

CBC/Radio-Canada

RESULTS-BASED ACTION PLAN
IMPLEMENTATION OF THE *BROADCASTING ACT*
AS REGARDS PROGRAMMING FOR OLMCs
AND OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*
2008–09

General information and period covered

Federal institution: Address: Website:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, ON K1Y 1E4 www.cbc.radio-canada.ca
Minister responsible:	The Hon. Josée Verner
Senior official responsible for implementation of Part VII of the OLA:	George C.B. Smith, Senior Vice-President, Human Resources and Organization
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian TV and radio programming. This programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementation of section 41:	Diane Laflamme, Planning Manager, Regional Services 1400 René-Lévesque Blvd East Montreal, QC H2L 2M2 diane.laflamme@radio-canada.ca
Period covered by the action plan:	2008–09

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Summary of the Institution's Planned Contribution to the Achievement of the 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-related 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.

CBC/Radio-Canada French Services maintains a comprehensive regional presence thanks to its 20 regional stations, including 11 located outside Quebec, and its 27 news bureaus, 19 of which are outside Quebec. In addition to providing news and information to regional audiences and reflecting the importance of the regions via national coverage, either in the form of programs or national newscasts, CBC/Radio-Canada contributes to the development and promotion of OLMCs through the following actions:

- Coverage of cultural, political, social and sports events
- Broadcasting of artistic content
- Partnership with socio-cultural groups and events
- Production and broadcasting of regional TV and radio programs
- Acquisition and broadcasting of independent productions
- Support for socio-cultural activities in the regions
- Meetings and ongoing exchanges with OLMC groups and leaders
- Maintain ongoing, direct communications with OLMCs

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 anglophones and English-speaking allophones;
- inform English-speaking Quebecers about issues, concerns and the culture of the 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.

In response to section 41 of the OLA regarding operations and services to the public, CBC offers a number of communications and consulting activities, including the following:

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- “CBC Partnerships,” which explores and initiates contact with community organizations in various areas so as to identify the priority needs of communities and in turn better serve them.
- A Partnerships Manager works for CBC Montreal to ensure that CBC reaches out to community organizations and members, and to develop new partnering opportunities.
- The latest Statistics Canada and Canadian Heritage survey data is analyzed to help better identify OLMCs and multi-ethnic communities in order to better serve them. This information is distributed to production staff.

Summary

• Awareness

Communication to senior managers: Continue applying the means of communication currently used with senior managers to raise their awareness of linguistic duality and the priorities of OLMCs.

Communication to employees: Continue applying the means of communication currently used with employees to raise their awareness of linguistic duality and the priorities of OLMCs.

• Consultation

Continue implementing the Corporation’s consulting and support strategy for French-speaking communities outside Quebec via:

Regions’ Panel: Continue the meetings with the Regions’ Panel, which is more committed to and involved with issues specific to production and broadcasting in the regions and on the network.

AGMs of OLMC organizations: Radio-Canada management will attend the annual general meetings of national and provincial OLMC organizations to better understand their aspirations and discuss Radio-Canada’s services.

“Dîners des huit”: Hold meetings between OLMC leaders and the Executive Vice-President, French Services, and the General Manager, Regional Services.

Independent production: Maintain close ties with and support independent producers in the production of documentaries, series and variety programming, and create new opportunities to promote discussion between independent producers and CBC/Radio-Canada management.

Create new opportunities to promote discussion between English-minority independent producers in Quebec and CBC management.

Meetings with English-speaking and multiethnic communities: Continue the series of meetings between representatives of various communities and CBC teams in Quebec.

Use the results of in-house and BBM surveys to better meet the needs of OLMCs.

• Communications

Direct communications: Establish direct communications with OLMC organizations and leaders.

Promotion of our programming: Use our different platforms and newspaper ads to let people know about programs and specials produced and broadcast in the regions and across the network.

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Strengthening of partnerships: Explore new avenues for developing win-win partnerships with organizations and major events in OLMCs.

- **Coordination and liaison**

Multipartite agreement: Sign and implement a new multipartite agreement on arts and culture with the FCCF, the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage.

Post-INPUT: In tandem with the NFB, continue Post-INPUT conferences in the Acadian region, Ottawa, Vancouver and Winnipeg.

Doc Shop: This development program for emerging filmmakers, which was initiated by the NFB and later joined by CBC, will enable 25 film and communications students to make documentaries, a number of which will be aired by CBC Montreal.

- **Funding and program delivery**

Strengthen regional roots and program branding so as to improve satisfaction with regional services in OLMCs.

Continue enhancing the regional presence on national TV and Radio networks so as to better reflect the regions nationally.

Take action in the area of digital television service delivery to ensure that all Canadians have access to their regional programs via satellite.

- **Accountability**

Action plan: CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement the *Broadcasting Act's* OLMC provisions and section 41 of the OLA.

Status report: CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved in implementing the *Broadcasting Act's* OLMC provisions and section 41 of the OLA.

Evaluations and internal audits: Evaluations and internal audits of CBC/Radio-Canada's services and programming are periodically conducted, taking into account how they promote the development and vitality of OLMCs.

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Detailed action plan

A. AWARENESS (In-house activities)

[Training, information, orientation, awareness & 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 research, studies and investigations.]

Expected result: Creation of lasting changes on CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Communication to senior managers: Continue applying the means of communication currently used with senior managers to raise their awareness of linguistic duality and the priorities of OLMCs.	Two French Services Executive Council meetings Weekly meeting of the various management teams	Presentation and understanding of the issues Top-down communication of information

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<p>Communication to employees: Continue applying the means of communication currently used with employees to raise their awareness of linguistic duality and the priorities of OLMCs.</p>	<p>Twelve meetings between regional employees and the Executive VP and the GM, Regional Services</p> <p>Regular communications by senior management to employees via the new intranet portal, iO!</p>	<p>Presentation and understanding of the decision-making process</p> <p>Presentation and understanding of the issues</p>
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B. CONSULTATION (Sharing of ideas and information with OLMCs)

[Activities (e.g., committees, discussions, meetings) through which the Corporation consults the OLMCs and dialogues with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g., round tables) to explore possibilities for cooperation within the existing mandate of the Corporation or as part of developing a new program or new policy; 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 relationships between CBC/Radio-Canada and OLMCs; CBC/Radio-Canada and OLMCs understand each other's needs and mandate		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Continue implementing the Corporation's consulting and support strategy for French-speaking communities outside Quebec.	Two Regions' Panels Twelve meetings with OLMC groups Four "Dîners des huit" (community leaders) Speeches, etc.	Better understanding of the decision-making process Better understanding of regional and network programming Better understanding of Radio-Canada issues

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<p>Maintain close ties with and support independent producers in the production of documentaries, series and variety programming.</p>	<p>Two meetings with the Alliance des producteurs francophones du Canada (APFC) during the year Regular meetings with independent producers</p>	<p>Number and genres of independent productions per region Total of amounts invested Number of hours broadcast in regions and on network</p>
<p>Create new opportunities to promote discussion between English-minority independent producers in Quebec and CBC management.</p>	<p>Participation in industry panels (RIDM, etc.) and holding of four sector-specific meetings with independent producers</p>	<p>Production and broadcast of quality productions by independent producers from Quebec on CBC Television.</p>
<p>Continue the series of meetings with representatives of various communities in Quebec.</p>	<p>Four to six meetings</p>	<p>Participation in the meetings, participants' answers to the questionnaire; OLMCs' concerns reflected on our airwaves</p>
<p>Use the results of in-house and BBM surveys to better meet the needs of OLMCs.</p>	<p>Four BBM surveys and a few in-house ones to gather specific information</p>	<p>Results of the surveys, analysis of the results and actions taken to better serve OLMCs</p>

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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 Web site to communicate with OLMCs.]

Expected result: OLMC culture reflects an up-to-date understanding of CBC/Radio-Canada's mandate; OLMCs receive up-to-date and relevant information about CBC/Radio-Canada's programs and services (P&S).		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Establish direct communications with OLMC organizations and leaders.	Four "Dîners des huit" (community leaders) Newsletter about Radio-Canada, <i>LA MOLÉCULE</i> , sent to 2,500 organizations/leaders dedicated to French-speaking communities in Canada	Improved awareness and understanding of regional and network programming on all platforms: TV, Radio, and Web

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<p>Use our different platforms and newspaper ads to let people know about programs and specials produced and broadcast in the regions and across the network.</p> <p>Explore new avenues for developing win-win partnerships with organizations and major events in OLMCs.</p>	<p>Regular news releases about the regions via email</p> <p>Monthly online publication, i-Wire, informing English-minority independent producers about what's new at CBC</p> <p>Newspaper ads</p> <p>Cross-promotions (TV, Radio, and Web)</p> <p>New partnerships with clearly defined contract agreements</p>	<p>Increased reach of regional and national programming on TV, Radio, and the Web</p> <p>Introduction of a mechanism for bartering with various associations</p>
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D. COORDINATION AND LIAISON (Does not include funding—internal coordination and liaison with other government institutions)

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

Expected result: Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Sign and implement a new multipartite agreement on arts and culture with the FCCF, the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage.	New five-year agreement	Quantity and quality of actions stemming from the agreement
In tandem with the NFB, continue Post-INPUT conferences in the Acadian region, Ottawa, Vancouver and Winnipeg.	Post-INPUT events held in Acadian region,	Professional exchanges and presentation of the best international productions

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<p>Doc Shop event by NFB and CBC for development of emerging filmmakers, to enable 25 film and communications students to make documentaries, a number of which are aired by CBC Montreal.</p>	<p>Ottawa, Vancouver and Winnipeg</p> <p>Doc Shop event takes place</p>	<p>Quantity and quality of actions stemming from the agreement</p> <p>Number of productions to be aired on CBC Television</p>
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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 adequate access to its programs and services; OLMC needs (e.g., geographic dispersion, development opportunities) are taken into account.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Strengthen regional roots and program branding.	1) Mandate of news-focused Radio morning shows 2) 60-minute <i>Téléjournal</i> at 6 p.m.; continue with seven-day-a-week presence	Improved and diversified programming

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<p>Continue enhancing the regional presence on national TV and Radio networks.</p> <p>Take action in the area of digital television service delivery to regions.</p>	<p>3) Consolidation of youth-oriented TV and Radio programs in Western Canada</p> <p>4) Development of strategic projects with independent producers</p> <p>Introduction of network programs produced in the regions</p> <p>Access to regional signals via satellite</p>	<p>Improved reach and diversification of subject matter</p> <p>Awareness-raising among parties interested in this vital issue</p>
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F. ACCOUNTABILITY

[Activities through which the Corporation integrates its OLA section 41 implementation work with the department's planning and accountability mechanisms (e.g., report on plans and priorities, departmental performance report, departmental business plan, status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services, 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 the OLMC perspective, Broadcasting Act OLMC provisions and OLA section 41 into CBC/Radio-Canada's policies, programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMCs' perspective		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
Throughout the year, CBC/Radio-Canada regularly updates its annual Action Plan for implementing the <i>Broadcasting Act's</i> OLMC provisions and section 41 of the OLA.	Summary of steps in implementing the Action Plan	An update on progress in implementing the Action Plan is prepared for each meeting of the Regions' Panel.
CBC/Radio-Canada prepares an annual status report of achievements in implementing the <i>Broadcasting Act's</i> OLMC programming provisions and section 41 of the OLA.	2008–09 Status Report	Establish tools for qualitative and quantitative measurement.
Evaluations and internal audits of CBC/Radio-Canada's services and programming are periodically conducted, taking into account how they promote the development and vitality of OLMCs.	Programs and Services Evaluation Committee	Evaluation Committee reports Follow-up actions on Evaluation Committee recommendations

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Distribution list

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

Web address of CBC/Radio-Canada Action Plan:

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