

# CBC/RADIO-CANADA

**RESULTS-BASED STATUS REPORT**  
**IMPLEMENTATION OF SECTION 41 OF THE**  
**OFFICIAL LANGUAGES ACT**  
**2006–07**

## General information

Federal institution: Address: Website:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, Ontario K1Y 1E4 <a href="http://www.cbc.radio-canada.ca">www.cbc.radio-canada.ca</a>
Minister responsible:	Bev Oda
Senior official responsible for implementation of Part VII of the OLA	George C.B. Smith, Senior Vice-President, Human Resources and Organization
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian radio and television programming. This programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementation of section 41:	Jules Chiasson, Manager of Relations with Francophone Communities, Regional Services 1400 René-Lévesque Blvd. East Montreal, Quebec H2L 2M2 <a href="mailto:jules_chiasson@radio-canada.ca">jules_chiasson@radio-canada.ca</a>

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## Summary of the institution's contribution to the achievement of the expected results

The most important change made last year to enable CBC/Radio-Canada to better meet the needs of the regions was its new Regional Services structure. In addition to enhancing the development of services in the regions, this brought the three media lines together under a single banner. Integration of Radio, Television and the Web provides better coverage of OLMC events and gives these official-language minority communities added visibility on our regional and national platforms.

### Summary

#### • Awareness

Restructuring: A new Regional Services structure for French Services has been developed and implemented.

National tour: Senior management visited all regions to present CBC/Radio-Canada's major strategic directions to employees.

Leaders' Forum: Over a hundred senior managers from CBC/Radio-Canada's English and French Services gathered to compare different market realities.

#### • Consultation

Regions' Panel: French Services senior management played an active role in the Regions' Panel, with discussions expanded to include radio and new-media issues.

L'Alliance des producteurs francophones du Canada: Télévision de Radio-Canada's regional programming management met regularly with members of l'Alliance des producteurs francophones du Canada.

School boards: Our departments serving the Toronto-Windsor corridor consulted school boards in southeastern Ontario.

"Dîner des huit": When Sylvain Lafrance, Executive Vice-President, French Services, and Louis Lalande, General Manager, Regional Services, were in the different regions, a business lunch (dubbed "Le dîner des huit") was organized with OLMC leaders.

Demographic profile of our audiences: Programming objectives were developed based on this data.

Independent producers in Quebec: CBC senior management met several times with members of Quebec's English-minority independent production community to present major strategic directions of CBC and hear their ideas.

Cooperation with community radio stations: Initial meetings were held. The Quebec Association of Community Radio (for English-language stations) is still waiting for funding before proceeding.

#### • Communications

Partnerships: Common guidelines on partnerships were adopted by all of French Services to ensure consistency with corporate and program positioning.

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Youth programming: Campaigns in schools across the four Western provinces promoted the radio and television youth programs deemed most relevant by the academic community.

French-language music: We supported French-language music on all our platforms, by producing and promoting events to recruit new talents, give training to develop French-language music outside Quebec and by promoting the Festival international de la chanson de Granby (several finalists come from regional singing competitions).

Youth websites: Young people received training on how to use our youth websites and archives.

- **Coordination and liaison**

IPOLC: The second year of a three-year program was conducted with Telefilm Canada, the NFB and Canadian Heritage. Two of the three projects selected last year were produced. The third and final year of the competition was launched.

Post-INPUT: In conjunction with the NFB, Post-INPUT was held in Moncton, bringing together producers, students and Radio-Canada staff to discuss the best television programs from public broadcasters around the world. Post-INPUTs were also held in Ottawa, Vancouver and Winnipeg.

Multipartite agreement: The multipartite agreement on arts and culture was implemented with the FCCF, NFB, CCA, NAC and Canadian Heritage.

Doc Shop: This development program for emerging filmmakers, which was started by the NFB and later joined by the CBC, produced six short documentaries that aired on *CBC News at Six* in summer 2006.

- **Funding and program delivery**

Cross-cultural projects: Cross-cultural projects, including youth and documentary programming, were co-produced by CBC and Radio-Canada for radio and television broadcast in the two markets.

RDI: A new approach has been implemented for covering and integrating local news into the continuous stream of information airing on RDI and the main network.

New media: A proactive approach is being implemented for developing new media to better serve Canadians wherever and whenever they want it.

Films by independent producers: Films by independent producers were televised.

- **Accountability**

Performance indicators: Following the special examination by the Office of the Auditor General, performance indicators were harmonized for all our departments (annual report, board documents, management plan, etc.).

Standing Committee on Canadian Heritage: We prepared for the review of the Canadian broadcasting industry by a Canadian Heritage committee and the CRTC with a view to the renewal of all CBC/Radio-Canada licences.

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## Detailed status report

### A. AWARENESS (In-house activities)

<b>Expected Result:</b> Ensure coherent and relevant dealings with OLMCs by all our departments			
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result	
1. Restructure French Services' Regional Services.	<ul style="list-style-type: none"> <li>➤ Creation of Regional Services.</li> <li>➤ Integration of media lines.</li> <li>➤ Creation of a position to be responsible for relations with the Canadian Francophonie.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Greater coherence among the various departments and units with regard to regional services</li> <li>➤ Better coverage of events and better coordination of our actions in the field</li> <li>➤ OLMCs have more direct access to CBC/Radio-Canada services, with the added value of the three media lines</li> </ul>	
2. National tour to present CBC/Radio-Canada's major strategic directions to employees:	Regional management and employees are aware of OLMC needs.	<ul style="list-style-type: none"> <li>➤ Coverage and productions are better adapted to OLMC needs (e.g., survey and special productions on bilingualism; coverage of the Canada Games in Whitehorse; Prix des lecteurs Radio-Canada; various activities as part of the Rendez-vous de la francophonie; etc.).</li> </ul>	
i. Tour by Executive Vice-President Sylvain Lafrance, and meetings with employees: October 13, 2006, in Moncton; October 19 in Toronto; November 14 in Quebec City; and January 29, 2007, in Vancouver;			<ul style="list-style-type: none"> <li>➤ Employees informed of the objectives of CBC/Radio-Canada's French Services.</li> </ul>
ii. Tour by Louis Lalande (General Manager, Regional Services) and			<ul style="list-style-type: none"> <li>➤ Employees informed of the new regional structure and Regional Services strategies.</li> </ul>

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<p>meetings with employees: September 1, 2006, in Moncton; September 8 in Quebec City; September 11 and 12 in Sudbury; September 14 in Toronto; September 25 in Ottawa; October 27 in Trois-Rivières; November 1 and 2 in Winnipeg; January 16, 2007, in Ottawa; January 19 in Moncton; January 22 in Regina; January 23 in Vancouver; January 24 in Calgary; January 25 in Edmonton; January 29 in Winnipeg; and February 14 in Quebec City;</p> <p>iii. Tour by the GM, Radio de Radio-Canada, Louise Lantagne, and meetings with employees: January 31, 2007, in Windsor; February 1 in Toronto; and February 2 in Sudbury.</p> <p>3. Forum bringing together over a hundred senior managers from CBC/Radio-Canada's English and French Services to compare different market realities:</p> <p>i. The sixth CBC/Radio-Canada Leaders' Forum was held in Montreal on November 14 and 15, 2006. More than 120 leaders from throughout the organization participated this year.</p>	<p>The Forum was held in Montreal in November 2006.</p>	<ul style="list-style-type: none"> <li>➤ Meetings held with OLMC leaders</li>   <li>➤ The leaders discussed the theme of "Leading the Way: Working Together for a Stronger CBC/Radio-Canada."</li> <li>➤ Better coordination of English/French services (e.g., the Ottawa station), exchange of information and cross-cultural projects</li> </ul>
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### B. CONSULTATION (Sharing of ideas and information with OLMCs)

<b>Expected Result:</b> Ensure regular dialogue with interested groups and minority communities to favour mutual understanding of realities and development priorities		
<b>Activities carried out to achieve the expected result</b>	<b>Outputs</b>	<b>Indicators to measure the expected result</b>
1. Active participation of French Services senior management in the Regions' Panel, with discussions expanded to include radio and new media issues	Two Regions' Panels held, on June 8 and 9 and November 7 and 8 in Montreal	These panels gave OLMC representatives a chance to be heard by Radio-Canada senior management.
2. Regular meetings between Télévision de Radio-Canada's regional programming management and members of l'Alliance des producteurs francophones du Canada	Meeting with l'Alliance des producteurs francophones du Canada on March 30 and 31, 2006, and APFC AGM on November 30, 2006	<ul style="list-style-type: none"> <li>➤ Three Télévision de Radio-Canada executives attended the two meetings to engage in discussions with French-speaking producers.</li> <li>➤ Independent productions were broadcast (see item E. Funding and program delivery).</li> </ul>
3. Consultations with school boards in southeastern Ontario by our departments serving the Toronto-Windsor corridor	Meetings with school boards in the Windsor area in June 2006	Discussions about community services on Radio de Radio-Canada in the Windsor area
4. When Sylvain Lafrance, Executive Vice-President, French Services, and Louis Lalande, General Manager, Regional Services, were in the different regions, a business lunch (dubbed "Le dîner des huit") was organized with OLMC leaders.	Direct contact between senior management and OLMC members	During the year, a "Dîner des huit" was held in Moncton, Sudbury, Toronto, Ottawa, Winnipeg, Regina, Edmonton and Vancouver.

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<p>5. The demographic profile of our audiences is a work tool that helps us to develop programming strategies to better reflect the English-language minority communities.</p>	<p>Work tool</p>	<p>CBC programming objectives in Quebec were developed based on this data.</p>
<p>6. Independent producers in Quebec: CBC senior management met several times with members of Quebec's English-minority independent production community to present major strategic directions and hear their ideas.</p>	<p>Four meetings between the producers and CBC TV</p>	<p>CBC senior management held a meeting with more than 300 producers in Montreal to inform them of CBC TV's new directions. Three other industry gatherings were held to promote discussion and project development.</p>
<p>7. Cooperation with community radio stations: Initial meetings were held. The Quebec Association of Community Radio (for English-language stations) is still waiting for funding before proceeding.</p>	<p>Initial meetings held</p>	<p>The Quebec Association of Community Radio is still waiting for funding before proceeding.</p>

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### C. COMMUNICATIONS (Transmission of information to OLMCs)

<b>Expected Result:</b> Promote the distinctive public service role that the Corporation plays for people all across Canada and, in a very active way, with OLMCs		
<b>Activities carried out to achieve the expected result</b>	<b>Outputs</b>	<b>Indicators to measure the expected result</b>
1. Adoption of common guidelines on partnerships by all of French Services to ensure consistency with corporate and program positioning	Structure implemented to ensure our partnerships square with corporate and program positioning	Our partnership guidelines address the areas of culture, music, film and youth.
2. Campaigns in schools in the four Western provinces to promote the radio and television youth programs deemed most relevant by the academic community	A campaign is underway to promote the TV program <i>Oniva</i> and the radio show <i>Ceci est un test</i> : banners put up in most French-language schools in the Western provinces; electronic information in most French-language schools in the Western provinces; information booths for these programs in summer festivals in the Western provinces; newspaper	Increased participation of young people in the contests and activities of the programs <i>Oniva</i> and <i>Ceci est un test</i> ; host asked to emcee youth forums and activities in the Western provinces



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<p>3. Support French-language music on all our platforms, by producing and promoting events to recruit new talents, give training to develop French-language music outside Quebec and by promoting the Festival international de la chanson de Granby (several finalists come from regional singing competitions).</p> <p>4. Train young people on how to use our youth websites and archives.</p>	<p>ads; distribution of printed promotional materials; etc.</p> <p>Production of song contest Galas and television campaign to promote the Festival international de la chanson de Granby.</p> <p>Three training sessions delivered</p>	<p>Six French-speaking performers from outside Quebec were selected to participate in the Festival international de la chanson de Granby.</p> <p>Over 1,000 students, and their teachers, did this training.</p>
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### D. COORDINATION AND LIAISON (Does not include funding – Internal coordination and liaison with other government institutions)

Expected Result: Make a powerful impact by pooling the resources and expertise of government institutions mandated to support the cultural development of OLMCs		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>1. IPOLC: Second year of a three-year program with Telefilm Canada, the NFB and Canadian Heritage. Produced two of the three projects selected last year. Launched the third and final year of the competition.</p> <p>2. In conjunction with the NFB, Post-INPUT held in Moncton, bringing together producers, students and Radio-Canada staff to discuss the best television programs from public broadcasters around the world. Post-INPUTs were also held in Ottawa, Vancouver and Winnipeg.</p>	<p>IPOLC: The competition was launched and the program is continuing this year.</p> <p>Post-INPUT: In Moncton, held by the NFB in cooperation with Radio-Canada on February 10 and 11 2007; in Ottawa, bilingual CBC/Radio-Canada Post-INPUT on March 31 and April 1; in Vancouver on January 28 in cooperation with Le Collège Educacentre; and in Winnipeg, in cooperation with Le Club de presse on</p>	<p>In early February, it was announced that two short dramas would be produced during the year: <i>Ben voyons</i>, <i>Camille</i>, written and directed by Carole Ducharme of Vancouver and produced by Witness Productions and Les Productions Rivard, of Vancouver and Winnipeg respectively; and <i>La voisine</i>, written by Pamela Gallant of Cap-Pelé and produced by Productions Phare-Est of Moncton. Also as part of the IPOLC program, on June 17, 2007, we aired the drama <i>Vie de chien</i>, written by Sylvie Peltier and produced by Les Productions Rivard.</p> <p>Over 325 television and film professionals, broadcast artists and students participated in these Post-INPUTs.</p>

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<p>3. Implemented the multipartite agreement on arts and culture with the FCCF, NFB, CCA, NAC and Canadian Heritage</p>	<p>March 24, 2007, at Collège de Saint-Boniface</p> <ul style="list-style-type: none"> <li>➤ Three working groups: singing/music on January 19; theatre on March 16; and media arts on March 28</li> <li>➤ Bilateral meeting with the FCCF and Canadian Heritage on January 30</li> </ul>	<p>An evaluation of this agreement is already underway.</p>
<p>4. Implemented the fourth edition of DocShhop, a partnership between CBC Montreal, the NFB and colleges/universities in Montreal and Ottawa.</p>	<p>Development project for emerging filmmakers in partnership with the NFB</p>	<p>The project gave 25 young people a chance to develop mini-documentaries, six of which aired on CBC Montreal.</p>

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### E. FUNDING AND PROGRAM DELIVERY

Expected Result: Improve services offered to OLMCs by deploying resources better and making use of new media		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
1. Co-production of cross-cultural projects, including youth and documentary programming, by CBC and Radio-Canada for radio and television broadcast in the two markets	CBC/Radio-Canada radio and television programming enriched by these projects	Cross-cultural projects – Television: youth = 1 project in progress and 4 projects in development; documentary = 8 projects in progress and 2 projects in development; drama = 1 project in progress and 2 projects in development. Radio: news and information = 7 projects in progress and 2 projects in development; regions = 1 project in progress; Première Chaîne = 4 projects in progress
2. New approach to covering and integrating local news into the continuous stream of information airing on RDI and the main network	A new approach to covering and integrating local news on RDI has been in place since September 2006.	Mixed reaction to this coverage approach; ongoing evaluation of the implementation of this approach
3. Proactive approach to developing new media to better serve Canadians wherever and whenever they want it	Implementation of the integration of French Services has been going on since spring 2006.	<ul style="list-style-type: none"> <li>➤ New structure for CBC/Radio-Canada's French Services in spring 2006</li> <li>➤ New regional structure for French Services, with integration of the media lines</li> <li>➤ Programming initiatives integrating the three media lines (Radio/Television/Web) already in progress</li> </ul>

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<p>4. Films by independent producers televised</p>	<p>Better visibility for films by independent producers</p>	<p>Nineteen independent films televised:  <i>Pour l'amour du country</i> by Connections Productions;  <i>Artistes dans l'âme</i> by CinImages Productions Inc.; <i>Petites vues de chez nous</i> by Cinimages Productions Inc.; <i>La sagouine</i> by Connections Productions; <i>La croisée des chemins/Crossroads</i> by Balestra Productions Inc.; <i>L'extrême frontière, l'œuvre poétique de Gérald Leblanc</i> by NFB;  <i>Léonard Forest cinéaste et poète</i> by NFB; <i>Le Matois ou L'effet Laurie Henri</i> by NFB and Bellefeuille Production Itée;  <i>Blacks Harbour au pays de la sardine</i> by Bellefeuille Production Itée; <i>Phoques—Le film</i> by Productions Phare-Est;  <i>Séquestrés</i> by Les Productions Rivard inc.; <i>Le Garage</i> by PRB Productions; <i>Trésors vivants</i> by Productions Phare-Est;  <i>Cultures et conflits/Cultures in Conflict</i> by Roger Parent and Learning and Skills Television of Alberta Ltd (Access); <i>De la source au ruisseau</i> by Les Productions Rivard inc.; <i>Le défi d'Old Crow/The Challenge in Old Crow</i> by NFB; <i>Karibuni</i> by Sharing Visions/Rêveries Inc.; <i>L'ivresse des sommets</i> by Les Productions Rivard inc.; <i>Au cœur du Festival</i> by Les Productions Rivard inc.</p>
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### F. ACCOUNTABILITY

Expected Result: Provide greater coherence in the presentation of internal and external plans and reports		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>1. Further to the special examination by the Office of the Auditor General, harmonized performance indicators for all our departments (annual report, board documents, management plan, etc.)</p> <p>2. Prepared for the review of the Canadian broadcasting industry by a Canadian Heritage committee and the CRTC with a view to the renewal of all CBC/Radio-Canada licences</p>	<p>➤ Remarks by Mr. Rabinovitch to the Standing Committee on Canadian Heritage (study on the future of the Canadian Television Fund), February 15, 2007</p> <p>➤ Remarks by Mr. Rabinovitch to the Standing Committee on Canadian Heritage (review of the Corporation's mandate), March 22, 2007</p>	<p>Simplification and clarification of key indicators for measuring our performance</p> <p><a href="http://www.cbc.radio-canada.ca/speeches/20070215.shtml">http://www.cbc.radio-canada.ca/speeches/20070215.shtml</a></p> <p><a href="http://www.cbc.radio-canada.ca/speeches/20070322.shtml">http://www.cbc.radio-canada.ca/speeches/20070322.shtml</a></p>

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	<p>➤ Remarks by Mr. Lafrance and Mr. Stursberg to the Senate Committee on Transport and Communications (study on the future of the Canadian Television Fund), March 27, 2007</p>	<p><a href="http://www.cbc.radio-canada.ca/speeches/20070327.shtml">http://www.cbc.radio-canada.ca/speeches/20070327.shtml</a></p>
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