



CONVERSATION TOOLKIT

SHAPING CBC/RADIO-CANADA'S FUTURE LET US KNOW WHAT YOU THINK

CBC/Radio-Canada has begun reflecting on the strategy that will carry it to 2020, and plans to release its next strategic plan early this summer. Certain questions must be addressed in the reflection process: How do we adapt to upcoming demographic shifts? Can we invest in new delivery platforms and continue to serve the traditional ones as well? At what point do we stop providing over-the-air television services? These questions, and many others, are crucial to positioning the public broadcaster for the future – a future in which Canadians must actively participate.

On May 5, we initiated a nationwide conversation about public broadcasting, our mandate, and our funding model. We'd like to hear from all participants in the Canadian media ecosystem, along with Canadians who are interested in it.

This is a defining moment. We want to know what Canadians think; what they expect of us, what they want from us, but with an eye to the future and based on the facts. We can't plan for our future without considering our [mandate](#), our financial situation, and the constantly shifting media environment. Your input, along with other conversations we've had, will contribute to our thought process, as we work to define the public broadcaster's next strategic plan.

We encourage you to start talking with those around you. We've made this toolkit available to help Canadians get the conversation going in their communities and organizations, as well as with family, friends, co-workers and neighbours.



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CONVERSATION TOOLKIT

INTRODUCTION

WELCOME TO THE CONVERSATION

CBC/Radio-Canada is beginning a transition that will determine its future. There are fundamental changes happening in the broadcasting industry, and we must make tough choices to ensure that we're able to seize opportunities and position ourselves to meet Canadians' shifting needs.

The questions we've developed in this toolkit are centred on the key issues we're facing in mapping out our next strategic plan, which will take us to 2020 and beyond. The questionnaire was developed to hear from Canadians' about the kinds of services they expect from their public broadcaster, today and in the future.

We've made this toolkit available to help you get the conversation going in your communities and organizations, as well as with family, friends, co-workers and neighbours.

PREPARING FOR YOUR CONVERSATION

- Choose the meeting type that best suits your situation: a short discussion among colleagues around a boardroom table, or a larger event with more participants.
- Determine if you have the ability and support to host anything from a full-day event, to a one hour workshop.
- Reach out to people you know, to gauge their interest in organizing and taking part in a conversation.

Remember that including people from diverse backgrounds and experiences will help foster lively, constructive dialogue.



KNOW YOUR STUFF

There are many resources available to you:

- [Speaking](#) notes for Hubert T. Lacroix, President and CEO, CBC/Radio-Canada, at the Canadian Club of Montreal, May 5, 2014
- Get the [facts](#)
- [CBC/Radio-Canada's](#) corporate website [cbc.radio-canada.ca]
- [Facts and figures](#) (PDF)
- Use the questions in this toolkit as a starting point
- Do some research on the web

SET AN AGENDA

Use the four steps below to help guide your conversation:

1. **Introduction:** Say a few words about the initiative and the meeting objectives.
2. **Discussion:** Invite participants to share their ideas and thoughts about the public broadcaster's future.
3. **Conclusion:** Thank participants for putting their time and energy into the meeting.
4. **Write up a summary** of the discussion while it's still fresh in your mind: we've included a [template](#) you can use for your summary.



THE CONVERSATION

YOU CAN TAKE IT FROM HERE . . .

To get the conversation going, refer to the questions below or create your own:

- In your opinion, how important is it for Canada to have a national public broadcaster like CBC/Radio-Canada?
- Looking forward, to 2020 and beyond . . .
 - What services do you think CBC/Radio-Canada should continue to provide in the regions?
 - e.g., Would you prefer to get your news via traditional long-form newscast, or in short form on the web?
 - e.g., Would you rather listen to music online or on traditional over-the-air radio?
 - e.g., Should we offer children's programming on traditional television or only online?
 - e.g., Would you rather watch traditional television or watch online?
 - Can CBC/Radio-Canada invest in new delivery platforms and continue to serve the traditional ones as well?
 - Do you have any other thoughts about the future of CBC/Radio-Canada?

It's important that you keep CBC/Radio-Canada's mandate and financial situation in mind, and make sure that the conversation remains focused on the future.



SHARE THE RESULTS OF YOUR CONVERSATION

USE THE SUMMARY TEMPLATE WE'VE PROVIDED:

1. Include the meeting date and location, the number of participants, participant profiles, etc.
2. After you finish your meeting, structure the information you've gathered, and write up a summary using the following as a guide:
 - **Introduction:** Provide background information about the group (who they are, where they're from).
 - **Discussion:** In bullet form, organize your notes in sections and subsections by topic (main idea, secondary ideas, etc.).
 - **Questions:** As clearly as possible, list the questions that participants asked throughout the discussion.
 - **Conclusion:** Identify your key points. Decide on five main recurring themes in the discussion, and then draft five recommendations for the public broadcaster's future. Feel free to include reactions, highlights, and other noteworthy items as well. Encourage participants to fill out the questionnaire online at CBC.Radio-Canada.ca/future and to promote it within their network.
3. Send your summary as well as pictures of your activity to liaison@cbc.ca.

CONCLUSION

Thank you for joining thousands of people across the country who are also taking part in this conversation.

We hope this kit will inspire you to lead and plan conversations in a way that best suits you and those around you.

Now it's up to you to share your ideas and opinions with us.

THANK YOU!