

# CBC/RADIO-CANADA

## RESULTS-BASED ACTION PLAN

### IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

#### General information and period covered

Federal institution: Address: Web site:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, Ontario K1Y 1E4 <a href="http://www.cbc.radio-canada.ca">www.cbc.radio-canada.ca</a>
Minister responsible:	Bev Oda
Senior official responsible for implementation of Part VII of the OLA	George C.B. Smith, Senior Vice-President, Human Resources and Organization
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian radio and television programming. This programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementation of section 41:	Jules Chiasson, Manager of Relations with Francophone Communities, Regional Services 1400 René-Lévesque Blvd. East Montreal, Quebec H2L 2M2 <a href="mailto:jules_chiasson@radio-canada.ca">jules_chiasson@radio-canada.ca</a>
Period covered by the action plan:	<b>2007–08</b>

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

Radio-Canada contributes enormously to the development and vitality of Canada's official-language minority communities (OLMCs). Eleven of its 19 regional stations are located outside Quebec, as are 10 of the 15 Radio-Canada news bureaus. All regional stations feature local radio programming during prime time, and each region will have an hour-long six o'clock TV newscast starting January 2008. Radio, television and now the Web deliver coverage and special productions for major OLMC events.

As of this year, we have a Regional Services unit dedicated to serving the regions.

CBC in Quebec plays a substantial role in the development and vitality of OLMCs. In addition to providing local prime-time programming in Montreal, it also produces regional programming that specifically serves small English-speaking communities throughout the province. The Montreal production centre also has a mandate to produce programs that reflect the reality of English-speaking Quebecers and French-speaking Canadians to viewers, listeners and Internet users in English Canada. Lastly, CBC partners with social and cultural organizations in Quebec's English-minority community to promote talent and the exchange of ideas.

### Summary

- **Awareness**

French Services Executive Council: The Council discusses the diversity of cultures, regions and voices, including responsibilities with regard to section 41 of the *Official Languages Act* and OLMCs.

National tour: Senior management will tour the regional stations to present the action plan to employees.

Bulletin: The Executive Vice-President, French Services, will communicate directly with employees by means of a bulletin issued two or three times during the year to explain Radio-Canada's strategic directions.

- **Consultation**

Regions' Panel: Continue the meetings with the Regions' Panel, which is more committed and involved; gather feedback from the regions and pass it on to senior management.

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

L'Alliance des producteurs francophones du Canada: Continue the meetings between Télévision de Radio-Canada and Services régionaux management and members of the Alliance des producteurs francophones du Canada.

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

Meeting with independent producers: Create new opportunities to promote discussion between independent producers and CBC management.

- **Communications**

Distribution of news releases: Draw up a distribution list containing OLMC organizations' e-mail addresses for distributing news releases about our activities having to do with the regions.

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

Strengthening partnerships: Publicize and strengthen the most important partnerships to maximize visibility exchanges.

I-Wire: CBC Montreal e-mails a monthly electronic newsletter to independent producers to keep them informed of matters affecting them.

- **Coordination and liaison**

IPOLC: Third year of a three-year program with Telefilm Canada, the NFB and Canadian Heritage. Two films made last year will be broadcast and two new projects selected last year will go into production. The program has been renewed for another three years.

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

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

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

- **Funding and program delivery**

Coverage and visibility: Improve coverage and visibility of diverse cultures, regions and voices, including OLMCs, on our regional and national platforms.

Partnerships: CBC/Radio-Canada supports and strengthens ties with OLMCs by participating in partnerships and projects with them.

Access to programming: CBC/Radio-Canada ensures that OLMCs have access to the Corporation's services and programming, while taking into account the diversity of Canadian cultures, regions and voices, including OLMCs.

- **Accountability**

Action plan: CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement section 41 of the *Official Languages Act* within its programs and services.

Status report: CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved with regard to implementation of section 41 of the OLA.

## **CBC/RADIO-CANADA**

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

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## Detailed action plan

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

<b>Expected Result:</b> Creation of lasting changes on CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs		
<b>Planned activities to achieve the expected result</b>	<b>Expected outputs</b>	<b>Indicators to measure the expected result</b>
1. The Council discusses the diversity of cultures, regions and voices, including responsibilities with regard to section 41 of the <i>Official Languages Act</i> and OLMCs.	Directors and managers are more aware of diversity issues and OLMCs.	Questionnaire at the end of the Council meeting to gauge awareness of this issue.
2. Senior management will tour the regional stations to present the action plan to employees.	Employees are more aware of diversity issues and OLMCs.	Internal evaluation to verify whether coverage and productions in the regions and network-wide are better balanced with regard to diversity issues and OLMCs.
3. Distribute a bulletin from the Executive Vice-President, French Services to all employees.	Employees are better informed of French Services' strategic directions and operations.	Employees can ask questions and submit suggestions to the Executive Vice-President.

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

#### Expected Result:

Creation of lasting relationships between CBC/Radio-Canada and OLMCs; CBC/Radio-Canada and OLMCs understand each other's needs and mandate

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
1. A more committed and involved Regions' Panel; seek feedback from the regions and pass it on to senior management.	More productive meetings focused on problem resolution	Questionnaire given to Panel members after each meeting to measure their satisfaction
2. Radio-Canada management will attend the AGMs of national and provincial OLMC organizations to better understand their aspirations and discuss Radio-Canada's services.	Have a close collaboration between the OLMC organizations and Radio-Canada	Annual questionnaire sent to organization heads to measure their satisfaction with Radio-Canada's services
3. Continue the meetings between Télévision de Radio-Canada and Services régionaux management and members of the Alliance des producteurs francophones du Canada.	Two meetings to discuss Radio-Canada's needs and independent producers' expectations	Production and broadcast of quality productions by independent producers from the French-speaking and Acadian communities on Télévision de Radio-Canada
4. Continue the series of meetings with representatives of the various communities and the CBC teams in Quebec.	Four to six annual meetings	Participation in the meetings, participants' answers to the questionnaire; OLMCs' concerns are reflected on our airwaves
5. Create new opportunities to promote discussion between independent producers and CBC management.	Participate in industry panels (RIDM, etc.) and hold two meetings to discuss CBC needs and producer' expectations.	Production and broadcast of quality productions by independent producers from Quebec on CBC Television

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

<b>Expected Result:</b> OLMC culture reflects an up-to-date understanding of CBC/Radio-Canada's mandate; OLMCs receive up-to-date and relevant information about CBC/Radio-Canada's programs and services (P&S)		
<b>Planned activities to achieve the expected result</b>	<b>Expected outputs</b>	<b>Indicators to measure the expected result</b>
1. Draw up a distribution list containing OLMC organizations' email addresses for distributing news releases about our activities having to do with the regions.	OLMC organizations regularly receive our news releases.	Survey of OLMC organizations to measure their satisfaction with information received from Radio-Canada
2. Use our various platforms and newspaper ads to let people know about programs and specials produced and broadcast in the regions and across the network.	OLMCs are better informed about our programming.	Higher ratings
3. Publicize and strengthen the most important partnerships to maximize visibility exchanges.	Partners in events, projects and productions are satisfied.	Evaluation of partnership agreements with our partners
4. I-Wire: CBC Montreal emails a monthly electronic newsletter to independent producers to keep them informed of matters affecting them.	Direct communication with subscribers	Relevance of information; subscriber feedback

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## Detailed action plan

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

<b>Expected Result:</b> Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices		
<b>Planned activities to achieve the expected result</b>	<b>Expected outputs</b>	<b>Indicators to measure the expected result</b>
1. IPOLC: Third year of a three-year program with Telefilm Canada, the NFB and Canadian Heritage. Two films made last year will be broadcast and two new projects selected last year will go into production.	Program renewed for another three years	<ul style="list-style-type: none"> <li>➤ New projects accepted for script development, and two other projects produced</li> <li>➤ New media component added to the projects</li> </ul>
2. In conjunction with the NFB, hold another in the series of Post-INPUT conferences in the Acadian region, Ottawa, Vancouver and Winnipeg.	Post-INPUT meetings held in Moncton, Ottawa, Vancouver and Winnipeg	Evaluation questionnaire for participants
3. Evaluate the multipartite agreement on arts and culture with the FCCF, the Canada Council for the Arts, the National Arts Centre, the National Film Board and Canadian Heritage.	Agreement renewed	New agreement signed
4. Doc Shop IV: This development program for emerging filmmakers, which was initiated by the NFB and later joined by the CBC, will enable 25 film and communications students to make documentaries, a number of which will be aired by CBC Montreal.	Agreement renewed	Development of 25 documentaries, some of which will be aired by CBC Montreal



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### E. FUNDING AND PROGRAM DELIVERY

<b>Expected Result:</b> OLMCs are part of CBC/Radio-Canada's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion, development opportunities) are taken into account		
<b>Planned activities to achieve the expected result</b>	<b>Expected outputs</b>	<b>Indicators to measure the expected result</b>
1. Improve coverage and visibility of diverse cultures, regions and voices, including OLMCs, on our regional and national platforms.	Improved visibility of diverse cultures, regions and voices on our platforms	<ul style="list-style-type: none"> <li>➤ Comparison of the visibility of diverse cultures, regions and voices on our platforms one year from now</li> <li>➤ Programming evaluation committee for programs and productions that takes into account the diversity of cultures, regions and voices</li> </ul>
2. CBC/Radio-Canada supports and strengthens ties with OLMCs by participating in partnerships and projects with them.	Partnership projects with OLMCs strengthened and improved	Consistent evaluations of partnership projects
3. CBC/Radio-Canada ensures that OLMCs have access to the Corporation's services and programming, while taking into account the diversity of Canadian cultures, regions and voices, including OLMCs.	Programming that reflects the face of Canada	Programming evaluation committee for programs and productions that takes into account the diversity of cultures, regions and voices

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### F. ACCOUNTABILITY

**Expected Result:**  
Full integration of the OLMC perspective and OLA section 41 into CBC/Radio-Canada's policies, programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMCs' perspective

Planned activities to achieve the expected result	Expected outputs	Indicators to measure the expected result
1. CBC/Radio-Canada prepares an annual action plan that clearly describes how it proposes to implement section 41 of the <i>Official Languages Act</i> within its programs and services.	Action plan drawn up	Progress made in preparing and drafting the action plan
2. CBC/Radio-Canada prepares an annual status report that clearly describes the results achieved with regard to implementation of section 41 of the OLA.	Status report	Progress made and results achieved in implementing section 41
3. Evaluations and internal audits of CBC/Radio-Canada's services and programming are periodically conducted, taking into account how they enhance the development and vitality of OLMCs.	Evaluation reports	Regularity of evaluation reports