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RESULTS-BASED STATUS REPORT IMPLEMENTATION OF CBC/RADIO-CANADA OFFICIAL LANGUAGES RESPONSIBILITIES 2008–09

General information

Federal institution: Address:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, ON K1Y 1E4
Website:	www.cbc.radio-canada.ca
Minister responsible:	The Hon. James Moore
Senior official or officials responsible for implementing Part VII of the OLA (e.g., Assistant Deputy Minister or Official Languages Champion):	Katya Laviolette, Vice-President, People and Culture
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian TV and radio programming. The programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementing section 41:	Diane Laflamme, Planning Manager, Regional Services – French Services 1400 René-Lévesque Blvd East Montreal, QC H2L 2M2 diane.laflamme@radio-canada.ca

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Summary of the Institution's Planned Contribution to the Achievement of Expected Results

The 1991 *Broadcasting Act* states that programming provided by CBC/Radio-Canada, as the national public broadcaster, should, among other things, “be in English and in French, reflecting the different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities.” CBC/Radio-Canada recognizes its responsibilities toward Canada’s OLMCs, as stipulated in the *Broadcasting Act’s* programming provisions and in section 41 of the *Official Languages Act* (OLA) as concerns non-programming operations and services. Although this report is submitted pursuant to section 41 of the OLA, in the interest of transparency and accountability it also covers activities and comments relating to CBC/Radio-Canada programming.

In addition to providing news and information to the many regions across Canada where it has a presence, CBC/Radio-Canada contributes to the development and promotion of OLMCs through the following actions:

- Production and broadcasting of regional TV and radio programs, as well as Web content
- Coverage of cultural, political, social and sports events
- Talent development
- Partnership with socio-cultural groups and events
- Acquisition and broadcasting of independent productions
- Visibility for regional communities on national networks
- Meetings and ongoing information exchange and discussion with OLMC groups and leaders
- Ongoing, direct communication with OLMCs

CBC/Radio-Canada French Services maintains a comprehensive regional presence, through its 21 regional production centres, including thirteen outside Quebec, and its 25 news bureaus, seventeen of which are outside Quebec.

In Quebec, CBC/Radio-Canada English Services delivers high-quality television and radio programming to its traditional English-speaking audience, as well as to all viewers and listeners who speak the language.

The mandate of English Services programming in Quebec is multidimensional. In response to *Broadcasting Act* programming provisions, its mandate is to:

- Reflect the issues and culture of Quebec’s English speakers and English-speaking allophones;
- Inform English-speaking Quebecers about issues, concerns and the culture of Quebec’s French-speaking majority;
- Reflect Quebec’s issues, concerns and distinct culture to English-speaking Quebecers;
- Inform audiences in the rest of Canada about attitudes and developments pertinent to Quebec;
- Reflect all of Quebec to audiences in the rest of Canada.

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Summary

- **Awareness - Communication with senior managers and employees**

All senior managers and employees were made more aware of linguistic duality and of OLMC priorities and activities in 2008–09, through the means of communication, applied both vertically and horizontally, that are described below.

The January 2008 arrival of new President and CEO Hubert T. Lacroix: the forum Challenge us!/Mettez-nous au défi! was established, bringing together 70 CBC/Radio-Canada managers and employees from across Canada; nine visits were arranged to as many cities outside Quebec, where Mr. Lacroix met with the Corporation's French- and English-speaking employees; closer relationships were forged and more cooperation was achieved among the executives of French and English Services divisions; and the Leaders' Forum now welcomes union leaders.

iO!, the new bilingual intranet portal for CBC/Radio-Canada employees, is now unquestionably the best place to go for in-house information. The portal is extremely popular, and throughout the year has made it possible to maintain a regular flow of communication and information exchange between senior management and all CBC/Radio-Canada employees. It has delivered numerous news items and communications on our activities in OLMCs and our cross-cultural projects. The various stages of the CRTC review of broadcasting services to minority communities were discussed in a series of well-supported articles.

At the meeting of the French Services Executive Council, which brings together Radio-Canada executives, there was a presentation on Regional Services and an OLMC representative was invited to sit on the Panel des passionnés de Radio-Canada. It should be noted that, since autumn 2008, French Services Executive Vice-President Sylvain Lafrance has been holding a monthly conference call with over 300 senior managers to provide updates on issues of the day and respond to the questions and concerns raised by participants across Canada. After the call, the newsletter Questions de l'heure, which summarizes the conference call, is emailed to Radio-Canada senior managers, who are asked to convey any relevant information to their own teams.

During Salut aux talents!, an employee recognition activity that draws a great deal of in-house attention, Mr. Lafrance added the Vice-President's Special Award for 2008 to the Prix des lecteurs de Radio-Canada, which recognizes and highlights French Canadian literary productions outside Quebec from coast to coast, on all our platforms.

- **Consultation**

In 2008–09, CBC/Radio-Canada strengthened its consultation and support strategy for the public service it provides to French-speaking communities outside Quebec, by means of the following activities:

During his travels to date in all Canadian provinces, President and CEO Hubert T. Lacroix this year took part in six receptions in as many Canadian cities. The receptions were held for community representatives, including representatives of English, French, Aboriginal and cultural communities, and provided an excellent forum for dialogue among senior managers and OLMC residents.

Two Regions' Panels, which constitute a forum for dialogue on regional programming and networks, were again organized this year. Eleven of the fourteen panel members were from OLMCs. With each Panel, the discussions and dialogue have become increasingly in-depth and

CBC/RADIO-CANADA

constructive. More front-line program managers are also being invited to take part; their participation raises their awareness of and commitment to OLMCs .

As they do each year, the French Services and Regional Services management teams took part in over fifty official meetings with OLMC representatives and groups across Canada, in order to gain a better understanding of their aspirations and engage in dialogue on the services Radio-Canada provides.

Radio-Canada was more proactive in initiating a number of meetings with representatives of national OLMC groups on concerns, issues and joint projects, including distribution, Radio-Canada Musique, announcements regarding the financial recovery plan, and so on. The meetings contributed to enhancing the climate of trust.

The Cultural Communities Panel was established and met in Toronto, in order to make itself known to those cultural communities and determine their French programming needs.

CBC continued meeting with representatives of various English-speaking groups in Quebec, and maintains ties with over fifty organizations and institutions in Quebec.

Regular consultation activities, such as the Editorial Boards and Community Advisory Group, which are made up of community group representatives, make it possible for CBC artisans in Quebec to come into contact with community organizations and identify their priority needs in order to serve them more effectively.

CBC Partnerships is deploying a Diversity database of several hundred local non-profit organizations for the Montreal Region, which will serve as a foundation for ongoing community outreach and development for the coming year and more.

Independent productions: CBC/Radio-Canada maintains close ties with and supports regional independent producers in the production of documentaries, program series and variety shows. Through development projects like *Belle-Baie* and *Pour un soir seulement*, which revitalize communities, CBC/Radio-Canada plays a role in developing emerging artists and contributes to expanding the French-language television industry outside Quebec.

In addition to using BBM and Webtrends survey data, Radio-Canada invests in its own surveys to meet OLMC needs more effectively.

Given the nature of their work, which is outward-looking, CBC/Radio-Canada employees in minority regions are not only personally involved but are also in constant touch with the needs of citizens and groups in their communities.

• **Communications**

Direct communication:

The French Services Executive Vice-President's team has created a newsletter entitled *La Molécule*, which is mailed out three times a year to key Francophone leaders in Canada.

In response to the CRTC hearings on broadcasting services in minority communities, French Services Executive Vice-President Sylvain Lafrance sent out a special newsletter, entitled *Radio-Canada au service des communautés francophones minoritaires au pays*, to key OLMC groups and leaders.

These initiatives are in addition to the regular and direct communications already emailed to the distribution list of OLMC representatives and organizations.

I-Wire, the monthly email newsletter created last year, made it possible for CBC Montreal to keep English-minority independent producers informed of issues of interest to them.

CBC/RADIO-CANADA

Meetings of the Editorial Boards and Community Advisory Group provide a forum for information exchange.

Program promotion: Advertising in regional newspapers, cross-promotion of our programming on the radio, television and the Web, press releases sent out to regional media at the start of the season and when necessary to publicize Radio-Canada initiatives, promotion of Radio-Canada's regional websites (seven of fourteen sites serve OLMCs), promotion booths, distribution of promotional material at public events, and so on. It should be noted that, in 2008, the new name for Radio-Canada Atlantique, Radio-Canada Acadie, was launched publicly at the start of the season.

CBC/Radio-Canada was a major partner in a variety of events, including the 400th Anniversary of Quebec City in 2008, with a summer-long presence and visibility at Espace 400^e, and the August 15 show *La belle rencontre Acadie-Québec*. As part of the 400th Anniversary celebrations, Radio-Canada was also a partner in Francoforce, the French-speaking artists' Canada-wide tour managed by FCCF, in cooperation with FCFA. Once again, Radio-Canada was a partner in Coup de cœur francophone in autumn 2008 and the Rendez-vous de la francophonie in March 2009, as well as working with some 300 OLMC groups and events during the year.

- **Coordination and liaison**

Multipartite agreement: Radio-Canada is continuing to apply the multipartite agreement on the development of arts and culture with FCCF and its member organizations, the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage. Signature of the renewed agreement is pending.

CBC/Radio-Canada has continued working with a variety of federal partners towards achieving common goals concerning the development of OLMCs in the area of arts and culture:

National Film Board

In cooperation with the NFB, Radio-Canada Acadie has implemented several projects to support the development of emerging artists, including Post-INPUT Acadie, AnimAcadie and the Tremplin project. Our partnership with the NFB also led to the launch of the second season of Belle-Baie, and Acadian drama series, in E-Cinema theatres in New Brunswick.

Doc Shop IV: This development program for emerging filmmakers, which was initiated by the NFB and later joined by CBC/Radio-Canada, enabled 25 film and communications students to make documentaries, eight of which aired on CBC Montreal television.

National Arts Centre

Among other partnerships with the NAC, Radio-Canada Ottawa-Gatineau airs a number of shows from the series Les Vendredis de la chanson francophone on Première Chaîne, providing a stage and a professional environment for emerging singers in Ontario.

The IPOLC program, which provided support for independent auteur filmmakers, directors and producers outside Quebec in conjunction with Telefilm Canada, the NFB and Canadian Heritage, ended positively.

Canada Council for the Arts

In conjunction with the Canada Council for the Arts and Air Canada's *enRoute* magazine, the Corporation once again organized the CBC Literary Awards / Prix littéraires Radio-Canada, the only Canadian literary competition that rewards original, unpublished works in both official languages.

CBC/RADIO-CANADA

- **Program funding and delivery**

Funding:

Through sound management in a difficult economic climate that arose during the year, and with additional internal funding for specific projects – from the cross-cultural fund and President’s Fund – CBC/Radio-Canada’s performance in delivering programs to OLMCs in 2008–09 has been extremely positive.

Since the CRTC announced in autumn 2008 that the Local Programming Improvement Fund (LPIF), funded by BDUs (broadcast distribution undertakings), was being created, CBC/Radio-Canada has continued to approach the appropriate decision-makers to access its fair share of available funding.

CBC/Radio-Canada continued to suggest a variety of solutions to meet growing expectations and to maximize taxpayers’ investment in public broadcasting, particularly with regard to accessing subscription revenues and obtaining multi-year funding.

On March 25, 2009, CBC/Radio-Canada put forward a financial recovery plan for 2009–10, with measures to be gradually implemented over the year.

Program delivery in 2008–09: The regional roots of OLMC programming have been enhanced on all platforms. The OLMCs’ regional presence on national radio and television networks has improved in quality, reputation and tangible benefits for the communities that are being reflected and visited. Partnerships have been maintained, to the very great satisfaction of the partners, who rely on our commitment year after year.

DTH TV signal distribution: in order to ensure that all Canadians have access to their regional programming, CBC/Radio-Canada leaders have been very active in approaching decision-makers to have its regional public television signal distributed.

- **Accountability**

Action plan: CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement its official languages responsibilities.

Status report: CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved in implementing its official languages responsibilities for non-programming activities and services.

The study by the Official Languages Commissioner entitled *The Place of French on the Air and Production in a Minority Context* and the CRTC hearings on broadcasting in minority communities provided two significant, and public, opportunities for CBC/Radio-Canada to account for its activities regarding OLMCs.

Each year, CBC/Radio-Canada submits an annual report to the government and an annual report to the CRTC on its licence conditions. Those reports cover its activities in the regions, including linguistic minority regions.

Evaluations and internal audits: Follow-ups, evaluations and internal audits of CBC/Radio-Canada’s services and programming, which are an integral part of our management processes and practices, are conducted regularly and take into account how they promote the development and vitality of OLMCs.

Detailed status report

A. AWARENESS (In-house activities)

[Training, information, orientation, awareness and communication activities carried out **in-house** in order to educate employees and/or senior managers of the Corporation about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; taking the viewpoint of OLMCs into account during in-house research, studies and investigations.]

Expected result:

Creation of lasting changes in CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Communication with senior managers and employees: Continue applying the means of communication currently used with senior managers and employees to raise their awareness of linguistic duality and the priorities of OLMCs.</p>		
<p>1. Challenge us!/Mettez-nous au défi! To support the Senior Executive Team (SET) in setting strategic directions for CBC/Radio-Canada, President and CEO Hubert T. Lacroix established a forum of 70 English- and French-speaking managers and employees representing all parts of Canada, all employment levels, a variety of positions, the unions, and a range of age groups and seniority. Thirteen percent of forum participants were employees of French Services in minority communities. The group came together for two and a half days, from May 25 to 28, 2008, to gain an understanding of and discuss the issues and challenges facing CBC/Radio-Canada, and to establish priorities for future action.</p>	<p>Managers and employees more aware of linguistic duality, and of issues and concerns in the regions and OLMCs.</p>	<p>Mettez-nous au défi!/Challenge us! provided an extraordinary opportunity for official and unofficial dialogue among participants. For some, it was a first foray into the world of linguistic duality and of the Corporation's regional characteristics. The priorities established were presented by two bilingual employees from the Leaders' Forum held in November of last year:</p> <p>"The regions will be full partners, and will no longer be relegated to the peripheries of major cities. A vision for an integrated Corporation: We will cooperate, exchange information, engage in dialogue and help one another – while respecting the realities of individual markets and the realities of the sectors serving them."</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>2. The Leaders' Forum, held on November 12 and 13, 2008 in Toronto, is the annual meeting of French Services, English Services and corporate executives and senior managers. This year, union leaders were invited as well.</p> <p>3. More integrated management structure at CBC/Radio-Canada: From the very start of "his" first programming season in September 2008, President and CEO Hubert T. Lacroix created and chaired a programming committee comprising the English Services Executive VP Richard Strusberg, French Services Executive VP Sylvain Lafrance, and a number of programming and regional executives from French Services and English Services.</p> <p>In addition to frequent contacts initiated by the two media line VPs, a representative of each sector takes part in the weekly meetings of French Services' and English Services' individual executive committees. Louis Lalande (Executive Director, Regional Services – French Services) sits on the English Services Executive Committee, chaired by Richard Strusberg, while Mark Starowicz (Executive Director, Documentary Programming – English Services) sits on the French Services Executive Committee, chaired by Sylvain Lafrance.</p> <p>Patricia Pleszczynska (Regional Director, English Radio and Television for the Quebec Region – English Services) chairs the Cross-Cultural Project Funding Allocation Committee, a vehicle for information exchange and familiarization among English and French network decision-makers.</p> <p>In the spring of 2008, CBC's regional centre in Quebec gave French Services divisions in Montreal a presentation on the CBC's approach to community partnerships.</p>	<p>Strengthen the spirit of cooperation between French Services and English Services.</p> <p>Improve CBC/Radio-Canada services in the regions.</p>	<p>During the year, members of the French and English Services management teams, which varied with the programming sectors under discussion, came together for six meetings to exchange information on common projects.</p> <p>PowerPoint presentation entitled <i>CBC's Community Partnerships – For Sustainable Relations and Visibility in the Community.</i></p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>4. Communications with employees</p> <p>Meetings with employees: Members of the SET – Hubert. T. Lacroix, President and CEO; Sylvain Lafrance, Executive Vice-President, French Services; and Louis Lalande, Executive Director, Regional Services – held a series of meetings to discuss the Corporation’s plans and services, including implementation of section 41 of the <i>Official Languages Act</i>, with employees in the regions. In the winter of 2009, fewer trips were made to the regions for meetings with employees because the agenda was taken up with the financial recovery plan.</p>		<p>Meetings with employees in the regions:</p> <p>11.04.08: Executive Director, Regional Services met with employees in Regina</p> <p>16.04.08: CEO met with employees in Ottawa</p> <p>23.04.08: Executive VP met with employees in Toronto</p> <p>10.09.08: CEO met with employees in Edmonton</p> <p>11.09.08: CEO met with employees in Regina</p> <p>22.09.08: CEO met with employees in Halifax</p> <p>24.09.08: CEO met with employees in Charlottetown</p> <p>15.10.08: CEO met with employees in St. John's, Newfoundland</p> <p>23.10.08: Executive Director, Regional Services met with French Services employees in Vancouver</p> <p>05.11.08: CEO met with employees in Moncton</p> <p>06.11.08: CEO met with employees in Fredericton, New Brunswick</p> <p>07.11.08: CEO met with employees in St. John, New Brunswick</p> <p>05.02.09: Executive Director, Regional Services met with French Services employees at the Halifax station</p> <p>20.02.09: Executive Director, Regional Services met with French Services employees at the Winnipeg station</p> <p>09.03.09: The new VP, People and Culture and Official Languages Champion for CBC/Radio-Canada met with employees in Moncton</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Communications with employees (cont'd)</p> <p>iO!, CBC/Radio-Canada's intranet portal, was launched in the winter of 2008 and took off in 2008–09. In addition to providing a range of personalized communication services for employees, the new portal has enabled regular communication between senior management and all CBC/Radio-Canada employees. It delivers regular communications in both official languages from President and CEO Hubert. T. Lacroix and media line EVPs Sylvain Lafrance and Richard Strusberg, as well as news about CBC/Radio-Canada activities in OLMCs and in the Corporation's other linguistic arm. In-house, iO! has quickly become the best place to go for information on CBC/Radio-Canada's in-house and external activities.</p>	<p>Employees better informed on the strategic direction of CBC/Radio-Canada, French Services and English Services, and on CBC/Radio-Canada's activities in OLMCs.</p>	<p>29.01.09: Videoconference by Sylvain Lafrance, with all French Services employees in Canada – update on the Corporation's financial situation</p> <p>25.03.09: Presentation of Financial Renewal Plan 11:45 a.m.: Videoconference/conference call, simultaneously in both official languages, with all CBC/Radio-Canada employees across Canada – Hubert T. Lacroix presented CBC/Radio-Canada's guidelines and overall plan, while the two media line EVPs outlined the guidelines and overall plans for French Services and English Services. After the presentations, employees were given time for questions.</p> <p>2:30 p.m.: Conference call with all CBC/Radio-Canada Regional Services employees across Canada – the first such call, which brought together over 1,000 employees; the Executive Director, Regional Services provided details on the financial recovery plan for radio and television services in the regions. Employees were then given time for questions.</p> <p>Over twenty articles on OLMCs, linguistic duality and cross-cultural projects at CBC/Radio-Canada were published on iO! in 2008–09, including: April to June: Mettez-nous au défi!/Challenge us! 28.05.08: La Francoforce, a Radio-Canada partnership to promote French language and culture (rolled out on May 29, in St. Boniface). 18.06.08: starting on Monday, from Vancouver on Première Chaîne: the show Ailleurs c'est ici.</p> <p>20.10.08: CRTC was seeking the public's comments on broadcasting services to minority communities. On 13.01.09, CBC/Radio-Canada focused on production and distribution in its presentation before the CRTC. The portal contains links to useful sites and documents, including the comments submitted by CBC/Radio-Canada on November 20, 2008. 09.02.09: 40th Festival du Voyageur, St. Boniface, an event that takes audiences West 24.02.09: One year before the Olympic Games in Vancouver, the CBC/Radio-Canada team excels at Whistler</p>

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<p>iO!, CBC/Radio-Canada's intranet portal (cont'd)</p> <p>5. The 6th meeting of the French Services Executive Council, which brings together senior Radio-Canada managers from all parts of Canada, was held in Montreal on June 9 and 10, 2008. As usual, there was a presentation on Regional Services. An OLMC representative joined the "Panel des passionnés de Radio-Canada," charged with making open and frank recommendations for the future to Radio-Canada's senior managers and programming decision-makers. Since 2008–09 was a very full year, particularly with the CRTC hearings on broadcasting services in minority communities and the Corporation's financial recovery plan, it proved impossible to hold two Council meetings.</p>	<p>Senior and other managers more aware of regional and OLMC issues.</p>	<p>March: series of articles on Radio-Canada as key player in French-speaking Canada</p> <p>05.03.09: Prix littéraires Radio-Canada/CBC Literary Awards (cross-cultural project)</p> <p>18.03.09: The program <i>C'est ça la vie</i>: a noteworthy visit to Acadia (CEO's regional development fund)</p> <p>20.03.09: Pleins feux sur Gabrielle Roy à Radio-Canada: the spotlight is turned on Franco-Manitoban author Gabrielle Roy, to mark the year she would have turned 100</p> <p>23.03.09: Toronto la mosaïque, a cross-cultural project on Toronto's multicultural environment</p> <p>27.03.09: Launch of the Prix des lecteurs Radio-Canada 2009, a national competition to promote French-speaking authors outside Quebec</p> <p>31.03.09: On April 6, start of the second season of the Acadian drama series <i>Belle-Baie</i></p> <p>As of March 26, 2009, employees have a link to "CBC/Radio-Canada's financial update" on iO!, a section with details and the latest information on the Corporation's financial situation, by sector and by region.</p> <p>An electronic questionnaire completed at the end of the meeting showed that, once again this year, over 90% participants were satisfied with the meeting's proceedings and content.</p>
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<p>Since autumn 2008, Sylvain Lafrance, Executive Vice-President, French Services has been holding a <u>monthly conference call</u> with over 300 senior managers to provide updates on issues of the day and respond to the questions and concerns raised by participants across Canada. After the call, <u>the newsletter <i>Questions de l'heure</i></u>, which summarizes the conference call, is emailed to Radio-Canada senior managers, who are asked to convey any relevant information to their own teams.</p> <p>6. The annual planning exercise includes visits by Regional Services regional executives to regional services management teams. This year, the Human Resources management team was invited to take part.</p> <p>Weekly conference call with Regional Services head office and regional executives, and several face-to-face meetings a year, generally around Regions' Panel meetings.</p> <p>7. Salut aux talents! – recognition program for French Services employees</p> <ul style="list-style-type: none"> ▪ The selection committee, on which employees from the networks and regions are equitably represented, identified three finalists: <i>C'est ça la vie</i> in the cooperation category, the video clip of a song by Ariane Jean, directed in Winnipeg, in the creativity category, and the transformation of the Western editions of <i>Téléjournal</i> in the public values category. ▪ On June 11, during the winner announcement ceremony – which employees were able to follow live in-house on iO!) – the Executive Vice-President, French Services added the VP's special award to the Prix des lecteurs de Radio-Canada. The competition, which started in 2000 and has been run across Canada since 2007, helps the public discover works by French-Canadian authors living outside Quebec. 	<p>Provides executives with an overview and better knowledge of the internal and external issues and challenges specific to the regional visited.</p> <p>Regular forum for information exchange and follow-up on issues.</p> <p>In-house visibility for Radio-Canada Regional Services artisans, productions and initiatives that have had a particular impact in OLMCs.</p>	<p>21-23.10.08: in Vancouver with executives from the West</p> <p>14.11.08: in Toronto with executives from Ontario</p> <p>19.11.08: in Moncton with executives from Acadia</p> <p>27.11.08: in Ottawa with executives from Ottawa-Gatineau</p> <p>As part of the Salut aux talents! 2008 competition, a number of Radio-Canada artisans, productions and initiatives in OLMCs were highlighted in internal communications and tributes.</p>
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CBC/RADIO-CANADA

Detailed status report

B. CONSULTATION (Sharing ideas and information with OLMCs)

[Activities (e.g., committees, discussions, meetings) through which the Corporation consults the OLMCs and engages in dialogue with them to identify their needs and priorities and to understand potential impacts on their development; activities (e.g., round tables and working groups) to explore possibilities for cooperation within the Corporation's existing mandate or in developing new programs or policies; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by regional offices to determine their concerns and needs.]

Expected result:

Creation of lasting changes in CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
Continue implementing the Corporation's consulting and support strategy for French-speaking communities outside Quebec		
1. As soon as he took up his position on January 3, 2008, CBC/Radio-Canada President and CEO Hubert T. Lacroix quickly began a tour of Canada. Board of Directors' meetings and other activities took him to all Canadian provinces , except Yukon and NWT, which are on his agenda for 2009–10.	Direct access, information exchange and dialogue between members of the communities and CBC/Radio-Canada senior management.	<p>13.05.08: Reception in Quebec City, with representatives of the French- and English-speaking communities – CEO</p> <p>11.09.08: Reception in Regina, with representatives of the English- and French-speaking communities – CEO</p> <p>23.09.08: Reception in Charlottetown, with representatives of the English- and French-speaking communities – CEO and Executive VP, French Services</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>For each visit, Mr. Lacroix' schedule included visiting the Corporation's production facilities and meeting with English- and French-speaking employees. At almost all venues, Mr. Lacroix attended a reception to which community representatives from English-speaking, French-speaking, Aboriginal, cultural and other communities were also invited. Mr. Lacroix also took the opportunity to give interviews to the local media. He made fewer visits to the regions during the winter of 2009, because so much of his time was taken up with the Corporation's financial recovery plan.</p> <p>2. The Executive VP, French Services, Executive Director, Regional Services members of the Radio-Canada management team met with community and group representatives during their visits to the regions.</p>	<p>Better understanding of expectations and issues specific to the community.</p> <p>Direct access, information exchange and dialogue between members of the communities and CBC/Radio-Canada senior management.</p> <p>Better understanding of expectations and issues particular to the community.</p>	<p>15.10.08: Reception in St. John's, Newfoundland, with representatives of the English- and French-speaking communities – CEO</p> <p>05.11.08: Reception in Moncton, with representatives of the English- and French-speaking communities and evening performance as part of Francofête – CEO</p> <p>06.11.08: Reception in Fredericton, with representatives of the English- and French-speaking communities – CEO</p> <p>10.04.08: Presentation and discussion with the French-speaking community in Regina – Executive Director, Regional Services</p> <p>22.04.08: Meeting with community leaders in Toronto – Executive VP</p> <p>03.05.08: Participation by the Executive Director, Radio française in the show <i>Soirée des Éloizes</i>, in Charlottetown</p> <p>July 2008 – Tour of New Brunswick by the Executive Director, Regional Services:</p> <p>14.07.08 in Moncton: Reception for Bastille Day, France's national holiday, with representatives of the English- and French-speaking communities</p> <p>15.07.08 in Caraquet: Shooting of the drama series <i>Belle-Baie</i></p> <p>16.07.08 in Tracadie-Sheila: Tour of Ciné Atlantik, a film, video and television production studio</p> <p>16.07.08 in Caraquet: Meeting with the Chairman of the Board of the World Acadian Congress, to be held in the Acadian Peninsula in August 2009</p> <p>07.10.08: Meeting between the Espace musique Director Christiane Leblanc and representatives of the French-speaking community in Moncton on the subject of Radio-Canada Musique</p> <p>19 .02.09: Meeting with community representatives in Winnipeg – Executive Director, Regional Services</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>3. Two Regions' Panels were held at French Services. The 13th Panel was held in Quebec City on April 30 to May 2, 2008, while the 14th was held in Montreal on November 5 to 7, 2008. At the start of the Panel, which is chaired by the Executive Director, Regional Services, the French Services Executive VP always sets aside time for dialogue. He dropped in at the autumn 2008 Panel to greet members. He was accompanied by Richard Strusberg, his counterpart at English Services, who addressed the Panel in French.</p> <p>4. At the French Services Executive Council meeting, held in June 2008, an OLMC representative – a members of the Regions' Panel – was invited to join the Panel des passionnés de Radio-Canada, whose task was to make open and frank recommendations for the future to Radio-Canada's senior managers and programming decision-makers.</p> <p>5. Regional Services maintained a presence at the AGMs of OLMC national organizations. Between those statutory meetings, Regional Services is accessible to and in touch with national organizations, and to all the people they represent in the regions.</p>	<p>More enriching and constructive dialogue and discussion. A management team and front-line managers that are more aware and have a better understanding of regional and OLMCs' concerns.</p> <p>Attended the meetings of over 30 national and regional OLMC groups.</p> <p>Climate of trust is starting to be established between national organizations and Regional Services.</p> <p>More regular and frequent communication and information exchange.</p>	<p>Eleven of the fourteen Panel members are from OLMCs, while four of Radio-Canada's regional directors on the Panel operate in OLMCs.</p> <p>With each Panel, the discussions and dialogue have become increasingly in-depth. More front-line program managers are also being invited to take part.</p> <p>At the end of each Panel, members complete a Panel evaluation questionnaire. This helps enhance Panel meetings.</p> <p>31.05.08 in Tracadie-Sheila: ARC Gala – partnership</p> <p>05.06.08 in Ottawa: proactive meetings with FCCF and FCFA to announce the Radio-Canada Musique initiative and discuss the common issue of DTH distribution of Radio-Canada's regional TV services</p> <p>14.06.08 in Quebec City: AGM of FCFA</p> <p>16.06.08 in Vancouver: AGM of FCCF</p> <p>02.10.08 in Quebec City: ACELF Gala – partnership</p> <p>24.03.09 the day before the Corporation's financial recovery plan was announced to employees and the general public: special, confidential conference call with FCFA and FCCF representatives on cuts in the regions – Executive Director, Regional Services and Regional Communications Manager</p>

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Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>6. Regional executives were present at the AGMs of OLMC groups. Regional executives are accessible to and in touch with groups and citizens in the regions.</p>	<p>Ongoing communication between groups and regional executives has become established over the years</p>	<p>CBC Regional Services in Quebec takes part in the meetings of a number of associations representing English-speaking communities, including:</p> <ul style="list-style-type: none"> ▪ Townshippers' Association ▪ Quebec Community Groups Network ▪ Quebec Literary and Historical Society ▪ Foundation of Greater Montreal <p>At the weekly Regional Services meetings, regional executives update participants on their meetings with the community. Below are some examples of the AGMs and other meetings of major organizations across Canada attended:</p> <p>Acadia</p> <ul style="list-style-type: none"> ▪ SNA – Société Nationale de l'Acadie ▪ FANE – Fédération acadienne de la Nouvelle-Écosse ▪ SAANB – Société des Acadiens et Acadiennes du Nouveau-Brunswick ▪ SSTA – Société St-Thomas d'Acquin, Prince Edward Island ▪ FFTNL – Fédération des francophones de Terre-Neuve et Labrador <p>Ontario</p> <ul style="list-style-type: none"> ▪ Centre francophone de Toronto ▪ Canadian Club of Toronto ▪ ACFO-Toronto and AFO ▪ Association des francophones du Nord-Ouest de l'Ontario ▪ Carrefour francophone de Sudbury ▪ Northwestern Ontario Municipal Association ▪ Association des conseils scolaires de langue française de l'Ontario

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Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><i>Presence at AGMs of OLMC groups (cont'd)</i></p> <p>7. Creation of the Panel des communautés culturelles in Toronto, an advisory group on French programming</p> <p>8. In OLMCs where French speaker sampling is not sufficient to provide reliable BBM audience data, Radio-Canada invests in specific surveys to learn about the media consumption of French-speakers in those markets outside Quebec.</p>	<p>First meeting/discussion between French-speaking cultural communities in Toronto and Radio-Canada to describe and explain Radio-Canada's mandate and listen to the communities' concerns and expectations.</p> <p>Better knowledge of the habits and needs of the French-speaking audience in Nova Scotia, and avenues for improving our services.</p>	<p>West</p> <ul style="list-style-type: none"> ▪ Société franco-manitobaine ▪ Conseil de développement économique des municipalités bilingues du Manitoba ▪ Association des juristes d'expression française du Manitoba ▪ Assemblée communautaire fransaskoise (ACF) ▪ Conseil culturel fransaskois (CCF) ▪ Conseil de la coopération de la Saskatchewan (CCS) ▪ Association canadienne-française de Regina (ACFR) ▪ Société historique de la Saskatchewan ▪ Regroupement des artistes francophones de l'Alberta (RAFA) ▪ Association canadienne-française de l'Alberta (ACFA) ▪ Fédération des francophones de la Colombie-Britannique ▪ Association franco-yukonnaise ▪ Rendez-vous des Présidents de la Fédération des francophones de la Colombie-Britannique <p>21.10.08: first successful meeting of the Panel des communautés culturelles, which is made up of representatives of a variety of cultural organizations.</p> <p>In 2008, a qualitative study was carried out among French speakers in Nova Scotia to explore their perceptions of Radio-Canada's Première Chaîne network, their media consumption, their expectations of radio, the programs they listen to, and how much they enjoy those programs.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>9. French Services and Regional Services representatives also continued to play an active role in the annual meetings of thematic working groups coordinated by Canadian Heritage</p> <p>10. Independent productions</p> <p>Radio-Canada: In addition to attending the annual meeting of the Working Group on Media Arts, Radio-Canada met with APFC on May 8, 2008 and took part in a panel at the FRIC AGM on November 4, 2008. During the year, the Corporation meets regularly with independent producers. The Regional Services Programming Committee meets regularly to assess independent producers' projects.</p>	<p>Forum for information exchange and discussion on issues specific to certain sectors, and for the establishment of partnerships that support OLMC development.</p> <p>Greater awareness of OLMC needs and partnership possibilities with OLMCs for management team of Radio-Canada Musique, the new entity, in conjunction with regional stations.</p> <p>Regular meetings with APFC and independent producers during the year.</p> <p>Development projects that contribute to the growth of the French-language television industry outside Quebec.</p>	<ul style="list-style-type: none"> ▪ 12.12.08 in Ottawa: Working Group on Publishing, with RECF and other publishing groups ▪ 23.02.09 in Montreal: Working Group on Media Arts, with APFC, FRIC and other stakeholders in the television and film production industries. A follow-up conference call took place on November 13, 2008. ▪ 19.03.09 in Ottawa: Working Group on Song and Music, with ANIM and other song and music organizations. A report on Radio-Canada's song- and music-related activities with and for OLMCs in 2008–09 was submitted. <p>In 2008–09, many independent productions made with some dozen independent OLMC producers aired on Télévision de Radio-Canada, RDI and ARTV. They included:</p> <ul style="list-style-type: none"> ▪ Drama series: <i>Belle Baie</i> and the IPOLC project <i>Bon voyons Camille</i> ▪ Arts and variety programs: the series <i>Pour l'amour du country</i> and <i>Pour un soir seulement</i>; the shows <i>Francophonie remixée</i> and <i>La belle rencontre Acadie-Québec</i>; the documentaries <i>40^e du Gala de la chanson de Caraquet</i>, <i>Cayouche à Paris</i>, <i>Cœurs batailleurs</i>, <i>Bobby d'Atholville</i>, <i>Marie-Hélène Allain en dialogue avec la pierre</i>, <i>Suzie LeBlanc</i>, and others ▪ Documentaries: the series <i>La croisée des chemins</i>, <i>109</i>, <i>En quoi tu crois?</i>, <i>Petites vues de chez nous</i>, <i>Peu importe l'âge</i>, <i>Épouses de guerres oubliées</i>, <i>Faim d'un pays</i>, and others

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>CBC Montreal works with independent producers in project development, pitch support and production.</p> <p>Owing to his previous activities, English Services Executive VP Richard Strusberg has been well known in Quebec's English production industry for some years, and when necessary continues in his new role at CBC to maintain direct relationships with producers.</p> <p>11. CBC Montreal partnered with the Quebec Community Groups Network to release and promote the QCGN Youth Conference and Youth Plan aimed at making sure young English speakers know about and have access to the services and resources in the community needed to integrate more fully into Quebec society. CBC developed a web portal (<i>cbc.ca/youngquebec</i>) and provided hosts and coverage for both activities.</p> <p>12. Editorial boards and Community Advisory Group The Partnerships Manager working for CBC Montreal organises monthly editorial boards. Begun in 2004, CBC editorial boards have welcomed hundreds of Montreal's community leaders to the CBC to discuss the issues, stories and people in their communities with CBC, R-C and RCI employees. The initial focus was on ethnic communities (Muslim, Black and Asian) and has grown to include topical priorities (health, education, environment and sports).</p> <p>Each attendee becomes part of a Community Advisory Group (CAG), with which we remain in regular contact both to provide and to receive information.</p>	<p>We facilitate relationships between the local production community and network programmers.</p> <p>CBC more aware of the needs and aspirations of young English speakers in Quebec.</p> <p>Increase our knowledge and understanding of important issues from the community's perspective.</p> <p>Develop relationships with important constituencies and stakeholders in the community.</p> <p>Enable CBC to be more responsive and reflective of the communities in which we live and in our on-air efforts.</p>	<p>We make use of our Regional Program Development Fund (RPDF) to develop a range of projects in main CBC genres with independent producers. Examples include:</p> <p>Documentary: <i>Reel Injun</i> (for broadcast on CBC Newsworld's <i>The Passionate Eye</i>), <i>United States of Africa</i> (Documentary Channel), <i>Just a Click Away</i> and <i>Rosebud</i> (CBC Newsworld's <i>The Lens</i>)</p> <p>Drama A&E: the short film <i>Three Mothers</i>, winner of the Sprint for your script (SODEC) prize for Best English Script and the 2007 Grand Prize (CBC's <i>Canadian Reflections</i>)</p> <p>We participate in industry events such as pitch sessions, panel discussions, networking initiatives, and film festivals.</p> <p>Editorial Boards</p> <p>With no cameras and no microphones, discussions are open and frank resulting in building trust for the future With 10 guests and 15 staff members the meetings are fairly intimate and conversational ... laying the groundwork for a solid relationship and a reciprocal information exchange that benefits everyone</p> <p>Community Advisory Group</p> <p>This Community Advisory Group meets twice a year at the CBC to provide feedback on our programming from a grassroots perspective and to inform CBC Montreal of issues, event and key individuals in their constituencies. These are key relationships that provide resources and ideas for us.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>13. CBC Partnerships is deploying a Diversity database of several hundred local non-profit organizations for the Montreal Region, which will serve as the basis for ongoing community outreach and development for the coming year and more.</p>		
<p>14. For western Quebec, the community now has access to CBC Radio and Television facilities in the new Ottawa Broadcast Centre on Queen Street.</p>	<p>The public is now able to see programmers in their studios giving onto the Sparks Street Mall in Ottawa.</p>	
<p>15. CBC works in conjunction with key organizations.</p>	<p>These organizations and others we work with provide appropriate representation from off-island and island communities in discussing issues that could affect audiences. They also provide valuable support and advice.</p>	<p>Organizations such as: The Townshippers' Association, Casa, VEQ, QFA, Quebec Community Groups Network, McGill Institute for the Study of Canada, McGill University, Concordia University, Bishop's University, Dawson College, Vanier College, Metropolitan Montreal English School Boards, Quebec Literary and Historical Society, Brome Theatre, Foundation for Greater Montreal, Jewish Family Services, City of Montreal, Canadian Sikh Council, Canadian Jewish Congress, Foundation of Greater Montreal, Leave Out Violence, Head and Hands, Alliance of South Asian Communities, NDG Food Co-op, Festival Access Asie, Divercité, Santropol Roulant, Harvest Montreal, Centraide Montreal and Sun Youth.</p>
<p>16. CBC Radio and Television work with arts organizations</p>	<p>Promote talent development in the region.</p>	<p>Arts organizations such as: the Blue Metropolis International Literary Festival, Playwrights Workshop Montreal, Quebec Drama Federation, Segal Centre, Black Theatre Workshop, Quebec Writers Federation, Geordie Theatre, McGill University Faculty of Music, Dawson College, John Abbott College, and Concordia University Journalism, Communications and Cinema departments.</p>
<p>17. Given the nature of their work, which is outward-looking, CBC/Radio-Canada employees in minority regions are not only personally involved but are also in constant touch with citizens and groups in their communities.</p>	<p>Knowledge of the audience's needs and concerns.</p>	<p>In-house knowledge and expertise applied in planning programming and activities.</p>

CBC/RADIO-CANADA

Detailed status report

C. COMMUNICATIONS (Transmission of information to OLMCs)

[**External** communications activities to inform OLMCs about the activities, programs and policies of the Corporation and to promote the bilingual character of Canada; inclusion of OLMCs in all information lists and distribution lists; use of the Corporation's website to communicate with OLMCs.]

Expected result:

Creation of lasting changes in CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Direct communication with OLMC leaders and groups</p> <p>Promotion of CBC/Radio-Canada programs</p> <p>Strengthening partnerships</p>		
<p>1. New in 2008 by the Executive VP, French Services: the newsletter <i>La Molécule</i>, containing the latest news about Radio-Canada and a synthesis of its activities. <i>La Molécule</i> is published about three times a year and mailed to 2,800 key leaders in Canada's French-speaking communities.</p> <p>The CRTC hearings on broadcasting services in minority communities, held in January 2009, were covered in a special newsletter, <i>Radio-Canada au service des communautés francophones minoritaires au pays</i>, which Sylvain Lafrance sent to key OLMC leaders and groups.</p>	<p>Key leaders in Canada's French-speaking communities better informed about Radio-Canada services and issues.</p>	<p>June 2008: First issue of <i>La Molécule</i></p> <p>September 2008: Second issue of <i>La Molécule</i></p> <p>December 2008: Distribution of the special newsletter entitled: <i>Radio-Canada au service des communautés francophones minoritaires au pays</i></p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>2. Promotion of programming and services:</p> <ul style="list-style-type: none"> ▪ Advertising in regional newspapers to promote regional programming. ▪ Cross-promotions involving radio, television and the Web provide better awareness of programming across all CBC/Radio-Canada platforms. ▪ Advertising purchases in directories, guides and other annual publications. ▪ Distribution of press releases in regional media at the beginning of the season, and whenever necessary to promote Radio-Canada initiatives. ▪ Promotion of Radio-Canada's regional websites. ▪ Setup of promotion booths at public events. ▪ At French Services, 2008–09 revamp of fifteen regional websites, seven of which serve OLMCs. <p>3. At French Services, regular, direct communications are sent to OLMC groups by means of an electronic mailing list..</p> <p><i>Communication with OLMC groups (cont'd)</i></p>	<p>Audiences better informed about regional programming.</p> <p>The mailing list contains over 160 email addresses.</p>	<p>Higher ratings for regional flagship programs, such as the morning show on radio and the 6 p.m. edition of <i>Téléjournal</i> on television, in most regional markets. Ratings increased in Ottawa and New Brunswick, the only OLMC markets for which French speaker sampling is sufficient to provide reliable data. (Source: BBM surveys)</p> <p>Overall, in 2007–08, Radio-Canada's websites in OLMCs drew some 200,000 visitors a month. In 2008–09, the number of visitors to <i>radio-canada.ca</i> showed the sharpest increase ever, rising by 12%. (Source: Webtrends)</p> <p>News releases about regional programming broadcast nationally and network programming covering the regions are sent to groups and individuals involved in the of OLMCs.</p> <p>Below are some examples of news releases announcing network broadcasts:</p> <p>20.06.08: Announcement of Première Chaîne network broadcast of the program <i>Les invincibles Gaulois de Hearst</i>, and of Marie-Jo Thério's participation in Monique Giroux's show, <i>Fréquence libre</i>.</p> <p>26.06.08: Announcement of network broadcast of Canada Day celebrations and the <i>Francophonie remixée</i> show, recorded at FCCF's 30th anniversary celebrations during the Sommet des communautés francophones et acadiennes in summer 2007.</p> <p>30.10.08: Franco-Ontarian author, composer and singer Damien Robitaille's musical performance on the comedy show <i>À la semaine prochaine</i>, on Première Chaîne.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>4. Radio-Canada Atlantique changed its name to Radio-Canada Acadie.</p> <p>August 29: Name change of Radio-Canada Atlantique to Radio-Canada Acadie unveiled at a major season launch to the media, attended by well-known regional and network personalities, and to audiences at Aboiteau Beach in Cap Pele, New Brunswick.</p> <p>5. Quebec City's 400th anniversary in 2008</p> <p>CBC/Radio-Canada was a major partner in the event. As such, CBC/Radio-Canada had a permanent, visible presence at Espace 400^e.</p>	<p>The new name provides a greater sense of belonging, helping the community identify more closely with Radio-Canada.</p> <p>Increased visibility of cultural vitality in French-speaking communities, and greater public awareness of Canada's and CBC/Radio-Canada's linguistic duality.</p>	<p>17.03.09: <i>C'est ça la vie</i>, live from Moncton and Winnipeg</p> <p>23.05.09: Announcement of the network broadcast of the Acadian drama series <i>Belle-Baie</i>; the Jeux de l'Acadie (Acadian Games), shows of <i>La petite Séduction</i> in the French-speaking towns of Alfred, Ontario, St. George, Manitoba, Gravelbourg, Saskatchewan, and St. Louis de Kent, New Brunswick. An article on <i>La petite Séduction</i> appeared in the Winter/Spring 2009 issue of Newsletter 41-42.</p> <p>Some 300 people attended the August 29 event. The name change was well received by the community.</p> <p>Opportunity to bring English- and French-speaking communities closer together, and exceptional showcase for the cultural vitality of Canada's French-speaking communities.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Radio-Canada was a partner in the Francoforce tour organized by FCCF as part of Quebec City's 400th anniversary celebrations.</p> <p>6. CBC/Radio-Canada has continued its major national partnerships with the Coup de cœur francophone and Rendez-vous de la francophonie, as well as its regional partnerships with some 300 organizations and events in OLMCs.</p> <p>Every year, each of the Corporation's regional services becomes a media partner of one or more priority charitable events in its community. Many of the fund-raising campaigns involved are carried out in conjunction with CBC/Radio-Canada.</p> <p>7. CBC Montreal maintains a communication link with the independent Quebec production community through the online publication of i-Wire, a monthly newsletter with highlights and pertinent information about CBC programming news and personnel decisions, industry events and other information of interest.</p>	<p>All Radio-Canada services across Canada were partners in the FCCF-sponsored Francoforce artists' tour, which stopped off in all of Canada's regions.</p> <p>Groups are satisfied with their partnerships with CBC/Radio-Canada and the visibility it delivers.</p> <p>Direct communication with subscribers.</p>	<p>At each Francoforce stop, Radio-Canada, as a major media partner, promoted the event and the participating French-speaking artists from all parts of the country:</p> <ul style="list-style-type: none"> ▪ May 29 to June 1: St. Boniface ▪ June 6 to 8: Saskatoon ▪ June 13 to 15: Vancouver ▪ June 20 to 22: Whitehorse ▪ June 27 to 29: Calgary ▪ July 4 to 6: Toronto ▪ July 18 to 20: Ottawa ▪ July 25 to 27: Summerside, Prince Edward Island ▪ July 31 to August 17: Parc de l'Esplanade, Quebec City ▪ August 22 to 24: Cheticamp, Nova Scotia ▪ August 28 to September 1: Dieppe, New Brunswick ▪ September 6: St. John's, Newfoundland <p>Most partnerships in OLMCs are in arts and culture.</p> <p>Fund-raising campaigns supported by CBC/Radio-Canada in OLMCs this year, during the economic crisis, all reached and in some cases exceeded their targets.</p> <p>Activities with organizations are always followed by a meeting to take stock of how the activity went. OLMC organizations are generally very satisfied with their partnership with CBC/Radio-Canada. Once again this year, during these difficult economic times, the organizations are eager to renew the partnerships in order to continue and succeed with their activities.</p> <p>Positive feedback from subscribers.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>8. CBC Communications provides regular updates of community events and lists of organizations, and works hand in hand with programs in organizing public outreach events. We created a "CBC Events" link on our website cbc.ca/montreal to list CBC-sponsored events. Our website also invites community organizations to forward information on their events to our regional radio and television programs for on-air promotion.</p> <p>9. CBC Editorial boards and Community Advisory Group (Montreal's community leaders)</p>	<p>Interactive link between the CBC and Quebec's English-speaking community.</p> <p>Reciprocal information exchange that benefits all parties.</p>	<p>Monthly editorial boards with CBC staff.</p> <p>Community Advisory Group meets twice a year at the CBC.</p>

CBC/RADIO-CANADA

Detailed status report

D. COORDINATION AND LIAISON

(Does not include funding—internal coordination and liaison with other government institutions)

[Coordination of activities (such as research, studies and meetings) carried out by the Corporation itself along with other federal departments, other levels of government and other organizations; participation in activities organized by other federal departments or other levels of government; participation of official languages champions, national and regional coordinators and other in government forums.]

Expected result:

Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Multipartite agreement on arts and culture with the Fédération culturelle-canadienne-française (FCCF) and its member organizations, Canada Council for the Arts (CCA), National Arts Centre (NAC), National Film Board (NFB) and Canadian Heritage.</p> <p>*FCCF member organizations:</p> <p>APFC: Alliance des producteurs francophones</p> <p>FRIC: Front des réalisateurs indépendants du Canada</p> <p>RNGC: Réseau national des galas de la chanson</p> <p>RECF: Regroupement des éditeurs canadiens-français</p> <p>ANIM: Alliance nationale de l'industrie musicale</p> <p>ATFC: Association des théâtres francophones du Canada</p> <p>AGAF: Association des groupes en arts visuels francophones</p>		

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>1. The multipartite agreement on arts and culture with FCCF, the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage is slated to be renewed.</p> <p>2. The second component of the IPOLC program, run jointly with Telefilm Canada, the NFB and Canadian Heritage, was continued and completed as scheduled in 2008–09.</p> <p>3. The annual Post-INPUT Acadie event took place on March 13 and 14, 2009 in Moncton. Organized in conjunction with the NFB and FICFA, the event brings producers, students and CBC/Radio-Canada employees together around documentaries aired by public broadcasters internationally.</p> <p>From February 28 to March 1, 2009, The Best of INPUT was presented in Vancouver by a CBC host and Radio-Canada host at the Simon Fraser University School for Contemporary Arts.</p>	<p>New agreement to be signed shortly.</p> <p>Development of the independent production industry outside Quebec.</p> <p>Opportunity to network and access resources for students, TV industry artisans and film artisans in minority communities.</p>	<p>The year 2007–08 was a year of review and discussion on the multipartite agreement, which expired on March 31, 2008. In May 2008, Canadian Heritage submitted a draft of the new five-year agreement, dated April 2008, to the Signatories' Committee. Until the new agreement is signed, CBC/Radio-Canada is bound to comply with the general terms agreed upon in the draft, after a program review and within the limits of its annual budgets.</p> <p>Network broadcast of the IPOLC short drama PICLO <i>Ben voyons, Camille</i> on April 19, 2008.</p> <p>On February 23, 2009, the IPOLC program, initiated by CBC/Radio-Canada and Telefilm Canada in 2001, was described as follows by FRIC, the Front des réalisateurs indépendants du Canada, to the Working Group on Media Arts: [TRANS] "IPOLC made FRIC possible, and helps directors in minority communities who have fewer resources and are widely dispersed across the country to develop their careers". . ."The program has enabled directors to perfect their art and develop within the profession". . ."IPOLC has opened the door to drama, while enabling directors to make shorts under professional conditions. . .One of the IPOLC program's greatest successes is the place it has given drama in Canada's audiovisual landscape." FRIC was established 5 years ago, and now has 52 members in a variety of OLMCs.</p> <p>Attendees, who included producers, directors, filmmakers, editors, sound and picture technicians, production assistants and other television and film professionals along with teachers and students, were extremely satisfied.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>4. In Acadia, CBC/Radio-Canada is engaged in a series of other projects in conjunction with the NFB:</p> <ul style="list-style-type: none"> ▪ AnimAcadie, a competition established in conjunction with the NFB and an independent producer, gives young people an opportunity to make animated films on computer. ▪ The Tremplin project, which encourages emerging documentary directors. The competition began in Atlantic Canada, and is now open to candidates from all parts of the country. ▪ Launch of the 2nd season of the Acadian drama series Belle-Baie, in partnership with the NFB, at E-Cinema theatres in New Brunswick. 	<p>Development of emerging filmmakers and greater expertise in television and film production.</p>	<p>The broadcast aired on CBC/Radio-Canada.</p> <p>Broadcast of <i>La Trappe</i> and <i>La Batture</i>, both produced as part of the Tremplin competition.</p> <p>March 31, 2009, at 7 p.m. in New Brunswick E-cinema theatres: CBC/Radio-Canada and the NFB invited audiences to a special screening of <i>Belle-Baie</i>, showing the last episode of the 1st season and the first episode of the 2nd season, about to air on Radio-Canada networks on April 6. The episodes played to full houses in Edmundston, Kedgwick, Bouctouche, Moncton – attended by the series' Acadian producer and several actors – and Caraquet. There were two screenings, at 7 and 8:30 p.m.</p>
<p>5. Doc Shop: a development initiative with the NFB and Montreal film and communications schools. Doc Shop was supported via the CBC's Regional Program Development Fund (RPDF).</p>	<p>Development of emerging filmmakers and establishment of a directors' network.</p>	<p>A total of twenty-five short documentaries were produced by English-speaking CEGEP and University students as part of an NFB-CBC training initiative. All films are streamed on cbc.ca/montreal, and a selection was presented through a TV special series hosted by CBC News: Montreal at Six reporter Shari Okeke.</p>
<p>6. CBC is a partner of the Rencontres internationales du documentaire de Montréal (RIDM).</p>		
<p>7. Radio-Canada Ottawa-Gatineau is a partner in a number of the National Arts Centre's (NAC) activities.</p>	<p>Development of emerging artists.</p>	<p>Partner in the NAC's French theatre season.</p> <p>Première Chaîne airs a number of shows from the series Les Vendredis de la chanson francophone, which provides a stage and professional environment for emerging singers in Ontario. This is a partnership with the Association des professionnels de la chanson et de la musique, an ANIM organization.</p>
<p>8. The CBC Literary Awards / Prix littéraires Radio-Canada were continued, in partnership with the Canada Council for the Arts and Air Canada's <i>enRoute</i> magazine.</p>	<p>Promotion of Canadian writing.</p>	<p>Podium on CBC and Radio-Canada national radio shows for the twelve winners – six in each official language – of the literary competition, which promotes Canadian writing.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>9. CBC Television in Quebec continued being involved in Cours écrire ton court! / Sprint for your Script!, a scriptwriting competition run by the Quebec organization SODEC (Société de développement des entreprises culturelles).</p>	<p>Development of young creative artists.</p>	<p>CBC / WGC Prize for the Best English Language Script.</p>
<p>10. In 2008–09, CBC/Radio-Canada executives engaged in many coordination activities.</p>	<p>Opportunity for senior executives to discuss and reflect on issues in depth, take stock and set priorities for services to OLMCs.</p>	<p>28.04.08 in Ottawa: CBC/Radio-Canada appeared before the Senate Committee on Official Languages regarding the implementation of its official languages responsibilities.</p> <p>Spring-Summer 2008: CBC/Radio-Canada played an active role – through conference calls and detailed reports on the program aspects examined – in the study carried out by the Official Languages Commissioner’s Policy and Research Division. The study was entitled <i>The Place of French on the Air and Production in a Minority Context</i>, and the full report, <i>Shadows over the Canadian Television Landscape</i>, was published in January 2009.</p> <p>04.12.08 in Ottawa: Participated in the Official Languages Good Practices Forum, organized by the Canada Public Service Agency and Canadian Heritage.</p> <p>13.01.09 in Gatineau: CBC/Radio-Canada appeared before the CRTC during public hearings on the review of English- and French-language broadcasting services in Canada’s English- and French-speaking minority communities. Before appearing, the Corporation had submitted a brief to the CRTC on November 20, 2008, followed by its final submissions on January 23, 2009.</p> <p>16.02.09 in Gatineau: The Executive Director, Regional Services made a presentation on regional services and issues to the CRTC</p> <p>25.02.09 in Ottawa: Took part in the meeting of national coordinators responsible for implementing section 41 of the OLA, and made a presentation on the Regions’ Panel, an exemplary practice at CBC/Radio-Canada.</p>

CBC/RADIO-CANADA

Detailed status report

E. FUNDING AND PROGRAM DELIVERY

[Implementation of the Corporation's programs and delivery of its services; funding, alone or in cooperation with other federal departments/agencies of OLMC projects; inclusion of needs of OLMCs when delivering the department's programs and services.]

Expected result:

OLMCs are part of CBC/Radio-Canada's regular clientele and have satisfactory access to its programs and services; OLMC needs, such as geographic dispersion and development opportunities, are taken into account.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Strengthen regional roots</p> <p>Increase the regional presence on national networks</p> <p>Take action in the area of digital television service delivery to regions</p>		
<p>1. Visibility given to minority-language regions on all platforms was greatly improved over the past year.</p>	<p>Improved visibility of regional diversity on our platforms.</p> <p>Greater awareness among program content decision-makers.</p>	<ul style="list-style-type: none"> ▪ Regional and Canada-wide coverage on CBC and Radio-Canada of the election campaign and October 14, 2008 federal elections, Quebec elections and other major events, such as the flooding in New Brunswick, rise of the Red River in Manitoba, economic crisis and other issues. ▪ The 10 p.m. edition of <i>Téléjournal</i> was revamped in January 2009; one of the goals was to continue enhancing regional content of national interest.

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Visibility (cont'd)</p>		<p>On the French networks, the daily show C'est ça la vie continued for a second season. The program, produced out of Ottawa in cooperation with all regional stations, includes reports, profiles, features and conversations from all parts of the country. In March 2009, C'est ça la vie made first ventured out to Moncton and St. Boniface, from where the shows were broadcast live before an audience. In 2008–09, the audience share of C'est ça la vie increased, and the team regularly receives audience feedback. The largely Quebec audience is full of glowing praise for the quality and diversity of issues tackled in this national show:</p> <ul style="list-style-type: none"> ▪ <i>“There’s a breath of fresh air over Canada during that hour.” “I hope this show stays around a long time. We learn about our country.” “I greatly appreciate the diversity of your features, which inform us about everything that’s happening in different parts of this vast and wonderful country, and help us discover the best artists and artisans around. Every bit of it is interesting!”</i> <p>The eleven half-hour episodes of the first Acadian drama series Belle Baie aired in the spring of 2008. During the summer, the second series was shot in several New Brunswick towns.</p> <ul style="list-style-type: none"> ▪ In the summer of 2008, La Petite séduction travelled west to the towns of St. Georges, Manitoba; Gravelbourg, Saskatchewan; St. Louis de Kent, New Brunswick; and Alfred, Ontario. ▪ Our networks showcased French-speaking Canadian artists in the following special programs, made by independent producers outside Quebec: Francophonie remixée, the show celebrating the 30th anniversary of FCCF, performed in Ottawa in June 2007 as part of the Sommet des communautés francophones et acadiennes; and La belle rencontre Acadie-Québec, held on August 15, 2008 as part of Quebec City’s 400th anniversary celebrations.

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Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Visibility (cont'd)</p>		<ul style="list-style-type: none"> ▪ In line with the mission of Radio-Canada Musique, the new entity launched in October 2008, a number of emerging artists were invited to perform on network broadcasts, including Damien Robitaille, Andrea Lindsay and Pacifika. On March 19, 2009 in Ottawa, Rebecca Makonnen hosted the Trille Or Gala, which recognizes the excellence of Franco-Ontarian and Western artists and promotes the development of the French-language music industry. Ms. Makonnen also hosts the national music show <i>Studio 12</i>, which is broadcast on all our platforms (radio, television and the web) . ▪ In spring 2008, the shows <i>C'est ça la vie</i> and <i>Vous m'en lirez tant</i> – broadcast on the radio and website – won the national Prix des lecteurs Radio-Canada, which helps audiences discover works by artists outside Quebec. The 2008 edition of the Prix des lecteurs broke all records for participation by radio listeners, television viewers and web visitors. ▪ Summer evenings on Première Chaîne, the show <i>Ailleurs c'est ici</i> aired live from Vancouver. ▪ A number of national radio shows travelled and aired before live audiences outside Quebec, including <i>Fréquence libre</i>, <i>Monique Giroux</i>, <i>Bandeapart</i>, <i>Vous m'en lirez tant</i>, <i>275-Allo/Ados radio</i>, <i>Je l'ai vu à la radio</i> and <i>Dimanche Magazine</i>. ▪ CBC Radio One broadcast <i>C'est la Vie</i>, a program about life in French-speaking Canada and aimed at English-speaking listeners. The program is produced and hosted out of Montreal.

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>2. Coordinated by the Executive Director, Regional Programming, a committee of suitable participants was asked to evaluate regional radio programs. At the same time, <i>Téléjournal</i> editions are being reviewed at joint evaluation sessions.</p>	<p>Adjustments to programs and improved service to audiences.</p>	<p>Regional Services' goal is to systematically evaluate regional radio programs every eighteen months, and <i>Téléjournal</i> editions once a year. In 2008–09, programs made by regional stations outside Quebec were evaluated on the dates below, in the presence of important team members:</p> <ul style="list-style-type: none"> ▪ Toronto: April 8 and 9, 2008 ▪ Regina: April 14 and 15, 2008 ▪ Winnipeg: April 16 and 17, 2008 ▪ Vancouver: May 12 and 13, 2008 ▪ Edmonton: May 14 and 15, 2008 ▪ Moncton: May 29 and 30, 2008 ▪ Inter-regional television programs from the West (<i>Oniva</i> and <i>Zeste</i>): December 14, 2008 in Winnipeg ▪ The four 6 p.m. <i>Téléjournal</i> editions from the West and those from Ontario and Eastern Quebec: joint sessions on December 17 and 18, 2008 in Winnipeg ▪ The 6 p.m. <i>Téléjournal</i> editions that air seven days a week from Acadia, Ottawa-Gatineau, Quebec and Montreal: joint session in Montreal on February 11 and 12, 2009

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>3. CBC/Radio-Canada supports OLMC projects through partnerships and takes part in them, thus strengthening its ties with OLMCs.</p>	<p>Partnership projects with OLMCs strengthened and enhanced.</p> <p>On-air promotion of OLMC events and activities.</p> <p>Special programming.</p> <p>Benefits for the community.</p> <p>Increased sense of belonging for communities.</p>	<p>Radio-Canada has entered into major national partnerships, as well as 300 partnerships with OLMC organizations and events.</p> <p>A number of program initiatives have flowed from those partnerships, including:</p> <ul style="list-style-type: none"> ▪ Francophonie remixée, at the 30th anniversary of FCCF and the Sommet des communautés francophones et acadiennes ▪ La belle rencontre Acadie-Québec, at Quebec City's 400th anniversary celebrations ▪ Festival du Voyageur in St. Boniface ▪ Trille Or Gala with APCM ▪ Prix des lecteurs Radio-Canada (RECF) ▪ Charitable activities, such as: the Arbre de l'Espoir Radiothon in Acadia, Pour un avenir sans faim in Toronto, Campagne du grand partage in Windsor, Radiothon de l'espoir in St. Boniface, and Opération du cœur au ventre in Saskatchewan. <p>CBC uses public broadcasting time to air various non-profit PSAs. Montrealers turn to CBMT when they want to reach their community to support various non-profit fundraising opportunities. In addition, CBMT proactively seeks out non-profit organizations with various mandates (i.e., youth, education, amateur sports, cultural and/or geographical references) that are unaware of this public service, and works with the organization to raise public awareness concerning that particular cause or charity.</p> <p>Additionally, CBMT collaborates with various arts and cultural community festivals around Montreal to raise their profiles through PSAs and coverage of the festival activities. Examples : Montreal International Jazz Festival, Unit d'Afrique, Blue Metropolis, Festival Access Asie, and Doc Circuit / RIDM (Rencontres internationales du documentaire de Montréal).</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Support for OLMC projects (cont'd)</p>	<p>All partners support each other through communication, coordination and information distribution.</p>	<p>Montreal Matters</p> <p>Seven years ago, CBC Radio launched a major programming initiative in partnership with Concordia University, the Foundation of Greater Montreal, McGill University, Vanier College, Dawson College, Hour Magazine, Jewish Family Services, West Island Youth Employment, Santropol Roulant, Maisonneuve Magazine, CBC-TV and community organizations to create a month's worth of programming called Montreal Matters. The first seven years were a great success, and the project keeps expanding.</p> <p>Each year through community consultation, CBC and its dozen partners select a broad topic of interest to citizens to address (2002: Money; 2003: Home; 2004: Food; 2005: Work, 2006: School, 2007: Environment; and 2008: Youth).</p> <p>CBC uses radio, television and <i>cbc.ca</i> to inform, educate, entertain and stimulate public discussion of the annual issue and to host information on the project's home website at cbc.ca/montrealmatters throughout the month of October.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
	<p>The CBC Second Language site is seen as helping new Canadians integrate by facilitating their learning a new language and a new country, and as helping more established Canadians to learn more about one another's languages and cultures.</p>	<p><i>CBC School Needs</i></p> <p>Started in 2007, this project sees elementary schools pitching projects to a panel of secondary school judges for portions of funding provided by the Fondation du Grand Montréal. The project website is cbc.ca/montreal/features/schoolneeds and our educational partners were the English Montreal School Board and Lester B. Pearson School Board.</p> <p>Two dozen items on the training and deliberations of judges, the pitched cases for support from young students and the final grant announcement event went to air on CBC Radio and Television and culminated in a public grant announcement event at La Maison de Radio-Canada with 200 in attendance and live hits to Radio One's Home Run.</p> <p>The 2008 project on the environment added two more area English school boards (Riverside and Sir Wilfrid Laurier) and a second granting foundation (A. Dworkin Foundation of the Canadian Jewish Congress) that all approached CBC to be involved after seeing the series in 2007.</p> <p><i>Second Languages and CBC Archives</i></p> <p>In April 2005, CBC Ottawa developed a pilot project with CBC Archives and Carleton University to launch a website providing English as a Second Language exercises.</p> <p>After six months, the CBC ESL site (cbc.ca/ottawa/es/) was the second most popular feature page on the CBC Ottawa site. Hundreds of comments from people across the country and abroad were appreciative of the quality and utility of the material and lessons and supported the expansion of the site.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
		<p>Radiothon – CHUS Foundation (Sherbrooke University Hospital Centre Foundation) on November 7, 2008.</p> <p>CBC organized the Radiothon after being approached by the Foundation, which hoped that, in addition to raising funds, it could also strengthen the somewhat difficult relationship between the English-speaking community in the Eastern Townships and the CHUS. The organizers hoped that the aging English-speaking residents, who were upset at the closure of the Sherbrooke Hospital, the only English hospital in the region, could become involved with the CHUS and start feeling a sense of belonging there.</p> <p>The Radiothon was a great success, as indicated in the event organizer's thanks to the CBC:</p> <p>"The benefits for the English-speaking community that you serve are many. During the first edition, listeners learned about the many attributes of the CHUS and heard about them in English. They had to have been reassured about the ability of the hospital to serve them in their mother tongue. They were also told about job opportunities at one of the major employers in the Sherbrooke region. People living outside that region became better informed about the specialties available at the CHUS and specialists to which they may be referred when care is not available in their home territory.</p> <p>Obviously, the CHUS benefits from this exposure in both an informational and a financial way. Further, planning and executing of the Radiothon involved many community volunteers, enabling them to see first-hand and become more familiar with the inside of an excellent medical and research facility."</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>4. In-house, the cross-cultural project fund was rolled over to 2008–09, and the regions – particularly minority regions – received funding for special projects involving the four media, French and English radio and television, and the Web.</p> <p>5. The special funding from the President for regional television development other than news enabled French and English regional services to enrich regional programming for communities. Guidelines and eligibility criteria were jointly formulated by Jill Troyer, Executive Director, CBC Centres, and Louis Lalande, Executive Director, Regional Services.</p>		<p>CBC and Radio-Canada co-produce a dozen series every year in news, current affairs, documentary, music and literary areas that reflect stories and talents to both linguistic groups. Below are examples of cross-cultural projects carried out in OLMCs in 2008–09:</p> <ul style="list-style-type: none"> – <i>Toronto la mosaïque Toronto / Toronto's Mosaic: Voices of the Future - A Reality Check</i> (Toronto) – <i>En route vers les Jeux / Road to the Games</i> (Vancouver) – <i>Rivière des Outaouais: joyau ou dépotoir? / Murky Waters: The Future of the Ottawa River</i> (Ottawa-Gatineau) – In the Atlantic region, the series <i>Mon peuple: les Mi'kmak</i>, which relates the history of the first people to settle in the Maritimes, aired on French and English radio. <p>Below are examples of projects in OLMCs made possible by the special funding from the President:</p> <p>Radio-Canada</p> <p>The Acadian talk show <i>Luc et Luc</i>: four additional episodes were produced, including three special shows made outside Moncton. The show recorded before a live audience travelled to Cap Pele, New Brunswick; Baie Sainte Marie, Nova Scotia; and Charlottetown, Prince Edward Island.</p> <p>The show <i>C'est ça la vie</i> made its first forays outside Ottawa. On March 12 and 13, 2009, the show was broadcast live from the restaurant Kramer's Corner in Moncton. On March 19 and 20, it was broadcast live from St. Boniface as part of activities celebrating the 100th anniversary of author Gabrielle Roy's birth. The funding also enabled the show to invite guests for the four Western provinces to Winnipeg and to produce features in a number of regions, including the four Atlantic provinces and Toronto.</p> <p>Olympic vignettes were shot in the winter of 2009 for broadcast in 2009–10.</p>

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>6. In response to the economic crisis, CBC/Radio-Canada cut expenditure in 2008–09 and prepared a financial recovery plan for 2009–10. The plan was announced on March 25, 2009.</p>		<p>CBC</p> <ul style="list-style-type: none"> ▪ Doc Shop 6: a development initiative with the NFB and Montreal film and communications schools. ▪ CBC Montreal works with independent producers in project development in main CBC genres, pitch support and production. ▪ Sprint for your script (organized by the SODEC): a short film screenwriting intensive workshops series and competition for emerging talent in Québec. ▪ Montreal Children's Hospital Foundation Gala: As a key partner CBC produces 10 portraits celebrating the contributions of the Foundation's annual honourees. ▪ Drama Screening Workshop: Pilot talent development initiative geared towards emerging screenwriters from culturally diverse communities. <p>In 2008–09, during the economic crisis, CBC/Radio-Canada balanced its budget without affecting program delivery.</p> <p>The 2009–10 financial recovery plan for regional services was based on two criteria:</p> <ul style="list-style-type: none"> ▪ Maintaining as much regional production as possible in all of Canada's provincial capitals. ▪ Taking into account the demographic distribution of Canada's French-speaking communities. <p>The process of reflection to preserve the Corporation's regional roots and network presence was guided by five points:</p> <ul style="list-style-type: none"> ▪ Maintaining our prime-time radio and television programs. ▪ Maintaining our partnerships with the industry and communities. ▪ Maintaining our information-gathering capacity. ▪ Maintaining our ability to reflect the region to regional audiences. ▪ Maintaining our ability to reflect the region to national audiences.

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>7. Funding – for a better return on investment</p> <p>Given the economic crisis and the fact that all its licences were almost due for renewal, CBC/Radio-Canada put forward a series of solutions to meet growing expectations and maximize taxpayers’ investment in public broadcasting:</p> <ul style="list-style-type: none"> ▪ Better DTH distribution: CBC/Radio-Canada programs and services must be accessible to OLMCs. ▪ Improvement of local programming: CBC/Radio-Canada applauds the CRTC’s establishment of the Local Programming Improvement Fund (LPIF), financed by Broadcasting Distribution Undertakings (BDUs) and slated to come online in autumn 2009. The Corporation would like access to LPIF funding to continue improving regional television programming, particularly the daily local news service. ▪ Access to subscription revenue ▪ Multi-year funding 	<p>Some regions within and outside Quebec still have no access to the digital signal for CBC/Radio-Canada regional television.</p>	<p>CBC/Radio-Canada executives conducted a series of awareness-raising activities with French-speaking community leaders and elected representatives to obtain their support on major issues like these, which are beyond the Corporation’s control. In 2008–09, the Corporation and stakeholders had many opportunities to submit well-supported comments to the CRTC and government authorities.</p> <p>The CRTC announced the establishment of the LPIF in October 2008, and CBC/Radio-Canada has made its case to the CRTC for access to its fair share of available funding, based on previous and current investment in regional production.</p>

CBC/RADIO-CANADA

Detailed status report

F. ACCOUNTABILITY

[Activities through which the Corporation integrates its OLA section 41 implementation activities with the department's planning and accountability mechanisms (e.g., report on plans and priorities, departmental performance report, departmental business plan and status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services; and regular review of programs and services and of policies by senior managers of the Corporation to ensure implementation of section 41 of the OLA.]

Expected result:

Full integration of *Broadcasting Act* OLMC provisions, OLA section 41 and the OLMC perspective into CBC/Radio-Canada's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to integrate the OLMC perspective more effectively.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
Action Plan – Status Report – Evaluations and Audits		
1. CBC/Radio-Canada updates its annual Action Plan for implementing its official languages responsibilities.	Update and status report on implementation of the Action Plan. Regions' Panel members better informed about regional activities between meetings.	Each month, every regional division in and outside Quebec prepares a report of its regional highlights for Regional Services. For senior management, Regional Services prepares a monthly consolidated report of the highlights, outlining our action and initiatives relating to OLMCs. As of this year, the consolidated report of Regional Services highlights is being distributed to members of the Regions' Panel. An update on progress in implementing the Action Plan is also provided at each meeting of the Regions' Panel.
		The monthly report makes it easier to prepare more targeted reports and updates, such as the report CBC/Radio-Canada submitted to the Working Group on Song and Music in Minority Communities.

CBC/RADIO-CANADA

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
2. CBC/Radio-Canada prepares an annual status report of achievements in implementing its official languages responsibilities.	2008–09 Status Report.	Progress made compared to the previous year.
3. Radio-Canada one again cooperated in the FCCF study examining the investment of major federal cultural institutions in giving French-speaking Canadians access to arts and culture programs.	The updates require a great deal of research by CBC/Radio-Canada, and do not provide a complete picture of investment in culture.	Update of data on radio and television investment in culture in 2007–08, in line with the model and charts used for preceding studies in 2002–03 and 2004–05.
4. CBC/Radio-Canada participated actively in the study by the Office of the Commissioner of Official Languages, entitled <i>The Place of French on the Air and Production in a Minority Context.</i>	In January 2009, the Commissioner's Office published the full report, <i>Shadows over the Canadian Television Landscape.</i>	Conference calls and preparation of detailed reports on the program aspects studied.
5. CRTC hearings on broadcasting services in minority communities.	On November 20, 2008, CBC/Radio-Canada submitted a brief to the CRTC and took part in the public hearings on January 13, 2009.	In addition to responding to questions raised by the CRTC, CBC/Radio-Canada's submission included a detailed presentation with eighteen pages on Radio-Canada services in French-speaking minority communities and six pages on CBC services in English-speaking minority communities.
6. CBC/Radio-Canada submits an annual report to the government and an annual report on its licensing conditions to the CRTC. The reports outline its activities in all regions, including linguistic minority regions.	Annual report. Annual report to CRTC.	Compliance with the conditions of CBC/Radio-Canada's licences in OLMCs.
7. The annual management plan of Regional Services and of each regional division includes a progress report on the first nine months of the year.	Tool used in follow-up and preparation of annual plan.	The interim update makes it possible to track progress made in OLMCs and guide action plans for the years to come.

CBC/RADIO-CANADA

Distribution list

- House of Commons Standing Committee on Official Languages
- Standing Senate Committee on Official Languages
- Commissioner of Official Languages
- OLMC groups and organizations

Web address of CBC/Radio-Canada Status Report:

<http://cbc.radio-canada.ca/docs/languages/index.shtml>