, Bill" <bill.chambers@cbc.ca>, Hubert Lacroix <ht.lacroix@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, "Menard, Martine" <martine.menard@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Bev Kirshenblatt <bev.kirshenblatt@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Marc Pichette <marc.pichette@radio-canada.ca>, Guylaine Bergeron <guylaine.bergeron@radio-canada.ca>, Bridget Hoffer <bridget.hoffer@cbc.ca>

Good evening, Bonsoir gentlemen,

In anticipation of a licence renewal decision on Tuesday, please find attached a draft comm plan for your consideration. It remains a work in progress. The first objective of this document is to establish our basic positioning under various scenarios. Messaging will, of course, be fine tuned once we see the decision, but we thought it important to share with you where things are at at this point given that things will start moving pretty quickly next week. Your thoughts and comments are welcome.

Ce document de travail est bilingue. Les versions française et anglaise intégrales seront envoyées lundi. Merci de votre compréhension.

Bon weekend et à bientôt,

A

Angus McKinnon
Director, Communication Services and Corporate Spokesperson
Directeur, Service des communications et porte-parole institutionnel
CBC/Radio-Canada
Tel.: (613) 288-6235
Cell: (613) 296-1057
angus.mckinnon@cbc.ca

Licence Renewal Decision_Comms Approach_ENG_V4.doc
101K

CBC Radio-Canada

LICENCE RENEWALS: DECISION

DATE: May 24, 2012 – Version 4 – 5:00 pm
PREPARED BY: Corporate Communications

Issue

CBC/Radio-Canada is expecting a licence renewal decision from the CRTC in the next few weeks (precise date TBD). The following is an approach to managing our communications under various scenarios.

Context

- The CRTC's decision will likely come on the heels of the CBC Fall season launch (May 22nd) and during an important period of renewal at Radio-Canada (Recréez). We're working hard in the context of those two initiatives to project an image of success, innovation and evolution.

- The decision will also come at a time during which Bill C-60 has prompted a great deal of discussion and comment about our mandate, our relevance, our financial situation, and our relationship with government.

- The Corporation's financial situation remains an ongoing challenge (despite it not generating headlines of late). The proposal to introduce advertising to Radio 2 and Espace Musique – a measure announced in the context of DRAP and expected to generate – was positioned in the lead up to and during the CRTC hearings as a key to meeting the Corporation's challenges in the years to come. A decision on this issue is eagerly awaited by the Corporation, employees, stakeholders, and private sector broadcasters alike.

Recommended Tone

- To the extent possible, given the context above: optimistic, forward-looking and respectful of the decision.

Scenarios

Scenario 1: Flexibility + ads

Strategic considerations

While the most favorable from the Corporation's standpoint, this scenario risks being the most difficult to manage from a comms point of view. The decision to introduce advertising to our radio service is not a particularly popular one and would likely generate negative reaction from audiences, columnists, stakeholders (FOCB, etc.), and private broadcasters.

Key messages

- This is a welcome decision.

- We're pleased that the CRTC has endorsed our proposal to streamline our regulations and saw fit to reduce the burden of micro-regulation that was weighing us down. Our industry, the consumption habits of Canadians, and technology are evolving fast. We need to be nimble and flexible to meet the changing needs and demands of our audiences. This decision will facilitate that

- The decision will also enable us to protect CBC Radio 2 and Espace Musique.

- Advertising won't change the programming mandate of our music services. Both will remain committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.

- We thank Canadians for their participation in the process and the Commission for its work.

Scenario 2: Flexibility but no ads

Strategic considerations

The Corporation signaled in the lead up to and during the hearings that not getting permission to commercialize our radio services would mean that we would be "unable to maintain Radio 2 and Espace Musique in their existing form and required to pursue additional cost-cutting measures across the Corporation." Although we've never elaborated on what those measures might be, the potential of cuts is something that we will need to address in our reaction.

A negative decision on ads would run counter to the approval we received from Treasury Board in the context of DRAP to introduce advertising to R2 and EM. There may be grounds for an appeal to Cabinet.

Messaging

- This is a bittersweet decision.

- While we're pleased that the CRTC has endorsed our proposal for a streamlined regulatory framework, we're disappointed in its decision with respect to our proposal to introduce advertising to Radio 2 and Espace Musique.

- Our industry, the consumption habits of Canadians, and technology are evolving fast. We need to be nimble and flexible to meet the changing needs and demands of our audiences. This decision will facilitate that.

- But our financial situation remains an ongoing challenge. We were counting on these revenues. They were built into our business plans.

- We'll now take the time we need to consider what this particular aspect of the decision means for us and what options are available to us.

- We were hopeful that the CRTC would more be sensitive to the challenges we're facing and receptive to our proposal.

- We've faced many challenges over the past few years and have been able to deal with them successfully. Our priority is to continue meeting the high expectations that Canadians have for their public broadcaster, whatever the challenge. The modern, flexible framework we now have will help in that respect.

- Canadians love the R2 and EM. That came out loud and clear in interventions and at the hearings. We take solace in that today.

- We thank Canadians for taking the time to participate in this process.

Scenario 3: Neither flexibility nor ads

Strategic consideration

Regulatory flexibility is a difficult concept to grasp, and we could conceivably claim victory on that front whatever the decision. That said, the CRTC could impose conditions that will be very difficult to live up to and pose significant challenges from scheduling, operational and financial points of view. We may feel compelled to comment on those challenges, depending on the magnitude. TBD.

Key Messages

- We're disappointed with the Commission's decision. We were hopeful that the CRTC would be sensitive to the challenges facing the public broadcaster. It's regrettable that it chose not to support us in our ongoing efforts to evolve with our environment and live up to the demands and expectations of our audiences.

On flexibility:

- To be successful in this our new environment requires nimbleness and flexibility. The prescriptive and restrictive conditions imposed today will make it very difficult to live up to the evolving needs of Canadians.

- Meeting these conditions will also cost money. Our financial situation isn't getting any easier. Doing what the CRTC is requiring us to do will necessarily come at the expense of what Canadians have told us they want and expect from their public broadcaster.

On advertising:

- We're disappointed in the Commission's decision.

- Our financial situation remains an ongoing challenge. We were counting on these revenues. They were built into our business plans.

- We'll now take the time we need to consider carefully the decision, what it means for us, and what our options might be.

Wildcard issue: Terms of trade

Strategic considerations

- CRTC jurisdiction over terms of trade negotiations with the CMPA and the APFTQ is a key issue that came up during the hearings but did not garner much in the way of media or public attention.

- While a decision could have big repercussions on our business and require further action – legal or otherwise – we should, to the extent possible, avoid drawing attention to it in the context of a reaction to the decision. That said, a press release by either the CMPA or the APFTQ could force our hand in terms of a comment.

Key message

In our favour:

- We're pleased with the CRTC's decision.

- Negotiations are ongoing and amicable. We hope to conclude an agreement soon.

- Meantime, we have an existing deal whose terms will continue to apply pending the resolution of the current negotiations.

Negative decision

- We are currently studying the decision and its potential impact.

- We've contested the CRTC's jurisdiction over these negotiations, which we consider commercial in nature. Our position on the matter hasn't changed.

- We cannot accept the same deal as the private broadcasters. We are not set up the same way and we do not allocate our programming costs as they do.

- Our volume of independent production is the same as all of the private broadcasters combined. As such, the circumstances for negotiation are quite different.

COMMUNICATIONS ROLLOUT

PHASE 1 – PUBLIC REACTION TO DECISION (1st 24 hours)

The following will be deployed as soon as possible after the decision becomes public:

- Press Release (issued nationally via CNW; posted on Corporate website)

- Note on iO! (short note with reference to press release. Follow up asap with broad strokes of decision, based on note prepared by Regulatory Affairs)
- Briefing package to SET & SMTs:
  - High-level briefing note prepared by Regulatory Affairs (with mention that more fulsome analysis + briefing calls will follow)
  - Messaging
  - Press release
- Media availability (TBD, depending on decision/final positioning.)
- Update of Licence Renewal micro-site on Corporate Website
- Social media (link to release)
- Update to "Issues Hub"
- Media monitoring

N.B.: Bev Kirshenblatt (Regulatory Affairs) and Angus McKinnon (Communications) will have the opportunity to get an advance reading of the decision during the morning prior its release, facilitating quick turnaround once the decision becomes public, usually around noon (date TBD).

PHASE 2 – INTERNAL BRIEFINGS

In the days following the decision, Regulatory Affairs, with the support of Communications, will communicate the details of the decision and what they mean for our operations to those affected.

Within 48 hours:

- Detailed analysis of decision and impacts:
  - Prepared by Regulatory Affairs, circulated to SET, SMTs, Regional MDs.

Within week:

- Briefing calls with Steve Guiton and Bev Kirshenblatt:
  - SET
  - SMTs
  - Regional MDs

Spokespersons

On the decision overall:

- 1st 24 hours: Hubert (with support from Steve, depending on decision)

- Thereafter: Hubert, Steve, Louis, Neil, Angus, Marc, Chuck + experts on particular subjects/programming issues. Judged case by case

On the issue of advertising particularly:

- Negative decision: same as above
- Positive decision: Chris Boyce and Marie-Philippe Bouchard

TÂCHES À ACCOMPLIR (par cmn institutionnelle, réseau et le réglementaire)

Briefing :

- Briefing au SET et au conseil d'administration
- Steven Guiton/Bev Kirshenblatt offrira un briefing à l'équipe de communications
- Convoquer un briefing équipe des membres du conseil des cmn et autres collègues des communications.
- Faire le suivi avec GR
- Prévoir briefing téléphonique de Steven Guiton FR et EN avec SMT et les d-rég, et gestionnaires des coms des régions dans les jours qui suivent la décision.

Documents à rédiger :

- Messages clés
- Note interne (iO! + big red)
- Communiqué de presse avec fiche technique
- Mise à jour sur le microsite du renouvellement – Big Red
- Mise à jour du doc de breffage des audiences de l'automne (servira de trousse pour la Haute direction, les gestionnaires concernés et leur équipe cmn)
- Messages clés à circuler sur TWITTER
- Mise à jour du hub des enjeux

Communications :

- Suivis avec les « influenceurs » approchés dans le cadre des audiences de l'automne dernier
- Contact avec Denis Carmel du CRTC avant la publication de la décision
- Prévoir une séance de Q&A pour préparer Hubert aux entrevues
- Vérifier disponibilité studio radio et plateau tv à MTL (ou à Ottawa) pour entrevues HTL avec journalistes de CBC/Radio-Canada
- Vérifier si Hubert est disponible pour des entrevues live le lendemain matin

RAPPEL : DEUX DEMANDES PRINCIPALES au CRTC

DEMANDE 1 : Un cadre règlementaire moderne afin que nous puissions mettre en œuvre notre stratégie sur l'ensemble de nos plateformes et nous permettre d'évoluer et de progresser avec nos auditoires, avec la technologie et avec notre environnement changeant.

POURQUOI?

- Nos licences précédentes incluaient plus de 100 « micro-règles » que nous devions respecter. Treize ans plus tard, bon nombre de ces règles ont très peu ou n'ont plus de lien avec les réalités auxquelles nous sommes confrontés. Le fardeau que représente la micro-réglementation nous empêche d'être aussi agiles et souples qu'il est nécessaire pour répondre aux besoins et aux exigences en évolution de nos auditoires.

- Dans notre demande, nous voulons une réduction des conditions de licence dans un certain nombre de secteurs (par exemple, programmation pour enfants, production régionale, documentaires). Il ne s'agit pas de réduire nos engagements pour ces genres et pour la communauté des producteurs qui en sont les auteurs. Nous n'abandonnons PAS ces genres. Cela concerne la façon dont nous offrons le service aux Canadiens.

- La Société croit que des engagements globaux et bien ciblés constituent l'approche la plus appropriée en matière de réglementation dans le nouvel environnement de la radiodiffusion. Le petit nombre de modifications que contient notre demande de 2011 – malgré les changements significatifs qui ont affectés la situation de la Société depuis son dépôt – démontrent les avantages de cette approche.

- Le CRTC a déjà adopté une approche réglementaire rationalisée pour d'autres radiodiffuseurs dans ses récentes décisions sur le renouvellement des licences. Il a mis en œuvre des exigences de programmation rationalisées grâce aux renouvellements de licences par groupe de propriété pour les télédiffuseurs privés de langue anglaise en 2011 et a accordé aux télédiffuseurs privés de langue française une souplesse de programmation dans ses décisions de renouvellement de licences plus tôt cette année

DEMANDE 2 : L'occasion de générer de nouveaux revenus afin de relever les défis financiers importants que posent la réduction de notre crédit parlementaire et la perte récente du Fonds pour l'amélioration de la programmation locale.

POURQUOI?

- La Société doit générer de nouveaux revenus pour compenser notre réduction budgétaire. Notre situation financière s'est aggravée avec la réduction de notre crédit parlementaire et la perte récente du FAPL.

- Sans de nouvelles sources de revenus, la Société fera face à des réductions de services additionnelles et à l'abandon potentiel de certains éléments de notre Stratégie 2015.

- Les projections de revenus que nous avons décrites dans notre demande sont réalistes et atteignables.

- La décision d'inclure de la publicité et des commandites sur Espace musique et CBC Radio 2 ne changera pas leur mandat de programmation.

- Espace musique et CBC Radio 2 maintiennent résolument leur engagement à remplir leurs rôles de soutien et de vitrine du meilleur de la musique canadienne, tous genres confondus, afin de demeurer un lieu de découverte pour les amateurs de musique canadienne, sur plus de plateformes que tout autre radiodiffuseur au Canada.

AUTRES CONSIDÉRATIONS SOULEVÉES L'AUTOMNE DERNIER *les plus importantes*

English Services

- Advertising on Radio 2 and Espace musique
- Regional Reflection/Production - Radio
- Regional Reflection/Production - Television
- Canadian Content
- Children's/Youth Programming
- Local Programming - Television
- Local Programming - Radio
- Terms of Trade Agreements

French Services

- Services régionaux aux CLOSM
- Annonces sur Radio 2 et Espace musique
- Ententes commerciales
- Plaintes du public

Key Message Scan – Ads on Radio 2 and Espace Musique

BACKGROUND: In anticipation of a decision by the CRTC with respect to CBC/Radio-Canada's licence renewal application, it was felt that a scan of the key messages should be conducted in order to inform the communications planning process.

The key messages contained in the summary below reflect the language contained in the following documents:

- CBC/Radio-Canada's formal application to the CRTC,

- "Official lines" as prepared by Corporate Communications in the Fall of 2012; and

- Transcript of the CRTC hearing of November 19th, 2012, including the Corporate Panel's opening remarks and Q&A.

SUMMARY OF KEY MESSAGES:

Rationale for Ads on Radio 2 and Espace Musique

- CBC/Radio-Canada is facing total public funding reductions of $115 million per year, representing 10 per cent of total appropriations.

- We have had to adjust to this major change in our financial circumstances by cutting expenses, finding new efficiencies and generating new revenues.

- We believe that introducing national advertising on Radio 2 and Espace Musique would be an effective way to raise revenues with minimal disruption to the audience base and minimal impact on the commercial radio industry as a whole.

- This is not an easy choice to make. It's a necessary choice to make.

Importance of additional revenue

- Ads on Radio 2, and Espace Musique are an integral part of the assumptions on which we have based our budget from now to 2015.

- This request to the CRTC aims to generate revenues for the whole of the services of CBC/Radio-Canada. Every single dollar that we can raise will protect content and jobs.

- If these applications are denied by the CRTC, CBC/Radio-Canada will be unable to maintain Radio 2 and Espace Musique in their existing form and will be required to pursue additional cost-cutting measures across the Corporation.

Impact on listeners

- Any minimal inconvenience which may result from the introduction of advertising on Radio 2 and Espace Musique is more than outweighed by the long-term benefit to Canadian listeners who receive and enjoy the valued Canadian programming offered by these two radio services.

- The services would not change to a commercial focus and would remain distinct.

- We have no intention of closing those radio stations down but if our request is denied they will change in format and content.

- The mandate of Radio 2 and Espace Musique would still be the same, but the services would risk losing some of their depth, like live events and the range of genres of music they feature.

- The impact of funding for Radio 2 and Espace Musique would also have a direct impact on content shared with other platforms, like Radio One/Première chaine or on SIRIUS.

- We have no intention whatsoever of putting ads on La Première Chaîne or on Radio One.

Impact on the commercial radio industry

- Approval of this application would have no material impact on the commercial radio industry.

- On sera un allié plutôt qu'un adversaire. We'll grow the pie.

- Notre présence dans l'univers média, particulièrement dans l'exécution des stratégies publicitaires du Gouvernement du Canada, le fait qu'on s'introduise dans ces marchés-là, dans les mêmes marchés que les radios communautaires, va juste permettre un meilleur accès à la stratégie publicitaire de chacun de ces marchés-là à travers le pays, particulièrement dans les marchés hors Québec.

CBC Radio-Canada Bill Chambers <bill.chambers@cbc.ca>

CRTC : DECISION

1 message

France Belisle <france.belisle@radio-canada.ca> Mon, Apr 22, 2013 at 4:48 PM
To: "Menard, Martine" <Martine.Menard@cbc.ca>, ANGUS MCKINNON <ANGUS.MCKINNON@cbc.ca>, Daniel Lauzon <daniel.lauzon@cbc.ca>, ALLISON MACLACHLAN <allison.maclachlan@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>

Bonjour,

Vous trouverez ci-joint un plan "vivant" c'est-à-dire qu'il se précisera au fur et à mesure des informations concernant la décision du CRTC.

Votre feedback est toujours apprécié.

Sachez également que je mettrai à jour le document de breffage très complet fait l'automne dernier dans le cadre des audiences. Nous serons donc en mesure de fournir une trousse très complète à la haute gestion et aux gestionnaires concernés.

France

France Belisle
Chef, Relations avec les médias et Gestion des enjeux/ Manager, Media Relations and Issues Management
france.belisle@radio-canada.ca
cell: 613.301.0552
bur: 613.288.6039

PLAN_DECISION_CRTC_FR_22AVRIL.docx
61K

CBC Radio-Canada

RENOUVELLEMENT DES LICENCES: DÉCISION

DATE: 22 avril 2013 – (V) 16h45
PRÉPARÉ PAR : Communications et affaires institutionnelles

CONTEXTE

CBC/Radio-Canada est en attente d'une décision du CRTC qui devrait venir au cours des prochaines semaines. Le présent document résume les demandes faites l'automne dernier mais sert également d'outil permettant d'établir les tâches à accomplir.

TÂCHES À ACCOMPLIR (par cmn institutionnelle, réseau et le réglementaire)

Briefing :

- Briefing au SET et au conseil d'administration
- Steven Guiton offrira un briefing à l'équipe de communications
- Convoquer un briefing équipe des cmn, conseil des cmn et autres acteurs comme Chuck Thomson, Marc Pichette, etc.
- Faire le suivi avec GR
- Prévoir briefing téléphonique de Steven Guiton FR et EN avec SMT et les d-rég. quelques jours avant la publication de la décision (inviter les MB8+ ?)

Documents à rédiger :

- Établir les messages clés à développer
- Identifier des messages clés à circuler sur TWITTER
- Mise à jour du doc de breffage des audiences de l'automne (servira de trousse pour la Haute direction, les gestionnaires concernés et leur équipe cmn)
- Note interne (iO! + big red)
- Préparation d'un communiqué de presse

Communications :

- Suivis avec les « influenceurs » approchés dans le cadre des audiences de l'automne dernier
- contact avec Denis Carmel du CRTC avant la publication de la décision
- Prévoir une séance de Q&A pour préparer Hubert aux entrevues
- Prévoir une conférence téléphonique avec les médias
- Vérifier disponibilité studio radio et plateau tv à MTL (ou à Ottawa) pour entrevues HTL avec journalistes de CBC/Radio-Canada
- Vérifier si Hubert est disponible pour des entrevues live le lendemain matin
  ***Conférence de presse n'est pas exclue selon contenu de la décision**

CBC Radio-Canada

Approche relations médias suggérée :

- Les communications institutionnelles définissent le positionnement global
- Nous dissocions clairement dans nos messages le *réglementaire* des *considérations financières/revenus*

Porte-paroles

Scénario 1 : réponse positive surtout en ce qui a trait à la pub radio

- Hubert est appelé à commenter
- Marie-Philippe Bouchard (Radio-Canada) et Chris Boyce (CBC) peuvent aussi le faire
- Les v.-p. Kirstine Stewart et Louis Lalande également
- Promotion des mêmes messages – positionnement- établi par les communications institutionnelles

Scénario 2 : réponse négative surtout en ce qui a trait à la pub radio

- Hubert est l'unique porte-parole court terme (24h ou 48h)

APPROCHE

Positive et faire preuve d'ouverture

Nous adopterons une réaction positive sans être jovialiste et accueillerons la décision avec grâce quelle qu'elle soit. Le diffuseur public a vécu plusieurs défis ces dernières années, nous avons clairement démontré notre capacité à les relever. Nous avons révisé nos méthodes de travail, révisé des structures, investit dans la technologie pour continuer à offrir un produit de qualité à un maximum de Canadiens, où et quand ils le veulent. C'est dans cet esprit que nous accueillerons la décision qui dans les faits, est celle des Canadiens qui ont démontré leur intérêt et leur attachement envers le diffuseur public tout au long du processus.

CBC Radio-Canada

CONSIDÉRATIONS D'ORDRE STRATÉGIQUE

- Si le CRTC accepte les demandes, particulièrement la pub à la radio : les médias privés seront sollicités pour réagir à la nouvelle plus que nous;

- nous serons sollicités de la part des médias externes mais pour commenter la réaction du privé –dire que l'on est content ce n'est pas vraiment intéressant- pour les médias

- Il faudra surveiller l'angle suivant, particulièrement sur les médias sociaux du genre : « Est-ce que CBC/Radio-Canada vend son âme? Que reste-t-il de la vocation publique au sens pur avec l'arrivée des pubs? »

- Étant donné que d'autres enjeux réglementaires très médiatisées sont attendues comme la demande de Sun News qui souhaite être présent sur le service de base et la demande pour les chaine ACCENTS et TV5 UNIS, une décision positive à nos demandes pourraient ne pas générer autant de couverture qu'une décision qui nous serait défavorable

- Par contre, une décision défavorable demandera une gestion des communications internes efficaces. Le lien étant fait l'automne dernier, qu'un refus du CRTC pour des pubs à la radio entraînerait des compressions

RAPPEL : DEUX DEMANDES PRINCIPALES au CRTC

DEMANDE 1 : Un cadre règlementaire moderne afin que nous puissions mettre en œuvre notre stratégie sur l'ensemble de nos plateformes et nous permettre d'évoluer et de progresser avec nos auditoires, avec la technologie et avec notre environnement changeant.

POURQUOI?

- Nos licences précédentes incluaient plus de 100 « micro-règles » que nous devions respecter. Treize ans plus tard, bon nombre de ces règles ont très peu ou n'ont plus de lien avec les réalités auxquelles nous sommes confrontés. Le fardeau que représente la micro-réglementation nous empêche d'être aussi agiles et souples qu'il est nécessaire pour répondre aux besoins et aux exigences en évolution de nos auditoires.

CBC Radio-Canada

- Dans notre demande, nous voulons une réduction des conditions de licence dans un certain nombre de secteurs (par exemple, programmation pour enfants, production régionale, documentaires). Il ne s'agit pas de réduire nos engagements pour ces genres et pour la communauté des producteurs qui en sont les auteurs. Nous n'abandonnons PAS ces genres. Cela concerne la façon dont nous offrons le service aux Canadiens.

- La Société croit que des engagements globaux et bien ciblés constituent l'approche la plus appropriée en matière de réglementation dans le nouvel environnement de la radiodiffusion. Le petit nombre de modifications que contient notre demande de 2011 – malgré les changements significatifs qui ont affectés la situation de la Société depuis son dépôt – démontrent les avantages de cette approche.

- Le CRTC a déjà adopté une approche réglementaire rationalisée pour d'autres radiodiffuseurs dans ses récentes décisions sur le renouvellement des licences. Il a mis en œuvre des exigences de programmation rationalisées grâce aux renouvellements de licences par groupe de propriété pour les télédiffuseurs privés de langue anglaise en 2011 et a accordé aux télédiffuseurs privés de langue française une souplesse de programmation dans ses décisions de renouvellement de licences plus tôt cette année

DEMANDE 2 : L'occasion de générer de nouveaux revenus afin de relever les défis financiers importants que posent la réduction de notre crédit parlementaire et la perte récente du Fonds pour l'amélioration de la programmation locale.

POURQUOI?

- La Société doit générer de nouveaux revenus pour compenser notre réduction budgétaire. Notre situation financière s'est aggravée avec la réduction de notre crédit parlementaire et la perte récente du FAPL.

- Sans de nouvelles sources de revenus, la Société fera face à des réductions de services additionnelles et à l'abandon potentiel de certains éléments de notre Stratégie 2015.

- Les projections de revenus que nous avons décrites dans notre demande sont réalistes et atteignables.

- La décision d'inclure de la publicité et des commandites sur Espace musique et CBC Radio 2 ne changera pas leur mandat de programmation.

CBC Radio-Canada

- Espace musique et CBC Radio 2 maintiennent résolument leur engagement à remplir leurs rôles de soutien et de vitrine du meilleur de la musique canadienne, tous genres confondus, afin de demeurer un lieu de découverte pour les amateurs de musique canadienne, sur plus de plateformes que tout autre radiodiffuseur au Canada.

AUTRES CONSIDÉRATIONS SOULEVÉES L'AUTOMNE DERNIER *les plus importantes*

English Services

- Advertising on Radio 2 and Espace musique
- Regional Reflection/Production - Radio
- Regional Reflection/Production - Television
- Canadian Content
- Children's/Youth Programming
- Local Programming - Television
- Local Programming - Radio
- Terms of Trade Agreements

French Services

- Services régionaux aux CLOSM
- Annonces sur Radio 2 et Espace musique
- Ententes commerciales
- Plaintes du public

CBC Radio-Canada

Key Message Scan – Ads on Radio 2 and Espace Musique

BACKGROUND: In anticipation of a decision by the CRTC with respect to CBC/Radio-Canada's licence renewal application, it was felt that a scan of the key messages should be conducted in order to inform the communications planning process.

The key messages contained in the summary below reflect the language contained in the following documents:

- CBC/Radio-Canada's formal application to the CRTC,
- "Official lines" as prepared by Corporate Communications in the Fall of 2012; and
- Transcript of the CRTC hearing of November 19th, 2012, including the Corporate Panel's opening remarks and Q&A.

SUMMARY OF KEY MESSAGES:

Rationale for Ads on Radio 2 and Espace Musique

- CBC/Radio-Canada is facing total public funding reductions of $115 million per year, representing 10 per cent of total appropriations.
- We have had to adjust to this major change in our financial circumstances by cutting expenses, finding new efficiencies and generating new revenues.
- We believe that introducing national advertising on Radio 2 and Espace Musique would be an effective way to raise revenues with minimal disruption to the audience base and minimal impact on the commercial radio industry as a whole.
- This is not an easy choice to make. It's a necessary choice to make.

Importance of additional revenue

- Ads on Radio 2, and Espace Musique are an integral part of the assumptions on which we have based our budget from now to 2015.
- This request to the CRTC aims to generate revenues for the whole of the services of CBC/Radio-Canada. Every single dollar that we can raise will protect content and jobs.

- If these applications are denied by the CRTC, CBC/Radio-Canada will be unable to maintain Radio 2 and Espace Musique in their existing form and will be required to pursue additional cost-cutting measures across the Corporation.

Impact on listeners

- Any minimal inconvenience which may result from the introduction of advertising on Radio 2 and Espace Musique is more than outweighed by the long-term benefit to Canadian listeners who receive and enjoy the valued Canadian programming offered by these two radio services.

- The services would not change to a commercial focus and would remain distinct.

- We have no intention of closing those radio stations down but if our request is denied they will change in format and content.

- The mandate of Radio 2 and Espace Musique would still be the same, but the services would risk losing some of their depth, like live events and the range of genres of music they feature.

- The impact of funding for Radio 2 and Espace Musique would also have a direct impact on content shared with other platforms, like Radio One/Première chaine or on SIRIUS.

- We have no intention whatsoever of putting ads on La Première Chaîne or on Radio One.

Impact on the commercial radio industry

- Approval of this application would have no material impact on the commercial radio industry.

- On sera un allié plutôt qu'un adversaire. We'll grow the pie.

- Notre présence dans l'univers média, particulièrement dans l'exécution des stratégies publicitaires du Gouvernement du Canada, le fait qu'on s'introduise dans ces marchés-là, dans les mêmes marchés que les radios communautaires, va juste permettre un meilleur accès à la stratégie publicitaire de chacun de ces marchés-là à travers le pays, particulièrement dans les marchés hors Québec.

CBC Radio-Canada

Bill Chambers <bill.chambers@cbc.ca>

Fwd: CRTC - Résumé des messages clés

1 message

Martine Menard <martine.menard@cbc.ca> Fri, Apr 19, 2013 at 8:46 AM
To: Bill Chambers <bill.chambers@cbc.ca>

FYI - asked Dan to do this. Just wanted to refresh our memories on what we had said on this matter. We are also preparing a coms action plan - but obviously won't be able to get into the development of products until we have content on decision.

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

-------- Forwarded message --------
From: **Daniel Lauzon** <daniel.lauzon@cbc.ca>
Date: 18 April 2013 16:56
Subject: CRTC - Résumé des messages clés
To: Martine Menard <martine.menard@cbc.ca>, France Belisle <France.Belisle@radio-canada.ca>, Angus Mckinnon <angus.mckinnon@cbc.ca>

Ci-joint, un résumé de nos messages clés de l'automne dernier.

DANIEL

--
Daniel Lauzon
Directeur, Communications stratégiques et planification
Director, Strategic Communications and Planning
Communications institutionnelles / Corporate Communications
CBC/Radio-Canada
613-288-6731 (b) : 613-716-3832 (c) : daniel.lauzon@cbc.ca

Msgs Cles_CRTC 2012_final.docx
20K

R2 ads

Messaging to date...

- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures.

- Without new revenue, CBC/Radio-Canada will be facing additional service reductions and the potential compromise of elements of our 2015 Strategy.

- The revenue projections for R2 that were outlined and approved (by the CRTC) in our application are realistic and achievable.

- The decision to add advertising and sponsorship won't change the programming mandate of CBC Radio 2 and Espace musique.

- Both CBC Radio 2 and Espace musique remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.

If asked specifically about why we would ever put forward ads on R2?

It was never our desire to go down this road but with last year's budget cut, regrettably, we had to put that scenario forward and now it's our new reality. That said, Canadians will continue to get world class content across all of our services, including R2. We have no plans to put advertising on CBC Radio One

When will listeners start hearing ads on R2
October 1st with a test run on Sep 30th with promotional spots.

Who is responsible for selling the ads?
CBC/Radio-Canada has selected CBS (Canadian Broadcast Sales) as the national rep firm to sell advertising for R2 and Espace Musique.

How often will we hear ads on R2?
It will vary from hour to hour but at the outset, we anticipate most of the ads will be heard during the two drive shows. The format will likely have two breaks an hour-one at the top of the clock and one at the bottom. Undoubtedly, we'll be adjusting as we go forward but that's where we're at today.

CBC Radio-Canada Michel Hachey <michel.hachey@radio-canada.ca>

Messages clés: Pub sur Radio2 et Espace Musique

1 message

Michel Hachey <michel.hachey@radio-canada.ca> Tue, Aug 27, 2013 at 3:49 PM
To: France Belisle <france.belisle@radio-canada.ca>

Voici la mise à jour pour tes commentaires:

ADS ON CBC RADIO 2 AND ESPACE MUSIQUE

*** Please see this press release for the latest on this file**

- Advertising on CBC Radio 2 and Espace Musique will begin in fall 2013
- CBC/Radio-Canada signed an agreement with Canadian Broadcast Sales (CBS) to represent sales for CBC Radio 2 and Espace musique. In Quebec, Espace musique will be represented by Groupe Force Radio, a CBS partner.
- The Corporation needs to generate new revenues to offset our budget cut from 2012 and other financial pressures
- Without new revenue, CBC/Radio-Canada will be facing additional service reductions and the potential compromise of elements of our 2015 Strategy.
- The revenue projections for R2 that were outlined and approved (by the CRTC) in our application are realistic and achievable.
- The decision to add advertising and sponsorship won't change the programming mandate of CBC Radio 2 and Espace musique
- Both CBC Radio 2 and Espace musique remain deeply committed to supporting and showcasing the best in Canadian music across a broad range of genres, so that they can continue to be a point of discovery for Canadian music fans – with more multi-platform music content than any other broadcaster in Canada.