

# CBC/RADIO-CANADA

## ANNUAL REPORT ON RESULTS IMPLEMENTATION OF CBC/RADIO-CANADA'S OFFICIAL LANGUAGES RESPONSABILITIES 2009–2010

### PREAMBLE

Although the *Official Languages Act* does not apply to our programming, we have chosen to include information on our programs in this document to ensure that it is complete and to explain the findings of our outreach activities and partnerships.

### General information

Federal institution: Website:	CBC/Radio-Canada <a href="http://www.cbc.radio-canada.ca">www.cbc.radio-canada.ca</a>
Minister responsible:	The Honourable James Moore
Senior official(s) responsible for implementation of section 41 of OLA (e.g., Assistant Deputy Minister or Official Languages Champion):	Katya Laviolette, Vice-President, People and Culture
<b>General</b> mandate of federal institution:	CBC/Radio-Canada is the national public broadcaster. Its mandate is to provide high-quality Canadian radio and television programming that reflects Canadian realities and depicts the country's regional diversity, while meeting regional needs.
National coordinator responsible for implementation of section 41: Exact title: Telephone no.: Email:	Diane Laflamme Planning Manager, Regional Services, French Services Telephone: 514-597-4749 Email: <a href="mailto:diane.laflamme@radio-canada.ca">diane.laflamme@radio-canada.ca</a>

# CBC/RADIO-CANADA

<p>Regional coordinators (if any): Exact titles: Telephone nos.: Emails:</p>	<p style="text-align: center;"><b>Radio-Canada</b></p> <p><b>Acadie Region</b> Johanne Huard, Communications Manager Telephone: 506-853-6722 Email: <a href="mailto:Johanne.Huard@RADIO-CANADA.CA">Johanne.Huard@RADIO-CANADA.CA</a></p> <p><b>Ottawa/Gatineau Region</b> Agathe Camiré Senior Communication Officer Telephone: 613-288-6701 Email: <a href="mailto:Agathe.Camire@RADIO-CANADA.CA">Agathe.Camire@RADIO-CANADA.CA</a></p> <p><b>Ontario Region</b> Manon Côté Communications Manager Telephone: 416-205-3581 Email: <a href="mailto:Manon.Cote@CBC.CA">Manon.Cote@CBC.CA</a></p> <p><b>Manitoba Region</b> Martine Bordeleau Communications Manager Telephone: 204-788-3699 Email: <a href="mailto:Martine.Bordeleau@RADIO-CANADA.CA">Martine.Bordeleau@RADIO-CANADA.CA</a></p> <p><b>Saskatchewan Region</b> Françoise Sigur-Cloutier Regional Communications Manager Telephone: 306-347-9745 Email: <a href="mailto:Francoise.Sigur@RADIO-CANADA.CA">Francoise.Sigur@RADIO-CANADA.CA</a></p> <p><b>Alberta Region</b> Lyne Rainville Interim Communications Manager Telephone: 604-662-6165 Email: <a href="mailto:LYNE.RAINVILLE@RADIO-CANADA.CA">LYNE.RAINVILLE@RADIO-CANADA.CA</a></p> <p><b>Colombie-Britannique &amp; Yukon Region</b> Lyne Rainville Communications Manager Telephone: 604-662-6165 Email: <a href="mailto:LYNE.RAINVILLE@RADIO-CANADA.CA">LYNE.RAINVILLE@RADIO-CANADA.CA</a></p> <p style="text-align: center;"><b>CBC</b></p> <p><b>Quebec Region</b> Pia Maria Marquard Executive Director, English Services in Quebec Telephone: 514-597-4424 Email: <a href="mailto:PIA.MARQUARD@RADIO-CANADA.CA">PIA.MARQUARD@RADIO-CANADA.CA</a></p>
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# CBC/RADIO-CANADA

## Summary of the Main Progress Made by CBC/Radio-Canada in 2009–2010

### Awareness

- Across CBC/Radio-Canada, the iO! portal has proven itself an ideal tool for raising employee awareness on an ongoing basis. Over the year, more than a hundred articles concerning our activities in OLMCs and linguistic duality were published. These communications came not only from management, but also from employees who are deeply devoted to their work in the service of their community.
- CBC/Radio-Canada's first annual public meeting held on September 23, 2009, was widely announced and broadcast in-house. In addition to getting an update on our strategies, employees were able to hear the questions and concerns raised by the general public, including many residents of OLMCs.
- President Hubert T. Lacroix continued his tour of regional stations across the country. Each time he spoke with managers and employees, he reiterated how important it was for CBC/Radio-Canada to be rooted in the regions.
- Considerable time was devoted to regional activities and strategies in regular conference calls and two annual French Services Executive Council meetings that Executive Vice-President Sylvain Lafrance held with executives, particularly in this paradoxical year that featured both the financial recovery plan and access to the Local Programming Improvement Fund (LPIF), created by the CRTC to support local television.
- Usually reserved for managers, the Regions' Panel (of which 11 of the 14 members hail from OLMCs) was attended for the first time by network on-air and programming staff, who engaged in open discussion with these public representatives.

### Consultation

- In the wake of the financial recovery plan and this year's introduction of the LPIF, and in light of several common issues, the frequency of meetings and discussions with national and regional partner networks in Canadian French-speaking communities intensified in 2009–10.
- French Services held two Regions' Panel meetings where participants were able to discuss matters of joint interest with the hosts and creators of the network's flagship programs for the first time. Since most internal and external participants live and work in OLMCs, the communities' needs, achievements, and expectations were raised and considered at this level of representation. One example: following a suggestion by a representative from Newfoundland and Labrador, all time zones are now displayed on RDI.
- On March 23, to strengthen ties with national associations representing Canadian French-speaking communities, Executive Director of Regional Services Louis Lalande invited three associations to send a representative to the May 2010 Regions' Panel meeting as a citizen member. Those associations were FCFA (Fédération des communautés francophones et acadienne), FCCF (Fédération culturelle canadienne-française) and FJCF (Fédération de la jeunesse canadienne-française).
- Toronto's Cultural Communities Panel, created by French Services in 2008, held two meetings in 2009–10. The most recent, in March 2010, gave young people age 17–24 a chance to voice their opinions. The purpose of the meetings was to raise awareness of Radio-Canada's mandate and to pay attention to their concerns and expectations regarding the public broadcaster.
- It is important to reiterate that in their jobs and personal lives, CBC/Radio-Canada managers and employees living and working in minority-language settings are in everyday contact with their fellow citizens. There are countless formal and informal opportunities to speak with the public we serve, including our research activities, interviews and reports; remote broadcasts; the comments, calls and emails received from the public; the hundreds of partnerships in effect; numerous public appearances; and even personal activities.

# CBC/RADIO-CANADA

## Communications

- In 2009, CBC/Radio-Canada invited the Canadian public to take part in its first-ever annual public meeting. On September 23, the meeting webcast on our corporate site gave Canadians across the country an opportunity to learn more about the activities and strategies of their national public broadcaster and ask questions live and online. Archives of the meeting webcast are now available on our site.
- More and more, we are leveraging the strength of the CBC/Radio-Canada group to promote our programs. In addition to traditional means of reaching the public (advertisements in regional newspapers, sending out press releases to regional media, organizing promotion booths, distributing promotional materials at public events, etc.), we are carrying out more cross-promotion of our programs on radio, TV and the Web. We are heavily promoting Radio-Canada's regional websites (there are seven in OLMCs), which provide the bulk of this information.
- In response to the advent of social networks like Facebook and Twitter, we have invested in sites like these to reach, inform and capture the interest of young people, especially those in minority-language settings. Mission accomplished in January 2010 in Vancouver, with the public broadcast of the documentary entitled *Ouest qu'on parle français*, which drew numerous young people who were relatively unknown to the usual bodies representing Vancouver's French-speaking community.

## Coordination and liaison

- The national coordinator and regional coordinators attended regular interdepartmental meetings. The first tripartite meeting held in Nova Scotia on November 24, 2009, was greatly appreciated by our main managers in the Acadie Region (Louise Imbeault, Director, French Services, Acadie, and Agathe Arsenault, Program Manager in Nova Scotia). They were already thinking about the service's development in the region, which was made possible by the LPIF.
- Multipartite agreement with FCCF and its member organizations: The presence of the Executive Vice-President of French Services, Sylvain Lafrance, and several members of the management team in Ottawa for the signing of the agreement speaks to Radio-Canada's commitment to pursue common objectives regarding development of culture and the arts in Canada. At the bilateral meeting with FCCF on March 15, 2010, participants gave Radio-Canada high marks for its actions. In fact, several developmental initiatives for the cultural industries with which we work at the regional and national levels support the shared priorities identified in the multipartite agreement: examples include Le Prix des lecteurs Radio-Canada 2010, Les rencontres qui chantent, the 20th anniversary of the Association des professionnels de la chanson et de la musique, numerous independent productions, and TOU.TV.

## Funding and program delivery

- The financial recovery was achieved by means of the adopted plan. In consultation with representatives of Windsor's French-speaking community, "SOS CBEF", we are working to improve services within current funding limitations.
- Paradoxically, the creation of the LPIF has enabled French Services to expedite implementation of its regional strategy since September 2009 and to rectify certain shortcomings in its regional presence. These programming improvements made by our seven OLMC television stations are already visible to and appreciated by TV viewers.
- The World Acadian Congress held in New Brunswick's Acadian peninsula from August 7 to 23, 2009, and the 2010 Winter Olympic Games in Vancouver have led to the creation of major new partnerships and special TV/radio/Web programming in the regions concerned, as well as on the national networks.
- Despite the difficult financial situation, funds for cross-cultural programming (joint CBC/Radio-Canada projects) have been preserved, and hundreds of partnerships have been maintained in the OLMCs.

## Accountability

- Official languages: For 2008–09, CBC/Radio-Canada drafted an annual report of its achievements in carrying out its official languages responsibilities for non-programming activities and services. It also prepared an action plan for 2009–10.
- Each year, CBC/Radio-Canada submits an annual report to the government and an annual report to the CRTC on its conditions of licence. Both reports cover its activities in the regions, and the annual report to the CRTC includes a section on services to OLMCs.
- LPIF: For every eligible television station (there are seven in the OLMCs), Radio-Canada took steps in 2009–10 to prepare to gather information for the first usage report, to be tabled with the CRTC on November 30, 2010.

# CBC/RADIO-CANADA

## A. AWARENESS (In-house activities)

[Training, information, orientation, awareness, communication and other activities carried out **in-house** in order to educate employees and/or senior managers of the federal institution about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; consideration of the viewpoints of OLMCs in research, studies and investigations carried out in-house.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>CBC/Radio-Canada (corporate)</b></p> <p>Use of the iO! portal to publish regular items about OLMCs, linguistic duality, cross-cultural projects and the <i>Official Languages Act</i> (40 years old in 2009).</p> <p>First CBC/Radio-Canada annual public meeting held live on the corporate website on September 23, 2009, to which all Canadians, including our own staff, were invited.</p> <p>The President and members of the senior executive team met with regional personnel.</p>	<ul style="list-style-type: none"> <li>• See Appendix 1 for a list of iO! publications.</li> <li>• Corporate publications and publications of interest to both networks are published in both languages.</li> <li>• Every week, a bilingual email is sent to ALL employees reminding them of the main articles published in both languages during the week.</li> <li>• Since March 2010, employees and pensioners have been able to access the iO! portal from home, 24 hours a day, seven days a week.</li> </ul> <p>See details on pages 16 and 17 of Section C, Communications.</p> <p>See Appendix 2 for a list of senior management meetings with regional personnel.</p> <p>President Hubert T. Lacroix delivered a presentation and held discussions with regional managers at the opening of the French Services Executive Council meeting in Montreal, June 9–10, 2009</p>	<ul style="list-style-type: none"> <li>• For employees at all levels of the organization, iO! is the place to turn for daily information about CBC/Radio-Canada's internal and external activities, as well as the latest developments in the broadcasting industry.</li> <li>• In 2009–10, managers and employees really took to this powerful internal communications tool, launched in winter 2008.</li> <li>• Given the quantity and quality of publications demonstrating the importance of regional services, OLMC activities and linguistic duality at our organization, CBC/Radio-Canada employees cannot help but embrace them as important values.</li> </ul> <p>An invitation extended to all employees as of August 24, a permanent announcement on iO! prior to the September 23 annual meeting, the choice of lunch hour time slot (ET), which was conducive to substantial participation levels, and the fact that everything took place on iO! spurred employee participation and gave staff an opportunity to become more aware of the concerns of the general public, including those of OLMC residents who voiced their opinions.</p> <p>The twenty-odd meetings held by senior management representatives with OLMC employees (nearly half of which were attended by the President) are concrete proof of the importance attached to these regions and to the point of view of employees who are also OLMC residents.</p>	<p><b>Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.</b></p>

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<p><i>Challenge Us! / Mettez-nous au défi!</i> Meetings between the President, media-line vice-presidents, and English and French Services executives with citizens' groups from the country's many regions.</p>	<p>Every time he spoke with executives and employees, President Hubert T. Lacroix reiterated how important it was for CBC/Radio-Canada to be rooted in the regions.</p> <p>From November 8 to 10, 2009, 60 employees (25 English speakers, 23 French speakers and 12 bilingual people) representing every region of the country and every part of the Corporation took part in the second <i>Challenge Us! / Mettez-nous au défi!</i> in-house forum.</p>	<p>From a senior management perspective, President Hubert T. Lacroix initiated group discussions on what CBC/Radio-Canada has to do to realize its full potential and value by 2015.</p> <p>The workshops produced short-, mid- and long-term plans. Employees suggested using iO! to strengthen internal communications, harnessing the full potential of the Web (Twitter and Facebook) for communications with employees and the general public, taking advantage of CBC/Radio-Canada's 75th anniversary, strengthening ties between content creators from different regions, and forging closer ties between the 9,200 employees or ambassadors of CBC/Radio-Canada and Canadians as a whole.</p>	<p><b>Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.</b></p>
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<p><b>Radio-Canada (French Services)</b></p> <p>Conference call for French Services managers.</p> <p>Meetings of the French Services Executive Council.</p> <p>Participation of front-line managers and programming staff in Regions' Panel meetings.</p>	<p>Throughout the year, the Executive Vice-President of French Services, Sylvain Lafrance, held conference calls with over 300 managers (including about a hundred in the regions) to review current issues and respond to questions and concerns from across the country. After those calls, <i>Questions de l'heure</i> newsletters summarizing the calls' content were emailed to Radio-Canada managers, inviting them to share relevant information with their teams.</p> <p>At the invitation of the Executive Vice-President, two meetings of the French Services Executive Council were held in 2009–10, on June 9 and 10, 2009, and January 27 and 28, 2010. Between 50 and 60 regional managers, approximately two thirds of whom work in OLMCs, attended the meetings.</p> <p>Alongside the French Services Executive Council meetings, a day and a half of additional meetings were organized with regional executives on June 8 and January 26 to discuss specific joint projects.</p> <p>In 2009, two meetings of the Regions' Panel (of which 11 of the 14 members hail from OLMCs) were held in Montreal, from April 29 to May 1 and from November 30 to December 2. These meetings were open not only to network managers, but also and for the first time to network hosts and programming staff.</p>	<p>A few highlights of these communications: the update on cuts, especially the April and May cuts in the regions; in September we provided details on the Local Programming Improvement Fund (LPIF) created by the CRTC; and January's initiatives regarding the Vancouver Olympics just around the corner.</p> <p>As always, there was a presentation on Regional Services. In June, the presentation focused on Regional Services' priority areas (LPIF, regional Web services, regional radio services, applications for television licences for Toronto and Rimouski), and participants from across Canada took part in a workshop on "Le citoyen au cœur de nos décisions" [the central role of citizens in our decisions]. In January, the Executive Director outlined the opportunities provided by the LPIF for strengthening regional roots in a presentation entitled "Les régions en pleine effervescence."</p> <p>Céline Galipeau (<i>Téléjournal</i> anchor/reporter) and Pierre Maisonneuve (host of the <i>Maisonneuve en direct</i> call-in show), along with their chief editors and producers, accepted the invitation right away. They were well prepared and documented to present their approach to panel members and spoke very openly with the panellists about the place of regional issues of national interest in their programs. The experience was greatly appreciated by all parties. For our journalists, it was an opportunity to take stock, take a stand and take the public's pulse. For Panel members, these meetings with our on-air personalities and programming staff were an opportunity to witness their level of engagement and validate the discourse they have heard so far from our executives.</p>	<p><b>Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.</b></p>
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# CBC/RADIO-CANADA

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<p>Every year, Radio-Canada plans network program remote broadcasts in the regions.</p> <p>Active participation by managers in FCCF's themed working groups.</p> <p>Senior management regional tours.</p> <p>Weekly conference calls by regional management.</p> <p>Weekly conference calls by program managers (networks and regions).</p> <p>Reporting on monthly highlights of regional activities to senior management, all managers and regional directors.</p>	<p>A few examples of network program remote broadcasts in OLMCs: <i>Maisonneuve en direct</i> in Bathurst, Moncton, Sudbury and Vancouver; <i>275 Allo</i> and <i>À la semaine prochaine</i> in Moncton, <i>Le téléjournal</i> with Céline Galipeau in Vancouver, and numerous other programs in connection with the Olympics.</p> <p>See Appendix 4 for the schedule of meetings with FCCF and its member organizations and Radio-Canada participants.</p> <p>See Appendix 2 for a list of senior management meetings with regional staff.</p> <p>Every week, Louis Lalande, Executive Director, Regional Services, convenes a management committee conference call. Roughly four times a year, these meetings are held in person, in Montreal. Half of the participating directors work and live in OLMCs.</p> <p>The Program Director, Regional Services, Patricia Pleszczynska, holds a weekly conference call with program managers and directors for the networks and regions. Over half the regional managers that take part live and work in OLMCs.</p>	<p>These remote broadcasts raise network team awareness of the situations of francophones outside Quebec. These re-energizing opportunities help team members develop their programs and communicate better with Canadian audiences.</p> <p>Ever since he took up his position in 2006, Louis Lalande, Executive Director of Regional Services, has felt that it was very important to meet with and solicit input from employees in the regions, as well as support the teams and celebrate their accomplishments. In 2009–10, several events led him to meet with employees/citizens working in OLMCs: the financial recovery plan, the World Acadian Congress, the LPIF, and the Vancouver Olympics.</p>	<p><b>Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.</b></p>
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<b>CBC (English Services)</b>	Statistics Canada and Canadian Heritage information from the most recent census data available assists us in identifying geographic locations of English-speaking and multiethnic Quebecers. This information is distributed to program staff.		
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# CBC/RADIO-CANADA

## B. CONSULTATIONS (Sharing of ideas and information with OLMCs)

[Activities (e.g., committees, discussions and meetings) through which the federal institution consults the OLMCs and interacts with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g., round tables and working groups) to explore possibilities for cooperation within the existing mandate of the federal institution 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 needs and concerns.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>CBC/Radio-Canada (corporate)</b></p> <p>CBC/Radio-Canada senior management meetings with citizens in regions across the country.</p> <p>Every day in their work and personal lives, CBC/Radio-Canada managers and employees living and working in minority-language settings are in contact with their fellow citizens.</p>	<p>See Appendix 3 for a list of President Hubert T. Lacroix's meetings with OLMC residents.</p> <ul style="list-style-type: none"> <li>• Research and interviews with program guests</li> <li>• Remote broadcasts</li> <li>• Comments, calls and emails from listeners, viewers and Internet users</li> <li>• Partnerships</li> <li>• Public appearances</li> <li>• Personal lives and life in society, where every employee is an ambassador of the public broadcaster's brand</li> </ul>	<p>The President continued the tour of Canadian regions that he began in 2008–09. In the fall, he met with representatives of Windsor's French-speaking community who are contesting the budget cuts carried out by the Corporation.</p> <p>These numerous meetings to listen to the needs and expectations of Canadians across the country provide valuable input into the Corporation's policy-making and strategic decision-making.</p> <p>Although they are not formal consultation activities, these activities that are part of our employees' daily lives are all opportunities to speak with the people they serve and obtain feedback.</p>	<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>

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### Radio-Canada (French Services)

#### Regions' Panel

- In 2009, the Regions' Panel met twice in Montreal, from April 29 to May 1 and from November 30 to December 2.
- On March 23, 2010, Louis Lalande invited three national associations representing Canadian French-speaking communities to send a representative to the May 2010 Regions' Panel meeting, as a citizen member. The associations invited were the FCFA (Fédération des communautés francophones et acadienne), FCCF (Fédération culturelle canadienne-française) and FJCF (Fédération de la jeunesse canadienne-française).

- 11 of the 14 Panel members hail from OLMCs. In fall 2009, the Panel (whose members change from time to time) welcomed new members representing Manitoba, Prince Edward Island and Northern Ontario. Four of the six regional directors who sit on the Panel work in OLMCs. The Executive Vice-President of French Services, Sylvain Lafrance, always takes time to speak with Panel members at the start of the meeting.
- For the first time, in addition to the usual network managers, staff and hosts assigned to network programs were invited to these events. More information is available in Section A, Awareness, on page 7.
- Apart from one point dealing specifically with Canadian Francophonie matters, presented by the national coordinator for section 41, the event's agenda is complete and designed for all regional representatives.
- Panel meetings are not recorded and no minutes are produced in order to preserve the freedom and confidentiality of the discussions held.
- If warranted, specific points are implemented as quickly as possible. For instance, following a suggestion by a participant from Newfoundland and Labrador, all time zones are now displayed on RDI.

- Since most internal and external participants live and work in OLMCs, the communities' needs, achievements, and expectations are voiced at this level of representation.
- Given the maturity and quality of the group's work and discussions, the number of guests permitted was increased to include programming staff.
- With programming staff (who have all worked in the regions at one point or another in their careers) attending as guests, it was possible to hold direct discussions with them concerning regional presence and the representation of regional realities in network programs, and to check that their words and actions agreed with those of the managers.
- Evidence shows that participants who are managers or producers on Radio-Canada network programs show greater awareness in their day-to-day work of OLMC needs and perceptions.
- Panel participants have free rein to express their needs and points of view at the forum, and they are more aware of the challenges facing the public broadcaster in the new media landscape.

**Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.**

**B. CONSULTATIONS (Sharing of ideas and information with OLMCs)**

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<p><u>FCCF</u> More frequent opportunities for dialogue under the multipartite agreement for the development of arts and culture in Canadian French-speaking communities with the Fédération culturelle canadienne-française (FCCF) and its member organizations: APFC: Alliance des producteurs francophones du Canada FRIC: Front des réalisateurs indépendants du Canada RNGC: Réseau national des galas de la chanson RÉCF: Regroupement des éditeurs canadiens-français ANIM: Alliance nationale de l'industrie musicale ATFC: Association des théâtres francophones du Canada AGAF: Association des groupes en arts visuels francophones</p> <p>More frequent opportunities for dialogue with other OLMC national associations.</p> <p>Formal meetings and regular, ongoing communications with a broader range of OLMC representatives, organizations and citizens.</p>	<ul style="list-style-type: none"> <li>• See Appendix 4 for a list of meetings attended by French Services management in connection with the multipartite agreement with FCCF and its member organizations.</li> <li>• Active participation by senior management in FCCF's themed work groups.</li> <li>• During the year, regular communications with the APFC and its representatives.</li> <li>• Regular meetings between our program directors' teams and independent producers.</li> </ul> <p>See Appendix 5 for a list of meetings between French Services management and national OLMC associations.</p> <p>See Appendix 6 for a list of French Services management meetings with OLMC associations and residents.</p> <p>See Appendix 7 for the list of other OLMC associations that regional management met with.</p> <p>Three major events in 2009–10 fostered discussion and closer ties with the OLMCs and their leaders: the budget cuts that were contested in Windsor, the World Acadian Congress held across the Acadian peninsula from August 7 to 23, and the events surrounding the Vancouver Olympics that ran from February 12 to 28.</p>	<p>Improved communications, increased mutual trust, better comprehension of common issues, forged and maintained long-lasting, developmental partnerships.</p> <p>The Executive Director, Regional Services, and the new Executive Director of FCCF have agreed to stay in touch more often during the year.</p> <p>Improved communications, increased mutual trust and better comprehension of common issues.</p> <p>The Executive Director, Regional Services and the new President of the FCFA have agreed to stay in touch more often during the year.</p>	<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>
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<p>Annual meeting of the Radio-Canada news and current affairs management team and the Société nationale de l'Acadie management team.</p> <p>Toronto's Cultural Communities Panel</p> <p>BBM sweep, monthly Webtrends surveys and a few other in-house surveys and studies to gather specific information.</p>	<p>Moncton, May 28: following the April 27 publication of the Société Nationale de l'Acadie study of Radio-Canada, Alain Saulnier (Executive Director of News and Current Affairs), Louis Lalande, Marcel Courchesne (Managing Editor for the <i>Téléjournal</i>), Elisabeth Crener (Manager, News and Current Affairs, Acadie) and Louise Imbeault (French Services Director, Acadie) met with SNA representatives (President Françoise Enguehard, Director Lucie LeBouthillier and the author of the study, Marie-Linda Lord).</p> <p>June 1, 2009: second Panel meeting. March 4, 2010: third Panel meeting; youth edition focused on giving a voice to young people age 17–27.</p> <p>Radio-Canada funds an annual special study to obtain specific information about selected markets. Unlike in past years, when special studies were conducted in French-speaking markets outside Quebec, this year's funding was spent on surveying the needs of the population in eastern Quebec, a vast and heavily populated region that must be served.</p>	<p>At this first meeting with the SNA, certain facts were brought to light and the two parties agreed to meet once a year to review the situation.</p> <p>These informal discussions with representatives of various multicultural organizations that identify with the French-speaking community have enabled Radio-Canada to better publicize its mandate and respond to the concerns and expectations of cultural communities.</p> <p>Following the first two panels, it was decided to focus on young people for the third event.</p>	<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>
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# CBC/RADIO-CANADA

## B. CONSULTATIONS (Sharing of ideas and information with OLMCs)

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<p><b>CBC (English Services)</b></p> <p><b>CBC Partnerships</b> explores and initiates contact with community organizations across the spectrum of regional priorities. In doing so, activities and issues are identified and brought to the attention of CBC Radio and Television and other departments for potential follow-up. In meeting with community groups broadly, and specifically through monthly editorial boards and other direct contacts, CBC Partnerships is assisting in setting up reciprocal relationships, community-based partnership projects and information exchanges to facilitate continued contact.</p> <p>CBC Radio partners with community organizations to create programming and public events on matters of importance to the English speaking community such as economic development, health and nutrition, work matters, identity and housing matters. CBC Radio programs are presented live before an audience on dozens of occasions during the year, thereby ensuring direct feedback and input from regular and new listeners alike.</p>	<p><b>Examples of our consultations with the community:</b></p> <ul style="list-style-type: none"> <li>• <b>Editorial Board Series:</b> CBC Montreal holds monthly Editorial Boards that identify a particular ethnic community (3/4) or topical constituency (1/4). We balance gender, age, background, and for specific topics such as soccer will want to balance such variables as players, parents, coaches, referees, organisers, administrators, volunteers, etc. We hold annual meetings with the three most important diverse communities (Black, Asian and Muslim) and have developed meaningful relationships with these communities. We have now had over forty of these meetings over seven years and they form the basis of our overall community contact base.</li> <li>• <b>Community Advisory Group:</b> CBC Montreal's Community Advisory Group is made up of over 300 community leaders from the cultural communities and community organisations in priority areas, such as environment, health, business, youth, amateur sports, etc. It is comprised of guests who have attended the monthly editorial boards organised by Partnerships and Communications, as <i>well as those</i> organisational leaders met in the community in Partnerships activity. The CAG meets annually at CBC and are in contact with the CBC monthly to provide community feedback. We also ask them every three months for a single person, event and issue in the community, which we share with our regional programmers. The group is periodically culled and renewed to make sure that members are active.</li> </ul>	<ul style="list-style-type: none"> <li>• Members of the community are very appreciative of being involved in roundtable discussions about programming. Not only do they feel as though they have a say in what stories we cover, but many members of our Editorial Boards often come back as guests or contributors on our shows.</li> <li>• Holding these types of consultations also help us to identify the needs of English-speaking Quebecers; among them are need to see themselves portrayed through regional programs produced by English Television in Quebec, as well as a desire for local news stories and local perspective and context given to the reports they see nightly on their local news program. They also need us to create awareness for their organizations and various cultural, business and social endeavours.</li> </ul>	<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>
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**B. CONSULTATIONS (Sharing of ideas and information with OLMCs)**

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<p>The CBC Television and Radio News team, as well as our Radio Current Affairs teams, are out in the Montreal community live throughout the year covering events that raise awareness and discussion amongst its citizens.</p> <p>Viewer and listener opinions are solicited on a daily basis through radio open-line or talkback, text messaging, e-mail, twitter, voice mail, and letter mail. A cross-section of these views is broadcast during the supper hour on television and by all daily radio programs with a province-wide open line five days a week at the lunch hour.</p>	<ul style="list-style-type: none"> <li>• <b>Townshippers Day:</b> Annual day of celebration for English-speaking residents of the Eastern Townships</li> <li>• <b>School Needs Project:</b> The School Needs Project is a Community Partnership involving two community-based granting foundations, a local human rights foundation, all five Metropolitan Montreal English School Boards, students from elementary and secondary school students in all the boards and CBC Montreal.</li> </ul>		<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>
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# CBC/RADIO-CANADA

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

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

<p><b><u>Activities carried out to achieve the expected result</u></b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b><u>Outputs</u></b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b><u>Progress made in achieving the expected result</u></b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>CBC/Radio-Canada (corporate)</b></p> <p>CBC/Radio-Canada's first annual public meeting</p>	<ul style="list-style-type: none"> <li>• On August 24, CBC/Radio-Canada invited the Canadian public (including employees) to take part in its first-ever annual public meeting on September 23.</li> <li>• On September 23, from 11 a.m. to noon (ET), the public meeting was held at Ottawa Broadcast Centre Studio 40 and broadcast on the corporate website.</li> <li>• Tim W. Casgrain, Chair of the Board of Directors, Hubert T. Lacroix and Suzanne Morris, Vice-President and Chief Financial Officer, outlined the 2008–09 highlights and spoke about the Corporation's strategic directions and financial situation.</li> <li>• Many members of the Board of Directors and CBC/Radio-Canada senior executive team were on hand. Some 15 participants from the general public, including representatives of OLMC associations, attended and asked questions.</li> <li>• 435 live streams.</li> <li>• 71 questions were submitted by 43 people from the following regions: 41.9% from Quebec, 32.6% from Ontario, 7% from British Columbia, 7% from Nova Scotia, 4.7% from Alberta, and 2.3% from Prince Edward Island, Manitoba and France.</li> <li>• 32.4% of the topics concerned funding, while 16.9% concerned Windsor and smaller centres.</li> <li>• 15 questions were asked live, eight in French and seven in English: 33.3% concerned funding while 13.3% concerned Windsor and smaller centres.</li> </ul>	<p>Canadians (including our employees) were informed of the event starting on August 24 and given the chance to register for this first public meeting.</p> <p>Broadcast on the corporate website in a time slot suitable for all Canadian time zones, the meeting gave Canadians across the country an opportunity to learn more about their national public broadcaster's activities and strategic directions, and to ask live questions online.</p> <p>In addition to meeting new Treasury Board requirements, the annual public meeting gives the Corporation an excellent opportunity to forge closer ties with the public and demonstrate its transparency and commitment to serving Canadians.</p>	<p><b>OLMC culture reflects a broad understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services.</b></p>



# CBC/RADIO-CANADA

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

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<p>Improvements to the CBC/Radio-Canada website, including the official languages section.</p>	<ul style="list-style-type: none"> <li>• Meeting archives are available at <a href="http://cbc.radio-canada.ca/annualmeeting/">cbc.radio-canada.ca/annualmeeting/</a>.</li> <li>• Answers to the questions most frequently asked online and not answered during the event are posted at <a href="http://cbc.radio-canada.ca/annualmeeting/faq.shtml">cbc.radio-canada.ca/annualmeeting/faq.shtml</a>.</li> </ul> <p>Improvements were made to the corporate website, including an enhanced visual presentation and greater user-friendliness.</p> <p>In the official languages section, at <a href="http://cbc.radio-canada.ca/docs/languages/index.shtml">cbc.radio-canada.ca/docs/languages/index.shtml</a>, we added a section called "Updates" where CBC/Radio-Canada can respond to the public's concerns about minority linguistic communities in Canada.</p>		<p><b>OLMC culture reflects a broad understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services.</b></p>
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# CBC/RADIO-CANADA

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<p><b>Radio-Canada (French Services)</b></p> <p><i>La Molécule</i>, a newsletter about Radio-Canada, was mailed three times a year to 2,500 French-speaking community groups and leaders.</p> <p>Leveraged the strength of the Radio-Canada group (TV, radio, and Web) <u>to promote our programs</u>.</p>	<p>Three issues of <i>La Molécule</i> were published and sent out by the Executive Vice-President of French Services, Sylvain Lafrance:</p> <ul style="list-style-type: none"> <li>• June 2009: report on the cuts announced in March 2009 and regional diversity in summer programming with <i>Bonjour Acadie!</i> in the top 10 (multiplatform programming for the World Acadian Congress)</li> <li>• September 2009: new fall programming highlights, improved news and current affairs service, and more regional programs thanks to the Local Programming Improvement Fund (LPIF) created by the CRTC, and the <i>Maisonneuve en direct</i> call-in show gives French-speaking listeners across the country's six time zones a chance to express themselves simultaneously</li> <li>▪ January 2010: a review of 2009, which was very successful in terms of regional presence, and the new TOU.TV portal (World Acadian Congress in summer 2009 and open house at the new Vancouver Broadcast Centre in December)</li> <li>• Purchase of advertising in regional newspapers</li> <li>• Program cross-promotion on TV, radio, and the Web</li> <li>• Press releases sent out to regional media at the start of the season and whenever necessary to publicize Radio-Canada initiatives</li> <li>• Promotion of Radio-Canada's regional websites</li> <li>• Promotion booths, distribution of promotional materials at public events, partnerships, etc.</li> </ul>	<p>Seven websites in the OLMCs provide information on programming, news, topics of regional interest, etc.</p>	<p><b>OLMC culture reflects a broad understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services.</b></p>
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# CBC/RADIO-CANADA

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<p>Developed new tools to reach out and talk with citizens about Radio-Canada's services and programming.</p> <p>Distributed comprehensive monthly reports outlining the activities of Radio-Canada's Regional Services to members of the Regions' Panel.</p>	<p>In addition to traditional means of communication, our regional communications departments are making increasing use of social networking sites like Facebook and Twitter to reach, inform and capture the interest of young audiences, especially young people living in linguistic minority communities.</p> <p>All regional communications managers received Web 2.0 training in January 2010.</p> <p>Now produced on a quarterly basis, these comprehensive activity reports were distributed to all Panel members.</p>	<p>Mission accomplished with the public broadcast of the documentary entitled <i>Ouest qu'on parle français</i>. Social networking sites were used to send out the invitation to come to our Vancouver studios and watch the documentary, followed by a debate on the state of the French language. The public event drew numerous young people who were relatively unknown to the usual bodies representing Vancouver's French-speaking community.</p>	<p><b>OLMC culture reflects a broad understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services.</b></p>
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# CBC/RADIO-CANADA

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<p><b>CBC (English Services)</b></p> <ul style="list-style-type: none"> <li>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 <a href="http://www.cbc.ca/montreal">www.cbc.ca/montreal</a> 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.</li> </ul>	<p><b>Special Cultural series on language in schools (February 2010):</b> 4-week special series (radio initiated) on mixing of languages in Montreal schools – French, English and dozens of other languages as kids from different backgrounds mix in schools – pieces featured on local &amp; regional programs as well as network program <i>C’est la vie</i>.</p> <p><b>Quebec Writers Competition and broadcast:</b> Annual Quebec writing competition (fiction and non-fiction) open to all English writers in the province and offering prize money and publication in <i>Maisonneuve Magazine</i> and an anthology published by <i>Vehicule Press</i>) as well as broadcast on CBC Radio’s regional performance program <i>Cinq a Six</i> (available online this year also). A partnership with the Quebec Writers’ Federation, <i>Maisonneuve</i> magazine, <i>Vehicule Press</i>)</p>	<p>Our shows’ Facebook pages are busier than ever, as well as audience “tweets” and text messages.</p>	<p><b>OLMC culture reflects a broad understanding of the federal institution’s mandate; OLMCs receive up-to-date and relevant information about the federal institution’s programs and services.</b></p>
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# CBC/RADIO-CANADA

## D. COORDINATION AND LIAISON (Does not include funding – Internal coordination and liaison with other government institutions)

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

<p><b><u>Activities carried out to achieve the expected result</u></b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b><u>Outputs</u></b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b><u>Progress made in achieving the expected result</u></b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>CBC/Radio-Canada (corporate)</b></p> <p>Council of the Network of Official Languages Champions</p> <p>Crown Corporations Advisory Committee on Official Languages (CCACOL)</p>	<p>CBC/Radio-Canada has helped fund the Council for two years.</p> <p>On June 18 and 19, 2009, Patricia Vincent, Senior Director, Total Compensation, and co-Official Languages Champion, took part in the annual retreat in Kingston, Ontario.</p> <p>Maryse Graham, Corporate Manager, Official Languages, represented CBC/Radio-Canada at the following meetings:</p> <ul style="list-style-type: none"> <li>– January 22, 2009 – Meeting in Ottawa – Updating of the <i>Roadmap for Canada’s Linguistic Duality 2008–2013</i>; Part VII: State of Affairs and Accountability; the Olympic and Paralympic Games</li> <li>– December 5, 2009 – Meeting in Montreal – Resource sharing by federal institutions participating in the 2010 Olympic Games</li> <li>– February 17, 2010 – New working group set up to review the operating structure of the Crown Corporations Advisory Committee</li> </ul>	<p>The Council of the Network of Official Languages Champions uses these funds to organize official-languages activities and initiatives.</p>	<p><b>Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>

# CBC/RADIO-CANADA

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<p>Interdepartmental meetings of national coordinators responsible for implementing section 41 of the OLA.</p>	<p>Diane Laflamme, Planning Manager at Regional Services and National Coordinator for section 41, attended every national coordinator meeting called by the Interdepartmental Coordination Directorate of the Department of Canadian Heritage: June 4, 2009, October 15, 2009, and February 18, 2010.</p> <p>The National Coordinator also attended the Official Languages Good Practices Forum in Ottawa on December 3, 2009.</p>	<p>These meetings are good opportunities to draw inspiration from other institutions' or federal departments' practices.</p> <p>For CBC/Radio-Canada, they are also an additional occasion to network and discuss common issues with representatives of cultural institutions such as the CRTC, NFB and NAC.</p>	<p><b>Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>
<p>Regional interdepartmental meetings</p>	<p>Manon Côté, Regional Communications Manager for Ontario and Regional Official Languages Coordinator, attended the Ontario interdepartmental meeting on October 15 in Toronto.</p> <p>On October 16 and 17, our two Ontario directors (Benoit Quenneville, Director, French Services, Ontario, and Richard Simoens, Director, French Services, Ottawa/Gatineau) attended the Forum communautaire and general assembly of the AFO (Assemblée de la francophonie de l'Ontario) in Mississauga.</p> <p>On October 16, in Edmonton, Yves Caron, Regional Communications Manager, Alberta, and Regional Official Languages Coordinator took part in the provincial interdepartmental meeting organized jointly by the Alberta District office of Canadian Heritage and ACFA (Association canadienne-française de l'Alberta).</p> <p>On November 24, 2009, Louise Imbeault, Director, French Services, Acadie, and Agathe Arsenault, Program Manager, Nova Scotia, attended the first tripartite meeting (with federal, provincial and community representatives) organized by Canadian Heritage in Nova Scotia.</p>	<p>Opportunities to improve our understanding of community priorities in every region and to identify ways to work together.</p> <p>In addition to the regular attendance of regional communications managers at these meetings, the participation of the Ontario and Acadie regional management demonstrates a desire to remain firmly rooted in their respective communities to provide input for decision-making.</p> <p>Holding a first tripartite meeting in Nova Scotia was an initiative greatly appreciated by our managers, who were in the process of thinking about the future development of television services in this region, using funding from the CRTC's Local Programming Improvement Fund (LPIF).</p>	

# CBC/RADIO-CANADA

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<p><b>Radio-Canada (French Services)</b></p> <p>The Multipartite agreement on arts and culture was signed and implemented with FCCF (and its member organizations*), the Canada Council for the Arts, the National Arts Centre, the National Film Board, Telefilm Canada, and Canadian Heritage.</p> <p>Managers played an active role in FCCF's themed work groups.</p> <p>Work was carried out in cooperation with federal institutions that had signed the agreement.</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>RÉCF: 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>	<p>The agreement was signed by the Executive Vice-President, French Services, on September 18, 2009, at the NAC in Ottawa. Also on hand were Louis Lalande, Executive Director of Regional Services; Richard Simoens, Director, French Services, Ottawa/Gatineau; and Diane Laflamme, Planning Manager at Regional Services and National Coordinator for section 41.</p> <p>Diane Laflamme is serving as agreement coordinator and represents Radio-Canada on the signatory committee.</p> <p>See the list of French Services management meetings related to the multipartite agreement with FCCF and its member organizations in Appendix 4.</p> <p>Examples of collaborative projects in 2009–10:</p> <ul style="list-style-type: none"> <li>• Prix des lecteurs Radio-Canada 2010 in partnership with RÉCF, which promotes French-Canadian literature across the country.</li> <li>• Various projects with ANIM: Les rencontres qui chantent at the Moncton Franco Fête, Mai de la chanson in Western Canada, Les galas de la chanson, and the 20th anniversary of APCM (Association des professionnels de la chanson et de la musique).</li> <li>• Télévision de Radio-Canada, RDI and ARTV joint projects with independent producers outside Quebec: <i>Belle-Baie's</i> third season and webcast on the new TOU.TV portal, the <i>Pour un soir seulement</i> and <i>Pour l'amour du country</i> variety series, the documentary <i>Ouest qu'on parle français</i>, and so on.</li> </ul>	<ul style="list-style-type: none"> <li>• Senior management's presence in Ottawa to sign the agreement demonstrates Radio-Canada's commitment to pursuing common goals for the development of Canadian arts and culture.</li> <li>• At the recent bilateral meeting with FCCF on March 15, 2010, participants (see Appendix 4) gave Radio-Canada high marks for its actions.</li> <li>• These strategic initiatives for the cultural industries with which we work at the regional and national levels support the common priorities identified in the multipartite agreement:             <ul style="list-style-type: none"> <li>• Support for succession planning and professional development</li> <li>• Strengthening cultural and artistic bodies</li> <li>• Raising the profile and visibility of artists</li> <li>• Audience renewal</li> <li>• Making use of new technologies</li> </ul> </li> <li>• Post-mortem meetings are organized for most initiatives, and the annual meeting of themed work groups provides an opportunity to review challenges specific to the industry as well as Radio-Canada's contribution.</li> </ul>	<p><b>Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>
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# CBC/RADIO-CANADA

## D. COORDINATION AND LIAISON (Does not include funding – Internal coordination and liaison with other government institutions)

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

	<ul style="list-style-type: none"> <li>• A new business relationship established with independent producers under the LPIF. Seven of Radio-Canada's 12 regional television stations eligible for the fund operate in OLMCs.</li> </ul> <p>Joint projects with the NFB (especially film broadcasts as part of the Tremplin project, broadcasting of <i>L'Éloge du chiac – Part 2</i>), French-language NAC programming in Ottawa (<i>Les vendredis de la chanson</i>), and the CCA (CBC Literary Awards / Prix littéraires Radio-Canada), etc.</p> <p>January 16, 2010: Radio-Canada launched TOU.TV, the first Web portal for French-language programs and the result of numerous partnerships, including ones with TFO and independent producers in OLMCs.</p> <p>See the comprehensive list of OLMC partnerships in Appendix 8.</p>	<p>The Tremplin project promotes the emergence of documentary producers. The competition began in the Acadie region, but is now open to the entire country, thereby increasing its recruiting potential in OLMCs.</p> <p>Despite difficult financial circumstances, Radio-Canada insisted on maintaining meaningful partnerships with specific communities, most of which are in the cultural arena.</p>	<p><b>Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>
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# CBC/RADIO-CANADA

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<p><b>CBC (English Services)</b></p> <ul style="list-style-type: none"> <li>• A Partnerships Manager works for CBC Montreal to ensure that CBC reaches out to community organizations and members, and to develop new ways of partnering together. Further, a Program Development Manager works for CBC Montreal to ensure that the community voice is heard throughout Quebec and the country.</li> <li>• Programming such as Doc Shop with NFB and meetings organized in Montreal between Quebec independent producers and CBC TV Network Creative Heads are ways to bring CBC closer to the community.</li> <li>• Partnership with the Quebec Community Groups Network (QCGN)</li> </ul> <p>CBC Montreal School Needs initiative</p>	<p>Joint projects with the NFB (Doc Shop) and the CCA (CBC Literary Awards / Prix littéraires Radio-Canada).</p> <p>CBC Montreal partnered with the QCGN Youth Conference and Youth Plan aimed at making sure young anglophones have knowledge of and access to the services and resources in the community needed to integrate more fully into Quebec society. CBC developed a web portal (cbc.ca/youngquebec) and provided hosts and coverage for both activities. In doing so we became much more aware of the needs and aspirations of young Quebec anglophones.</p> <p>CBC Montreal School Needs initiative: A project where we have English elementary school students pitching projects on radio, television and the Web that will enhance their schools and communities. Specially selected and trained English secondary school students serve as judges. \$10,000 is provided by the Foundation of Greater Montreal and a private foundation to support project development and implementation.</p>		<p><b>Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>
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# CBC/RADIO-CANADA

## E. FUNDING AND PROGRAM DELIVERY

[Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

<p><b><u>Activities carried out to achieve the expected result</u></b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b><u>Outputs</u></b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b><u>Progress made in achieving the expected result</u></b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>PROGRAMS</b></p> <p>A <u>financial recovery plan</u> for 2009–10, based on a vision of the public broadcaster's role in the 21st century, was established for Regional Services.</p> <p>Two criteria guided development of the financial recovery plan for <u>French Services</u> in the regions:</p> <ul style="list-style-type: none"> <li>• Maintaining as much regional production as possible in the provincial capitals</li> <li>• Reflecting the demographic distribution of French speakers</li> </ul> <p>Five points guided our efforts to preserve and enhance the Corporation's regional roots and network presence on all platforms (TV, radio, and Web):</p> <ul style="list-style-type: none"> <li>• Maintaining our prime-time radio and television programs</li> <li>• Maintaining partnerships with the industry and communities</li> <li>• Maintaining our information-gathering capacity</li> <li>• Maintaining our ability to reflect the region to its own audiences</li> <li>• Maintaining our ability to reflect the region to national audiences</li> </ul>	<p>The financial recovery was achieved by means of the adopted plan.</p> <p>The Windsor regional station's conversion into a production centre elicited a response from the "SOS CBEF" group in Windsor, which is asking for its local radio programs to be brought back.</p>	<p>As shown in Appendices 2 and 3 (President Hubert Lacroix's visits to Windsor) and Appendix 6 (French Services management meetings in response to budget cuts), management was made aware of the cuts' impact on Windsor's French-speaking community.</p> <p>In an effort to deliver the best possible radio services to this community within current financial limits, the Ontario regional management holds regular conference call with SOS CBEF representatives to discuss the situation.</p>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion and development opportunities) are taken into account.</b></p>

# CBC/RADIO-CANADA

## E. FUNDING AND PROGRAM DELIVERY

[Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

<p>Maintaining partnerships in OLMCs</p>	<p>See Appendix 8 for a comprehensive list of OLMC partnerships.</p> <p>Partnerships and special programming for major events held in OLMCs:</p> <ul style="list-style-type: none"> <li>• World Acadian Congress in New Brunswick's Acadian Peninsula from August 7 to 23, 2009</li> <li>• The Vancouver Olympic Games and Place de la francophonie in winter 2010</li> </ul>	<p>Despite the cuts, Radio-Canada maintained the 300 partnerships that are important to the communities.</p> <p>Just like in 2008 at the time of Quebec City's 400th anniversary, Radio-Canada teamed up with the Acadian and Vancouver French-speaking communities and showcased their vitality across all platforms (TV, radio, and Web).</p> <p>Although the Canadian Broadcasting Corporation did not own the Olympic broadcast rights, it was able to depict the vibrancy of French-speaking life across the country, and on the West Coast in particular, for Canadians and Internet users around the world.</p>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion and development opportunities) are taken into account.</b></p>
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# CBC/RADIO-CANADA

## E. FUNDING AND PROGRAM DELIVERY

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<p><u>Local Programming Improvement Fund (LPIF)</u> created by the CRTC. For every eligible television licence in the OLMCs and Quebec, Radio-Canada obtained its fair share of the available amounts as of September 1, 2009. The funding was used to pursue its local programming improvement strategy in the many OLMC markets where Radio-Canada has an active presence.</p> <ul style="list-style-type: none"> <li>Seven of Radio-Canada's 12 regional television stations eligible for the LPIF operate in OLMCs.</li> </ul> <p>At CBC/Radio-Canada <u>English Services</u>, the news renewal initiative led to improvements in regional news programs in fall 2009.</p> <p>CBC continues to work in conjunction with key organizations</p>	<p style="text-align: center;"><b>LPIF action plan in effect since September 1, 2009</b></p> <p><b>Strengthening of news and current affairs offerings:</b></p> <ul style="list-style-type: none"> <li>Harmonization and improvements to news coverage and local services, and a greater presence on weekends</li> <li>Regional editions of <i>Tout le monde en parle</i></li> <li>Special projects, surveys, and town halls</li> </ul> <p><b>Increase in local and regional production (regional and national broadcasting):</b></p> <ul style="list-style-type: none"> <li>Special projects marking significant community events</li> <li>Independent regional productions</li> <li><i>Génies en herbe</i></li> <li>Regional on-air look</li> </ul> <p>Since October, the supertime regional newscast has been extended by 30 minutes from Monday to Friday. <i>CBC News Montreal</i>, which serves Quebec anglophones, is broadcast from 5 to 6:30 p.m.</p> <p>National and international news is contextualized for the Quebec audience. On a regular basis, the local news team brings stories from a different Montreal neighbourhood, providing depth and insight on issues and concerns of the diverse Montreal audience. Beginning this fall, CBC News Montreal has broadened its local offering to include a 10-minute wrap-up of local news right after <i>The National</i> at 11.p.m.</p>	<ul style="list-style-type: none"> <li>Paradoxically, creating the LPIF has enabled French Services to expedite implementation of its strategy and rectify certain shortcomings in its regional presence.</li> </ul> <p>Fund eligibility requirements favour French Services, particularly since Radio-Canada owns television stations serving several small markets in minority-language settings. Thanks to the LPIF, several projects were developed and broadcast between September 1, 2009, and March 31, 2010, for each of the seven regional television stations operating in OLMCs.</p> <p>A clear improvement in service quality is already perceptible to residents in the regions using our services.</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>CBC Radio and Television work with arts organizations in order to promote talent development in the region.</p>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion and development opportunities) are taken into account.</b></p>
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# CBC/RADIO-CANADA

## E. FUNDING AND PROGRAM DELIVERY

[Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

<p style="text-align: center;"><b>FUNDING</b></p> <p>At the corporate level, the President insisted on preserving funding for cross-cultural projects (joint CBC and Radio-Canada TV, radio or Web projects).</p> <p><u>Value-for-signal:</u> Like other conventional broadcasters, CBC/Radio-Canada played a very active role in connection with this major regulatory issue, which was debated by the CRTC in fall 2009, in an effort to obtain compensation for the value of its signal.</p>	<p>See Appendix 9 for the list of organizations with which CBC works in Quebec.</p> <p>A number of joint CBC/Radio-Canada projects were produced in 2009–10, including:</p> <ul style="list-style-type: none"> <li>• <i>Basse Côte-Nord: contrer la dérouté</i> – in Quebec</li> <li>• <i>The Mi'kmaq: My People / Mon people : les Mi'kmaq</i> – in the Atlantic region</li> <li>• <i>A River Runs Through It / Au mitan coule une rivière</i> – in the Atlantic region</li> <li>• Regent Park – Toronto</li> <li>• <i>L'intégration des pères immigrants</i> – Ontario</li> <li>• <i>La pauvreté au Manitoba</i></li> <li>• <i>Inner City Heroes / Pour le salut d'un quartier</i> – Regina</li> <li>• <i>Noël, Noël l'esprit des fêtes</i> – Saskatchewan</li> <li>• <i>En route vers les Jeux</i> – Vancouver</li> <li>• CBC Literary Awards / Prix littéraires Radio-Canada</li> </ul> <p>November 17 hearing: CBC/Radio-Canada defends its entitlement to value-for-signal.</p> <p>December 8 hearing: Conventional broadcasters propose a "consumers first" solution to the CRTC.</p>	<p>CRTC decision of March 22: No decision for CBC/Radio-Canada. Review at the time of licence renewals.</p>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion and development opportunities) are taken into account.</b></p>
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# CBC/RADIO-CANADA

## E. FUNDING AND PROGRAM DELIVERY

[Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

<p><u>Multi-year funding and funding flexibility:</u> Deeming planning to be impossible in current conditions, CBC/Radio-Canada senior management maintained its pressure on governments on both fronts.</p> <p style="text-align: center;"><b>DISTRIBUTION</b></p> <p>Radio-Canada executives continued to appear before various bodies in an effort to have the Radio-Canada public television regional signal distributed across Canada by satellite.</p> <p style="text-align: center;"><b>CRTC</b></p> <p><u>An application for a French-language television licence for Toronto</u> was filed with the CRTC.</p> <p style="text-align: center;"><b>OTHER ISSUES</b></p> <p>CBC/Radio-Canada is looking at several other issues affecting program delivery: broadcasting infrastructure, the switch to digital technology, the availability of high-speed Internet, and so on.</p>	<p>A television licence application for Toronto was filed with the CRTC on June 23, 2009.</p>	<p>A initial victory: Since June 10, 2009, Bell TV subscribers in the Outaouais region have been able to tune in to local programs and newscasts created for them by the Ottawa/Gatineau station. This distribution of Radio-Canada public service television's regional signal had been requested for over six years by citizens and lobby groups on both sides of the Ottawa River.</p>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion and development opportunities) are taken into account.</b></p>
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# CBC/RADIO-CANADA

## F. ACCOUNTABILITY

[Activities through which the federal institution integrates its work on the implementation of section 41 of the OLA into departmental 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; regular review of programs and services as well as policies by senior managers of the federal institution to ensure implementation of section 41 of the OLA.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>CBC/Radio-Canada (corporate)</b></p> <p><u>Action plan:</u> CBC/Radio-Canada developed a results-based action plan for 2009–10 that describes the manner in which it proposes to execute its official languages responsibilities.</p> <p><u>Annual report of results:</u> For 2008–09, CBC/Radio-Canada drafted an annual report on its achievements in fulfilling its official languages responsibilities for non-programming activities and services.</p> <p>Each year, CBC/Radio-Canada submits an <u>annual report to the government and an annual report to the CRTC on its conditions of licence</u>. Both reports cover its activities in the regions and include regions in linguistic minority communities.</p> <p>In 2009–10, Radio-Canada began compiling data for its first LPIF usage report, to be submitted to the CRTC on November 30, 2010.</p> <p><u>Evaluations and internal audits:</u> Evaluations and internal audits of CBC/Radio-Canada's programs and services are conducted regularly and take into account how they promote the development and vitality of OLMCs.</p>	<p>Seven of Radio-Canada's 12 regional television stations eligible for the LPIF operate in OLMCs.</p> <p>Program evaluations based on mandates and Performance Management and Staff Development forms.</p>	<p>At CBC/Radio-Canada, there is no shortage of tests, evaluations and reports.</p> <p>All these accountability mechanisms, even the integrated ones, devote ample space to OLMC programs and activities.</p> <p>In addition to public documents, CBC/Radio-Canada is increasingly promoting the circulation of specific reports, both internally and externally.</p>	<p><b>Full integration of the OLMC perspective and section 41 of the OLA into the federal institution's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.</b></p>

# CBC/RADIO-CANADA

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### Radio-Canada (French Services)

A progress report on action plan implementation is submitted at every Regions' Panel meeting.

The internal monthly report of regional service highlights is distributed to Regions' Panel members.

**Full integration of the OLMC perspective and section 41 of the OLA into the federal institution's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.**



# CBC/RADIO-CANADA

## Appendix 1

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### List of the Majority of Articles Published on iO!

in 2009–10 concerning OLMCs, linguistic duality, and CBC/Radio-Canada cross-cultural projects

#### Ongoing

Regularly over the course of the year, and systematically after every meeting of the CBC/Radio-Canada Board of Directors, President Hubert T. Lacroix publishes updates on iO! to inform employees about the latest developments concerning the Corporation and its activities across the country.

After the financial recovery plan was announced on March 25, 2009, CBC/Radio-Canada senior management reported regularly on progress made on each phase (workforce adjustments, asset sales, and so on).

Value-for-signal: A specific section devoted to this funding issue was created on the iO! portal. Every step is described, along with all of CBC/Radio-Canada's representations.

#### April 2009

**01/04/09:** Cross-cultural project – *The Lower North Shore: The Long Road Ahead* – Produced by CBC and Radio-Canada, the possible construction of a road to the Basse-Côte-Nord region, which would have a major impact on the daily lives of area residents, was a natural topic for a cross-cultural project since, 80% of area inhabitants speak English as a first language. Reports broadcast on the national English and French networks.

**08/04/09:** *La petite séduction: La magie opère toujours*. For the season premiere, the team returned to a few villages (including Saint-Georges in Manitoba and St-Louis-de-Kent in New Brunswick) to demonstrate the positive impact of *La petite séduction* in the communities. The new season also introduced viewers to a village in Prince Edward Island.

**17/04/09:** The CRTC highlighted CBC/Radio-Canada's importance for linguistic minority communities (in its report following the January hearing on broadcasting services in minority English- and French-speaking communities). Several hearing documents were enclosed with the April 17 publication as references:

[CRTC Report to the Governor in Council](#)

[Broadcasting Notice of Public Hearing CRTC 2008-12](#)

[Final comments of CBC/Radio-Canada to the CRTC](#) (January 23, 2009 – PDF file)

[November 20, 2008 brief](#) (PDF file)

[Production and distribution the focus of CBC/Radio-Canada's CRTC presentation](#)

[Radio-Canada: Serving Minority French-Language Communities Across the Country](#) (PDF file)

**20/04/09:** "Manitoba: News team keeping its head above water": This article describes the tireless work of our teams in the field as they reported on the Manitoba floods. It also refers readers to a special website, "La Rivière Rouge menace – Inondations au Manitoba," which was put online to track events.

**27/04/09:** Standing Committee on Canadian Heritage – Speaking notes for a presentation by Hubert T. Lacroix, President of CBC/Radio-Canada, entitled "Public Broadcasting in Canada: Seeing Our Way Through Tough Times."

**29/04/09:** Regional coverage raised questions in the Atlantic region. The findings of a comparative study of Radio-Canada and CBC 10 p.m. newscasts released yesterday by the Société nationale de l'Acadie and the Université de Moncton Chaire de recherche en études acadiennes [Research Chair in Acadian Studies] were presented, along with the reaction and position of Radio-Canada's Executive Director of News and Current Affairs.

**30/04/09:** The CRTC renewed CBC/Radio-Canada's licences until August 31, 2010.

#### May 2009

**01/05/09:** CBC's local TV news continues to build across Canada (Montreal saw its highest CBC supper-hour audiences in 11 years).

**05/05/09:** Prize-winning reports from the Acadie and Alberta regions. The 28th Atlantic Journalism Award gala was held the previous weekend in Moncton. A *Téléjournal Acadie* team took top honours in the television documentary category for its report on the crash of Swiss Air Flight 111 in 1998. On the other side of the country, at the Alberta Motion Picture Industries Association (AMPIA) award ceremony held in Edmonton on Saturday, May 2, the current affairs report filed by Marie-Claude Guay entitled "La sauvegarde des chevaux sauvages" [Saving Wild Horses] won a Rosie in the "Best News Feature under 30 Minutes" category.

**06/05/09:** Jennifer McGuire appointed Executive Director and Managing Editor, CBC News.

**12/05/09:** The government will conduct a strategic review of CBC/Radio-Canada.

**14/05/09:** A cross-cultural project from Prince Edward Island took the Gilbert-Buote award. The Comité historique Sœur-Antoinette-DesRoches presented the 2008 award to Audette Chiasson of Radio-Canada and Nancy Russell and

## CBC/RADIO-CANADA

Donna Allen of CBC for the series *Vive l'Acadie de l'île*, a joint initiative by the CBC Radio program *Island Morning* and Radio de Radio-Canada program *Réveil*. The series was produced as part of the events surrounding the 250th anniversary of the deportation of the Acadians from Prince Edward Island.

**26/05/09:** Three Radio-Canada Acadie teams were honoured by the Radio Television News Directors Association of Canada (RTNDA) for “Alexandre le grand,” which tells the story of a teenager struggling with a digestive system disorder; “Swiss Air 111: 10 ans après,” and “Héritage toxique aux îles,” which describes the pollution problem facing the Magdalen Islands 39 years after the *Irving Whale* barge sank in the St. Lawrence River.

### June 2009

**05/06/09:** Télévision de Radio-Canada Ottawa/Gatineau finally became available on Bell TV—good news for the region’s TV viewers and Ottawa/Gatineau regional TV programming staff, who had been asking for the signal to be distributed on Bell TV for a long time.

**16/06/09:** *Croquez dans les régions* – the summer radio and TV season. The major events of summer 2009, including the World Acadian Congress, the Jeux de l’Acadie games, the network broadcast of *Oniva* (a program produced in Western Canada for young people age 9–12), various festivals across the country, and celebrations of the 375th anniversary of the founding of Trois-Rivières, were all covered on CBC and Radio-Canada.

**18/06/09:** Revamp of Radio-Canada news and current affairs: Jean Pelletier chaired an in-depth review. One of the five goals of the analysis, announced by Radio-Canada’s Executive Director of News and Current Affairs, French Services, was to “strengthen regional and international content in Radio-Canada’s news offerings.” Progress reports for the review and working groups were published on iO! during the year.

**25/06/09:** Radio-Canada Acadie and CBC Maritimes honoured by Dialogue New Brunswick. The New Brunswick Lieutenant-Governor’s Dialogue Award was presented to two radio series co-produced by CBC and Radio-Canada: *The Mi’kmaq: My People / Mon peuple: les Mi’kmaq* and *A River Runs Through It / Au mitan coule une rivière*.

**26/06/09:** Appointment of Pierre Guérin as Regional Director, Western Canada (replacing René Fontaine, who retired).

**29/06/09:** Appointment of Patricia Pleszczynska as Program Director, Regional Services, at French Services (replacing Jean Hébert, who retired).

**29/06/09:** Canada Day celebrations on our airwaves – Broadcast of Ottawa shows featuring English- and French-speaking performers from various regions, including Marie-Jo Thério and Chic Gamine.

**30/06/09:** Tribute to Roméo LeBlanc on RDI and Télévision de Radio-Canada. Details of the special programming produced for the July 3 state funeral of the Right Honourable Roméo LeBlanc (the first Acadian to serve as Governor General of Canada), live from Memramcook.

**Week of 30/06/09:** Presented as a “Did you know?” marking the 40th anniversary of the *Official Languages Act*, this Q&A features content such as: “Where did the French land after ceding Acadia and Newfoundland to the British? Today it is home to the largest reconstruction of an 18th-century French fortified settlement in North America.”

### July 2009

**07/07/09:** Summary of Findings – Language-of-Work Survey (including CBC/Radio-Canada).

**08/07/09:** Official Languages at CBC/Radio-Canada (the 2008–09 annual report from the Commissioner of Official Languages, issued in the year of the *Official Languages Act*’s 40th anniversary)—an opportunity to refer readers to other documents describing CBC/Radio-Canada’s achievements and policies in the area.

**13/07/09:** Radio-Canada at the World Acadian Congress – Radio-Canada’s TV, radio, and Web programming, with links to:

[Official website of the World Acadian Congress](#)

[“Ensemble tout l’été au Congrès mondial acadien 2009” press release](#)

[Broadcast schedule](#)

### August 2009

**03/08/09:** “Unstumpable Employees” – At the suggestion of the regional stations’ linguistic consultant, a network of French-language fans was assembled to ensure the quality of newsroom French. There are 25 “unstumpable experts” at work in newsrooms across Canada.

**06/08/09:** “World Acadian Congress: And They’re Off!” Featuring a link to a special Web section and a comprehensive program of events.

**11/08/09:** Broadcast of the Acadian National Holiday gala in Caraquet on Saturday, August 15. The theme of the event was “Le temps de se dire . . .”.

**19/08/09:** Regional in-house launches – Schedule of in-house season launch activities in regions across the country.

# CBC/RADIO-CANADA

**24/08/09:** CBC/Radio-Canada annual public meeting. Starting on this date, the Canadian public was invited to register for the first public meeting, to be held on September 23.

**25/08/09:** Video on season-launch activities (including regional activities) with a link to a special section on the season launch.

**26/08/09:** The new season's impact on the regions and for francophones across the country: Louis Lalande, Executive Director of Regional Services, summarizes the 2009–10 season and speaks about efforts to strengthen regional roots, thanks in large part to the LPIF (Local Programming Improvement Fund) created by the CRTC. This news bulletin describes returning favourites and new programs for national and regional stations alike.

**26/08/09:** Season-launch news from the regions, describing activities across the country.

**27/08/09:** Hubert celebrates the opening of the CBC/Radio-Canada Eastern Townships Broadcast Centre – “Here in Sherbrooke all of our staff – in television, radio, the Web, and English and French services – will be working under one roof. They'll be crossing paths every day, exchanging news and story ideas.”

**31/08/09:** CBC TV launches 90-minute supper-hour newscasts (extended versions, focus on breaking local news, and new hosts in Saskatchewan, New Brunswick, Montreal, Halifax and Toronto).

## September 2009

**09/09/09:** The *Official Languages Act* turns 40. September 7 marked the 40th anniversary of the adoption of the *Official Languages Act*, and CBC/Radio-Canada is still the ambassador par excellence of efforts to promote English and French, both within the Corporation and throughout Canada, in its role as the national public broadcaster. In addition to a link to the text of the Act, the article provides information on CBC/Radio-Canada's Official Languages Office, suggests that employees not miss out on an opportunity to converse in the other language, and demonstrates the advantages of learning and using another language.

**11/09/09:** Hubert begins his regional tour, with the first stops in Yellowknife and Edmonton (including photos of the President's meetings with CBC and Radio-Canada programming staff at these locations).

**14/09/09:** *CBC.ca* launches new video portal (including local news from CBC News Montreal, weather, sports and *Children's Hero – Community Leadership*).

**15/09/09:** CBC Television joins forces with conventional broadcasters in an effort to preserve local programming.

**17/09/09:** Webcast of the CBC/Radio-Canada annual meeting: Have you registered?

**18/09/09:** CJBC celebrates its 45th birthday – 45 years of francophone presence in Toronto are celebrated with a special report and photos of the public festivities and special events held in Toronto.

**24/09/09:** Annual public meeting: Video presentation now available.

## October 2009

**05/10/09:** New Vancouver newsroom fully operational.

**05/10/09:** Hubert T. Lacroix: Speech to the Canadian Club of Montreal.

**07/10/09:** Appointment of Mario Deschamps as French Services Manager for British Columbia and the Yukon.

**13/10/09:** CBC/Radio-Canada's 2008–09 annual report now available.

**15/10/09:** Hubert T. Lacroix: Speech to the Canadian Club of Winnipeg.

**22/10/09:** Major revamp for CBC News.

**23/10/09:** The *Maisonneuve en direct* team in Sudbury today – Article describing the impact of having a call-in show in the region on two Sudbury employees.

## November 2009

**02/11/09:** “FrancoFête en Acadie” on Radio-Canada – As part of the Coup de cœur francophone festival, this Acadian fall festival of music and chanson was celebrated with special events on the network and in the region.

**20/11/09:** CHFA: Radio-Canada turns 60 in Alberta! A look back at the birth of French-language radio in a province where most of the 45,000 French Canadians were isolated from one other, the French language and French-Canadian culture. The article also describes Radio-Canada's lineup in Alberta and the network's partners in the province.

**23/11/09:** Challenge Us! / Mettez-nous au défi! 2009 – From November 8 to 10, at senior management's invitation, some 60 employees from every unit and region came to Vaudreuil (near Montreal) to reflect on ways to enhance CBC/Radio-Canada's public value and its contribution to Canadian democratic life, culture and citizen identity.

**25/11/09:** An investigation of Acadian identity on RDI's *Grands reportages*. The program announced the broadcast of *L'éloge du chiac, Part 2* (Bellefeuille Productions, Moncton), slated for November 26. A *cri de cœur* from Acadians anxious to assert their identity, the film puts words and images to the difficulties—but more importantly the determination—of New Brunswick's francophones to preserve their language.

**26/11/09:** *Vancouver 2010 ça se passé aussi à Radio-Canada!* [Vancouver 2010: Also on Radio-Canada!] This program showcases Radio-Canada's presence before and during the Olympics. The spotlight will be on French-speaking communities from February 10 to 28 at Place de la francophonie.

**27/11/09:** The Tree of Hope Radiothon: a marathon of generosity (CBC and Radio-Canada in the Atlantic region).

# CBC/RADIO-CANADA

## December 2009

- 01/12/09:** Vancouver's upgraded broadcast centre opens officially on Friday.
- 02/12/09:** *Tellement sport*. Dive into the Olympic Spirit!
- 03/12/09:** Speech by Hubert T. Lacroix to the Vancouver Board of Trade.
- 03/12/09:** Radio-Canada Alberta brings the Grey Cup to the Radio!
- 03/12/09:** Denis Pellerin to head Radio-Canada's 75th anniversary celebrations.
- 15/12/09:** "RDI: A new way to see news" – The content featured a special section on significant events covered by RDI over the last 15 years, personal accounts from staff and several major documentaries, many of which originated in OLMCs.
- 16/12/09:** "Radiothons, turkey drives, CBCers are volunteering for good causes" (article on charitable activities across the country).
- 31/12/09:** RDI: 15 years of live reports from the field

## January 2010

- 08/01/10:** "The story-teller's journey" – Acadian story-teller Dominique Breau sets out to cross Canada from east to west, ending up in Vancouver and discovering Canada's French-speaking communities on his stops along the way.
- 11/01/10:** Télévision de Radio-Canada in Manitoba: regional newscasts now air seven days a week. (An announcement of weekend newscasts slated for April 24, celebrating 50 years of television in Manitoba).
- 13/01/10:** Experience Vancouver on Radio-Canada in British Columbia (radio, TV and Web programs, presence of Espace musique, and presence at Place de la francophonie).
- 15/01/10:** Marie-Anna Murat appointed Director, Regional Communications (replacing Denis Pellerin, who was named Director of Radio-Canada's 75th anniversary celebrations).
- 18/01/10:** CBC/Radio-Canada launches its new corporate website (including a section on official languages).
- 25/01/10:** "CBC raises millions for Haiti" – joint initiative of English and French Services.
- 26/01/10:** Everything you wanted to know about TOU.TV (a wide variety of productions, including Acadian talk show *Luc et Luc*; *Volt*, TFO's youth program; and, coming in the spring, the three seasons of Acadian dramatic series *Belle-Baie*, produced in partnership with independent producers).
- 27/01/10:** TOU.TV: A whole new way to watch TV.

## February 2010

- 05/02/10:** Olympic Games: Celebrating on all our platforms.
- 08/02/10:** Espace musique shores up its regional roots (EM to broadcast out of 10 production centres across the country, including seven outside Quebec, starting in September 2010).
- 09/02/10:** Want to learn English? Sign up for the second language training session.
- 12/02/10:** Kirstine Stewart (Executive Director of CBC Television) named Woman of the Year (2010) by the Association des femmes en communication.
- 12/02/10:** Olympic Games: Welcome to Vancouver!
- 12/02/10:** Hélène Lachance appointed to the position of Regional Communications Manager, Ottawa/Gatineau.
- 15/02/10:** "Want ad" for CBWFT's 50th anniversary (Manitoba), consisting of an attempt to locate former programming staff who can supply anecdotes, photos, etc.
- 18/02/10:** Pia Marquard appointed Managing Director of English Services for Quebec.
- 18/02/10:** Our 75th anniversary: A note from President Hubert T. Lacroix requesting ideas and plans for CBC/Radio-Canada's 75th anniversary celebrations in 2011.
- 24/02/10:** CBC/Radio-Canada's 75th anniversary: a preview of the celebrations.

## March 2010

- 03/03/10:** Radio-Canada Acadie announces a major development. Thanks to the Local Programming Improvement Fund (LPIF) developed by the CRTC, four reporter positions are opened at the Halifax newsroom to improve coverage of news and events across Nova Scotia.
- 09/03/10:** Radio-Canada Vancouver at the 2010 Olympic Games: mission accomplished.
- 10/03/10:** Radio-Canada at the Rendez-vous de la francophonie 2010 – With "Découvrir pour interagir" as its theme, the 2010 edition included a contest piloted by the national television program *C'est ça la vie*. The "Une chance qu'on l'a" contest introduced viewers to francophones from coast to coast who have made a difference in their community.
- 17/03/10:** CBC Literary Awards / Prix littéraires Radio-Canada: Winners to be announced the following Thursday. With the names of the winners of the CBC Literary Awards / Prix littéraires Radio-Canada about to be unveiled, iO! spoke with the organizer of this cross-cultural event, Carolyn Warren.

## CBC/RADIO-CANADA

**18/03/10:** CBC Literary Awards: And the winners are . . . (for the CBC Literary Awards / Prix littéraires Radio-Canada cross-cultural project).

**19/03/10:** Radio-Canada celebrates “Journée de la francophonie,” commemorating the 40th anniversary of the Organisation internationale de la francophonie. (The article also pointed out that the next day, March 20, Radio-Canada’s lineup would include the documentary entitled *Ouest qu’on parle français*, an independent Vancouver-based production supported by Radio-Canada on the status of French in Vancouver.) In its newscast of Friday, March 19, Radio-Canada mentioned its partnership with public French-language radio stations and selected initiatives like Le Prix des lecteurs de Radio-Canada as well as with events like Rendez-vous de la francophonie and Coup de cœur francophone. In addition, links led users to permanent sites on iO! featuring content on the Francophonie and official languages:

- [Radio-Canada, an essential stakeholder in French-speaking Canada](#)
- [Radio-Canada showcases French-language culture in all its forms](#)
- [High-quality French, a priority for Radio-Canada](#)
- [The quality of Radio-Canada’s French](#)
- [The language site gets a new look . . . and more!](#)
- [Unstoppable employees](#)
- [Official languages \(Official Languages Guide and other resources\)](#)
- [Translation and language services](#)
- [Francophonie celebrates: Radio-Canada archives](#)

**23/03/10:** Have a blast this summer: programs for everyone on Télévision de Radio-Canada (including a paragraph on the third season of *Belle-Baie*, which starts on March 29).

**24/03/10:** *Studio 12* special on the 2009–10 Révélations Radio-Canada Musique (including the Winnipeg/Montreal group Chic Gamine).

**25/03/10:** The third season of *Belle-Baie*, starting Monday, March 29, on Télévision de Radio-Canada. The article outlines the plots in store for viewers of this dramatic series shot in the Acadian region and co-produced by Productions Phare-Est (Moncton) and Cirrus Communications (Montreal).

**26/03/10:** *À la semaine prochaine* visits Moncton. Inspired by news items, this comedy aired on the Première Chaîne on March 27 and 28. Acadian performer Pascal Lejeune was featured in a musical performance.

**29/03/10:** Launch of the 2010 Prix des lecteurs de Radio-Canada, a contest that promotes French-Canadian literature outside Quebec. Announcement of the five finalists in a special program broadcast live from the Trois-Rivières book fair on March 27, 2010.

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# CBC/RADIO-CANADA

## Appendix 2

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### List of Senior Management Meetings With CBC/Radio-Canada Personnel Working in OLMCs

- 07/04/09:** Louis Lalande, Executive Director of Regional Services, met with Toronto employees.
- 15/05/09:** Louis Lalande, Executive Director of Regional Services, met with Windsor employees.
- 13 to 15/07/09:** Louis Lalande, Executive Director of Regional Services, and Sports Director François Messier met with management and employees in Vancouver.
- 14 to 16/08/09:** Louis Lalande, Executive Director of Regional Services, met with several teams in Caraquet in connection with the World Acadian Congress.
- 03/09/09:** Louis Lalande, Executive Director of Regional Services, travelled to Moncton for the season launch.
- 10/09/09:** President Hubert T. Lacroix met with Edmonton employees (English and French Services).
- 01/10/09:** President Hubert T. Lacroix met with French Services employees in St. John's.
- 01/10/09:** Louis Lalande, Executive Director of Regional Services, met with Vancouver employees.
- 13/10/09:** President Hubert T. Lacroix met with Calgary employees (English and French Services).
- 14/10/09:** President Hubert T. Lacroix met with French Services employees at the St. Boniface and Winnipeg production centres.
- 21/10/09:** President Hubert T. Lacroix met with French Services employees in Toronto.
- 26/10/09:** President Hubert T. Lacroix met with French Services employees in Windsor.
- 18/11/09:** Sylvain Lafrance, Executive Vice-President of French Services, met with Toronto employees.
- 26/11/09:** Luce Julien, Senior Director, RDI, visited the Moncton station.
- 02/12/09:** President Hubert T. Lacroix met with Victoria employees (English and French Services).
- 03/12/09:** President Hubert T. Lacroix met with French Services employees in Vancouver (the Executive Director of Regional Services, Louis Lalande, was also present).
- 05/01/10:** Louis Lalande, Executive Director of Regional Services, met with Halifax employees.
- 13 and 14/01/10:** Louis Lalande, Executive Director of Regional Services, and Patricia Pleszczynska, Program Director, Regional Services, met with the Vancouver teams.
- 31/03/10:** President Hubert T. Lacroix met with Quebec City employees (English and French Services).

# CBC/RADIO-CANADA

## Appendix 3

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**09/09/09:** Dinner in Yellowknife with key community stakeholders identified by Regional Services.

**10/09/09:** Dinner in Edmonton with key community stakeholders identified by Regional Services.

**30/09/09:** Dinner in St. John's with key community stakeholders identified by Regional Services.

**13/10/09:** Breakfast in Calgary with key community stakeholders identified by Regional Services.

**14/10/09:** Breakfast in Winnipeg with key community stakeholders identified by Regional Services.

**21/10/09:** Hubert Lacroix gave a speech to the Canadian Club of Toronto (Louis Lalande, Executive Director of Regional Services, and Benoit Quenneville, Director, French Services, Ontario, attended the event).

**26–27/10/09:** Hubert Lacroix on tour in Windsor along with Benoit Quenneville. Meeting with employees, interviews with local media, meeting with SOS CBEF spokespeople, and dinner with key community stakeholders identified by Regional Services.

**26/10/09:** Dinner in Windsor with key community stakeholders identified by Regional Services.

**03/12/09:** Dinner in Yellowknife with key community stakeholders identified by Regional Services.

**04/12/09:** Louis Lalande, Executive Director of Regional Services, several CBC/Radio-Canada senior executives, and the regional managers and employees concerned attended an open house at the new Vancouver Broadcast Centre. Over 6,000 visitors showed up between 6 a.m. and 9 p.m. for the day-long event, which was paired with a fundraiser for the region's food banks.

# CBC/RADIO-CANADA

## Appendix 4

### List of French Services Management Meetings With FCCF (Fédération culturelle canadienne-française) and Its Member Organizations\* in Relation to the Multipartite Agreement

**27/05/09:** Being unavailable to meet with Louis Lalande in Ottawa on April 17, FCCF representatives Annick Schulz, Director of Communications and Political Relations, and Natalie McNeil, Director of Arts Development and Cultural Industries met with Denis Pellerin and Diane Laflamme, Planning Manager at Regional Services and CBC/Radio-Canada National Coordinator for implementation of the *Official Languages Act*, in Montreal on May 27 to discuss the cuts.

**17/06/09 in Cap-Pelé (New Brunswick):** Louis Lalande and Louise Imbeault (Director, French Services, Acadie) took part in the annual general meeting of the Association des producteurs francophones canadiens (APFC).

**18–20/06/09 in Moncton:** Françoise Sigur-Cloutier (Regional Communications Manager in Saskatchewan) attended the FCCF annual general meeting.

**03–04/09/09:** Louise Imbeault, Patricia Pleszczynska (Program Director, Regional Services) and Diane Laflamme attended the premieres of the film *Éloge du chiac – Part 2* at the NFB in Montreal as part of the Montreal World Film Festival (Productions Bellefeuille, Moncton, directed by Marie Cadieux – APFC members).

**14/09/09 at the NAC in Ottawa:** Along with signatory Sylvain Lafrance, Louis Lalande, Richard Simoens (Director, French Services, Ottawa/Gatineau) and Diane Laflamme took part in the signing ceremony for the **Multipartite agreement on the development of arts and culture in Canadian French-speaking communities**. The Canada Council for the Arts, the National Arts Centre, the Canadian Broadcasting Corporation, the National Film Board, Telefilm Canada, the Department of Canadian Heritage and Fédération culturelle canadienne-française (FCCF) renewed the agreement through March 31, 2013. The event coincided with the official opening of Zones théâtrales, which represents theatre troupes from regions across the country.

**29/10/09:** Benoit Quenneville met with the leaders of **RÉCF** (Regroupement des éditeurs canadiens-français) in Montreal to discuss our partnership regarding the Prix des lecteurs de Radio-Canada. A follow-up conference call was made on November 24.

**09/11/09:** Diane Laflamme and Denis Pellerin met with Christine Hernandez, **RÉCF**'s new Executive Director, in Montreal where she is based, as well as with the new Promotional Officer, Caroline Boudreau (by telephone), to discuss joint projects.

**17/11/09 in Ottawa:** Louis Lalande invited all interested **APFC** representatives to take part in a meeting/conference call to discuss the LPIF (Local Programming Improvement Fund).

**19/11/09:** Diane Laflamme attended a meeting of the signatory committee for the Multipartite agreement on the development of arts and culture in Canadian French-speaking communities in Gatineau.

**8/12/09:** Louis Lalande and Diane Laflamme met with the new FCCF Executive Director, Éric Dubeau, and the consultant in charge of organizing the bilateral Radio-Canada/FCCF meeting, Guillaume Sirois, in Montreal. They discussed bilateral and sectional meetings, as well as specific common issues. Meetings will be held on a more regular basis in the future.

**21/01/10 in Ottawa:** Benoit Quenneville and Diane Laflamme attended the annual meeting of the Interdepartmental Working Group for Publishing (**RÉCEF**). A summary of our 2009 activities in this area was tabled at the meeting.

**29/01/10:** Louis Lalande met with Nathalie McNeil and Sylvie Peltier, respectively Executive Director and President of APFC, in relation to the LPIF.

**15/03/10 at Maison de Radio-Canada in Montreal:** FCCF/Radio-Canada annual bilateral meeting to discuss common issues. The following people took part in this half-day meeting:

#### FCCF

- Marie-Thérèse Landry, Vice-President of Sustainable Development
- Éric Dubeau, Executive Director
- Sylvain Aumont, Director of Cultural Development
- Catherine Voyer-Léger, Director of Arts Development and Cultural Industries
- Simone Saint-Pierre, Communications Manager
- Natalie McNeil, Executive Director, APFC (Alliance des producteurs francophones du Canada)
- Jean-Pierre Caissie, Executive Director, FRIC (Front des réalisateurs indépendants du Canada)
- Christine Hernandez, Executive Director, RÉCF (Regroupement des éditeurs canadiens-français)
- Benoit Henry, Executive Director, ANIM (Alliance nationale de l'industrie musicale)
- François Carrier, Vice-President, ANIM (Alliance nationale de l'industrie musicale)



## CBC/RADIO-CANADA

- Guillaume Sirois, Consultant, FCCF

### Radio-Canada

- Louis Lalande, Executive Director, Regional Services
- Patricia Pleszczynska, Program Director, Regional Services
- Christiane LeBlanc, Director, Espace musique
- Jean-Richard Lefebvre, Program Manager, Espace musique
- Benoit Quenneville, Director, French Services, Ontario Region and the person in charge of the Prix des lecteurs de Radio-Canada
- Marie-Anna Murat, Director, Regional Communications
- Diane Laflamme, Planning Manager at Regional Services and CBC/Radio-Canada National Coordinator for implementation of the *Official Languages Act* (Part VII)

### Department of Canadian Heritage

- France Caissy, Director of Interdepartmental Coordination

### \* FCCF member organizations:

- APFC: Alliance des producteurs francophones
- FRIC: Front des réalisateurs indépendants du Canada
- RNGC: Réseau national des galas de la chanson
- RÉCF: Regroupement des éditeurs canadiens-français
- ANIM: Alliance nationale de l'industrie musicale
- ATFC: Association des théâtres francophones du Canada
- AGAF: Association des groupes en arts visuels francophones

# CBC/RADIO-CANADA

## Appendix 5

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### List of French Services Management Meetings With National OLMC Associations

#### Fédération des communautés francophones et acadienne (FCFA)

**17/04/09 in Ottawa:** Louis Lalande, Executive Director of Regional Services, and Denis Pellerin, Director, Regional Communications, met with FCFA representatives Suzanne Bossé, Executive Director, and Serge Quinty, Communications Director.

**10 to 12/09/09 in Ottawa:** FCFA annual general meeting. Executive Vice-President of French Services Sylvain Lafrance attended the Board of Directors meeting on September 11. Richard Simoens, Director, French Services, Ottawa/Gatineau, attended the meeting on September 10 and 12, and Louis Lalande attended on Saturday, September 12. Also on September 12, Daniel Bouchard of Radio-Canada Ottawa moderated the debate between candidates for the organization's presidency.

**7/12/09:** Louis Lalande and Diane Laflamme made a conference call to get acquainted with the new president, Marie-France Kenny, who was accompanied by Suzanne Bossé and Serge Quinty. It was decided that the two parties should meet more regularly, with the next meeting planned for just after the holidays, to discuss regional service priorities and Local Programming Improvement Fund (LPIF) investment priorities.

**14/01/10:** As part of FCFA's editorial tour in Montreal, Diane Laflamme organized and took part in a meeting with Radio-Canada news and current affairs managers. Meeting participants were as follows:

#### FCFA

- Marie-France Kenny, President
- Serge Quinty, Communications Director
- Pierre Bherer, FCFA Quebec City Office Director

#### Radio-Canada

- Robert Nadeau, Director, RDI, Schedule and Development
- Pierre Champoux, Director, News, Internet and Digital Services
- Marcel Courchesne, Managing Editor, News Gathering, French Services
- Line Pagé, Acting Director, News and Current Affairs, Radio

**21/01/10:** Louis Lalande and Diane Laflamme met with Marie-France Kenny and Serge Quinty at their Ottawa office to discuss Radio-Canada Regional Services directions and priorities for the coming year. Documents were sent out in advance.

**26/03/10:** At the request of FCFA representatives, Louis Lalande participated in a conference call on current issues (licence fees, LPIF, etc.).

#### Other Activities With National OLMC Associations

**06/06/09 in Ottawa:** Richard Simoens represented Radio-Canada at the **Alliance des radios communautaires (ARC)** Gala – 2009 Visibility Agreement, including the awards ceremony.

**01/10/09 in Richmond, British Columbia:** Opening of the **Association canadienne d'éducation de langue française (ACELF)** conference. Louis Lalande delivered a speech for the pre-launch of the new incarnation of *Génies en herbe*. National partnership agreement and Radio-Canada on-site booth (October 1–3).

**16/03/10 in Ottawa:** Sylvain Lafrance, Executive Vice-President of French Services, attended a reception for the 40th anniversary of the Organisation internationale de la Francophonie.

**17/03/10** in the CBC/Radio-Canada Atrium in Toronto: Louis Lalande attended the Rendez-vous de la Francophonie reception.

**In 2010:** Renewal of the partnership agreement with **Rendez-vous de la Francophonie** and the **Fondation canadienne pour le dialogue des cultures (The Canadian Foundation for Cross-Cultural Dialogue)**.

# CBC/RADIO-CANADA

## Appendix 6

### List of French Services Management Meetings With OLMC Associations and Citizens

#### Ontario

##### Following the budget cuts announced on March 25, 2009

**07/04/09 in Toronto:** To discuss and review the budget cuts announced on March 25, Louis Lalande met with various leaders of the French-speaking community: Madeleine Meilleur, Minister of Community and Social Services, Minister Responsible for Francophone Affairs and MPP for Ottawa-Vanier; François Boileau, Ontario French Language Services Commissioner; Brigitte Chatué, Vice-President of AFO (Assemblée de la francophonie de l'Ontario) and Multicultural Community Representative; Lise-Marie Baudry, Executive Director of the Centre francophone de Toronto; Martine Rheault, Coordinator of Cultural Affairs at Glendon College; Éric Dubeau, Franco-Ontarian Arts Officer, Ontario Arts Council; and Diane Chaperon-Lor, Public Relations Officer.

##### Regular consulting meetings with the SOS CBEF Committee in Windsor since the cuts were announced

**14/05/09 in Windsor:** Louis Lalande and Benoit Quenneville met with Windsor employees and the SOS CBEF committee.

**05/11/09 in Windsor:** Benoit Quenneville and Sonia Boisvert (Program Manager, Southern Ontario) met with representatives of SOS CBEF. As a result of the meeting, changes were made to the content of local morning broadcast windows in Windsor.

**14/12/09:** Benoit Quenneville and Sonia Boisvert took part in a conference call with SOS CBEF in Windsor.

**20/01/10:** Benoit Quenneville and Sonia Boisvert took part in a conference call with SOS CBEF in Windsor.

**24/02/10:** Benoit Quenneville and Sonia Boisvert took part in a conference call with SOS CBEF in Windsor.

#### Acadie Region

**28/05/09 in Moncton:** Following the April 27 publication of the **Société Nationale de l'Acadie** study of Radio-Canada, Alain Saulnier (Executive Director, News and Current Affairs), Louis Lalande, Marcel Courchesne (Managing Editor, *Téléjournal*), Elisabeth Crener (Manager, News and Current Affairs, Acadie) and Louise Imbeault (Director, French Services, Acadie) met with SNA representatives (President Françoise Enguehard, Director Lucie LeBouthillier and the author of the study, Marie-Linda Lord).

**03/09/09 in Moncton:** Louis Lalande took part in the new season's public launch.

##### In connection with the World Acadian Congress (WAC)

**14 to 16/08/09:** Louis Lalande travelled to Caraquet with Louise Imbeault.

##### Acadie management public activities

**10/07/09:** Press conference announcing World Acadian Congress program of events.

**07/08/09:** Participation in the start of the World Acadian Congress.

**07/08/09:** Reception marking the event's opening in conjunction with the program *En Rafale*, attended by roughly 200 people.

**11/08/09:** Participation in the launch of the strategic plan for the integration of arts and culture, presented by AAAPNB (Association acadienne des artistes professionnel(le)s du Nouveau-Brunswick).

**15/08/09:** Participation in the Province of New Brunswick reception held at the Caraquet cultural centre to mark the Acadian National Holiday (Louis Lalande and Louise Imbeault).

**16/08/09:** Participation in the awards ceremony for the first Médaille Camille Antoine Richard, presented by SNA to honour the achievements of a person or organization in helping Acadian youth develop their potential.

**17/08/09:** Participation in the Médaille Léger-Comeau awards ceremony. SNA's highest honour is awarded in recognition of the exceptional contribution of a person or organization to the advancement of the Acadie region.

**19/08/09:** Participation in the Antonine Maillet Acadie Vie Literary Award awards ceremony.

**20/08/09:** Participation in the Compagnie des Cent associés dubbing ceremony.

**21 and 22/08/09:** Participation in the World Acadian Congress women's summit.

**23/08/09:** Participation in the World Acadian Congress closing ceremony.

# CBC/RADIO-CANADA

## Western Canada

### In connection with the Vancouver Olympics

**01/10/09 in Vancouver:** In preparation for our Olympics coverage, Louis Lalande visited the site of Place de la francophonie with Pierre Guérin and met with a VANOC French-speaking media relations officer.

**03/10/09:** Louis Lalande and Vancouver management attended the gala celebrating the 100th anniversary of Maillardville at the Red Robinson Theatre in Coquitlam.

**13/01/10 in Vancouver:** Along with the local management team, Louis Lalande and Patricia Pleszczynska took part in the *Ouest qu'on parle français* event organized for the French-speaking community (reception, screening of the documentary, and discussion of the state of the French language in the region and its future).

**14/02/10 in Vancouver during the Olympics:** Louis Lalande took part in the Francophonie breakfast. Guests included the Governor General of Canada, the Premier of British Columbia, the Premier of Quebec, leaders of the Canadian French-speaking community, the Grand Témoin de la Francophonie at the Games, Pascal Couchepin, and the Commissioner of Official Languages, Graham Fraser.

**14/02/10 in Vancouver:** In the evening, Louis Lalande attended the "D'un océan à l'autre" show at Place de la francophonie in the company of Guy Matte, Executive Director of the Canadian Foundation for Cross-Cultural Dialogue, and Christine St-Pierre, Quebec Minister of Culture and Communications.

# CBC/RADIO-CANADA

## Appendix 7

### Other OLMC Associations That Met With French Services Regional Management

#### Acadie

Participation in the annual general meetings of various provincial and regional associations:

- SNA: Société Nationale de l'Acadie
- FANE: Fédération acadienne de la Nouvelle-Écosse
- SAANB: Société des Acadiennes et Acadiens du Nouveau-Brunswick
- SSTA: Société St-Thomas d'Acquin de l'Île-du-Prince-Édouard
- FFTNL: Fédération des francophones de Terre-Neuve et Labrador
- Meeting with the Finale des Jeux de l'Acadie organizing committee
- Participation in the Université de Moncton Administration Faculty banquet and the Gala des cœurs de l'Hôpital Georges L. Dumont, Conseil économique du Nouveau-Brunswick
- Meeting with World Acadian Congress leaders
- Participation in selected Conseil économique du Nouveau-Brunswick activities
- Numerous meetings with various associations: Association francophone des municipalités du Nouveau-Brunswick, Fédération acadienne des Caisses Populaires, Association des producteurs francophones, Conseil de développement économique de la Nouvelle-Écosse, Conseil scolaire acadien provincial (Nova Scotia), Conseil jeunesse provincial de la Nouvelle-Écosse, Prince Edward Island and Nova Scotia women's, parents' and seniors' associations, Conseil des arts de la Nouvelle-Écosse, etc.

Participation in consultations organized by various bodies:

- Meeting on culture in Chéticamp, Nova Scotia
- Participation in a symposium on information organized by the Université de Moncton Department of Information and Communication

#### Ottawa/Gatineau

Participation in consultations and annual assemblies of various organizations, and meetings with selected leaders:

- Regional citizens' panel
- Speech by the Director to the annual general meeting of the AFO (Association francophone de l'Ontario)
- Meetings with the Comité de diffusion des célébrations liturgiques and the Archbishop of Ottawa concerning the reorganization of *Jour du Seigneur* broadcasts

Panel member for University of Ottawa's *Chefs de file* program

Participation in the activities of regional and provincial organizations (Association canadienne-française de Prescott-Russell, Réseau Ontario and Regroupement des gens d'affaires de la capitale nationale)

#### Ontario

Participation in annual general meetings and consultations of the following associations:

- ACFO-Toronto and AFO
- Toronto Book Fair

Telephone meeting on April 6 with the organizing committee of Kapuskasing's Saint-Jean festivities to forge closer ties with the region.

Hearst economic summit from April 30 to May 2. Michel Morin met with leaders from Northern Ontario.

**20/05/09:** Benoit Quenneville presented Radio-Canada's French-language services at a meeting with the steering committee reporting to Madeleine Meilleur, Ontario Minister Responsible for Francophone Affairs.

**23/07/09:** Benoit Quenneville and Michel Morin (Manager, French Services, Northern Ontario) met, at their request, with the Regroupement des Organismes Culturels (ROC) de Sudbury to discuss expectations regarding Radio-Canada.

**17/09/09:** Benoit Quenneville met with consultant Diane Chaperon-Lor and Gérard Lévesque (two active community representatives) regarding the 45th anniversary of radio services, Radio-Canada's services in Ontario, and joint projects.

**16 to 18/10/09:** Benoit Quenneville attended the AFO/10 community forum and annual general meeting in Mississauga. Partnership agreement.

**17/11/09:** Benoit Quenneville and Louis Lalande met with representatives of FESFO (Fédération de la jeunesse franco-ontarienne) in Ottawa concerning budget cuts.

# CBC/RADIO-CANADA

**02/02/10:** Benoit Quenneville met with AFO's President, Mariette Carrier-Fraser.

Tour of Northern Ontario with Michel Morin, Manager, French Services, and the new morning host, Yves Dubuc, from October 28 to November 5. Second phase of the tour with Robert McMillan from March 15 to 19.

Second meeting of the Toronto Cultural Communities Panel on June 1, 2009. Informal discussions with representatives from various multicultural organizations to raise awareness of Radio-Canada's mandate and better respond to their needs and expectations.

Third meeting of the Cultural Communities Panel on March 4, 2010. Youth edition with a focus on giving a voice to young people age 17–24.

## Manitoba

Participation in annual meetings of provincial associations:

- Société franco-manitobaine
- 100 Nons
- Conseil de développement économique du Manitoba

Presence at major cultural events such as the Gala du Cercle Molière, the Prix Riel gala, the Maison Gabrielle-Roy banquet, the Festival du Voyageur Governor's Ball, the Prix Réseau awards gala, and the presentation of Francofonds bursaries, including the Fondation Radio-Saint-Boniface bursary.

Participation in working groups:

- Organizing committee for World Music Day on June 21, in cooperation with the Alliance française du Manitoba and Centre culturel franco-manitobain
- Manitoba Homecoming 2010 organizing committee

Ad hoc meeting with representatives of various organizations

Community consultations on programming

## Saskatchewan

Participation in the annual general meetings of leading provincial and regional associations and major community events and gatherings:

Annual meetings:

- Assemblée communautaire fransaskoise (ACF) during Rendez-vous Fransaskois. The ACF is a unique system of governance that encompasses Saskatchewan's entire French-speaking community.
- Conseil culturel fransaskois (CCF) in June, during La Fête fransaskoise
- Association canadienne-française de Regina (ACFR)
- Société historique de la Saskatchewan
- Réseau de santé en français de la Saskatchewan
- Association des parents fransaskois

Major community events and gatherings:

- La Fête fransaskoise, after a five-year hiatus
- Fête des générations (APF)
- Institut français (round tables with Métis, lectures)
- Two interregional/intraprovincial meetings
- Rendez-vous de la francophonie (March), attended by all provincial and regional associations
- Intergovernmental fair
- Career fair
- Francofièvre (4th edition) in Regina

Participation in working groups:

- Coalition pour la promotion de la langue française et de la culture francophone en Saskatchewan

Targeted ad hoc meetings with community leaders, particularly with representatives of Gravelbourg, Conseil de la coopération de la Saskatchewan, and Association jeunesse fransaskoise

# CBC/RADIO-CANADA

## **Alberta**

Regular meetings with OLMC leaders and residents:

- Ad hoc meetings with RAFA and ACFA

## **British Columbia / Yukon**

Participation in annual and regular meetings of provincial and territorial associations:

- AGA of the Fédération des francophones de la Colombie-Britannique
- AGM of the Association franco-yukonnaise
- “Rendez-vous des Présidents,” Fédération des francophones de la Colombie-Britannique

Community relations and meetings at various events, launches and press conferences held by various organizations.

Participation in a Canadian Club of Vancouver French-language breakfast conference

Participation in and support for the Journée de la francophonie organized by the Pacific Federal Council

Participation in and support for the British Columbia government breakfast to mark the Journée de la francophonie at the 2010 Vancouver Olympic Games

## Appendix 8

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### List of Partnerships in OLMCs

#### Acadie

List of Radio-Canada partnerships in the Acadie region. These partnerships allow us to get a pulse on what's happening in the communities and support cultural development.

- 2009 World Acadian Congress in the Acadian Peninsula, northeastern New Brunswick
- FICFA: Festival international du cinéma francophone en Acadie
- Le Gala de la chanson de Caraquet
- Théâtre l'Escaouette
- Lamèque International Baroque Music Festival / Festival international de musique baroque de Lamèque
- Baie des Chaleurs International Chamber Music Festival / Festival de musique de chambre de la Baie des Chaleurs
- La Francofête Dieppe-Moncton
- RADARTS
  
- New Brunswick Heritage Week
- Book fairs in Edmundston, Dieppe, Shippagan and Darmouth, and Frye Festival in Moncton, the only bilingual literary event
- "Les Accrocs de la chanson" competition, sponsored by FJFNB
- Frog Stock in Nova Scotia
- Jeux de l'Acadie 2009 in Petit-Rocher
- Sharing the Voices choir festival in Newfoundland
- August 15 show
  
- *Courrier de la Nouvelle-Écosse* newspaper
- Clare Acadian Festival / Festival acadien de Clare in Nova Scotia
- Festival acadien international de Par-en-Bas in Nova Scotia
- Fédération culturelle de l'Île-du-Prince-Édouard
- "Banquet du mérite" dinner honouring Université de Moncton alumni
- The Tree of Hope Radiothon, official broadcaster agreement
- Tremplin contest in association with the NFB
- Musée de la Mi-Carême in Chéticamp, Nova Scotia
- 40th anniversary of the Fédération acadienne de la Nouvelle-Écosse
- Sommet de la chanson de Kedgwick in New Brunswick
- Maison Nazareth
- 2010 IAAF World Junior Championships in Moncton
- Atlantic Cancer Research Institute

#### Ottawa/Gatineau

These partnerships allow us to raise Radio-Canada's corporate profile in the community and support the development of OLMCs.

#### National Capital Region

- National Arts Centre – theatre season
- Shenkman Arts Centre (2009–10 season)
- Contes nomades (storytelling series at the NAC)
- Ottawa Bach Choir (April 25 concert)
- Cirque Éloïse – presentation of the show *Nebbia* at the Casino du Lac-Leamy theatre (in partnership with National Sales)
- Les Concerts Ponticello (taping of the November 8 concert)
- Diverciné (a festival of French-language films from around the world, organized by the French Embassy and Canadian Heritage)



# CBC/RADIO-CANADA

- University of Ottawa School of Music (for the concert taped on March 8)
- Ottawa dance festival
- Outaouais Film Festival / Festival du film de l'Outaouais
- Festival franco-ontarien
- Festival Haïti en fête in Orléans
- Ottawa Jazz Festival
- Festival de musique sacrée de l'Outaouais
- Gatineau Hot Air Balloon Festival/Festival des montgolfières de Gatineau
- Festival Zones théâtrales (every two years, the festival presents plays by theatre troupes from across Canada at the NAC)
- Gala Loisir Sport Outaouais
- Gatineau Loppet
- The Chamber Players of Canada / Les Chambristes du Canada (for the concert taped on March 8)
- La Grande guignolée des médias
- Casino du Lac-Leamy Sound of Light / Les Grands feux du Casino
- Les Vendredis de la chanson francophone (at the NAC)
- Impératif français – for L'Outaouais en fête and La Francofête
- National Gallery of Canada – various exhibitions
- Musica divina (for the concert taped on February 20)
- Musiqu'en août
- La Nouvelle Scène d'Ottawa
- Ontario pop (plus presentation of the Radio-Canada award – taping of a demo)
- Opera Lyra Ottawa
- NAC Orchestra (for the live recording of the February 14 concert)
- Parc de l'imaginaire in Aylmer (summer 2009)
- *Le Droit*/Radio-Canada “Personnalité de la semaine” (profiling successful role models for regional francophones)
- Regroupement des gens d'affaires de la région de la capitale nationale
- “Salon du livre de l'Outaouais” book fair
- Société Gatineau Monde – Les grandes conférences de l'Outaouais
- IMAX theatre at the Canadian Museum of Civilization
- Théâtre de l'Île
- Université du Québec en Outaouais (conference series)

## Ontario

### Activities at the provincial level (involving the Ottawa region)

- Réseau Ontario (presentation of shows in the province and the “Contact ontariois” networking and marketing event in Ottawa in January 2010)
- Prix des lecteurs Radio-Canada, which became national in 2007
- Books, CDs, etc.
- “Quand ça nous chante” school festival in 2010
- FESFO
- Théâtre Action in schools, in April
- *Écho d'un peuple* show
- *Liaison* magazine – national partnership
- Winterlude / Bal de neige, provincial contest held in conjunction with the carnival

## Toronto

- Coup de cœur francophone (Canada-wide initiative)
- Canadian Club of Toronto
- Franco-Fête
- Francophonie-en-fête
- Théâtre français de Toronto
- Théâtre La Tangente
- Rencontres en chansons
- Music patronage and show production

## CBC/RADIO-CANADA

- Semaine de la francophonie in Toronto
- TD Canada Trust Toronto Jazz Festival
- Guelph Jazz Festival
- Bana y'Afrique, African and Caribbean festival
- Mississauga International Dance and Drum Festival
- London Sunfest – world music festival
- Glendon College – exhibitions and performances
- Alliance française de Toronto – performance and lecture series
- Alliance française de Toronto – “Fête de la musique” music festival
- Toronto Christmas Basket Drive / Campagne des paniers de Noël de Toronto (Centre francophone de Toronto)
- Operation Knapsack / Opération Sacs à dos (school boards)
- Toronto Book Fair
- Cinéfranco, Francophone cinema festival
- Welland Film Festival / Cinéfest de Welland
- Toronto Summer Music Festival (Radio 2 and Espace musique)
- Corpus dance troupe
- Festival du loup in Lafontaine
- Bureau du Québec à Toronto (“Soirée Québec” event)

### Windsor

- Windsor Symphony Orchestra (WSO) (Espace musique)
- University of Windsor School of Music (Espace musique)
- Grand Partage food drive
- Windsor International Film Festival / Festival du film de Windsor, French-language section

### Sudbury

- “Festival international de l'humour de Hearst” comedy festival
- Festival international du film Cinéfest Sudbury / Cinéfest Sudbury International Film Festival
- “La Nuit sur l'étang” music festival
- “La Brunante” music competition
- African Cabaret / Cabaret africain
- Carnaval d'hiver de Sudbury
- Théâtre du Nouvel-Ontario
- Galerie du Nouvel-Ontario
- St-Jean-Baptiste celebrations in Sudbury
- St-Jean-Baptiste celebrations in Kapuskasing
- “Salon du livre de Hearst” book fair
- Mattawa Voyageur Days / Les journées Voyageurs à Mattawa
- Northern Lights Festival / Festival Boréal in Sudbury
- La Slague du Carrefour francophone, production company
- 5-Penny New Music Concerts (Laurentian University Music Department)
- French-language public and Northern Ontario Catholic school boards (Beau gros show franco)
- Kapuskasing Heritage Lumberjack Festival / Festival du bûcheron de Kapuskasing
- Jeux Franco-ontariens in Sault-Sainte-Marie
- Centre culturel de Hearst (Coup de cœur)
- Jazz Sudbury Festival / Festival de jazz de Sudbury
- ACFO du Grand-Sudbury (100th anniversary celebrations)
- “Foire du livre de Timmins” book fair

### Manitoba

In 2009–10, we established 50 partnerships with community groups as part of our efforts to support the cultural vibrancy of our communities.

#### New partners/agreements

- Winnipeg Jazz (2009–10 season)
- L'Alliance chorale Manitoba – annual performance

# CBC/RADIO-CANADA

- Centre du patrimoine
- La Furie (CJP)
- Royal Winnipeg Ballet – *Moulin Rouge*
- Les blés au vent – annual concert
- Folklorama – French-Canadian pavilion
- Camerata Nova (2009–10 season)
- Christmas Market (CCFM)
- Gala des pionniers (CDEM)
- From the Red River to the Black Valley / De la rivière Rouge à la Vallée noire – including broadcast (Alliance française)
- Châteauguay Festival / Festival Châteauguay in Saint-Georges
- Métis Harvest Celebration / Épluchette des Métis (Riel House National Historic Site)
- French-language sports tournaments (Directorat de l'activité sportive)
- “Grouille ou rouille” physical activity promotion (Féd. des aînés franco-manitobains)
- Agreement on public interest announcements for the year (La Liberté)
- Manitoba Chamber Orchestra (2009–10 season)

## Renewed partners or agreements

- Festival du Voyageur
- Le Petit Canada (CJP)
- River Trail / Sentier d'hiver (Festival du Voyageur)
- Festival des vidéastes
- 2009–10 theatre season (Cercle Molière)
- Theatre in the Cemetery / Théâtre dans le cimetière (Théâtre Chien de soleil)
- Coup de cœur francophone (Centre culturel franco-manitobain [CCFM])
- Fête de la musique (CCFM and Alliance française)
- Prix Riel (Société franco-manitobaine)
- Gala manitobain de la chanson (100 Nons) – including broadcast
- Chicane électrique (100 Nons)
- Freeze Frame – animated films for children
- Afrik!, African art festival (Alliance française)
- Francofonds annual fundraising campaign
- Collège universitaire de Saint-Boniface annual campaign
- Radiothon of Hope and Soirée chocolatée (St-Boniface Hospital and St-Boniface Hospital Foundation)
- Chant'Ouest
- Cinémental – A festival celebrating French-language film and premieres of Radio-Canada films
- Rendez-vous du cinéma québécois (Cinémental)
- La Chicane électrique (Conseil jeunesse provincial)
- Exhibition on electricity (St. Boniface Museum)
- 5 x 5, a musical series – including broadcasting (Le 100 Nons)
- Foyer des écrivains (Winnipeg International Writers Festival)
- Goldeyes baseball team – Emceeing the French-language evening and on-air contest
- Books, CDs, etc. – public interest messages
- *Liaison* literary magazine (Canada-wide agreement)

## **Saskatchewan**

Development of partnerships and contra agreements with various community groups:

- Conseil des écoles fransaskoises
- Fondation fransaskoise
- Francothon
- Service fransaskois de formation aux adultes (SEFFA)
- Regina Folk Festival
- Assemblée communautaire fransaskoise (ACF)
- French-language summer camps (Camp Voyageur and daycamps)
- Conseil de la coopération de la Saskatchewan (Camp jeunes entrepreneurs)
- Troupe du jour
- Saskatchewan Library Week / Semaine des bibliothèques: “Mon livre préféré” contest
- Conseil culturel fransaskois

## CBC/RADIO-CANADA

- Réseau de diffusion de spectacles de la Saskatchewan (RDSS)
- Société historique de la Saskatchewan (SHS)
- Association canadienne-française de Regina (ACFR)
- University of Regina Institut français
- Fédération des francophones de Saskatoon – Cinergie
- New “Bonjour Saskatchewan” promotional campaign (simplified ads) for the Coalition pour la promotion du français et de la culture francophone en Saskatchewan
- African cultural gala
- Festival Musiques du monde
- Fête fransaskoise (AJF)
- Francofièvre (AJF)
- Gala de la chanson and Ramdam (Conseil culturel fransaskois and AJF)
- “In Motion / En mouvement” (Réseau de la santé en français de la Saskatchewan)
- Symposium on the status of French in Western Canada (AJEFS and Institut français)
- Regina art gallery
- Coup de cœur francophone in Saskatchewan

### Alberta

- Accès Emploi employment centre
- ACFA Calgary
- ACFA Edmonton
- ACFA Lethbridge
- ACFA Provinciale
- ACFA Red Deer + St. Paul + Lethbridge
- Brian Webb Dance Co.
- Carnaval de Saint-Isidore
- Centre d'accueil et d'établissement (Edmonton)
- “Chorale Saint-Jean” choir
- Festival CinéMagine
- Cité des Rocheuses de Calgary community and educational centre
- C-Jazz Festival
- Edmonton Jazz Festival
- Edmonton Opera
- Edmonton Symphony
- Fédération des conseils scolaires francophones
- Fédération des sports
- Fête Franco-Albertaine
- Fondation Franco-Albertaine
- Le Franco
- Francophonie Jeunesse de l'Alberta
- Gala albertain de la chanson
- Global Fest
- Institut Guy-Lacombe pour la famille
- Librairie Le Carrefour bookstore
- Read-In
- RAFA
- Société acadienne de l'Alberta
- Theatre Junction at the Grand
- L'UniThéâtre
- Village Road House Productions
- Word Fest

### British Columbia – Yukon

- French-language events at the Canadian Club
- Vancouver International Children's Festival / Festival international des enfants de Vancouver
- “Festival d'été francophone de Vancouver” summer festival
- Festival Cinemas – Vancouver French Film Festival Festival

## CBC/RADIO-CANADA

- Vancouver International Jazz Festival
- Vancouver Folk Music Festival
- Mission Folk Music Festival
- Music Fest Vancouver
- Launch of the “Annuaire des services français” directory
- Conseil scolaire francophone recruiting period
- Théâtre la Seizième season
- Festival International des écrivains / La joie de lire
- Coups de cœur francophone de Vancouver
- Whitehorse Francophone Film Festival / Festival du film francophone de Whitehorse
- Association franco-yukonnaise annual gala
- Opération “Noël à la Boussole”
- The 100th anniversary of Maillardville and October 3 gala
- Place de la francophonie 2010
- “Juste pour rire” event in Vancouver
- Village international de la francophonie / Maillardville 2010 Festival du Bois
- Reel2Real International Film Festival for Youth
- Maple Sugar Festival in Nanaimo
- Festival de la francophonie de Victoria
- Journée de la Francophonie
- Scouts francophones de la C.-B.
- “Rendez-vous du cinéma québécois et francophone” film festival
- Vancouver Opera
- Le Conseil culturel et artistique francophone de la Colombie-Britannique and the “Pacifique en chanson” competition
- Vancouver International Film Festival
- *Express du Pacifique* newspaper
- *La Source* newspaper
- *L’Aurore boréale* newspaper
- Vancouver International Dance Festival

# CBC/RADIO-CANADA

## Appendix 9

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CBC works in conjunction with key organizations such as:

- The Townshippers' Association
- Casa
- VEQ QFA
- The 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
- The Quebec Literary and Historical Society
- Brome Theatre
- The Foundation for Greater Montreal
- Jewish Family Services
- The City of Montreal
- Canadian Sikh Council
- Canadian Jewish Congress
- Foundation of Greater Montreal
- Leave Out Violence
- Head & Hands
- The Alliance of South Asian Communities
- The NDG Food Co-op
- Festival Accès Asie
- Diversité
- Santropol Roulant
- Harvest Montreal
- Centraide Montreal and Sun Youth

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.

In order to promote talent development in the region, CBC Radio and Television work with arts organizations such as:

- The Blue Metropolis International Literary festival
- Playwrights Workshop Montreal
- The Quebec Drama Federation
- The Segal Centre
- The Black Theatre Workshop
- The Quebec Writers Federation
- Geordie Theatre
- The McGill University Faculty of Music
- Dawson College
- John Abbott College and Concordia Journalism, Communications and Cinema departments

# CBC/RADIO-CANADA

## Distribution List

- Clerk of the Standing Committee on Official Languages of the House of Commons
- Clerk of the Senate Standing Committee on Official Languages
- Commissioner of Official Languages
- Community organizations (OLMC organizations and other interested parties)
  - FCFA
  - FCCF
  - FJCF
  - Members of the Regions' Panel
  - Provincial organizations and partners through our network of regional coordinators

The Annual Report on Results is published on the CBC/Radio-Canada website at:

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