

## **Canadian Military History Gateway**

The CBC Archives Website continues its partnership with the Department of National Defence's Canadian Military History Gateway project.

The Gateway site gathers, promotes and indexes online military resources from a variety of cultural institutions, in order to "provide the public with free access to the collective military history resources of Canadian museums, libraries, archives and other heritage organizations through a single, dynamic and intuitive gateway".

Working with DND personnel, the CBC team uses the Gateway's private Content Management System to add new topics from our Conflict and War category to the Gateway's impressive listing. These topics are made available through the Gateway site's search engine and interactive timeline. Our clips are then presented alongside relevant material from other institutions including the Canadian War Museum, National Film Board of Canada, Veterans Affairs Canada and Libraries and Archives Canada.

In addition, almost 30 of our For Teachers lesson plans are indexed through the Gateway's Learning Resources listing.

**NFB.CA / Mediasphere / Living History  
Titles and Hyperlinks**

Contemporary Canada

<http://www.nfb.ca/mediasphere/history>

Post-War Cold War

[http://www.nfb.ca/mediasphere/history/cold\\_war](http://www.nfb.ca/mediasphere/history/cold_war)

The UN, NATO and Canada

[http://www.nfb.ca/mediasphere/history/un\\_nato\\_canada](http://www.nfb.ca/mediasphere/history/un_nato_canada)

Newfoundland Joins Canada

[http://www.nfb.ca/mediasphere/history/newfoundland\\_canada](http://www.nfb.ca/mediasphere/history/newfoundland_canada)

The Welfare State

[http://www.nfb.ca/mediasphere/history/welfare\\_state](http://www.nfb.ca/mediasphere/history/welfare_state)

Quebec's Quiet Revolution

[http://www.nfb.ca/mediasphere/quiet\\_revolution](http://www.nfb.ca/mediasphere/quiet_revolution)

Canada's Centennial

[http://www.nfb.ca/mediasphere/history/canada\\_centennial](http://www.nfb.ca/mediasphere/history/canada_centennial)

Boom Years

[http://www.nfb.ca/mediasphere/history/boom\\_years](http://www.nfb.ca/mediasphere/history/boom_years)

Service-Based Economy

[http://www.nfb.ca/mediasphere/history/service\\_economy](http://www.nfb.ca/mediasphere/history/service_economy)

Labour Unrest

[http://www.nfb.ca/mediasphere/history/labour\\_unrest](http://www.nfb.ca/mediasphere/history/labour_unrest)

Haves and Have-Nots

[http://www.nfb.ca/mediasphere/history/haves\\_havenots](http://www.nfb.ca/mediasphere/history/haves_havenots)

Soldiers Return

[http://www.nfb.ca/mediasphere/history/soldiers\\_return](http://www.nfb.ca/mediasphere/history/soldiers_return)

Shopping Boom

[http://www.nfb.ca/mediasphere/history/shopping\\_boom](http://www.nfb.ca/mediasphere/history/shopping_boom)

Baby Boom

<http://www.nfb.ca/mediasphere/history/babyboom>



More Students, More Schools

[http://www.nfb.ca/mediasphere/history/students\\_schools](http://www.nfb.ca/mediasphere/history/students_schools)

1960s Feminism

[http://www.nfb.ca/mediasphere/history/1960s\\_feminism](http://www.nfb.ca/mediasphere/history/1960s_feminism)

Aboriginal Rights

[http://www.nfb.ca/mediasphere/history/aboriginal\\_rights](http://www.nfb.ca/mediasphere/history/aboriginal_rights)

African Canadian Demands

[http://www.nfb.ca/mediasphere/history/african\\_canadian\\_demands](http://www.nfb.ca/mediasphere/history/african_canadian_demands)

Post-War Immigration

[http://www.nfb.ca/mediasphere/history/postwar\\_immigration](http://www.nfb.ca/mediasphere/history/postwar_immigration)

Protecting Canadian Culture

[http://www.nfb.ca/mediasphere/history/protecting\\_canadian\\_culture](http://www.nfb.ca/mediasphere/history/protecting_canadian_culture)

TV: The First Decades

<http://www.nfb.ca/mediasphere/history/tv>

Sixties Youth Culture

[http://www.nfb.ca/mediasphere/history/sixties\\_youth\\_culture](http://www.nfb.ca/mediasphere/history/sixties_youth_culture)

New Foreign Policy

[http://www.nfb.ca/mediasphere/history/foreign\\_policy](http://www.nfb.ca/mediasphere/history/foreign_policy)

New Aboriginal Policy?

[http://www.nfb.ca/mediasphere/history/aboriginal\\_policy](http://www.nfb.ca/mediasphere/history/aboriginal_policy)

October Crisis

[http://www.nfb.ca/mediasphere/history/october\\_crisis](http://www.nfb.ca/mediasphere/history/october_crisis)

Quebec Referendum

[http://www.nfb.ca/mediasphere/history/quebec\\_referendum\\_1980](http://www.nfb.ca/mediasphere/history/quebec_referendum_1980)

Canada's Constitution

[http://www.nfb.ca/mediasphere/history/canada\\_constitution](http://www.nfb.ca/mediasphere/history/canada_constitution)

Economic Stagflation, Recession

[http://www.nfb.ca/mediasphere/history/stagflation\\_recession](http://www.nfb.ca/mediasphere/history/stagflation_recession)

Welfare State Woes

[http://www.nfb.ca/mediasphere/history/welfare\\_state\\_woes](http://www.nfb.ca/mediasphere/history/welfare_state_woes)

Changes in the Workplace

[http://www.nfb.ca/mediasphere/history/changes\\_workplace](http://www.nfb.ca/mediasphere/history/changes_workplace)

International Immigration

[http://www.nfb.ca/mediasphere/history/international\\_immigration](http://www.nfb.ca/mediasphere/history/international_immigration)

Homegrown Arts

[http://www.nfb.ca/mediasphere/history/homegrown\\_arts](http://www.nfb.ca/mediasphere/history/homegrown_arts)

Sporting Nation

[http://www.nfb.ca/mediasphere/history/sporting\\_nation](http://www.nfb.ca/mediasphere/history/sporting_nation)

Acadian Rebirth

[http://www.nfb.ca/mediasphere/history/acadian\\_rebirth](http://www.nfb.ca/mediasphere/history/acadian_rebirth)

War Troubles: Gulf, Somalia

[http://www.nfb.ca/mediasphere/history/war\\_gulf\\_somalia](http://www.nfb.ca/mediasphere/history/war_gulf_somalia)

Meech Lake Accord

[http://www.nfb.ca/mediasphere/history/meech\\_lake\\_accord](http://www.nfb.ca/mediasphere/history/meech_lake_accord)

Charlottetown Accord

[http://www.nfb.ca/mediasphere/history/charlottetown\\_accord](http://www.nfb.ca/mediasphere/history/charlottetown_accord)

Quebec Referendum

[http://www.nfb.ca/mediasphere/history/quebec\\_referendum](http://www.nfb.ca/mediasphere/history/quebec_referendum)

Free Trade

[http://www.nfb.ca/mediasphere/history/free\\_trade](http://www.nfb.ca/mediasphere/history/free_trade)

Spending Cuts

[http://www.nfb.ca/mediasphere/history/spending\\_cuts](http://www.nfb.ca/mediasphere/history/spending_cuts)

Computers and the Internet

[http://www.nfb.ca/mediasphere/history/computers\\_internet](http://www.nfb.ca/mediasphere/history/computers_internet)

Decline of Fish Stocks

[http://www.nfb.ca/mediasphere/history/decline\\_fish\\_stocks](http://www.nfb.ca/mediasphere/history/decline_fish_stocks)

Aboriginal Land Claims

[http://www.nfb.ca/mediasphere/history/aboriginal\\_land\\_claims](http://www.nfb.ca/mediasphere/history/aboriginal_land_claims)

Multicultural Nation

[http://www.nfb.ca/mediasphere/history/multicultural\\_nation](http://www.nfb.ca/mediasphere/history/multicultural_nation)

New Feminisms

[http://www.nfb.ca/mediasphere/history/new\\_feminisms](http://www.nfb.ca/mediasphere/history/new_feminisms)

Exporting Canada's Culture

[http://www.nfb.ca/mediasphere/history/exporting\\_canada\\_culture](http://www.nfb.ca/mediasphere/history/exporting_canada_culture)

**Canadian Museum of Civilization: 1960s  
Relevant clips from the CBC Archives Website**

**Doc 1**

**1. Birth Control Pill:**

Topic: The Birth Control Pill

[http://archives.cbc.ca/IDD-1-69-572/life\\_society/pill/](http://archives.cbc.ca/IDD-1-69-572/life_society/pill/)

Plus additional clips here: <http://archives.cbc.ca/500f.asp?id=1-69-572-0&wm6=1>

**2. Canada's New Flag:**

Topic: The Great Canadian Flag Debate

[http://archives.cbc.ca/IDD-1-73-80/politics\\_economy/canada\\_flag/](http://archives.cbc.ca/IDD-1-73-80/politics_economy/canada_flag/)

Plus additional clips here: [http://archives.cbc.ca/IDCC-1-73-80/politics\\_economy/canada\\_flag/](http://archives.cbc.ca/IDCC-1-73-80/politics_economy/canada_flag/)

**3. Lester B. Pearson:**

Clip: Legionnaires boo Pearson over flag (extended version)

[http://archives.cbc.ca/IDCC-1-73-80-753/politics\\_economy/canada\\_flag/](http://archives.cbc.ca/IDCC-1-73-80-753/politics_economy/canada_flag/)

Clip: Closure ends flag debate (extended version)

[http://archives.cbc.ca/IDCC-1-73-80-756/politics\\_economy/canada\\_flag/](http://archives.cbc.ca/IDCC-1-73-80-756/politics_economy/canada_flag/)

Clip: Peacekeepers and Peacemakers: Canada's Diplomatic Contribution

<http://archives.cbc.ca/500f.asp?id=1-71-659-3813>

Clip: Political reaction to the Arrow's cancellation

<http://archives.cbc.ca/400d.asp?id=1-75-275-1405>

Clip: Opening of the Trans-Canada Highway in Newfoundland

<http://archives.cbc.ca/500f.asp?id=1-73-678-3912>

**4. Tommy Douglas**

Clip: Not your average election

[http://archives.cbc.ca/IDC-1-73-884-5171/politics\\_economy/elections\\_saskatchewan/clip1](http://archives.cbc.ca/IDC-1-73-884-5171/politics_economy/elections_saskatchewan/clip1)

Topic: Medicare and Social Welfare: Tommy Douglas and the NDP

[http://archives.cbc.ca/IDD-1-73-851/politics\\_economy/tommy\\_douglas/](http://archives.cbc.ca/IDD-1-73-851/politics_economy/tommy_douglas/)

Topic: The Birth of Medicare

[http://archives.cbc.ca/IDD-1-73-90/politics\\_economy/medicare/](http://archives.cbc.ca/IDD-1-73-90/politics_economy/medicare/)

Clip: Remembering T.C.

[http://archives.cbc.ca/IDC-1-73-583-3045-20/that\\_was\\_then/politics\\_economy/tommy\\_douglas\\_obit](http://archives.cbc.ca/IDC-1-73-583-3045-20/that_was_then/politics_economy/tommy_douglas_obit)

**5. Drapeau**

Topic: Expo 67: Montreal Welcomes the World

<http://archives.cbc.ca/300c.asp?id=1-69-100>

Topic: Going Underground: Toronto's Subway and Montreal's Metro

[http://archives.cbc.ca/IDD-1-75-1099/science\\_technology/subways\\_history/](http://archives.cbc.ca/IDD-1-75-1099/science_technology/subways_history/)

Clip: Drapeau's dream (the metro)  
<http://archives.cbc.ca/400d.asp?id=1-75-1099-6100>

Clip: A tale of towers (Expo)  
<http://archives.cbc.ca/500f.asp?id=1-69-100-554>

Clip: Mayor Jean Drapeau's welcome (Expo)  
<http://archives.cbc.ca/500f.asp?id=1-69-100-546>

Clip: Montreal prepares for the world (Expo)  
<http://archives.cbc.ca/500f.asp?id=1-69-100-540>

CLip: NHL president talks about Richard Riot  
<http://archives.cbc.ca/400d.asp?id=1-41-85-545>

## **6. Charles De Gaulle – Vive le Quebec libre!**

Clip: 'Vive le Québec libre!'  
[http://archives.cbc.ca/IDC-1-73-236-1132-21/unforgettable\\_moments/politics\\_economy/vive\\_quebec\\_libre](http://archives.cbc.ca/IDC-1-73-236-1132-21/unforgettable_moments/politics_economy/vive_quebec_libre)

Clip: Quebec's changing political climate  
<http://archives.cbc.ca/400d.asp?id=1-73-651-3572>

## **7. Trudeau & Trudeaumania**

Topic: Trudeaumania: A Swinger for Prime Minister  
[http://archives.cbc.ca/IDD-1-69-73/life\\_society/trudeaumania/](http://archives.cbc.ca/IDD-1-69-73/life_society/trudeaumania/)  
Plus additional clips here: [http://archives.cbc.ca/IDCC-1-69-73/life\\_society/trudeaumania/](http://archives.cbc.ca/IDCC-1-69-73/life_society/trudeaumania/)

Topic: Trudeau's Omnibus Bill: Challenging Canadian Taboos  
<http://archives.cbc.ca/300c.asp?id=1-73-538>  
Plus additional clips here: [http://archives.cbc.ca/IDCC-1-73-538/politics\\_economy/omnibus/](http://archives.cbc.ca/IDCC-1-73-538/politics_economy/omnibus/)

Clip: 'There's no place for the state in the bedrooms of the nation'  
[http://archives.cbc.ca/IDC-1-73-538-2671/politics\\_economy/omnibus/clip1](http://archives.cbc.ca/IDC-1-73-538-2671/politics_economy/omnibus/clip1)

Plus, advanced search turns up 8 pages of references to Trudeau:  
<http://archives.cbc.ca/270s.asp?IDLan=1>

## **9. This Hour Has Seven Days**

Clip: Are You a Separatist or Not? (Trudeau, Levesque, Larry Zolf)  
<http://archives.cbc.ca/400d.asp?id=1-73-870-5014>

Clip: Would you let your Daughter Marry a Rolling Stone?  
<http://archives.cbc.ca/400d.asp?id=1-68-832-4888>

Clip: The Beatles Conquer North America  
<http://archives.cbc.ca/400d.asp?id=1-68-1195-6616-11>

Clip: Mitchell Sharp (on Flag Debate)  
<http://archives.cbc.ca/400d.asp?id=1-73-1236-6834-11>

Clip: Gouzenko on Seven Days:  
<http://archives.cbc.ca/400d.asp?id=1-71-72-146>

Clip: Police Attend Morality Squad Lectures  
<http://archives.cbc.ca/400d.asp?id=1-68-300-1598>

#### **10. Adrienne Clarkson**

Clip: Adrienne Clarkson interviews Leonard Cohen after the publication of his second novel.  
<http://archives.cbc.ca/400d.asp?id=1-68-93-446&wm6=1>

#### **11. Miniskirts & bell bottoms & hippies**

Topic: Hippie Society: The Youth Rebellion  
<http://archives.cbc.ca/300c.asp?id=1-69-580>  
Plus additional clips here: [http://archives.cbc.ca/IDCC-1-69-580/life\\_society/hippies/](http://archives.cbc.ca/IDCC-1-69-580/life_society/hippies/)

#### **12. Back to the Land, draft dodgers, communes**

Topic: Seeking Sanctuary: Draft Dodgers  
[http://archives.cbc.ca/IDD-1-71-348/conflict\\_war/draft\\_dodgers/](http://archives.cbc.ca/IDD-1-71-348/conflict_war/draft_dodgers/)

#### **14. Joni Mitchell**

Topic: Hippie Society: The Youth Rebellion  
A sunshine melody: Joni Mitchell  
[http://archives.cbc.ca/IDC-1-69-580-3213/life\\_society/hippies/clip6](http://archives.cbc.ca/IDC-1-69-580-3213/life_society/hippies/clip6)

#### **15. Ian & Sylvia Tyson**

Clip: Sylvia Tyson on CanCon's early years  
<http://archives.cbc.ca/400d.asp?id=1-68-1150-6301>

CLip: ONTARIO - Full-contact fans (wrestling)  
<http://archives.cbc.ca/400d.asp?id=1-41-1237-6841>

Clip: Bob Dylan and Lightfoot together again (at Juno Awards)  
<http://archives.cbc.ca/400d.asp?id=1-68-743-4679>

Clip: Gordon Lightfoot and the folk revival  
<http://archives.cbc.ca/400d.asp?id=1-68-302-1617-11>

#### **18: Go-Go Dancing**

#### **20. Paul Anka**

Clip: Paul Anka hits the top of the charts  
[http://archives.cbc.ca/IDC-1-68-278-1454-20/that\\_was\\_then/arts\\_entertainment/paul\\_anka\\_diana](http://archives.cbc.ca/IDC-1-68-278-1454-20/that_was_then/arts_entertainment/paul_anka_diana)

#### **21. Guess Who**

Clip: The Guess Who: together again (1983)  
[http://archives.cbc.ca/IDC-1-68-833-4886-11/that\\_was\\_then/arts\\_entertainment/guess\\_who\\_reunion](http://archives.cbc.ca/IDC-1-68-833-4886-11/that_was_then/arts_entertainment/guess_who_reunion)

## **Doc 2**

### **2. Airports**

Topic: Losing Altitude: A History of Air Canada

<http://archives.cbc.ca/300c.asp?id=1-73-1125>

Plus additional clips here: [http://archives.cbc.ca/IDCC-1-73-1125/politics\\_economy/air\\_canada/](http://archives.cbc.ca/IDCC-1-73-1125/politics_economy/air_canada/)

### **3. Subways**

Topic: Going Underground: Toronto's Subway and Montreal's Metro

<http://archives.cbc.ca/300c.asp?id=1-75-1099>

### **4. Trans-Canada Highway**

Topic: Trans-Canada Highway: Bridging the Distance

<http://archives.cbc.ca/300c.asp?id=1-73-678>

### **5. Alouette & the age of the Satellites**

Topic: Launching the digital age: Canadian Satellites

[http://archives.cbc.ca/IDD-1-75-92/science\\_technology/satellites/](http://archives.cbc.ca/IDD-1-75-92/science_technology/satellites/)

### **6. Expo 67**

Topic: Expo 67:ontreal Welcomes the World

[http://archives.cbc.ca/IDD-1-69-100/life\\_society/expo\\_67/](http://archives.cbc.ca/IDD-1-69-100/life_society/expo_67/)

May 2004: Archives will have a new topic featuring various clips from 1967. No URL yet.

Clips:

Montreal gets the call

[http://archives.cbc.ca/IDC-1-69-100-526/life\\_society/expo\\_67/clip1](http://archives.cbc.ca/IDC-1-69-100-526/life_society/expo_67/clip1)

Building the World's Fair

[http://archives.cbc.ca/IDC-1-69-100-527/life\\_society/expo\\_67/clip2](http://archives.cbc.ca/IDC-1-69-100-527/life_society/expo_67/clip2)

'Hey Friend, Say Friend'

[http://archives.cbc.ca/IDC-1-69-100-528/life\\_society/expo\\_67/clip3](http://archives.cbc.ca/IDC-1-69-100-528/life_society/expo_67/clip3)

The big day

[http://archives.cbc.ca/IDC-1-69-100-529/life\\_society/expo\\_67/clip4](http://archives.cbc.ca/IDC-1-69-100-529/life_society/expo_67/clip4)

Expo's gates open to the world

[http://archives.cbc.ca/IDC-1-69-100-530/life\\_society/expo\\_67/clip5](http://archives.cbc.ca/IDC-1-69-100-530/life_society/expo_67/clip5)

A tale of two pavilions

[http://archives.cbc.ca/IDC-1-69-100-532/life\\_society/expo\\_67/clip6](http://archives.cbc.ca/IDC-1-69-100-532/life_society/expo_67/clip6)

Living in Habitat '67

[http://archives.cbc.ca/IDC-1-69-100-535/life\\_society/expo\\_67/clip7](http://archives.cbc.ca/IDC-1-69-100-535/life_society/expo_67/clip7)

Expo hostesses and Canadian men

[http://archives.cbc.ca/IDC-1-69-100-536/life\\_society/expo\\_67/clip8](http://archives.cbc.ca/IDC-1-69-100-536/life_society/expo_67/clip8)

Additional Clips:

Montreal prepares for the world

[http://archives.cbc.ca/IDCC-1-69-100-540/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-540/life_society/expo_67/)

A vision for the world

[http://archives.cbc.ca/IDCC-1-69-100-541/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-541/life_society/expo_67/)

Building Habitat '67 (no audio)

[http://archives.cbc.ca/IDCC-1-69-100-543/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-543/life_society/expo_67/)

Let the exposition begin!

[http://archives.cbc.ca/IDCC-1-69-100-544/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-544/life_society/expo_67/)

Mayor Jean Drapeau's welcome

[http://archives.cbc.ca/IDCC-1-69-100-546/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-546/life_society/expo_67/)

Commissioner Pierre Dupuy's welcome

[http://archives.cbc.ca/IDCC-1-69-100-547/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-547/life_society/expo_67/)

Prime Minister Lester B. Pearson's welcome

[http://archives.cbc.ca/IDCC-1-69-100-548/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-548/life_society/expo_67/)

Peaceniks in the pavilion

[http://archives.cbc.ca/IDCC-1-69-100-549/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-549/life_society/expo_67/)

Hostesses with the mostesses

[http://archives.cbc.ca/IDCC-1-69-100-550/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-550/life_society/expo_67/)

Pavilions of the superpowers

[http://archives.cbc.ca/IDCC-1-69-100-552/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-552/life_society/expo_67/)

A tale of towers

[http://archives.cbc.ca/IDCC-1-69-100-554/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-554/life_society/expo_67/)

Groundbreaking satellite technology for Expo 67

[http://archives.cbc.ca/IDCC-1-69-100-791/life\\_society/expo\\_67/](http://archives.cbc.ca/IDCC-1-69-100-791/life_society/expo_67/)

## **7. Bobby Gimby – CA-NA-DA**

Ca-na-da! [NOT ACTIVE – RIGHTS HAVE NOT BEEN CLEARED]

<http://archives.cbc.ca/400d.asp?id=1-69-100-531>





Canadian Heritage  
Canadian Memory Fund:

Canadian Digital Cultural Content Initiative  
(CDCCI)

Project to digitize CBC/Radio-Canada audio and television  
archives and make them available on-line

Detailed business plan

December 3, 2001

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## *I. Foreword*

The purpose of this document is to add to the information contained in the original submission made by CBC/Radio-Canada to Canadian Heritage on July 6, 2001, in respect of which a formal agreement was concluded on August 30.

The detailed plan states the basic principles underlying the design, architecture and development of the site as the various aspects of the job get under way. In the past month, several major steps have been taken, notably:

1. senior project coordinator hired
2. one producer each for the anglophone and francophone sides of the site hired
3. creation of editorial committees in Montreal and Toronto
4. archives personnel hired
5. architecture and user-friendliness consultants hired
6. marketing manager hired
7. finance officer hired
8. identification of content partners for Phase 1.

The building of a major site like this rests primarily on very careful planning of the architectural aspects so that an effective foundation is provided for the various technical and content components that will be made available to users. This document therefore reviews the general approach to be taken in implementing the site and provides clarifications concerning:

1. presentation strategies,
2. favoured content elements,
3. partnerships planned, as well as:
4. a marketing strategy,
5. a work schedule, and
6. a budget breakdown.

## *II. Reminder of concept and target audiences*

General concept:

A multimedia Website that brings back to life the great events and figures of our heritage through CBC/Radio-Canada audio and television collections.

A Web environment in which surfers can learn and understand the key events of the past century using an editorial approach and various teaching tools to place events in their context, and at the same time, link them to today's current affairs.

Two main user groups are targetted:

1. Primary group: high school and college students, English-speaking and French-speaking, and
2. Secondary group: elementary school pupils, continuing education students and the general public, English-speaking and French-speaking.

### *III. Development principles*

The overall three-year development program of this project is designed with the threefold aim of:

1. **informing** Canadians about their past by illustrating the most significant moments in both political and international terms, and social and cultural terms.
2. **enlightening** Canadians about the events that have marked their country by means of educational tools conducive to analyzing, understanding and situating the archives in the context of their era.
3. **entertaining** the Canadian public by bringing back to life, in pictures, sound and text, the great events and figures that captured the people's imagination.

The site will be more than just a device for going back in time. On the contrary. It will attempt to show the links between what was and what is so as to foster a better understanding of the present. The archival documents selected will be explored in the context of today's events, as interactive documents and innovative presentations building bridges of meaning between the history of yesteryear and of today. On the homepage itself, a feature file, closely linked to current affairs, will capture users' attention. A user-friendly menu will also help surfers select from among present and future file categories.

A balanced and attractive coexistence of informative, educational and playful functions within the archives offered is a central objective of this site. To complement pedagogical activities adapted to the various academic levels targetted by the CDCCI, the site will offer a "CBC/Radio-Canada Archive Treasures" section to present archive segments deemed to be of great interest, briefly set in their context. This area of the site will be for explorers seeking eclectic discoveries.

The CBC/Radio-Canada site also plans to give users from time to time a chance to act on archival content. To do so, we are designing content creation tools that will enable users to create personalized files from elements they have gleaned here and there in their explorations. Later, subject to approval by the CBC/Radio-Canada editorial committee, we may have a public area on the site for users to post their files after having added their own text, sound and pictures. In this connection, the experience acquired by CBC with its initiative "Great Canadian Story Engine" will be most instructive.

In architectural terms, the site is designed so as to accommodate the decidedly evolutionary nature of the content, and also some technical functionalities that will evolve along with the site's deployment. Not just a simple electronic catalogue of contextualized archival documents, the site plans to take advantage of the interactive potential of the Internet by stimulating users to:

1. **communicate** their comments, impressions and suggestions among themselves and with the site managers;
2. **bookmark** the files they regard as useful and relevant;
3. **create** their own "historical montage" from the elements offered on the CBC/Radio-Canada site.

#### *IV. Presentation strategies*

The conditions of presenting the content made available on-line are a crucial aspect of the CBC/Radio-Canada site and so require rigorous planning. We have made significant progress in past weeks and we are now able to identify the main dimensions around which to organize content elements. So as to better reflect the wealth and variety of its collections, once it goes on line, the CBC/Radio-Canada archive site plans to give priority to a maximum number of files, and in the course of the second and third years of the project, go into greater depth in the treatment of these units and their pedagogical use.

##### **Files**

The site's cornerstones. The files consist of combinations of texts, audio and television archive segments and related resources providing in-depth treatment of subjects (e.g. the Oka crisis in 1990, the referenda in 1980 and 1995). Contributions by possible partners such as the NFB and the National Archives will add relief to the topics selected. For the time being, clearly the monetary uncertainty surrounding copyright clearance will be a weighty factor in determining the type of content placed in such files.

##### **Capsules**

Condensed versions of files. Emphasis on sound and pictures. May take the form of a "Did you know that...?" or a question and answer, etc. This type of treatment will be particularly suited to educational activities.

##### **"On this day..."**

Capsules featuring a brief archive segment (under one minute) having a link with the day's date. Automated from a database, a good number could be prepared in advance and reused.

##### **Raw related material**

To provide further material, the site will give access to "raw" archive segments, that is, ones that have not been formatted and are minimally contextualized. They might include full interviews, speeches, reportages, "Bulletins de l'histoire, etc.

##### **Themes specific to flagship CBC/Radio-Canada radio and television programs**

This section of the site will offer archive segments of both historical and entertaining interest. The idea is to offer a sampling of programs, hosts, promos, theme music, etc. that have marked the history of public radio and television in Canada.



### **Repertoire of archive segments (electronic library)**

The main access to the complete catalogue of what is offered on the site, this list may be consulted in alphabetical, chronological, categorical, etc. order. The purpose is to provide access to all segments by the most up-to-date search methods.

### **Notification of addition/updating of files**

We plan to add new content and/or files weekly. Users who so wish may be notified of additions and modifications by subscribing to a cyberletter. A section on the homepage will post the latest updates.

### **Timeline**

Chronological presentation of events by means of a graphic visualization of a time period. This element will be used for both the treatment of complex files, such as patriation of the Canadian constitution in 1981, and as a presentation strategy for sets of thematic segments, for instance, series of great interviews, the country's natural disasters.

### **Teaching guide (by academic level/language/provincial curriculum)**

For the country's Francophones, for example, the site will offer a main guide consisting of a teacher's version and an assembly of multimedia elements (audio, video, texts) designed for students. The guides may be adjusted to conform with specific provincial curricula for Francophones in the Atlantic Provinces, Quebec, Ontario and the western provinces. We also plan to produce a printed version of the Guide for distribution to school boards.

### **Ludopedagogical activities**

During the second year of the project, we expect to develop series of questions and answers, and association games so as to use the content of the files for educational purposes.

### **Connections**

The development of a digital content management system will make it possible to connect some apparently unrelated events, figures, dates and places that, with cross-referencing, reveal some unsuspected relationships. We plan to take full part in the Interoperability Forum in order to optimize complementarity with documents placed on-line by our colleagues from other agencies.

### **Clip organizer**

It will be possible to bookmark each content element, accompanied by a clickable icon, like the list of “Favorites” in Microsoft Explorer. The educational applications of this type of function offer lots of potential.

### **“My file”**

Interactive environment enabling users to create their own files, using the model developed by the site writers.

### **Services for seeing- and hearing-impaired persons**

We have the information necessary to produce applications that will adapt the content so that it can be read by audio and audiovisual screen readers. Access to these specialized screen readers will be offered on the homepage by the usual procedures. Creation of the files will factor in the need to add signs for audio, audiovisual and textual screen readers, while combining descriptive text to links and pictures. Development of services for seeing- and hearing-impaired persons will take place in close cooperation with the designers of the master databank and should be carried out by all agencies taking part in the Interoperability Forum.

### **Search engine**

Search for specific content by means of key words. Display of the results could differ from that of classic search engines so as to use the visual content and classification of archive segments and other site content.

### **Resources associated with an event in the news**

For a major event (the example of 9/11 is the outstanding one), the site team will create an “express” file gathering a few relevant archive segments presented with a minimum of context. As of the second year, we expect to work in direct cooperation with CBC/Radio-Canada news departments so as to produce this type of file as quickly as possible.

## V. *Identification of issues covered*

We have set up an editorial advisory committee in each of the Toronto and Montreal production centres. The starting role of these committees is to trace the outline of the main subject categories that might give rise to the production of on-line files. Once the categories are established, it will be up to the research teams to determine whether there is adequate appropriate archival material to go ahead with production of a file. Also at this stage, the matter of intellectual property is examined and, as necessary, copyright costs are estimated.

Subject to copyright issues, and the volume and quality of material available, here is the list of categories from which files will be prepared and made available on-line:

- World conflicts
- Social development
- Youth
- Great Canadians
- Domestic policy
- Foreign policy
- Great events
- Cultural industries
- First Nations
- Natural disasters

For each of the ten categories, we submitted a series of subjects about which we plan to develop multimedia files to an archive evaluation team. Our current modus operandi provides us with a quick response from the research team assigned to the archives. When the response is favourable, the production team immediately initiates activities to produce the files. From the subjects entered in each of the following ten categories, we will make our final selection of the 30 files to be made available on the CBC/Radio-Canada site on March 31.

### **World conflicts**

- UN peace forces: Canadian soldiers in Cyprus, Bosnia, etc.
- American draft-dodgers who sought refuge in Canada during the Viet Nam War
- 50<sup>th</sup> anniversary of the Normandy landing (1994)
- World War II
- Suez Canal Crisis
- Korean War
- Gulf War

### **Social development**

- The quiet revolution
- Canadian immigration policy

- Human rights
- Agriculture
- Science in Canada
- Transportation: railway, St. Lawrence Seaway (1959), Trans-Canada Highway
- Public television: the history of CBC/Radio-Canada
- Energy: nationalization of electricity and creation of Hydro-Québec, James Bay dams, Churchill Falls dam
- Professional sport: “Series of the Century,” creation of the Montreal Expos, and Toronto Blue Jays and Raptors
- Unionization (strikes by the Quebec public service and the "Front commun" (1972 and 1973) and their importance; strike by Montreal stevedores, etc.)
- Women’s liberation movement

### **Youth**

- Wearing miniskirts in the 1960s
- Go-go dancing
- Youth violence
- Youth heroes of different eras
- “The yellow peril,” six programs about today’s youth aired in 1992

### **Great Canadians**

- |                             |                    |
|-----------------------------|--------------------|
| • Ann Murray                | • Marcel Dubé      |
| • Cardinal Paul-Émile Léger | • Margaret Atwood  |
| • Claire Kirkland-Casgrain  | • Marshall McLuhan |
| • Gérard Pelletier          | • Maurice Richard  |
| • Glenn Gould               | • Norman Bethune   |
| • Gratien Gélinas           | • P.E. Trudeau     |
| • Jean Lesage               | • René Lévesque    |
| • Joseph-Armand Bombardier  | • Robertson Davies |
| • Emily Carr                | • Terry Fox        |
| • Georges Erasmus           | • Thérèse Casgrain |
| • Jeanne Sauvé              | • Tommy Douglas    |
| • Joey Smallwood            |                    |
| • John Diefenbaker          |                    |
| • Joni Mitchell             |                    |
| • Julie Payette             |                    |
| • Lester B. Pearson         |                    |
| • Louis Quilico             |                    |
| • Sam Bronfman              |                    |
| • Lucy Maud Montgomery      |                    |
| • Oscar Peterson            |                    |
| • Louis Saint-Laurent       |                    |
| • Lucien Bouchard           |                    |

### **Domestic policy**

- Founding of the Sovereignty-Association movement
- Referenda: 1980 and 1995
- Federal and provincial election nights
- 1970 October crisis
- Background of Canadian political parties (Liberals, Union nationale, Ralliement des créditistes, Social Credit, NDP, Conservatives, Reform Party, etc.)
- Maple leaf becomes the official emblem of Canada.
- Official visits to Ottawa: John F. Kennedy (1961), Duke of Edinburgh, King Hussein, Pope John Paul II;
- Laurendeau-Dunton Bilingualism and Biculturalism Commission
- Great political conventions and leadership races
- Patriation of the Canadian constitution in 1981
- Federal-provincial conferences: special programs since the 70s
- Royal Commission on Bilingualism and Biculturalism (1963)
- Newfoundland joins Confederation (March 31, 1949)
- Cancellation of the Avro Arrow

### **Foreign policy**

- Canadian-American agreement on nuclear arms
- Free-trade agreement with the US (January 1, 1989)
- Foreign initiatives and assistance (Semaine verte and Second regard)
- Free trade
- Canada's role abroad: series of six programs aired in 1993

### **Major events**

- Olympics in Montreal and Calgary
- Two World Series wins by the Blue Jays
- Paul Henderson's winning goal in Moscow on September 28, 1972
- Montreal and Vancouver Expos
- Terry Fox run
- The tall ships in Quebec City
- Annual festivals and celebrations: e.g. Carnaval de Québec, Festival des voyageurs in Winnipeg
- "bulletins de l'histoire": 80 five-minute capsules aired in 2000 to mark the end of the millennium

### **Cultural industries**

- Main events
- Great names and achievements in each of the following five areas: literature, theatre, cinema, music, visual arts

**First Nations**

- Evolution of Native claims
- Oka crisis
- Ipperwash
- Creation of Nunavut

**Natural disasters**

- Saguenay and Manitoba floods
- Large forest fires
- Tornados in Alberta
- Epidemics
- Ice storm

## *VI. Partnerships*

In the past few months, we have begun talks with several of the agencies involved in this initiative, as well as public organizations specializing in education for and by the media. Though it is still early to specify the nature and terms of the collaborations being considered, we are encouraged by the direction our discussions are taking and remain quite confident that a minimum of affiliations will materialize before the site officially goes on-line in March.

For the time being, we are in regular contact with the National Film Board and the National Archives. We have also initiated contacts with SchoolNet, the Association for Media Education in Quebec and the Centre de ressources en éducation aux médias. In the last instance, their project “Moi, je sais lire entre les lignes,” is a perfect showcase for ensuring that our project catches on in academic circles. We plan to formalize some agreements by the time we submit our first progress report, on February 1.

## VII. *Marketing plan*

This section states the parameters on which the marketing strategy was developed.

### **Communication objectives**

- Publicize the digital archive site among the target clientele
- Position the site as a unique reference site for Canadians

### **Main components of the site**

- Bilingual content focused on Canada in the 20<sup>th</sup> century: audio and television archives
- Historical and editorial content of political, social, cultural and international interest
- Complementary teaching tools (in partnership)
- Contribution from the “Canada: A People’s History” site
- Contribution from the 50<sup>th</sup> anniversary of television site

### **Target clientele**

Anglophone and francophone Canadian market

Primarily: High school and college teachers and students

Secondarily: Elementary school teachers and pupils, and continuing education students

Net surfers – general public – CBC listeners and viewers

### **Communication strategies**

- Create relationships by Internet and in the field with priority target clientele

### **Public relations activities**

- Adjunct to celebrations surrounding the 50<sup>th</sup> anniversary of television
- Promotion during corporate activities, such as open-house days
- Presence at the Colloque de l'AQUOPS (association québécoise des utilisateurs d'ordinateurs au primaire et au secondaire) - March 2002
- Booth, distribution of poster – demo
- Presence at the Colloque de l'APOP (association pour les applications pédagogiques de l'ordinateur au post-secondaire) - May 2002
- Booth - distribution of poster – demo

### **Media relations activities**

- Launch communiqué



- Occasional communiqués (Radio-Canada.ca express) to promote specific content
- Tactical campaigns in connection with content, events, alliances and partnerships

### **Print advertising**

- Development of branding/brand image and official URL address
- Production of a poster/folder
- Production of an ad for specialty magazines
- Guide Congrès AQUOPS (March 2002)
- Chroniques de l'Infobourg (September 2002) / l'École branchée
- Découvrir (Acfas/numéro du Congrès May 2002 or September 2002)
- Infomercials in targeted cyberletters
- Production of an ad for publication in the following daily newspapers:
  - La Presse
  - Le Devoir
  - Le Soleil
  - The Globe and Mail
  - The National Post

### **Research**

- Discussion groups, studies and omnibus surveys

### **On-air advertising (CBC/Radio-Canada)**

- Production of a 30-second TV ad
- Production of a radio message

### **Web advertising**

- Web launch campaign; visibility on main portals
- Indexation campaign; submission to main search engines
- Visibility trade with partner, affiliate Web sites

### **Billboards**

- Buses
- Bus shelters
- Metros
- Railway stations, etc.

## VIII. *Work plan and schedule*

### **Phase 1:**

December 2001:

- Finalization of hiring
- Identification of internal logistical needs
- Definition of technical specifications
- Initiation of development of database architecture
- Initiation of site model
- Beginning of archival research  
Editorial selection of 30 files
- Continuation of discussions with potential partners

January 2002:

- Programming of database and digital content management system
- Continuation of archival research
- Matching-up of CBC files with Radio-Canada files
- Digitization of content
- Initiation of drafting of accompanying texts  
Conception and design of teaching tools
- Development of terms of collaboration with partners

February and March 2002:

- Development and integration of content
- Integration of pedagogical tools
- Gradual placement on-line
- Launch of marketing campaign
- Official launch in March

### **Phase 2:**

Basically, the 2002-03 schedule of activities will be dedicated to the development of new content, fine-tuning the files from the first phase, production of more evolved interactive and pedagogical tools, and expansion of our partnership activities.

## IX. Budget

| <b>Fonds des partenariats (ICCCN)</b>              |                            |                                    |                                     |                                 |   |
|--|----------------------------|------------------------------------|-------------------------------------|---------------------------------|---|
| <b>Projet des archives numérisées, SRC-CBC</b>     |                            |                                    |                                     |                                 |   |
| <i>Exercice financier jusqu'au au 31 mars 2002</i> |                            |                                    |                                     |                                 |   |
| <b>DÉPENSES</b>                                    | <b>Total des<br/>coûts</b> | <b>Contribution<br/>de l'ICCCN</b> | <b>Contribution<br/>partenaires</b> | <b>Contribution<br/>CBC-SRC</b> | <b>% des coûts totaux<br/>Contribution de<br/>l'ICCCN</b> |
| <b>Personnel</b>                                   |                            |                                    |                                     |                                 |   |
| Direction (2 TO, 2 Mtl)                            |                            |                                    |                                     |                                 |   |
| Recherche (5 TO, 5 Mtl)                            |                            |                                    |                                     |                                 |   |
| Support administratif et logistique SRC            |                            |                                    |                                     |                                 |   |
| Codification et intégration (5 TO, 5 Mtl)          |                            |                                    |                                     |                                 |   |
| Autres (pédagogies, etc)                           |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Consultants externes</b>                        |                            |                                    |                                     |                                 |   |
| Base de données                                    |                            |                                    |                                     |                                 |   |
| Système de gestion des contenus                    |                            |                                    |                                     |                                 |   |
| Design   |                            |                                    |                                     |                                 |   |
| Interface  |                            |                                    |                                     |                                 |   |
| Autres (programmation, traduction, etc)            |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Contenu actuel</b>                              |                            |                                    |                                     |                                 |   |
| Site "le Canada, une histoire populaire"           |                            |                                    |                                     |                                 |   |
| Site du 50ème anniversaire de la télé              |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Matériel pédagogique</b>                        |                            |                                    |                                     |                                 |   |
| Guide pédagogique imprimé                          |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Infrastructure technique et logiciel</b>        |                            |                                    |                                     |                                 |   |
| Aménagements                                       |                            |                                    |                                     |                                 |   |
| Ordinateurs (30 *3000)                             |                            |                                    |                                     |                                 |   |
| Logiciels  |                            |                                    |                                     |                                 |   |
| Serveurs   |                            |                                    |                                     |                                 |   |
| Disques durs                                       |                            |                                    |                                     |                                 |   |
| Support amovibles                                  |                            |                                    |                                     |                                 |   |
| Bande passante                                     |                            |                                    |                                     |                                 |   |
| Voyages  |                            |                                    |                                     |                                 |   |
| Dépenses de bureau                                 |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Promotion</b>                                   |                            |                                    |                                     |                                 |   |
| Relations publiques                                |                            |                                    |                                     |                                 |   |
| Publicité imprimée                                 |                            |                                    |                                     |                                 |   |
| Publicité Web                                      |                            |                                    |                                     |                                 |   |
| Recherche, branding, etc.                          |                            |                                    |                                     |                                 |   |
| Publicité TV-Radio                                 |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Autres dépenses</b>                             |                            |                                    |                                     |                                 |   |
| Autorisation des droits d'auteur                   |                            |                                    |                                     |                                 |   |
| <b>Total</b>                                       |                            |                                    |                                     |                                 |   |
| <b>Totaux</b>                                      |                            |                                    |                                     |                                 |   |

## X. Appendix

### Walkthrough

#### Situation

Erika is a young woman aged 20 who is studying at the university college of Saint-Boniface. She is a big television fan. As part of her Canadian literature course, she is reading a novel by Gabrielle Roy.

This month, Erika will consult the CBC/Radio-Canada digital archive site twice: once to do a quick investigation in preparation for an assignment she has to hand in soon for her history course, and a second time, four days from the day she has to hand in her assignment, when she absolutely has to find the information quickly.

#### May 2, 2002 – First visit

As soon as she arrives at the site, Erika is attracted by an icon indicating something new on the CBC site: “The CBC/Radio-Canada archive site.” She clicks on this link and ends up in the world of CBC radio and television since its beginnings. On the screen, she sees thumbnail images of highlights from Canadian public radio and television, a small description of each one, and especially links to audio and video excerpts. These two types of link are easy to spot since they are always represented by the same two little icons accompanied by the title and duration of the excerpt and, in the case of videos, an image from the excerpt.

Back on the homepage of the CBC/Radio-Canada archive site, she notices the category “Cultural Industries.” She goes there and discovers, under the heading “literature,” a series of biographies, including Gabrielle Roy’s. She clicks and a multimedia document appears containing a written summary of the author’s career, a timeline, a list of her works, an interview from 1975, etc. The timeline describing the author’s progress is very instructive because it relates the important details of her life to cultural, political and international events. Also very useful for her research needs, this file provides her with links to other resources on the site (other biographies, files, archives) related to this author, in addition to hyperlinks to other Web sites of similar interest.

Erika returns again to the homepage which proposes various files classified by category - society, culture, politics ... She sees one on “Native Peoples in Canada,” which seems particularly attractive. She clicks on the link that shows her the highlights of this file, that is, the figures, events, places and dates concerned, and excerpts that she can see and hear. The file even offers some speeches verbatim, and this helps her out a lot. She explores the file in greater detail and finds it fascinating to be able to hear and see people mentioned in class last week. As in the biography consulted previously, the file presents a list of related resources, and this enables her to discover a 40-minute television interview pertaining entirely to her assignment. The site gives her the option of previewing a short extract right away so that she can get an idea of what the complete document has to offer.

**May 24, 2002 – Second visit**

Erika has to be efficient to complete her research as fast as possible. Right away, she notices that there is more new stuff on the site, in particular, some additions to the current file of professional sport in Canada further to recent events in the news, but she will have to consult it another time since she is short of time. She sees in the left-hand part of the homepage that she can research by key word. She types "Max Gros-Louis" in the field, clicks on "search" and sees the results, including the following information for each element found: appropriate thumbnail image, title, type of resource (video archive, audio archive, file, biography, timeline, condensed capsule, pedagogical activity, etc.), short description, year, duration and links to this element. Her search takes her to different pages which she can gather by means of a "note organizer" on the site. She saves her notes to a text file from the site and closes the session by sending a copy of her notes to her friend Vincent, who is working on the assignment with her. Finally she's ready to start writing. She plans to come back soon to the site for her literature assignment and also to remind herself of her favourite childhood programs.

**CBC  Radio-Canada**

**Canadian Heritage  
Canadian Memory Fund:**

**Canadian Culture Online**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**Final Report of the First Year of Operation:  
2001-02**

**May 3, 2002**

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## **Preamble**

This summary report sets out overall activities undertaken by the CBC/Radio-Canada in fiscal year 2001-02 under the agreement entered into with Canadian Heritage to develop a website using part of the public broadcaster's archival collections.

The primary purpose of this document is to apprise Canadian Heritage of the organization, consultation, production, validation, evaluation and cooperation activities conducted to date for the purpose of developing the project involving digitization of thematic material from our collections.

The work plan carried out over the past months has largely met the expectations of CBC/Radio-Canada management. Qualified research and production teams lost no time in taking up the challenge of designing a site not only to support the educational efforts of Canadian youth but also to provide an imaginative treatment of the highlights of our recent history.

Despite a labour dispute that hindered our activities, the CBC/Radio-Canada has honoured its commitment, as the following pages will demonstrate. No less than 30 complete subject areas are now available online or will be shortly, in testimony to the vibrancy, range and discipline of the public broadcaster's journalistic endeavours and the consistency it has brought to its role as the premier purveyor of impartial information. Once a regular pace of operations has been achieved, the CBC/Radio-Canada is intent on stepping up its efforts and effectively becoming a major pillar of Canadian Culture Online, thus contributing to the initiative's ongoing success as something more than a fleeting trend.



## **1 Accomplishments**

In keeping with the commitments made for our first year of involvement in CCO, we have attained, and in some cases exceeded, our overall objectives.

### ***1.1 Calendar of events from October 2001 to March 2002***

#### **October**

- Project Director, François Boulet, assumes his duties.

#### **November**

- Toronto Project Manager is hired.
- Montreal Coordinator is hired.
- *Idéactif* consulting firm is engaged.
- Concept is developed.

#### **December**

- Montreal and Toronto teams are set up.
- Editorial and technical procedures are implemented.
- “Editorial committees” are set up in Montreal and Toronto.
- Information categories and subjects are selected.
- Consultations are begun to recruit a partner for the “education” component.

#### **January**

- Digitization plan is developed and process is undertaken.
- Database and content management system programming is completed.
- Linkup of Radio-Canada and CBC records is completed.
- Drafting of explanatory material is begun.
- Two subject areas are finalized (French component).
- A cooperative agreement is reached with the Centre de ressources en éducation aux médias (Montreal) and design and development of learning tools are begun.
- A site prototype is developed and a series of usability tests are conducted.
- Discussions are pursued with the National Film Board and the National Archives of Canada on potential partnerships.

#### **February**

- First progress report to PCH is tabled and presented.
- Agreement is achieved with English educational content provider, Resources.too.
- Copyright symposium held in Toronto.
- Research, drafting, historical and linguistic revision of explanatory material are completed.
- Site model pages (templates) are programmed and linked to database.
- Staff are trained on the use of the database administration tools.
- Partnership agreement with National Film Board is finalized.

- Audio and video excerpts are coded/digitized.
- Images, graphics and photos are created.
- Research is performed on referencing and accessibility.
- Concept of “About the archives” section is developed.
- Educational component concept is developed.
- Servers are installed and configured.

### **March**

- Explanatory material is researched, drafted, and historical and linguistic revision is performed.
- Audio and video excerpts are digitized/coded.
- Text, audio and video files and images are entered into the database.
- “About the archives” section is finalized.
- Educational activities are designed and added to site.
- Internet links are exchanged with NFB;
- Internal and external meetings (UDA, SARTEC) are held concerning rights.
- A communications plan and an advertising concept are developed.
- The site is brought online with access restricted by username and password at:
  - <http://www.radio-canada.ca/archives> or <http://archives.radio-canada.ca>
  - <http://www.cbc.ca/archives> or <http://archives.cbc.ca>

## ***1.2 The team***

### **Montreal**

1 project director  
 1 coordinator  
 4 researchers  
 4 researchers (freelance)  
 1 historical revisor  
 1 linguistic revisor (freelance)  
 1 designer editor (freelance)  
 1 computer graphics designer (freelance)  
 1 assistant  
 2 film librarians  
 1 film librarian (part-time)  
 2 integrators (including one responsible for coding)  
 1 person responsible for digitizing radio archives  
 2 computer specialists responsible for content management system development

### **Toronto**

1 project manager  
 3 researchers  
 2 film librarians  
 4 freelance researchers  
 1 integrator responsible for coding  
 1 computer graphics designer (freelance)  
 1 Web editor (freelance)

### 1.3 *The CBC/Radio-Canada archives site*

Designed at the outset to be bilingual, the site will feature CBC and Radio-Canada audio and TV archival records and will highlight the complementary nature of their collections in the treatment of selected subject areas. By melding radio, television and the Internet, the CBC/Radio-Canada archives site gives new life to portraits of the Canadian heritage, some of which date back to the very beginnings of public broadcasting in Canada in 1927.

The site is designed around three major hubs, all of which may be accessed from the homepage:

Subject areas

This Week in History

Unforgettable Moments

A special section enables the Web surfer to discover the CBC/Radio-Canada archives departments and their history.

#### 1.3.1 Subject areas

The subject area is the site's cornerstone. The classes (or themes) into which the subject areas are divided each contain between five and ten audio and/or TV clips relating the high points of a subject that has been in the news since the earliest days of radio and television. Each subject area describes in a narrative style how a particular subject came into being and links it to our current situation.

Each subject area contains the following features:

- complementary clips, or bulk archival records;
- hyperlinks to related subject areas on the archives site; and
- hyperlinks to our partners or other public sites.

The following complementary content accompanies each clip:

- a narrative description of the site's context;
- a "Did you know?" section, setting out other facts relating to the clip;
- bibliographical references;
- educational resource activities; and
- additional related material.

Subject areas are showcased on the site's homepage on a rotating basis.

#### 1.3.2 Les Souvenirs /This Week/Day in History

Each week audio and/or TV clips recall a prominent current event of the last century. As in the case of subject areas, each feature of *This Week/Day in History* is accompanied by contextual information, a "Did you know?" section, bibliographical references, educational resource activities, as well as appropriate complementary material.

### 1.3.3 Unforgettable Moments

The homepage will provide the Web surfer with an array of the most significant moments in the history of Radio-Canada and CBC radio and television. As was the case of the two previous features, each *Unforgettable* includes contextual information, a “Did you know?” section, bibliographical references, educational resource activities, as well as appropriate supplemental material. The section should hold particular appeal for older age groups, who will have the opportunity to revisit prominent figures of their youth. We believe that these glimpses of the Corporation’s programs and pivotal moments will be sufficiently powerful incentives to make the archives site a favourite among all generations of Web users.

### 1.3.4 Archive discovery

The purpose of this section is to increase awareness of the amazing world of the CBC/Radio-Canada’s archives.

Preservation of audio and TV archives is a relatively recent concern within the production world. In Canada and abroad there is growing concern not only for preserving past efforts but also for using such resources in support of modern productions. Viewed in this light, the CBC/Radio-Canada’s involvement in the CCO project is all the more creditable in that it provides access to one of the world’s **ten largest collections** of radio and TV archives.

Archives mirror a society’s events, philosophy, concerns and culture. While evidencing what makes a people and what life was like in a specific era, archives are also a means of preserving portraits of a period’s current events and provide us with the ability:

- to rebroadcast a program;
- to reuse excerpts in the production of new programming, either by the CBC/Radio-Canada or by other broadcasters, producers or institutions who purchase such excerpts for that purpose; and
- to conduct sociological, cultural, political, historical or other types of research.

Following is a description of the various sections developed to foster discovery of the CBC/Radio-Canada’s archives:

- The virtual tour will allow the visitor to discover the vast repositories where hundreds of thousands of records are kept. Print, images and video excerpts enliven the tour;
- Media: from the oldest to the newest, including the predigital era;
- Equipment: astounding, flabbergasting and amusing old machines;
- The Archives Project: a team has been at work since 1998, preserving and giving new life to the past;
- People: a job at the archives is not for old fogeys!; and
- Lexicon: an explanation of specialized terms.

#### **1.4 Usability tests**

From January 15 to 18, 2002, we performed a series of usability tests with 24 Francophone and Anglophone users in the Montreal and Toronto areas. Testing was conducted under the direction of the *Idéactif* team. Equal numbers of respondents were recruited among high-school (12 to 16 years) and college (17 to 19 years) students and teachers as well as members of the general public were included.

The primary purpose of the tests was to validate prototype user-friendliness and functionality, particularly as regards surfing, headings, and technical components. Our intent was also to collect information on initial reactions and suggestions for optimizing performance as well as comments on general appreciation of the site.

#### **Major findings**

At the outset initial reactions were very positive for all profiles of potential users to whom the prototype was presented. Generally speaking participants stated that they had a good grasp both of the concept and of the general structure of the site. They were especially appreciative of the visual design and praised the site's esthetics.

Testing also showed that teachers have a keen interest in the educational potential of the themes we presented.

It is quite apparent that this type of preliminary assessment provides us with valuable information on the expectations and needs of our target population and their potential use of our content. Over the various stages of site development we intend to make regular use of this type of sounding board to confirm that our choices are the proper ones and to maximize our reach.

A detailed account our validation sessions held in Montreal and Toronto is available on request.

## 2 Content

Concurrently with site development teams at work in Montreal and Toronto jointly determined editorial direction, identified major classes of themes and prioritized specific subject areas to be presented online once the site is launched. We also set up an editorial committee for each official language whose role it will be to direct, advise and validate selection of online content.

Linkup of subject matter between Radio-Canada and the the CBC was performed while taking into account archive availability, absence of copyright constraints, as well as the appeal of subjects for target client groups.

Both editorial committees operate on the basis of a common set of benchmarks essentially aimed at fostering a balanced distribution of segments as regards:

- radio and TV archives;
- older and recent material;
- subjects that are national, provincial or regional in scope; and
- minority representation.

### 2.1 *Subject area classes*

In keeping with our commitment we began producing subject areas around the following major themes:

- |                           |                          |
|---------------------------|--------------------------|
| ⊗ Conflict and War        | ⊗ Arts and Entertainment |
| ⊗ Life and Society        | ⊗ Politics and Economy   |
| ⊗ Science and Technology  | ⊗ Sports                 |
| ⊗ Disasters and Tragedies | ⊗ People                 |

We paid particular attention to the design of the various classes in order to ensure maximum adaptability to content and functions to be added in later stages of the project.

It is worthy of note that we intend adding to the site a feature which will allow us, for example, to air scenes from major series or programs or featuring prominent actors, etc. Prior to doing so, however, we must await the outcome of the CBC/Radio-Canada's representations to various unions and copyright protection agencies in order to perform cost estimates and determine the conditions under which content of this nature may be made available online.

## 2.2 Subject areas

|  |  |
|--|--|
| <b><u>Guerres et conflits</u></b>                | <b><u>Conflict and War</u></b>                   |
| La crise d'Oka                                   | The Oka Crisis                                   |
| La guerre de Corée                               | Korean War                                       |
| Deuxième guerre mondiale – Histoire de soldats   | 1939-1945 : A Soldier's War                      |
| L'affaire Gouzenko                               | The Gouzenko Affair                              |
| La crise d'octobre                               | The October Crisis                               |
| <b><u>Arts et culture</u></b>                    | <b><u>Arts and Entertainment</u></b>             |
| Gérald Godin                                     | Leonard Cohen                                    |
| Gabrielle Roy, femme de lettres                  | Gabrielle Roy, Woman of Letters                  |
| Le Refus global: révolution totale               | Le Refus global : Revolution in the Arts         |
| Des punks à Montréal                             | Punk Rock in Canada                              |
| <b><u>Vie et société</u></b>                     | <b><u>Life and Society</u></b>                   |
| Expo 67: Montréal capitale du monde              | Expo 67 : Montreal as a World Capital            |
| Visites de la reine 1951-1967                    | Canada's New Queen                               |
| Morgentaler et son combat juridique              | Dr. Henry Morgentaler                            |
| Terry Fox : héros canadien                       | Terry Fox  |
| Trudeaumanie                                     | Trudeaumania                                     |
| Africville: expropriation des Noirs néo-écossais | Africville                                       |
| Éducation: la fin d'un système                   | Religion in the Classroom                        |
| Assurance maladie universelle: la carte-soleil   | Medicare   |
| <b><u>Politique et économie</u></b>              | <b><u>Politics and Economy</u></b>               |
| Le scandale Munsinger                            | The Munsinger Affair                             |
| Un drapeau pour le Canada                        | The Flag Debate                                  |
| Commission Bird sur le statut de la femme        | The Bird Royal Commission on the Status of Women |
| Création du Nunavut                              | Creation of Nunavut                              |
| <b><u>Sciences et technologies</u></b>           | <b><u>Science and Technology</u></b>             |
| Thalidomide: le médicament de la difformité      | Thalidomide                                      |
| CANDU: les réacteurs nucléaires canadiens        | CANDU: The Canadian Nuclear Reactor              |
| La constructions de LG1 et LG2 à la Baie James   | James Bay Project and the Cree                   |
| Les satellites canadiens                         | Canadian Satellites                              |
| <b><u>Sports</u></b>                             | <b><u>Sports</u></b>                             |
| Ben Johnson: le dopage en question               | Ben Johnson and Drugs in Canadian Sports         |
| Maurice Richard                                  | Maurice « Rocket » Richard                       |
| <b><u>Désastres et tragédies</u></b>             | <b><u>Disasters and Tragedies</u></b>            |
| Le Saguenay sous les eaux                        | The Saguenay Flood                               |
| Glissement de terrain à Saint-Jean-Vianney       | Hurricane Hazel                                  |
| Catastrophe minière à Springhill                 | Springhill Mining Disasters                      |
| <b><u>Personnalités</u></b>                      | <b><u>People</u></b>                             |
| Terry Fox : héros canadien                       | Terry Fox  |
| Gérald Godin                                     | Leonard Cohen                                    |
| Gabrielle Roy, femme de lettres                  | Gabrielle Roy, Woman of Letters                  |
| Maurice Richard                                  | Maurice « Rocket » Richard                       |



### 3 Archive Digitization and Coding

CBC/Radio-Canada TV and audio content selected under the CCO program must first be digitized and coded prior to being made available online.

#### 3.1 Digitization

As digitization is at the heart of the project, one of our first tasks was to determine the digitization format and procedure both for TV celluloid, 3/4" and SP media archives as well as for audio record, tape and DAT archives, for both the CBC and Radio-Canada.

Generally speaking digitization of selected segments for the project will be performed according to the following procedure:

##### **TV archives:**

- a) transfer to Betacam digital format, if required; and
- b) transfer to .AVI format (to improve compression quality).

##### **Audio archives:**

- a) transfer to and integration with the Dalet system.

Digitization procedures in use at the CBC/Radio-Canada will ultimately result in the digitization of large quantities of content. When we require a particular program segment, we digitize the entire program to avoid repetition. Furthermore, several programs to which we intend referring on a regular basis are currently in the process of being entirely digitized, and the number of digitized hours of content available for the project is thus increased accordingly.

By way of example, ongoing digitization has thus far resulted in the transfer of approximately 490 hours of French Radio content, 102 hours of English Radio content, close to 50 hours of programming from French TV archives and a dozen hours from English TV archives. The initial phase of our work allowed for the digitization, in cooperation with CBC and Radio-Canada archives personnel, of material whose condition presented particular difficulties. We did, however, direct our efforts particularly to radio current events programs from 1982, given that several items are likely to be used in the production of vignettes commemorating the twentieth anniversary of major events from that year. Special attention was given to English-language programs such as *As It Happens*, *Metro Morning*, *Morningside*, *Ideas* and *Sunday Morning*. We were also particularly intent on preserving a large number of French-language radio programs from different periods in our history, including *Carrefour*, *Indicatif présent*, *Les actualités*, *Dimanche magazine* and the like.



### 3.2 Coding

Digital material made available on the Web must be coded. We are currently using the Windows Media Player compression format, which is easily adapted to most operating systems used by Web surfers. We are also analyzing various means of protecting content against illegal use such as watermarking.

The following table sets out the amount of content coded to date and available on the site.

Content available on the CBC/Radio-Canada website, by media and language

| Subject areas                           | French  |       |         |       |          |       | English |       |         |       |          |       | TOTAL    |       |
|---|---------|-------|---------|-------|----------|-------|---------|-------|---------|-------|----------|-------|----------|-------|
|   | Radio   |       | TV      |       | Total    |       | Radio   |       | TV      |       | Total    |       |          |       |
|   | Length  | Clips | Length  | Clips | Length   | Clips | Length  | Clips | Length  | Clips | Length   | Clips | Length   | Clips |
| <b>Conflict and War</b>                 |         |       |         |       |          |       |         |       |         |       |          |       |          |       |
| The Oka Crisis                          | 1:49:00 | 10    | 0:45:35 | 10    | 2:34:35  | 20    | 0:30:00 | 4     | 0:50:00 | 8     | 1:20:00  | 12    | 3:54:35  | 32    |
| Korean War                              | 2:39:00 | 12    | 0:15:42 | 8     | 2:54:42  | 20    | 0:58:41 | 11    | 0:57:07 | 8     | 1:55:48  | 19    | 4:50:30  | 39    |
| 1939-1945: A Soldier's War              | 1:41:54 | 16    |         |       | 1:41:54  | 16    | 2:08:58 | 18    |         | 0     | 2:08:58  | 18    | 3:50:52  | 34    |
| The Gouzenko Affair                     | 1:51:27 | 6     | 0:41:32 | 7     | 2:32:59  | 13    | 0:24:23 | 3     | 1:10:27 | 9     | 1:34:50  | 12    | 4:07:49  | 25    |
| The October Crisis                      | 0:45:51 | 6     | 1:13:59 | 9     | 1:59:50  | 15    | 0:45:37 | 7     | 1:25:33 | 15    | 2:11:10  | 22    | 4:11:00  | 37    |
| <b>Total</b>                            | 8:47:12 | 50    | 2:56:48 | 34    | 11:44:00 | 84    | 4:47:39 | 43    | 4:23:07 | 40    | 9:10:46  | 83    | 20:54:46 | 167   |
| <b>Arts and Entertainment</b>           |         |       |         |       |          |       |         |       |         |       |          |       |          |       |
| Leonard Cohen/ Gérard Godin             | 0:43:16 | 6     | 1:08:06 | 9     | 1:51:22  | 15    | 0:32:00 | 4     | 1:20:00 | 4     | 1:52:00  | 8     | 3:43:22  | 23    |
| Gabrielle Roy, Woman of Letters         | 1:29:39 | 8     | 0:49:24 | 7     | 2:19:03  | 15    |         | 5     |         | 6     | 0:00:00  | 11    | 2:19:03  | 26    |
| Le Refus global: Révolution in the Arts | 0:44:43 | 3     | 1:05:34 | 6     | 1:50:17  | 9     | 0:14:00 | 5     | 0:03:00 | 2     | 0:17:00  | 7     | 2:07:17  | 16    |
| Punk Rock in Canada                     |         |       |         |       |          | 0     | 0:24:21 | 6     | 0:37:59 | 6     | 1:02:20  | 12    | 1:02:20  | 12    |
| <b>Total</b>                            | 2:57:38 | 17    | 3:03:04 | 22    | 6:00:42  | 39    | 1:10:21 | 20    | 2:00:59 | 18    | 3:11:20  | 38    | 9:12:02  | 77    |
| <b>Life and Society</b>                 |         |       |         |       |          |       |         |       |         |       |          |       |          |       |
| Expo 67: Montreal as a World Capital    | 2:16:54 | 6     | 1:30:30 | 12    | 3:47:24  | 18    | 1:08:51 | 13    | 0:33:00 | 11    | 1:41:51  | 24    | 5:29:15  | 42    |
| Canada's New Queen                      | 1:29:55 | 5     | 3:50:12 | 12    | 5:20:07  | 17    | 0:54:23 | 9     | 0:58:27 | 8     | 1:52:50  | 17    | 7:12:57  | 34    |
| Dr. Henry Morgentaler                   | 0:38:18 | 7     | 0:50:03 | 8     | 1:28:21  | 15    | 0:11:17 | 2     | 1:36:01 | 15    | 1:47:18  | 17    | 3:15:39  | 32    |
| Terry Fox                               | 1:00:04 | 3     | 0:31:59 | 7     | 1:32:03  | 10    | 0:25:10 | 7     | 0:49:00 | 11    | 1:14:10  | 18    | 2:46:13  | 28    |
| Trudeaumania                            | 1:23:37 | 5     | 2:07:12 | 10    | 3:30:49  | 15    | 0:30:08 | 5     | 0:26:02 | 10    | 0:56:10  | 15    | 4:26:59  | 30    |
| Africville                              |         |       |         |       |          | 0     | 0:45:00 | 5     | 0:16:00 | 7     | 1:01:00  | 12    | 1:01:00  | 12    |
| Religion in the Classroom               |         |       |         |       |          | 0     | 0:15:00 | 3     | 1:20:03 | 6     | 1:35:03  | 9     | 1:35:03  | 9     |
| Medicare                                |         |       |         |       |          | 0     | 1:33:02 | 9     | 1:19:07 | 8     | 2:52:09  | 17    | 2:52:09  | 17    |
| <b>Total</b>                            | 6:48:48 | 26    | 8:49:56 | 49    | 15:38:44 | 75    | 5:42:51 | 53    | 7:17:40 | 76    | 13:00:31 | 129   | 28:39:15 | 204   |

| Subject areas                           | French          |            |                 |            |                 |            | English         |            |                 |            |                 |            | TOTAL           |            |
|---|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|
|   | Radio           |            | TV              |            | Total           |            | Radio           |            | TV              |            | Total           |            |                 |            |
|   | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      |
| <b>Politics and Economy</b>             |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| The Munsinger Affair                    | 0:23:34         | 3          | 1:08:52         | 8          | 1:32:26         | 11         | 0:15:00         | 3          | 1:20:00         | 10         | 1:35:00         | 13         | 3:07:26         | 24         |
| The Flag Debate                         | 0:36:01         | 3          | 1:41:16         | 8          | 2:17:17         | 11         | 0:08:04         | 3          | 1:45:28         | 12         | 1:53:32         | 15         | 4:10:49         | 26         |
| Bird Commission on the Status of Women  | 0:47:30         | 4          | 1:39:58         | 8          | 2:27:28         | 12         | 0:41:55         | 7          | 0:11:36         | 3          | 0:53:31         | 10         | 3:20:59         | 22         |
| Creation of Nunavut                     | 0:56:19         | 8          | 0:51:52         | 7          | 1:48:11         | 15         | 0:34:35         | 6          | 0:31:32         | 11         | 1:06:07         | 17         | 2:54:18         | 32         |
| <b>Total</b>                            | <b>2:43:24</b>  | <b>18</b>  | <b>5:21:58</b>  | <b>31</b>  | <b>8:05:22</b>  | <b>49</b>  | <b>1:39:34</b>  | <b>19</b>  | <b>3:48:36</b>  | <b>36</b>  | <b>5:28:10</b>  | <b>55</b>  | <b>13:33:32</b> | <b>104</b> |
| <b>Science and Technology</b>           |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| Thalidomide                             | 1:04:16         | 13         | 0:13:34         | 5          | 1:17:50         | 18         | 0:24:06         | 5          | 0:38:11         | 7          | 1:02:17         | 12         | 2:20:07         | 30         |
| CANDU: The Canadian Nuclear Reactor     |                 |            |                 |            |                 | 0          | 0:31:13         | 3          | 0:52:41         | 12         | 1:23:54         | 15         | 1:23:54         | 15         |
| James Bay Project and the Cree          | 2:11:32         | 9          | 1:07:06         | 11         | 3:18:38         | 20         | 0:11:33         | 2          | 0:34:01         | 12         | 0:45:34         | 14         | 4:04:12         | 34         |
| Canadian Satellites                     |                 |            |                 |            |                 | 0          | 0:30:46         | 6          | 0:25:17         | 7          | 0:56:03         | 13         | 0:56:03         | 13         |
| <b>Total</b>                            | <b>3:15:48</b>  | <b>22</b>  | <b>1:20:40</b>  | <b>16</b>  | <b>4:36:28</b>  | <b>38</b>  | <b>1:37:38</b>  | <b>16</b>  | <b>2:30:10</b>  | <b>38</b>  | <b>4:07:48</b>  | <b>54</b>  | <b>8:44:16</b>  | <b>92</b>  |
| <b>Sports</b>                           |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| Ben Johnson and Drugs in Canadian Sport | 0:06:36         | 3          | 0:43:35         | 7          | 0:50:11         | 10         | 0:03:43         | 8          | 0:20:06         | 0          | 0:23:49         | 8          | 1:14:00         | 18         |
| Maurice "Rocket" Richard                | 1:00:51         | 7          | 2:04:07         | 11         | 3:04:58         | 18         | 0:10:49         | 4          | 0:41:42         | 7          | 0:52:31         | 11         | 3:57:29         | 29         |
| <b>Total</b>                            | <b>1:07:27</b>  | <b>10</b>  | <b>2:47:42</b>  | <b>18</b>  | <b>3:55:09</b>  | <b>28</b>  | <b>0:14:32</b>  | <b>12</b>  | <b>1:01:48</b>  | <b>7</b>   | <b>1:16:20</b>  | <b>19</b>  | <b>5:11:29</b>  | <b>47</b>  |
| <b>Disasters and Tragedies</b>          |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| The Saguenay Flood                      | 0:55:46         | 6          | 0:58:32         | 12         | 1:54:18         | 18         | 0:21:27         | 4          | 0:17:48         | 6          | 0:39:15         | 10         | 2:33:33         | 28         |
| Hurricane Hazel/<br>Saint-Jean-Vianney  | 1:06:06         | 7          | 0:56:29         | 6          | 2:02:35         | 13         | 0:15:32         | 4          | 0:16:09         | 4          | 0:31:41         | 8          | 2:34:16         | 21         |
| Springhill Mining<br>Disasters          | 0:26:00         | 6          | 0:39:49         | 6          | 1:05:49         | 12         | 0:39:09         | 3          | 0:15:28         | 6          | 0:54:37         | 9          | 2:00:26         | 21         |
| <b>Total</b>                            | <b>2:27:52</b>  | <b>19</b>  | <b>2:34:50</b>  | <b>24</b>  | <b>5:02:42</b>  | <b>43</b>  | <b>1:16:08</b>  | <b>11</b>  | <b>0:49:25</b>  | <b>16</b>  | <b>2:05:33</b>  | <b>27</b>  | <b>7:08:15</b>  | <b>70</b>  |
| <b>Subject area total</b>               | <b>28:08:09</b> | <b>162</b> | <b>26:54:58</b> | <b>194</b> | <b>55:03:07</b> | <b>356</b> | <b>16:28:43</b> | <b>174</b> | <b>21:51:45</b> | <b>231</b> | <b>38:20:28</b> | <b>405</b> | <b>93:23:35</b> | <b>761</b> |

| Subject areas                                 | French          |            |                 |            |                 |            | English         |            |                 |            |                 |            | TOTAL           |            |
|---|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|
|   | Radio           |            | TV              |            | Total           |            | Radio           |            | TV              |            | Total           |            |                 |            |
|   | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      | Length          | Clips      |
| <b>Souvenirs/This Week in History</b>         |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| Le premier vol transatlantique Paris-Montréal | 0:23:24         | 1          |                 |            | 0:23:24         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:23:24         | 1          |
| Terre-Neuve se joint à la Confédération       | 1:03:04         | 1          |                 |            | 1:03:04         | 1          |                 |            |                 |            | 0:00:00         | 0          | 1:03:04         | 1          |
| Pearson devient premier ministre              |                 |            | 0:42:00         | 1          | 0:42:00         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:42:00         | 1          |
| Un zoo au parc Lafontaine                     |                 |            | 0:09:28         | 1          | 0:09:28         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:09:28         | 1          |
| Starmania : une première                      |                 |            | 0:02:40         | 1          | 0:02:40         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:02:40         | 1          |
| Marilyn Bell                                  |                 |            |                 |            |                 | 0          | 0:03:06         | 1          |                 |            | 0:03:06         | 1          | 0:03:06         | 1          |
| VE day  |                 |            |                 |            |                 | 0          | 0:25:50         | 1          |                 |            | 0:25:50         | 1          | 0:25:50         | 1          |
| Nylon Fur Coats Introduced                    |                 |            |                 |            |                 | 0          | 0:03:12         | 1          |                 |            | 0:03:12         | 1          | 0:03:12         | 1          |
| Elvis shakes his pelvis in Canada             |                 |            |                 |            |                 | 0          | 0:02:10         | 1          |                 |            | 0:02:10         | 1          | 0:02:10         | 1          |
| Lévesque in Quebec Referendum                 |                 |            |                 |            |                 | 0          |                 |            | 0:03:38         | 1          | 0:03:38         | 1          | 0:03:38         | 1          |
| Five-billion-year-old Meteorite               |                 |            |                 |            |                 | 0          |                 |            | 0:02:25         | 1          | 0:02:25         | 1          | 0:02:25         | 1          |
| <b>Total</b>                                  | <b>1:26:28</b>  | <b>2</b>   | <b>0:54:08</b>  | <b>3</b>   | <b>2:20:36</b>  | <b>5</b>   | <b>0:34:18</b>  | <b>4</b>   | <b>0:06:03</b>  | <b>2</b>   | <b>0:40:21</b>  | <b>6</b>   | <b>3:00:57</b>  | <b>11</b>  |
| <b>Inoubliables / Unforgettable</b>           |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |                 |            |
| Ingrid Bergman se raconte à Judith Jasmin     |                 |            | 0:04:51         | 1          | 0:04:51         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:04:51         | 1          |
| Assassinat de John F. Kennedy                 | 0:28:27         | 1          |                 |            | 0:28:27         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:28:27         | 1          |
| Fernand Séguin interviewe Jack Kérouac        |                 |            | 0:23:02         | 1          | 0:23:02         | 1          |                 |            |                 |            | 0:00:00         | 0          | 0:23:02         | 1          |
| La guerre est finie (armistice)               |                 |            |                 |            | 0:00:00         | 0          |                 |            |                 |            | 0:00:00         | 0          | 0:00:00         | 0          |
| Lecture du manifeste du FLQ                   |                 |            |                 |            | 0:00:00         | 0          |                 |            |                 |            | 0:00:00         | 0          | 0:00:00         | 0          |
| September 11                                  |                 |            |                 |            |                 | 0          |                 |            | 0:02:36         | 1          | 0:02:36         | 1          | 0:02:36         | 1          |
| Moon Landing                                  |                 |            |                 |            |                 | 0          |                 |            | 0:02:46         | 1          | 0:02:46         | 1          | 0:02:46         | 1          |
| Dancer Wins the Kentucky Derby                |                 |            |                 |            |                 | 0          |                 |            | 0:02:32         | 1          | 0:02:32         | 1          | 0:02:32         | 1          |
| Churchill's "Chicken" Speech                  |                 |            |                 |            |                 | 0          | 0:03:27         | 1          |                 |            | 0:03:27         | 1          | 0:03:27         | 1          |
| <b>Total</b>                                  | <b>0:28:27</b>  | <b>1</b>   | <b>0:27:53</b>  | <b>2</b>   | <b>0:56:20</b>  | <b>3</b>   | <b>0:03:27</b>  | <b>1</b>   | <b>0:07:54</b>  | <b>3</b>   | <b>0:11:21</b>  | <b>4</b>   | <b>1:07:41</b>  | <b>7</b>   |
| <b>TOTAL</b>                                  | <b>30:03:04</b> | <b>165</b> | <b>28:16:59</b> | <b>199</b> | <b>58:20:03</b> | <b>364</b> | <b>17:06:28</b> | <b>179</b> | <b>22:05:42</b> | <b>236</b> | <b>39:12:10</b> | <b>415</b> | <b>97:32:13</b> | <b>779</b> |

## 4 Educational Component

In order to develop the educational components aimed at the Francophone market, we entered into a partnership agreement with the Centre de ressources en éducation aux médias. Offices of the CREM are located on the campus of the Université du Québec à Montréal. In conjunction with the CREM we determined the site's conceptual direction as well as preferred educational approaches. On the English side, Doug Panasis, from the Toronto firm *Resources.too*, was responsible for developing educational applications. Doug Panasis's excellent work as the person responsible for educational material pertaining to the *Canada: A People's History* television series and website make him a first-rate partner and give us the assurance that the archives site will be developed with a keen awareness of the needs of the country's teaching community.

Our decision to use the services and expertise of the CREM and *Resources.too* was mainly based on the close alignment of their philosophy with the objectives we have set and their credibility in the field of education. Their involvement in the project, in the words of the tender submitted by the CREM, will promote "the balanced and appealing arrangement of the information, educational and recreational functions of the site and encourage high-school and college students as well as the general public to discover and understand significant occurrences of the last century, consider them in their historical context and link them to current events through diversified learning tools."

### The educational package

The educational package was developed to **support** grade-school, high-school and college teachers in the areas of general and subject-based education, as well as media awareness.

### Educational activities were designed to foster:

- skills-based training;
- cross- and multidisciplinary or integrative approaches to assist in knowledge and learning acquisition and transfer;
- problem-solving;
- sustainable learning;
- skill and attitude acquisition providing access to the "knowledge-based society" while contributing to media education;
- intellectual curiosity, a penchant for hard work, self-confidence and use of computer-assisted, self-teaching methods; and
- sorting and decoding information.

### **Personalized learning**

Suggested activities simultaneously relate to:

- subject-matter content;
- interdisciplinary competencies; and
- general training areas.

Each individual will have the opportunity to scale this material to his or her talents, desires and environment.

### **Potential learning areas**

- French
- New information and communications technologies (NICT)
- Media
- History and geography
- Economics
- Scientific and technical fields
- Politics
- Etc.

### **Motivational activities**

The educational package provides the diversified data bank capable of meeting a wide variety of interests. All documents contained therein offer quality content from the overall available archives. A variety of learning activities are suggested.

### **Development of intellectual skills**

Learning activities may support the development of:

- intellectual curiosity,
- the art of criticism and a sense of civic duty,
- creativity,
- the ability to work in a “learning community”, and
- the ability to address or to place in perspective problems linked to social and identity relations.

To date we have developed a set of learning activities in line with French and English site content and responsive to requirements of the various Canadian educational programs. Grade-school (levels 6 to 8) and high-school (levels 9-10 and 11-12) learning activities have been provided in relation to English subject areas, including “Terry Fox,” “Leonard Cohen,” “Saguenay Flood,” “Africville” and “The Flag Debate.” Activities appropriate to all school levels are also provided in each subject area.

Within the French component, learning activities have been created for the following subject areas: “Visites de la reine 1951-1967,” “Le Saguenay sous les eaux,” “Expo 67: Montréal

capitale du monde,” “Le scandale Munsinger” and “L’affaire Gouzenko.” These activities are intended for teachers and students in the third-cycle of grade school (years 5 and 6), as well as at high-school and Cégep levels.

We intend increasing the site’s educational applications beginning in August, a few weeks prior to the new school year, to give teachers the opportunity to include some of our content and activities in their curriculum planning. Meanwhile we will develop and validate our material with school client groups and maximize its relevance to learning objectives of the various provincial education programs.

## **5 Development and Infrastructure**

Other basic components of the project, including digitization and storage of audio and video content, require leading-edge technical equipment and applications development. Since the project began we have conducted extensive consultations with experts prior to purchasing reliable, high-performance equipment.

### **5.1 Content management system**

A tight schedule, production requirements and a desire to achieve optimum effectiveness in our areas of expertise led us to commission the firm *Idéactif* to design the database as well as the content management system. Development is being performed by experienced programmers on the Radio-Canada New Media team. *Idéactif* has been working in close cooperation with us and has thus far provided deliverables meeting our requirements for:

- symmetry and interconnectedness of the French and English sites;
- flexibility with respect to the multiple content links; and
- gradual data entry.

The database and management interface developed for site support allow for flexible and effective content management in both languages.

The management tool offers the capability of quickly adding or removing a clip, a subject area, an explanatory text or a hyperlink or amending a class’s or the site’s welcome page. It provides gradual data input capability for editors, film librarians and integrators.

The relational database makes it easy to establish links between subject areas, clips and explanatory texts. Clips, subject areas and texts are independent modules capable of being linked together. This tool will also enable us to add interactive features to the site.

### **5.2 Technical infrastructure**

Developing a site as extensive as that of the CBC/Radio-Canada archives requires a huge technical infrastructure. While we are aware that our site is a work-in-progress at this stage and that, due to its organic nature, we will be required to regularly monitor the effectiveness of

existing applications, we have nonetheless put in place highly reliable technical foundations, including the following:

**-Switch:** Routes “http” requests to the Web servers.

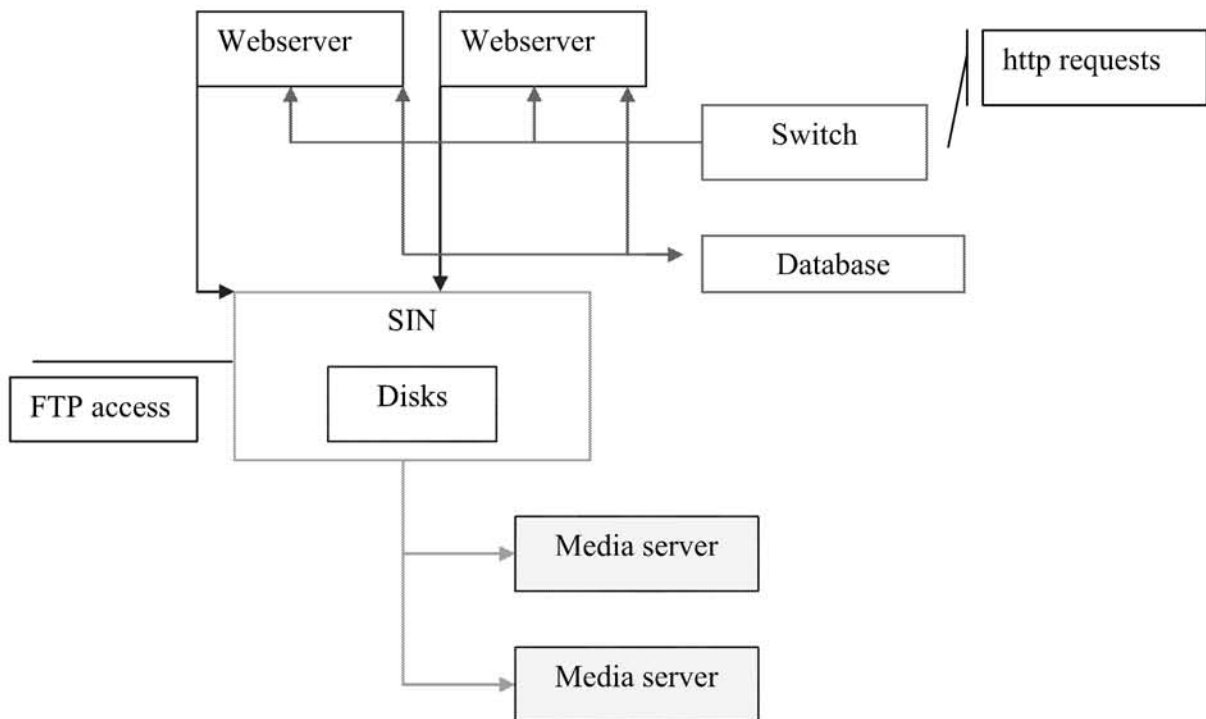
**-Web servers (2):** Route requests from the switch to one or both of the servers containing audio and video files, images and Web pages (NAS). Both servers also route requests to the database dedicated server and the related Web pages.

**NAS:** Audio and video files, images and Web pages are stored on this server. Disk storage capacity is rated at two terabytes (2,000 megabytes).

**Database servers:** These contain all website information.

**Media servers (2):** These servers play audio and video files. They are on loan from the CBC/Radio-Canada’s New Media department.

**Technical infrastructure diagram**



## 6 CBC/Radio-Canada Synergy

Given this project's high priority for Corporation management, over the first year of operation we reported regularly on our progress and direction to the following authorities:

- a) Montreal and Toronto Editorial Committees,
- b) National Archives Working Group, and
- c) VP, New Media, Sylvain Lafrance.

Furthermore, we provided weekly progress reports to the Executive Director, New Media, Lucie Lalumière.

CBC/Radio-Canada management have expressed total satisfaction with work performed to date and continue to support our initiative on the basis of the terms set out in the letter of understanding.

### **Radio-Canada (Montreal) Editorial Committee membership**

|                    |   |
|--------------------|---|
| Daniel Asselin     | Director, TV Sports Program Services                    |
| Louise De Chevigny | Director, Documentation and Archives                    |
| Evelyn Mathieu     | Coordinator, Editing and Publishing, Communications     |
| Richard Duret      | Associate Chief Editor, Radio News, Information - Radio |
| Marie Leclaire     | Manager, Documentary Unit, Operations                   |
| Rémi Villeneuve    | Director, Regional Station Development, French Radio    |
| Christiane Taddéo  | Supervisor, Analysis and Documentation Systems          |

### **CBC (Toronto) Editorial Committee membership**

|                    |   |
|--------------------|---|
| Tony Agostini      | Senior Director, TV Network Sports                          |
| Julie Bristow      | Acting Head, cbc.ca   |
| Esther Enkin       | Director of Program Development and Chief Journalist, Radio |
| Geoffrey Hopkinson | Manager, TV Visual Resources                                |
| Pat Kellogg        | Manager, Radio Program Services                             |
| Don Knox           | Senior Director, News Current Affairs and Newsworld         |
| Fred Nicolaidis    | Deputy Creative Head, TV Arts, Music, Science and Variety   |

### **National Archives Working Group**

|                    |  |
|--------------------|--|
| Bill Atkinson      | Executive Director, Business Development |
| Bob Hertzog        | Chief, Business Transformation           |
| Geoffrey Hopkinson | Manager, Visual Resources Center         |



John Lewis                      Corporate Director, Business Development  
Loretta Hensel                Senior Manager, Program Production Services, English Radio  
Louise De Chevigny        Director, Documentation and Archives

Additionally, synergy is building at a rapid pace between our project and other archive projects under way at the CBC/Radio-Canada. Several managers deem our site to offer strong potential for marketing to the general public and the teaching community. This situation suggests a possible means of ensuring the site's ongoing operation as of March 2004, when PCH funding will cease. That said, some consideration is being given to launching a pilot project over the coming year.

## **7 Copyright**

Canada is no exception to the rule. Throughout the industrialized world broadcasters and editors are coming to grips with the thorny question of copyright. In a context such as the CCO program, the issue takes on a new urgency. The Corporation considers the matter to be of paramount importance in view of the project's magnitude and potential litigation to which it could give rise.

Both in Montreal and Toronto we have entered numerous discussions, internally and with associations such as UDA and SARTEC, in order to devise a policy providing fair compensation to artists, authors, as well as musicians who contributed to our programs. The challenge faced in our discussions is to achieve a fair balance between reasonable compensation and the CBC/Radio-Canada's ability to maximize available copyrighted material. Moreover, the CBC/Radio-Canada is currently considering a policy providing compensation in exchange for the right to use material not covered by collective agreements, including photos, ad spot musical tracks, video segments and any programming coproduced with the private sector.

Despite sustained efforts on our part to achieve resolution, results are not yet forthcoming.

## **8 Partnerships**

We are conducting ongoing consultations with various organizations that are in a position to build on our action with a view to optimizing the project's reach and prompting the greatest possible interest on the parts both of youth and teachers throughout the country.

The challenge of partnerships generally hinges on the mutual benefits felt to be achieved by both parties. Each has its own agenda, objectives and reputation to maintain. Within the specific context of the CCO program, the challenge at hand is to identify the means by which each institution can emerge a winner from cooperative efforts with a partnering agency. In theory such means are many, but they have yet to be put into practice. We are confident that meetings arranged by PCH will serve to step up cooperative efforts among the various agencies within the portfolio.

We intend to actively address the issue in the coming weeks by seeking partnership arrangements that taken into account constraints pertaining to content property, the wide variety of content available and appropriate means of configuring content to achieve maximum value and availability for the benefit of Web users.

In addition to the agreements recently entered into with the CREM and Resources.too, we have, to date, initiated discussions with the following organizations:

### **National Film Board**

In February we formalized partnership agreements with Laurie Jones at the NFB under which both organizations have agreed to create targeted links between the contents of their respective sites.

### **National Archives of Canada**

As is the case with the NFB, we are attempting to establish gateways leading to relevant content components on our respective sites. A first meeting on the subject was held in mid-December. The two agencies have been exchanging correspondence and cooperative endeavors should ensue.

### **SchoolNet**

We have been in touch with the management of SchoolNet/Rescol to explore ways in which the organization could promote our documents within Canadian school environments. However, we have yet to achieve agreement in this area.

## **9 Communications/Marketing**

The communications plan submitted along with the detailed plan is currently being implemented. We produced French and English versions of a brochure highlighting the site's features. We also had the opportunity to present a number of subject areas to some 500 French-language teachers at the symposium of the AQUOPS (Association québécoise des utilisateurs de l'ordinateur au primaire et au secondaire) held in late March in Quebec, where we were represented. The response we received was highly encouraging, with all involved looking forward to the site being brought online as quickly as possible.

Moreover, a 30-second promotional TV clip is now in production in Montreal and Toronto. It will be aired at the time the site is officially launched. Numerous Web, TV, radio and print media promotional efforts are being planned. A tab will be added to the homepages of Radio-Canada.ca and cbc.ca as soon as the site is online. We are also considering an official opening with the Corporation's senior management in attendance once the labour dispute has been settled. As well, we are attempting to raise our profile as much as possible throughout the country at the many celebrations planned for the fiftieth anniversary of television.

We are also planning to create a zone dedicated to Canadian teachers which will be accessible via the cbc.ca general portal. This particular sector of the site will direct educators to the overall base of educational material offered by the CBC through all of its Web properties. We also intend to distribute on a regular basis an electronic educational bulletin, in cooperation with the CBC.

The Corporation wishes to give the project utmost visibility while taking into account attendant communications and political challenges. In this respect we are satisfied with the frequent communications between PCH and the Corporation in preparation for the site's official launch. It is our view that this is a fine example of synergy between institutions who share a common objective.

## **10 Final Budget**

The following table sets out the balance sheet for the first year of operations of the CCO program. As forecast in February we are ending fiscal 2001-2002 with a budget surplus slightly in excess of one million dollars. This amount will be carried over to the second-year budget.

**Canadian Culture Online (CCO)**  
**Digitized Archives Project, CBC/Radio-Canada**  
 Balance Sheet for the Fiscal Period September 1, 2001 to March 31, 2002

| <b>EXPENDITURES</b>                                    | <b>Total costs</b> | <b>CDCCI contribution</b> | <b>Partner contributions</b> | <b>CBC/Radio-Canada contribution</b> | <b>% of total costs covered by CDCCI contribution</b> |
|--|--------------------|---------------------------|------------------------------|--------------------------------------|---|
| <i>Personnel</i>                                       |                    |                           |                              |                                      |   |
| Management   |                    |                           |                              |                                      |   |
| Research   |                    |                           |                              |                                      |   |
| CBC administrative support and logistics               |                    |                           |                              |                                      |   |
| Salaries-projects                                      |                    |                           |                              |                                      |   |
| Coding and integration                                 |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>External costs</i>                                  |                    |                           |                              |                                      |   |
| Design and interface                                   |                    |                           |                              |                                      |   |
| Development  |                    |                           |                              |                                      |   |
| Digitization   |                    |                           |                              |                                      |   |
| Educational material                                   |                    |                           |                              |                                      |   |
| Other  |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>Other content</i>                                   |                    |                           |                              |                                      |   |
| “Canada: A People’s History” site                      |                    |                           |                              |                                      |   |
| Site of the 50 <sup>th</sup> anniversary of television |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>Operations</i>                                      |                    |                           |                              |                                      |   |
| Set-up   |                    |                           |                              |                                      |   |
| Travel   |                    |                           |                              |                                      |   |
| Office expenditures                                    |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>Equipment</i>                                       |                    |                           |                              |                                      |   |
| Computers  |                    |                           |                              |                                      |   |
| Software   |                    |                           |                              |                                      |   |
| Servers  |                    |                           |                              |                                      |   |
| Hard disks   |                    |                           |                              |                                      |   |
| Video players  |                    |                           |                              |                                      |   |
| Bandwidth  |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>Promotion</i>                                       |                    |                           |                              |                                      |   |
| Public relations                                       |                    |                           |                              |                                      |   |
| Print advertising                                      |                    |                           |                              |                                      |   |
| Web advertising  |                    |                           |                              |                                      |   |
| Research, branding, etc.                               |                    |                           |                              |                                      |   |
| TV/radio advertising                                   |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <i>Other expenditures</i>                              |                    |                           |                              |                                      |   |
| Copyright authorization                                |                    |                           |                              |                                      |   |
| <i>Total</i>   |                    |                           |                              |                                      |   |
| <b>Total expenditures</b>                              |                    |                           |                              |                                      |   |
| <b>Funding received</b>                                |                    |                           |                              |                                      |   |
| <b>Surplus</b>   |                    |                           |                              |                                      |   |

## 11 Costs Per Subject Area

We implemented an accounting system to control costs related to individual subject areas. The procedure will be further refined in year two to ensure that all costs are easily identified. Costs included salaries for research and digitization. Copyright royalties paid will be added at a later date.

| Subject areas                 | Digitization | Salaries | Total |
|-------------------------------|--------------|----------|-------|
| <b>Conflict and War</b>       |              |          |       |
| Oka                           |              |          |       |
| Korean War                    |              |          |       |
| 1939-1945                     |              |          |       |
| Gouzenko Affair               |              |          |       |
| October Crisis                |              |          |       |
|                               |              |          |       |
| <b>Arts and Entertainment</b> |              |          |       |
| Cohen/Godin                   |              |          |       |
| Gabrielle Roy                 |              |          |       |
| Refus global                  |              |          |       |
| Punk Rock                     |              |          |       |
|                               |              |          |       |
| <b>Life and Society</b>       |              |          |       |
| Expo 67                       |              |          |       |
| Canada's New Queen            |              |          |       |
| Morgentaler : Abortion        |              |          |       |
| Terry Fox                     |              |          |       |
| Trudeaumania                  |              |          |       |
| Africville                    |              |          |       |
| Religion in the Classroom     |              |          |       |
| Medicare                      |              |          |       |
|                               |              |          |       |
| <b>Politics and Economy</b>   |              |          |       |
| Munsinger Affair              |              |          |       |
| Flag Debate                   |              |          |       |
| Bird Commission               |              |          |       |
| Creation of Nunavut           |              |          |       |
|                               |              |          |       |

| Subject area                          | Digitization | Salaries | Total |
|---------------------------------------|--------------|----------|-------|
| <b>Science and Technology</b>         |              |          |       |
| Thalidomide                           |              |          |       |
| CANDU                                 |              |          |       |
| James Bay Project                     |              |          |       |
| Satellites                            |              |          |       |
|                                       |              |          |       |
| <b>Sports</b>                         |              |          |       |
| Ben Johnson Scandal                   |              |          |       |
| Maurice Richard                       |              |          |       |
|                                       |              |          |       |
| <b>Disasters and Tragedies</b>        |              |          |       |
| Saguenay                              |              |          |       |
| Hazel/Saint-Jean-Vianney              |              |          |       |
| Springhill                            |              |          |       |
|                                       |              |          |       |
| <b>Souvenirs/This Week in History</b> |              |          |       |
| Premier vol transatlantique           |              |          |       |
| Terre-Neuve Confédération             |              |          |       |
| Pearson devient premier ministre      |              |          |       |
| Zoo au parc Lafontaine                |              |          |       |
| Starmania                             |              |          |       |
| Marylin Bell                          |              |          |       |
| VE day                                |              |          |       |
| Nylon Fur Coats Introduced            |              |          |       |
| Elvis Shakes His Pelvis in Canada     |              |          |       |
| Lévesque in Quebec Referendum         |              |          |       |
| Five-billion-year-old Meteorite       |              |          |       |
|                                       |              |          |       |
| <b>Inoubliables/Unforgettable</b>     |              |          |       |
| Bergman                               |              |          |       |
| Assassinat de John F. Kennedy         |              |          |       |
| Fernand Séguin et Jack Kérouac        |              |          |       |
| La guerre est finie (armistice)       |              |          |       |
| Lecture du manifeste du FLQ           |              |          |       |
| September 11                          |              |          |       |
| Moon Landing                          |              |          |       |
| Dancer Wins the Kentucky Derby        |              |          |       |
| Churchill's "Chicken" Speech          |              |          |       |
|                                       |              |          |       |
|                                       |              |          |       |
| <b>TOTAL</b>                          |              |          |       |

## **12 Conclusion**

The first year of operation may be summed up in two words: mission accomplished.

For those who are familiar with the workings of the CBC machine, carrying out a project such as archive digitization is nothing short of a model of intracorporate cooperation. The Corporation's four components rarely have occasion to conduct a project under the direction of the recently formed New Media Group.

In less than two seasons not only as the project taken shape but it has also provided hundreds of hours of digitized documents in both languages taken from both radio and television archives from both production centers. We also set up two teams that effectively developed educational material complementary to the rich subject areas. The communication's team produced brochures, audio and TV clips and planned activities surrounding the official site launch.

We are undertaking our second year of operation with some exhilaration, as we now grasp the project's full potential. It is apparent that the overall impact of our contribution will be felt at the beginning of the school year next September. The second stage of our development is geared toward this target. We are confident that our nation's youth will discover a part of their roots, a reflection of their identity and reasons for being proud of their history on the CBC/Radio-Canada archives site. This is substantially what our mandate is all about.

**CBC  Radio-Canada**

**Canadian Heritage  
Canadian Memory Fund:**

**Canadian Culture Online  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**Final 2002-03 Business Plan**

**January 6, 2003**



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## **1 Preamble**

On May 3, 2002, CBC/Radio-Canada tabled an assessment of the first year of operations under the Canadian Culture Online (CCO) project. The report provided an account of commitments made to Canadian Heritage in the summer of 2001 for the production of an audio and television archives site targeting youth and the general population of Canada.

The purpose of this document is to set out our general and specific forecasts for the 2002-03 phase of our involvement in the CCO project. It deals, more particularly, with the following issues:

- 1) the concept's development
- 2) planned production
- 3) the copyright issue
- 4) the educational aspects of our productions
- 5) exploring and developing partnerships
- 6) the marketing strategy
- 7) budget issues

Now that the site is up and running and a significant number of its major functions are on stream, we intend to concentrate over the coming year on the project's organizational features. To this end, we expect to step up our efforts in three particular areas:

- a) rights to documents we wish to use in our subject areas
- b) partnerships with other portfolio agencies
- c) marketing strategies aimed at both the general public and Canadian school systems

## **2 Concept Development**

The concept developed at the time of our initial submission was truly brought to fruition in the first half of 2002. The framework that we implemented enables us not only to channel content effectively to the site but also to develop presentation strategies as well as the interactive functionalities described in our detailed business plan of December 3, 2001, including the following:

- a state-of-the-art search engine
- services aimed at the visually- and hearing-impaired
- an interactive timeline
- recreational/educational activities
- notices of subject area postings/updates

Over the second year of operation, we intend to develop various mechanisms with an eye to optimizing the dynamic features of the site's editorial line. In this respect, we mean to

build on the essentially theme- and events-based approach favoured to date by the addition of access capabilities as determined by both our selection of available archival material and demonstrated user preferences.

On another front, we remain fettered by the copyright issue. Resolution of this imbroglio would no doubt sharply increase the variety of subject areas available to us. For example, we would be in a position to post a meaningful cultural counterpart to our events component. The CBC/Radio-Canada's legal department is closely monitoring developments in this area and will keep us informed of how negotiations are progressing.

From a technical perspective, we intend exploring various strategies and functionalities in light of the needs of users, who shall be regularly encouraged to express their expectations and responses to the site. We also intend to conduct an in-depth formative evaluation to gauge user acceptance of the site's various development phases.

In addition, achievement of synergy between our initiative and other archival projects currently under way within the CBC/Radio-Canada remains a high priority. Upper management hold the view that our site shows ultimate potential for positive integration with current and projected commercial activities of the Corporation designed for both the general public and the education community. This would lead us to believe there may be a way of ensuring the site's survival as of March 2004, when PCH funding will cease. We are working in close cooperation with the Corporation's commercial operations management to identify ways to make the archives site self-supporting beyond the term of financial assistance provided by PCH. It should be kept in mind that access to subject areas whose content was funded through the CCO project shall remain free of charge at all times. That said, there is some potential for marketing derivative products, such as DVDs, should market demand warrant their production and show them to be profitable.

### **3 Planned Production**

Our three-year plan tabled in the summer of 2001 projected our ability to deliver approximately 50 subject areas in each of the project's second and third years. Given the effectiveness of the mode of operation implemented and the quality of the teams we have put together, we are now able to increase our forecast. We are therefore committed to producing, between April 1, 2002 and March 31, 2003, some 70 subject areas, a significant part of which shall include relevant educational applications. This is in addition to content provided under the *This Week/Day in History* (reanamed "*That Was Then...*" and *Unforgettable Moments* sections.

Over 2002-03, we shall continue to produce subject areas based on the following major topics:

- ▶ Conflict & War
- ▶ Arts & Entertainment
- ▶ Life & Society
- ▶ Politics & Economy

- ▶ Science & Technology
- ▶ Disasters & Tragedies
- ▶ Sports
- ▶ People

We have set up editorial committees for both languages in which subject areas are produced. The groups meet on a regular basis to update subject-area development priorities and discuss additions or deletions, according to the tide of current events.

All proposed subject areas are first submitted to one or the other committee, which assesses their relevance in light of the following criteria:

- regional and linguistic representation
- educational value and applicability
- target client interest
- copyright ownership

Proposed subjects areas are then submitted to records managers, who not only determine the amount and quality of available records but also recommend an initial sub-selection deemed appropriate to the theme in point. The complementary nature of records according to language of origin is also considered. Records location and validation are conducted over several days on an ongoing basis and depend on the direction of current events.

The quality of content to be included on the site is also determined by our ability to respond to current events and produce subject areas in tune with moments that shaped our collective identity, such as the pope's visit this past summer. We expect to formalize cooperative agreements with research staff in the news and current events fields in order to enrich our collections.

To ensure maximum coordination between our subject areas and school curricula across the country, we intend to maintain a dialogue with several school boards. In our view, such cooperation is essential if we are to ensure that our material meets the specific needs of the various target audiences.

The following list sets out 59 subject areas that either are on stream as of January 10, 2003 or shall be developed by March 31, 2003. Although the list is as yet incomplete, it demonstrates clearly the spirit underlying the general direction we have chosen to give the site, in keeping with the criteria defined by PCH. Over the coming months, we will be happy to update our sister agencies on the nature of the subject areas to be added and thus strengthen our relationship with them.

## 2002-03 Subject Areas

**59 Topics** complete and online as of January 10, 2003

*Italics: 39 additional topics to be completed by March 31, 2003*

### Conflict and War

1. The October Crisis
2. Korean War
3. 1939-1945: A Soldier's War
4. The Oka Crisis
5. The Gouzenko Affair
6. Cold War Culture: The Nuclear Fear of the 1950s and 1960s
7. Draft Dodgers
8. *Japanese Internment*
9. *Halton / Ouimet*
10. *Royal 22<sup>nd</sup>*
11. *Gerald Bull*
12. *Blue Berets*

### Arts and Entertainment

1. Margaret Laurence
2. Punk Rock in Canada
3. The Stratford Festival: The First Fifty Years
4. Art Censorship in Canada
5. Glenn Gould
6. Leonard Cohen
7. Le Refus global: Revolution in the Arts
8. Oscar Peterson: A Jazz Giant

### Politics and Economy

1. Creation of Nunavut
2. The Royal Commission on the Status of Women
3. Medicare
4. The Flag Debate
5. The Berger Pipeline Inquiry
6. Alberta's Oil Economy
7. The Munsinger Affair
8. The Constitutional Debate
9. The Auto Pact
10. Bombardier: The Snowmobile Legacy
11. *George Erasmus*
12. *Acadian Renaissance*
13. *Boat People*

14. *Inuit*
15. *Free Trade*
16. *Newfoundland and Confederation*
17. *Omnibus Bill*
18. *Prince Edward Island bridge*
19. *Laurendeau-Dunton*
20. *Concentration of the Press*
21. *Canadian Diplomacy & the world*

### **Life and Society**

1. Trudeaumania
2. Expo 67
3. Canada's New Queen
4. Terry Fox
5. Dr. Henry Morgentaler
6. Religion in the Classroom
7. The 1984 Papal Visit
8. Africville
9. Halloween and Tales of Canadian Ghosts
10. Barbara Frum: Pioneering broadcaster
11. Eaton's: A Canadian Institution
12. Christmas Hullabaloo
13. Marshall McLuhan, the Man and his Message
14. *Carnaval de Québec*
15. *Boyd Gang*
16. *Hippie Society*
17. *Gay & Lesbian Emergence*
18. *Death Penalty*
19. *Marijuana*
20. *April Fools!*

### **Disasters and Tragedies**

1. The Saguenay Flood
2. Springhill Mining Disasters
3. Hurricane Hazel
4. The Ice Storm 1998
5. The Ocean Ranger Disaster
6. The Montreal Massacre
7. The Early Years of the AIDS Crisis
8. *Solar Temple*
9. *Oil Spills: Irving Whale*
10. *Acid Rain*
11. *Red River Floods*

### **Science and Technology**

1. James Bay Project and the Cree

2. Candu: The Canadian Nuclear Reactor
3. Canadian Satellites
4. Thalidomide
5. The Avro Arrow
6. The Fluoride Debate
7. Marc Garneau: Canadian Space Pioneer
8. Polio: Combating the Crippler
9. *Reproductive Technology*
10. *Birth Control Pill*
11. *Asbestos Industry*
12. *St. Lawrence Seaway*
13. *Logging and Clearcutting*
14. *David Suzuki / Pierre Dansereau*

### **Sports**

1. Ben Johnson and Drugs in Canadian Sport
2. Canada-Soviet Hockey Series, 1972
3. Maurice 'Rocket' Richard
4. Gold Medal Athletes - 1948-1968
5. Grey Cup: The Fans and the Fanfare
6. Crazy Canucks
7. *Curling*
8. *Baseball to Canada*
9. *Physical Fitness*
10. *Speedskating*
11. *Financing Amateur Sports*
12. *Gilles Villeneuve*

Other titles will be added regularly to the above list.

Generally speaking, our production for 2002-03 can be described as follows:

#### **3.1 Categories and topics**

Categories are made up of topics, each of which is made up of about five to ten radio or TV clips featuring highlights of prominent current events from the beginnings of radio and television. Each subject area describes in a narrative style how a particular theme came into being and links it to our current situation. Each clip is paired with a 75- to 200-word account of the current context and a "Did you know?" section setting out other relevant facts. Selected excerpts are accompanied by complementary archival records under the heading *Additional Clips*. Each subject area lists related hyperlinks as well as gateways to relevant material on the cbc.ca or radio-canada.ca site or on that of a partner. Further, each subject area is developed to highlight the complementary nature of the CBC and Radio-Canada collections.

### ***3.2 That Was Then... (previously, This Week/Day in History)***

Once or twice a week, radio and/or TV clips recall a prominent current event of the last century that occurred on a particular day within the same week. The format is more or less a weekly calendar of historical events. As is the case of subject areas, each feature of *That Was Then...* includes a description of the historical context, a “Did you know?” section, bibliographical references, suggested educational resource activities, as well as complementary material deemed relevant.

### ***3.3 Unforgettable Moments***

The homepage provides the Web surfer with an array of the most significant moments in the history of Radio-Canada and CBC radio and television. As was the case of the two previous features, each *Unforgettable Moment* includes contextual information, a “Did you know?” section, bibliographical references, educational resource activities, as well as appropriate supplemental material.

### ***3.4 Digitization***

Underpinning all the programming activity, digitization will continue to take up a major share of our resources. We will continue to digitize more hours than are available on the site by consistently complying with digitization procedures in effect at CBC/Radio-Canada. In order to avoid duplication, we digitize an entire program when we require a particular segment. Furthermore, several programs to which we intend referring on a regular basis are currently undergoing digitization, thereby increasing the number of hours of digitized content.

Over 2002-03, we intend to explore more sophisticated strategies for content digital archiving and determine optimum conditions for preserving this heritage. To assist us in this regard, we recently acquired digitization and coding software which will significantly enhance our performance.

### ***3.5 Interactivity development***

In 2002-03, we propose to develop tools supporting more interactive access by users of historical material made available online, as described in the detailed plan. Such tools shall support more efficient operation of the following components:



- **A state-of-the-art search engine:**
  - Support searches of all relevant text fields within the database (clip titles and summaries, resources, meta keywords, guests, program titles, article titles, Did you know?, context, etc.)
  - Support cross-searches by broadcast date, program title, audio or video clip, host, announcer, guest, etc.
  - Support concurrent searches on Radio-Canada and CBC archives sites
  
- **Site accessibility for the visually- and hearing-impaired:**
  - Develop a separate section meeting generally recognized accessibility criteria
  - Ensure content compatibility with electronic Braille readers and voice synthesizers
  
- **Interactive timeline:**
  - Enable the Net surfer to place the subject area in a historical context
  - Promote interactivity
  - Provide an alternative navigation system
  - To be developed in conjunction with recreational/educational applications
  
- **Recreational/educational activities:**
  - Develop games (quizzes, crosswords, treasure hunts, etc.) that foster mastery of site content
  
- **Notices of subject area postings/updates**
  - Design information bulletin on new site developments

In addition, we intend pursuing our association with *Idéactif* throughout 2002-03. We believe we have found a partner who is sensitive to our vision and fully qualified to complement our information architecture expertise.

### **3.6 Content credibility and integrity**

Each item selected in developing the archives site is subject to the stringent editorial treatment that is the hallmark of the solid reputation built over the years by the CBC/Radio-Canada. Special attention is given to framing subject areas within the general context of the period and providing site users with reference points to promote a better appreciation of the relative importance of the subjects being dealt with. Toronto and Montréal editorial committees play an active role in the selection process to ensure that choices comply with the spirit and major aims of the project.

Canadians have come to expect from the CBC/Radio-Canada, given its role as public broadcaster, nothing less than unbiased and independent journalism. At a time when major media groups are being formed at home and abroad, the public's right to services not primarily linked to mercantile interests is more important than ever. In this regard, the

CBC/Radio-Canada's long tradition of journalistic excellence remains the best guarantee of the continued provision of content which the public invariably sees as having the greatest credibility among all Canadian broadcasters.

We will spare no effort to preserve the confidence of Canadians. It is in this spirit that we are seeking out the cream of our collections to be made available to the general public. What is at stake is not merely conscientious and credible journalism but, more importantly, the integrity of Canadian public broadcasting. Where negotiations are required with rights holders, we propose that the intended use of the records in point be limited to CBC/Radio-Canada Web properties, an approach which is likely to greatly facilitate discussions and achievement of resolution.

As agreed with PCH and in order to maximize the reach of both the CCO project and corporate content, the CBC/Radio-Canada shall facilitate posting of segments of its subject areas on third-party sites, provided this does not hinder its editorial decisions or its corporate image.

#### **4 Copyright**

The copyright issue is somewhat of an Achilles' heel for us, given that we are entirely dependent on the outcome of negotiations between CBC/Radio-Canada's legal department and the various writers', artists' and actors' unions, in addition to individuals or organizations claiming to own the rights over particular content. As was done in the first year of operation, a substantial amount has been budgeted in fiscal 02-03 to adequately compensate copyright owners. However, as long as rate schedules are under negotiation no expenditures may be incurred for this purpose. The nature of our productions clearly indicates that a major portion of our content is subject to royalty payments. We are hoping that progress will be made in the coming months. For the time being we are selecting program segments to be digitized from a large catalogue of records to which we hold the copyright.

We have recently approached several copyright unions and groups. At our meetings we presented the site and discussed the possibility of signing one or several specific agreements in order to resolve the stalemate. It is apparent that the interested parties consider this to be a delicate matter, and any headway we make is a major step towards resolving the issue. We are heartened by the course of our discussions and intend preserving the climate of trust in which they are conducted. We remain at the entire disposal of PCH and our partners in this crucial matter.

Over the next few months, we intend stepping up discussions with other parties, including private organizations such as the Glenn Gould Foundation, Agence Goodwin (Michel Tremblay), the Commonwealth Games Federation (Canadian gold-medal winners), the Canadian Football League (Grey Cup), the International Ski Federation (Crazy Canucks), the Academy of Canadian Cinema and Television (Barbara Frum),

NASA, the National Hockey League and the Olympic Television Archives Bureau. The outcome of these negotiations will have a palpable impact on content available on the site.

## **5 Educational component**

We defined the site's conceptual direction as well as our preferred educational approaches in conjunction with Toronto educational consultants *Resources.too* and the Centre de ressources en éducation aux médias at the Université de Québec à Montréal. In cooperation with our two partners in the field of education, we mean to produce educational activities for some 40 subject areas, in both English and French, over 2002-03.

Designed for primary- and secondary-level teachers (6-8, 9-10 and 11-12) and at the primary, secondary and CEGEP levels in Quebec, the proposed "turnkey" activities are aimed at providing guidance in classroom use of the CBC Archives/Archives de Radio-Canada site.

### ***5.1 Pour les profs – For Teachers***

The section entitled *Pour les profs – For Teachers* is the main portal through which teachers will become familiar with the overall educational material available.

Activities are arranged on the basis of levels. A number of activities in the English component may be adapted to all teaching levels. Both teachers and students have access to educational resource activities linked to a particular subject area. We are planning on adding to the site over the coming year a tool that will support searches based on suggested activities.

Each activity linked to a subject area includes:

- an educational index card intended for the teacher
- a set of useful references

The educational index card sets out all information required for the teacher to conduct the activity in the classroom. It also describes how the activity meshes with the educational program and the competencies that it enables the student to acquire. From the posted page, the teacher may easily consult the reference file or print the page itself.

We deemed it beneficial to include in each subject area a list of related reference material, either bibliographical references, audiovisual aids or Web links. These are intended for both teachers and students.

Educational activities designed for Quebec teachers were developed on the basis of current programs of the Ministère de l'Éducation. We are, however, closely monitoring the development of a new program of study for Quebec secondary schools slated for implementation in September 2003. Elsewhere in Canada, given the wide variety of programs in use, a more general approach was selected.

## **5.2 *Computer infrastructure***

In order to make the educational component available online, the existing database will be modified to include management of subject area academic activities.

## **5.3 *Education community communications plan***

Over the summer we shall develop a communications strategy for promoting project awareness in the education community across Canada.

Our objective is twofold: firstly, we wish to elicit interest in the site and material offered to teachers; secondly, we wish to implement mechanisms designed to gain target population loyalty.

Furthermore, when the school year begins, we are planning to develop, in conjunction with our CREM and *Resources.too* partners, recreational activities such as a contest in which teachers and their students will be invited to participate.

## **6 Partnerships**

In order to achieve optimum reach and generate the greatest possible interest among students and teachers, we are conducting ongoing consultations with several organizations whose activity is likely to supplement our own.

In addition to agreements reached with *Resources.too* and CREM last year, we formalized a partnership agreement with the NFB in February which provided for the establishment by both organizations of targeted links between the contents of our respective sites. As well, the National Archives of Canada have made available parts of their photo collections for use along with our older radio clips.

In 2002-03, we are hoping to step up discussions with other portfolio agencies such as the National Archives of Canada. In the main we intend to exchange links, share our meta-data and jointly develop common standards, as required. Joint and mutual promotion of our contents will also be explored, especially within the school community. Further, we are gearing up to renew our efforts with the management of Rescol/SchoolNet in order to explore ways their organization might promote our material within the Canadian education community.

It should be noted, however, that any partnership project is subject to the stringent rules of the CBC/Radio-Canada's journalistic policy. The public broadcaster's editorial independence is the cornerstone on which content credibility and reliability rest. It is therefore paramount that all content to be presented under CCOP be of the highest contextual integrity.

It is within this context that we shall attempt to achieve three partnership agreements over 2002-03.

## **7 Communications/Marketing**

We shall continue to implement over 2002-03 the initial communications plan submitted along with the detailed plan. We intend giving this project the visibility it requires while duly considering attendant communications and political challenges. It is with this in mind that we have outlined internally the strategy which we mean to implement over the coming months:

- launch and public relations activities
- TV spots and advertisements in journals and magazines intended for the education community
- numerous reminders on both the CBC.ca and radio-canada.ca portals
- choice positioning on our news Web sites
- extended reach within our affiliation program
- inclusion of the project in certain relevant partnership agreements
- joint projects in relation to activities planned to celebrate the CBC/Radio-Canada's 50 years of television, including a booth to be set up in conjunction with the 50<sup>th</sup> Anniversary Train
- attendance at conferences and seminars in the field of education

It is our wish that the CBC/Radio-Canada and Canadian Heritage will jointly develop complementary and coordinated communications strategies over the current fiscal year.

## **8 Budget**

After having made substantial investments in technical infrastructure and human resources over the first year of the project, we now intend to devote a significant share of our resources to content production. As indicated in the following table, the 2002-03 budget totals \$4,025,991, including \$2,120,000 in new money from CCO, \$998,991 carried over from the previous year's surplus, as well as Radio-Canada's contribution of approximately \$907,000. Our contribution will continue to be provided by the *Canada* :

*A People's History/Le Canada : une histoire populaire* site, in addition to logistic and administrative support required for the efficient operation of an initiative of this magnitude. We also intend to give the project great public visibility through our radio and TV networks.

| Canadian Culture Online (CCO)<br>Digitized Archives Project, CBC/Radio-Canada<br><i>April 1, 2002 to March 31, 2003 Fiscal Year</i> |                |                      |                          |                                      |  |
|---|----------------|----------------------|--------------------------|--------------------------------------|--|
| EXPENDITURES  | Total<br>costs | CCO<br>contributions | Partner<br>contributions | CBC/Radio-<br>Canada<br>contribution | % of total costs<br>covered by CCO<br>contribution |
| <b>Personnel</b>  |                |                      |                          |                                      |  |
| Management  |                |                      |                          |                                      |  |
| Research  |                |                      |                          |                                      |  |
| CBC administrative support and logistics  |                |                      |                          |                                      |  |
| Coding and integration  |                |                      |                          |                                      |  |
| Rights management   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>External costs</b>   |                |                      |                          |                                      |  |
| Design and interface  |                |                      |                          |                                      |  |
| Development   |                |                      |                          |                                      |  |
| Digitization  |                |                      |                          |                                      |  |
| Educational material  |                |                      |                          |                                      |  |
| Other   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Other content</b>  |                |                      |                          |                                      |  |
| "Canada: A People's History" site   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Operations</b>   |                |                      |                          |                                      |  |
| Set-up  |                |                      |                          |                                      |  |
| Travel  |                |                      |                          |                                      |  |
| Office expenditures   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Equipment</b>  |                |                      |                          |                                      |  |
| Computers   |                |                      |                          |                                      |  |
| Software  |                |                      |                          |                                      |  |
| Streaming servers   |                |                      |                          |                                      |  |
| Other   |                |                      |                          |                                      |  |
| Maintenance   |                |                      |                          |                                      |  |
| Bandwidth   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Promotion</b>  |                |                      |                          |                                      |  |
| Public relations  |                |                      |                          |                                      |  |
| Print advertising   |                |                      |                          |                                      |  |
| Web advertising   |                |                      |                          |                                      |  |
| Research, branding, etc.  |                |                      |                          |                                      |  |
| TV/radio advertising  |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Other expenditures</b>   |                |                      |                          |                                      |  |
| Copyright authorization   |                |                      |                          |                                      |  |
| <b>Total</b>  |                |                      |                          |                                      |  |
| <b>Total expenditures</b>   |                |                      |                          |                                      |  |
| <b>Funding requested</b>  |                |                      |                          |                                      |  |
| <b>Allocated 2001-02 surplus</b>  |                |                      |                          |                                      |  |

## 9 Conclusion

The CBC/Radio-Canada archives site should gain public prominence in fiscal year 2002-03, especially during the back-to-school period. For the site's many architects, nothing is more heartening than knowing the "product" is finally out of the shop and henceforth accessible to users across Canada. As is the case when any innovative product is released, initial reception shall determine the project's further progress.

Though we wish to avoid appearing overenthusiastic, we are convinced that we have identified the ingredients of a winning combination: our site is dynamic, innovative, informative, culturally significant, historically rich, and it gives voice to and embodies the people and events that made our collective heritage. The addition of an educational component makes the site a multidisciplinary resource that we believe many teachers will encourage their students to visit.

Few media and/or new media projects that enjoy federal government support can claim to avail themselves of the power of CBC/Radio-Canada's communications/marketing machine. In the last quarter of 2002 and the first quarter of 2003, we shall invite our communications team to identify the best way to publicize the value of our site. Promotional efforts based on various media platforms could very well make the CBC/Radio-Canada's archive site, and, consequently, the overall CCO project, one of the cultural highlights of the coming year in the field of Canadian new media.

It is with this objective in mind that the CBC/Radio-Canada shall make every effort to extend the reach and the reputation of the archives site over the coming months.





**Patrimoine canadien  
Fonds de Mémoire canadienne :**

**Programme de culture canadienne en ligne  
(PCCE)**

**Projet de numérisation et de mise en ligne des archives  
audiophoniques et télévisuelles de CBC/Radio-Canada**

**Rapport final 2002-2003**

**Le 22 mai 2003**

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## 1 Préambule

Ce rapport fait état des travaux réalisés entre le 1<sup>er</sup> avril 2002 et le 31 mars 2003 et aborde les questions liées à :

- 1) la rétrospective des principales activités,
- 2) l'équipe,
- 3) l'évolution du concept,
- 4) la question entourant les droits d'auteur,

- 5) la production,
- 6) la numérisation,
- 7) le volet pédagogique,
- 8) les partenariats,
- 9) la stratégie communication/marketing,
- 10) le budget, et
- 11) la conclusion.

## **2 Rétrospective des principales activités**

### **Avril et mai 2002**

En raison du conflit de travail au sein des services français de Radio-Canada qui a duré neuf semaines (du 22 mars au 28 mai), notre unité de travail francophone a été sévèrement affectée. Néanmoins, les activités régulières se sont poursuivies du côté de la CBC et des rencontres régulières ont eu lieu entre les équipes techniques de Montréal et de Toronto.

### **Juin**

En dépit du conflit, les sous-contractants à qui nous avons confié des mandats spécifiques, comme le Centre de recherche en éducation aux médias (CREM) et les firmes Idéactif à Montréal et Ressources.too à Toronto, ont pu faire progresser plusieurs des composantes du site. C'est ainsi que dès la reprise de nos activités régulières de production, nous avons été en mesure d'effectuer un « soft launch » du site, lequel incluait déjà :

- la section « Découverte des archives »;
- les sections « Aide » et « À propos du site »;
- un prototype de la section « Pour les profs »;
- quelque 35 dossiers dans chacune des deux langues.

Parallèlement à la mise en ligne du site, notre service de communication a émis un communiqué de pré-lancement qui fut distribué à un sous-ensemble de notre liste de distribution habituelle. Nous avons également tenu des séances d'évaluation formative de l'ensemble de notre site auprès d'enseignants et enseignantes des régions métropolitaines de Montréal et Toronto en association avec la firme Idéactif.

### **Juillet**

L'essentiel des travaux de juillet a porté sur la conception de la base de données de la section « Pour les profs ». Nous avons également tenu une séance de présentation du site à Toronto où des représentants de Patrimoine canadien ont été à même de constater *de visu* l'importance et la qualité de la contribution de CBC/Radio-Canada au PCCE.

### **Août**

En anticipation de la rentrée scolaire, nous avons offert des sessions de formation initiale en saisie et entrée de données à nos partenaires du CREM et de Ressources.too afin de les rendre autonomes et d'ainsi accélérer la mise en ligne des unités pédagogiques qu'ils développent. Nous avons également démarré notre service de réponse aux courriels de nos visiteurs. Par ailleurs, une première série d'hyperliens fut expédiée à l'ONF, affirmant ainsi notre engagement à collaborer avec d'autres agences du portefeuille.

### **Septembre**

Dans le but d'optimiser notre visibilité au sein des milieux scolaires du pays, nous avons procédé à la mise en ligne officielle de la section « Pour les profs ». Nous avons également participé au « Train du 50<sup>e</sup> anniversaire de la télévision à CBC/Radio-Canada » où, à chaque ville où s'arrêtait le train, un kiosque présentait le contenu du site des Archives ainsi que les

publicités télé que nous avons produites. Des milliers de canadiens et canadiennes ont ainsi découvert en primeur le foisonnement du site des Archives de la CBC/Radio-Canada.

D'autre part, sur le plan technique, nous avons :

- amélioré la convivialité des pages qui présentent nos diverses catégories, et
- lancé la phase 1 (multiplication des champs) du perfectionnement de l'outil de recherche.

Au plan du contenu, le début de la production du dossier Glenn Gould a fait ressurgir, à nouveau, la question des droits d'auteur. Dans le but d'accélérer le dénouement, nous avons procédé à l'embauche d'une conseillère en droits d'auteur, basée à Toronto.

### **Octobre**

C'est avec beaucoup de fierté que nous avons guidé la Reine Elizabeth et le Prince Philip à travers une visite du site des Archives lors de leur passage au Canadian Broadcast Centre de Toronto. La visite du site des archives par le couple royal a été diffusée à la télévision nationale et fait désormais partie des documents disponibles sur notre site (voir la section "That Was Then", clip du 10 octobre 2002 à [archives.cbc.ca](http://archives.cbc.ca)). Quelques jours plus tard, notre site était l'un des points de mire du International New Media Festival, présenté à Brudenell, Île du Prince Édouard. Nous avons également participé au colloque Médias et Patrimoine tenu à l'Université Laval de Québec sous l'égide de l'UNESCO.

Nous avons également procédé à d'importants remaniements de la base de données et dispensé des sessions de formation à nos équipes de Montréal et Toronto.

### **Novembre**

Parmi les faits saillants de ce mois :

- Embauche de deux nouvelles cinémathécaires soit une à Montréal (temps partiel) et une à Toronto;
- Démonstration du site aux archivistes du réseau anglais de la télévision de la CBC;
- Modification de la page d'accueil;
- Obtention des droits pour la mise en ligne du dossier « La coupe Grey : 90 ans de passion »;
- Début de la promotion du site sur la page d'accueil de Radio-Canada.ca, à la section « À ne pas manquer »;
- Ratification des conditions de renouvellement de l'entente avec PCH pour l'année 02-03 qui prévoient notamment, la production de capsules qui pourront être affichées sur le grand portail culturel canadien.

### **Décembre**

- CBC.ca débute la promotion des nouveaux dossiers du site des archives sur la page d'accueil du site principal. L'affichage est permanent et la rotation s'effectue deux fois la semaine;
- Réunion des comités éditoriaux pour approbation des nouveaux sujets à développer.

Le mois de décembre a été marqué par le lancement officiel du site. Les services de communication des réseaux anglais et français ont expédié un communiqué aux groupes

intéressés sur l'ensemble du pays. Dès la mi-décembre, de nombreuses auto-promos du site ont été diffusées sur les ondes de la télé et de la radio de CBC et de Radio-Canada (voir la section 10-Communication/Marketing). De plus, le site des archives a été, et continue d'être, vivement promu sur les site des nouvelles de radio-canada.ca et cbc.ca de même que sur celui de nos partenaires de notre programme d'affiliation où nous offrons gratuitement nos manchettes d'information.

Par ailleurs, afin d'accroître tant le volume que le nombre de dossiers affichés sur notre site, nous avons procédé à l'embauche de :

- 4 pigistes et une recherchiste à plein temps à Montréal, et de
- 4 recherchistes (temporaire, temps plein) et une cinémathécaire (temporaire, temps plein) additionnels à Toronto.

Afin de consolider les négociations en cours dans le dossier des droits d'auteur, nous avons embauché un conseiller responsable des ayant-droits francophones. Nous avons aussi obtenu des droits pour la diffusion du dossier Oscar Peterson.

Parmi les principaux développements sur le plan technique mentionnons :

- Ajout d'un outil de détection des liens brisés dans la base de données;
- Production d'un prototype pour les capsules promotionnelles pour Patrimoine canadien;
- Outil de recherche: début de la phase II (optimisation de l'interface, développement de la recherche avancée, comptabilisation des registres de recherche, etc.);
- Idéation d'une nouvelle ligne du temps et d'activités interactives.

### **Janvier**

Nous avons procédé à l'inauguration de notre Cyberlettre dont les premiers numéros français et anglais furent expédiés le 31 janvier.

Sur le plan des améliorations techniques, il convient de souligner :

- Refonte des sections « Aide » et « À propos du site »;
- Amorce des plans de reconceptualisation de la section « For Teachers ».

Par ailleurs, nous avons eu une réunion éditoriale à Toronto au cours de laquelle une nouvelle sélection de sujets pour les dossiers fut établie.

Une nouvelle liste d'hyperliens fut également transmise à l'ONF.

### **Février**

Les activités du mois de février ont surtout gravité autour du lancement de la nouvelle version anglaise de la section « For Teachers ». D'autre part, nous avons lancé un concours à l'intention des profs et créé l'interface d'inscription automatique à ce concours.

Nous avons fait circuler une lettre promotionnelle à l'intention du personnel enseignant du pays afin de les inciter à s'abonner à la Cyberlettre des Archives (disponible en anglais et en français).

Nous avons conclu un premier partenariat avec la Bibliothèque nationale du Canada dans lequel nous autorisons la BNC à utiliser deux extraits (un dans chaque langue) de l'épisode « Le retour d'Ovide » de la série *La famille Plouffe*.

### **Mars**

Nous avons initié une promotion croisée avec le site Jeunesse de Radio-Canada dans laquelle leur Cyberlettre destinée aux parents et profs est référencée chez nous et réciproquement pour la Cyberlettre du site des Archives.

Du côté de la CBC, en plus des secteurs nouvelles et actualités, les ententes de promotion croisée rejoignent dorénavant ceux des arts et du divertissement. Ainsi, lors de la diffusion de la dramatique *Hemingway vs. Callaghan* à la télé, le site des Archives présentait un extrait de 1961 où Morley Callaghan rend hommage à Ernest Hemingway.

D'autre part, une entente de visibilité a été conclue avec « CBC Home Delivery », un nouveau magazine numérique dédié à la mise en valeur des meilleures émissions radio et télé de la CBC. Jusqu'ici, CBC Home Delivery a permis d'accroître le rayonnement de deux de nos dossiers dont Africville et celui du rôle du Canada dans la guerre du Vietnam. Parmi les dossiers à paraître sur Home Delivery au cours des prochaines semaines, on retrouve celui de Ben Johnson et la question des drogues dans le sport, le débat qui a entouré le drapeau canadien en 1964 ainsi que des documents retraçant les grands moments des carrières de Barbara Frum et de Peter Gzowski.

Nous avons également finalisé les textes d'accompagnement ainsi que le montage des extraits radiophoniques et télévisuels en vue de la production des capsules qui seront offertes sur le grand portail canadien de la Culture en ligne (Culture.ca).

D'autre part, nous avons complété la réalisation de la ligne de temps et achevé les travaux entourant le nouveau concept associé à l'outil de recherche évolué.

La section « For Teachers » du site de la CBC a été complètement remodelée afin de faciliter le repérage et l'accès au matériel disponible. Par ailleurs, nous avons ajouté des graphiques sur l'ensemble du site afin d'indiquer les dossiers sur lesquels il existe du matériel pédagogique.

Nous sommes désormais en position de réagir rapidement aux événements qui ponctuent l'actualité en produisant des dossiers qui aident à en saisir aussi bien l'origine que la portée. À ce titre, nous avons récemment mis en ligne des dossiers sur la Première guerre du golfe ainsi que sur la question de la légalisation du cannabis.

### 3 L'équipe

Voici en date du 31 mars, la liste du personnel dont sont composées les équipes de travail de Montréal et de Toronto.

#### **Montréal** **24 personnes**

1 directeur de projet  
1 chef de secteur  
5 chercheurs (dont 1 à temps partiel)  
4 chercheurs (pigistes)  
1 réviseur historique (français et anglais)  
1 réviseur linguistique (pigiste)  
1 infographiste (pigiste)  
1 adjointe  
4 cinémathécaires (dont 2 à temps partiel)  
2 intégrateurs (dont un responsable de l'encodage)  
1 responsable numérisation-archives radio  
1 informaticien responsable du développement du système de gestion des contenus.  
1 conseiller en droits d'auteur (temps partiel)

#### **Toronto** **15 personnes**

1 gestionnaire de projet  
4 chercheurs  
4 chercheurs (temporaire, t. plein)  
2 cinémathécaires  
1 cinémathécaire (temporaire, temps plein)  
1 intégrateur, responsable de l'encodage  
1 infographiste (pigiste)  
1 conseillère en droits d'auteur (temps partiel)



## 4 Évolution du concept

Dans le plan d'affaires 2003-04 que nous soumettions il y a quelques semaines, nous faisons état des progrès considérables que nous avons réalisés au cours de la dernière année. Il convient ici de rappeler les principaux chantiers sur lesquels nous sommes actuellement à pied d'œuvre et dont la complétion est imminente.

### Développement d'un moteur de recherche évolué

Les divers groupes de discussions que nous avons menés nous ont confirmé l'importance capitale d'offrir un outil de recherche qui permette d'obtenir des résultats de recherche qui soient précis et d'une pertinence optimale.

Dans un souci de produire un moteur de recherche qui réponde spécifiquement aux propriétés de notre site et dont le budget de conception demeurerait sous notre contrôle, nous avons opté pour gérer nous-mêmes ce développement. Il va sans dire que le processus aura été soumis à plusieurs itérations.

Nous avons débuté en identifiant les diverses fonctions de recherche que nous pouvions offrir, les types de résultats qu'elles sont en mesure de livrer de même que leurs modalités d'affichage. Une deuxième partie de l'analyse visait à étudier pendant quelques semaines, les comportements de recherche des utilisateurs en compilant les mots clés à l'aide de fichiers journaux. Cette partie de l'analyse nous a permis de repérer avec précision les besoins des utilisateurs. Forts de ces résultats, nous sommes passés à la troisième étape qui consistait à créer les requêtes du moteur de recherche sous forme de prototype afin de valider les maquettes initiales. Une période de test est présentement en cours et la mise en ligne sera réalisée à la fin du mois de mai.

Dès la période de tests terminée, la nouvelle version du moteur de recherche permettra aux utilisateurs d'effectuer une recherche par mots clés tout en précisant la catégorie souhaitée et même leurs préférences en termes d'extraits radiophoniques ou télévisuels. La nouvelle version du moteur de recherche permettra le repérage par date d'événement, par titre d'émission, à partir du nom d'un journaliste ou d'un animateur ou encore selon un projet pédagogique de la section « Pour les profs » / « For Teachers ».

The screenshot shows the 'Les Archives de Radio-Canada' website's advanced search page. At the top, there is a navigation bar with 'Accueil > Recherche avancée'. Below this, the title 'Recherche avancée' is displayed. A search bar contains the text 'Vous cherchez...'. Below the search bar, there are five tabs: 'Un ou des mots', 'Une date', 'Une émission', 'Un artisan', and 'Un projet pédagogique'. The 'Un ou des mots' tab is selected. Below the tabs, there is a 'Mots clés \*' input field with an 'OK' button. Underneath, there are three radio button options: 'Tous les mots', 'Au moins un des mots', and 'L'expression exacte'. Below these options, there are two dropdown menus: 'Catégorie' (set to 'Toutes les catégories') and 'Clips' (set to 'radio et télé'). At the bottom, there is a note: '\* à remplir obligatoirement'.

Les résultats de recherche affichés sont classés de manière à faciliter le repérage des dossiers et des clips jugés être les plus pertinents. Par ailleurs, les autres sections du site qui offrent du matériel en lien avec la requête seront également référencées. On pense ici à des sections tel que les projets pédagogiques ainsi que la Découvertes des archives, l'aide et À propos du site.

The screenshot shows the search results interface for 'Les Archives de Radio-Canada'. At the top, it displays the search criteria: 'Pour Trudeau constitution' and 'Date : 1968-1977'. Below this, there are buttons for 'Nouvelle recherche', 'OK', 'Recherche avancée', and 'Modifiez votre requête'. A navigation bar includes 'Dossiers et clips' (35 documents), 'Pour les profs' (Aucun document), and 'Autres pages' (Aucun document). The 'Dossiers' section features two entries: '1968-1980 Un pays pris de Trudeauomanie' and '1970 Octobre 70 : le Québec en crise'. The 'Clips' section shows 'La trudeauomanie 30 ans plus tard' with a duration of 00:01:21.

### Développement d'une ligne du temps interactive

En complément des autres modes d'accès au contenu du site des Archives, une ligne de temps interactive permettra de parcourir les dossiers de manière chronologique, tout en épousant le modèle initial qui lui, est organisé par catégories. La ligne du temps fait ressortir une des particularités intéressantes du site, soit la co-habitation de deux types de chronologie : 1) la chronologie par dossiers (événements, personnalités ou phénomènes) et 2) chronologie liée à la diffusion des clips.

La ligne du temps est divisée en trois modules. : le premier présente l'ensemble des dossiers soit d'une seule catégorie soit de plusieurs simultanément. Ce type de présentation permet de visualiser, d'un seul coup d'œil, les événements, les personnalités ou les phénomènes qui se recoupent au cours d'une même période de temps.

Accueil

# Les Archives de Radio-Canada

Dossiers

- Personnalités
- Guerres et conflits
- Arts et culture
- Politique et économie
- Vie et société
- Désastres et tragédies
- Sciences et technologies
- Sports
- Tous

1920 1930 1940 1950 1960 1970 1980 1990 2000

Gabrielle Roy : femme de lettres

Le Rocket, héros d'un peuple

Oscar Peterson, le roi du jazz

Gérald Godin, tendre et emporté

Le Refus global, révolution totale emporté

Médailles olympiques de 1948 à 1968

Gilles Villeneuve, le destin tragique d'un champion

La coupe Grey, 80 ans de passion

Variations Glenn Gould

50 ans de théâtre à Stratford

Les arts à l'index

Des Canadiens actifs et en santé

Bienvenue dans les ligues majeures

La Série du siècle

**Ils sont fous ces Canadiens**

ink attitude

Le scandale Ben Johnson

Au milieu des années 1970, une bande de jeunes descendants canadiens fait la pluie et le beau temps sur le circuit de la Coupe du monde de ski. Dave Irwin, Ken Read, Steve Podborski et David Murray se distinguent...

**6 clips vidéo + 7 clips complémentaires**

Visionner

Le deuxième module présente la chronologie détaillée des divers éléments constitutifs du dossier. Cette fonction permet de localiser temporellement la période couverte et de visualiser, en superposition, la date de diffusion de chacun des extraits radiophoniques et télévisuels;

1930 1940 1950 1960 1970 1980 1990 2003

Cliquer pour activer la ligne du temps

1964 66 80 82 84 86 88 90 92 94 1995

Gérald Godin, tendre et emporté

La ligne du temps peut être visualisée par les internautes dont l'ordinateur est équipé de Flash 6.0, un plugiciel actuellement installé sur plus de 90% des ordinateurs utilisés par nos usagers. Pour les autres, il est possible de télécharger l'application ou encore de visualiser la ligne de temps en mode sommaire, actuellement disponible sur le site.

### Développement d'activités ludo-éducatives

L'un des gages de succès de notre mission est étroitement liée à la fréquence ainsi qu'aux modes d'utilisation de nos dossiers tant de la part des enseignants que de leurs élèves. C'est pourquoi nous avons pris le soin de consulter auprès de firmes spécialisées en développement d'applications ludo-éducatives sur support numérique ainsi qu'auprès des artisans du site de la CBC pour enfants afin d'être mieux informés relativement aux possibilités qui nous sont offertes. Du côté scolaire, nous avons rencontré des enseignants motivés à collaborer avec nous pour le développement d'un prototype d'interface grâce auquel les jeunes pourraient, notamment, annoter des extraits radiophoniques et télévisuels appropriés au travail qu'ils sont à réaliser. Nous comptons soumettre prochainement l'état de nos réflexions à des groupes témoins afin d'en garantir la pertinence.

### Mise en application de services à l'intention des malvoyants et des malentendants (à l'étude)

La structure initiale du site des archives de Radio-Canada a été créée de manière à respecter le plus rigoureusement possible les règles de W3C en matière d'accessibilité. Jusqu'ici, nous avons adopté les règles de base telles que la description des balises d'image, l'ajustement de la taille des caractères, la simplicité des technologies, etc..

Au début de l'automne dernier, nous avons commandé une étude afin d'explorer toutes les avenues possibles en matière d'accessibilité. En vertu de la complexité de l'opération, cette étude nous suggère d'implanter graduellement les règles d'accessibilité. Les recommandations de cette étude sont basées sur des recherches sur l'accessibilité des sites Web et font suite à une rencontre avec Jutta Treviranus, Gary Gay, Laurie McArthur et leurs collaborateurs au « Adaptive Technology Resource Centre » de l'Université de Toronto.

Nos limites actuelles tant en termes d'infrastructure que de ressources spécialisées ne nous permettent pas d'offrir de transcription d'extraits vidéo ou audio. Une telle entreprise constitue un projet d'envergure pour lequel des ressources additionnelles doivent être allouées.

Le « Adaptive Technology Resource Centre » (ATCR) de l'Université de Toronto propose une liste des pratiques essentielles pour favoriser l'accessibilité au contenu Web. Basée sur les directives du Web Accessibility Initiative et bonifiée par l'expérience pratique du centre, cette liste est plus compacte et plus facile d'approche que celle du WAI. Le site des Archives de Radio-Canada/CBC Archives se conforme déjà à plusieurs de ces consignes. Ces dernières sont identifiées par un X.

| Consignes pour la programmation et l'intégration   | Archives de Radio-Canada/ CBC Archives |
|--|--|
| 1. Accompagner les éléments visuels d'un commentaire textuel les décrivant· utiliser l'attribut «alt» de l'élément «IMG»   | X                                      |
| 2. Pour les images ou les objets multimédia nécessitant une description plus longue, placer un lien descriptif à côté de l'image en utilisant l'élément «D» ou «LONGDESC». |  |
| 3. Pour les images qui ne contiennent pas d'information (images décoratives ou utilisées pour la mise en page), fournir un attribut «alt»                                  | X                                      |

|   |   |
|---|---|
| vide (alt="") afin que les lecteurs d'écran les ignorent.   |   |
| 4. Autant que possible, utiliser du texte au lieu d'images de texte. Sinon, ajouter du texte ALT et s'assurer que le contraste entre les mots et la couleur de fond soit assez grand pour maximiser la visibilité.  | X |
| 5. Utiliser des feuilles de style (stylesheets) afin que les utilisateurs qui le désirent puissent remplacer cette feuille de style selon leurs préférences. Certains utilisateurs utilisent leur propre feuille de style pour modifier les couleurs et la taille des caractères.   | X |
| 6. Ne pas fixer la taille des caractères avec l'attribut «pt» afin de permettre le grossissement des caractères.  | X |
| 7. S'assurer de la validité du code HTML afin que le grossissement de caractères par le navigateur fonctionne (dans IE menu View/Text Size).  | X |
| 8. Construire des pages extensibles qui permettent une mise en page correcte lorsque les utilisateurs grossissent les caractères. Préférer les mesures relatives aux mesures absolues.  | X |
| 9. Éviter les mots en lettres majuscules car ils ne sont pas lus correctement par les synthèses vocales.  | X |
| 10. Fournir des liens, invisibles à l'oeil mais lus par les lecteurs d'écran, pour sauter directement au contenu de la page plutôt que de passer à travers les éléments répétés d'une page à l'autre, tels la navigation. De la même façon, fournir des liens pour sauter par-dessus la navigation. Pour les liens invisibles, utiliser l'attribut «title» de l'élément<a>, qui est utilisé par les lecteurs d'écran. |   |
| 11. Formulaires: utiliser l'élément «LABEL» avant les champs des formulaires afin que chaque champ soit bien identifié pour la lecture par les lecteurs d'écran.  |   |
| 12. Formulaires: utiliser un bouton html plutôt qu'une image pour l'élément «SUBMIT» car certains navigateurs ne permettent pas de donner le focus à une image. À noter que l'utilisation de styles permet de modifier l'apparence des boutons.   | X |
| 13. Considérer l'utilisation de touches d'accès (Alt1, etc.) pour accéder aux liens principaux de navigation du site (supportés par les plus récents navigateurs seulement).  |   |
| 14. Tableaux: éviter les tableaux imbriqués les uns dans les autres. Le maximum acceptable est d'un seul tableau dans un autre tableau.   | X |
| 15. Listes déroulantes. Éviter les listes déroulantes avec javascript qui sont activées dès la première sélection de l'utilisateur car elles sont inutilisables sans souris.  | X |
| <b>Consignes éditoriales</b>  |   |
| 16. Hyperliens: utiliser des libellés compréhensibles hors contexte mais brefs, car les lecteurs d'écran permettent de passer de lien en lien pour gagner du temps. Dans ce style de navigation, l'utilisateur ne lit donc que le texte des liens.  | X |
| 17. Éviter en particulier les liens dont la formulation n'est pas en soi explicite : «Suite».   | X |
| 18. Inclure une section sur l'accessibilité ou décrire les caractéristiques qui rendent le site accessible afin que les utilisateurs en tirent avantage.  |   |

## 5 Droits d'auteur

Sur le plan de l'épineux dossier des droits d'auteur, nous avons réalisé des progrès significatifs au cours des derniers mois. L'embauche d'une conseillère spécialisée en droits d'auteur en septembre dernier à Toronto, a certes été la clef de voûte qui nous a permis de franchir d'importants obstacles. Nous avons comblé le même besoin en décembre dernier à Montréal en nous assurant la collaboration d'un conseiller local pour les affaires touchant aux droits d'auteur. Ces embauches nous permettent désormais d'avoir un représentant très au fait des termes et conditions liées à cette délicate question. Nous sentons une amorce de déblocage car l'obtention des droits pour les dossiers sur Oscar Peterson et de la Coupe Grey constitue deux percées extrêmement précieuses face aux autres filières en attente de règlement.

Grâce à l'adjonction de ces spécialistes, nous avons pu relancer de nombreuses organisations avec qui nous avons amorcé de timides pourparlers. Les résultats ne se sont pas fait attendre car dès septembre, nous concluons une entente avec la Fondation Glenn Gould nous autorisant à utiliser du matériel qui a servi à constituer le dossier sur ce célèbre pianiste canadien. À l'interne, nous avons intensifié nos rencontres avec des représentants de CBC Sports, des relations de travail et des services juridiques afin de déterminer les façons les plus efficaces et équitables pour libérer les documents que nous souhaitons inclure sur notre site d'archives.

Nous ne saurions trop insister sur le fait que le traitement des droits d'auteur sur les plateformes numériques demeure, pour l'essentiel, un travail de pionnier. Comme une majorité de compagnies négocient des droits sur Internet pour la première fois, il existe très peu de conventions à partir desquelles des standards peuvent être établis. À titre d'exemple, nous avons reçu des devis pour les droits associés à une chanson (et non un enregistrement) allant de 250\$ à 2,500\$ U.S.. Mises à part les ententes que nous avons conclues avec les compagnies de musique de scène (*background library music*), dans lesquelles des tarifs précis ou des plafonds sont établis pour différentes utilisations de leur répertoire musical sur Internet, il n'existe pas encore de tarifs standards pour l'utilisation de musique commerciale sur Internet, tout comme à la télévision d'ailleurs. Cette situation rend très laborieuse l'évaluation des coûts de numérisation et de diffusion d'une œuvre musicale ou d'un enregistrement sonore sur Internet.

Par ailleurs, nous avons repris les négociations avec les agences et syndicats d'auteurs suivants : l'UDA, la SARTEC, l'ACTRA Performers' Guild, Writers' Guild of Canada et l'American Federation of Musicians in Canada (AFMC). Déjà, un certain nombre de dossiers connaissent des déblocages. C'est notamment le cas avec l'AFMC de qui nous avons obtenu une entente verbale qui nous autorise dorénavant à inclure des clips de leurs membres. Nous tenons une comptabilité rigoureuse de toute utilisation de ces clips.

Nous progressons également sur le plan d'ententes individuelles auprès d'artistes syndiqués. C'est ainsi qu'en mars dernier, nous avons conclu avec les quatre principales vedettes- ou



leur succession- de l'émission *Front Page Challenge*<sup>1</sup>. De par cette entente, nous avons désormais la permission d'ajouter du matériel tiré de *Front Page Challenge* sans avoir à renégocier à chaque occasion. La compensation financière sera établie ultérieurement en accord avec la CBC. Dans l'intérim, nous prévoyons des réserves à cet item.

D'autre part, parmi les ententes sur les droits d'auteur conclues au cours de la dernière année, mentionnons :

- la permission d'inclure du matériel archivistique dans notre traitement des dossiers sur Oscar Peterson (signée par ce-dernier via l'agence Tomi Music Co) et Glenn Gould (Fondation Glenn Gould);
- une autorisation pour la numérisation et la diffusion du *Disque du Carnaval de Québec* et de l'œuvre musicale intitulée *La chanson du Carnaval*. nous a été accordée à titre gracieux, de façon non exclusive et irrévocable et ce, pour la durée de la vie du site de Radio-Canada ;
- une autorisation pour la numérisation et la diffusion d'enregistrements sonores, appartenant à CKAC, des débats des chefs du 24 octobre 1976 et du 22 novembre 1985 nous a été accordée à titre gracieux, de façon non exclusive et irrévocable pour la durée de la vie des sites de Radio-Canada et de Patrimoine Canadien ;
- Guerre du Golfe: un segment de 17 sec. montrant des victimes d'attaques chimiques en Iraq a été obtenu de ITN/Reuters au prix de 500\$ US pour utilisation sur les sites de CBC Archives et de Patrimoine canadien pour une durée de cinq (5) ans.

De manière générale, l'orientation des pourparlers que nous entretenons nous donne à penser que des dénouements prochains sont à prévoir dans plusieurs autres dossiers, notamment :

- Crazy Canucks (Fédération internationale de ski);
- Médailleurs d'or (Fédération des jeux du Commonwealth);
- Michel Tremblay (agence Goodwin);
- Barbara Frum (Academy of Canadian Cinema and Television), etc.

Lors de nos rencontres auprès de syndicats et regroupements de droits d'auteurs, nous leur présentons le site et discutons de la possibilité d'établir une ou des ententes particulières pour tenter de débloquer l'impasse. Il est clair qu'aux yeux de ces intervenants, il s'agit là d'un précédent auquel ils sont extrêmement sensibles et que chaque petit pas franchi constitue un jalon important en vue d'un règlement éventuel. Nous sommes encouragés par l'évolution de nos pourparlers et comptons entretenir le climat de confiance qui prévaut actuellement avec nos interlocuteurs. Nous offrons notre entière collaboration à PCH ainsi qu'à nos partenaires sur cette question cruciale.

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<sup>1</sup> Diffusée sur les ondes de CBC pendant 38 saisons, cette émission questionnaire sur les actualités a traité de milliers de sujets et de personnages et constitue une véritable mine d'or de piétage historique pour nous.

Parallèlement, nous avons mis sur pied des modules de formation en droits d'auteur à l'intention de nos cinémathécaires. Nous avons également prévu des ateliers pour les membres de nos équipes éditoriales.



## 6 La production

Tant à CBC qu'à Radio-Canada, l'ensemble de la stratégie d'action en matière de sélection des rubriques et des dossiers à développer est sous la responsabilité de nos équipes de production de Montréal et de Toronto. Nous avons toutefois jugé nécessaire et prudent de constituer des comités éditoriaux à Montréal et à Toronto dont la tâche première consiste à aviser sur l'orientation proposée aux dossiers retenus. Depuis avril dernier, ces deux niveaux de comité ont tenu trois réunions conjointes.

Depuis septembre, c'est à raison d'un, parfois même deux, nouveaux dossiers par semaine que nous alimentons le site. Nous avons pris l'habitude d'effectuer nos mises à jour selon un horaire régulier, soit les lundis et jeudis. Nous avons également choisi de mettre nos dossiers en vedette sur la page d'accueil du site selon un modèle de rotation.

### **Composition du comité éditorial de Radio-Canada (Montréal):**

|                    |   |
|--------------------|---|
| Daniel Asselin     | Directeur, service des émissions sportives programmes-TV            |
| Louise De Chevigny | Directrice, Documentation et archives                               |
| Evelyn Mathieu     | Coordonnatrice rédaction et édition communications                  |
| Richard Duret      | Rédacteur-en-chef délégué, nouvelles-radio, Information-radio       |
| Pierre Jomphe      | Directeur des opérations, information télévision                    |
| Rémi Villeneuve    | Directeur du développement des stations régionales, Radio française |
| Christiane Taddéo  | Superviseure, analyse et systèmes documentaires                     |

### **Composition du comité éditorial de CBC (Toronto):**

|                    |   |
|--------------------|---|
| Tony Agostini      | Senior Director, TV Network Sports                        |
| Esther Enkin       | Director of Program Development & Chief Journalist, Radio |
| Geoffrey Hopkinson | Manager, TV Visual Resources                              |
| Pat Kellogg        | Manager, Radio Program Services                           |
| Don Knox           | Senior Director, News Current Affairs and Newsworld       |
| Fred Nicolaidis    | Deputy Creative Head, TV Arts, Music, Science, & Variety  |
| Claude Galipeau    | Managing Director, cbc.ca                                 |
| Sue Gardner        | Assistant Managing Director, cbc.ca                       |

À cette liste s'ajoutent occasionnellement certains spécialistes dont:

|                   |   |
|-------------------|---|
| Arthur Schwartzel | Library Coordinator, Visual Resource Centre |
| Jennifer McGuire  | Acting Area Head, Radio Current Affairs     |
| Mary Sheppard     | Chief Producer, CBC Online News             |
| Gail Donald       | Coordinator, Radio Network Archives         |

Au cours de la période 2002-03, la production de nos dossiers s'est poursuivie à partir des grandes thématiques suivantes :

- ▶ Guerres et conflits
- ▶ Vie et société
- ▶ Sciences et technologies
- ▶ Désastres et tragédies
- ▶ Arts et culture
- ▶ Politique et économie
- ▶ Sports
- ▶ Personnalités

Le tableau qui suit énumère les 68 dossiers qui ont été produits en date du 31 mars dernier. Nous croyons qu'il s'agit là d'une démonstration éloquente de l'esprit qui sous-tend l'orientation générale que nous avons choisi de donner au site en conformité avec les critères énoncés par PCH.

### Dossiers 2002-2003

\*= dossiers complétés et en ligne au 31 mars 2003 (n=68)

| Catégories et dossiers       |  |
|------------------------------|--|
| <b>Guerre et conflits</b>    |  |
| 1.                           | Draft-dodgers : insoumis, déserteurs et réfractaires             |
| 2.                           | Les militaires du Royal 22e régiment                             |
| 3.                           | Le Canada dans la tempête du désert                              |
| 4.                           | Marcel s'en va-t-en guerre (Marcel Ouimet) / Mathew Halton (CBC) |
| 5.                           | Gérard Bull : génie scientifique ou Dr Strangelove               |
| 6.                           | La diplomatie canadienne au service de la paix                   |
| 7.                           | Le réfugiés de la mer  |
| 8.                           | L'ennemi intérieur, 1939-1945                                    |
| <b>Arts et Culture</b>       |  |
| 9.                           | Variations Glenn Gould   |
| 10.                          | 50 ans de théâtre à Stratford                                    |
| 11.                          | Oscar Peterson   |
| <b>Politique et économie</b> |  |
| 12.                          | Le Pacte de l'automobile : en route vers le libre-échange!       |
| 13.                          | Pétrole en Alberta   |
| 14.                          | Pipeline et droits territoriaux                                  |
| 15.                          | L'imbroglio fédéral-provincial                                   |
| 16.                          | Georges Erasmus et son combat pour les droits des autochtones    |
| 17.                          | Terre-Neuve se joint à la Confédération                          |
| 18.                          | Le « bill omnibus » : un débat de société                        |
| 19.                          | Le libre-échange   |
| 20.                          | L'éveil de l'Acadie  |
| 21.                          | Les Inuits à l'école des Blancs                                  |
| 22.                          | Le pont bercé par la mer   |
| 23.                          | Combat des chefs   |
| 24.                          | À la recherche d'un Canada bilingue et biculturel                |
| 25.                          | Peine de mort : la justice qui tue                               |
| 26.                          | Canada-États-Unis : les sommets de l'amitié                      |
| 27.                          | La transcanadienne : le rêve devenu réalité                      |
| <b>Vie et société</b>        |  |

| Catégories et dossiers          |   |
|---------------------------------|---|
| 28.                             | Le pape migrateur   |
| 29.                             | Marshall McLuhan  |
| 30.                             | Judith Jasmin, femme et journaliste/Barbara Frum (CBC)                  |
| 31.                             | Eaton : le colosse aux pieds d'argile                                   |
| 32.                             | Bonbons, sorcières et frissons (Halloween)                              |
| 33.                             | Les jouets de notre enfance (Noël)                                      |
| 34.                             | Pacifique Plante et le comité de la moralité publique / Boyd Gang (CBC) |
| 35.                             | Le Carnaval de Québec   |
| 36.                             | La génération hallucinée  |
| 37.                             | La pilule ou la victoire des femmes                                     |
| 38.                             | La marijuana : discussions sur l'herbe                                  |
| 39.                             | Gais et lesbiennes s'affirment  |
| 40.                             | Du poisson au menu  |
| <b>Désastres et tragédies</b>   |   |
| 41.                             | La crise du verglas   |
| 42.                             | Ocean Ranger : la plateforme engloutie                                  |
| 43.                             | C'était le 6 décembre 1989 à l'École Polytechnique..                    |
| 44.                             | Le renflouement de l'Irving Whale                                       |
| 45.                             | Les premières années du sida  |
| 46.                             | OTS : Aller simple pour l'enfer   |
| 47.                             | Les pluies acides de 1970 à nos jours                                   |
| 48.                             | Au cœur du Manitoba, la rivière Rouge                                   |
| <b>Sciences et technologies</b> |   |
| 49.                             | Marc Garneau, pionnier de l'espace                                      |
| 50.                             | Avro Arrow, le rêve brisé   |
| 51.                             | Le combat contre la polio   |
| 52.                             | Fluoration de l'eau : un débat qui perdure                              |
| 53.                             | Le pont bercé par la mer  |
| 54.                             | La motoneige Bombardier   |
| 55.                             | La reproduction humaine dans tous ses états                             |
| 56.                             | L'amiante au banc des accusés   |
| 57.                             | Dansereau, l'écologiste aux pieds nus / David Suzuki (CBC)              |
| 58.                             | Une forêt saignée à blanc   |
| 59.                             | La voie maritime du Saint-Laurent                                       |
| <b>Sports</b>                   |   |
| 60.                             | La Série du siècle  |
| 61.                             | Médaillés olympiques de 1948 à 1968                                     |
| 62.                             | Gilles Villeneuve, le destin tragique d'un champion                     |
| 63.                             | Ils sont fous ces Canadiens (Crazy Canucks)                             |
| 64.                             | La coupe Grey : 90 ans de passion                                       |
| 65.                             | Bienvenue dans les ligues majeures !                                    |
| 66.                             | Canadiens actifs et en santé !  |
| 67.                             | Balai sur glace   |
| 68.                             | Des sous et des jeux  |

| Dossiers en attente en raison des droits     |                       |
|--|-----------------------|
| Les femmes durant la Seconde guerre mondiale | Printemps 03 (droits) |
| Cirque du soleil                             | Printemps 03          |
| Michel Tremblay                              | Printemps 03          |
| Groupe des Sept                              | Printemps 03          |
| Karen Kain                                   | Printemps 03          |
| Edouard Lock et La la la Human step          | Printemps 03          |
| Claude Jutra                                 | Printemps 03          |
| Norman Jewison                               | Printemps 03          |

Comme nous l'indiquions dans chacun des rapports que nous avons préparés jusqu'ici pour PCH, l'ensemble de notre production en 2002-03 a reposé sur les assises suivantes :

### 6.1 Le dossier

Regroupé par catégories (ou thèmes), chacun des dossiers comporte un ensemble de cinq (5) à dix (10) clips audiophoniques et/ou télévisuels retraçant les points forts d'un sujet qui a marqué l'actualité depuis les débuts de la radio et de la télévision.

### 6.2 Les Souvenirs - That Was Then

Au minimum une fois par semaine, des clips audiophoniques et/ou télévisuels rappellent un événement qui a marqué l'actualité au cours du siècle dernier et dont l'anniversaire a lieu cette même semaine. Il s'agit ni plus ni moins qu'une version hebdomadaire des éphémérides.

Nous déployons beaucoup d'énergie à développer cette section du site. Celle-ci exige un suivi constant de l'actualité afin de souligner les événements importants tels que les décès de personnalités, anniversaires, événements marquants, etc.. En terme de volume, nous avons mis en ligne pas moins de 55 « souvenirs » en français et quelque 123 du côté anglophone (dont 90 nouveautés et 33 tirés de dossiers existants.). Parmi les vignettes souvenirs assemblées, on retrouve notamment :

|                   |   |
|-------------------|---|
| 7 janvier 1986    | Le mystère des valises rouges                                 |
| Jan. 8, 1998      | The Ice Storm: Christmas card front yard                      |
| 29 décembre 1959  | La frénésie Paul Anka   |
| Oct. 5, 1982      | Laurie Skreslet is the first Canadian to climb Mount Everest. |
| 10 octobre 2002   | Elisabeth II découvre les Archives de Radio-Canada            |
| 26 septembre 1968 | Daniel Johnson meurt en fonction                              |

|                  |  |
|------------------|--|
| Jan. 27, 1938    | Disaster over Niagara Falls              |
| 2 septembre 2002 | « Nous sommes venus pour apprendre ... » |
| Dec. 11, 1962    | Canada's last execution                  |
| 9 août 1968      | Où sera le nouvel aéroport de Montréal?  |
| Aug. 26, 1978    | TV-like machines replace secretaries     |
| 8 août 1944      | Maurice Duplessis reprend le pouvoir     |
| 31 juillet 1987  | Edmonton sous la tornade                 |
| 14 juillet 1987  | C'est le déluge!                         |

### 6.3 Les inoubliables – Unforgettable Moments

Dès la page d'accueil, le site offre une sélection des moments les plus marquants de la radio et de la télévision de Radio-Canada et de CBC. Mis en ligne dès le lancement du site en juillet dernier, les Inoubliables sont aujourd'hui au nombre de 10 dans la section française du site alors que le pendant anglais du site en compte 12.

| Radio-Canada                    | CBC                                 |
|---------------------------------|-------------------------------------|
| L'Allemagne capitule            | Churchill's 'chicken' speech        |
| Lumineuse Ingrid Bergman        | Canada celebrates victory in Europe |
| Seguin rencontre Kerouac        | Newfoundland joins Canada           |
| Maîtres chez nous               | Marilyn Bell swims Lake Ontario     |
| John F. Kennedy assassiné       | The moon landing                    |
| Vive le Québec libre!           | 'Vive le Québec libre!'             |
| Les Expos : au jeu!             | 'Just watch me'                     |
| Que veulent les felquistes?     | 'Henderson has scored for Canada'   |
| La Guerre du Golfe éclate       | Racehorse Northern Dancer dies      |
| Attentats au World Trade Center | Oka stare-off                       |
|                                 | Justin Trudeau's Eulogy             |
|                                 | September 11                        |

### 6.4 Développement du site

Au cours des derniers mois, nous nous sommes appliqués à implanter des outils qui permettent aux usagers d'accéder au matériel que nous mettons en ligne de manière plus interactive, tel que nous nous proposons de le faire dans le plan détaillé initial. Voici nos principales réalisations :

- Amélioration substantielle de la page d'accueil;
- La phase I du développement de l'outil de recherche qui permet la multiplication des champs de recherche;
- L'élaboration du plan de développement de la phase II de l'outil de recherche qui devrait permettre à l'utilisateur de réaliser une recherche avancée et ainsi accéder plus efficacement aux pages aussi bien statiques que dynamiques de même qu'à la section « Pour les profs »;
- Intégration de la capsule à l'architecture de la banque de données;
- Refonte des sections « À propos du site » et « Aide »;
- Refonte partielle de la section « For Teachers » .

## 6.5 Gestion du contenu

Nous avons mis au point un système efficace de gestion de données, système qui fut d'ailleurs la pierre d'assise de la mise en ligne du site, l'été dernier. Nous avons depuis effectué de nombreuses mises au point dont :

- Ajout du volet « Pour les profs »;
- Système de classement des hyperliens;
- Système de détection des hyperliens brisés;
- Amélioration de l'ajout des contextes et des « Le Saviez-vous »;
- Intégration de la capsule à l'architecture de la banque de données;
- Amélioration de l'interface utilisateur de l'outil d'administration de la banque de données;
- Refonte des sections « À propos du site » et « Aide »;
- Refonte partielle de la section « For teachers »;
- Amélioration de l'interface pour les utilisateurs.

Par ailleurs, nous menons actuellement une réflexion en rapport avec la mise en place d'un système de métadonnées performant qui verrait à accroître considérablement l'interopérabilité de notre site. Un comité conjoint réunissant l'expertise de Radio-Canada et de CBC en ce domaine a été formé afin d'étudier la question. Nous prévoyons être en mesure d'émettre un premier ensemble de recommandations d'ici le mois de juin.

Dans le cadre de cette réflexion, nous avons été invités par Patrimoine Canadien à collaborer avec le groupe sur les métadonnées. À ce jour, nous avons produit la version préliminaire d'un guide à l'intention des gestionnaires des Nouveaux médias de Radio-Canada et de CBC qui identifie les meilleures pratiques dans ce domaine.

Notre proposition consiste à utiliser sept (7) des quinze (15) éléments du Dublin Core afin de favoriser une interopérabilité maximale avec les sites du gouvernement du Canada. Nous nous sommes grandement inspirés des principes énoncés par ce dernier pour élaborer notre proposition. Nous sommes présentement en attente d'une approbation finale de la part des gestionnaires des Nouveaux médias de Radio-Canada et de CBC.

Cette démarche aura des retombées qui excéderont largement le site des Archives de Radio-Canada/CBC pour englober la plupart des autres propriétés Internet de la Société.

## 6.6 Avis de parution/mise à jour des dossiers

Réalisation tangible s'il en est une pour promouvoir les nouveautés du site, la première édition de notre *Cyberlettre des Archives de Radio-Canada (CBC Archives Newsletter)* fut expédiée le 31 janvier. Publiée chaque jeudi sur le coup de 17h, la Cyberlettre fait la promotion des nouveaux dossiers ayant été mis en ligne au cours de la semaine et met en vedette l'un des dossiers accompagnés d'activités pédagogiques. La Cyberlettre signale également le clip préféré d'un des membres de l'équipe de production, comporte une question-quiz hebdomadaire, laquelle renvoie vers un clip spécifique, et invite les abonnés à surveiller le ou les dossiers de la semaine à venir. Nous croyons que cette initiative contribuera significativement à l'augmentation de l'achalandage sur notre site au cours des prochaines semaines. (Voir en **annexe A**, la première édition de la Cyberlettre expédiée aux usagers).

Depuis la création de la Cyberlettre des Archives de Radio-Canada/CBC Archives Newsletter, le nombre d'abonnés n'a cessé de croître. Ils sont actuellement au nombre de 585 à la version française et de 745 à la version anglaise.

## 7 La numérisation

Il est clair qu'au-delà du produit final qui est offert aux internautes sous forme de dossier sur le site, un travail incessant s'effectue sur le plan de la numérisation de nos collections. À ce sujet, nous avons compilé des statistiques couvrant la période d'avril à décembre 2002 au cours de laquelle nous avons numérisé, à partir de nos collections, plus de 1 300 heures de documents originaux à des fins de conservation. De ce nombre, 143 heures de film ont été transférées sur support Beta numérique et 1 168 heures de contenus radio ont été converties de DAT au support Dalet.

Par ailleurs, en date du 30 avril 2003, c'est tout près de 400 heures d'archives audiophoniques et télévisuelles réparties sur quelque 3 250 clips, en français et en anglais, qui étaient disponibles sur notre site d'archives. Ce total augmente hebdomadairement. (voir le tableau en **annexe B**).

### 7.1 L'encodage des fichiers-source

L'année 2002-2003 a été marquée par la recherche de solutions en vue de conserver les fichiers-sources des clips radiophoniques et télévisuels du site des archives. L'évolution des standards d'encodage s'effectue à un tel rythme qu'il devient impératif pour nous de conserver nos collections dans un format de fichier qui nous permette de mettre à jour notre matériel sans toutefois être contraints de faire appel aux formats analogues.

Ce constat nous a amenés à choisir le format MPEG 1 pour la préservation de tous nos fichiers. Nous sommes d'avis que ce format est suffisamment robuste pour nous offrir une qualité d'encodage supérieure lors des mises à jour. Ceci étant, nous croyons qu'il est prioritaire de se doter d'un système de stockage à long terme de ces fichiers.



## 8 Le volet pédagogique

Avant de procéder à la mise en ligne du volet pédagogique qui avait été conçu au printemps dernier, nous avons choisi de valider notre approche en organisant des groupes-témoins auprès d'enseignants et enseignantes du primaire, du secondaire et du collégial au Québec ainsi qu'avec des enseignants des niveaux 6-8, 9-10 et 11-12 en Ontario.

En juin, nous esquissions les contours de la base de données et complétons la structure finale du site et de son concept. Au cours des mois de juillet et août, nous avons créé la base de données et les pages modèles. Nous avons également organisé des sessions de formation à l'intention de nos partenaires du CREM et de Resources.too afin qu'ils puissent être en mesure de saisir les activités pédagogiques directement dans notre base de données. En septembre, la section « Pour les profs » / « For Teachers » a officiellement été mise en ligne.

En janvier, nous avons remanié quelque peu la base de données pour la section « For Teachers » afin d'intégrer un nouveau type d'activité, les projets, et de faciliter la recherche des activités dans le site. Nous prévoyons également intégrer la recherche des activités pédagogiques à l'outil de recherche général du site.

Dès septembre 2002, la section « Pour les profs » présentait 20 dossiers accompagnés d'activités à l'intention des enseignants, totalisant quelque 60 projets pédagogiques conçus par et pour des « profs » du 3<sup>e</sup> cycle du primaire, du secondaire et du collégial. Au 31 mars dernier, le CREM nous livrait soixante nouveaux projets pédagogiques, répartis sur vingt dossiers additionnels. Ces nouveaux projets seront progressivement mis en ligne d'ici septembre 2003 afin de susciter l'impression de nouveauté et d'encourager la fréquentation régulière de nos activités. Du côté anglophone, 43 dossiers ouvrent sur quelque 215 activités pédagogiques. La section anglophone prévoit ajouter quelque 67 nouveaux dossiers au cours de la prochaine année, soit une fournée additionnelle de 335 activités.

Sous forme de débats, d'analyses, d'entrevues, de sondages, de suggestions de productions médiatiques, les projets pédagogiques proposent des façons créatives d'acquérir des compétences et des connaissances tout en découvrant les gens et les événements qui ont animé notre société et marqué son évolution.

Les projets pédagogiques ainsi que les pistes d'analyse et de réflexion suggèrent de très nombreux points d'ancrage aux apprentissages touchant les cinq domaines d'apprentissage (langues, univers social, arts, mathématique, science et technologie et développement personnel) ainsi que le domaine général de formation « Médias » en vigueur dans les programmes primaire et secondaire du Québec de même que dans le reste du Canada.

Au collégial, les pistes d'analyses et de réflexion sont conçues pour guider les enseignants en histoire et civilisation, en arts et lettres, en sciences humaines et de la nature, en arts et technologie des médias, en marketing, etc.

Les projets pédagogiques ont été élaborés afin de soutenir le développement de :

- la curiosité intellectuelle;
- l'esprit critique et le sens civique;
- la créativité;
- l'habileté à travailler en « communauté d'apprentissage »;
- la capacité d'entreprendre ou de mettre en perspective les problématiques liées aux rapports sociaux et identitaires, etc.

Du côté anglophone, chaque dossier comporte cinq activités, dont :

- a. une activité d'introduction générale applicable à chaque groupe d'âge ;
- b. une activité à l'intention des 6<sup>e</sup> et 7<sup>e</sup> années ;
- c. une activité à l'intention des 8<sup>e</sup> et 9<sup>e</sup> années ;
- d. une activité à l'intention des 10<sup>e</sup>, 11<sup>e</sup> et 12<sup>e</sup> années ;
- e. une activité « WebQuest »- qui incite les élèves à explorer des sites Web externes afin de compléter l'information contenue dans notre dossier.

Les deux tableaux qui suivent présentent la liste des dossiers accompagnés d'activités pédagogiques déjà en ligne ainsi que ceux qui étaient complétés au 31 mars dernier mais dont la mise en ligne se fera de façon graduelle.

**Dossiers accompagnés d'applications pédagogiques**  
**En français= 40 / En anglais = 43**

| <b>Guerre et conflits (5)</b>              |  | <b>Conflict and War ( 4)</b>                              |
|--|--|---|
| <b>Dossiers actuellement en ligne (3)</b>  | <b>Prévu au 31 mars 2003 (2)</b>                             | <b>Files Already Online</b>                               |
| Octobre 70 : le Québec en crise            | Tous à l'abri ! La peur du nucléaire des années 1950 et 1960 | 1939-1945: A Soldier's War                                |
| Crise d'Oka : 78 jours de barricades       | Les réfugiés de la mer                                       | Cold War Culture: The Nuclear Fear of the 1950s and 1960s |
| Gouzenko, une affaire d'espionnage         |  | The Oka Crisis  |
|  |  | The October Crisis  |
| <b>Arts et culture (5)</b>                 |  | <b>Arts and Entertainment (5)</b>                         |
| <b>Dossiers actuellement en ligne (1)</b>  | <b>Prévu au 31 mars 2003 (4)</b>                             | <b>Files Already Online</b>                               |
| Gabrielle Roy : femme de lettres           | Punk attitude  | Oscar Peterson  |
|  | Gérald Godin, tendre et emporté                              | The Stratford Festival: The First Fifty Years             |
|  | Les arts à l'index   | Art Censorship in Canada                                  |
|  | Oscar Peterson   | Marshall McLuhan  |
|  |  | Barbara Frum  |
| <b>Politique et économie (5)</b>           |  | <b>Politics and Economy (12)</b>                          |
| <b>Dossiers actuellement en ligne (4)</b>  | <b>Prévu au 31 mars 2003 (1)</b>                             | <b>Files Already Online</b>                               |
| Munsinger, l'Allemande qui fit scandale    | Alberta : la ruée vers l'or                                  | Trudeaumania  |
| Quelle situation pour la femme canadienne? |  | The Auto Pact   |
| Nunavut : un nouveau territoire est né!    |  | Religion in the Classroom                                 |
| Un drapeau pour le Canada                  |  | The Flag Debate   |
|  |  | Creation of Nunavut                                       |
|  |  | Newfoundland Joins Confederation                          |
|  |  | Should PEI remain an Island                               |
|  |  | Inuit Education   |
|  |  | Medicare  |
|  |  | Alberta Oil   |
|  |  | Boat People   |
|  |  | Status of Women   |

| <b>Vie et société (7)</b>                    |   | <b>Life and Society (5)</b>             |
|--|---|---|
| <b>Dossiers actuellement en ligne (5)</b>    | <b>Prévu au 31 mars 2003 (2)</b>                          | <b>Files Already Online</b>             |
| Un pays pris de trudeaumanie                 | Marshall McLuhan  | Africville                              |
| Terry Fox court pour la vie                  | Judith Jasmin   | Terry Fox                               |
| Des visites royales au Canada                |   | The 1984 Papal Visit                    |
| Morgentaler et son combat juridique          |   | Leonard Cohen                           |
| Expo 67 : Montréal capitale du monde         |   | Margaret Laurence                       |
| <b>Désastres et tragédies (6)</b>            |   | <b>Disasters and Tragedies (6)</b>      |
| <b>Dossiers actuellement en ligne (3)</b>    | <b>Prévu au 31 mars 2003 (3)</b>                          | <b>Files Already Online</b>             |
| Catastrophes minières à Springhill           | Crise du verglas  | The Ice Storm 1998                      |
| Le Saguenay sous les eaux                    | Ocean Ranger : la plateforme engloutie                    | Aids... the First Decade                |
| Glissement de terrain à Saint-Jean-Vianney   | C'était le 6 décembre à l'École Polytechnique de Montréal | The Montreal Massacre                   |
|  |   | The Saguenay Flood                      |
|  |   | Hurricane Hazel                         |
|  |   | The Ocean Ranger Disaster               |
| <b>Sciences et technologies (6)</b>          |   | <b>Science and Technology (8)</b>       |
| <b>Dossiers actuellement en ligne (2)</b>    | <b>Prévu au 31 mars 2003 (4)</b>                          | <b>Files Already Online</b>             |
| La grande aventure de la Baie James          | CANDU ou le Canada à l'ère nucléaire                      | Canadian Satellites                     |
| Thalidomide : le médicament de la difformité | Les satellites canadiens                                  | St. Lawrence Seaway                     |
|  | La motoneige Bombardier                                   | Asbestos Industry                       |
|  |   | Birth Control Pill                      |
|  |   | The Avro Arrow                          |
|  |   | Environmentalists: David Suzuki         |
|  |   | CANDU reactor                           |
|  |   | The Berger Pipeline Inquiry             |
| <b>Sports (6)</b>                            |   | <b>Sports (3)</b>                       |
| <b>Dossiers actuellement en ligne (2)</b>    | <b>Prévu au 31 mars 2003 (4)</b>                          | <b>Files Already Online</b>             |
| Le scandale Ben Johnson                      | La Série du siècle  | Ben Johnson and Drugs in Canadian Sport |
| Le Rocket, héros d'un peuple                 | Médaillés olympiques de 1948 à 1968                       | Maurice 'Rocket' Richard                |
|  | Gilles Villeneuve, le destin tragique d'un champion       | Physical Fitness in Canada              |
|  | La coupe Grey   |   |

En février 2003, nous avons lancé un concours à l'intention des enseignants et des enseignantes francophones du Canada afin de les inciter à utiliser notre site en complément de leurs activités d'enseignement et d'apprentissage.

En vertu d'une commandite offerte par Via Rail, le grand prix de ce concours consistait en cinq certificats-cadeaux pour un voyage aller-retour à bord de Via Rail –vers une destination de leur choix entre Québec et Windsor valide pour quatre personnes, attribué à un professeur et quatre de ses élèves.

À cela s'ajoutait un certificat-cadeau pour une nuitée dans un hôtel à être utilisé lors du voyage en train. Lors d'un tirage au sort effectué en avril dernier, une enseignante de la région de Mirabel ainsi que quatre de ses élèves ont été les heureux gagnants. En plus du voyage, la classe gagnante recevra un ensemble de cédéroms éducatifs. De plus, chaque élève de la classe recevra un abonnement d'un an au magazine *Les débrouillards* alors que le professeur-titulaire se méritera un abonnement d'un an au magazine *L'école branchée*.

Enfin, nous en sommes à mettre les dernières touches à une nouvelle série d'activités pédagogiques, appelés « projets », destinées à la section For Teachers. Les « Projets » porteront sur des thèmes comme « Les héros canadiens » où les élèves seraient conviés à expliquer pourquoi des personnages comme Terry Fox, Pierre Trudeau et le Dr. Henry Morgentaler sont perçus comme des héros aux yeux de certaines personnes alors qu'ils ne le sont pas du tout aux yeux d'autres.



Publicité du concours Pour les profs branches - imprimés



Bannière publicitaire du concours Pour les profs branchés – en ligne.

## 9 Partenariats

Dans le but d'optimiser la visibilité du projet et son intérêt aussi bien auprès des jeunes que des enseignants et enseignantes du pays, nous menons de manière soutenue des consultations auprès de divers organismes aptes à compléter notre action.

Outre les ententes que nous avons conclues avec le CREM et Resources.too l'an dernier, nous avons poursuivi nos échanges d'hyperliens avec l'ONF et continuons d'explorer de nouvelles avenues de collaboration avec eux. Nous avons également initié une passerelle de collaboration avec les Archives nationales via laquelle nous intégrons à nos dossiers des photos tirées de leurs collections. En vertu d'une récente entente avec la Bibliothèque nationale du Canada, nous fournissons un extrait en français et en anglais de l'épisode « Le retour d'Ovide » de la célèbre série « *La famille Plouffe* ». Cette collaboration permet à la BNC d'utiliser nos extraits télévisuels dans le cadre d'un dossier Internet sur Roger Lemelin.

Plus récemment, nous avons entrepris des pourparlers avec la Défense nationale dans le but d'examiner les voies de collaboration possibles en rapport avec leur projet de site sur l'histoire militaire.

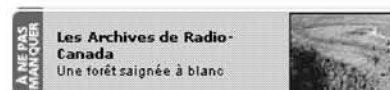
Nous croyons utile de réitérer ici que tout projet de partenariat doit être assujéti aux strictes règles de la politique journalistique de la CBC/SRC. L'indépendance éditoriale du radiodiffuseur public constitue la pierre d'assise de la crédibilité et fiabilité de ses contenus. Il est donc essentiel que tout élément de contenu sélectionné pour inclusion dans le cadre du PCCE soit présenté avec un maximum d'intégrité contextuelle.

Par ailleurs, nous devons souligner l'excellence de la collaboration que nous a manifestée les Archives nationales du Canada. Ils nous ont généreusement alimentés en photos historiques de haute qualité, libres de droits, pour compléter plusieurs de nos dossiers, tout particulièrement ceux pour lesquels nous ne possédons que du matériel radiophonique et dont l'ajout d'éléments visuels est particulièrement apprécié. Jusqu'ici, nous avons utilisé quelque 60 documents visuels des ANC, le tout offert gracieusement.

## 10 Communication/Marketing

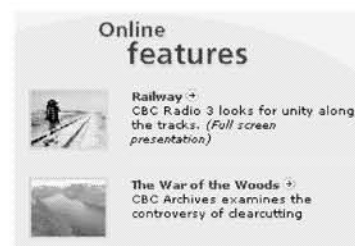
Depuis l'été dernier, et tout particulièrement depuis le lancement officiel du site en septembre, nous avons multiplié les moyens et plateformes de promotion du site. Sur l'ensemble des opérations Web de cbc.ca et radio-canada.ca, de nombreuses mentions ont signalé la présence du site des Archives comme toute dernière addition à notre catalogue de services et contenus. Parmi les signes les plus tangibles, signalons :

- Signet « Archives » sur la page d'accueil de cbc.ca et Radio-Canada.ca;
- Bouton « À ne pas manquer » sur la page d'accueil de Radio-Canada;



À ne pas manquer- Accueil de Radio-Canada.ca

- Bouton « Online Features » sur la page d'accueil de cbc.ca;
- Bouton promotionnel pour le dossier Coupe Grey dans le site des Sports de Radio-Canada.ca;

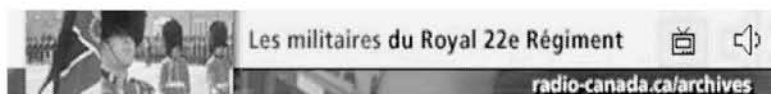


Online features – CBC.ca

- Vignette promotionnelle de tous les dossiers des Archives de Radio-Canada dans le site des Nouvelles de Radio-Canada.ca;
- Vignette promotionnelle dans les sites de nos partenaires à notre programme d'affiliation.



Vignette promotionnelle dans le site des Nouvelles de Radio-Canada.ca



Bannière promotionnelle du programme d'affiliation

Depuis le mois de mars dernier, une entente avec les gestionnaires du site Jeunesse de Radio-Canada, donne lieu à une promotion croisée réciproque entre la Cyberlettre mensuelle des Archives de Radio-Canada et celle pour les Parents et profs du site Jeunesse.

Nous avons également accru nos activités promotionnelles au-delà de nos sites Web et avons mis à profit la synergie avec nos antennes radio et télé, conformément à ce que nous avons planifié dans notre soumission initiale. Parmi les exemples de promotion croisée que nous avons déployée au cours des derniers mois, signalons :

## 10.1 Promotion télé

### Radio-Canada :

- message de 30 secondes diffusé à 120 reprises entre le 16 décembre 2002 au 20 janvier 2003 sur le Réseau de l'information ainsi qu'à la chaîne principale de Radio-Canada
- reprise en mars 2003

### CBC :

Entre le 16 et le 31 décembre dernier, diffusion d'une promo à 66 reprises sur les ondes de CBC TV réseau national, sur la chaîne numérique Country Canada à 19 reprises ainsi qu'à 294 reprises sur l'ensemble des chaînes régionales.

La campagne de promotion se poursuit.

## 10.2 Promotion radio

### Radio-Canada :

La campagne sur les ondes de la radio française de Radio-Canada comporte 1 message de 15s qui a été diffusé entre le 23 décembre 2002 et le 20 janvier 2003 à 24 occasions sur la Première Chaîne et à 30 occasions sur la Chaîne culturelle.

### CBC :

Une auto-promo de 29 sec. a débuté en mars sur les ondes d'émissions nationales. Lors de l'émission de tribune téléphonique « *Ontario Today* » qui traitait des souvenirs radiophoniques, le site des Archives fut largement moussé. Des promos ont également été diffusées sur les ondes de nos radios depuis décembre dernier.

Chaque semaine, un item d'actualité tiré du site des archives est expédié aux stations de radio régionales pour inclusion dans leurs émissions locales. Les auditeurs sont alors dirigés vers le site Web pour en savoir davantage sur l'item proposé. À titre d'exemple, en mars dernier, nous avons distribué un clip au sujet de l'annonce en 1954 par le Canadien Pacifique de l'arrivée des « chambrettes » à bord de leurs trains. Cet item fut alors repris par nos stations de la Saskatchewan, Thunder Bay, La Ronge, Quebec Radio Noon, Yellowknife, Southern Ontario, Iqaluit, Windsor, Charlottetown et Edmonton.

## 10.3 Promotion dans des imprimés

Nos activités se sont surtout centrées autour des publications spécialisées suivantes où notre association avec Patrimoine est mise en évidence:

- Pédagogie collégiale Revue / octobre 2002 (tirage 800)
- Nouvelles CSQ / janvier 2003 (tirage 106 000)





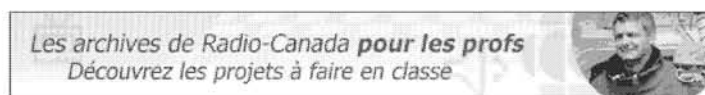
- Vie pédagogique / fév.-mars 2003 (tirage 50 000)
- Magazine Le 30 / février 2003 (tirage 2600)
- Quebec Home & School news / mars 2003 (tirage 7 000)
- Programme congrès AQUOPS / janvier 2003
- L'école branchée / février 2003 (tirage 15 000)
- Teach Magazine / Le Prof (septembre / octobre 2002) (publicité bilingue)
- Du côté anglophone, nous avons axé notre promotion autour de huit magazines destinés aux éducateurs, principaux et bibliothécaires. Nous obtenons ainsi une visibilité au sein de huit provinces avec une portée totale de quelque 415 000 abonnés.

#### 10.4 Campagne en ligne

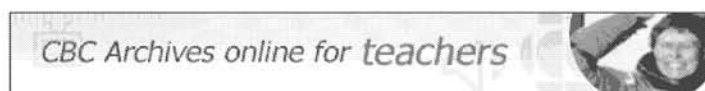
Nous avons initié, au début février, une importante campagne ciblée d'une durée de deux mois dans les portails et les sites pour parents et enseignants et ce, tant au Canada français qu'anglais. À ce jour, nous nous affichons sur quelque 44 sites et ce nombre croît hebdomadairement. Voici un bref aperçu de quelques sites sur lesquels nous sommes présents :

Entre les 3 mars et 4 mai 2003, nous avons ciblé les sites suivants pour promouvoir le site des Archives :

- Pédagogie collégiale Revue / octobre 2002 (tirage 800)
- Nouvelles CSQ / janvier 2003 (tirage 106 000)
- Aquops.qc.ca
- Branchez-vous.com
- Canoe.qc.ca
- Cybersciences.com
- Petitmonde.com
- Primaire.grandmonde.com
- Toile.qc.ca
- Sympatico.ca

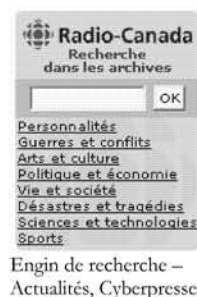


Bannière publicitaire de Radio-Canada/Archives

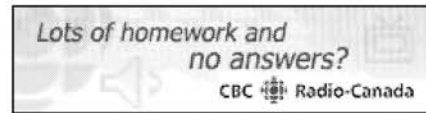


Bannière publicitaire de CBC/archives

Par ailleurs, l'engin de recherche que nous avons intégré à la section Actualités du site cyberpresse.ca pour la période du 16 avril au 14 mai 2003 se révèle être un franc succès : pour les seules deux premières semaines de la campagne, nous avons récolté plus de 3 138 clics.



Le sites des Archives de la CBC a commandité des pages dans les sections « Teacher's Assistance » et « Homework Help » de AOL. Jusqu'ici les résultats sont très concluants. La campagne doit se poursuivre jusqu'à la fin de l'année scolaire.



Bannière publicitaire de CBC/Archives sur AOL

## 10.5 Promotion par d'autres sites Web

D'autre part, de nombreux sites référencent désormais les sites Radio-Canada/archives et CBC.ca/archives. À titre d'illustration, mentionnons :

### Sites francophones

Infobourg (Concours sur la page d'accueil)

<http://www.infobourg.qc.ca/>

Guide Internet de Canoë : les 5 meilleurs sites

<http://www.guide-internet.com/sites5/Gilist68.htm>

Portes françaises : trésors pédagogiques (MEQ)

<http://www.qesnrecit.qc.ca/fls/trousse/tresors.htm>

Educom

<http://educal.com/RadioCanada/index.asp>

### Sites anglophones

Moose Jaw School Division

<http://www.mjsd1.ca/stuff.html>

Nova Scotia South Shore District School Board

<http://southwest.ednet.ns.ca/SS/heritage/links.htm>

University of Regina Libraries

[http://dev.www.uregina.ca/copy\\_of\\_library/internet/sir/esoc.html](http://dev.www.uregina.ca/copy_of_library/internet/sir/esoc.html)

Concordia University Libraries: Communications Related Internet Resources

<http://library.concordia.ca/collections/subpages/commint.html>

UBC Library: Vietnam War Resisters in Canada

<http://www.library.ubc.ca/jones/amcan.html>

Canada Online

<http://canadaonline.about.com/cs/marcgarneau/>

Hammond Museum of Radio

<http://www.kwarc.on.ca/hammond/links.html>

Canadian Nuclear Society

[http://www.cns-snc.ca/history/history\\_main.html](http://www.cns-snc.ca/history/history_main.html)

Museum of Civilization - Heritage

[http://www.civilization.ca/orch/www04p\\_e.html](http://www.civilization.ca/orch/www04p_e.html)

[http://www.civilization.ca/orch/www07g\\_e.html](http://www.civilization.ca/orch/www07g_e.html)

CultureCanada.gc.ca: History - Intellectual and Cultural Life

<http://culturecanada.gc.ca/chdt/interface/interface2.nsf/engdocBasic/8.11.html>

Teach Magazine (pp. 46, 47)

<http://www.teachmag.com/backissues/Tso02.pdf>

Edmonton Public Library

<http://www.epl.ca/EPLMasterCanada.cfm>

## **10.6 Promotion lors de colloques/symposiums**

Nous avons participé en octobre dernier, à trois activités publiques soit : a) le colloque « Médias et Patrimoine » tenu à Université Laval et sanctionné par l'UNESCO, b) au Symposium sur les industries de la connaissance à Montréal, ainsi qu'au c) International New Media Festival, présenté à Brudenell, Île-du-Prince-Édouard. Des représentants de CBC ont également tenu des séances d'information lors de conférences et colloques à caractère éducatif qui se sont tenues dans diverses régions du pays.

## **10.7 Relations publiques**

Outre notre participation remarquée au Train du 50<sup>e</sup> anniversaire de la télévision de Radio-Canada/CBC l'automne dernier, nous avons organisé entre les 3 février au 14 avril 2003 un concours dans les écoles en partenariat avec les publications De Marque/Septembre Media et Via Rail. Ce concours vise à susciter l'intérêt des enseignants et enseignantes ainsi que des élèves du primaire et du secondaire à réaliser des activités en classe à partir des scénarios pédagogiques proposés dans la zone Archives. Des publiportages ainsi que des « boutons concours » ont été intégrés aux sites de nos partenaires au concours, soit : Actualiteenclasse.com, Infobourg.qc.ca ainsi que lesdebrouillards.qc.ca. Nous avons également publicisé le concours dans le magazine L'école branchée.

## **10.8 Relations de presse**

En collaboration avec nos collègues de CBC.ca, nous sommes à élaborer un plan de relations de presse et carnet d'entrevues.

## 11 Conclusion

Après quelque 18 mois d'intense travail et de peaufinage tant de nos outils que de nos méthodes de production, nos équipes ont désormais le net sentiment d'être entrées dans une phase de maturité au cours de laquelle l'impact véritable des sites d'archives de la CBC et de Radio-Canada sera senti. La machine fonctionne désormais à plein régime. Le service des communications a élaboré une stratégie de promotion et de sensibilisation adéquatement ciblée. Nous avons débuté nos sorties publiques auprès des clientèles visées. En somme, tout est en place pour que le site connaisse un succès à la hauteur de nos ambitions.

Les récents rapports de fréquentation que nous ont livrés WebTrends ne font que galvaniser notre enthousiasme. De quelque 18,000 qu'elles étaient en septembre dernier, le nombre de visites hebdomadaires aux sites combinés des archives de Radio-Canada et de CBC est passée à plus de 60,000 en mars dernier. Un bond prodigieux qui témoigne certes du potentiel que possède le site et qui laisse présager un achalandage encore plus important à la rentrée de septembre suite aux nombreuses présentations que nous effectuerons au cours du printemps 2003 dans des colloques et conférences au sein des milieux de l'éducation.

Nous avons également obtenu des résultats de la firme Media Metrix. Toutefois, tant la faiblesse de leur échantillonnage que le fait qu'ils ne tiennent pas compte de l'utilisation du Web en milieu scolaire, rend moins pertinente cette mesure de la fréquentation pour un site comme celui des archives.

Peu d'initiatives numériques canadiennes peuvent se targuer d'offrir à la jeunesse du pays une collection comprenant quelque 400 heures d'archives audio et vidéo réparties sur plus de 3 200 clips différents. Pour CBC/Radio-Canada, notre participation au PCCE contribue à donner une signification nouvelle à la notion de service public tout en affirmant haut et fort que l'histoire du pays, de ses gens, de leurs accomplissements et des événements qui ont participé à nous définir constitue un champ d'intérêt qui peut captiver la jeunesse pour peu qu'on sache présenter les faits dans un langage qui les interpelle.

Au cours de l'année qui vient, nous comptons résolument accroître la résonance de notre site auprès des milieux scolaires du pays. Nous serons à l'écoute tant des enseignants que des élèves que des parents et citoyens pour développer des dossiers qui contribuent à propager une meilleure connaissance et appréciation de ce qu'est le Canada et de ce qui le constitue.

## 12 Annexe A : Première édition de la Cyberlettre

radio-canada.ca/archives

### La cyberlettre des Archives de Radio-Canada

Édition du 31 janvier 2003

L'équipe du site des Archives de Radio-Canada est heureuse de vous présenter ci-dessous les nouveautés de la semaine et ses suggestions.

#### Dossiers de la semaine

**Guerres et conflits**  
**Les réfugiés de la mer**



Printemps 1975 : la guerre prend fin au Vietnam, au Cambodge et au Laos. S'ensuit un exode massif de réfugiés, par voie terrestre et par mer. Le Canada prend rapidement conscience de l'ampleur du problème. De 1979 à 1980, il accueillera 60 000 réfugiés d'Asie du Sud-Est.

7 clips télé 8 clips radio

---

**Guerres et conflits**  
**Les militaires du Royal 22e Régiment**



Le premier bataillon canadien-français de l'armée canadienne, le 22e bataillon, prend forme en octobre 1914. Cette unité d'infanterie devient en 1921 le Royal 22e Régiment, dont le siège est situé à la Citadelle de Québec.

cbc.ca/archives

### CBC Archives Newsletter

Friday, January 31, 2003

Here's what's new - and old - at the Archives Web site this week.

#### New this Week

**Life and Society**  
**Boat People Crisis**



They were prepared to risk everything. In the years following the Vietnam War, over one million refugees fled the war-ravaged countries of Vietnam, Cambodia, and Laos. Those Vietnamese who took to the ocean in tiny overcrowded ships were dubbed the "boat people." The survivors sometimes languished for years in refugee camps. The luckier ones were taken in by countries like Canada.

10 TV clips 12 Radio Clips

---

**Life and Society**  
**The Boyd Gang**



It's the early 1950s, and banks are popping up all over "Toronto the Good." So too are a daring group of villains (or heroes, depending on who you ask): the bank-robbing, jail-busting "Boyd Gang." Warring newspapers and budding television stations race to break any news of Toronto's most infamous gangsters, and capture the imagination of the public.

**13 Annexe B : Contenu disponible sur le site Web des archives numérisées de CBC - Radio-Canada selon le média et la langue**

Voir fichier TempsTotalSiteArchivesCBCSRC.xls

**CBC  Radio-Canada**

**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture On-line  
(CCO)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and On-line Availability Project**

**2003-2004 Business Plan**

**February 1, 2003**

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## **1 Preamble**

On March 31, CBC/Radio-Canada will complete the second development phase of its audio and visual archive site targeting youth and the general population of Canada as part of the Canadian Culture On-line (CCO) project.

The business plan we're submitting today sets out our general and specific forecasts for the 2003-2004 phase of our involvement in the CCO project. The plan deals in particular with:

- 1) Development of the site's architecture.
- 2) Production planned.
- 3) Developments in the works.
- 4) Traffic generated and anticipated.
- 5) Copyright issues.
- 6) Educational aspects of our productions.
- 7) Status of our partnerships.
- 8) Marketing strategy.
- 9) Budget issues.

With the site now fully operational, the next year will be devoted to sprucing up its overall look, upgrading how we digitize and produce material, and adding new categories of content and edutainment activities. Of course, we plan to keep up the same pace digitizing and producing archive material and to promote the site to the public and Canadian schools.

## **2 Development of the Site's Architecture**

Though initial reaction to the site has been mostly positive, we shouldn't interpret this as meaning our mission is complete. The dynamics of the Web environment we're working in means we must constantly fine-tune how material on our site is presented, accessed and browsed.

That's why we plan to upgrade parts of our site to optimize their impact on our clientele. Given that our users are generally very familiar with the Web, we must modernize our site regularly so its look and feel coincide with our users' expectations and experiences.

At the same time, we'll work to expand the dynamic features of our content. We'll also make sure, right from our homepage, to emphasize the richness, diversity, quantity and distinctively Canadian character of the subjects we've produced since getting involved in CCO. To this end, we'll seek to upgrade some of our site's most effective features such as our state-of-the-art search engine, our interactive timeline, and our high-quality edutainment activities.

Each week, we add more material and do more cross-checking. It's therefore becoming crucial to explore different presentation options so we can pinpoint certain formulas that are more appropriate for specific types of content. This quest for the proper presentation for our material will occupy our research activities greatly over the next fiscal year. This task is especially important because we plan to develop the type of content we offer. As a result, how this content is presented is becoming an extremely important element of production as we seek to increase the impact of our subjects.

### **3 Production Planned**

Given the productivity level reached in our second year of operation, we've increased the number of subjects on-line from 50 to 70, most of which are backed by educational documents. Should Canadian Heritage funding be maintained at its current level, we again plan to add a dozen more subjects in 2003-2004, pushing up our production planned to almost 85 subjects in the coming year. Also, we intend to continue developing the sections *This Week/Day in History* and *Unforgettable Moments* and our capsules at the same rate that we've adopted up until now.

As for the main themes we'll explore, we plan to continue along the lines of our initial selection. The subjects produced over the coming year will centre on eight main areas:

- Conflict and war.
- Life and society.
- Sciences and technology.
- Disasters and tragedies.
- Arts and entertainment.
- Politics and economy.
- Sports.
- People.

In keeping with our internal policy drawn up initially, our editorial committees (one in Montreal and one in Toronto) will continue updating priorities for our subjects and determining additions or deletions in line with current events.

Remember that all proposed subjects are first submitted to either of these committees, which assess a subject's relevance according to:

- Regional and linguistic representation.
- Educational value and applicability.
- Interest for our target audiences.
- Copyright ownership.

The quality of content to be included on the site is also determined by our ability to respond to current events and produce subjects in tune with moments that have shaped our collective identity. We'll continue collaborating with our colleagues at radio-canada.ca and cbc.ca assigned to news and current affairs in order to enrich our collections.

Listed below are the subjects we plan to focus on in the coming year.

**Conflict and war**

- The perspective of Canadian soldiers during the Gulf War.
- Canada and the antiapartheid movement in South Africa.

**Arts and entertainment**

- Mordecai Richler.
- Gordon Lightfoot and Félix Leclerc.

**Politics and economy**

- The softwood lumber debate.
- René Lévesque and the birth of the Parti québécois.

**Life and society**

- The Calgary Stampede.
- The deinstitutionalization of the mentally ill.

**Disasters and tragedies**

- The tainted blood scandal and Krever Commission (beginning in the early eighties).
- Wrongly accused: David Milgaard.

**Science and technology**

- Cloning: first vegetables, then animals, now humans?
- Pseudo-science: reports of UFO sightings, crop circles, etc.

**Sports**

- The rise of women in sports.
- Wayne Gretzky: his influence and impact on the game of hockey.

So that our subjects mesh with school programs throughout Canada, we'll continue working closely with teachers across the country. In our view, such co-operation is helpful for tailoring our material to the specific needs of the school levels targeted and related educational activities.

As in 2002-2003, our production in the coming year will revolve entirely around three areas:

**1) Subjects**

Subjects, which are grouped by theme, comprise five to 10 audio or visual clips featuring highlights of prominent events from the beginnings of radio and television. Each clip is paired with background information, a "Did you know?" section, and additional archive records under the heading *Complementary Clips*.

Each subject is developed to highlight the complementary nature of CBC/Radio-Canada collections.

## **2) This Week/This Was Then**

At least once a week, audio or visual clips recall a prominent news event of the past century whose anniversary is that same week. The format is essentially a weekly calendar of historical events.

## **3) Unforgettable Moments**

The homepage provides an array of the most significant moments in the history of Radio-Canada and CBC radio and television. As with the two previous features, each *Unforgettable Moment* includes background information, a “Did you know?” section, bibliographical references, educational activities, and useful support material.

Also, in keeping with digitization practices at CBC/Radio-Canada, we’ll continue digitizing more hours than those available on the site. Indeed, when we require a particular segment from a program, we digitize the entire program to avoid subsequent duplication.

Over 2003-2004, we intend to explore more sophisticated strategies for digitally archiving our material. We also plan to beef up efforts to find the optimal conditions for preserving this heritage. To this end, we’ll keep an eye out for any new software that might enhance our performance.

## **4 Developments in the Works**

In creating the archive site, we were pleased to learn of the large number of Web sources where visitors to radio-canada.ca or cbc.ca can assess archive material. From *Zone libre*, *La Semaine verte*, *5 sur 5*, *It’s a Living*, *Land and Sea* and *Disclosure* on television to *Macadam tribu*, *Les Affaires et la vie*, *Par 4 chemins*, *As It Happens* and *Quirks and Quarks* on radio, most of our radio and television programs have a well-designed Web version and can therefore be integrated into the many subjects we’ve developed so far for the archive site. Hence, one of our priorities for 2003-2004 is to centralize the CBC/Radio-Canada Web archive sources so as to direct users toward the growing resources we offer them in both English and French.

Overall, we plan to continue expanding the variety of material on our site in keeping with the standards and criteria of editorial impartiality and independence that have always guaranteed the reliability of news produced by Canada’s public broadcaster. We also wish to add excerpts from some of our most prestigious programs to our site. These would be posted in a new section called “Programs” that would recount a program’s

history and spotlight its hosts and actors. The clips in this section would be grouped together by program title as well as by host, guest, topic and more.

The comments received so far about our site confirm that users appreciate the depth of our material. The areas we focus on allow users to explore the facts from different perspectives and discover the sounds, voices and images of the main players involved in the event. But our archives offer far more.

A new section, “A Day in the Life of Canada,” would provide a series of vignettes centred on three main questions:

- 1) What was the situation in Canada on April 19, 1957?
- 2) What were the headlines on December 7, 1962?
- 3) What were people talking about on July 15, 1975?

The first series of vignettes would zero in on a day in each of the five decades since the dawn of television. The dates chosen could either be a typical day without any particular news event or a historical date such as July 1, 1967, or October 16, 1970.

To preserve the site’s overall harmony and integrity, these vignettes would be similar in form to our current subjects. They would consist of excerpts from eight sources:

- 1) The national newscast in the morning.
- 2) A public-affairs program in the morning.
- 3) A children’s television program in the morning.
- 4) An open-line broadcast.
- 5) A television interview program in the afternoon.
- 6) A regional supper hour information program.
- 7) The day’s hockey game.
- 8) The late evening newscast.

We’ve also asked our technical team to begin assessments for making our material compatible with broadband networks (CA.net type) so as to offer optimal quality for institutions equipped with high-speed hookup. Though the project is still in its infancy, we consider this step a good research opportunity that might eventually benefit the impact, appeal and scope of our site and the sites of our CCO collaborators. What’s more, this step might address complaints made by our most demanding users. Also, this is a chance to demonstrate the relevance and technical qualities of our material to universities, which usually hesitate to get involved in activities developed primarily for programs for elementary and high schools.

In addition, we now have several interactive applications in the works. We plan to involve the public more extensively through contests, on-line chats, interactive edutainment, panel discussions (such as “Share your memories about this event”) and a bookmark zone for storing a user’s favourite clips. Our aim here is to make exploring our site and our material more dynamic and stimulating.

As the coming year may mark the end of CCO in its current format, it's essential for us to explore channels of support to keep the archive site up and running. We'll therefore work closely with CBC/Radio-Canada Commercial Development to exploit the site's commercial potential with both the public and independent producers. We'll also seek out the most efficient strategies for further developing the site and keeping it relevant for school programs across Canada. We'll submit the action plan we devise to Canadian Heritage so as to respect CCO's original spirit, to guarantee the integrity of the terms laid out in the memorandum of understanding between Canadian Heritage and CBC/Radio-Canada, and to ensure free digitized material with the Canadian Memory Fund.

## **5 Traffic Generated and Anticipated**

When officials at Heritage Canada and CBC were finalizing the terms of our involvement with CCO last summer and fall, we were fairly discreet in promoting the site. Yet now that the radio and television marketing campaigns are in full swing across all our stations on the national network, the site is already attracting some 150,000 hits a month.

Though trying to calculate the volume of traffic the site might generate is risky at the moment, past Web marketing campaigns at CBC/Radio-Canada suggest that we're surely at the start of a curve that will rise dramatically over the coming weeks. Furthermore, we're counting on the season of conventions, conferences and public presentations to heighten awareness about our site and increase exposure.

## **6 Copyright**

In the past few months, we've concentrated our efforts on private copyright owners with whom it appears it might be more productive to negotiate deals for the material we wish to use. We're still facing enormous challenges in our negotiations with the many unions and groups for writers, performers and actors as well as with individuals and organizations claiming to own the rights to specific content. Our legal counsel is still committed and fairly confident that grounds for an agreement will be reached in the coming months.

As the result of our preliminary talks with UDA, Sarteq, ACTRA, AFM and such private organizations as the Glenn Gould Foundation, the Agence Goodwin (Michel Tremblay), the Commonwealth Games Federation (Canadian gold medal winner), the Canadian Football League (the Grey Cup), the International Ski Federation (Crazy Canucks), the Academy of Canadian Cinema and Television (Barbara Frum), NASA, the National Hockey League, and the Olympic Television Archives Bureau, we can fully appreciate the views of the different groups and their members' feelings about the issues. On many fronts, we're making slow and steady progress, which in itself demonstrates a willingness to reach a conclusion soon.



We can already imagine the impact this resolution will have on our activities in the coming year. Indeed, our whole cultural section, which has so far been particularly neglected, will benefit enormously. We'll be able to enrich our site with excerpts from performances that have marked the careers of Canadian performers, writers, filmmakers, and artists of the theatre.

Once the memorandum of understanding has been ratified with the main copyright groups, we plan to devote considerable effort to making up for lost ground and time and offering exposure that spotlights the important contributions made by performers to culture in Canada.

## **7 Education**

We plan to entrust our two initial partners (UQAM's Centre de ressources en éducation aux médias and the Toronto firm Resources.too) with developing educational applications for the subjects we produce in the coming year. As in 2002-2003, the two partners have confirmed they can again put together a series of educational activities for some 40 subjects in both English and French.

Naturally, we'll maintain close ties with our educational partners so as to validate the subjects chosen and the treatment given to them.

Throughout the year, we plan to promote ourselves to Canadian school boards in order to spark interest in the site and the material we prepare for teachers and to keep Web users coming back. Together with our partners at UQAM and Resources.too, we also plan to develop game activities that might take the form of a contest that teachers can enter with their students.

Our goal remains the same: to become *the* reference for audio and visual material on all topics concerning Canada's recent past and to offer Canadian schools educational activities that are intelligent, enlightening and stimulating.

## **8 Partnerships**

In 2002-2003, we explored beneficial partnerships that we feel fully respect the CCO spirit. For example, we held promising talks with the heads of the cultural portal on a possible alliance that might go far beyond the archive project into other areas of radio-canada.ca and cbc.ca. Elsewhere, we collaborated on a Web site project on Canada's military history and continued working with the NFB and the National Archives of Canada, thereby forging important ties and improving links between the themes developed by the different CCO participants. For instance, our site now contains some 50 photos from the collections of the National Archives.

Beyond our collaborations on content, we feel that in the coming year, we must step up our joint efforts with our sister organizations to develop standards for digitizing content and building metadata. Such standards, we believe, are key if CCO collections are to be easily located and disseminated. Heritage Canada can count on CBC/Radio-Canada's support to achieve this goal, which we consider of the utmost importance.

In conclusion, we wish to pursue this teamwork and alliance with our current partners, while exploring possible ties with new players. To this end, we plan to focus particularly on building trust and support among schools across Canada. Such support, we feel, is essential if our site is to develop further.

## **9 Communications and Marketing**

The site's marketing campaign for the coming year will basically follow along the same lines as the campaign now in effect. In the late winter, we plan to analyze in detail the impact that our various activities have had on our target audiences and the general public.

As of this spring, we'll undertake a massive relaunch targeting both schools and the Canadian public. The high point of the 2003 marketing campaign is the start of the new school year in September, for which major promotional activities are now being planned.

Below are the main promotional activities we'll emphasize in the coming year:

- Public relations activities.
- Advertisements on television and in newspapers and magazines intended for the field of education.
- Numerous reminders on both the [cbc.ca](http://cbc.ca) and [radio-canada.ca](http://radio-canada.ca) portals.
- Choice positioning on our news Web sites.
- Extended reach within our affiliation program.
- The project to be included within certain relevant partnership agreements.
- Promotion at conferences and seminars in the field of education.

Of course, we'll continue to collaborate fully with Canadian Heritage on promotional events at which our presence is required.

## **10 Budget**

Our financial needs for 2003-2004 remain essentially the same as in the previous year. We have, however, made certain additions for such initiatives as high-speed distribution. CBC will cover 25% of the project's total cost by offering administrative and logistic services and providing promotional support on television and radio and on the Web sites [cbc.ca](http://cbc.ca) and [radio-canada.ca](http://radio-canada.ca). Like such past projects as *Canada: A People's History* and the Web site for our 50th anniversary, the project *Empreinte francophone*



commemorating the 400th anniversary of a francophone presence in North America will enrich the content offered by our project.

*ADD TABLE HERE – SEE TABLE HEADINGS AT THE END*

## **11 Conclusion**

For the creators behind the CBC/Radio-Canada archive site, the year 2003-2004 isn't seen simply as the last year of the Canadian Culture On-line project but rather as an extension of a wonderful adventure they've invested deeply in for some 20 months now. A factory of images, sounds, testimonies and events that have marked our country's recent history, the archive site has over the months become a remarkable space for creativity.

Bilingual, multicultural teams working hundreds of kilometres apart are mastering new techniques for selecting, digitizing and producing thematically linked material. At the same time, they've learned to put into practice what any organization aims to build: a synergy between all players. For a corporation as complex as CBC/Radio-Canada, which is steeped in a heritage that has often compartmentalized language and media, the archive project comes at a perfect time. Indeed, the project serves as a powerful vector that not only runs through all the corporation's components but, more important, unites them around one unifying project.

On an organizational level, we plan to bank on the success we've achieved so far to perfect our work methods. We feel that a project as organic as our archives enables us to optimize both the synchrony and harmony in the various steps required in putting together our material. As producers, we're also committed to better harmonizing the methods used by our Montreal and Toronto teams for producing and processing our subjects. We're striving here for improved management systems, which should eventually make our site simpler to browse and more user-friendly.

In the coming year, we'll continue to monitor technological developments closely for any innovations that might benefit our site. In particular, we're seeking applications that will help users customize their visit more effectively. In the early part of the coming year, we plan to launch a registration form that will use fields and individual preferences to make it easier to browse the site and locate material.

At CBC/Radio-Canada, we intend to use the opportunity provided by our third year in CCO to make tremendous headway. Indeed, we're moving full steam ahead with our plan to promote our site extensively to our target audiences and to make our contribution to the project one of the most notable multimedia achievements in Canada this year.

## ***TABLE HEADINGS***

Canadian Culture On-line (CCO)  
Digitized Archives Project, CBC/Radio-Canada  
Fiscal Year April 1, 2003, to March 31, 2004

### **EXPENDITURES**

Total costs  
CCO contributions  
Partner contributions  
CBC/SRC contributions  
% of total costs covered by CCO contributions

### **12 Personnel**

Management  
Research  
CBC administrative support and logistics  
Coding and integration  
Rights management

### **13 Total**

### **14 External costs**

Design and interface  
Development  
Digitization HQ  
Educational material  
Other

### **15 Total**

#### *Other content*

Empreinte francophone Web site

### **16 Total**

### **17 Operations**

Set  
Travel  
Office expenditures

## **18 Total**

## **19 Equipment**

- Computers
- Software
- Servers
- Other
- Maintenance
- Bandwidth
- High-speed infrastructure

## **20 Total**

## **21 Promotion**

- Public relations
- Print advertising
- Web advertising
- Research, branding, etc.
- TV/radio advertising

## **22 Total**

## **23 Other expenditures**

- Copyright authorization

## **24 Total**

## **25 Total expenditures**

- Funding requested
- Allocated 2002-2003 surplus

(1) Three-year summary

These figures exclude the accumulated surpluses for a better understanding of CCO contributions.

- Budget 01-02
- Budget 02-03
- Budget 03-04
- Total



**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**2003–2004 Final Report**

**May 31, 2004**

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# 1 Web User Mailbag

Hello,

*My name is \_\_\_\_\_ I recently visited the online audio archives on your website, and discovered the section devoted to Marcel Ouimet.*

*It took me back to a day in July 1993 when, on a visit to Montreal, I first had the occasion to hear this great Canadian reporter's war dispatches. After having made copies, thanks to Radio-Canada, of several hours of the reports he filed from the Battle of Normandy, I returned to France, where I shared my discovery with the Normandy-based listeners of Radio France.*

*Thank you very much indeed for this wonderful tribute paid by Radio-Canada to one of its own.*

(August 4, 2003) [freely translated from French]

Dear CBC,

*I deliberately chose your office to send this to because I'm sure you tend to get tired of hearing only the complaints. I am a Canadian living in Europe who has only recently started exploring the CBC website. And what a treasure it is. I started accessing the site for the CBC news broadcasts during the American military action in Iraq a few months ago.*

*Since then, I've been to your archives section, delighting in clips ranging from Gzowski's interview with Gordon Lightfoot and Trudeau's "fuddle duddle" disclaimer to old As It Happens bits with Barbara Frum. Some of those sights and sounds are as affecting as having smelled a long-forgotten fragrance which unleashes a flood of memory. This site has tremendous educational potential for helping people in other countries get to know Canada.*

*Congratulations on what is surely one of the best media websites anywhere.*

*I am an educational consultant/ teacher based in Ottawa. I was just visiting your site for the first time and am totally wowed!! What an educational goldmine CBC has produced. Fabulous . . . I really think teachers could use these amazing real life, interesting resources that you have produced, not to mention students. The footage is bang on with the curriculum and the lessons that accompany are excellent . . . Textbooks can not compete with these real life snap shots!!!! Keep up the great work,*

*Teacher, Education Consultant*

*Archives—Congratulations! This website is far and away the most informative, entertaining, accessible and addictive site on the Web. It makes our history seem rich and fascinating. Now that's almost a miracle.*

---

*Hello,*

*I've just finished reading the Web Archives material on Judith Jasmin. This is the first time I've ever viewed a dossier on your site in its entirety, and I must say I'm very impressed. It is of excellent quality, and I am particularly amazed at the quality of your educational section, in which the documentation and learning activities linked to media sources are relevant and well presented. Congratulations! I am a teacher by training, and currently doing a PhD in communications, so I can gauge the relevance and scope of the documentation you have place online. Please extend thanks to your entire team on my behalf.*

*PhD Student in Communication Studies, Concordia University*

---

*Greetings,*

*My name is . live in Quebec City and am studying History at Université Laval. Today, for the first time, I had a look at the online archives at the Radio-Canada website. What a fine idea it was to make these documents available, especially to young people like myself. They relate the salient facts of our history—many of which we weren't able to experience as they happened!*



## 2 Foreword

This report is an update to the interim report filed on January 8, 2004. Given the fact that essentially none of the site's fundamental elements, nor its management mode, nor the browsing has undergone any significant changes, the structure of the final report is the same as that of the January report, although highlighted by descriptions of some more recent developments.

In many ways, the 2003–04 development period has been a watershed year for the CBC/Radio-Canada Archives website. The numerous goals we set for ourselves at the beginning of the year included those of enhancing the site's reputation overall, as well as expanding our reach in educational facilities across the country. We believe that this interim report speaks eloquently to the success of the various initiatives we have put in place to achieve our primary objectives.

Some of the key enhancements we have made to both the English and French websites include the following:

- 1) Editorial expansion: growth in the number of Archive topics as well as of sections, texts, digitized content and educational material; launch of new section, "CBC: Days to Remember"/"Radio-Canada au fil des jours."
- 2) Technical improvements: browsing tools that make use of Flash technology; complete redesign of the search tools and indexes; visual enhancements made to the "That Was Then"/"Souvenirs . . ." sections; and incorporation of Dublin Core metadata standards.
- 3) Posting of acknowledgments and praise received from the school community.
- 4) Incorporation of the Archives into the basic services of the cbc.ca and radio-canada.ca sites.
- 5) Marketing initiatives, including aggressive awareness campaigns in educational milieux as well as on-air promotions on CBC/Radio-Canada.
- 6) A list of national and international awards received.

### 3 A Look Back at Key Activities

This section looks at key developments in the evolution of the Archives site since April 2003.

#### April

- Banner advertising placed on the AOL.ca, MSN.ca and Yahoo.ca portals.
- Meeting of the CBC Editorial Committee to identify new issues.
- CBC Archives site nominated as Web Site of the Month by Operation Dialogue, a group whose mission is “to engage Canadians in a lively and passionate dialogue about what it is to be Canadian.” ([http://www.operation-dialogue.com/e/site\\_of\\_the\\_month.html](http://www.operation-dialogue.com/e/site_of_the_month.html))
- Stand and presentation at conference of AQUOPS (*Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire*), Quebec City, April 15–16.
- Partnership with the National Library of Canada: online clips from *The Plouffe Family*.

#### May

- The Radio-Canada Archives site wins the *Prix de la Radio 2002-2003* for Best Achievement in the New Media category.
- Launch of a Flash-animated Archives Timeline and time-span identifier for each news story and clip associated with the Timeline.
- Participation in the 3rd Conference of APTICA (*Avancement pédagogique des technologies de l'information et de la communication en Atlantique*) in Moncton, May 8–9.
- Papers given at the annual Conference of the Association for Media and Technology in Education in Canada (AMTEC), Concordia University, Montreal, May 25–28 (two papers given, one in English and one in French).
- Paper given at the 24th annual convention of AQEFLS (*Association québécoise des enseignants de français langue seconde*), Université du Québec à Montréal, May 1–2.

*“The searchable CBC website contains scores of radio and TV clips from more than seven decades, and is a treasure trove for history buffs and pop culture junkies alike. . . .”*

*The Toronto Star*, May 13, 2003

## June

- Website integrator hired in Montreal.
- CBC Archives site named website of the month by *The Beaver: Canada's History Magazine*.
- New sections launched via collating of documents previously viewable on the site. Two sections in particular illustrate this new method for presenting the archives: “D-Day: CBC Radio at Operation Overlord” (<http://archives.cbc.ca/300c.asp?id=1-71-728>), as well as “Celebrating CBC’s As It Happens,” a special commemoration of the radio show’s 35th anniversary (<http://archives.cbc.ca/300c.asp?id=1-69-1032>).
- Focus groups on educational content held on June 23 (Toronto) and 25 (Montreal).
- Workshop on CBC/Radio-Canada journalistic policies (Montreal team).
  - Finalizing of the technical linkage between Canadian Heritage and CBC/Radio-Canada, and launch of the “Capsules” at Culture.ca.

## July

- Significant enhancements made to site browsing, with the addition of intuitive, interactive Flash timelines providing instant access to all topics on the site. (The existing navigation method is retained.)

## August

- Exchanges of staff between Toronto and Montreal begin. Representatives of the technical, archive and editorial teams spend between two and five days in their counterparts’ cities, sharing know-how, comparing planning phases, and familiarizing themselves with their colleagues’ culture.
- Freelancer hired to fact-check texts in Toronto.

*“Dear Friends:*

*“I consult your website quite regularly, and with great interest.*

*I’ve kept up with the many enhancements that you made to it over the years.*

*Radio-Canada has always been a pioneer when it comes to audio and video archives, and your website provides yet more proof of this.”*

## September

- Partnership with Musilab for the “Un monde d’objets parlants” site (<http://www.objetsparlants.ca>).

- Participation in Symposium 2003—Preservation of Electronic Records ([http://www.cci-icc.gc.ca/symposium2003/index\\_e.html](http://www.cci-icc.gc.ca/symposium2003/index_e.html)).
- Full-time marketing program coordinator hired in Toronto; assigned to boost visibility of the site, with a particular focus on the educational milieu.
- Site wins Prix Italia in the cross-media category for best website.
- Participation in the Toronto edition of the Word on the Street Book & Magazine Fair, which attracts some 170,000 visitors. Prize drawings held by CBC help boost the number of subscribers to the Archives Newsletter. Site promotional brochures also handed out at the Vancouver and Calgary editions of the festival.
- Meeting with representatives of SARTEC, September 29.
- “That Was Then” and “Souvenirs . . .” sections revamped.
- Start of 15-week internship by a student in the master’s in applied history program at Université du Québec à Montréal.

## October

- Meeting with Union des artistes, October 8.
- Distribution of material to attendees from the educational milieu at the World Press Photo 2003 exhibition in Toronto, October 8.
- Demonstrations of the CBC Archives site at four educational conferences attended by some 1,600 teachers:
  - Vancouver, British Columbia Social Studies Teachers' Association, October 24
  - Edmonton, Alberta Teachers' Association, October 16
  - Winnipeg, Special Area Groups Conference, Manitoba Teachers' Society, October 24
  - Burlington, ON, Ontario Association for Geographic & Environmental Education, October 24
- Interviews given to CBC Radio:
  - CBC Radio St. John's (interviewer: Christine Davies), October 18
  - CBC Radio Ottawa (interviewer: Rob Clipperton), October 25
- Presentation at Rick Hansen Secondary School in Mississauga, acclaimed for its use of leading-edge technologies and interconnectivity applications, October 28.
- Demonstration of the Radio-Canada Archives site at the *Centre de formation continue* (continuing education centre) of the Marie-Victorin school board on Montreal's South Shore, October 28.
- Full-time specialist in copyright issues hired in Montreal.
- Renewal of agreement with Toronto firm Resources.too for production of supplementary educational material for the CBC Archives site. Agreement calls for addition of 15 major new educational sections including about 60 turnkey learning activities for teachers.
- Stand at the annual convention of the *Association canadienne d'éducation de langue française* (ACELF) in Toronto, October 2–4.
- Stand and presentation at the annual convention of the *Société des professeurs d'histoire du Québec* (SPHQ) in Quebec City on October 23–25 (Radio-Canada was the main sponsor of the event).
- Attendance at nextMEDIA The International New Media Festival, Charlottetown, October 22–25 (see <http://thenextad.com/data/banff/nextmedia/flash.php>).

*"The CBC Archives is an amazing collection of radio and television clips chronicling Canada's history." Kitchener-Waterloo Record, October 28*

## **November**

- Creation of integrated portal combining all CBC educational initiatives, including Archives site. Joint activities among the various projects are planned.  
<http://www.cbc.ca/shop/educ.html>
- Stand and site demonstrations at educational conferences:
  - Ontario History and Social Science Teachers' Association, Toronto, Nov. 7–8.
  - Quebec Provincial Association of Teachers, November 13–14.
- Stand and site demonstrations at public events organized by CBC:
  - CBC Ottawa: Chapter and Verse, National Library of Canada and National Archives of Canada, November 8.
  - CBC Toronto: 35th anniversary of “As It Happens,” November 15.
  - CBC Windsor: Family Open House, November 16.
  - CBC Edmonton: Open House, November 23.
- Materials handed out to delegates at the forum of the Teachers Institute on Canadian Parliamentary Democracy in Ottawa, a professional development activity for teachers of social sciences and related disciplines from grades 4 to 12, at the CEGEP level in Quebec, and at the OAC level in Ontario, November 2.
- Stand at the *Salon du livre de Montréal* (Montreal book fair), November 13–17.
- Part-time coordinator hired to oversee technical developments.
- Tour of the Canadian Broadcasting Centre, Toronto, by members of the Treasury Board of Canada, Secretariat, Heritage, Cultural Affairs and Housing; included a demonstration of the Archives site for Bob Hirst, Senior Director, and Jurica Capkun, Senior Analyst, November 28.

## **School visits:**

- Site demonstrations given in the following schools:
  - École des Cardinaux de Laval, November 12.
  - École du Côteau, Des Affluents school board/elementary, November 17.
  - École de l'Odysée, Des Affluents school board/secondary, November 26.
  - École Henri-Beaulieu, Marguerite-Bourgeoys school board/elementary, November 2.

## **December**

- Presentation to educational consultants at the Toronto Board of Education, Dec. 10.
- Insertion of Dublin Core metadata, December 9.
- Integration of static URLs to facilitate searches using sites such as Google.

- Integration of Advanced Search module.

**School visit:**

- Site demonstration at École Les Explorateurs, Laval school board/elementary.

**January**

- Development of initial concepts for “CBC: Days to Remember”/“Radio-Canada au fil des jours” section.
- Redesign of fixed pages in “Help” and “About This Site” sections.
- Semi-annual meeting of editorial committee, Montreal, January 14–15.
- Stand and presentation, Ontario Library Association, Toronto, January 29–30.

**School visit:**

- Site demonstration at École secondaire des Patriotes, St-Bruno, January 28.

**February**

- “CBC: Days to Remember”/“Radio-Canada au fil des jours”: development of functionalities for database integration, page design, editorial research.
- Studies of perspectives for live video webcasting, technology choices of the future, discussions with firms specialized in digital rights management.
- Meetings with a dozen or so firms specialized in web usability regarding redesign of the home page and other index pages, and accessibility issues.
- Conducting of an eight-week online survey of teachers and education consultants, via the “For Teachers” section.
- Redesign of “Topic,” “Clip” and “That Was Then . . .” indexes.

**School visits:**

Site demonstrations at:

- L'École l'Envol (alternative education), Laval school board/elementary, February 3.
- Centre Multi-Services, Sainte-Thérèse, February 11.
- FNEC First Nations Technological Gathering, Hotel Delta Trois-Rivières, February 12.
- Calgary City Teachers' Convention Association, February 11–13.
- Presentation to teachers and librarians, Peel District School Board, February 24.
- Demonstration of best uses for Canadian Culture Online National Advisory Board, Calgary, February 25–27.
- Greater Edmonton Teachers' Convention Association (GETCA), February 26–27.

*“As a Canadian living abroad, I enjoy visiting the archives site  
and learning about unique events in Canada's history.  
The film and audio clips make history come alive!  
Great job and keep it up—I'll be back!”*



## **March**

- Participation in ICEM (International Conference on Educational Multimedia); distribution of brochures and notepads, March 15–17.
- “CBC: Days to Remember”/“Radio-Canada au fil des jours”: project integration and finalization. (Section went live April 5.)
- Library resource training for researchers.
- Webcasting in Flash format of online video advertising drawn from the Archives site on four (4) French-language sites in Quebec: Voir.ca, BRANCHEZ-VOUS.com, Sympatico.ca and Cyberpresse.ca.
- Stand and presentation at the annual convention of the Association Québécoise des Utilisateurs de l’ordinateur au Primaire-Secondaire (AQUOPS, April 6–8).
- Presentation to CBC librarians and archivists on best practices for online copyright, Halifax, March 19.
- Participation in “Copyright in the Digital Age” conference, Canadian Copyright Licensing Agency, Toronto, March 25.

## **School visits:**

- Site demonstration at École secondaire d’Anjou, Pointe de l’île school board, March 17.
- Presentation to Ontario Region Secondary School Teachers, Niagara, March 23.

## 4 Awards and Recognition

### 4.1 Awards

#### May 2003: *Prix de la radio*, French Radio, CBC/Radio-Canada

Best Achievement, New Media category



The *Prix de la Radio* are awarded annually by the managers of French Radio, CBC/Radio-Canada, in recognition of the network's best programming. The original French press release may be viewed here: <http://mesnouvelles.branchez-vous.com/communiques/cnw/RAD/2003/05/c0947.html>

#### September 2003: *Prix Italia*

The CBC/Radio-Canada Archives site won the prestigious *Prix Italia* 2003 for best website in the Cross Media category, which rewards the expertise required to create a multimedia site that integrates radio, TV and the Internet. The jury of the 55th edition of the *Prix Italia*, which were held in Catania, Sicily, honoured the Archives site for combining CBC/Radio-Canada Radio and Television content with text, audio and video files in both English and French (see jury's full statement below). They were particularly won over by the innovative features of the timeline and the educational components of the Teachers' section. They also praised the site's efficiency and its quick access to clips. In this international competition, the CBC/Radio-Canada Archives site beat out 13 Web products in the running in this category; other entrants included the BBC, Radio-France, ARTE France, RAI/Italy, ABC/Australia, NHK/Japan and ARD/Germany.



Reprinted below is the original statement by the *Prix Italia* selection committee justifying the awarding of the prize to CBC/Radio-Canada:

*For the category "Cross Media" the jury has decided to award the CBC Archives Web Site / Le site web des Archives de Radio-Canada by CBC/SRC – Canadian Broadcasting Corporation/Soci t  Radio Canada, for its ability to make accessible an enormous amount of text, video and audio files. The site has a high usability, it is comprehensible, easy to navigate and it has a clear graphic design. The media files are well organized in a chronological order. The innovation we want to point out is the smart "timeline." There are also some special interactive tools for teachers.*

*Extremely rich in its content with 3,000 video and audio clips. Bilingual, French and English, CBC's archive is a good example of fusion between TV, Radio and Internet technique.*

See: <http://www.prixitalia.rai.it/2003/en/present/reports.html>

### **November 2003: New York Festivals—Interactive**

Bronze World Medal in the category Websites, subcategory Editorial



For close to 50 years, the New York Festivals has honoured excellence in creative communication in the fields of film, radio, television, advertising and recently, interactive media. In 2003, the festival received over 600 entries from 26 countries. The jury, composed of experts in new media from around the world, awarded almost 50 prizes and 79 finalist certificates.

See:

[http://www.newyorkfestivals.com/main.taf?erube\\_fh=nyf&nyf.submit.WinnerDetail=true&nyf.WinnerItemID=209629](http://www.newyorkfestivals.com/main.taf?erube_fh=nyf&nyf.submit.WinnerDetail=true&nyf.WinnerItemID=209629)

## **4.2 Website of the Month**

### **The Beaver: Canada's History Magazine**

June–July 2003, page 5

Following is an excerpt from the magazine:

*“Eager to relive that moment in 1985 when Brian and Mila Mulronev and Ronald and Nancy Reagan belted out ‘When Irish Eyes Are Smiling’ at the so-called Shamrock Summit in Quebec City, which was a musical prelude to North American free trade negotiations? No? Neither are we.*

*“But that’s not the point. The point is: you can relive that moment, visually, aurally, [. . .] in the windmills of your mind, at the CBC Archives website. In fact, you can relive all kinds of twentieth-century moments—magical, momentous, or maudlin—at this veritable e-cornucopia of recorded goodies.*

*“[Y]ou might dwell on the great mid-to-late-century controversies that swirled around margarine, fluoride, and asbestos. Or visit Diefenbaker’s Diefenbunker, the below-stairs pit government officials were to retire to should some evil empire or other lob the Big One Ottawa way. Or reacquaint yourself with the crises (October, Oka, boat people, AIDS) the wars (II, Korea, Gulf), and the debates (flag, constitution). Meet Margaret Laurence, Marshall McLuhan, Terry Fox, Maurice Richard, Leonard Cohen. See the 1972 Canada-Soviet hockey series, Grey Cup ups and downs, and curlingmania. You get the picture. Or you will get the picture (and the sound) in all its in-the-moment immediacy, if you log on.”*

### **4.3 Mention**

#### **December 2003: Boomerang interactive communications competition**

Finalist, Education category

The CBC/Radio-Canada Archives website was one of four finalists in this category. The Boomerang Awards recognize Quebec's best achievements in the field of interactive communications. In 2003, the jury awarded 27 Grand Prizes from among 365 entries submitted by 134 organizations.

See:

[http://www.infopresse.com/prixboomerang/gagnants/gagnants2003/default.aspx?s=0208\\_edu](http://www.infopresse.com/prixboomerang/gagnants/gagnants2003/default.aspx?s=0208_edu)

## 5 The Team

As of March 31, 2004, the breakdown of personnel assigned to production of the English and French-language Archives sites at CBC/Radio-Canada was as follows:

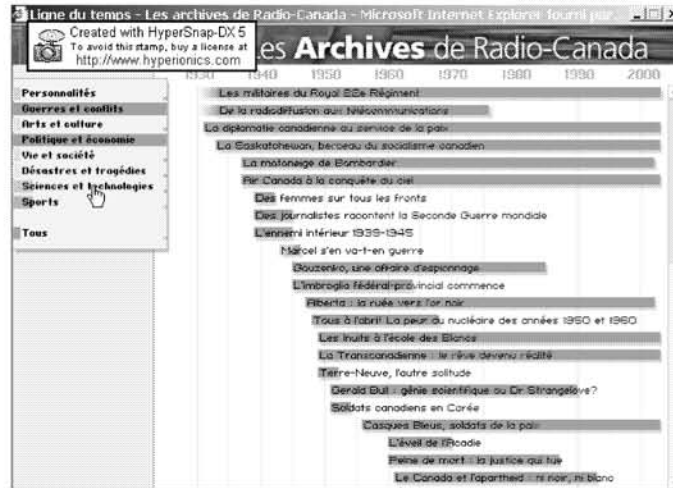
| <b>Montreal<br/>Staff of 21</b>                |
|--|
| 1 project manager                              |
| 1 division head                                |
| 5 researchers                                  |
| 1 historical fact-checker (English and French) |
| 1 linguistic copy-editor (freelance)           |
| 1 assistant                                    |
| 3 film librarians                              |
| 2 integrators (1 in charge of digitization)    |
| 1 Web developer                                |
| 1 copyright adviser                            |

| <b>Toronto<br/>Staff of 13</b>      |
|-------------------------------------|
| 1 project manager                   |
| 6 researchers                       |
| 2 film librarians                   |
| 1 integrator, in charge of encoding |
| 1 fact-checker (freelance)          |
| 1 copyright adviser (part-time)     |
| 1 marketing program coordinator     |

## 6 Changes to the Site Concept

### 6.1 Timelines

The interactive timelines have been fully operational since July 2003. This new chronologically ordered browsing tool gives Archives site users—in particular students and teachers—an extremely user-friendly means of accessing site content.



## 6.2 Revamping of the “That Was Then” and “Souvenirs . . .” Sections

In September 2003 we redesigned the interface for these sections to make browsing easier. The sections are now presented in calendar format, so that individual items can now be consulted by month. Also, “mouse-over” windows have been added, providing users with key information about archived items at a glance.

## 6.3 Advanced Search

The new advanced search function enables searches to be conducted by radio or TV program name, by names of program guests, or by names of CBC/Radio-Canada employees. The advanced search engine also aims to deliver centralized searches for the “For Teachers”/“Pour les profs” sections.

## 6.4 Static URLs and Search Engines

One of the main drawbacks of a so-called dynamic website is the difficulty of having it indexed by traditional search engines such as Google: certain characters in the URLs (Web addresses) of the CBC/Radio-Canada Archives site (e.g., “?”, “id=Lan”) hamper the ability of search “bots” to index the corresponding pages.

To compensate for this, the site has been reprogrammed using “static” URLs; e.g., <http://archives.cbc.ca/IDD-1-74-93/people/cohen/>. The reliability of this method was tested, and individual pages on the site are now properly detected by Google and other search engines.

## 6.5 Insertion of Dublin Core Metadata

Last June, a joint CBC/Radio-Canada working group developed a metadata management protocol for new media content.

This new metadata framework is inspired by the Dublin Core, a *metadata element set*—i.e., a simple but effective management protocol that can be used to describe a wide range of information resources. The set includes sixteen elements, established according to a consensus among librarians, archivists, IT professionals, museologists and specialists in other disciplines, that describe resources referenced by the Dublin Core metadata. The values of these metadata respond to a variety of queries, associated with research, exchanges, management, archiving and conservation, efficiency, presentation and interoperability.

Many government institutions have already adopted the Dublin Core standard and are participating in its ongoing development. Since 2002, all Government of Canada agency and department websites have been required to incorporate at least five Dublin Core elements. CBC/Radio-Canada's integration of Dublin Core metatags into its Archives sites is a first within New Media.

### ***6.6 Empreinte des francophones d'Amérique***

The year 2004 marks the 400th anniversary of the French fact in North America. In commemoration of the occasion, a team from French Radio has designed a website named *Empreinte des francophones d'Amérique*, emphasizing the importance that Canada's national broadcaster ascribes to its catalyst role within the many francophone communities in Canada and elsewhere. The *Empreinte* . . . logo and a link to the site have already been added to the home page of the Radio-Canada Archives site.

## 7 Rights Issues

### 7.1 Hiring

Our team now includes two members—one in Montreal and the other in Toronto—who are in charge of all rights-related issues.

### 7.2 Collective Agreements

Pursuant to the current collective agreements, we reached agreements with Gordon Lightfoot (Alliance of Canadian Cinema, Television and Radio Artists and American Federation of Musicians in Canada) and Karen Kain (ACTRA), and obtained permission to include clips of their performances on the Archives site.

Obviously, the amount of content that we can include on the site is directly related to our negotiations with artists' unions at both CBC and Radio-Canada. On the English side, the nature of the agreements reached by CBC with ACTRA and the AFM authorize us, under specific restrictions and within reasonable limits, to make some documents available via the Internet, while our agreements with the Writers Guild of Canada (WGC) make no mention of the Internet. The combined effect of our inability to use content governed by the WGC and the retroactive fees we must pay to both ACTRA and the AFM is a major impediment to our adding Arts and Entertainment content to the site.

In addition, the grievance filed by the WGC against the CBC regarding the negotiations undertaken with certain writers and artists for the use of their works on the Web has resulted in our becoming particularly wary of integrating any archival material produced by writers and artists represented by the WGC on our website. We have modified our approach accordingly and, for the time being, will be holding on to the material that we wish to incorporate into the site in the hope that a formal agreement can be reached with the WGC on the issue of the use of its members' works on the Internet.

Since the filing of our interim report in January 2004, the CBC and Radio-Canada Industrial Relations departments have been finalizing a joint strategy with a view to reaching agreement with the AFM and ACTRA. To this end, Archives site management was approached to present our initiative to the AFM on June 3. Meanwhile, under the current collective agreements, we recently obtained permission from Rich Little (ACTRA) and Collin Raye (ACTRA), among other artists, to use performance clips on the English version of the site.

On the French side, meetings were held in early fall with representatives of the *Société des auteurs de radio, télévision et cinéma* (SARTEC) and the *Union des artistes*. Both meetings were held to familiarize the unions with the Archives project and explain our intentions with regard to future site development. The bulk of the discussions dealt with a proposed agreement that would be exclusive to the Archives site and require no commitment toward other Radio-Canada Web divisions.



Our goal is clear: reach equivalent agreements with all of the artists' unions, be they in Quebec or in the rest of Canada. Reaching that objective, however, will require sustained joint efforts and coordination across CBC and Radio-Canada.

### **7.3 Negotiations**

We continue to finalize ad hoc agreements for authorizations and licences to use copyrighted material such as music, photographs, and visual content related to film productions. Given the financial stakes involved, licence negotiations are conducted individually. Leaving aside licences for sound recordings, which command particularly high fees, and those for film clips, for which producers are reluctant to clear rights for a period of time sufficient to meet our needs, overall we are fairly satisfied with the number of agreements we have been able to reach with rightsholders.

Notable progress made during the year includes, on the English side, the securing of reproduction licences for works by singer-songwriter Gordon Lightfoot as well as reproduction licences for non-public-domain canvases by members of the Group of Seven. Agreement was also reached with the NFB regarding use of clips from their archives, which appear in TV segments used on both the English and French version of our site.

On the French side, we have obtained permission to reproduce such varied works as paintings, musical compositions and photographs—in most cases at no cost. Specifically, these include reproduction licences for:

- photos of aircraft to supplement the feature on Air Canada;
- Canadian Lung Association Christmas Seals for the feature on tuberculosis;
- a sound recording of a work by Mozart for the feature on physical fitness; and
- a sound clip from a film for the feature on Claude Jutra.

Within the Corporation, the Archives site has become a reference for all of our Web properties in terms of copyright negotiations.

Finally, as we prepare development of our Archives complement to cbc.ca's Web coverage of the upcoming Athens Summer Olympics, we have begun negotiations with the Olympic Television Archives Bureau, aiming to reach agreement on a fixed-cost-per-second rate for both the audio and video documents we will be integrating into the English and/or French versions of our site.

## 8 Production

### 8.1 Working Together

Certainly the most significant development this year in terms of production has been the degree of collaboration among the Archives site and other CBC/Radio-Canada media lines. We are approached increasingly often by our colleagues working in news, information and current affairs to collaborate in producing their work. For example, we developed features rich in historical value and context to complement the media coverage of the many provincial election campaigns that took place throughout 2003, and are doing so for the federal election expected in 2004. A similar example was the production of the website on the Halifax Explosion of 1917, which went online to coincide with the broadcast of the two-part miniseries *Shattered City* on CBC Television.

We have also developed the necessary flexibility to respond to breaking news and support our colleagues in Radio and Television by supplying them with ancillary material that provides enhanced background to major news events. When the Rolling Stones played the SARS benefit concert near Toronto in August, we were able to go live with a website within 36 hours. In the wake of the major power outage that hit Ontario later in the summer, within 24 hours the CBC Archives site team had put together a retrospective webpage on the Great Northeastern Blackout of 1965, which had similarly affected the entire northeastern part of the continent.

In addition, the CBC Archives site team has been working to produce some 25 obituary features in anticipation of the deaths of certain Canadian and international celebrities (see Appendix 7).

As of April 15, 2004, 82 of the planned 2003–04 Archive topics had been completed and placed online; eight (8) topics had yet go online, pending rights negotiations; and seven (7) others were due to be placed online shortly, for a total of 97 topics produced during the period. The table below lists them by topic heading, with the date each topic went online or was expected to go online, as the case may be.

With these additions, as of April 15, 2004, the Archives site contained a total of 162 topics in English and 166 in French (see appendices 1A and 1B).

| Dossiers 2003-2004  | En ligne       | Mise en ligne prévue |
|---|----------------|----------------------|
| <b>Guerre et conflits (8)</b>   |                |                      |
| 1. Les femmes durant la Seconde guerre mondiale                                       | printemps 2003 |                      |
| 2. Internement des Japonais, Italiens et allemands pendant la Seconde guerre mondiale | printemps 2003 |                      |
| 3. Jours du Souvenir, soldats oubliés   | automne 2003   |                      |
| 4. Les casques bleus canadiens  | automne 2003   |                      |
| 5. Le Canada et la guerre du Vietnam  |                | hiver 2004           |
| 6. L'OTAN et le Canada  |                | hiver 2004           |
| 7. Les criminels de guerre  |                | hiver 2004           |
| 8. Le NORAD   |                | hiver 2004           |
| <b>Arts et Culture (12)</b>   |                |                      |
| 9. Mordecai Richler   | été 2003       |                      |
| 10. Stampede  | été 2003       |                      |
| 11. Groupe des Sept   | été 2003       |                      |
| 12. Claude Jutra (RC) / Norman Jewison (CBC)  | été 2003       |                      |
| 13. Rolling Stones  | été 2003       |                      |
| 14. Edouard Lock et La la la Human step / Karen Kain (CBC)                            | automne 2003   |                      |
| 15. Rencontre du 7 <sup>ième</sup> art à Radio-Canada (RC seulement)                  | automne 2003   |                      |
| 16. Gordon Lightfoot (CBC seulement)  | automne 2003   |                      |
| 17. Les 30 ans de la Maison de Radio-Canada (RC seulement)                            | automne 2003   |                      |
| 18. Bill Reid et l'Art autochtone   | automne 2003   |                      |
| 19. Industrie de l'humour   |                | hiver 2004           |
| 20. Gaston Miron / Al Purdy   |                | hiver 2004           |
| <b>Politique et économie (30)</b>   |                |                      |
| 21. Le Canada et l'Apartheid  | été 2003       |                      |
| 22. Les pensionnats indiens   | été 2003       |                      |
| 23. La concentration de la presse   | été 2003       |                      |
| 24. Bois d'oeuvre   | été 2003       |                      |
| 25. Enquête Somalie   | été 2003       |                      |
| 26. Tommy Douglas et le NPD   | automne 2003   |                      |
| 27. CRTC 1  | automne 2003   |                      |
| 28. Robert Bourassa   | automne 2003   |                      |
| 29. Élections Ontario   | automne 2003   |                      |
| 30. Élections Saskatchewan (CBC seulement)  | automne 2003   |                      |
| 31. Élections Terre-Neuve   | automne 2003   |                      |
| 32. Élections IPE   | automne 2003   |                      |
| 33. Élections Territoires du Nord-Ouest   | automne 2003   |                      |
| 34. Scandale Bre-X  | automne 2003   |                      |
| 35. Air Canada  | automne 2003   |                      |
| 36. Dossier personnalités politiques 1: Jean Chrétien                                 | automne 2003   |                      |
| 37. Lévesque et la naissance du PQ  |                | hiver 2004           |

| Dossiers 2003-2004  | En ligne     | Mise en ligne prévue |
|---|--------------|----------------------|
| 38. Madeleine Parent et Léa Roback (femmes et syndicalisme) |              | hiver 2004           |
| 39. Rapatriement de la constitution                         |              | hiver 2004           |
| 40. Droits, environnement et autochtones                    |              | hiver 2004           |
| 41. Le lac Meech  |              | hiver 2004           |
| 42. La loi 101  |              | hiver 2004           |
| 43. Industrie de la morue                                   |              | hiver 2004           |
| 44. Dossier personnalités politiques 2: Brian Mulroney      |              | hiver 2004           |
| 45. Dossier personnalités politiques 3: Maurice Duplessis   |              | hiver 2004           |
| 46. Dossier personnalités politiques 4: Mackenzie King      |              | hiver 2004           |
| 47. Dossier personnalités politiques 5: Ed Broadbent        |              | hiver 2004           |
| 48. Dossier personnalités politiques 6: Lester B. Pearson   |              | hiver 2004           |
| 49. Régionalisme, Ouest canadien                            |              | hiver 2004           |
| 50. CRTC 2 (Canadian Content Rules)                         |              | hiver 2004           |
| 51. Élections fédérales 2004                                |              | hiver 2004           |
| <b>Vie et société (8)</b>                                   |              |                      |
| 52. Ces visiteurs venus du ciel                             | été 2003     |                      |
| 53. Le divorce, pour le meilleur et pour le pire            | automne 2003 |                      |
| 54. Femmes à leurs fourneaux                                |              | hiver 2004           |
| 55. Développement des banlieues                             |              | hiver 2004           |
| 56. Les missionnaires canadiens                             |              | hiver 2004           |
| 57. Sue Rodriguez   |              | hiver 2004           |
| 58. Le Canada, un pays de vin?                              |              | hiver 2004           |
| 59. La jeunesse de 1980-2000                                |              | hiver 2004           |
| 60. Mythes et légendes canadiens                            |              | hiver 2004           |
| <b>Désastres et tragédies (9)</b>                           |              |                      |
| 61. David Milgaard  | été 2003     |                      |
| 62. The 1965 Great Northeastern Blackout (CBC seulement)    | été 2003     |                      |
| 63. Commission Krever                                       | été 2003     |                      |
| 64. Combattre les feux de forêts                            | automne 2003 |                      |
| 65. Explosion de Halifax                                    | automne 2003 |                      |
| 66. Air India   | automne 2003 |                      |
| 67. La chasse aux bébés phoques                             | automne 2003 |                      |
| 68. Pollution porcine                                       |              | hiver 2004           |
| 69. La tordeuse d'épinette                                  |              | hiver 2004           |
| 70. La pollution au mercure                                 |              | hiver 2004           |
| <b>Sciences et technologies (10)</b>                        |              |                      |
| 71. Logging and clearcutting                                | été 2003     |                      |
| 72. De la machine à calculer à l'ordinateur personnel       | été 2003     |                      |
| 73. Silence, on clone!                                      | été 2003     |                      |
| 74. Diabète: combattre le tueur silencieux                  | automne 2003 |                      |
| 75. Le fléau de la tuberculose                              | automne 2003 |                      |
| 76. Canadarm  |              | hiver 2004           |
| 77. Les métros de Montréal et de Toronto                    |              | hiver 2004           |

| Dossiers 2003-2004                          | En ligne | Mise en ligne prévue |
|---|----------|----------------------|
| 78. Caméras, vidéos et vie privée           |          | hiver 2004           |
| 79. Lutte à la pollution                    |          | hiver 2004           |
| 80. Greenpeace                              |          | hiver 2004           |
| 81. La téléphonie                           |          | hiver 2004           |
| <b>Sports (5)</b>                           |          |                      |
| 82. Les femmes et le sport au Canada        | été 2003 |                      |
| 83. André Viger (RC) / Rick Hansen (CBC)    | été 2003 |                      |
| 84. Au pays de la Merveille (Wayne Gretzky) |          | automne 2003         |
| 85. Dopage: l'obsession de la performance   |          | automne 2003         |
| 86. Les jeux de l'Arctique                  |          | automne 2003         |
| 87. La crosse                               |          | automne 2003         |

| <b>Dossiers en attente (10)– (sujets à l'obtention des droits)</b> |  |         |
|--|--|---------|
| 88. Jeunesse musicales du Canada (Recherche - droits)              |  | DROITS  |
| 89. Culture francophone hors-Québec (Recherche -droits)            |  | DROITS  |
| 90. Culture acadienne (Recherche - Droits)                         |  | DROITS  |
| 91. Les artistes de l'Ostidcho (en attente) / CBC - Neil Young     |  | DROITS  |
| 92. Félix Leclerc (RC EN ATTENTE) (RC Seulement)                   |  | DROITS  |
| 93. Cirque du soleil (EN ATTENTE)                                  |  | DROITS  |
| 94. Michel Tremblay (EN ATTENTE)                                   |  | DROITS  |
| 95. La boxe au Québec / George Chuvalo (RC - en attente - Droits)  |  | DROITS  |
| 96. L'âge d'or de la lutte au Québec (Recherche - droits)          |  | DROITS  |
| 97. La désinstitutionnalisation (en attente)                       |  | Ethique |

## 8.2 “That Was Then”/“Souvenirs . . .”

We have continued to enhance these sections of the sites, both in English and French. Since April 1, 49 topics have been added to the English collection, with 59 having been added on the French site.

## 8.3 “Unforgettable Moments”/“Les inoubliables”

In September 2003 we reached a technical agreement with the firm DVColor, under which we are validating the effectiveness of their new digitization technology. Tests are currently being conducted using clips from the “Unforgettable Moments / Les inoubliables” section.

## 8.4 “Obituaries”/“Nécrologies”

In a bid to explore new ways of exploiting the CBC/Radio-Canada Radio and Television Archives, the English site team prepared a series of obituaries in tribute to celebrated Canadians. They made an effort to select out-of-the-ordinary radio and TV excerpts (i.e., clips that stand out in terms of style and/or approach from what one is used to seeing when the media announce the death of a well-known personalities.

Following is a list of famous Canadians deceased between April 1, 2003, and March 31, 2004, for whom Obituary features were produced for the English version of the site:

Israel Asper, publisher and media magnate  
Nicholas Goldschmidt, founder, Canadian Opera Company  
Ray Hnatyshyn, ex-Governor General  
Bill McNeil, CBC radio announcer  
Claude Ryan, former Quebec Liberal Party leader  
Mitchell Sharp, federal cabinet minister and political advisor  
Carol Shields, author  
Robert Stanfield, former Progressive Conservative Party leader  
Jan Zurkowski, first Avro Arrow test pilot

The team also prepared topics for the following individuals, so that staff are able to place testimonials and tributes online within minutes of the announcement that one of them has died:

|                   |                   |                    |
|-------------------|-------------------|--------------------|
| Muhammad Ali      | Yasser Arafat     | Thomas Bata        |
| Pierre Berton     | Fidel Castro      | Leonard Cohen      |
| Alex Colville     | Max Ferguson      | Jane Jacobs        |
| Herb Gray         | Don Harron        | Juliette           |
| Betty Kennedy     | Irving Layton     | Gordon Lightfoot   |
| Nelson Mandela    | Ed Mirvish        | Henry Morgentaler  |
| Farley Mowat      | Alice Munro       | Knowlton Nash      |
| Oscar Peterson    | Pope John Paul II | Queen Elizabeth II |
| Ronald Reagan     | Lister Sinclair   | Percy Saltzman     |
| Barbara Ann Scott | Margaret Thatcher | Fay Wray           |
| John Turner       | Robert Weaver     |                    |

## 8.5 Editorial Developments and Upcoming Enhancements

New Archives site sections are currently in the production stages:

### “CBC Remembers”/“Radio-Canada au fil des jours”

This site, which had been a joint project of the Toronto and Montreal teams for some time, went live in early April 2004. The section features a selection of “typical news days,” reconstituting radio and TV broadcasts of various historical periods. These include program titles and—depending on the availability and relevance of the materials—a full

radio or TV clip along with its description. The new section also highlights *Classics / Les Classiques de CBC/Radio-Canada*—programs that have left an indelible impression on our collective memory thanks to their quality, popularity or longevity. As well, content originally produced for the *50th Anniversary of CBC/Radio-Canada Television* has been re-used to help users relive the magic of the history of public television in this country.

## **9 Digitization**

As has been our practice since the very beginning of the Archives website project, conversion of audio and video material to the digital realm is not limited to the clips that end up on the English and French Archives sites. To minimize the number of digitization iterations to which the collections must be subjected, and with a view to efficiency, we normally digitize the entire source document from which the final clip is culled for the Archives site.

Statistics compiled for the period April to March 2004 reveal that we have digitized more than 1,685 hours of original documents from our collections. This includes 68 hours of TV films transferred to Digital Betacam tape along with 1617 hours of radio content converted from digital audio tape (DAT) to the Dalet format.

As of late March 2004, some 680 hours of audio and video clips in both English and French were available on the Archives site, with more being added on a weekly basis (see table, Appendix 3).

### **9.1 Digital Video Editing**

Until recently, when a small clip of video had to be edited out for rights issues, the videotape had to be taken to a video editing suite. We now have the ability to perform such edits ourselves in minutes, rather than wait the many hours or days it took to have them done in a suite.

### **9.2 Storage**

Occasionally a video that has been encoded must be reworked or recaptured because of audio problems, clipped ends, or new ins and outs. The saving of job logs makes this process easier, since the sections to be worked on can be located more quickly.



## 10 Site Traffic Report

Traffic to the CBC/Radio-Canada Archives sites continues to grow: as can be seen in appendices 6 and 7, traffic increased by some 74% from October 2002 to October 2003. The average number of site visits per week was approximately 23,000 in the fall of 2002; a year later it had jumped to around 40,000. Available statistics for 2004 (January to the end of March) show a weekly average of 72,000 visits to the two sites—this new increase is of the order of 80%.

More attentive study of the graphs in Appendix 6 leads to two observations, about which we would like to make some clarifications. The spikes around March-April 2003 and in July 2003 are clear evidence of the impact of our intensive marketing campaigns, as in the case of the peak in spring 2003, and of the synergy that can benefit the Archives sites when extensive cross-promotion is deployed across all CBC/Radio-Canada media lines, as happened with the Rolling Stones' benefit concert near Toronto in late July.

The sudden drop in page views as of May 2003, for its part, is directly related to the introduction of a new calculation protocol, designed to be more thorough, and which in hindsight would appear to be much more reliable. This significant change in our calculation methods means that the results we received before that time included a considerable overestimation of the total numbers of page views logged by site users during a typical visit. The new method, however, in no way affects the results in terms of the number of visits to each Archives site. We are confident that our efforts at promoting the merits of the sites will soon lead to a snowball effect and have a rapid impact on our two key performance indicators: number of site visits and number of page views.

Where unique visitors are concerned, MediaMetrix estimates reveal that in February 2004, there were some 105,000 unique visitors to the CBC Archives site, and about 124,000 unique visits to the Radio-Canada site. This represents an increase of nearly 50% compared to September 2003. It is important to note, however, that MediaMetrix's tracking method is limited to residential addresses, which is a major drawback for a site such as ours, whose target customer base includes a large number of educational institutions.

## **11 Educational Aspect**

### **11.1 Survey of Schools by Head Research**

To better understand the needs of teachers likely to be making use of the site, we organized focus groups last June in Montreal and Toronto. The study was overseen by the firm Head Research.

#### **Goals of the study:**

- Understand how teachers make use of the “For Teachers”/“Pour les profs” sections in the classroom.
- Gauge the level of satisfaction with the site contents.
- Identify opportunities for enhanced impact with target customer groups.

#### **Recruiting method:**

- Get in touch with teachers who had visited the CBC and Radio-Canada websites, in the hope that they would be aware of/had used the teaching materials offered on the Archives sites.
- Send recruiters into schools to get teachers to take part.

#### **Areas canvassed:**

##### **Toronto**

- Two groups of high school teachers (grades 9 to 12).

##### **Montreal**

- High school (Secondary I to V) and CEGEP teachers.

A total of about twenty teaching professionals in each city took part in the study.

### **11.2 Main Findings**

#### **Toronto**

Though some schools are not as well equipped with New Information and Communications Tools (NICTs) as others, the majority of teachers were aware of the Archives site, extremely pleased with it, and very satisfied with the learning activities to be found there. Some reported, however, that using content from the Archives site in class often required some planning and preparation.

#### **Montreal**

The study clearly showed that the “Pour les profs” section is currently not very well known among elementary school, high school and CEGEP teachers. Those who were aware of the site, however, held it in extremely high esteem. A majority of teaching professionals, however, complained that the required IT resources are lacking in their schools—a factor that, though it is beyond the control of CBC/Radio-Canada, has a direct impact on the educational potential of the Archives sites in Quebec.

Although IT resources are not a problem at the CEGEP level, teachers are reluctant to use the lesson plans proposed on the site, considering them to be standardized and associated with large-scale projects that take too much time to plan and run.

### **11.3 Summary**

Educators in both Montreal and Toronto would like to have access to a wider collection of documents that would include such topics as health, music, mathematics and dramatic arts. There is also interest in having access to downloadable MS PowerPoint presentations on specific topics. Also, a fair number of respondents thought that links to ministry of education criteria, including course and topic numbers relevant to website topics, for example, would be a good idea.

### **11.4 Follow-up Actions**

Careful examination of the results of this study clearly demonstrates the importance of deploying a more aggressive visibility strategy. To this end, since last fall we have led a series of promotional and awareness-raising activities directed at school settings in both Quebec and the rest of Canada. We also plan to study the feasibility of publicizing the Archives sites and their classroom potential to education faculties across the country. We are confident that the results of these initiatives will have a positive impact on traffic to both the English and French sites.

### **11.5 Learning Activities**

As of late March 2004, the “For Teachers” section of the CBC site included more than 525 teaching activities related to 97 archival topics. Its Radio-Canada sister section “Pour les profs” featured a total of 165 teaching activities based on 55 topics. The activities are designed for students at all levels from elementary through high school and college (see appendices 2A and 2B).

Most activities are designed to last a full classroom period, and include a summary introduction, preparatory exercises, supervised activities, discussion and follow-up. They are usually accompanied by relevant, pre-validated hyperlinks as well as supporting materials. Each activity includes a printer-friendly version for in-class use.

For many of these activities, we have also provided worksheet templates (some 75 in all) in the form of PDF documents as aids for teachers in organizing the activities as well as evaluating students. For the moment, these documents are available in English only.

### **11.6 Projects**

As of October 2003, the English “For Teachers” section features a new type of educational activity, called “Projects.” These are longer, more in-depth activities whereby students are invited to conduct comparative studies of interrelated topics on the CBC Archives site. For example, the “Canadian Athletes” project takes students directly to a feature on sports celebrities Maurice Richard, Ben Johnson and Terry Fox. Students

complement their research using other sources available on the Web, and synthesize the results in an oral presentation or written work. Each Project is accompanied by a “Line Master,” an approximately eight-page PDF template.

Since last fall, Projects featuring the following topics have gone online:

- Canadian Personalities: Contributing to Canadian Society (Maurice Richard, Ben Johnson, Oscar Peterson, Terry Fox, Pierre Trudeau, Barbara Frum, David Suzuki)
- Exploring Media: Understanding and Identifying Editorial Perspective in Television and Radio News (Henry Morgentaler, Boat People, Candu Reactor)
- Canadian Athletes: The Nature of Sports Heroism (Maurice Richard, Ben Johnson, Terry Fox)
- The Trudeau Era: Major Events (Trudeaumania, October Crisis, Berger Pipeline Inquiry)
- Canadian Disasters (Wrath of Hurricane Hazel, Saguenay Flood, Ice Storm of 1998, Ocean Ranger Disaster, Red River Rising: Manitoba Floods, Halifax Explosion)
- The Canadian Spirit (Leonard Cohen, Margaret Laurence, Stratford Festival, Oscar Peterson, Group of Seven)
- Canadian Women: Their Extraordinary Contributions
- Canadian Writers (Mordecai Richler, Michel Tremblay, Margaret Laurence, Leonard Cohen)
- Canadian Identity
- First Nations Reborn (Aboriginal Nationalism, Self-Determination, Historical Grievances)

### **11.7 CBC Education Portal**

In November, the CBC Archives site joined with the Corporation’s other English-language Web properties to create a one-stop shop providing quick access to all educational content available on CBC websites (<http://www.cbc.ca/shop/educ.html>). As a result of this consolidation, links to the CBC Archives site are now included on the following websites: *CBC news.real*, *CBC Educational Sales*, *Canada: A People’s History*, *News in Review*, *Radio Licensing* and *CBC News in Your Classroom*.

In March 2004, Radio-Canada.ca inaugurated a “Pour les Profs” resources page (<http://radio-canada.ca/pourlesprofs/>), containing a brief introduction to the French Archives site educational activities.

### **11.8 Redesign of the “For Teachers” Section**

In July 2003 major changes were made to the “For Teachers” home page to improve usability as well as enable access to learning activities by grade level or subject. We also redesigned the display mode so that the most recently added learning activities are highlighted.

Also, the database has been modified to reflect the new “Projects” section. Before this change, each learning activity was identified with one specific subject area only in the

database. With the addition of the “Projects,” all in-class learning activities had to be linked to multiple subjects; hence the modification to the database architecture.

### 11.9 The Halifax Explosion

In October the Archives site collaborated with the team behind the *Halifax Explosion* website, providing them with educational materials. The timing could not have been better, as we were already hard at work on a topic covering this historically important event. The collaboration was not without its difficulties, however, as we had to deliver educational components for the other site before work on our own Archive topic was complete. Our educational materials editor-in-chief had to create five new learning activities and rewrite one Project on Canadian disasters to include the Halifax Explosion. Our efforts did, however, have a positive impact on the visibility of the Archives site, as the logo of the *For Teachers* section is included on the *Halifax Explosion* site—paving the way for further and wider collaborations between our educational module and other entities within CBC/Radio-Canada.

### 11.10 New Learning Activities

Between spring 2003 and March 31, 2004, we produced accompanying learning activities for the following 64 topics:

|   |                                       |
|---|---------------------------------------|
| 1. Tous à l'abri! La peur du nucléaire                  | 36. Calgary Stampede                  |
| 2. Punk attitude  | 37. Newfoundland Seal Hunt            |
| 3. Les arts à l'index                                   | 38. Constitutional Debate-Part 2      |
| 4. Gérald Godin, tendre et emporté                      | 39. Jean Chrétien                     |
| 5. Alberta, la ruée vers l'or noir                      | 40. 1991 Gulf War                     |
| 6. Marshall McLuhan                                     | 41. Trudeau's Omnibus Bill            |
| 7. Judith Jasmin, femme et journaliste                  | 42. Bill 101                          |
| 8. Crise du verglas                                     | 43. Native Rights and the Environment |
| 9. Ocean Ranger   | 44. Newfoundland Seal Hunt            |
| 10. Candu   | 45. James Bay Project                 |
| 11. Les satellites canadiens                            | 46. Canadarm                          |
| 12. Marc Garneau  | 47. 1972 Canada-Soviet Hockey Series  |
| 13. La série du siècle                                  | 48. Funding of Amateur Sports         |
| 14. Médaillés olympiques                                | 49. René Lévesque                     |
| 15. Gilles Villeneuve                                   | 50. Women and World War II            |
| 16. Coupe Grey  | 51. 1950's Women's Programming        |
| 17. Réfugiés de la mer                                  | 52. Barbara Frum                      |
| 18. Oscar Peterson                                      | 53. Robert Bourassa                   |
| 19. Bombardier  | 54. Air Canada                        |
| 20. Polytechnique                                       | 55. Mr President Goes to Ottawa       |
| 21. Draft-dodgers: insoumis, déserteurs et réfractaires | 56. Their Christian Duty-Missionaries |
| 22. Le Canada dans la tempête du désert                 | 57. Hippie Society-Youth Rebellion    |
| 23. Le Refus global, révolution totale                  | 58. Canadian Telephone History        |
| 24. Combat des chefs                                    | 53. Robert Bourassa                   |

|  |                                       |
|--|---------------------------------------|
| 25. Le libre-échange: la fin du protectionnisme américain? | 54. Air Canada                        |
| 26. L'éveil de l'Acadie                                    | 55. Mr President Goes to Ottawa       |
| 27. Le débat sur la peine de mort                          | 56. Their Christian Duty-Missionaries |
| 28. Africville: expropriation des Noirs néo-écossais       | 57. Hippie Society-Youth Rebellion    |
| 29. Gais et lesbienne s'affirment                          | 58. Canadian Telephone History        |
| 30. Les premières années du Sida                           | 59. Mercury Poisoning                 |
| 31. L'ordre du temple solaire                              | 60. Tuberculosis                      |
| 32. Fluoration de l'eau: un débat qui perdure              | 61. Fighting Pollution-Great Lakes    |
| 33. La reproduction humaine dans tous ses états            | 62. Canada's Veteran                  |
| 34. Pierre Dansereau                                       | 63. Acadian Culture (attente droits)  |
| 35. Ils sont fous ces Canadiens                            | 64. Michel Tremblay (attente droits)  |



## 12 Partnerships

We continue to seek out partnership agreements that will enable us to enhance Archives site visibility, reach and traffic. Following are details of three new agreements signed since April 2003.

### 12.1 Culture.ca: Canada's Cultural Gateway

Since April 2003 we have contributed to this site by delivering a series of CBC Archives capsules adapted to Culture.ca specifications. Since beginning this partnership, we have incorporated the production of the capsules into our regular workflow. Some sixty capsules were delivered in four batches during 2003. We were contacted in mid-May by a Culture.ca representative about finalizing delivery of capsules produced since the beginning of 2004. We also made our expertise available to the Culture.ca site team as part of efforts to proper viewing of our capsules on the Netscape, Mozilla and Safari browser platforms.

The following link is to a page that provides an example of the capsules produced for Culture.ca, "*Censurer la femme: 30 juillet 1968 - clip tiré du dossier Les arts à l'index.*"

<http://www.culture.ca/canada/capsule-capsule-f.jsp?data=4275> (French only)

### 12.2 National Library of Canada: *The Plouffe Family*

As part of its website on Canadian writers, the National Library of Canada wished to secure the rights to use a clip from the TV series *The Plouffe Family* to complement its section on Roger Lemelin. We assisted them in the process of obtaining, at no charge, the rights to two clips lasting a little over one minute each, one in English and one in French, from the episode "Le retour d'Ovide," first broadcast in 1954.

<http://www.nlc-bnc.ca/writers/t19-2200-e.html>

<http://www.nlc-bnc.ca/ecrivains-ecrivaines/t19-2200-f.html>

### 12.3 Musilab: The *Un monde d'objets parlants* site

The mission of the *Un monde d'objets parlants* ("A World of Talking Objects") website is to "preserve and document the musical and oral traditions of French Canada." One section of the site is devoted to the various accents of francophones across the country. To enhance this section, Musilab required audio clips of speakers from different areas of French-speaking Canada. We assisted them in obtaining, free of charge, seven sound clips from the French Radio archives.

<http://www.objetsparlants.ca/UI/MusiLab/forms/Accueil/Accueil.aspx>

<http://www.objetsparlants.ca/UI/Musilab/Forms/English/English.aspx>

As well, we initiated discussions on a variety of projects with potential partners including the Canadian Embassy in Paris, the National Arts Centre, SOFAD, Pif.ca and more. We also tried, unsuccessfully, to put together a joint project with various national broadcasters.



## 13 Marketing

In partnership with Genesis Media, the agency that manages CBC promotional operations in Toronto, we finalized an advertising and marketing strategy for the English Archives site in continuity with the campaign mounted last February. Responsibility for the French site's marketing plan was entrusted to the firm Rivest et Associés, with the strategy's main thrust being to raise the site's profile among French-speaking teaching personnel.

Through a combination of trade-show and conference presentations, workshops, partnerships, and traditional and targeted advertising campaigns, we have had a fair amount of success both in terms of increased awareness and greater site traffic, among teachers as well as school board administrators.

To boost awareness of the site, a six-sided colour brochure as well as a promotional bookmark were produced, and widely distributed at the various conferences and events at which the site was represented. These items were also distributed both at the World Press Photo Exhibit in Toronto and to each of our regional Communications departments, and will be available in many college and university libraries across the country at the start of the new year.

We also commissioned production of a colourful nine-panel self-supporting stand for use whenever we hold workshops or attend conferences. There are also video CDs, which are tailored for the various regions we visit, and which showcase the quality and historical value of the clips available on the site. Promotional pens with neck straps, specially designed for teachers, as well as a tote bag, distributed at the AQUOPS conference, were also produced. The promo notepads featuring questions whose answers can be found on the Archives site are still very popular among educators.

There is no doubt that impactful on-site presentations in schools and at conferences remain among the most effective tools for promoting the site. A good illustration of this is the fact that, the day after a presentation at Rick Hansen Secondary School in Mississauga, we received requests for site presentations from two other school boards and two teachers' associations. The comments we regularly receive from teaching professionals speak volumes in this regard, as can be seen from the following selected excerpts.

*"I think this is a fantastic tool for a school such as Rick Hansen . . . we have the tools to properly use this information in our classrooms; let's use it!"*

*"I thought this was a wonderful workshop, and I'll be using the tools we were introduced to."*  
[freely translated from French]

*"I just wanted to say that I thought the presentation yesterday was excellent! What I was shown is a tool that can easily be brought into the classroom not just as a teaching aid but as a teaching tool that will get the students engaged."*

*"Very well done. Interesting and practical."* [freely translated from French]

*“I was able to envision lessons that I already teach in a new light . . . reinvented with the aid of the website. I can see some of these old lessons rejuvenated and able to create discussion and stir up personal emotions and beliefs in my classes.”*

### **13.1 Educational Conferences and In-School Presentations**

Over the past year we were present at several educational conferences, reaching thousands of attendees and teaching professionals in both English and French Canada. The conferences were held in Vancouver, Edmonton, Winnipeg, Montreal, Burlington, ON, Toronto and Quebec City.

Whenever we attend events such as these, we ensure our stand is set up in the main hall, where we conduct site demonstrations, hand out brochures, solicit e-mail addresses, and so on.

Following is the full list of conferences and conventions attended:

#### **April**

- April 14–16, *Association québécoise des utilisateurs de l'ordinateur au primaire-secondaire* (AQUOPS), Quebec City.

#### **May**

- May 1, *Association québécoise des enseignants de français langue seconde* (AQEFLS), Montreal.
- May 8–9, *Avancement pédagogique des technologies de l'information et de la communication en Atlantique* (APTICA), Moncton.
- May 25–28, *Association for Media and Technology in Education in Canada* (AMTEC), Montreal.

#### **October**

- October 2, 100th anniversary of the Alliance française, Vancouver.
- October 2–4, *Association canadienne d'éducation de langue française* (ACELF), Toronto.
- October 22–24, Vancouver International Writers and Readers Festival.
- October 23–24, Canadian Association of Immersion Teachers, Vancouver.
- October 24–25, *Société des professeurs d'histoire du Québec*, Quebec City.

#### **November**

- November 3, Site presentation at Université du Québec à Montréal.
- November 4, Speech to the International Council for Innovation in Higher Education, University of Nevada, Las Vegas, entitled “Digitizing Historical Consciousness: The Function of Canada’s National Public Broadcaster’s Radio and TV Archives.”

#### **January**

- January 29–30, Stand and presentation, Ontario Library Association, Toronto

#### **March**

- March 15–17, Participation in ICEM (International Conference on Educational Multimedia); distribution of brochures and notepads

- March 19, Presentation to CBC librarians and archivists on best practices for online copyright, Halifax
- March 25, Participation in “Copyright in the Digital Age” conference, Canadian Copyright Licensing Agency, Toronto

## 13.2 Publications

Last spring Radio-Canada agreed to lend its support to Prof. Pierre C. Bélanger, of the University of Ottawa Communications Department, whose research interests include collective memory and the role played therein by public initiatives like the Archives site. We facilitated contacts with Radio-Canada Archives management personnel and provided him with access to information and statistics that helped in the publication of two papers in academic journals. We believe this provides an opportunity to enhance the reputation of the site as well as reflect on the contribution our Archives can make to the establishing of community identity.

The two papers were:

- “L’enseignement du français et la promotion de la mémoire collective: la contribution des archives numériques de Radio-Canada.” *Revue de l’Association québécoise de l’enseignement du français langue seconde*, Vol. 25, No. 1.
- “Digitizing Historical Consciousness: The Function of Canada’s National Public Broadcaster’s Radio and TV Archives.” Forthcoming: *International Journal of Innovative Higher Education*.

## 13.3 Other Initiatives

### a) Welcome Week Activities

More than 8,000 cards and bookmarks were sent to Montreal CEGEPs and universities via student associations, with the goal of achieving visibility during welcome week.

Promotional brochures were also handed out during the annual conference of the *Réseau Histoire* at Université du Québec à Montréal.

### b) Word on the Street (Sunday, September 28, 2003)

The Word on the Street Book & Magazine Fair is a major public event whose last edition attracted some 170,000 visitors to downtown Toronto streets. Prize drawings of several CBC promotional items were a significant factor in recruiting Archives Newsletter subscribers. Brochures were also distributed in Toronto, as well as at the Calgary and Vancouver editions of the festival.

### c) Salon du livre de Dieppe (November 6–10, New Brunswick)

- d) **Salon du livre de Montréal** (November 13–17)
- e) Production of CBC Archives/Archives Radio-Canada pens and notepads (see Appendix 14)
- f) Efforts to unify our actions with those of other CBC educational activities under the banner <http://cbc.ca/schools>, to optimize our impact in school settings
- g) Creation of banners and bookmarks (see Appendix 12)

Up to now, nearly 6,300 brochures have been handed out at events in Montreal, Toronto, Vancouver and Quebec City.

### **13.4 In-School Demonstrations**

Two site demonstrations were given at Rick Hansen Secondary School in Mississauga. In Quebec, since late October we have given 16 presentations on the Archives site to schools in the province to raise teachers' and educational advisers' awareness of the learning potential of the Archives sites. Since last fall, we have given presentations of the Archives site to approximately 400 teachers and advisers. The list of schools visited includes:

- Centre de formation continue, Marie-Victorin school board (October 28)
- École des Cardinaux de Laval (November 12)
- École du Coteau (Des Affluents school board/elementary) (November 17)
- École de l'Odysée (Des Affluents school board/secondary) (November 26)
- École Henri-Beaulieu (Marguerite-Bourgeoys school board/elementary) (November 27)
- École les Explorateurs (Laval school board/elementary) (December 5)
- École secondaire des Patriotes (Saint-Bruno school board/secondary) (January 28)
- L'École l'Envol (alternative education), Laval school board/elementary (February 3)
- Centre Multi-Services, Sainte-Thérèse (February 11)
- Calgary City Teachers' Convention Association (February 11–13)
- FNEC First Nations Technological Gathering (February 12)
- Presentation to teachers and librarians, Peel District School Board (February 14)
- Workshop/discussion with secondary teachers at Rick Hansen School, Mississauga (February 24)

- Demonstration of best uses for Canadian Culture Online National Advisory Board, Calgary (February 25–27)
- Greater Edmonton Teachers' Convention Association (GETCA) (February 25–27)
- École secondaire d'Anjou (Pointe de l'île school board/secondary) (March 17)
- Presentation to Ontario Region Secondary School Teachers, Niagara (March 23)
- AQUOPS Convention (April 7)
- École Amos (Pointe de l'île school board) (April 13)
- Polyvalente Georges-Vanier (Group 3, Montreal School Commission/ secondary (April 20)
- Pavillon Durocher (private institution) (April 27)
- Séminaire des Pères Maristes–Sillery (private institution) (April 30)

### 13.5 What Others Are Saying

Increasingly, the Archives site is being positively reviewed on a variety of websites. Below are some excerpts of comments:

*"For today's media-oriented students, the ability to actually see and hear the events that shaped us is a very real motivational tool. Whether you have a single computer in your classroom or a computer per student, you can successfully integrate the CBC Radio and Television Archives Web site into your classroom!"*

New Brunswick School District 6

<http://www.district6.nbed.nb.ca/whatsnew/commufax/March%2005%2003.pdf>

*"De Beauvoir's words, unexpurgated, are now available via the network's website. They recreate for us Simone de Beauvoir in her time, railing against the issue of women's work, the war in Algeria, the USSR's prison camps, and the Soviet mirage."*

"Beauvoir censurée et retrouvée," Lemonde.fr, 07.11.03 [freely translated from French]

*"CBC Archives: This site has over 50 years worth of news and events online, with a special section for teachers that includes activities and lesson plans. [A] useful tool for teachers, and [. . .] absolutely free."*

Education Network of Ontario: Resources for Educators

[http://www.enoreo.on.ca/resources/educator\\_res.htm](http://www.enoreo.on.ca/resources/educator_res.htm)

*"The entire creative team at the CBC/Radio-Canada Archives website is doubtless in a mood to celebrate, as the site recently won a Bronze Medal in the Editorial category at the prestigious New York Festivals Interactive Awards 2003 [. . .] The competition was fairly fierce—festival organizers said they'd received more than 600 entries from 26 countries. The current*

*CBC/Radio-Canada Archives site receives support from the Canadian Culture Online Program of the Department of Canadian Heritage. . . .”*

**“Section Archives de Radio-Canada: prestigieuse récompense internationale”** [freely translated from French]

Benefice.net

*“The breadth of clips offered here is pretty amazing.”*

Research Buzz

<http://www.researchbuzz.com/news/2002/dec19dec2502.shtml>

*“An impressive and interesting project where you can search and listen/view clips of CBC Radio and CBC Television programming beginning in 1936.”*

ResourceShelf: Resources and News for Information Professionals

[http://www.resourceshelf.com/archives/2002\\_10\\_01\\_resourceshelf\\_archive.html](http://www.resourceshelf.com/archives/2002_10_01_resourceshelf_archive.html)

*“The history of Canadian satellites. Thalidomide. Canada in the nuclear age (CANDU). The James Bay hydropower adventure. These are the first four scientific topics made available online from the Radio-Canada archives. Thematically sorted, in both French and English (via the CBC site), these old news reports are emerging from the mists of time. More curious types, like this reporter, will devour the ‘Découvrir les archives’ section, which explains the technology involved: the media, the machines and other methods of preserving the past.”*

“C’était hier.” [freely translated from French]

<http://www.sciencepourtous.qc.ca/bulletin/2002/74/bref.html>

*“This site aims to be a national treasure and succeeds. Truly one of the most enjoyable hours I’ve ever spent on the Internet.”*

Chris Zelkovitch “Web site takes trip down memory lane,” *Toronto Star*, January 2, 2004

### **13.6 Media Campaign**

From early August to mid-October, a 30-second commercial for the Radio-Canada Archives site was aired on 80 separate occasions on the Radio-Canada main TV network as well as on the Réseau de l’information (RDI). From October 17 to December 31, 2003, the Archives site commercial was aired twice daily on the main network as well as on RDI; the total number of airings was 304 (76 days x 2 airings/day x 2 networks). On French Radio, a 15-second promo spot was aired throughout August. From September to November, an online promotional campaign was conducted on specially selected websites. During November and December, promotional material aimed at teachers was inserted in *L’école branchée* magazine.

On the English side, a 30-second commercial received 167 airings between December 2 and 15 on the main CBC network as well as on the specialty digital channel *Country Canada*. The breakdown of airings was as follows:

- 137 airings on the main CBC network during prime time, including:
  - 13 airings during *Friday Night at the Movies*;
  - 12 airings during *Sports Saturday*;



- 12 airings during *CBC News Morning*;
  - 6 airings during *This Hour Has 22 Minutes*;
  - 6 airings during *Hockey Night In Canada*.
- 30 airings on the *Country Canada* network.

### 13.7 Archives Newsletter

Since February 2003, the Archives Newsletter / Cyberlettre des Archives has been transmitted via e-mail every Thursday at 5 p.m. to some 2,400 readers who receive the English version, as well as over 2,500 subscribers who receive it in French. Over the past six months, more than 1,500 new subscribers signed on to either the English or French mailing list.

### 13.8 Corporate Communications and Marketing

Whenever circumstances allowed, we took part in CBC/Radio-Canada promotional activities so as to raise public awareness of the Archives sites. Following are four examples of promotional events in which members of the Archives team participated:

- November 7           Ottawa           Chapter and Verse
- November 15        Toronto          *As It Happens* 35th Anniversary
- November 16        Windsor        Family Open House
- November 23        Edmonton      Edmonton Moves

In addition, we leverage cross-promotions with Radio and TV programming as well as reciprocal links to/from the Corporation's other Web properties, including *CBC News* and *Life and Times*. For example, collaborations on the occasion of Remembrance Day and surrounding a broadcast commemorating the career of Jean Chrétien were especially productive.

We also maintain close ties to the CBC's *Greatest Canadian* website as well as to *Comedy Day in Canada*. In addition, we have put together a weekly electronic mailing list to raise awareness among hosts across the country of recent updates to the Archives sites. This initiative has led to them being mentioned on CBC Radio in Toronto and Ottawa as well as during several regional morning shows.

Other examples of cross-promotions with cbc.ca:

- Arctic Winter Games (CBC.ca Whitehorse)
- 50th Anniversary of the Toronto Subway (CBC.ca Toronto)

#### Interviews on CBC Radio

|            |                      |                               |
|------------|----------------------|-------------------------------|
| October 18 | CBC Radio St. John's | Interviewer: Christine Davies |
| October 25 | CBC Radio Ottawa     | Interviewer: Rob Clipperton   |

CBC Regina frequently mentions the Archives site on air, and regularly plays clips drawn from the site during weekend programming.

## 14 Financial Report

Our total operating budget for fiscal 2003–2004 was \_\_\_\_\_ including a contribution of some \_\_\_\_\_ from CBC/Radio-Canada, which served mainly to cover part of the costs associated with site development and management, as well as part of the various promotional and outreach activities.

The share of the budget funded by the CCOP was \_\_\_\_\_ which includes the contribution apportioned during fiscal 2003–04 and a portion \_\_\_\_\_ of the surplus accumulated over the two previous years, which now totals some \_\_\_\_\_. As stipulated in the 2004–05 business plan, this \_\_\_\_\_ surplus is serving as a reserve to ensure the project’s continuity as well as cover potential copyright/royalty settlements.

The detailed financial statement is found in Appendix 8, while Appendix 9 provides a cost breakdown by Archive topic.



## 15 Conclusion

The CBC/Radio-Canada Archives team wrapped up 2003–2004 on a high note, thanks to such successes as the Prix Italia win in September 2003, and—feeling revitalized by the knowledge that we are working on a truly meaningful project—we are currently riding a feverish, creative momentum rivalling that which prevailed when the Archives sites first went online in the fall of 2001.

In carrying out this important mission of laying the digital foundations for a Canadian collective memory industry, CBC/Radio-Canada has taken it upon itself to act as an intermediary in highlighting the diversity of discourse about our history. Over the years, Canadians have learned to turn to their public broadcaster whenever they seek more clarity, meaning and ethics in their news and information, or when they feel the need to deepen their appreciation of the great changes our society is undergoing.

An accurate reflection of the issues and debates that make up this country's heart and soul, CBC/Radio-Canada is transposing to the Web the major milestones of some 70 years of Canadian history. For the young people of Canada, our initiative is tantamount to a time machine, giving them the opportunity to get the facts for themselves. The approximately 6,000 audio and video clips contained on the Archives sites enable young users to exercise their analytical and critical skills, screening the different available versions of events in our history through the filters of their own values and experiences.

The past year has seen us pursue site development at a sustained pace and continue to enhance not only the overall aspect of the site, but its applications, usability and the diversity of its contents as well. The communications strategies we deployed have had a marked impact on traffic to the Archives sites, and significantly boosted our profile. In addition, our various initiatives in school settings have allowed us to gauge the enthusiastic response to the site among both teachers and students. In response to suggestions from users, we have been able to continually adapt the sites to their expectations and needs.

Until now, a major part of our work has been directed toward illustrating, using voices and images, some of the key people and events that have helped define Canada. We wish to continue our actions in this regard, and thus help make history a fundamental component of the social education that our schools provide to our youth. Following a philosophy of civic education, it is important to provide young people with the opportunity, and instill in them the will, to become informed and to reflect upon the major social issues of our times. CBC/Radio-Canada will continue to hew to these forms of discourse—not merely because they provide invaluable context for what is happening in the world today, but also because they allow us to envisage possible futures.

## Appendix 1A

### 162 English Topics Online as of April 15, 2004

#### Conflict and War (17)

- Cold War Culture: The Nuclear Fear of the 1950s and 1960s
- Royal 22nd Regiment: Canada's Fighting 'Van Doos'
- Relocation to Redress: The Internment of the Japanese Canadians
- Seeking Sanctuary: Draft Dodgers
- The Gouzenko Affair
- Canada and the Fight Against Apartheid
- The Oka Crisis
- Reports from Abroad: Matthew Halton
- The Somalia Affair
- Forgotten Heroes: Canada and the Korean War
- On Every Front: Canadian Women in the Second World War
- The October Crisis: Civil Liberties Suspended
- Continuing the Fight: Canada's Veterans
- Dr. Gerald Bull: Scientist, Weapons Maker, Dreamer
- 1939-1945: A Soldier's War
- The 1991 Gulf War
- Peacekeepers and Peacemakers: Canada's Diplomatic Contribution

#### Arts and Entertainment (17)

- The Stratford Festival: The First Fifty Years
- Le Refus global: Revolution in the Arts
- Margaret Laurence: Canada's Divine Writer
- Glenn Gould: Variations on an Artist
- Mordecai Richler Was Here
- Leonard Cohen: Canada's Melancholy Bard
- Punk rock comes to Canada
- The Rolling Stones: Canada gets Satisfaction
- Master Storyteller Norman Jewison
- Oscar Peterson: A Jazz Giant
- Artists Busted: Censorship in Canada
- Gordon Lightfoot: Canada's Folk Laureate
- Karen Kain, Prima Ballerina
- Ruling the Airwaves: The CRTC and Canadian Content
- Tom Thomson and the Group of Seven: Painters in the Wilderness
- Comedy Days in Canada
- April Fool's Day: The Joke's on Us!

#### Politics and Economy (39)

- Creation of Nunavut
- Mr. President Goes to Ottawa
- Has Confederation Been Good for Newfoundland?
- Striking Oil in Alberta
- The Birth of Medicare
- The Auto Pact: En Route to Free Trade
- Georges Erasmus: Native Rights Crusader
- Canada-U.S. Free Trade Agreement
- Death Penalty Debate
- The Berger Pipeline Inquiry
- The Road to Bilingualism
- Quebec Elections: 1960-1998
- The Great Canadian Flag Debate
- Bombardier: The Snowmobile Legacy
- PEI Elections: Liberal landslides and Tory tides
- At Loggerheads: The Canada-U.S. Softwood Lumber Dispute
- Ontario Elections: Twenty Tumultuous Years
- Showdown on the Prairies: A History of Saskatchewan Elections
- Newfoundland and Labrador Elections
- Concentration to convergence: Media ownership in Canada
- Trans-Canada Highway: Bridging the Distance
- Northwest Territories: Voting in Canada's North
- René Lévesque's Separatist Fight
- Pelts, Pups and Protest: The Atlantic Seal Hunt
- Politics, Sex and Gerda Munsinger
- The 'Other Revolution': Louis Robichaud's New Brunswick
- On the Nunavut Campaign Trail

#### Life and Society (32)

- Religion in the Classroom
- Marshall McLuhan, the Man and his Message
- Trudeaumania: A Swinger for Prime Minister
- Expo 67: Montreal Welcomes the World
- The Confederation Bridge: P.E.I. Connects
- The Birth Control Pill
- Boat People: A Refugee Crisis
- Pot and Politics: Canada and the Marijuana Debate
- Dr. Henry Morgentaler: Fighting Canada's Abortion Laws
- Toronto's Infamous 'Boyd Gang'
- Eaton's: A Canadian Institution
- The 1984 Papal Visit
- Greenpeace: Always Bearing Witness
- Hippie Society: The Youth Rebellion
- Gay and Lesbian Emergence: Out in Canada
- Celebrating CBC's As It Happens
- Barbara Frum: Pioneering Broadcaster
- Canada's Wine Renaissance
- Canada's New Queen
- Terry Fox's Marathon of Hope
- Much ado about Christmas: toys, traditions and holiday fun
- Africville: Expropriating Nova Scotia's blacks
- Calgary Stampede: Celebrating Canada's Western Heritage
- Quebec Winter Carnival
- A Woman's Place: Programming for the Modern Homemaker
- Sue Rodriguez and the right-to-die debate
- Their Christian Duty: Canadian Missionaries Abroad

- Charting the Future: Canada's New Constitution
- Jean Chrétien: From pool hall to Parliament Hill
- Losing Altitude: A History of Air Canada
- Robert Bourassa: Political Survivor
- Trudeau's Omnibus Bill: Challenging Canadian Taboos
- Medicare and Social Welfare: Tommy Douglas and the NDP
- Canada's Constitutional Debate: What Makes a Nation?
- Constitutional Discord: Meech Lake
- Equality First: The Royal Commission on the Status of Women
- The Battle for Aboriginal Treaty Rights
- Stranger than Fiction: The Bre-X Gold Scandal
- Hog Wild: Canada's pork industry

- Splitting Up: Canadians Get Divorced
- The St. Lawrence Seaway: Gateway to the world
- Close Encounters of the Canadian Kind
- Generation X: Lives on Hold
- Halloween and Tales of Canadian Ghosts

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#### **Disasters and Tragedies (17)**

- The Saguenay Flood
- Springhill Mining Disasters
- The Sinking and Raising of the Irving Whale
- The Ocean Ranger Disaster
- The Wrath of Hurricane Hazel
- Red River Rising: Manitoba Floods
- A Lost Heritage: Canada's Residential Schools
- The 'Great Northeastern Blackout' of 1965
- The Krever Report: Canada's Tainted Blood Disaster
- Solar Temple: A cult gone wrong
- The Early Years of the AIDS Crisis
- The Wrongful Conviction of David Milgaard
- The Halifax Explosion
- The Air India Investigation
- The Montreal Massacre
- The Ice Storm of 1998
- Mercury Rising: The Poisoning of Grassy Narrows

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#### **Science and Technology (22)**

- The Fluoride Debate
- Polio: Combating the Crippler
- The Avro Arrow: Canada's Broken Dream
- Candu: The Canadian Nuclear Reactor
- Asbestos: Magic mineral or deadly dust?
- Launching the digital age: Canadian Satellites
- Fighting Female Infertility
- Thalidomide: Bitter Pills, Broken Promises
- Computer Invasion: A History of Automation in Canada
- Clearcutting and Logging: The War of the Woods
- Chasing a cure for Diabetes
- Fighting Forest Fires
- Acid Rain: Pollution and Politics
- Tuberculosis: Old Disease, Continuing Threat
- Marc Garneau: Canadian Space Pioneer
- James Bay Project and the Cree
- David Suzuki: Scientist, Activist, Broadcaster
- Going Underground: Toronto's Subway and Montreal's Metro
- Canada Enters the Clone Age
- Canadarm - A technology star
- What's Eating Canada's Trees?
- Canada Says Hello: The First Century of the Telephone

**Sports (18)**

- Ben Johnson and Drugs in Canadian Sport
- Major League Baseball Comes to Canada
- Gold Medal Athletes - 1948-1968
- Grey Cup: The Fans and the Fanfare
- Gilles Villeneuve: Racing at the speed of light
- The Crazy Canucks: Canada's skiing heroes
- Getting Physical: Canada's Fitness Movement
- Rick Hansen: Man In Motion
- Fair Game: Pioneering Canadian women in sports
- Maurice 'Rocket' Richard
- Lacrosse: A History of Canada's Game
- The Great Wayne Gretzky
- Funding of Amateur Sports
- Arctic Winter Games
- Still Standing: The People's Champion George Chuvalo
- Cross Country Smackdown: Pro Wrestling in Canada
- Canada-Soviet Hockey Series, 1972
- Curling: Sweeping the Nation

## Appendix 1B

### 166 French Topics Online as of April 15, 2004

#### Guerres et conflits (19)

- Soldats canadiens en Corée
- Draft-dodgers: insoumis, déserteurs et réfractaires
- Crise d'Oka: 78 jours de barricades
- Marcel s'en va-t-en guerre
- Le Canada dans la tempête du désert
- Gerald Bull: génie scientifique ou Dr Strangelove?
- L'ennemi intérieur 1939-1945
- Le Canada et l'apartheid: ni noir, ni blanc
- Des journalistes racontent la Seconde Guerre mondiale
- Tous à l'abri! La peur du nucléaire des années 1950 et 1960
- Les réfugiés de la mer
- Gouzenko, une affaire d'espionnage
- Jour du Souvenir, soldats oubliés
- Des femmes sur tous les fronts
- Octobre 70: le Québec en crise
- Le Canada et la guerre du Vietnam: drôle de diplomatie
- Casques Bleus, soldats de la paix
- La débâcle somalienne
- Les militaires du Royal 22e Régiment

#### Politique et économie (43)

- Bilan de santé de l'assurance-maladie
- Quelle situation pour la femme canadienne?
- Un drapeau pour le Canada
- L'éveil de l'Acadie
- Le « bill omnibus », un débat de société
- La croisade de Georges Erasmus
- La motoneige de Bombardier
- Alberta: la ruée vers l'or noir
- Pipeline et droits territoriaux
- Éducation, la fin d'un système
- L'imbroglio fédéral-provincial commence
- Terre-Neuve, l'autre solitude
- À la recherche d'un Canada bilingue et biculturel
- Peine de mort: la justice qui tue
- Le Pacte de l'automobile: en route vers le libre-échange!
- Canada-États-Unis: les sommets de l'amitié
- Combats des chefs
- Libre-échange: la fin du protectionnisme américain?
- Robert Bourassa, premier ministre à tout prix
- L'Ontario choisit ses premiers ministres
- Munsinger, l'Allemande qui fit scandale
- Aux urnes, Terre-Neuviens!
- Sur les terres des Ténois
- Jean Chrétien: qui l'aime le suivie
- L'Île-du-Prince-Édouard aux urnes
- Chasse aux phoques: désastre écologique ou économique?
- Les droits territoriaux des autochtones

#### Arts et Culture (16)

- Le Refus global, révolution totale
- Punk attitude
- Les arts à l'index
- Mordecai Richler entre la satire et la provocation
- Gabrielle Roy: femme de lettres
- Gérard Godin, tendre et emporté
- Claude Jutra, une vie en 24 images
- Rencontres du septième art
- La La La Human Steps: danse extrême
- Le salaire du rire
- Oscar Peterson, le roi du jazz
- Les Rolling Stones: 40 ans de satisfaction
- Variations Glenn Gould
- Le Groupe des sept, peintres de la nature
- Gaston Miron: parole de poète
- 50 ans de théâtre à Stratford

#### Désastres et tragédies (17)

- Glissement de terrain à Saint-Jean-Vianney
- Ocean Ranger: la plate-forme engloutie
- Le renflouement de l'Irving Whale
- La crise du verglas
- Au coeur du Manitoba, la rivière Rouge
- David Milgaard: la justice coupable
- OTS: Aller simple pour l'enfer
- C'était le 6 décembre 1989 à l'École Polytechnique
- Sang contaminé: la mort goutte à goutte
- Catastrophes minières à Springhill
- Halifax renaît de ses cendres
- Le vol 182 d'Air India ne répond plus
- Le Saguenay sous les eaux
- Les premières années du sida
- Mercure: des eaux empoisonnées
- Pensionnats indiens: l'enfance déracinée
- Il pleut à mourir!

#### Sciences et technologies (22)

- Fluoration de l'eau: un débat qui perdure
- Le combat contre la polio
- Thalidomide: le médicament de la difformité
- Avro Arrow, le rêve brisé
- CANDU ou le Canada à l'ère nucléaire
- Le pont bercé par la mer
- La grande aventure de la Baie James
- Les satellites canadiens
- Le Saint-Laurent, la voie du continent

- Air Canada à la conquête du ciel
- Le rapatriement de la Constitution sème la zizanie
- De la radiodiffusion aux télécommunications
- René Lévesque: «Un parti à fonder, un pays à bâtir»
- Nunavut, terre de défis
- Bre-X, tout ce qui brille n'est pas or
- Pas de sursis pour l'accord du lac Meech
- Mackenzie King, une vie au service de l'État
- La Saskatchewan, berceau du socialisme canadien
- Le bois dans l'impasse
- Concentration de la presse: un mal nécessaire?
- La diplomatie canadienne au service de la paix
- La Transcanadienne: le rêve devenu réalité
- Les Inuits à l'école des Blancs
- Pionnières du syndicalisme
- Brian Mulroney: le sommet et rien d'autre

- De la machine à calculer à l'ordinateur personnel
- Diabète: combattre le tueur silencieux
- Des feux et des hommes
- Le fléau de la tuberculose
- Ces visiteurs venus du ciel
- Silence.on clone!
- Une forêt saignée à blanc
- Dansereau, l'écologiste aux pieds nus
- L'amiante au banc des accusés
- La reproduction humaine dans tous ses états
- Un bras canadien au service de la science
- Marc Garneau, pionnier de l'espace
- Le téléphone, d'un combiné à l'autre

#### **Vie et société (32)**

- Le pape migrateur
- Des visites royales au Canada
- Pax Plante affronte la pègre
- Judith Jasmin, femme et journaliste
- Gais et lesbiennes s'affirment
- Du poisson au menu!
- La pilule ou la victoire des femmes
- La génération hallucinée
- Morgentaler et son combat juridique
- Terry Fox court pour la vie
- Jeux et jouets d'hier et d'aujourd'hui
- Expo 67: Montréal capitale du monde
- Un pays pris de trudeaumanie
- McLuhan, prophète des temps modernes
- Eaton: le colosse aux pieds d'argile
- Africville: expropriation des Noirs néo-écossais
- Bonbons, sorcières et frissons
- Une maison pour Radio-Canada
- Le Canada, un pays de vin?
- Devenir la parfaite ménagère
- Les missionnaires répandent la bonne nouvelle
- Carnaval de Québec, fête de l'hiver
- Greenpeace, la multinationale verte
- Divorcer pour le meilleur et pour le pire
- En selle pour le Stampede!
- Marijuana: discussions sur l'herbe.
- Sue Rodriguez: lutter pour une mort digne
- Lucille Teasdale, la médecine comme mission
- Le triomphe de la banlieue
- Une île, un métro
- Génération X en quête d'identité
- Monstres et légendes

#### **Sports (17)**

- Ils sont fous ces Canadiens
- La Série du siècle
- Bienvenue dans les ligues majeures
- Gilles Villeneuve, le destin tragique d'un champion
- Médaillés olympiques de 1948 à 1968
- Le Rocket, héros d'un peuple
- La coupe Grey, un siècle de passion
- Le scandale Ben Johnson
- La crosse, un héritage égaré
- Dopage: l'obsession de la performance
- Les Jeux de l'Arctique
- La longue course d'obstacles des femmes
- Des sous et des jeux
- Balai sur glace
- Des Canadiens actifs et en santé
- André Viger, paraplégique oui, infirme jamais!
- Au pays de la Merveille: Wayne Gretzky

## Appendix 2A

### 55 French Topics with Learning Activities Online as of April 15, 2004

|  |  |
|--|--|
| <p><b>Guerres et conflits (7)</b></p> <ul style="list-style-type: none"><li>• Crise d'Oka: 78 jours de barricades</li><li>• Draft-dodgers: insoumis, déserteurs et réfractaires</li><li>• Gouzenko, une affaire d'espionnage</li><li>• Le Canada dans la tempête du désert</li><li>• Les réfugiés de la mer</li><li>• Octobre 70: le Québec en crise</li><li>• Tous à l'abri! La peur du nucléaire des années 1950 et 1960</li></ul>   | <p><b>Arts et Culture (6)</b></p> <ul style="list-style-type: none"><li>• Gabrielle Roy: femme de lettres</li><li>• Gérald Godin, tendre et emporté</li><li>• Le Refus global, révolution totale</li><li>• Les arts à l'index</li><li>• Oscar Peterson, le roi du jazz</li><li>• Punk attitude</li></ul>   |
| <p><b>Politique et économie (10)</b></p> <ul style="list-style-type: none"><li>• Alberta: la ruée vers l'or noir</li><li>• Combats des chefs</li><li>• L'éveil de l'Acadie</li><li>• La motoneige de Bombardier</li><li>• Libre-échange: la fin du protectionnisme américain?</li><li>• Munsinger, l'Allemande qui fit scandale</li><li>• Nunavut, terre de défis</li><li>• Peine de mort: la justice qui tue</li><li>• Quelle situation pour la femme canadienne?</li><li>• Un drapeau pour le Canada</li></ul> | <p><b>Vie et société (9)</b></p> <ul style="list-style-type: none"><li>• Africville: expropriation des Noirs néo-écossais</li><li>• Des visites royales au Canada</li><li>• Expo 67: Montréal capitale du monde</li><li>• Gais et lesbiennes s'affirment</li><li>• Judith Jasmin, femme et journaliste</li><li>• McLuhan, prophète des temps modernes</li><li>• Morgentaler et son combat juridique</li><li>• Terry Fox court pour la vie</li><li>• Un pays pris de trudeaumanie</li></ul> |
| <p><b>Désastres et tragédies (8)</b></p> <ul style="list-style-type: none"><li>• C'était le 6 décembre 1989 à l'École Polytechnique</li><li>• Catastrophes minières à Springhill</li><li>• Glissement de terrain à Saint-Jean-Vianney</li><li>• La crise du verglas</li><li>• Le Saguenay sous les eaux</li><li>• Les premières années du sida</li><li>• Ocean Ranger: la plate-forme engloutie</li><li>• OTS: Aller simple pour l'enfer</li></ul>   | <p><b>Sciences et technologies (8)</b></p> <ul style="list-style-type: none"><li>• CANDU ou le Canada à l'ère nucléaire</li><li>• Dansereau, l'écologiste aux pieds nus</li><li>• Fluoration de l'eau: un débat qui perdure</li><li>• La grande aventure de la Baie James</li><li>• La reproduction humaine dans tous ses états</li><li>• Les satellites canadiens</li><li>• Marc Garneau, pionnier de l'espace</li><li>• Thalidomide: le médicament de la difformité</li></ul>            |
| <p><b>Sports (7)</b></p> <ul style="list-style-type: none"><li>• Gilles Villeneuve, le destin tragique d'un champion</li><li>• Ils sont fous ces Canadiens</li><li>• La coupe Grey, un siècle de passion</li><li>• La Série du siècle</li><li>• Le Rocket, héros d'un peuple</li><li>• Le scandale Ben Johnson</li><li>• Médaillés olympiques de 1948 à 1968</li></ul>   |  |

## Appendix 2B

### 97 English Topics with Learning Activities Online as of April 15, 2004

#### Conflict and War (9)

- 1939-1945: A Soldier's War
- Cold War Culture: Nuclear Fear of 50s & 60s
- Forgotten Heroes: Canada and the Korean War
- Peacekeepers and Peacemakers: Canada's Diplomatic Contribution
- Relocation to Redress: The Internment of the Japanese Canadians
- Reports from Abroad: Matthew Halton
- The October Crisis: Civil Liberties Suspended
- The Oka Crisis
- The Somalia Affair

#### Arts and Entertainment (8)

- Artists Busted: Censorship in Canada
- Leonard Cohen: Canada's Melancholy Bard
- Margaret Laurence: Canada's Divine Writer
- Master Storyteller Norman Jewison
- Mordecai Richler Was Here
- Oscar Peterson: A Jazz Giant
- The Stratford Festival: The First Fifty Years
- Tom Thomson and the Group of Seven: Painters in the Wilderness

#### Politics and Economy (19)

- At Loggerheads: The Canada-U.S. Softwood Lumber Dispute
- Bombardier: The Snowmobile Legacy
- Canada's Constitutional Debate: What Makes a Nation?
- Canada-U.S. Free Trade Agreement
- Concentration to convergence: Media ownership in Canada
- Creation of Nunavut
- Death Penalty Debate
- Equality First: The Royal Commission on the Status of Women
- Georges Erasmus: Native Rights Crusader
- Has Confederation Been Good for Nfld?
- Medicare and Social Welfare: Tommy Douglas and the NDP
- Striking Oil in Alberta
- The "Other Revolution": Louis Robichaud's New Brunswick
- The Auto Pact: En Route to Free Trade
- The Berger Pipeline Inquiry
- The Birth of Medicare
- The Great Canadian Flag Debate
- The Road to Bilingualism
- Trans-Canada Highway: Bridging the Distance

#### Life and Society (15)

- Africville: Expropriating Nova Scotia's blacks
- An Inuit Education: Honouring a past, creating a future
- Barbara Frum: Pioneering Broadcaster
- Boat People: A Refugee Crisis
- Dr. Henry Morgentaler: Fighting Canada's Abortion Laws
- Eaton's: A Canadian Institution
- Marshall McLuhan, the Man and his Message
- Pot and Politics: Canada and the Marijuana Debate
- Religion in the Classroom
- Terry Fox's Marathon of Hope
- The 1984 Papal Visit
- The Birth Control Pill
- The Confederation Bridge: P.E.I. Connects
- The St. Lawrence Seaway: Gateway to world
- Trudeaumania: A Swinger for Prime Minister



**Disasters and Tragedies (9)**

- A Lost Heritage: Canada's Residential Schools
- Red River Rising: Manitoba Floods
- The Early Years of the AIDS Crisis
- The Halifax Explosion
- The Ice Storm of 1998
- The Montreal Massacre
- The Ocean Ranger Disaster
- The Saguenay Flood
- The Wrath of Hurricane Hazel

**Science and Technology (12)**

- Acid Rain: Pollution and Politics
- Asbestos: Magic mineral or deadly dust?
- Canada Enters the Clone Age
- Candu: The Canadian Nuclear Reactor
- Clearcutting and Logging: The War of the Woods
- Computer Invasion: A History of Automation
- David Suzuki: Scientist, Activist, Broadcaster
- Fighting Forest Fires
- James Bay Project and the Cree
- Launching the digital age: Canadian Satellites
- Marc Garneau: Canadian Space Pioneer
- The Avro Arrow: Canada's Broken Dream

**Sports (4)**

- Ben Johnson and Drugs in Canadian Sport
- Fair Game: Pioneering Canadian women in sports
- Getting Physical: Canada's Fitness Movement
- Maurice 'Rocket' Richard

### Appendix 3: Content Available on the CBC/Radio-Canada Archives Websites, by Medium and Language (as of March 31, 2003)

|                              | French   |       |          |       |                             |       |               |       |                            |       | English  |       |          |       |          |       |                             |       |               |       | TOTAL     |       |                            |       |
|------------------------------|----------|-------|----------|-------|-----------------------------|-------|---------------|-------|----------------------------|-------|----------|-------|----------|-------|----------|-------|-----------------------------|-------|---------------|-------|-----------|-------|----------------------------|-------|
|                              | Radio    |       | Dossiers |       | Radio Clips complementaires |       | Tele Dossiers |       | Tele Clips complementaires |       | Total    |       | Radio    |       | Dossiers |       | Radio Clips complementaires |       | Tele Dossiers |       |           |       | Tele Clips complementaires |       |
|                              | Duree    | Clips | Duree    | Clips | Duree                       | Clips | Duree         | Clips | Duree                      | Clips | Duree    | Clips | Duree    | Clips | Duree    | Clips | Duree                       | Clips | Duree         | Clips | Duree     | Clips | Duree                      | Clips |
| Guerre et conflits           | 09:04:43 | 73    | 11:23:49 | 82    | 10:03:20                    | 81    | 07:25:51      | 71    | 37:57:43                   | 307   | 11:49:30 | 87    | 11:08:18 | 77    | 11:15:59 | 102   | 08:39:41                    | 92    | 42:53:28      | 358   | 80:51:11  | 665   |                            |       |
| Arts et Culture              | 10:14:56 | 51    | 07:23:37 | 52    | 08:43:04                    | 58    | 05:21:00      | 47    | 31:42:37                   | 208   | 08:52:29 | 62    | 05:13:50 | 37    | 07:52:09 | 74    | 04:33:39                    | 44    | 26:32:37      | 217   | 58:15:14  | 425   |                            |       |
| Vie et societe               | 15:56:41 | 102   | 17:23:29 | 132   | 20:49:44                    | 150   | 12:53:55      | 134   | 67:03:49                   | 518   | 13:27:58 | 113   | 13:22:48 | 103   | 15:54:21 | 170   | 12:32:53                    | 109   | 55:18:00      | 495   | 122:21:49 | 1013  |                            |       |
| Politique et Economie        | 26:32:02 | 152   | 29:45:12 | 152   | 29:44:19                    | 197   | 23:31:23      | 207   | 109:32:56                  | 708   | 20:40:45 | 154   | 16:48:25 | 125   | 24:26:55 | 239   | 14:03:37                    | 129   | 75:59:42      | 647   | 185:32:38 | 1355  |                            |       |
| Sciences et technologies     | 11:13:05 | 78    | 11:05:11 | 85    | 13:56:10                    | 107   | 09:01:07      | 92    | 45:15:33                   | 362   | 12:47:44 | 81    | 08:31:15 | 69    | 13:35:42 | 147   | 06:50:22                    | 90    | 41:45:03      | 387   | 87:00:36  | 749   |                            |       |
| Sports                       | 05:27:31 | 44    | 08:22:00 | 62    | 06:46:30                    | 83    | 06:04:13      | 64    | 26:40:14                   | 253   | 08:50:07 | 72    | 05:17:57 | 43    | 07:53:51 | 90    | 04:31:10                    | 54    | 26:33:05      | 259   | 53:13:19  | 512   |                            |       |
| Desastres et tragedies       | 07:47:26 | 55    | 09:11:02 | 69    | 07:58:55                    | 77    | 06:41:22      | 81    | 31:38:45                   | 282   | 07:12:26 | 56    | 05:55:11 | 38    | 09:57:04 | 112   | 04:33:22                    | 61    | 27:38:03      | 267   | 59:16:48  | 549   |                            |       |
| TOTAL DES DOSSIERS           | 86:16:24 | 555   | 94:34:20 | 634   | 98:02:02                    | 753   | 70:58:51      | 696   | 349:51:37                  | 2638  | 83:41:29 | 625   | 66:17:44 | 492   | 90:56:01 | 934   | 55:44:44                    | 579   | 296:39:58     | 2630  | 646:31:35 | 5268  |                            |       |
| TOTAL DES SOUVENIRS          | 08:34:04 | 50    |          |       | 06:43:23                    | 60    |               |       | 15:17:27                   | 110   | 08:20:33 | 84    |          |       | 05:54:34 | 89    |                             |       | 14:15:07      | 173   | 29:32:34  | 283   |                            |       |
| Inoubliables / Unforgettable | 01:07:38 | 3     |          |       | 01:38:03                    | 7     |               |       | 02:45:41                   | 10    | 00:41:15 | 5     |          |       | 00:40:47 | 7     |                             |       | 01:22:02      | 12    | 04:07:43  | 22    |                            |       |
| TOTAL                        | 95:58:06 | 608   | 94:34:20 | 634   | 106:23:28                   | 820   | 70:58:51      | 696   | 367:54:45                  | 2758  | 92:43:17 | 714   | 66:17:44 | 492   | 97:31:22 | 1030  | 55:44:44                    | 579   | 312:17:07     | 2815  | 680:11:52 | 5573  |                            |       |
| Proportion totale            | 14%      | 11%   | 14%      | 11%   | 16%                         | 15%   | 10%           | 12%   | 54%                        | 49%   | 14%      | 13%   | 10%      | 9%    | 14%      | 18%   | 8%                          | 10%   | 46%           | 51%   | 100%      | 100%  |                            |       |
| Proportion par langue        | 26%      | 22%   | 26%      | 23%   | 29%                         | 30%   | 19%           | 25%   | 100%                       | 100%  | 30%      | 25%   | 21%      | 17%   | 31%      | 37%   | 18%                         | 21%   | 100%          | 100%  |           |       |                            |       |

## Appendix 5: List of 39 Archive Topics Online Under the “That Was Then” Section Since April 1, 2003

(R) denotes previously existing topic re-used

|   |   |
|---|---|
| <p><b>Avril (9)</b><br/>           7 - Major League Baseball: Blue Jays or snow birds? – (R)<br/>           8, 9 – The Early Career of Mary Pickford<br/>           12 – Moose River Disaster<br/>           14 - Montreal Expos play first home game – (R)<br/>           18 - Jackie Robinson debuts with Montreal Royals - (R)<br/>           22 - Canada boycotts Moscow Olympics<br/>           25 - Leonard Bernstein and Glenn Gould don't see eye to eye (R)<br/>           26 - The completion of the St. Lawrence Seaway (R)<br/>           28 - The Life of Jack Todd – Vietnam War Resister (R)</p>   | <p><b>Mai (4)</b><br/>           1 - Leonard Cohen on the road to singing sensation (R)<br/>           6 - 'Don't be a sucker! Don't buy 8 cent bars!'<br/>           15 - Remembering the Winnipeg General Strike<br/>           28 - Canadians mourn the death of Rocket Richard (R)</p>  |
| <p><b>Juin (12)</b><br/>           2 - Coronation of Queen Elizabeth II (R)<br/>           4 - First Candu reactor powers Canadian homes (R)<br/>           6 - Baseball's 'real home' celebrates game's 150th anniversary (R)<br/>           8 - Manitoba moves to protect gays during AIDS crisis<br/>           14 - Understanding McLuhan, finally (R)<br/>           16 - Expo 67 hostesses talk about Canadian men (R)<br/>           18 - Nelson Mandela addresses Canadian Parliament<br/>           19 - A swinger for prime minister (R)<br/>           23 - The downing of Air India Flight 182<br/>           25 - The Guess Who: together again<br/>           26 - Queen Elizabeth opens the St. Lawrence Seaway (R)<br/>           28 - Terry Fox dies (R)</p> | <p><b>Juillet (4)</b><br/>           2 - Goodbye Ernest, Old Friend<br/>           3 - Mourning Mordecai Richler (R)<br/>           6 - AIDS and the politics of plague (R)<br/>           16 - Award-winning author Carol Shields dies</p>   |
| <p><b>Août (1)</b><br/>           28 - Martin Luther King: 'I have a dream'</p>   | <p><b>Septembre (1)</b><br/>           30 - Hula Hoop craze hits Canada</p>   |
| <p><b>Octobre (1)</b><br/>           7 - Israel Asper dies at 71</p>  | <p><b>Novembre (7)</b><br/>           1 - Nova Scotia's 'Wizard of Oz' election<br/>           2 - The first Giller Prize is awarded<br/>           5 - The beginning of the long dash.<br/>           6- The Battle of Passchendaele<br/>           9 - The 1965 'Great Northeastern Blackout' (R)<br/>           22 - A rising hockey star<br/>           24 - John F. Kennedy assassinated</p> |

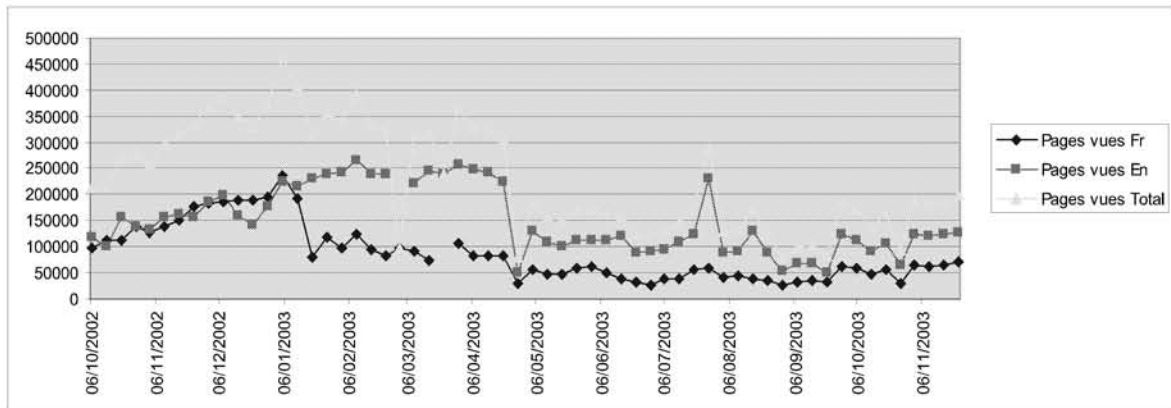
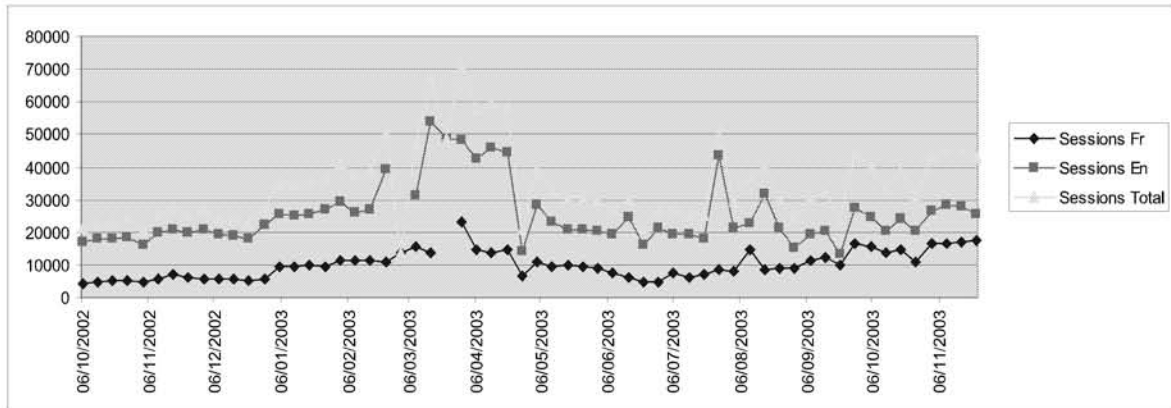
**Appendix 6: List of 41 Archive Topics Online  
Under the “Souvenirs . . .” Section Since April 1, 2003**

|   |   |
|---|---|
| <p><b>Arts et spectacles (8)</b><br/> 11 avril - Wilfrid Pelletier, le maître de musique<br/> 12 avril - Une synagogue pour le Quat’Sous<br/> 14 juillet - Léo Ferré, les femmes, les chiens et les chimpanzés<br/> 17 juillet - “Je m’appelle Claude Jutra”<br/> 4 septembre - Le crime parfait<br/> 21 septembre - Montréal fait place aux arts!<br/> 9 octobre - Brel: «Mourir, la belle affaire»<br/> 24 novembre - Anne Hébert reçoit le prix Fémina</p> | <p><b>Désastres et tragédies (6)</b><br/> 8 mai - Fusillade à l’Assemblée nationale<br/> 25 juillet - Mutinerie au pénitencier<br/> 15 août - New York dans la noirceur<br/> 22 août - Incendie à la gare Bonaventure<br/> 3 octobre - Lavages de cerveaux financés par la CIA<br/> 17 octobre - Claire Lortie acquittée</p>  |
| <p><b>Guerres et conflits (2)</b><br/> 8 août - L’internement de Camillien Houde<br/> 15 juillet - Les soldats canadiens quittent l’Allemagne</p>   | <p><b>Politique et économie (9)</b><br/> 1 avril - Une seule langue: le français<br/> 25 avril - Fidel Castro à Montréal<br/> 18 mai - “À la prochaine fois”<br/> 13 juin - Kim Campbell, premier ministre au féminin<br/> 16 juin - Bourgault, le politique<br/> 28 juillet - Les consommateurs québécois seront-ils bien protégés?<br/> 12 août - Jean Drapeau, l’homme aux mille projets<br/> 28 août - Jean Marchand, l’envol d’une colombe<br/> 7 octobre - Izzy Asper, magnat de la presse</p>  |
| <p><b>Sciences et technologie (6)</b><br/> 1 juin - À coeur donné rien d’impossible<br/> 6 juillet - À toi Jean-Maurice<br/> 6 août - Yves Laforest sur le toit du monde<br/> 11 septembre - Les jumelles de Manhattan<br/> 26 octobre - Jacques Villeneuve, champion du monde<br/> 25 novembre - La terre tremble au Saguenay</p>  | <p><b>Vie et société (10)</b><br/> 2 mai - Le prince Charles inaugure Expo 86<br/> 10 juin - Vive les ponts . . . libres!<br/> 17 juin - Le dernier bulletin de Bernard Derome<br/> 24 juin - Denys 1er de l’Anse<br/> 7 septembre - L’homme qui tirait des autobus<br/> 15 septembre - Georges Vanier, gouverneur général du Canada<br/> 28 septembre - Fermeture de <i>L’Évangéline</i>: à qui la faute?<br/> 22 octobre - La margarine change de couleur!<br/> 7 novembre - “Le train du Nord a perdu le nord”<br/> 9 novembre - Un nouvel hôpital Sainte-Justine!</p> |

**Appendix 7: Obituary Features Completed Since April 1, 2003  
(in English only)**

- Muhammad Ali
- Yasser Arafat
- Thomas Bata
- Pierre Berton
- Fidel Castro
- Leonard Cohen
- Alex Colville
- Herb Gray
- Irving Layton
- Gordon Lightfoot
- Nelson Mandela
- Ed Mirvish
- Henry Morgentaler
- Farley Mowat
- Alice Munro
- Oscar Peterson
- Pope John Paul II
- Queen Elizabeth II
- Ronald Reagan
- Claude Ryan
- Barbara Ann Scott
- Robert Stanfield
- Margaret Thatcher
- John Turner
- Fay Wray

## Appendix 8: Traffic Generated by the Archives Sites, Graph Form



## Appendix 9: Traffic Generated by the Archives Sites, Table Form

| Week   | Visits |         |        | Page Views |         |         |
|--------|--------|---------|--------|------------|---------|---------|
|        | French | English | Total  | French     | English | Total   |
| 06-Oct | 4,403  | 16,976  | 21,379 | 96,452     | 117,157 | 213,609 |
| 13-Oct | 4,733  | 17,831  | 22,564 | 112,827    | 100,352 | 213,179 |
| 20-Oct | 5,248  | 18,061  | 23,309 | 111,050    | 157,901 | 268,951 |
| 27-Oct | 5,409  | 18,615  | 24,024 | 139,572    | 137,877 | 277,449 |
| 03-Nov | 4,832  | 15,888  | 20,720 | 126,844    | 133,313 | 260,157 |
| 10-Nov | 5,656  | 19,743  | 25,399 | 139,503    | 155,961 | 295,464 |
| 17-Nov | 7,006  | 20,924  | 27,930 | 152,315    | 164,060 | 316,375 |
| 24-Nov | 6,014  | 19,775  | 25,789 | 178,866    | 156,734 | 335,600 |
| 01-Dec | 5,679  | 21,002  | 26,681 | 182,204    | 186,711 | 368,915 |
| 08-Dec | 5,618  | 19,188  | 24,806 | 186,067    | 198,118 | 384,185 |
| 15-Dec | 5,492  | 19,171  | 24,663 | 189,915    | 158,507 | 348,422 |
| 22-Dec | 5,135  | 17,960  | 23,095 | 188,929    | 143,007 | 331,936 |
| 29-Dec | 5,739  | 22,214  | 27,953 | 195,165    | 176,666 | 371,831 |
| 05-Jan | 9,631  | 25,539  | 35,170 | 235,816    | 226,020 | 461,836 |
| 12-Jan | 9,663  | 25,105  | 34,768 | 191,550    | 216,636 | 408,186 |
| 19-Jan | 9,831  | 25,777  | 35,608 | 79,451     | 232,243 | 311,694 |
| 26-Jan | 9,408  | 27,171  | 36,579 | 117,875    | 238,907 | 356,782 |
| 02-Feb | 11,527 | 29,487  | 41,014 | 96,606     | 242,271 | 338,877 |
| 09-Feb | 11,255 | 26,269  | 37,524 | 122,784    | 267,531 | 390,315 |
| 16-Feb | 11,305 | 27,026  | 38,331 | 94,639     | 239,045 | 333,684 |
| 23-Feb | 10,984 | 39,211  | 50,195 | 82,756     | 240,203 | 322,959 |
| 02-Mar | 13,797 |         | 13,797 | 96,163     |         | 96,163  |
| 09-Mar | 15,737 | 31,248  | 46,985 | 90,369     | 222,574 | 312,943 |
| 16-Mar | 13,658 | 53,753  | 67,411 | 72,546     | 244,436 | 316,982 |
| 23-Mar |        | 48,984  | 48,984 |            | 239,218 | 239,218 |
| 30-Mar | 22,999 | 48,050  | 71,049 | 106,202    | 257,798 | 364,000 |
| 06-Apr | 14,596 | 42,690  | 57,286 | 82,252     | 248,050 | 330,302 |
| 13-Apr | 13,596 | 46,077  | 59,673 | 82,651     | 241,942 | 324,593 |
| 20-Apr | 14,495 | 44,390  | 58,885 | 82,681     | 225,334 | 308,015 |
| 27-Apr | 6,652  | 14,302  | 20,954 | 28,928     | 51,434  | 80,362  |
| 04-May | 10,961 | 28,547  | 39,508 | 55,760     | 130,237 | 185,997 |
| 11-May | 9,258  | 23,175  | 32,433 | 47,123     | 108,774 | 155,897 |
| 18-May | 10,092 | 20,895  | 30,987 | 48,478     | 101,782 | 150,260 |
| 25-May | 9,655  | 21,047  | 30,702 | 59,173     | 112,354 | 171,527 |
| 01-Jun | 8,877  | 20,432  | 29,309 | 60,772     | 113,251 | 174,023 |
| 08-Jun | 7,418  | 19,363  | 26,781 | 49,899     | 111,565 | 161,464 |
| 15-Jun | 5,918  | 24,591  | 30,509 | 39,083     | 120,268 | 159,351 |
| 22-Jun | 4,825  | 16,285  | 21,110 | 33,767     | 88,957  | 122,724 |
| 29-Jun | 4,848  | 21,087  | 25,935 | 27,910     | 92,260  | 120,170 |
| 06-Jul | 7,633  | 19,524  | 27,157 | 37,739     | 94,439  | 132,178 |
| 13-Jul | 6,260  | 19,197  | 25,457 | 37,349     | 108,620 | 145,969 |
| 20-Jul | 7,095  | 17,835  | 24,930 | 56,187     | 122,816 | 179,003 |
| 27-Jul | 8,372  | 43,545  | 51,917 | 59,325     | 230,806 | 290,131 |
| 03-Aug | 8,063  | 21,482  | 29,545 | 39,978     | 89,624  | 129,602 |
| 10-Aug | 14,470 | 22,501  | 36,971 | 43,213     | 90,853  | 134,066 |

|              |         |           |           |           |           |            |
|--------------|---------|-----------|-----------|-----------|-----------|------------|
| 17-Aug       | 8,690   | 31,498    | 40,188    | 39,048    | 129,047   | 168,095    |
| 24-Aug       | 8,778   | 21,526    | 30,304    | 34,291    | 90,221    | 124,512    |
| 31-Aug       | 9,224   | 15,333    | 24,557    | 26,473    | 52,800    | 79,273     |
| 07-Sep       | 11,575  | 19,199    | 30,774    | 32,910    | 68,334    | 101,244    |
| 14-Sep       | 12,125  | 20,346    | 32,471    | 36,157    | 68,348    | 104,505    |
| 21-Sep       | 10,008  | 13,475    | 23,483    | 32,487    | 50,107    | 82,594     |
| 28-Sep       | 16,472  | 27,338    | 43,810    | 61,407    | 124,412   | 185,819    |
| 05-Oct       | 15,847  | 24,447    | 40,294    | 58,990    | 113,638   | 172,628    |
| 12-Oct       | 13,504  | 20,250    | 33,754    | 46,755    | 92,340    | 139,095    |
| 19-Oct       | 14,787  | 24,186    | 38,973    | 55,571    | 106,753   | 162,324    |
| 26-Oct       | 10,753  | 20,381    | 31,134    | 30,897    | 64,648    | 95,545     |
| 02-Nov       | 16,715  | 26,690    | 43,405    | 64,770    | 125,144   | 189,914    |
| 09-Nov       | 16,340  | 28,191    | 44,531    | 62,702    | 121,379   | 184,081    |
| 16-Nov       | 17,179  | 27,887    | 45,066    | 63,720    | 123,570   | 187,290    |
| 23-Nov       | 17,587  | 25,654    | 43,241    | 70,974    | 128,650   | 199,624    |
| <b>Total</b> | 593,427 | 1,488,334 | 2,081,761 | 5,075,886 | 8,796,003 | 13,871,889 |



## Appendix 10: Portable Stand (Radio-Canada)

Nine-panel portable stand used by Radio-Canada for site presentations in public.

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**CBC Archives**

**cbc.ca/archives**

Relive our past with the  
CBC Radio and Television Archives Website

Explore over 5,000  
Radio and TV clips

Downloadable educational material

Updated Weekly

Free Access

"...truly one of the most enjoyable hours  
I've ever spent on the Internet."  
*Chris Zelkovich, Toronto Star*

Winner of the Best Website - Cross media  
- *Prix Italia 2003*  
Bronze WorldMedal - Editorial  
- *New York Festival's Interactive Awards 2003*

This project was made possible by Canadian Heritage's Canadian Culture Online programs.

**CBC**  **Radio-Canada**

 Canadian  
Heritage

 Patrimoine  
canadien

## Appendix 11: Portable Stand (CBC)

Nine-panel portable stand used by CBC for site presentations in public.




 [Radio-Canada.ca/archives](http://Radio-Canada.ca/archives)




 [Radio-Canada.ca/archives](http://Radio-Canada.ca/archives)



 [Radio-Canada.ca/archives](http://Radio-Canada.ca/archives)



 [Radio-Canada.ca/archives](http://Radio-Canada.ca/archives)

**CBC  Radio-Canada**

**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**2004–2005 Business Plan**

**May 7, 2004**

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## Part A—Summary and Applicant Eligibility

### SECTION 1—Summary

CBC/Radio-Canada wishes to participate in the Canadian Culture Online Program for a fourth year. The CBC/Radio-Canada Archives websites, custodians of a comprehensive collection of sounds and images that enable users to experience the arc of the past 70 years of our country's history, have grown to become a must-visit online destination for anyone interested in the richness and diversity of Canadian heritage. Designed and developed to be used as a historical reference by Canadians everywhere, the Archives sites also maintain close ties with school programs in this country, and represent a frontline complement for students learning about the people and events that have shaped our collective memory.

Since they first “went live” in the summer of 2002, CBC/Radio-Canada's English- and French-language Archives sites have pursued the mission of reflecting this country's linguistic duality, both in the topics chosen for digitization and in terms of the volume of Radio and TV documents selected in each of Canada's two official languages. In its Interim Report submitted to Canadian Heritage in January 2004, CBC/Radio-Canada emphasized the importance of its contributions to enriching the French fact on the Internet, as 52% of the 565 hours of content placed online as of that date consisted of French radio and TV clips, from the major Francophone communities in the country. Mindful of its responsibilities and of the role it plays in disseminating the culture of French Canada, CBC/Radio-Canada has a clear plan to maintain this balance of English- and French-language content in the year to come, while giving a wider voice to Canada's cultural communities.

Essentially, CBC/Radio-Canada plans to build on its past successes in 2004–05, enriching the content digitizes and places online in the eight Archive Topic categories making up the English and French versions of the site as well as making constant updates to the *That Was Then . . . /Les Souvenirs* and *Unforgettable Moments/Les inoubliables* sections, as well as to our brand new section, *CBC Days to Remember/Radio-Canada Au fil des jours*. Jointly with our partners in educational settings, we will continue to bolster the content of the *For Teachers/Pour les profs* section, so as to optimize its relevance for teaching and learning purposes. To this end, we have conducted visits over the past few months to several schools across the country, during which we were able to confirm the marked interest of educational stakeholders in the content made available to them on the Archives sites, as well as garner valuable insights from them that will help us continue to refine our approach. We plan to widen this process of consultation with educational institutions across the country, with a view to producing online content that resonates even more strongly with their teaching needs and objectives.

In addition, we plan to firm up the projects we have initiated in collaboration with our institutional partners within the CCOP and to embark on new types of cooperative efforts with stakeholders likely to provide assistance in implementing initiatives that will take advantage of the best available resources. Once the agreement governing our continued participation in the CCOP has been approved, we will be stepping up efforts to bring new

partners on board with a view to developing innovative projects.

On the technology side of things, we plan to continue working with private Canadian producers with the expertise to effectively package our digital content and ensure it is easily accessible. Given that the CBC/Radio-Canada New Media staff already includes resources who are highly qualified in Web production (as demonstrated by the advanced search engine developed in-house), we will continue to rely on the private sector for development of specific applications. This openness to private-sector players has, over the past few years, led to the production of the Flash-animated Archives Timeline, a site feature that is very much appreciated by teachers, as it provides an instant overview of the rich content available across the various Topics offered on both the English and French versions of the Archives site. In a similar vein, we are currently working with a firm specialized in Web usability to improve the “look and feel” of the sites as well as assess their taxonomy efficiency.

Where the teaching content is concerned, we plan to once again employ specialized education consultants to produce material adapted to the various levels of education. In this case as well as for the technology components mentioned above, we will proceed by invited tender to identify the solutions that are most innovative and best adapted to the nature of our project.

Today the CBC/Radio-Canada Archives sites are a source that both educational settings and the general public can count on—an impartial source characterized by the professionalism of its journalists and correspondents, which plays such a key role in giving Canadians a sense of their country and the world they live in. And in the less than two years since they were launched, these sites have also demonstrated that they play an important role in the promotion of Canadian identity. More than 200,000 distinct visitors per month (responsible for some 300,000 page views) rely on the CBC/Radio-Canada Archives sites to deepen their appreciation of our history. The international praise for the sites, which recently reached a peak with the awarding of the prestigious Prix Italia, acknowledges Canada’s public broadcaster as a leading light in the multimedia production industry.

Driven by the desire to continue what we have begun with the same rigour and determination, we are pleased to submit our action plan for the year to come. We are convinced of the relevance of our contribution to Canadian Heritage’s efforts to raise public awareness from coast to coast of the cultural diversity that is a hallmark of country, and to invite our young people to meet the people, see the places and relive the events that made Canada what it is today.

## **SECTION 2—Applicant Eligibility**

As Canada’s public broadcaster and one of the country’s major cultural institutions, CBC/Radio-Canada is custodian of one of the most exhaustive collections of archival material illustrating the multiple facets of modern Canadian history. With a presence in

all of the main centres in the country, CBC/Radio-Canada has brought Canadians the news for the past 72 years on radio and the past 52 years on television. The Corporation's New Media service has been a pioneering force in this sector, and its websites are today among the best respected and most visited in the industry.

There are few public institutions that possess such a comprehensive record of the key events in our recent history. The digitized documents catalogued at the CBC/Radio-Canada Archives websites enable our citizens as well as anyone interested in Canada and Canadians to hear the voices, relive the events and get to know the people that have had significant impacts on our shared national identity.

**Part B—Project Description**

In the year to come, we intend to continue shaping our activities around the theme of Canadian diversity. This formula has worked for us thus far, allowing us, for example, to organize events in recent history into eight broad categories:

1. Conflict and War
2. Arts and Entertainment
3. Life and Society
4. Politics and Economy
5. Science and Technology
6. Sports
7. Disasters and Tragedies
8. Personalities

We believe that this breakdown provides exactly the degree of latitude required to properly reflect the various modulations to Canadian society over the past 70 years or so. Thanks in part to this approach, which might be termed “kaleidoscopic,” and to the talents of the teams assigned to produce the English and French versions of the site over the past two-and-a-half years, we have made some 5,000 audio and video excerpts available, representing a total of more than 600 hours of priceless documents from CBC/Radio-Canada’s Archives.



### **SECTION 1—Project Eligibility**

The extension of our project as outlined in this document is aimed at the Canadian public as a whole, with a special focus on complementing study programs from Grade 6 onward (primary school, 2nd cycle in French Canada). We continue to work in close collaboration with both the anglophone and francophone educational milieus to make our online materials as relevant as possible for classroom use and to develop activities that enhance the impact of those materials and help young people arrive at a better knowledge of Canada, its history and its peoples. These efforts include periodic inquiries among representatives of the teaching milieu to validate the relevance of our projects.

Although the Corporation is in many cases the producer of the content that it delivers to its Radio and TV media lines, we remain to a considerable degree bound by the conditions of the contracts we sign with creators, performers and producers. To ensure that we either hold the rights to the content provided on the Archives sites or have reached formal agreement with the appropriate rightsholders, our team relies on the services of two copyright advisers, who supervise this aspect of our operations. We are also in regular contact with various artists' unions, including those representing the CBC and Radio-Canada, and with the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), the Writers Guild of Canada, the American Federation of Musicians in Canada (AFM), the Société des auteurs de radio, télévision et cinéma (SARTEC) and the Union des artistes (UDA). CBC/Radio-Canada is well aware of the thorny issues surrounding copyright in the age of the Internet, and is making every effort necessary to see that they are dealt with as equitably as possible.

In addition, CBC/Radio-Canada is committed to ensuring that all materials made available on the English and French versions of the Archives site remain accessible to users at no charge for a minimum of five (5) years from the time they are first placed online.

## SECTION 2—Content

As previously mentioned, the essential focus of CBC/Radio-Canada's contribution during fiscal 2004–2005 will be on cultural diversity in Canada. We will thus continue in the same vein as that established over the first three (3) years of our participation in the CCOP; i.e., to reflect a maximum number of people and news stories that, each in their own way, constitute a page in the evolving, collective history of this country.

### Planned Archive Topics

Mindful of our role in constantly enriching Canadians' collective memory and allowing our young people to experience the echoes of the past, CBC/Radio-Canada has identified a number of important new topic areas for which we plan to develop reference dossiers. At a recent meeting of the Montreal and Toronto editorial committees in winter 2004, the following were designated to be among the initial round of topics to be developed over the next year. Further topics will be added following the next joint committee meeting, scheduled for September. Unless otherwise indicated, each topic will be developed in both English and French versions. Here, then, is an overview of some of the main topics to which we plan to give priority in the coming months. As circumstances warrant, and in the interest of maintaining our editorial independence, we reserve the right to add topics or change their order of priority.

#### War and Conflict

- Spying in Canada/Espionnage canadien
- POW Camps in Canada/Prisonniers de guerre au Canada
- Tommy Prince / Brig-Gen Dollard Ménard
- War Brides (cbc.ca) / La famille canadienne en temps de guerre (radio-canada.ca)

#### Arts and Entertainment

- The Architecture of Moshe Safdie/Moshe Safdie, architecte
- Robert Lepage
- Film Funding in Canada/Financement du film canadien
- Women Visual Artists/Les femmes en arts visuels
- Lucy Maud Montgomery
- Antonine Maillet
- Margaret Atwood
- CRTC
- Guy Maddin (cbc.ca) / Gilles Carle (radio-canada.ca)
- Neil Young (cbc.ca) / Les artistes de l'Osstidcho (radio-canada.ca)

#### Life and Society

- History of Chinese Immigration to Canada/Immigration chinoise
- Native Foods of Canada/Cuisine du terroir
- The Centennial of the St. Joseph's Oratory/Cent ans de l'Oratoire St-Joseph
- Canada Goes Metric/Système métrique
- Rural Life and the Exodus From the Regions/L'exode des régions
- The Weakening Influence of the Church/La perte d'influence de l'Église
- Video Cameras & Privacy/Surveillance vidéo
- Dr. Norman Bethune (cbc.ca) / Dr. Lucille Teasdale (radio-canada.ca)

#### Politics and Economy

- The 1980 Referendum on Sovereignty-Association /Référendum de 80
- Senate Reform/ La réforme du Sénat
- The right to vote (1918–1996)/Droit de vote
- NORAD
- The Louis Riel Debate (cbc.ca) / Droits des Métis (radio-canada.ca)

- Bank Mergers / La fusion des banques au Canada
- Communism in Canada (1950–1990)/ Le communisme au Canada (1950-1990)
- The Beer Industry/L'industrie de la bière
- Toronto & Montreal Stock Exchanges (1950–1976)/Les bourses de Montréal et Toronto (1950-1976)

#### **Disasters and Tragedies**

- Urea Formaldehyde Foam Insulation/Mousse formaldéyde
- The Children of Davis Inlet/Enfants de Davis Inlet
- The Duplessis Orphans/Les Orphelins de Duplessis
- Droughts/Grandes sécheresses
- Automobile Deaths/Sécurité routière

- Genetically Modified Foods/OGM
- Hydroelectricity/L'hydro-électricité
- Cancer Research in Canada/Recherche sur le cancer
- Threatened With Extinction/Espèces en voie d'extinction
- Earthquakes/Tremblements de terre
- Avalanches

#### **Sports**

- For the Love of Grassroots Hockey/Le hockey, une passion canadienne
- Exodus of Professional Hockey/Exode du hockey professionnel
- Foster Hewitt (cbc.ca) / René Lecavalier (radio-canada.ca)
- Nancy Greene (cbc.ca) / Myriam Bédard (radio-canada.ca)
- Alan Eagleson (cbc.ca) / Évolution des conditions de travail à la LNH (radio-canada.ca)

#### **Science and Technology**

##### **Athens Summer Olympics**

In conjunction with the Games of the XXVIII Olympiad, to be held in Athens in August 2004, we will be creating a special section highlighting Canada's contributions to various Games of the Modern Era. The *Olympics* section will include twelve (12) Archives topics including seven (7) newly developed ones (see list below) and feature some 200 radio and TV clips. This special section will be promoted on the Archives sites home pages beginning in mid-May.

- Summer Olympic Winners (1972– ) / Les médaillés des Jeux olympiques d'été (1972- )
- Winter Olympic Winners (1972– ) / Les médaillés des Jeux olympiques d'hiver (1972- )
- Never Made It to the Podium / A quelques pas du podium
- 1976 Montreal Olympics / Les Jeux olympiques de 1976 à Montréal
- 1988 Calgary Olympics / Les Jeux olympiques de 1988 à Calgary
- How CBC Covered the Games Over the Years / La couverture des Jeux olympiques par Radio-Canada au fil des ans
- Getting the Games: Canadian Lobbying for the Olympic Rings / L'obtention des Jeux: le lobbying canadien pour les anneaux olympiques

In implementing this project we have developed collaborations with the sports sections of the CBC.ca and Radio-Canada.ca websites to promote our content in their special Olympics sections. Since the main CBC and Radio-Canada web portals receive significant numbers of visitors, especially around the time of the Olympics, clickthroughs to the Archives sites are expected to rise.

### **Canadian Prime Ministers**

In the year to come, we will be producing a series of topics documenting the lives and accomplishments of the various Prime Ministers Canada has known since the advent of broadcasting in this country:

- William Lyon Mackenzie King
- John Diefenbaker
- Pierre Elliot Trudeau
- John Turner
- Kim Campbell
- Louis St-Laurent
- Lester Pearson
- Joe Clark
- Brian Mulroney
- Jean Chrétien

### **Canadian Personalities**

We also intend to produce a series of special biographies highlighting the contributions of eminent Canadians including:

- Phil Fontaine
- Jeanne Sauvé
- Maurice Duplessis
- Ernest and Preston Manning
- Ed Broadbent

### **Great Interviews / Grandes entrevues**

This new section due to go online soon will feature exceptionally valuable radio and television interviews, which are unique in that either the subjects are well-known personalities in various fields, or the interviewers are reputed CBC/Radio-Canada broadcasters, and are great moments in Canadian radio and television that today help define our history. Among the interviews we have selected are those given by Joni Mitchell and Leonard Cohen to Adrienne Clarkson and Paul Soles, by Jack Kerouac to Fernand Séguin, by Marshall McLuhan to Peter Gzowski, and by René Lévesque to Pierre Elliot Trudeau and Larry Zolf. The interviews will be accessible via a special directory on the Archives sites. More of these jewels of our radio and television heritage will be added to the Archives sites as they are uncovered.

### **CBC Days to Remember / Radio-Canada au fil des jours**

In the next twelve months we intend to devote much effort and energy to implementing the core of a brand new Archives section, *CBC: Days to Remember / Radio-Canada au fil des jours*, which reconstitutes a typical listening or viewing day on CBC or Radio-Canada Radio or TV for each of the past seven decades. From the earliest extant radio clips of the 1930s to the expanding media universe of the 1990s, selected radio and TV excerpts, texts and photos recall great moments in the history of public broadcasting in Canada. The section is designed to resemble part of a program schedule, whereby users can experience what it was like to listen to the radio or TV on a typical day, chosen for its historical interest. Concurrently with this project, the *CBC Classics / Les Classiques* section showcases a selection of CBC/Radio-Canada programs that by their quality, popularity and longevity, have left an imprint on our collective memory. *CBC: Days to Remember / Radio-Canada au fil des jours* provides a new window for delivery of some of our most compelling content, provides users with an immersive, authentic experience of history.

### **Internal Partnerships**

Subject to the different directions we establish for development of the English and French versions of our website, we will see to it that the existing internal synergies among our colleagues in the radio and television services of CBC and Radio-Canada continue to be exploited. These collaborations have been extremely successful for us up to now, and we certainly wish to build on them and continue to reap their benefits.

We also intend to leverage the rich content of the CBC/Radio-Canada Archives to gain an online perspective of events that have national scope; e.g., federal election campaigns and the 60th anniversary of the end of the World War II. As well, the upcoming Athens Summer Olympics has prompted us to initiate discussions with the team behind the CBC Radio program *Content Factory* with a view to collaborating on production of ten documentaries on Olympics topics, with the source material consisting of reused content from the CBC Archives sites. The documentaries would then be offered to the regional CBC Radio affiliate stations for broadcast during the Games in August. The contribution of the Archives sites teams in producing the programs would be acknowledged in promos and in the credits.

These valuable collaborative links with the Corporation's Radio, TV and New Media lines enable us to react in a timely manner to breaking news stories and proceed to update the sites with context-providing content, as in summer 2003, following the major blackout that hit the Northeast and the benefit concert near Toronto, headlined by the Rolling Stones, aimed at countering the adverse effect of the SARS epidemic on the tourism industry in Ontario and Canada.

As a member of the largest media group in Canada, we are able to take advantage of synergies generated by the CBC/Radio-Canada "machine." As we did when we produced a website on the Halifax Explosion to coincide with the airing of the CBC Television mini-series *Shattered City*, we will continue to work very closely with the Documentary units of CBC and Radio-Canada, for example on projects such as *The Greatest Canadian*, a CBC Television program that will culminate in January 2005 as *the* greatest on a list of ten great Canadians compiled from a nationwide survey is revealed. As excitement builds during the series' run, the CBC Archives site will contribute to that "buzz" by introducing a collection of topics affording website visitors a better understanding of how these eminent Canadians influenced the development of our country.

**External Partnerships**

CBC/Radio-Canada will continue to explore avenues for partnership with federal agencies likely to be in a position to develop joint projects. As in the past, we remain open to any proposal whose purpose is the online promotion of the collective Canadian identity.



### **SECTION 3—Teaching Resources**

The reputation that the Archives sites have acquired is due in large part to the ingenuity and the usability of the *For Teachers/Pour les profs* section. Viewed by many educators as the cornerstone of the website, this section is enjoying growing popularity, judging from the many testimonials we have received during the educational conferences we attend and at which we give presentations of the site. Our participation in these forums also creates a valuable opportunity to get a feel for teachers' opinions and needs with respect to the type of material they would like to see on the sites. This direct contact with one of our key user communities is of great help to us in continually "tweaking" the websites and developing a service that is in tune with the realities of its intended audience.

To enhance awareness of the sites, last fall we initiated a series of in-the-field training sessions, led by education specialists. The results have been so conclusive that we plan to expand on these initiatives during fiscal 2004–05. We believe that this training program is one of the most effective ways in which to integrate the CBC/Radio-Canada Archives sites into the emerging teaching practices associated with new information and communications technologies (NICTs).

In addition, we are currently working on development of new applications to enable educators to get the most out of what the sites offer. These new initiatives include:

#### **1-1. \_\_\_\_\_ Creation of shorter-duration assignments**

We are often asked whether we can provide content that is shorter in length and would be suitable for assignments lasting thirty minutes. We plan to address this need by introducing a section where teachers will be able to access activities such as a pop quiz, or students will be asked to search for the answers trivia-type questions, e.g., "For which invention was the Nobel Prize first awarded to a Canadian?" (The correct answers will be available elsewhere on the Archives sites.) This is an effective way of combining knowledge acquisition with Web searching methods.

#### **2-2. \_\_\_\_\_ Incorporation of teacher experiences**

Over the course of our contact with the teacher community, we have identified a number of "power users" who have been using the Archives sites since their inception. Many of them have contacted us to tell us how they use the CBC/Radio-Canada Archives material in classroom situations.

We plan to call attention to the creativity of these educational professionals by incorporating some of their initiatives into the *For Teachers/Pour les profs* section. Selected activities will be explained in detail, to share the secrets of these successes with the sites' user communities. This new section is meant to promote the sharing of ideas, and also highlight the contributions of the people who engendered them.

**3-3. \_\_\_\_\_ Creation of content management tools**

Factors related to ownership and control of our content, as well as copyright restrictions, prevent us from making all of the audio and video excerpts on our sites downloadable. To counter this, in the near future we plan to introduce a feature allowing our teacher users to save a list of their favourite clips and details of the learning activities currently assigned to their students on a customizable, bookmark-enabled web page. Teachers will thus be able to navigate to their “My Archives” page to locate pre-selected materials that they wish to assign to their students, and have faster links to supporting documents if they are required in the classroom. This new management tool should also fulfill an oft-repeated request from students who would like to be able to include Archives clips in assignments that they hand in electronic format. This is a development that veteran users have been requesting for some time and that should lead to greatly enhanced use of the Archives sites in school settings.



#### **SECTION 4—Innovation**

Some industry observers are fond of noting that there are two types of creators in the fields of new technologies: innovators and imitators. Having shown leadership since the earliest days of the Internet, CBC/Radio-Canada is firmly entrenched in the former category and proud of its reputation as a leader of the new media industry, and is sparing no effort to preserve, strengthen and constantly renew those gains.

In the year to come, we intend to focus on developing the “edutainment” potential of the Archives websites. An interactive gaming feature involving Archives sites material, for instance, is currently in the conceptual stages. Development and production of the game will be entrusted to firms with multimedia production expertise.

The recently introduced Flash-animated Timeline continues to win converts among teachers: many have told us how much they appreciate this innovative feature of the Archives sites, which makes it much easier for them to adjust the presentation of Archives material to match the timelines of historical events as presented in their study programs. We intend to continue refining this application in the year to come, incorporating many recommendations submitted to us by teachers as well as students. (All of the main sections of the sites remain fully accessible to users who have not installed Flash plug-ins for their web browsers.)

With respect to delivery technology infrastructures, we will remain committed to our mission to serve the widest possible spectrum of users by offering a variety of technology choices. Over the next year, we will continue optimizing our content delivery modes, incorporating into our sites the increasingly high-performance functionalities built into the most recent technological innovations.

We believe that one of the most telling attributes that can be associated with an innovation is its ease of use. With respect to aspects related to usability, we will continue to emphasize the sites’ simplicity, and continue to rely on a design whose fundamental focus is the user. We will not follow fashion by adding to the site whatever superficial embellishments may be trendy at a given time, but will instead retain a display and browsing scenario that emphasizes clarity and ease of use for the greatest possible number of site visitors.

We are also currently conducting functional studies of a variety of digital rights management scenarios to be able to respond to the requests we continue to receive relative to audio and video downloads, while ensuring that copyright is respected.

## **SECTION 5—Accessibility**

As in all Canadian public institutions, one of the key concerns currently being addressed in our development strategy for the Archives sites has to do with the issue of accessibility. CBC/Radio-Canada intends to throw its full support behind the objectives that the Government of Canada has set for itself in terms of accessibility. To this end, we intend to introduce a series of measures aimed at better serving Canadian web users living with accessibility problems. Our multi-phase strategy for doing so is as follows:

### **Phase 1: Optimize accessibility of existing sites**

Working with ergonomics specialists, we have already begun redesigning the sites' home pages. We are asking the specialists to help us optimize these pages' accessibility, and then make similar adjustments to the home pages of each topic, so that the overall look and feel of the sites' main pages is adapted to users who face a variety of difficulties when browsing the web.

In addition, we have begun a full overhaul of the browsing elements currently available on the sites, so as to enable browsing via the keyboard or a tool other than a mouse. The changes we plan to make to the sites include identification of tags, introduction of variable font sizes, and creation of a site map.

### **Phase 2: Create parallel versions of the sites**

We also plan to develop parallel versions of the sites, which will duplicate all of the main site content, but feature a simplified interface so as to render them fully accessible by web users with mobility impairments. This will involve, among other things, a streamlined page layout (e.g., avoiding nested tables), while audio and video clips will be available as simple hyperlinks that will open in the user's stand-alone media player rather than a plug-in version, use of different levels of headers in texts, and the option of browsing by key letters within pages.

We are attempting, whenever possible, to be fully compliant with the W3C standards and to incorporate ergonomics specialists' recommendations regarding accessibility. We also periodically collaborate with community groups (e.g., the Regroupement des aveugles et amblyopes du Québec, with whom we have been in contact).

With these initiatives, CBC/Radio-Canada is widening the scope of use of its Archives, and participating in concrete fashion in the growing democratization of cyberspace. This contribution, though modest, will help us better understand a particular user community's needs and, in turn, better adapt our services so that they benefit the greatest number of people.

## **SECTION 6—Project Planning**

As a result of having been involved in the CCOP since the fall of 2001, CBC/Radio-Canada now has a uniquely effective operation and management infrastructure in place for planning its projects in this area. We can rely on resources with vast experience for each link in the operational chain, and this contributes directly to performance improvements across the various phases of production of new Archive topics.

Building on the experience we have acquired in the past few years, we are now able to realistically plan the volume, frequency, complexity and expected impact of the topics placed online. We have also developed technical expertise specific to this type of enterprise, in that we now know how to avoid pitfalls and, more important, how to develop technically robust and reliable topics.

The synergy that has taken hold among the research and production teams in Montreal and Toronto is a positive factor for productivity and has enhanced our ability to react in a timely manner when circumstances warrant. We can also count on knowledgeable, discerning supervisory and management teams who, what is more, have perfectly integrated with the CCOP “culture” and are thus well positioned to influence further development of the Archives websites in directions congruent with the philosophy of the Department of Canadian Heritage.

## CBC/Radio-Canada 2004-2005

**SECTION 7—Financial Aspects**

The budget we are submitting for 2004–05 conforms generally to those of previous years. Since our goal is to enhance the content and applications of the Archives sites so as to widen the scope of their influence, we have drawn up a budget designed to enable us to maintain our momentum as well as the standards our users have become used to.

Appendix 1 provides the breakdown of budget items. CBC/Radio-Canada’s contribution to funding, as a partner in the project, is in the following three areas:

- a) Administrative and legal framework required for operations  
It would be impossible to establish a “book value” for the contributions of the many CBC and Radio-Canada staff members with whom we so often consult during the various steps of site development. Our teams’ ability to freely seek advice from such a rich pool of expertise has very clearly contributed to the reputation the Archives sites have acquired over time. Moreover, the nature of our operation and the important issues sometimes related thereto—e.g., rights issues—mean we must periodically seek legal opinions. When it comes to labour relations, application of the collective agreements, and matters related to hiring, we require the counsel and support of staff from CBC/Radio-Canada Human Resources. Lastly, the staff who make up our editorial committee play a key role in the general orientation of the sites, while also ensuring that all topics produced respect the same standards of quality and ethics as those that Radio and TV Production teams are required to follow.
- b) Technological requirements of the Archives sites: system maintenance; costs related to bandwidth and to high-speed infrastructure
- c) Marketing of the sites on the CBC.ca and Radio-Canada.ca websites and via nationwide promos on Radio and TV

CBC/Radio-Canada’s total contribution of \_\_\_\_\_ amounts to 26% of the total forecast budget of \_\_\_\_\_. In addition, at the close of the last fiscal year a reserve of \_\_\_\_\_ remained, obtained from previous fiscal years as a result of the difference between our actual operating years and the fiscal years. This amount serves to ensure the project’s continuity in the period after a fiscal year has elapsed but funding for the subsequent fiscal year has yet to be confirmed. Production of the Archives sites is entrusted to a team of nearly 30 highly specialized people, whose work is largely dependent on the smoothness of operations. Clearly, we must spare no effort to retain this talent and be able to offer them hiring conditions that preclude work interruptions.

## **SECTION 8—Viability**

Pursuant to the requirements of Canadian Heritage, CBC/Radio-Canada undertakes to ensure that all of the digitized content developed in the context of the CCOP remain accessible online, at no charge to the user, for a period of five (5) years from the date they are first placed online. Respect of this warranty is the responsibility of the Corporation's vice-president in charge of New Media, Sylvain Lafrance, to whom the Archives sites production teams report. The New Media department is also responsible for the updating of all information on the Archives sites and making any necessary modifications.

Depending on specific cases and circumstances, as well as the internal administrative assignment of responsibilities, rights management will continue to come under the Corporation's authority. When renewing licences or agreements with rightsholders, CBC/Radio-Canada will make every effort to extend the accessibility of the documents in question, as far as the limits of the conditions specific to each will allow.

## SECTION 9—Marketing

Given the principal nature of its operations, CBC/Radio-Canada is perfectly positioned to promote the Archives sites in both official languages and in all regions of the country. And we have been doing so in high-profile, sustained fashion for more than two years, via broadcast promotions as well as at high-visibility public events (e.g., the CBC/Radio-Canada 50th Anniversary VIA Rail Train). Our TV and Radio promos for the sites reach Canadians from coast to coast, and we conduct outreach activities in classroom settings and at educational conferences, directly addressing our target clientele.

Each year our communications team draws up an impressive visibility and promotional program that plays a key role in expanding the sites' reputation. During fiscal 2004–05, we expect to earmark \_\_\_\_\_ or 20% of our total budget, for promotional operations. Our marketing strategies are mapped out with a view to equalling the percent increases in unique site visitors achieved in 2003–04.

With respect to the educational market, in the wake of the successes of the past year, we will be developing a major media campaign, to include targeted advertising, sponsorships and publishing of editorials in industry publications. As well, we are currently developing a nationwide contest aimed at promoting creative uses of the Archives sites in classroom settings. We also plan on maintaining our presence at national- and provincial-level seminars, workshops and conferences at a level comparable to that of last year, i.e., several dozen events. These activities are vital to expanding our target market.

In the area of outreach activities, we will be stepping up public events like the *Open House/Portes ouvertes* days at CBC/Radio-Canada offices, as well as representation at book fairs and similar activities like *Word on the Street*, held across the country. We also intend to boost sponsorship at these events. Further, we will continue to produce a variety of promotional merchandise for the general public as well as the teaching community, such as folders and bookmarks (in both English and French versions), demo files for primary and secondary school teachers, notepads, bags, pens, etc. And we will continue with our ad campaigns in both the print and electronic media, as well as through our own media lines.

Our internal cross-promotion campaigns, incidentally, have been particularly productive. Our participation in such CBC Television programs as *The Greatest Canadian* and *Opening Night*, as well as on *Comedy Day in Canada* on Radio, has been characterized by senior management as having significantly leveraged the success of said programs. We intend to maintain these joint initiatives with the Radio and TV components and thus continue to generate added value at major corporate events. We also intend to develop an internal communications tool to inform the journalists, producers and researchers assigned to our programming about the Archives sites and how they can constitute an informational complement and support to network news coverage. Naturally, we also plan to exploit the full potential of the multi-platform coverage that we will be deploying at the Athens Olympics this summer.

In addition, CBC/Radio-Canada recently created a division to oversee aspects related to marketing of its content and properties. In this context, when the time comes, the Corporation will see to the adoption of the appropriate measures to ensure the continuity of the Archives websites according to a business model adapted to the financial abilities of the target clientele.

## CBC/Radio-Canada 2004-2005

## SECTION 10—Budget

| <b>Canadian Culture Online Program (CCOP)</b>                               |                     |         |       |                        |   |                                    |   |         |   |             |
|---|---------------------|---------|-------|------------------------|---|------------------------------------|---|---------|---|-------------|
| Archives Digitization Project Budget, CBC/Radio-Canada—Canadian Memory Fund |                     |         |       |                        |   |                                    |   |         |   |             |
| Fiscal 2004–05, Version 1   |                     |         |       |                        |   |                                    |   |         |   |             |
| Expenditure Category  | Total Project Costs |         |       | Total Project Revenues |   |                                    |   |         |   |             |
|   | Cash                | In Kind | Total | Requested From CCOP    |   | Provided by Requester and Partners |   |         |   |             |
|   |                     |         |       | Cash                   | % | Cash                               | % | In Kind | % | Grand Total |
| <b>Project management and administration</b>                                |                     |         |       |                        |   |                                    |   |         |   |             |
| Management  |                     |         |       |                        |   |                                    |   |         |   |             |
| CBC/R-C administrative and legal support                                    |                     |         |       |                        |   |                                    |   |         |   |             |
| Rights management   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Content creation</b>   |                     |         |       |                        |   |                                    |   |         |   |             |
| Researchers   |                     |         |       |                        |   |                                    |   |         |   |             |
| Journalists   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Web page creation (design, creation, integration, testing)</b>           |                     |         |       |                        |   |                                    |   |         |   |             |
| Coding and integration  |                     |         |       |                        |   |                                    |   |         |   |             |
| Design and interface  |                     |         |       |                        |   |                                    |   |         |   |             |
| Development   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Infrastructure / Hardware</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| Computers   |                     |         |       |                        |   |                                    |   |         |   |             |
| Software  |                     |         |       |                        |   |                                    |   |         |   |             |
| Maintenance   |                     |         |       |                        |   |                                    |   |         |   |             |
| Bandwidth   |                     |         |       |                        |   |                                    |   |         |   |             |
| High-speed infrastructure   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Digitization / Scanning</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| Digitizer   |                     |         |       |                        |   |                                    |   |         |   |             |
| Anystream licence   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Teaching material</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| Teaching material   |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Promotional and marketing plan</b>                                       |                     |         |       |                        |   |                                    |   |         |   |             |
| Public relations  |                     |         |       |                        |   |                                    |   |         |   |             |
| Print advertising   |                     |         |       |                        |   |                                    |   |         |   |             |
| Web advertising   |                     |         |       |                        |   |                                    |   |         |   |             |
| Research  |                     |         |       |                        |   |                                    |   |         |   |             |
| TV-Radio advertising  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Total</b>  |                     |         |       |                        |   |                                    |   |         |   |             |
| <b>Grand totals</b>   |                     |         |       |                        |   |                                    |   |         |   |             |



**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**Final Report, 2004–2005**

**June 21, 2005**

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# 1 Web User Mailbag

Here are some missives received from Archives site users since December 1, 2004:

*I think your web site design is awesome. I have many friends who are either blind or vision-impaired and I am very excited to tell them about it.*

Member, Ontarians with Disabilities Act Committee  
London, Ontario, Feb. 7, 2005

---

*Good day to you – I'm so happy I almost feel like writing "Dear Radio-Canada"! The Corporation's archives are brimming with hundreds upon hundreds of documents that I've been "drooling" over for a few years. [ . . . ]*

*When I came across a link that said Version accessible, I could scarcely believe it. I clicked, had a look around, then started playback of a clip . . . It worked and I was overjoyed!*

*I would like to express to you my deepest and sincerest gratitude. Not only will this allow me to enrich my personal culture, but I will also be sharing this good news with many people living with a vision impairment like myself who will in turn be able to enjoy and benefit from the site.*

*Surely you sometimes ask yourselves how much of an impact what you do has on your audience. I can tell you that the importance you put on accessibility is appreciated to the utmost, and has a huge impact on our lives. It's up to us now to explore and discover all the riches that the Radio-Canada Archives have to offer! [ . . . ]*

Drummondville  
May 3, 2005 [freely translated from the French]

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*While going through your site I found one area that touched me personally. I am from Springhill Nova Scotia. My father Doug Maddison was the CAO from 1971 - 1993. Our family like so many in town lost members to the mines. Dad passed away a few years ago and shortly afterwards so did my maternal grandmother. Her name was Stella Reece.*

*I found the archived interview CBC had done with her on your site. Listening to her voice come across the years over the computer speakers was a moving experience of mixed emotions. I am proud that her memory of the tragic events that happened in town will live on and thank-you. I also thank-you for the gift you have given me of being able to hear nan's voice. I was not able to be there when she passed over as I was out of country.*

*You have given me closure. My daughter was also able to make use of this link in school where they were taking the mining history in Springhill. Your link helped give her a personal link to her class discussion that she will always remember and has now taken this to heart in her studies.*

*Again thank-you CBC and please keep up the excellent work.*

Chatham Ontario  
March 1, 2005

---

*Good day, Members of the Archives department,*

*I am a professional historian and am currently in the preparatory stages of putting together an anthology on the memory of Québécois historians. [ . . .]. I thank you for this service and congratulate you for the magnificent Radio-Canada Archives site.*

Rimouski  
December 7, 2004 [freely translated from the French]

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*I wanted to express my appreciation for your wonderful CBC Archives site. I've really enjoyed viewing and listening to the archival material and feel this is a valuable national resource for all Canadians. I hope you continue to add to this fine collection.*

*Keep up the good work!*

Tokyo, Japan  
May 9, 2005

---

*I return from the office, open my e-mail, and your archives take me back to the walk of love. amid the silty dawns of the great Miron.*

*How time flies. In 2006, it will be 10 years since this great poet left us [ . . .] All the well-spoken men are gone now, with their words – simple, just, pure, true. The words of Miron and Leclerc, as well as Vigneault's – happily, he is still with us – should be required reading in schools. so as to give our youth a taste for writing, and pride in our language.*

March 18, 2005 [freely translated from the French]

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**Media Awareness Network**

[http://www.media-awareness.ca/english/resources/educational/recommended/web\\_sites/cbc\\_archives.cfm](http://www.media-awareness.ca/english/resources/educational/recommended/web_sites/cbc_archives.cfm)

*CBC Archives provides an excellent learning, teaching and research tool. Updated twice a week, the CBC digital archives helps students put history in perspective.*

[Quote on the website]

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*Just a quick note to thank the entire Radio-Canada Archives team for the excellent job they do, day in, day out!*

*I regularly receive the cyberlettre [e-mail newsletter] from your department and it is always most interesting. As a collector of "all things Radio-Canadien" (microphones and equipment both old and new etc.) the newsletter gives me a wealth of information on what Radio-Canada was like in the past [ . . . ].*

*Looking forward to the next read,*

Repentigny

August 21, 2004 [freely translated from the French]

**Popsheet Blog**

<http://popsheet.com/2005/05/iggy-pop-vs-leonard-cohen.html>

*Canada's public radio and television broadcaster, the CBC, is one of the few 'old media' institutions that actually understands the internet . . . Basically they've posted hundreds of video and audio clips from radio and television shows over the past century. For a total dork like me this is a goldmine of historical sources.*

May 5, 2005 (featured from a blog)

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*Hello,*

*First of all I would like to thank you for all your archives – and I've never missed one! But the crème de la crème is Dr. Jacques Ferron, that admirable man who brought me into this world and became our family doctor in Ville Jacques Cartier (Longueuil). I was fascinated by his books when still only a child. From my teenage years until his death we were friends!*

*I appreciate it immensely and I offer my congratulations for the masterpiece on Dr. Ferron – you remembered absolutely everything about him. I've been visiting your site for three days now! I really wanted to thank you for the fine work you are doing with your archives. I have seen and read them all!*

*Bravo to the Archives team!*

April 19, 2005 [freely translated from the French]

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**Bilbored Blog**

[http://btalbot.blogspot.com/2005\\_02\\_01\\_btalbot\\_archive.html](http://btalbot.blogspot.com/2005_02_01_btalbot_archive.html)

*Learn all sorts of neat stuff at this CBC site.  
It's not boring, honest.*

February 15, 2005

---

*I have at last had the genuine pleasure of browsing the new Radio-Canada archives site,, and what a pleasure it is! I would like to warmly thank you for the excellent, vital avant-garde work that you do. The clips are very easy to access, which translates into hours of enjoyment for an increasingly large segment de la population. We will be doing some promotion of the site with our clients. Also, I would really like to show you the INCA youth portal with a view to making it better known.*

*Cordially,*

February 12, 2005 [freely translated from the French]

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*The CBC archive is a wonderful resource. I have turned to it many times for my writing and research, and find myself going back purely for my own entertainment and education. History books and print archives have their place, but it's great to be able to see and hear actual, contemporary news stories and interviews. You guys are doing great and valuable work.*

Edmonton  
March 17, 2005

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*I've been listening to your superb archive topic for almost an hour now! I didn't think I'd be spending so much time with [the poet Jacques] Ferron this morning.*

*Your presentation texts are also quite accurate, and a stimulating read. What a way he had of not "answering"! A free spirit, truly free.*

*May I offer sincere congratulations to your entire team. This is a wonderful contribution to "Ferron Year." Many people complained about the disappearance of the Chaîne Culturelle: you have made up for it magnificently!*

*As we mentioned in passing, if the Archives would like to put together a learning activity around Ferron, I would be pleased to discuss this with you. This could be a much-appreciated topic in the context of the literary competition we are organizing for the 2005–2006 school year.*

*It will be my great pleasure to tell the Amis de Ferron about your archive topic and write about it on their Web site. Thank you again for helping create wider awareness of Ferron and his life's work.*

*Very cordially yours,*

Montreal

April 18, 2005 [freely translated from the French]



## 2 Foreword

Once again, the year just ended has been notable for several technological developments that we believe make the CBC/Radio-Canada Archives websites, for the tens of thousands of web users who regularly consult them, an even friendlier destination for research and knowledge about Canada.

The upward trends we observed in our most recent reports show no signs of abating: as will be seen in Section 9, the Archives sites' reputation is now well entrenched among the educational community as well as the general public. We see evidence of this on a regular basis during our public outreach initiatives, as teachers—among other people—acknowledge just how relevant our online content is as a teaching aid. These are tangible signs of the important role played by the CCOP in the dissemination and promotion of a shared identity via the telling of Canadian stories by Canadians.

Over the past twelve months, we have worked to improve the site, making numerous and ongoing changes, including the following:

- 1) Editorial expansion: we have significantly increased content while adhering to the same stringent standards of quality. In terms of volume, the sites now boast just under 250 topics in each of the two official languages, which link to more than 8,100 clips placed online since we began our partnership with CCOP.
- 2) Launch of the “CBC Days to Remember” / “Radio-Canada au fil des jours” section, which has already brought many accolades from users.
- 3) The internal partnerships and synergies that existed in our coverage of the major events of 2004 (e.g., the federal election, the Olympic Games and CBC Television’s “The Greatest Canadian”) attest to the dynamic manner in which CBC/Radio-Canada has been able to synchronize operations of the various content delivery platforms that it controls.
- 4) Technical improvements: in addition to launching the Personal Bookmarks tool, we have made a number of technical improvements aimed at enhancing usability.
- 5) Launch of the Archives Quiz: a Flash animation-based game that helps players discover various clips; when demonstrated for teaching professionals at conferences and other meetings, this tool has received nothing but positive feedback.
- 6) Launch of the accessible version of the site in February, in which groups for the blind and vision-impaired demonstrated a keen interest.
- 7) Marketing: our awareness campaigns targeting educational markets continued unabated. We participated in several events aimed at Canadian teachers, and ran

several promotions on both the English and French versions of the site and on CBC/Radio-Canada airwaves.

- 8) Meetings with the various representatives of artists' unions in the country with a view to signing a comprehensive agreement.

Against this background of perpetual change, we are pleased to present this report of the progress made on various fronts by the CBC/Radio-Canada Archives team since last spring. On the following pages, you will be able to see for yourself the great strides that continue to be taken, and the extent to which the sites contribute to fulfilling the objectives set by Canadian Heritage for the Canadian Memory Fund.

### 3 A Look Back at Key Activities

This section provides a quick glance at the key phases in the evolution of the Archives sites since April 1, 2004.

#### April

- Launch of the “CBC Days to Remember” / “Radio-Canada au fil des jours” section;
- Stand and presentation at the AQUOPS (Association québécoise pour l’utilisation de l’ordinateur au primaire et au secondaire) convention, Quebec City, April 6–8;
- Conferences for teachers in Alberta and Saskatchewan;
- An impassioned review on the Slam! sports section of the Canoe.ca site: “The CBC Archives site has launched an incredibly fun collection of radio and TV clips that celebrate the grappling game across this great land”;
- Presentation at Banff Connect 2004, April 17;
- Paper given at the 25th annual congress of the Association québécoise des enseignants de français langue seconde: “*La construction de la mémoire collective: la contribution des archives de Radio-Canada,*” UQAM, Montreal, April 29.

#### May

- Online launch of a topic on the D-Day landings in Normandy as part of a collaboration between the News/Nouvelles and Local/Régions sections of the *Radio-Canada.ca* and *CBC.ca* websites. The topic launch received excellent press coverage;
- Launch of 45 new Lesson Plans on the English site, along with five Projects that ask students to compare and analyze content taken from various topics;
- Participation in Educational Computing Organization of Ontario conference, Mississauga, May 5;
- Meeting with a team from the Stratford Festival to discuss their website;
- Participation in discussions on metadata with a Canadian Heritage representative;
- Participation in the Innoversity Creative Summit, an initiative of the Canadian Radio-television and Telecommunications Commission, May 13 and 14;
- Participation in CCOP subcommittee, May 17 and 18;
- Conference of the Nova Scotia School Boards Association (NSSBA), Dartmouth, May 27 and 28.

#### June

- Launch of the “Elections” subsection, containing eight topics on various provincial election campaigns as well as a special topic covering the history of Canadian federal elections;
- Collaboration on the topic “Leading Men,” an initiative of Newsworld, during the federal election campaign period; the topic was devoted to Canadian Prime Ministers, from John Diefenbaker to Jean Chrétien;
- Contribution to the Newsworld online topic “Idols and Icons” ([www.cbc.ca/idols/](http://www.cbc.ca/idols/)) in the form of clips about celebrities;

- Launch of a subsection devoted to the Olympic Games, with a dozen or so topics, including eight new ones, produced in close collaboration with the Sports sections of the *CBC.ca* and *Radio-Canada.ca* websites; participation in cross-promotion activities;
- Presentations of the teaching applications of the Archives sites to 30 ESL teachers visiting from France, Université du Québec à Montréal, June 23;
- Meeting with representatives of the AFM (American Federation of Musicians) to present the site with a view to signing a rights agreement, June 3;
- Stand in Toronto as part of D-Day commemorations, June 6;
- Presentation at Banff Television Festival, June 15;
- Presentation to the Canadian Library Association and BC Library Association, Victoria, June 16 to 18;
- Demonstrations for visiting archivists from New Zealand, June 23;
- Meeting with ACTRA to present the site with a view to signing a rights agreement, June 29;
- | — Launch of the Canadian Military History Gateway (CMHG), on which the Archives site teams are collaborating, June 30.
- Production of a topic for the *Obituaries* section following the death of former U.S. President Ronald Reagan on June 5.

## July

- Exporting and transmittal of a series of metadata to the Alberta Learning team for the portal LearnAlberta.ca;
- Delivery of 50 capsules in each language for the Culture.ca website;
- Analysis of the results of the “For Teachers”/“Pour les profs” section survey;
- Broadcast of excerpts from the Archives on CBC Radio Saskatchewan;
- | — Broadcast of an excerpt on selected CBC local stations to coincide with the 35th anniversary of the Apollo 11 moon landing.

## August

- Pursuant to a collaboration with the “Sports” sections, launch of a topic recounting the history of the Paralympic Games;
- Broadcast on CBC Radio of audio clips about the Olympics, both nationally and via content syndication;
- European mission by the Radio-Canada Archives Site Project Manager: meetings with INA, BBC and France 5;
- | — Workshop provided for some thirty teachers and educational consultants at the CBC Broadcast Centre, August 26.
- Production of a topic for the *Obituaries* section following the death of Alberta-born actress Fay Wray, star of the original 1933 version of the film *King Kong*, on August 8.

## September

- Launch of special topics underscoring the openings of the Montreal (FFM and FCMM) and Toronto (TIFF) film festivals: the first on film funding and the second on Guy Maddin (English) and Gilles Carle (French);
- Coincident with the start of the NHL lockout, online launch of a special topic on labour disputes in professional sports, in collaboration with the Sports and News teams;
- Speech entitled “*La numérisation de la mémoire collective: les stratégies d’action du radiodiffuseur public canadien*” given at the conference ICHIM 04: Digital Culture & Heritage, September 2, Haus der Kulturen der Welt, Berlin, Germany (see [www.ichim.org](http://www.ichim.org));
- Participation in the Toronto edition of the Word on the Street book fair, which attracts some 200,000 visitors; distribution of site promotional brochures at the Vancouver and Calgary editions of the Festival, September 26;
- Distribution of 1,000 brochures to Peel District School Board and Toronto District School Board teachers;
- Arrival of a new intern from the master’s program in applied history at Université du Québec à Montréal (15-week internship);
- Stand at the Salon du livre du Saguenay, September 29–October 3;
- Site reviews in:
  - September issue of the Ontario teachers’ magazine *Professionally Speaking* ([www.oct.ca/en/default\\_e.asp](http://www.oct.ca/en/default_e.asp));  
[http://www.oct.ca/en/CollegePublications/PS/september\\_2004/netwatch.asp](http://www.oct.ca/en/CollegePublications/PS/september_2004/netwatch.asp));
  - *Crucible*, a publication for science and technology teachers ([www.stao.ca/](http://www.stao.ca/)).

## October

- Participation in the “Greatest Canadian” contest on the English-language Archives site, including profiles of the 10 finalists and hyperlinks to the *CBC.ca* site. Creation of two new topics about two nominees so far absent from the Archives site, John A. Macdonald and Don Cherry;
- Congress of the Association des professeures et des professeurs d’histoire des collèges du Québec (APHCQ), Montreal, October 15;
- Participation in conference of the Social Studies Teachers Association and Teacher-Librarians of Nova Scotia, Wolfville, Nova Scotia;
- Participation in Manitoba teachers Special Areas Group conference, Winnipeg;
- Participation in Ontario Association for Geographic and Environmental Education (OAGEE) Fall Conference, Kitchener, Ontario;
- Brochures handed out to 200 teachers at the Forum of the Teachers Institute on Canadian Parliamentary Democracy, Ottawa, October 31.

## November

- Launch of the “Personal Bookmarks” / “Signets personnels” application on the *Radio-Canada.ca* and *CBC.ca* sites;
- Launch of the English and French versions of the Archives Quiz;

- To mark Remembrance Day, introduction of a CBC Archives topic on the Italian Campaign of World War II, in tribute to Canadian soldiers. The French version of the topic will be launched online in March 2005, to commemorate the anniversary of the end of the campaign;
- In the run-up to the Alberta election, launch of a topic in collaboration with local editorial teams. A topic on the right to vote was also launched;
- The obituary for Pierre Berton was highlighted in a memo distributed to all CBC employees as well as in the Corporation's press release about the event;
- Cross-promotion with the CBC Television program *Opening Night* in advance of an online contest scheduled for December;
- Cross-promotion with the CBC Sports team for Grey Cup 2004, including the use of Archives material on radio;
- Stand and training session at the Alberta Online Symposium (900 delegates), Edmonton, November 2–5;
- Stand at the Salon du livre de Rimouski, November 4–7, 2004;
- Stand and training session at the Ontario History and Social Studies Teachers Association (OHASSTA) Annual Conference (300 delegates), November 6–7;
- Stand at QPAT (Quebec Provincial Association of Teachers) Salon, Montreal, November 11–12;
- Training session for Toronto District School Board history and geography teachers, November 17;
- Stand at the Salon du livre de Montréal, November 18–22;
- Presentation of site to a group of twenty-odd school dropouts and retirees as part of a youth employment bureau's intergenerational cooperation project, Carrefour Jeunesse-Emploi, Montreal, November 18;
- Speech entitled "*La numérisation de l'histoire collective canadienne: l'accès aux archives numérisées de Radio-Canada*" to the annual conference of the Canadian Association of Immersion Teachers, Montreal;
- Presentation to *Radio-Canada.ca* / New Media managers and creators regarding advances in accessibility achieved by the Archives team, November 29;
- Delivery of 4,000 brochures to the New Brunswick Department of Culture and Heritage for their annual celebration; brochures to be distributed in early 2005;
- Production of a topic for the *Obituaries* section following the death of Palestinian leader Yasser Arafat on November 11.

## December

- Online contest in conjunction with the CBC Television program *Opening Night*, which generated 750 entries;
- Throughout the month, placing online of a series of major topics related to wintertime, including *Eve of the Millennium*, chronicling New Year's Eve 1999, and *Remember Hockey?* about Canada's love affair with "The Game";



- Coincident with the CBC Television program *A Bear Named Winnie*, creation of an Archives page dedicated to the true story of the bear that is pride of Winnipeg—Winnie (the Pooh).

## January

- Online launch of several topics related to current events. Two topics complementary to CBC.ca's and Radio-Canada.ca's coverage of the Asian tsunami disaster and subsequent efforts to bring aid to the victims of the tragedy:
  - o *Canada's Earthquakes and Tsunamis* along with its French counterpart *À l'écoute des tremblements de terre*;
  - o *Banding Together: Singing Out for Disaster Relief*
- High visibility given to the *Canada for Asia* on the main CBC.ca site (<http://www.cbc.ca/canadaforasia/>);
- Coincident with the 60th anniversary of the liberation of Auschwitz, launch of *Life after Auschwitz* and its French-language counterpart *Auschwitz: ne jamais oublier*;
- Participation in a plenary session on the topic *Teaching History with New Technologies* held at the UBC Department of Curriculum Studies, and presentation of complementary workshops to graduates in the history education program on how to integrate the CBC Archives site into their practice [http://www.cshc.ubc.ca/tech\\_conf\\_2005.pdf](http://www.cshc.ubc.ca/tech_conf_2005.pdf);
- Presentation of an online workshop for distance learning educators in British Columbia;
- Addition of a link pointing to the CBC Archives site on the Web sites of 102 high schools of the Toronto District School Board;
- Publication of a full-page ad in the general-interest magazine *The Walrus*;
- Publication of a half-page ad in the journal *Access OLA* (Ontario Library Association);
- *CBC Schools Newsletter* now delivered in electronic format to some 500 educators across Canada.

## February

- Joint launch of the sites *Our Voice to the World: 60 Years of Radio Canada International* and *RCI: le Canada à la portée du monde*, marking the 60th anniversary of Radio Canada International;
- Launch of partnership with Canadian Museum of Civilization and the design exhibition *Cool 60s Design / Design à gogo*. Two computer-equipped terminals showcasing CBC/Radio-Canada's archival material were set up in the exhibition space for the duration of the exhibition. Cross-promotional activities between the sites we designed in conjunction with this event ([www.cbc.ca/archives/60s](http://www.cbc.ca/archives/60s) and [www.radio-canada.ca/archives/annees60](http://www.radio-canada.ca/archives/annees60)) and the Museum Web site are ongoing through November 2005;
- Online launch of the accessible versions of the English and French Archives sites;
- Site demonstrations of the site to groups including:
  - o Canadian Digital Broadcasting Summit. Toronto, ON;

- Annual conference of the Ontario Library Association, Toronto; presentation of an info session, stand in the exhibitors' section (4,500 delegates), in collaboration with CBC Newsworld, CBC Radio and the Merchandising Division;
  - Annual convention of the Calgary City Teachers Association (6,000 delegates; <http://www.cctca.com/>);
  - Mention in *Legacy* (Alberta arts and heritage magazine) and publication of a full-page ad (<http://www.legacymagazine.ab.ca/current.html>);
- | - Production of two topics for the *Obituaries* section following the deaths of former statesman Mitchell Sharp (March 19) and former CBC announcer Bill Cameron (March 11).

### **March**

- Interview in Toronto alternative newsweekly; *NOW*
- Mention in the *Georgia Straight's* "Dot Comment" Web column (Vancouver);
- Interview with John Maciel on CKWR radio, Waterloo, ON;
- Significant increase in the number of references to the Archives sites among the blogger community in the wake of the *Cool 60s Design* Web site, and subsequent mention on the *Technorati.com* site;
- Official sponsor of and delegate to the BCEd Online Learning conference.



## 4 The Team

As of March 31, 2005, the breakdown of personnel assigned to production of the English- and French-language Archives sites at CBC/Radio-Canada was as follows:

| <b>Montreal<br/>Staff of 18</b>  | <b>Toronto<br/>Staff of 13</b>   |
|--|--|
| 1 project manager<br>1 area head<br>5 researchers<br>1 historical fact-checker (English and French)<br>1 linguistic copy-editor (freelance)<br>1 assistant<br>3 film librarians<br>2 integrators (1 in charge of digitization)<br>1 Web developer<br>1 copyright adviser<br>1 intern (Université du Québec à Montréal master's student in applied history (September to December)) | 1 project manager<br>6 researchers<br>2 film librarians<br>1 integrator, in charge of encoding<br>1 fact-checker (freelance)<br>1 copyright adviser (part-time)<br>1 marketing program coordinator |

## 5 Changes to the Site Concept

### 5.1 CBC Days to Remember / Radio-Canada au fil des jours

[http://archives.cbc.ca/days\\_to\\_remember](http://archives.cbc.ca/days_to_remember)

[http://archives.radio-canada.ca/au\\_fil\\_des\\_jours](http://archives.radio-canada.ca/au_fil_des_jours)

Launched in April 2004, the “CBC Days to Remember” / “Radio-Canada au fil des jours” section invites users to view a reconstitution of a typical listening or viewing day on CBC or Radio-Canada. Designed to resemble part of a program schedule, these pages showcase a series of excerpts from programs enabling users to discover (or recall) historical coverage of the political, arts, sporting and scientific world going back to the 1930s. The section also shows off a number of “classics”—programs that by their quality, popularity and longevity have left an imprint on our collective memory. In most cases, the days chosen attempt to recreate typical “news days” on CBC/Radio-Canada, although we have also decided to focus on certain historically important dates.

Because of rights issues, we are currently unable to offer clips from variety shows, children’s programming, or radio and TV serials. We hope to be able to make this type of content available to users as soon as possible, as we are aware of the impact these programs have had on the imagination of countless people across the country.

### 5.2 Personal Bookmarks

<http://archives.cbc.ca/signets.asp?IDLan=1&IDMenu=-10>

<http://archives.radio-canada.ca/signets.asp?IDLan=0&IDMenu=-10>

Designed mainly for teachers, the “Personal Bookmarks” / “Signets personnels” application can be used to create a selection of clips, topics and teaching activities and then access them again from any computer with an Internet connection.

The bookmarks, which point directly to content on our website, are stored on our server and available at all times to users (the bookmarks are username- and password-protected). This lets a teacher, for example, prepare a selection of clips in advance on a computer at home or in the staff room, and then access them from a computer used in an in-class situation.

A directory system allows users to create various themed topics and arrange clips, topics and teaching activities by subject, by lesson or simply according to personal interest.

### 5.3 Archives Quiz

We introduced this activity that provides young (and young-at-heart) users with a fun way of testing their knowledge of Canadian history, while discovering the radio and TV clips available on the Archives sites. This section was created using Flash technology.

The Archives Quiz features a selection of themed questionnaires of five questions each, arranged in categories inspired by the eight Archives topic areas: Conflict, Entertainment, Disasters, Economy, Politics, Science, Life and Sports. A total of 135 multiple-choice questions were

developed in each language, and we plan to add new series of questions to encourage site visitors to discover new topics.

#### **5.4 Themed Subsections**

To provide a better showcase for content related to major events, we designed a tool for creating subsections within the main topic categories. The first such subsection was created in June, with the launch of “Elections,” bringing together topics on federal as well as provincial election campaigns. This subsection contains close to ten topics.

To coincide with the Athens Summer Olympics in August 2004, we produced an Olympics subsection, showcasing a dozen or so topics having to do with the Games. A link to the topic was also available from the Sports section of the main *CBC.ca* site.

A subsection on “Extreme Weather” was created for the English site, containing a half-dozen topics as part of an agreement regarding eventual special CBC programming on this topic. A section to accompany *The Greatest Canadian* was also created, and was online for the duration of the contest.

As the volume of topics grows, we will be using this approach more frequently, as it helps us better promote the content that we choose to post on the sites.

#### **5.5 Great Interviews / Grandes entrevues**

Beginning in June 2005, the new “Great Interviews” / “Grandes entrevues” section will provide access to a series of clips of notable radio and television interviews broadcast on CBC and Radio-Canada. The interviewees are all well-known experts in their respective fields. An initial selection has been made from the content already online. We intend to add to this section regularly over the next few months. Great Interviews will also be highlighted via a link on the Archives site home page. At the time of this writing, their online launch was scheduled for early June, and the work to adapt the database infrastructure to accommodate the interviews and to finalize the interface for this section was complete. In the coming weeks, we will be working to unify the presentation of the Great Interviews as accessed from the home page and rewriting backgrounders for each interview.

#### **5.6 Accessible Version**

The accessible version of the Archives site is designed for vision-impaired users. Its online launch took place in February 2005. Besides being the most significant Archives site development for 2004, this project speaks to the huge progress being made toward rendering all *Radio-Canada.ca* and *CBC.ca* web pages fully accessible. The results of our research into this important aspect will be forwarded to the other units of the New Media team so that they too can help enhance the accessibility of each of our sites.

In addition to conducting research into the W3C standards and examining to what extent CBC/Radio-Canada can comply with them, we also involved ergonomics consultants from Yucentrik in this project, to study issues of usability and accessibility. We also worked very

closely with the Canadian National Institute for the Blind (CNIB) and a specialist in this area. The latter, who works as a Case Manager, Technology Adaptation for the Fondation des aveugles du Québec and as a visual rehabilitation therapist at the Institut Nazareth et Louis-Braille, was hired to conduct tests of the accessible version of the site to ensure compliance with standards.

Because of restrictions imposed by the site's information architecture, we were unable to make the original version of the site fully accessible. We have therefore decided to produce a second version, which will not have these restrictions. Since the pages are generated automatically, the two versions of the site will be updated simultaneously. The accessible version of the site also includes the *Découverte des Archives* and Personal Bookmarks sections. The new Great Interviews section will also be available soon via the sites' accessible versions.

In March, we sent news releases about the accessible versions to the majority of groups representing vision-impaired persons. Reactions have been extremely positive, encouraging us to pursue development of site accessibility, including a project for 2005–2006 that involves transcriptions of part of our archives collection. This innovation will also enable us to further enhance our compliance with W3C standards in matters of accessibility.

## **5.7 Site Redesign**

The second major production development is the redesign of the sites, specifically the revamping of the home pages as well as the index pages for each category. This redesign has become necessary because of the large amount of content now available on the sites, which has made browsing more difficult.

The main goal of the redesign is to highlight the different site sections as well as the richness and versatility of the content provided.

The site redesign project is in keeping with the guidelines of a wider overhaul of browsing and usability affecting all CBC.ca and Radio-Canada.ca Web properties, scheduled for fall 2005. At the moment, we are working on a redesign of the home page to allow us to incorporate the Great Interviews section as well as provide a better showcase for learning activities. This intermediate version of the home page will be online sometime in the next few weeks, since all that remains is to refine the mockup design.

## **6 Rights Issues**

### **6.1 Collective Agreements**

In the hope of including excerpts from drama, variety and youth programming, which have until now been missing from the Archives sites for legal reasons, we invited the various artist associations to join with us in creating a site that would more faithfully reflect the richness of the CBC/Radio-Canada radio and television archives, and acknowledge the significant contributions of member artists over the years. On the English side, we have met with representatives of ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) and the AFM (American Federation of Musicians of the United States and Canada) to present them with draft collective agreements. On the French side, we intend to continue negotiations with the rights associations (SARTEC, WGC) and the Union des Artistes (UDA).

Although things got off to a very promising start, the negotiations with ACTRA were interrupted for reasons beyond the control of Archives site management. ACTRA recontacted CBC management for the purpose of reaching a collective agreement in which the question of Internet usage is a major issue. In light of the discussions ongoing between the two parties, ACTRA informed Archives site management that negotiations relative to the planned agreement relative to the Archives should be put on hold until a framework agreement with the Corporation is finalized.

Moreover, ACTRA informed us that from now on, it is setting a temporary limit of one year on the period during which clips in which their members are featured can be used on the CBC/Radio-Canada Archives sites. Consequently, all segments featuring ACTRA that had been posted on the CBC/Radio-Canada site for more than one year were disabled. Obviously, we regret this decision on the part of ACTRA. We would like to believe that this is a temporary situation, and that the ban will be lifted as soon as an agreement is reached between the CBC and ACTRA.

Negotiations between CBC/Radio-Canada and the WGC (Writers' Guild of Canada), SARTEC (Société des Auteurs de Radio, Télévision et Cinéma) and the UDA (Union des Artistes) have also reached a stage that is a hindrance on any further development of the Archives sites—at least as far as selection of clips involving members of these three groups is concerned.

The planned meetings to discuss the proposals offered to the AFM (American Federation of Musicians in Canada), however, will still go ahead.

### **6.2 Usage Licences**

Usually, most of the elements placed online on our sites are drawn from radio and/or TV material originally protected by copyright; the scope of that protection, however, does not include Internet usage. We when are able to identify the source of material we wish to use, we take steps to modifier the conditions related to the rights in question so that they meet the specific needs of the Archives site. Most of the agreements we have reached are individual; i.e., they cover a single topic or a single work. The authorizations and licences obtained from the rightsholders cover various categories of topics and protected works such as sound recordings,

photographs, literary works, works of art, and incidental music. For example, since filing of the status report last December, we have obtained usage licences:

- A sound recording of Québécois folk music used in the topic about Brother André and St. Joseph's Oratory;
- A mural by painter Rita Letendre for the topic on women artists and modernity;
- Photographs by Maurice Perron for the topic on women artists and modernity;
- Sculptures by Bill Reid for the topic on the Haida artist;
- Texts by Michel Tremblay for the English-language topic on the author;
- A sound recording of a piece by composer Carl Maria von Weber for the topic on Simonne Monet-Chartrand;
- Photographs by Antoine Désilets for the topic on René Lévesque and the Parti Québécois;
- Texts by Pierre de Bellefeuille and Jean-Pierre Fournier for the topic on John Diefenbaker;
- A Radio télévision belge de la communauté française (RTBF) report for the topic on the Paralympics;
- An advertising message from the Government of Canada for the topic on the adoption of the metric system;
- Poetry and extracts from letters by Al Purdy for the topic on him;
- Clips from a co-production about Lucy Maud Montgomery for use in the production of the topic on this author;
- A composition by Bob Bossin, "Dief Will Be the Chief Again," for the topic on the former Prime Minister;
- A photograph of a wood sculpture at the Stewart Museum, Montreal, for the topic on the economics of the cod fishery;
- Footage of Team Canada's winning goal versus the U.S.A. at the 1997 World Women's Hockey Championships, for the topic *Grassroots Hockey in Canada* (permission required from International Ice Hockey Federation as well as Hockey Canada);
- The song *Undun*, written by Burton Cummings, for the topic *Relief Concerts in Canada*;
- A clip from the "I Have a Dream" speech by Dr. Martin Luther King, Jr., for the *That Was Then* section;
- A photograph of Terry Fox for the countdown, which included original reports from the Marathon of Hope on the occasion of its 25th anniversary (the photographer asked that the fee be donated to the Terry Fox Foundation);
- Drawings by artist David Oler for the topic on Auschwitz;
- An interview with writer and Nobel Laureate Élie Wiesel for the topic on Auschwitz;
- A picture of two nuns from the Congrégation des Petites Filles de Saint-Joseph for the topic on the Catholic Church and means of communication;
- An excerpt from a film held by the Imperial War Museum about the training of British secret agents, for the topic on espionage;
- An excerpt from an interview presented as part of the program *Les couche-tard* for the topic on Jacques Ferron;
- The documentary *Jacques Ferron, qui êtes-vous?* produced by the Office du film du Québec;
- A sound recording of *La Traviata* on the Deutsche Grammophon for the topic on Jeanne Sauvé;
- An interview with Preston Manning for the topic on the Mannings;



- The music score from the film *Boom*, composed by Nicholas Ayoub for the topic on Radio-Canada International;
- A sound recording by composer François Couperin (*Harmonia Mundi*) for the topic on Radio-Canada International;
- Images of the *Bluenose* at sea held by the Bluenose II Preservation Trust for the topic on the famous schooner.

### 6.3 Olympics Section

To coincide with the Athens Summer Games, we introduced an Olympics section on the Archives sites. This presented a number of challenges from a legal standpoint, some resulting from the fact that the International Olympic Committee (IOC) forbids the reproduction on websites of any sound or visual representation of Olympics-related activities including competitions, interviews with athletes in accredited zones, or official ceremonies or activities taking place in an accredited zone of the Games site (Olympic Stadium, Village, etc). The exorbitant rates charged by the IOC—of the order of \$10,000 per minute—made it impossible to include excerpts from competitions, results of competitions or any ceremony, interview or event taking place in any of the Athens Olympic venues.

In spite of these severe restrictions, we were able to launch twenty or so stimulating Olympics-related topics while respecting our legal obligations. To do so, we reached agreements with various national and international sports federations, including the International Paralympic Committee, the International Association of Athletics Federations, Athletics Canada, Hockey Canada, the International Ski Federation and the Commonwealth Games Federation. These agreements made it possible for us to use material from the CBC/Radio-Canada radio and TV archives that shows clips of international-level sports competitions other than the Olympics.

### 6.4 Ongoing Training of Copyright Advisers

We are keeping a close eye on developments in intellectual property law, and ensuring that our copyright advisers have access to ongoing training. They have taken part in a number of professional development activities, including training provided by the CBC on Internet law; a lecture on copyright in the digital age given by Access Copyright—The Canadian Copyright Licensing Agency; a conference by the Quebec Bar Association on recent developments in entertainment law; and a conference of the Association Littéraire et Artistique Internationale (ALAI) on the future of copyright, which brought a wide range of renowned foreign and Canadian experts to Ottawa.

Several media and entertainment industry stakeholders (digital content developer-designers, cinema owners, distributors, lawyers, creators, arts associations, broadcasters, producers, Internet access providers, authors, actors, directors and other film, television and new media craftspeople, etc.) met during these events for discussions on rights issues in the digital age and new economic models to be adopted. We intend for our advisers to contribute to this debate, which remains current.

In light of the recent decisions handed down concerning delivery of music content via Internet (Supreme Court), the exception for fair dealing (Supreme Court), music file downloading (U.S. Federal Court), and of developments in the United States Senate and Congress with respect to enforcement of the U.S. Digital Millennium Copyright Act, ongoing training is indispensable if we are to keep pace with the changes being made to the rules governing dissemination of protected works on the Internet as well as acknowledge changing copyright trends. The training provided has helped our advisers to better guide Archives site team members in the selection of clips, and consolidates the Archives sites' vanguard status in the area of rights clearance for all of the Corporation's Web properties.

## **6.5 Topics with Rights Issues Pending**

The following topics are still pending rights settlement::

- Robert Lepage (Radio-Canada)
- Félix Leclerc (Radio-Canada)
- Michel Tremblay (Radio-Canada)
- *Artistes de l'Ossidcho* (Radio-Canada)
- Culture francophone hors-Québec (Radio-Canada)
- Cirque du soleil (Radio-Canada and CBC)
- Culture acadienne (Radio-Canada and CBC)
- Extreme Sports (CBC)
- Joni Mitchell (CBC)
- Neil Young (CBC)
- Rush (CBC)
- Musical Prodigies (CBC)
- Humour Industry (CBC)
- When They Were Young: Stars (CBC)



## 7 Production

### 7.1 Topics

The past year has seen the Archives teams working very actively with the various *Radio-Canada.ca* and *CBC.ca* units to create shared topics. These include the topics we produced on the D-Day landings, the 400th anniversary of the Acadians, the federal election and the Alberta election, and topics on the year's major sporting events, such as the Athens Summer Olympics (for which we created eight new topics looking at the Games from the perspective of Canadian athletes as well as the two Canadian cities that have hosted Olympics in the past). We also created topics on the Paralympics, the World Cup of Hockey and the NHL lockout.

On the English side, the year was also marked by very close collaboration with CBC Television and Radio on major events such as the "Greatest Canadian" contest, and on the special topics "Leading Men" and "Idols and Icons."

In December, the Asian tsunami disaster prompted the CBC/Radio-Canada teams to create a new online topic on earthquakes. As well, the CBC.ca team produced a topic on the history of Canadian music benefits in support of humanitarian causes.

In January, the Montreal and Toronto teams each produced a topic commemorating the 60th anniversary of the liberation of Auschwitz. The two topics were highlighted on the Radio-Canada.ca and CBC.ca news sites.

Between April 1, 2004, and March 31, 2005, 85 new topics were added to the French Archives sites, and 82 to the English site. The table below summarizes these new additions to the sites. Thirteen topics have not been placed online because of rights issues (eight in English and seven in French ; some topics are common to both languages, hence the total exceeding 13).

Of the new topics placed online, 20 are part of our new "CBC Days to Remember" / "Radio-Canada au fil des jours" section. When complete, this section will feature 20 topics in each language, beginning with a typical broadcast day from the early age of radio in 1939 and ending 60 years later on December 31, 1999, as the world celebrated a new millennium. As of March 31, this section contain 14 topics in English and 18 in French.

| Topics Placed Online in 2004–2005                 | Details              |
|---|----------------------|
| <b>Guerre et conflits</b>                         | <b>(9 CBC; 8 RC)</b> |
| 1. Le Canada et la guerre du Vietnam              | CBC                  |
| 2. La diplomatie canadienne au service de la paix | CBC                  |
| 3. Criminels de guerre, un passé qui hante        |                      |
| 4. 6 June 1944: les Canadiens débarquent          |                      |
| 5. OTAN: une alliance pour la paix armée          |                      |
| 6. Famille de militaires, héros de l'ombre        |                      |
| 7. Campagne d'Italie, l'autre front               |                      |

|   |                         |
|---|-------------------------|
| 8. L'espionnage au Canada décodé                          | Radio-Canada            |
| 9. Norad à la défense de l'Amérique du Nord               | CBC                     |
| 10. Prisonniers de guerre derrière les barbelés canadiens | Radio-Canada            |
| 11. Auschwitz: ne jamais oublier                          |                         |
| <b>Arts et Culture</b>                                    | <b>(9 RC – 10 CBC)</b>  |
| 12. Bill Reid, artiste Haïda                              | Radio-Canada            |
| 13. Moshe Safdie, l'architecte d'Habitat 67               |                         |
| 14. La vraie nature de Gilles Carles – Guy Maddin         |                         |
| 15. Margaret Atwood, captive de l'écriture                |                         |
| 16. Robert Lepage   | CBC                     |
| 17. Le financement du film sous les projecteurs           |                         |
| 18. CRTC, le contrôle des ondes                           |                         |
| 19. Femmes peintres au seuil de la modernité              | Radio-Canada            |
| 20. Michel Tremblay                                       | CBC                     |
| 21. Dans la maison d'Anne . . . aux pignons verts         |                         |
| 22. Au rythme des Jeunesses musicales                     | Radio-Canada            |
| 23. Concerts bénéfiques pour les catastrophes             | CBC seulement           |
| 24. Al Purdy  | CBC                     |
| <b>Vie et société</b>                                     | <b>(9 RC – 10 CBC)</b>  |
| 25. Femmes et syndicats du textile                        | CBC                     |
| 26. Simonne Monet-Chartrand – June Callwood               |                         |
| 27. Monstres et légendes                                  | CBC                     |
| 28. Bière: ça brasse au Canada!                           |                         |
| 29. Poutine, cipâte et pâté                               |                         |
| 30. Les 100 ans de l'Oratoire: le miracle du frère André  |                         |
| 31. Immigration chinoise au Canada                        | CBC                     |
| 32. Cardinal Léger, homme de foi et d'action              | Radio-Canada seulement  |
| 33. Mètres chez nous, le Canada change de règles          |                         |
| 34. Église et communications                              | Radio-Canada seulement  |
| 35. Charité bien ordonnée . . .                           | Radio-Canada seulement  |
| 36. Le triomphe de la banlieue                            | CBC                     |
| 37. RCI: le Canada à la portée du monde                   |                         |
| <b>Politique et économie</b>                              | <b>(15 RC – 15 CBC)</b> |
| 38. Mackenzie King, une vie au service de l'État          | CBC                     |
| 39. Maurice Duplessis, le Chef                            |                         |
| 40. Requiem pour la morue                                 |                         |
| 41. Pearson, le premier ministre diplomatique             |                         |
| 42. Référendum 1980: l'avenir du Québec en question       | Radio-Canada            |
| 43. Élections fédérales: histoire d'un vote               |                         |
| 44. Loi 101: l'avenir du français?                        |                         |
| 45. Diefenbaker, le juste                                 |                         |
| 46. Le vote au Canada, droit ou privilège?                |                         |
| 47. Louis Riel, défenseur du peuple métis                 |                         |
| 48. Alberta, des élections au goût de pétrole             |                         |
| 49. John A. Macdonald                                     | CBC seulement           |
| 50. Brian Mulroney  | CBC                     |

|   |                         |
|---|-------------------------|
| 51. Ed Broadbent, entre le cœur et la raison                        |                         |
| 52. Le communisme au Canada, un idéal perdu?                        | Radio-Canada            |
| 53. Jeanne Sauvé, première dame de Rideau Hall                      |                         |
| 54. Les hauts et les bas des Bourses au Canada                      | Radio-Canada            |
| 55. Fusion des banques, leur intérêt ou le vôtre                    | Radio-Canada            |
| 56. Phil Fontaine   | CBC                     |
|   |                         |
| <b>Sciences et technologies</b>                                     | <b>(6 RC – 9 CBC)</b>   |
| 57. La tordeuse, ravageuse de forêts                                | Radio-Canada            |
| 58. Vidéosurveillance et vie privée: une question d'équilibre?      |                         |
| 59. Pollution à la source   |                         |
| 60. Animaux en péril  |                         |
| 61. Avalanches  |                         |
| 62. Normand Bethune   | CBC                     |
| 63. À l'écoute des tremblements de terre                            |                         |
| 64. Organismes génétiquement modifiés                               | CBC                     |
| 65. Recherche sur le cancer   | CBC                     |
| 66. De la radiodiffusion aux télécommunications                     | CBC                     |
|   |                         |
| <b>Sports</b>   | <b>(13 RC – 16 CBC)</b> |
| 67. Dopage: l'obsession de la performance                           | CBC                     |
| 68. Le point sur la boxe  | Radio-Canada            |
| 69. N'obtient pas les Jeux qui veut!                                |                         |
| 70. Montréal à l'heure de l'olympisme                               |                         |
| 71. Regard sur les Jeux olympiques                                  |                         |
| 72. Des athlètes en or, Jeux d'été 1984-2000                        |                         |
| 73. Calgary 88: Jeux blancs au pays de l'or noir                    |                         |
| 74. Champions sans médaille   |                         |
| 75. Paralympiques, le triomphe de l'humanité                        |                         |
| 76. Médaillés d'or des Jeux d'hiver                                 |                         |
| 77. Coupe du monde: une histoire de hockey                          | Radio-Canada seulement  |
| 78. LNH: de la misère aux millions / Rise and Fall of Alan Eagleson |                         |
| 79. Sport professionnel: une guerre de riches                       |                         |
| 80. Don Cherry  | CBC seulement           |
| 81. Fous de hockey!   |                         |
| 82. Ski Queen Nancy Greene  | CBC                     |
| 83. René Lecavalier / Foster Hewitt                                 | CBC                     |
| 84. Exode du hockey professionnel                                   | CBC                     |
|   |                         |
| <b>Désastres et tragédies</b>                                       | <b>(4 RC – 2 CBC)</b>   |
| 85. Sécheresse: quand la terre a soif . . .                         |                         |
| 86. Blackout de 1965  | CBC seulement           |
| 87. Les enfants de Davis Inlet                                      | Radio-Canada            |
| 88. MIUF: malades de nos maisons                                    | Radio-Canada            |
| 89. Orphelins de Duplessis, enfants d'asile                         | Radio-Canada            |
|   |                         |
| <b>CBC Days to Remember / Radio-Canada au fil des jours</b>         | <b>(18 RC – 14 CBC)</b> |
| 90. A weekday in 1938   |                         |
| 91. Une journée de 1939 – A weekend in 1939                         |                         |

|  |  |
|--|--|
| 92. Une journée de 1944 - A Friday in 1942                   |  |
| 93. Un jour de semaine de 1948 – A weekend in 1948           |  |
| 94. Une journée de 1953                                      |  |
| 95. Un mercredi de 1955                                      |  |
| 96. Un dimanche de 1959 – A Monday in 1959                   |  |
| 97. Le mercredi 15 February 1961 – A Saturday in 1961        |  |
| 98. A Monday in 1965   |  |
| 99. Le mardi 5 December 1967 – A Sunday in 1967              |  |
| 100. Le samedi 14 September 1968                             |  |
| 101. Le vendredi 13 February 1970                            |  |
| 102. Le dimanche 8 September 1974 – New Year’s Day, 1972     |  |
| 103. Le vendredi 27 May 1977 – Monday, October 17, 1977      |  |
| 104. Le vendredi 30 October 1981                             |  |
| 105. Le samedi 28 January 1984 – Wednesday December 12, 1984 |  |
| 106. Le dimanche 4 June 1989 – Sunday June 4, 1989           |  |
| 107. Le lundi 12 October 1992                                |  |
| 108. Le samedi 17 December 1994 – Friday, October 25, 1996   |  |
| 109. Le jeudi 30 December 1999 – Eve of the Millennium       |  |

As of March 31, 2005, the CBC Archives site featured 246 topics; the Radio-Canada site, 249.

## 7.2 “That Was Then” / “Souvenirs”

We continued to add to both the English and French sections of this part of the sites. Since April 1, 19 topics have been added in English, and another 57 have been added to the French site.

## 7.3 Obituaries

Topics were placed online recalling the lives and achievements of the following five personalities who died during the year:

- Ronald Reagan (d. June 5, 2004)
- Fay Wray (d. August 8, 2004)
- Yasser Arafat (d. November 11, 2004)
- Bill Cameron (d. March 11, 2005)
- Mitchell Sharp (d. March 19, 2005)

As of March 31, 2005, we had gathered sufficient material for tribute topics celebrating the achievements of 35 other personalities whose advanced age or fragile state of health make them particularly vulnerable. As soon as a death is announced, that person’s topic will be activated and made accessible via a link on the main page of CBC.ca and/or Radio-Canada.ca.

## 8 Digitization

As has been our practice since the very beginning of the Archives website project, conversion of audio and video material to the digital realm is not limited to the clips that end up on the English and French Archives sites. To minimize the number of iterations to which the collections must be subjected to digitization, and with a view to efficiency, we normally digitize the entire source document from which the final clip is culled for the Archives site.

Statistics compiled for the period April 1 to March 31 reveal that we digitized more than 1437 hours of original sound documents from our collections.

During the same period, we digitized more than 68 hours of archival film material.

As of March 31, 2005, more than 1,000 of audio and video clips in both English and French were available on the Archives site, representing more than 8,100 separate clips. This total, of course, increases every week (see table, Appendix 4).

### **Very high speed**

With a view to providing institutional and university members of the CA\*NET network with very high speed access to our clips, over the past year we connected our servers to this network and evaluated the feasibility of the project as well as the human and material resources required.

## 9 Site Traffic Report

Traffic to the CBC/Radio-Canada Archives sites continues to maintain its forward progression. That progression is not only constant, but very encouraging.

We are currently refining our measurement methods so as to obtain more reliable results by means “tagged” pages. This method, approved by the CBC/Radio-Canada Research department, enables us to obtain results far more reflective of reality.

Following are statistics for 2004–05. Where the “unique visitors” indicator is concerned, we have included two types of data, those from Media Metrix and those of our servers as formerly measured by Webtrends (but without the tags). We plan to be in a position to complete the table soon, and provide firmer data. As soon as we have this information we will forward it.

In our opinion the Media Metrix data should be interpreted with caution, for two reasons: a) they consider home Internet use only, whereas our marketing plan is primarily oriented toward schools; and b) because of the small size of their panel, sites with low-to-medium traffic show fairly erratic variations from one month to the next, or for the English pages vs. the French pages.

The most reliable data are therefore those for March 2005, which reveal that more than 430,000 Canadians consulted the CBC/Radio-Canada Archives sites. Such high traffic volume confirms the significant growth in the number of visits and unique visitors to the Archives sites. This is a clear indication that over time, the Archives sites have become a choice destination for steadily increasing numbers of Web users.

**French Archives Site**

| Month     | Year | Unique Visitors, Media Metrix (home) | Visits, IIS | Unique Visitors Webtrends (tags) | Visits, Webtrends (tags) | Page views, Webtrends (tags) |
|-----------|------|--------------------------------------|-------------|----------------------------------|--------------------------|------------------------------|
| April     | 2004 | 113,000                              | 81,397      |                                  |                          |                              |
| May       | 2004 | 75,000                               | 86,013      |                                  |                          |                              |
| June      | 2004 | 55,000                               | 66,396      |                                  |                          |                              |
| July      | 2004 | 105,000                              | 99,353      |                                  |                          |                              |
| August    | 2004 | 133,000                              | 128,336     |                                  |                          |                              |
| September | 2004 | 58,000                               | 163,108     |                                  |                          |                              |
| October   | 2004 | 92,000                               | ND          |                                  |                          |                              |
| November  | 2004 | 81,000                               | ND          |                                  |                          |                              |
| December  | 2004 | 80,000                               | ND          |                                  |                          |                              |
| January   | 2005 | 111,000                              | ND          |                                  |                          |                              |
| February  | 2005 | 99,000                               | ND          | 135,208                          | 162,178                  | 1,149,347                    |
| March     | 2005 | 109,000                              | ND          | 136,992                          | 164,044                  | 1,165,763                    |

**English Archives Site**

| Month     | Year | Unique Visitors, Media<br>Metrix (home) | Visits, IIS | Unique Visitors<br>Webtrends (tags) | Visits,<br>Webtrends<br>(tags) | Page views,<br>Webtrends<br>(tags) |
|-----------|------|---|-------------|-------------------------------------|--------------------------------|------------------------------------|
| April     | 2004 | 89,000                                  | 168,342     |                                     |                                |                                    |
| May       | 2004 | 160,000                                 | 191,891     |                                     |                                |                                    |
| June      | 2004 | 61,000                                  | 175,692     |                                     |                                |                                    |
| July      | 2004 | 47,000                                  | 216,139     |                                     |                                |                                    |
| August    | 2004 | 59,000                                  | 275,001     |                                     |                                |                                    |
| September | 2004 | 82,000                                  | 260,624     |                                     |                                |                                    |
| October   | 2004 | 104,000                                 | ND          |                                     |                                |                                    |
| November  | 2004 | 112,000                                 | ND          |                                     |                                |                                    |
| December  | 2004 | 97,000                                  | ND          |                                     |                                |                                    |
| January   | 2005 | 106,000                                 | ND          |                                     |                                |                                    |
| February  | 2005 | 126,000                                 | ND          | 237,750                             | 286,379                        | 1,212,532                          |
| March     | 2005 | 74,000                                  | ND          | 294,504                             | 358,475                        | 1,448,627                          |

Sources:

Unique visitors (home access): Comscore Media Metrix

English Archives: [archives.cbc.ca](http://archives.cbc.ca)

French Archives: [archives.radio-canada.ca](http://archives.radio-canada.ca)

Visits: Webtrends IIS

Visits, Unique Visitors and Page Views: Webtrends (based on tags).

## 10 Educational Aspect

### 10.1 Survey of Teachers

To get a better idea of the needs of educators likely to visit our sites, in the spring we conducted a pop-up survey in the “For Teachers” / “Pour les profs” sections. The results of the survey were analyzed in July and a report was prepared by CBC/Radio-Canada Corporate Research and Strategic Analysis.

A total of almost 700 teachers answered our survey. We received just under 300 responses from the French version of the site, while more than 400 answered the survey on the English site. More than half of respondents were secondary-school teachers in the social sciences or English/French as a first language. When asked about their classroom technology resources, almost all teachers who answered that they had access to a computer said they also had Internet access. On the French side, 60% said they had a computer in their classroom, and of that total, 97% had Internet access. Nearly 7 out of 10 teachers (65%) had high-speed Internet access, and close to 8 in 10 (78%) had computers equipped with multimedia speakers. More than 4 out of 10 teachers (43%) who reported they had access to a computer said they also had an LCD projector in the classroom.

On the English-speaking side, the rate of equipment penetration was even higher: 70% of teachers reported having a computer in the classroom. Of those, 95% had Internet access; 8 in 10 (81%) had high-speed Internet access, and 8 out of 10 (80%) had multimedia speakers. More than 6 teachers out of 10 (63%) who reported that they had access to a computer also had access to an LCD projector. The survey also revealed that 40% of respondents had been teaching for less than six years, which leads us to believe that the development potential for sites such as the Archives sites is considerable, given that younger teachers are generally in favour of using new technologies in the classroom.

Nearly 50% of respondents arrived at the Archives sites from either the *Radio-Canada.ca* or *CBC.ca* portal. Close to 8 out of 10 said that they had discovered the “For Teachers” / “Pour les profs” section for the first time when they took the pop-up survey. Their comments were quite positive overall.

Based on the survey responses, we feel it is worthwhile to pursue the Archives site training process for teachers. The enthusiastic responses from those who have discovered the sites point to the importance of providing demonstrations to as many teachers as possible across the country. In recent months we have launched new content specially adapted for classroom use, including new teaching activities as well as “edutainment” features like the Archives Quiz. We have also structured our development of the Personal Bookmarks feature to enable teachers to make optimum use of their Archives clips and topics in classroom situations.

### 10.2 Teaching Activities

As of March 31, 2005, the “For Teachers” section of the CBC Archives site contained 533 teaching activities related to 118 archival topics. Its Radio-Canada sister section “Pour les profs” featured a total of 165 teaching activities based on 55 topics at all levels from elementary through high school and college (see appendices 2A and 2B).



### **10.3 New Activities Since April 1**

Since April 1 we have launched nine new topics in English, each including at least five teaching activities. The nine new topics are as follows:

Under Conflict and War:

- 1) Canada and the Fight Against Apartheid
- 2) Continuing the Fight: Canada's Veterans

Under Arts and Entertainment:

- 3) Karen Kain, Prima Ballerina

Under Politics and Economy:

- 4) Constitutional Discord: Meech Lake
- 5) Ontario Elections: Twenty Tumultuous Years
- 6) The Battle for Aboriginal Treaty Rights

Under Disasters and Tragedies:

- 7) Mercury Rising: The Poisoning of Grassy Narrows

Under Science and Technology:

- 8) Tuberculosis: Old Disease, Continuing Threat

Under Sports:

- 9) Lacrosse: A History of Canada's Game

## **11 Partnerships**

We continue to seek out partnership agreements that will enable us to enhance Archives site visibility, reach and traffic.

### **11.1 Culture.ca**

In July 2004 we delivered a series of 50 new Archives capsules (48 in English and 51 in French) for the Culture.ca site. In January 2005 we added a further 48 capsules in English and 44 in French. These capsules are now online, and we are continuing to produce new ones to make them available to Culture.ca.

Following requests from the Culture.ca team, we also made improvements to the way these capsules are displayed.

In addition, we provided materials to facilitate access to the topic “Canada’s Wine Renaissance” / “Le Canada, un pays de vin?” which can be found in the “Canadian Culture à la Carte” showcase of the Culture.ca site in both English and French versions.

### **11.2 Canadian Military History Gateway**

Last June the Department of National Defence launched the Canadian Military History Gateway (CMHG), an online service examining Canada’s military heritage, and which provides access to websites and digitized resources, among them the CBC/Radio-Canada Archives sites.

### **11.3 Stratford Festival**

CBC/Radio-Canada was included in the letter of intent filed by the organizers of the Stratford Festival regarding creation of its website. Drawing on the expertise gained in creating the Archives sites, we will be advising the Festival on its technology decisions related to content digitization, database design, editorial choices and quality assurance.

### **11.4 LearnAlberta**

Following an initial transmission of metadata in July, LearnAlberta put together a project aimed at, among other things, enabling its users to conduct keyword searches within the clips on the CBC/Radio-Canada Archives sites. The search results take the users directly to the Archives sites. No alteration of content or download methods is permitted.

### **11.5 Discussions with INA, France 5 and BBC**

The Radio-Canada Archives site project manager, François Boulet, travelled to Europe in August 2004, where he discussed trends in online archiving and studied possible partnerships with

European institutions. His mission began at Université d'Été de la Communication in Hourtin, France, where he took part in various round tables and gave presentations on the Archives sites.

He then met with the heads of interactive technology at France 5, where he had discussions about video broadcast technology for the Web, especially with regard to the Lesite.tv project, an interactive video-on-demand website that gives schools access to over 900 hours of video clips, along with teaching aids. A possible partnership to mark the anniversary of the end of the Second World War was also touched upon.

During a meeting at the Institut National de l'Audiovisuel de France, Mr. Boulet discussed other perspectives surrounding the preservation and broadcast of archival video, as well as possible partnerships for production of Archive topics about Charles de Gaulle.

Lastly, at a meeting with the BBC New Media team, it was learned that their planned massive, free-access online archives project is undergoing a difficult gestation and, despite previous announcements, the project consists essentially of about fifty clips of nature footage.

## **11.6 Massive Change**

A full-fledged component of the Virtual Museum of Canada, Massive Change in Action site is an initiative that complements the similarly named exhibition at the Art Gallery of Ontario in Toronto. The exhibition highlights the emergence of design as one of the most powerful forces in the world, and invites visitors to travel back in time to one of the watershed periods of human creativity. The Archives sites served as a window onto the kinds of material that the Corporation contributed to the Massive Change in Action site.

<http://massivechangeenaction.museevirtuel.ca/>

## **11.7 English as a Second Language Website**

Jointly with ESL teachers at Carleton University, CBC.ca initiated a pilot project aiming to create a website for new Canadians learning English as a second language. As a partner in this project, the cbc.ca/ottawa website makes a selection of digitized materials available to new Canadians, as an aid in familiarizing themselves with the people and events that have marked the history of their adoptive country. To facilitate appreciation of the online clips, CBC also provides transcriptions. In addition, further samples of these audio and video excerpts will be selected to aid in the teaching of English grammar and syntax. The project has received the approval of CBC management in Ottawa, and it will be funded by various internal partnerships. CBC is seeing to the clearance of rights for all clips used in this project. The pilot project is scheduled to go online by mid-April 2005, and will continue through the end of the year. Many local community groups have expressed support for the project, including English Language Tutoring for the Ottawa Community (ELTOC), Ottawa Community Immigrant Services Organization (OCISO), the Ottawa Public Library, the Ottawa Carleton District School Board and the Ottawa Carleton Catholic School Board. At the conclusion of the project, the Corporation will proceed with a summative evaluation to determine its applicability to other regions of the country as well as the feasibility of producing a collection of clips in French.

<http://www.cbc.ca/ottawa/esl/index.html>

### **11.8 Musilab: The *Un monde d'objets parlants* site**

In early 2004, the project manager of the *Un monde d'objets parlants* (“A World of Talking Objects”) Web site sought the collaboration of the French Archives team in culling, from the Corporation’s radio archives, examples of French accents that could be re-used on the *Un monde d'objets parlants* site (<http://www.objetsparlants.ca/UI/MusiLab/forms/Accueil/Accueil.aspx>).

During 2004–2005, initial research and preliminary selection were conducted with the collaboration of the Archives’ film librarians. In the coming weeks, a Musilab employee will be joining us to help evaluate and select the clips he wishes to use on the *Un monde d'objets parlants* site. Subsequently, we will take steps to obtain clips from the regional stations that originally produced them to ensure their transfer to the digital realm.

## 12 Marketing

### 12.1 Promotional Material

In the fall of 2004 we printed a new edition of our brochure (10,000 copies in English and 4,000 in French). Most of the new brochures have already been handed out at conferences and other events that we have attended. We also produced a number of promotional items including:

- ID card and cord for attendees of the *Univers social* conference of the Association des professeures et des professeurs d'histoire des collèges du Québec (APHCQ);
- production and distribution of a cotton tote bag bearing the Archives site URL. For the second year in a row, the bag will be handed out as the welcome kit for all convention-goers at the Colloque de l'Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire (AQUOPS);
- we continued distributing the notepad, an item that is still very much appreciated for the fun quiz questions at the top of each page;
- in winter 2005 we ordered reprints of our brochures (8,000 copies in English and 6000 in French) to ensure we had sufficient quantities to distribute them in the display cases at the Canadian Museum of Civilization exhibition on 1960s design. Our participation in this event was a unique opportunity to build interest in the Archives sites;
- in spring 2005 we prepared two full-page descriptions of the Archives sites for including in the *Guide des ressources pour les profs*, a teachers' guide produced by Radio-Canada.ca. These pages provide an overview of the main site sections as well as examples of related in-class activities. The *Guide des ressources pour les profs* is distributed to all teachers attending our demonstration workshops as well as at specialized conferences. The approximately 6,200 educators who are subscribed to *L'école branchée* magazine will receive a copy with their 2005 back-to-school issue.

### 12.2 Conferences and Other Gatherings

Here is the full list of conferences and seminars at which we presented the Archives sites over the past year:

#### April

- AQUOPS (Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire) convention, Quebec City, April 6–8. Stand and presentation for approx. 75 teachers;
- Conferences for teachers in Alberta and Saskatchewan;
- Presentation at Banff Connect 2004, April 17.

## May

- Participation in Educational Computing Organization of Ontario Conference, Mississauga, May 5;
- Participation in the Innoversity Creative Summit, an initiative of the Canadian Radio-television and Telecommunications Commission, May 13 and 14;
- Participation in CCOP subcommittee, May 17 and 18;
- Conference of the Nova Scotia School Boards Association (NSSBA), Dartmouth, May 27 and 28.

## June–July

- Workshop-laboratory to 30 ESL teachers visiting from France; event organized by Université du Québec à Montréal, June 23;
- Presentation at the Banff Television Festival, June 15;
- Presentation to the Canadian Library Association and BC Library Association, Victoria, June 16 to 18.

## August

- Workshop provided for some thirty teachers and educational consultants at the CBC Broadcast Centre, August 26.

## September

- Major presence at the Toronto edition of the Word on the Street book fair, September 26; the Corporation's stand was extremely busy. The event, promoted by CBC Newsworld, CBC Radio and SHOP, attracted close to 200,000 visitors. We also handed out Archives promotional brochures the same day, at the Vancouver and Calgary editions of the Festival;
- Distribution of 1,000 brochures to the Peel District School Board and Toronto District School Board;
- Speech entitled "*La numérisation de la mémoire collective: les stratégies d'action du radiodiffuseur public canadien*" given at the conference ICHIM 04: Digital Culture & Heritage, September 2, Haus der Kulturen der Welt, Berlin, Germany (see [www.ichim.org](http://www.ichim.org));
- Stand at the Salon du livre du Saguenay, September 29–October 3;
- Distribution of brochures to the 300 delegates of the Association canadienne des enseignants de langue française (ACELF), Université Laval, September 30.

## October

- *Univers social* convention of the Association des professeures et des professeurs d'histoire des collèges du Québec (APHCQ), Montreal, October 15. Workshop in which more than 100 teachers took part, demonstration and distribution of brochures and notepads at stand, October 14–15;
- Participation in conference of the Social Studies Teachers Association and Teacher-Librarians of Nova Scotia, Wolfville, Nova Scotia;

- Participation in Manitoba teachers Special Areas Group conference, Winnipeg;
- Participation in Ontario Association for Geographic and Environmental Education (OAGEE) Fall Conference, Kitchener, Ontario;
- Brochures handed out to approximately 200 teachers at the Forum of the Teachers Institute on Canadian Parliamentary Democracy, Ottawa, October 31.

## November

- Stand and training session at the Alberta Online Symposium (900 delegates), Edmonton, November 2–5;
- Stand at the Salon du livre de Rimouski, November 4–7, 2004;
- Stand and training session at the Ontario History and Social Studies Teachers Association (OHASSTA) Annual Conference (300 delegates), November 6–7;
- Stand at QPAT (Quebec Provincial Association of Teachers) Salon, Montreal, November 11–12;
- Training session for Toronto District School Board history and geography teachers, November 17;
- Stand at the Salon du livre de Montréal, November 18–22;
- Presentation of site to a group of twenty-odd school dropouts and retirees as part of a youth employment bureau’s intergenerational cooperation project, Carrefour Jeunesse-Emploi, Montreal, November 18;
- Presentation to *Radio-Canada.ca* / New Media managers and creators regarding advances in accessibility achieved by the Archives team, November 29;
- Delivery of 4,000 brochures to the New Brunswick Department of Culture and Heritage for their annual celebration; brochures to be distributed in early 2005;
- Speech entitled “*La numérisation de l’histoire collective canadienne: l’accès aux archives numérisées de Radio-Canada*” to the annual conference of the Canadian Association of Immersion Teachers, Montreal.

## December

- Planning meeting with the Canadian Museum of Civilization regarding our participation in the exhibition *Cool 60s Design / Design à gogo*;
- Online contest in conjunction with the CBC Television program *Opening Night* generated some 750 entries.

## January 2005

- Addition of a link pointing to the CBC Archives site on the Web sites of 102 high schools of the Toronto District School Board;
- Publication of a full-page ad in the general-interest magazine *The Walrus*;
- Publication of a half-page ad in the journal *Access OLA* (Ontario Library Association);
- CBC *Schools Newsletter* now delivered in electronic format to some 500 educators across Canada;



- | — Participation in a plenary session on the topic *Teaching History with New Technologies* held at the UBC Department of Curriculum Studies, and presentation of complementary workshops to graduates in the history education program on how to integrate the CBC Archives site into their practice;
- | — Presentation of an online workshop for distance learning educators in British Columbia.

## February 2005

- Launch of partnership with Canadian Museum of Civilization and the design exhibition *Cool 60s Design / Design à gogo*. Two computer-equipped terminals showcasing CBC/Radio-Canada's archival material were set up in the exhibition space for the duration of the exhibition.
  - o Distribution of some 5,000 promotional brochures at the Museum;
  - o Cross-promotional activities between the sites we designed in conjunction with this event ([www.cbc.ca/archives/60s](http://www.cbc.ca/archives/60s) and [www.radio-canada.ca/archives/annees60](http://www.radio-canada.ca/archives/annees60)) and the Museum Web site ongoing through November 2005.
- Site presentations to several groups including:
  - o Canadian Digital Broadcasting Summit. Toronto, ON;
  - o Annual conference of the Ontario Library Association, Toronto; presentation of an info session, stand in the exhibitors' section (4,500 delegates), in collaboration with CBC Newsworld, CBC Radio and the Merchandising Division;
  - o Annual convention of the Calgary City Teachers Association (6,000 delegates);
  - o Mention in *Legacy* (Alberta arts and heritage magazine) and publication of a full-page ad.

## March 2005

- Stand and workshop at the meeting of the Association québécoise pour l'utilisation de l'ordinateur au primaire et secondaire (AQUOPS); distribution of brochures, notepads and copies of the Radio-Canada *Guide des ressources pour les profs*; close to 100 educators from all regions of Québec attended;
- Significant increase in the number of references to the Archives sites among the blogger community in the wake of the *Cool 60s Design* Web site, and subsequent mention on the *Technorati.com* site ;
- Official sponsor of and delegate to the BCEd Online Learning conference (April 20–22);
- Presentation to the convention of the Greater Edmonton Teachers Association, Edmonton, Alberta <http://www.getca.com/>;
- Presentation at Careers Day, Rick Hansen Secondary School, Mississauga, Ontario;
- March 21, Des Patriotes (Saint-Hyacinthe) and Vallée-des-Tisserands (Hautes-Rivières) school commissions; ESL teachers; 40 attendees.

### 12.2.1 Site Demonstrations in Schools and School Commissions

The various workshops presented in Francophone school settings from November 2004 to March 2005 enabled us to meet with 173 teachers. During the same period, we led workshops in



English, which attracted some 550 teachers. Through our participation in a number of conferences in the field of education, we presented the CBC Archives site to no less than 19,750 teachers across the country.

### 12.3 Archives Newsletter

As of March 31, 2005, the Archives Newsletter, e-mailed weekly, had 3,592 subscribers for the French edition, while 3,475 people received it in English.

In February 2005 we undertook to refresh the Newsletter's design to make it more user-friendly and include more promotion of our learning activities. The revamped Newsletter was launched in late February ; comments from subscribers were very positive.

### 12.4 Corporate Communications and Marketing

The link between the Archives sites and the Corporation's other Web properties CBC.ca and Radio-Canada.ca has truly become a natural one. The latter sites are calling upon our expertise to collaborate on various initiatives with increasing frequency.

In this new collaborative spirit, we have taken part in the following projects, among others:

- Special section on the **D-Day Landings** (cbc.ca / Radio-Canada.ca);
- Creation of **Leading Men** pages on cbc.ca in collaboration with Newsworld; launched online during the federal election campaign;
- Again in collaboration with Newsworld, creation of the celebrity biographies for the cbc.ca **Idols and Icons** site (including bios of Mordecai Richler, Barbara Frum, Randy Bachman and Rich Little);
- Production of special topics on **Canadian Elections** (cbc.ca / Radio-Canada.ca News);
- Coverage of the **Olympics** and **Paralympics** (in collaboration with cbc.ca / Radio-Canada.ca Sports);
- Special section **400 ans de l'Acadie**, on the 400th anniversary of the Acadians (Radio-Canada.ca Régions);
- Special section on the **World Cup of Hockey** (Radio-Canada.ca Sports);
- Special section on the **NHL Labour Conflict** (Radio-Canada.ca News);
- **The Greatest Canadian** contest: preparation of a special Archives site section including one topic for each finalist and creation of topics for the two finalists for whom topics did not exist:
  - o Sir John A. Macdonald: Architect of Modern Canada;
  - o Don Cherry: A Coach, A Commentator, A Controversy;
- Special section on the **Alberta Elections** (Radio-Canada.ca Régions).

Also, during the period August 2 to 12, a series of radio clips from the Archives was used by CBC Radio Sports. The network also ran a contest based on the Archives, from August 13 to 29. Finally, CBC Radio Syndication made use of certain clips from the Archives sites and distributed them via local affiliate stations. The Archives sites was mentioned on-air several times as part of this promotion.

## 13 Budget

Our total operating budget for fiscal 2004–2005 was \_\_\_\_\_ including a contribution of some \_\_\_\_\_ from CBC/Radio-Canada. The latter contribution served mainly to cover part of the costs of site development, maintenance and management, as well as various promotion and outreach initiatives.

The share of the budget funded by the CCOP was \_\_\_\_\_ i.e., an amount equal to the \_\_\_\_\_ contribution earmarked for fiscal 2003–04 and a portion \_\_\_\_\_ derived from the surplus accumulated during the previous years. That surplus now stands at \_\_\_\_\_. As specified in the 2004–05 business plan, that surplus is used as a reserve to ensure project continuity and any necessary settlements related to rights agreements and royalties.

| Programme de la culture canadienne en ligne (PCCE)   |                 |                      |                      |                                  |
|--|-----------------|----------------------|----------------------|----------------------------------|
| Projet des archives numériques, SRC-CBC              |                 |                      |                      |                                  |
| Exercice financier du 1er avril 2004 au 31 mars 2005 |                 |                      |                      |                                  |
| DÉPENSES   | Total des coûts | Contribution du PCCE | Contribution CBC-SRC | % des coûts Contribution du PCCE |
| <b>Personnel</b>                                     |                 |                      |                      |                                  |
| Direction  |                 |                      |                      |                                  |
| Recherche  |                 |                      |                      |                                  |
| Rédaction  |                 |                      |                      |                                  |
| Support administratif et logistique SRC              |                 |                      |                      |                                  |
| Codification, intégration, numérisation              |                 |                      |                      |                                  |
| Gestion des droits                                   |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Coûts externes</b>                                |                 |                      |                      |                                  |
| Design et interface                                  |                 |                      |                      |                                  |
| Développement  |                 |                      |                      |                                  |
| Pédagogie  |                 |                      |                      |                                  |
| Autres   |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Opérations</b>                                    |                 |                      |                      |                                  |
| Aménagements   |                 |                      |                      |                                  |
| Voyages  |                 |                      |                      |                                  |
| Dépenses de bureau                                   |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Matériel</b>                                      |                 |                      |                      |                                  |
| Ordinateurs  |                 |                      |                      |                                  |
| Logiciels  |                 |                      |                      |                                  |
| Anystream  |                 |                      |                      |                                  |
| Maintenance  |                 |                      |                      |                                  |
| Bande passante                                       |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Promotion</b>                                     |                 |                      |                      |                                  |
| Relations publiques                                  |                 |                      |                      |                                  |
| Publicité imprimée                                   |                 |                      |                      |                                  |
| Publicité Web  |                 |                      |                      |                                  |
| Publicité TV-Radio                                   |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Autres dépenses</b>                               |                 |                      |                      |                                  |
| Autorisation des droits d'auteur                     |                 |                      |                      |                                  |
| <b>Total</b>   |                 |                      |                      |                                  |
| <b>Total des dépenses</b>                            |                 |                      |                      |                                  |
| <b>Montant obtenu</b>                                |                 |                      |                      |                                  |
| <b>Surplus 2003-2004</b>                             |                 |                      |                      |                                  |
| <b>Surplus 2003-2004 utilisé</b>                     |                 |                      |                      |                                  |
| <b>Surplus au 31 mars</b>                            |                 |                      |                      |                                  |

## 1314 Conclusion

For regular users of the CBC/Radio-Canada Archives sites, 2004–05 was a year of innovations: the Archives Quiz, access to Personal Bookmarks and the online launch of the Great Interviews section were all developments that helped make the Archives sites a highly prized destination for anyone interested in the history of Canada and its peoples.

Thanks to the support of Canadian Heritage, the CBC/Radio-Canada Archives sites now feature nearly 500 topics in English and French, which in turn link to more than 8,100 separate radio and television clips from all regions of the country and covering all major news stories since the middle of the last century. Over the past year we have taken particular care to enrich the “That Was Then” / “Souvenirs” and “CBC Days to Remember” / “Radio-Canada au fil des jours” sections, whereby users can immerse themselves in the events that shaped the course of our history.

The most significant of our 2004–05 achievements has doubtless been the online launch of the accessible versions of the Archives sites, which made our collections available to vision-impaired Web users. Developed jointly with groups that work with the vision-impaired, this initiative is a tangible way for CBC/Radio-Canada to underline the importance it ascribes to its public-service mission to broaden not only the accessibility but the usability of its Web content, for all Canadians. Given the context of our aging population, this is a timely development.

Through our many public initiatives, we remain continually mindful of our users’ comments and concerns. Their suggestions have helped us to enhance the efficiency and performance of the sites’ search tools, for instance. We are extremely encouraged by the kinds of comments we receive both from educational settings and the general public. We believe them to be a clear sign that there is a close link between the content offered by CBC/Radio-Canada on its Archives sites and users’ appreciation of the sites, not only in Canada but around the world.

As mentioned in our 2005–06 business plan, we intend to continue producing capsules at the same pace, and will take steps to optimize our visibility among the general public as well as in educational settings. As we have done since the beginning of our participation in the CCOP, we will continue making the required improvements to ensure our site remains on the cutting edge of technological developments with respect to Web content. Our number one priority remains our commitment to operating a site that is usable, relevant and accessible to the widest possible public.

We are very much encouraged by the support shown by an average of over 430,000 visitors per month who choose to familiarize themselves with our country’s history. We interpret that support as an eloquent testimonial not only to the quality of the content we produce, but also, and more significantly, to the relevance of our topics and the way they are presented. In this regard, CBC/Radio-Canada does more than cover the news every day for the benefit of the public. The Archives sites has become a significant vehicle for the Corporation’s identity and promotion—and for the preservation of its radio and television heritage for generations to come.

# Appendix 1A:

## 246 English Topics Online as of March 31, 2005

### Conflict and War (26)

- Cold War Culture: The Nuclear Fear of the 1950s and 1960s
- Royal 22<sup>nd</sup> Regiment: Canada's Fighting 'Van Doos'
- Relocation to Redress: The Internment of the Japanese Canadians
- Seeking Sanctuary: Draft Dodgers
- The Gouzenko Affair
- Canada and the Fight Against Apartheid
- The Oka Crisis
- Reports from Abroad: Matthew Halton
- The Somalia Affair
- Forgotten Heroes: Canada and the Korean War
- On Every Front: Canadian Women in the Second World War
- The October Crisis: Civil Liberties Suspended
- Continuing the Fight: Canada's Veterans
- Dr. Gerarld Bull: Scientist, Weapons Maker, Dreamer
- 1939-1945: A Soldier's War
- The 1991 Gulf War
- Peacekeeper to the World
- Peacekeepers and Peacemakers: Canada's Diplomatic Contribution
- Canada's Secret War: Vietnam
- Fleeing Justice: War Criminels in Canada
- D-Day: Canadians Target Juno Beach
- The Italian Campaign
- Love and War: Canadian War Brides
- Norad: Watching the Skies
- One for all: The North Atlantic Organization
- Life after Auschwitz

### Politics and Economy (56)

- Creation of Nunavut
- Mr. President Goes to Ottawa
- Has Confederation Been Good for Newfoundland?
- Striking Oil in Alberta
- Trudeauania: A Swinger for Prime Minister
- The Birth of Medicare
- The Auto Pact: En Route to Free Trade
- Georges Erasmus: Native Rights Crusader
- Canada-U.S. Free Trade Agreement
- Death Penalty Debate
- The Berger Pipeline Inquiry
- The Road to Bilingualism
- Quebec Elections: 1960-1998
- The Great Canadian Flag Debate
- Bombardier: The Snowmobile Legacy
- PEI Elections: Liberal landslides and Tory tides
- At Loggerheads: The Canada-U.S. Softwood Lumber Dispute

### Arts and Entertainment (26)

- The Stratford Festival: The First Fifty Years
- Le Refus global: Revolution in the Arts
- Margaret Laurence: Canada's Divine Writer
- Glenn Gould: Variations on an Artist
- Mordecai Richler Was Here
- Leonard Cohen: Canada's Melancholy Bard
- Punk rock comes to Canada
- The Rolling Stones: Canada gets Satisfaction
- Master Storyteller Norman Jewison
- Oscar Peterson: A Jazz Giant
- Artists Busted: Censorship in Canada
- Gordon Lightfoot: Canada's Folk Laureate
- Karen Kain, Prima Ballerina
- Ruling the Airwaves: The CRTC and Canadian Content
- The Group of Seven: Painters in the Wilderness
- April Fool's Day: The Joke's on Us
- The Life and Legend of Bill Reid
- Moshe Safdie: Hero of Habitat
- Prairie Visionaries: Guy Maddin and the Winnipeg Film Group
- Robert Lepage: Canada's renaissance man
- Bright Lights, Political Fights: The Canadian Film Industry
- Michel Tremblay: L'enfant terrible of Canadian Theatre
- Margaret Atwood: Queen of CanLit
- Banding Together: Singing Out for Disaster Relief
- Al Purdy, An Uncommon Poet
- Beyond Green Gables: The Life of Lucy Maud Montgomery

### Life and Society (40)

- Religion in the Classroom
- Marshall McLuhan, the Man and his Message
- Expo 67: Montreal Welcomes the World
- The Confederation Bridge: P.E.I. Connects
- The Birth Control Pill
- Boat People: A Refugee Crisis
- Pot and Politics: Canada and the Marijuana Debate
- Dr. Henry Morgentaler: Fighting Canada's Abortion Laws
- Toronto's Infamous 'Boyd Gang'
- Eaton's: A Canadian Institution
- The 1984 Papal Visit
- Greenpeace: Always Bearing Witness
- Hippie Society: The Youth Rebellion
- Gay and Lesbian Emergence: Out in Canada
- Celebrating CBC's As It Happens
- Barbara Frum: Pioneering Broadcaster
- Canada's Wine Renaissance

- Ontario Elections: Twenty Tumultuous Years
- Showdown on the Prairies: A History of Saskatchewan Elections
- Newfoundland and Labrador Elections
- Concentration to convergence: Media ownership in Canada
- Trans-Canada Highway: Bridging the Distance
- Northwest Territories: Voting in Canada's North
- René Lévesque's Separatist Fight
- Pelts, Pups and Protest: The Atlantic Seal Hunt
- Politics, Sex and Gerda Munsinger
- The 'Other Revolution': Louis Robichaud's New Brunswick
- On the Nunavut Campaign Trail
- Charting the Future: Canada's New Constitution
- Jean Chrétien: From pool hall to Parliament Hill
- Losing Altitude: A History of Air Canada
- Robert Bourassa: Political Survivor
- Trudeau's Omnibus Bill: Challenging Canadian Taboos
- Tommy Douglas and the NDP
- Canada's Constitutional Debate: What Makes a Nation?
- Constitutional Discord: Meech Lake
- Equality First: The Royal Commission on the Status of Women
- The Battle for Aboriginal Treaty Rights
- Stranger than Fiction: The Bre-X Gold Scandal
- Hog Wild: Canada's pork industry
- Mackenzie King: Public Life, Private Man
- Maurice Duplessis
- Lester B. Pearson: From Peacemaker to Prime Minister
- Campaigning for Canada
- Fighting Words: Bill 101
- Voting in Canada: How a Privilege Became a Right
- Rethinking Riel
- Electing Dynasties: Alberta Campaigns 1935 to 2001
- Sir John A. McDonald: Architect of Modern Canada
- Selling Suds: The Beer Industry in Canada
- From Cheers to Jeers: The Mulroney Years
- Ed Broadbent: A Voice from the Left
- Fished Out: The Rise and Fall of the Cod Fishery
- Jeanne Sauvé, a Woman of Firsts
- Dief the Chief
- Phil Fontaine: Native diplomat and dealmaker
- Canada's New Queen
- Terry Fox's Marathon of Hope
- Much ado about Christmas: toys, traditions and holiday fun
- Africville: Expropriating Nova Scotia's blacks
- Calgary Stampede: Celebrating Canada's Western Heritage
- Quebec Winter Carnival
- A Woman's Place: Programming for the Modern Homemaker
- An Inuit Education: Honouring a Past, creating a Future
- Sue Rodriguez and the right-to-die debate
- Their Christian Duty: Canadian Missionaries Abroad
- Splitting Up: Canadians Get Divorced
- The St. Lawrence Seaway: Gateway to the world
- Close Encounters of the Canadian Kind
- Generation X: Lives on Hold
- Halloween and Tales of Canadian Ghosts
- June Callwood: Canada's Conscience
- A taste of Canada: Our Homegrown Cuisine
- A Tale of Perseverance: Chinese Immigration to Canada
- The Miracle on Mount Royal: 100 Years of St. Joseph's Oratory
- Monsters, Myths and Mystery: Great Canadian Legends
- Sewing Seeds: Clothing Workers Fight For Better Conditions
- So long city. Hello Suburbs!
- Our Voice to the World: 60 Years of Radio-Canada International

#### **Disasters and Tragedies (18)**

- The Saguenay Flood
- Springhill Mining Disasters
- The Sinking and Raising of the Irving Whale
- The Ocean Ranger Disaster
- The Wrath of Hurricane Hazel
- Red River Rising: Manitoba Floods
- A Lost Heritage: Canada's Residential Schools
- The 'Great Northeastern Blackout' of 1965
- The Krever Report: Canada's Tainted Blood Disaster

#### **Science and Technology (32)**

- The Fluoride Debate
- Polio: Combating the Crippler
- The Avro Arrow: Canada's Broken Dream
- Candu: The Canadian Nuclear Reactor
- Asbestos: Magic mineral or deadly dust?
- Launching the digital age: Canadian Satellites
- Fighting Female Infertility
- Thalidomide: Bitter Pills, Broken Promises
- Computer Invasion: A History of Automation in Canada

- Solar Temple: A cult gone wrong
- The Early Years of the AIDS Crisis
- The Wrongful Conviction of David Milgaard
- The Halifax Explosion
- The Air India Investigation
- The Montreal Massacre
- The Ice Storm of 1998
- Mercury Rising: The Poisoning of Grassy Narrows
- Devastating Dry Spells: Drought on the Prairies

- Clearcutting and Logging: The War of the Woods
- Banting, Best, Mcloed, Collip: Chasing a cure for Diabetes
- Fighting Forest Fires
- Acid Rain: Pollution and Politics
- Tuberculosis: Old Disease, Continuing Threat
- Marc Garneau: Canadian Space Pioneer
- James Bay Project and the Cree
- David Suzuki: Scientist, Activist, Broadcaster
- Going Underground: Toronto's Subway and Montreal's Metro
- Canada Enters the Clone Age
- Canadarm – A technology star
- What's Eating Canada's Trees?
- Canada Says Hello: The First Century of the Telephone
- 'Comrade' Bethune: A Controversial Hero
- The Long Lens of the Law
- Troubled Waters: Pollution in the Great Lakes
- Engendered Species in Canada
- Avalanche!
- Canada's Earthquakes and Tsunamis
- For Good Measure: Canada Converts to Metric
- Genetically Modified Food: A Growing Debate
- Cancer Research: The Canadian Quest for a Cure
- Canada Tunes In: Radio and TV's Early Years

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#### **Sports (34)**

- Running off track: the Ben Johnson Story
- Major League Baseball Comes to Canada
- Gold Medal Athletes – 1948 – 1968
- Grey Cup: The Fans and the Fanfare
- Gilles Villeneuve: Racing at the speed of light
- The Crazy Canucks: Canada's skiing heroes
- Getting Physical: Canada's Fitness Movement
- Rick Hansen: Man In Motion
- Fair Game: Pioneering Canadian women in sports
- Maurice 'Rocket' Richard
- Lacrosse: A History of Canada's Game
- The Great Wayne Gretzky
- Funding of Amateur Sports
- Arctic Winter Games
- Still Standing: The People's Champion George Chuvalo
- Cross Country Smackdown: Pro Wrestling in Canada
- Canada-Soviet Hockey Series, 1972
- Curling: Sweeping the Nation
- Going for Dope: Canada and Drugs in Sport
- Getting the Games: Canada's Olympic Bids
- Playing to Win: Canada at the Paralympics
- Never Made it to the Podium
- The Winter of '88: Calgary's Olympic Game
- Golden Summers: Canada's Gold Medal Athletes 1984-2000
- The Summer of '76: Montreal's Olympic Games
- 50 Years of Olympic Broadcasting
- Cold Gold: Canada's Winter Winners 1984-2002
- Playing Hardball: Sports Labour Disputes

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#### **CBC Days to Remember (14)**

- A weekend in 1938
- A weekend in 1939
- A Friday in 1942
- A weekend in 1948
- A Monday in 1959
- A Saturday in 1961
- A Monday in 1965
- A Sunday in 1967
- New Year's Day, 1972
- Monday, October 17, 1977
- Wednesday, December 12, 1984
- Sunday, June 4, 1989
- Friday, October 25, 1996
- Eve of the Millennium

- Don Cherry: A Coach, A Commentator, A Controversy
- The Rise and Fall of Alan Eagleson
- The Spirit of Hockey
- Ski Queen Nancy Greene
- The Voice of Hockey: Foster Hewitt
- Hockey Flight in Canada



## Appendix 1B:

### 249 dossiers en ligne, en français, en date du 31 March 2005

#### Guerres et conflits (28)

- Soldats canadiens en Corée
- Draft-dodgers: insoumis, déserteurs et réfractaires
- Crise d'Oka: 78 jours de barricades
- Marcel s'en va-t-en guerre
- Le Canada dans la tempête du désert
- Gerald Bull: génie scientifique ou Dr Strangelove?
- L'ennemi intérieur 1939-1945
- Le Canada et l'apartheid: ni noir, ni blanc
- Des journalistes racontent la Seconde Guerre mondiale
- Tous à l'abri! La peur du nucléaire des années 1950 et 1960
- Les réfugiés de la mer
- Gouzenko, une affaire d'espionnage
- Jour du Souvenir, soldats oubliés
- Des femmes sur tous les fronts
- October 70: le Québec en crise
- Norad à la défense de l'Amérique du Nord
- Le Canada et la guerre du Vietnam: drôle de diplomatie
- Casques Bleus, soldats de la paix
- La débâcle somalienne
- Les militaires du Royal 22<sup>e</sup> Régiment
- Criminels de guerre, un passé qui hante
- 6 June 1944: les Canadiens débarquent
- OTAN: une alliance pour la paix armée
- Familles de militaires, héros de l'ombre
- L'espionnage au Canada décodé
- Prisonniers de guerre derrière les barbelés canadiens
- Auschwitz: ne jamais oublier
- Campagne d'Italie, l'autre front

#### Politique et économie (59)

- Bilan de santé de l'assurance-maladie
- Quelle situation pour la femme canadienne?
- Un drapeau pour le Canada
- L'éveil de l'Acadie
- Le « bill omnibus », un débat de société
- La croisade de Georges Erasmus
- La motoneige de Bombardier
- Alberta: la ruée vers l'or noir
- Pipeline et droits territoriaux
- Éducation, la fin d'un système
- L'imbroglio fédéral-provincial commence
- Terre-Neuve, l'autre solitude
- À la recherche d'un Canada bilingue et biculturel
- Peine de mort: la justice qui tue
- Le Pacte de l'automobile: en route vers le libre-échange!
- Canada-Etats-Unis: les sommets de l'amitié
- Combats des chefs
- Libre-échange: la fin du protectionnisme américain?

#### Arts et Culture (25)

- Le Refus global, révolution totale
- Punk attitude
- Les arts à l'index
- Mordecai Richler entre la satire et la provocation
- Gabrielle Roy: femme de lettres
- Gérald Godin, tendre et emporté
- Claude Jutra, une vie en 24 images
- Rencontres du septième art
- La La La Human Steps: danse extrême
- Le salaire du rire
- Oscar Peterson, le roi du jazz
- Les Rolling Stones: 40 ans de satisfaction
- Variations Glenn Gould
- Le Groupe des sept, peintres de la nature
- Gaston Miron: parole de poète
- Stratford accueille Shakespeare
- Bill Reid, artiste Haïda
- Moshe Safdie, l'architecte d'Habitat 67
- La vraie nature de Gilles Carle
- Margaret Atwood, captive de l'écriture
- Le financement du film sous les projecteurs
- CRTC, le contrôle des ondes
- Femmes peintres au seuil de la modernité
- Dans la maison d'Anne . . . aux pignons verts
- Au rythme des Jeunesses musicales

#### Désastres et tragédies (21)

- Glissement de terrain à Saint-Jean-Vianney
- Ocean Ranger: la plate-forme engloutie
- Le renflouement de l'Irving Whale
- La crise du verglas
- Au cœur du Manitoba, la rivière Rouge
- David Milgaard: la justice coupable
- OTS: Aller simple pour l'enfer
- C'était le 6 December 1989 à l'École Polytechnique
- Sang contaminé: la mort goutte à goutte
- Catastrophes minières à Springhill
- Halifax renaît de ses cendres
- Le vol 182 d'Air India ne répond plus
- Le Saguenay sous les eaux
- Les premières années du sida
- Mercure: des eaux empoisonnées
- Pensionnats indiens: l'enfance déracinée
- Il pleut à mourir!
- Sécheresse, quand la terre a soif
- Les enfants de Davis Inlet



- Robert Bourassa, premier ministre à tout prix
- Ontario: alternance à Queen's Park
- Munsinger, l'Allemande qui fit scandale
- Aux urnes, Terre-Neuviens!
- Sur les terres des Ténois
- Jean Chrétien: qui l'aime le suive
- L'Île-du-Prince-Édouard aux urnes
- Chasse aux phoques: désastre écologique ou économique?
- Les droits territoriaux des autochtones
- Air Canada à la conquête du ciel
- Le rapatriement de la Constitution sème la zizanie
- De la radiodiffusion aux télécommunications
- René Lévesque: « Un parti à fonder, un pays à bâtir »
- Nunavut, terre de défis
- Bre-X, tout ce qui brille n'est pas or
- Pas de sursis pour l'accord du lac Meech
- Mackenzie King, une vie au service de l'État
- La Saskatchewan, berceau du socialisme canadien
- Le bois dans l'impasse
- Concentration de la presse: un mal nécessaire?
- La diplomatie canadienne au service de la paix
- La Transcanadienne: le rêve devenu réalité
- Les Inuits à l'école des Blancs
- Pionnières du syndicalisme
- Brian Mulroney: le sommet et rien d'autre
- Une pollution de cochons
- Maurice Duplessis, le Chef
- Requiem pour la morue
- Pearson, le premier ministre diplomatique
- Référendum 1980: l'avenir du Québec en question
- Élections fédérales: histoire d'un vote
- Loi 101: l'avenir du français?
- Diefenbaker le juste
- Le vote au Canada, droit ou privilège
- Louis Riel, défenseur du peuple métis
- Alberta, des élections au goût de pétrole
- Ed Broadbent, entre le cœur et la raison
- Le communisme au Canada, un idéal perdu?
- Jeanne Sauvé, première dame de Rideau Hall
- Les hauts et les bas des Bourses au Canada
- Fusion des banques, leur intérêt ou le vôtre

#### **Vie et société (41)**

- Le pape migrateur
- Des visites royales au Canada
- Pax Plante affronte la pègre
- Judith Jasmin, femme et journaliste
- Gais et lesbiennes s'affirment
- Du poisson au menu!
- La pilule ou la victoire des femmes
- La génération hallucinée
- Morgentaler et son combat juridique
- Terry Fox court pour la vie
- Jeux et jouets d'hier et d'aujourd'hui
- Expo 67: Montréal capitale du monde
- Un pays pris de trudeaumanie
- McLuhan, prophète des temps modernes
- Eaton: le colosse aux pieds d'argile

- MIUF: malades de nos maisons
- Orphelins de Duplessis, enfants d'asile

#### **Sciences et technologies (28)**

- Fluoration de l'eau: un débat qui perdure
- Le combat contre la polio
- Thalidomide: le médicament de la difformité
- Avro Arrow, le rêve brisé
- CANDU ou le Canada à l'ère nucléaire
- Le pont bercé par la mer
- La grande aventure de la Baie James
- Les satellites canadiens
- Le Saint-Laurent, la voie du continent
- De la machine à calculer à l'ordinateur personnel
- Diabète: combattre le tueur silencieux
- Des feux et des hommes
- Le fléau de la tuberculose
- Ces visiteurs venus du ciel
- Silence . . . on clone!
- Une forêt saignée à blanc
- Dansereau, l'écologiste aux pieds nus
- L'amiante au banc des accusés
- La reproduction humaine dans tous ses ébats
- Un bras canadien au service de la science
- Marc Garneau, pionnier de l'espace
- Le téléphone, d'un combiné à l'autre
- La tordeuse, ravageuse de forêts
- Vidéosurveillance et vie privée: une question d'équilibre?
- Pollution à la source
- Animaux en péril
- Avalanches: dompter la montagne
- À l'écoute des tremblements de terre

#### **Sports (30)**

- Ils sont fous ces Canadiens
- La Série du siècle
- Bienvenue dans les ligues majeures
- Gilles Villeneuve, le destin tragique d'un champion
- Médaillés olympiques de 1948 à 1968
- Le Rocket, héros d'un peuple
- La coupe Grey, un siècle de passion
- Le scandale Ben Johnson
- La crosse, un héritage égaré
- Dopage: l'obsession de la performance
- Les Jeux de l'Arctique
- La longue course à obstacle des femmes
- Des sous et des jeux
- Balai sur glace
- Des Canadiens actifs et en santé

- Africville: expropriation des Noirs néo-écossais
- Bonbons, sorcières et frissons
- Une maison pour Radio-Canada
- Le Canada, un pays de vin?
- Devenir la parfaite ménagère
- Les missionnaires répandent la bonne nouvelle
- Carnaval de Québec, fête de l'hiver
- Greenpeace, la multinationale verte
- Divorcer pour le meilleur et pour le pire
- En selle pour le Stampede!
- Marijuana: discussions sur l'herbe . . .
- Sue Rodriguez: lutter pour une mort digne
- Lucille Teasdale, la médecine comme mission
- Le triomphe de la banlieue
- Une île, un métro
- Génération X en quête d'identité
- Monstres et légendes
- Bières: ça brasse au Canada
- Poutine, cipâte et pâté
- Les 100 ans de l'Oratoire, le miracle du Frère André
- Cardinal Léger, homme de foi et d'action
- Mètres chez nous, le Canada change de règles
- Médias, outils de l'Église
- Simonne Monet-Chartrand, une vie engagée
- Charité bien ordonnée . . .
- RCI: le Canada à la portée du monde

- André Viger, paraplégique oui, infirme jamais!
- Au pays de la Merveille: Wayne Gretzky
- Le point sur la boxe
- N'obtient pas les Jeux qui veut!
- Montréal à l'heure de l'Olympisme
- Regard sur les Jeux olympiques
- Des athlètes en or, Jeux d'été 1984-2000
- Calgary 88: Jeux blancs au pays de l'or noir
- Champions sans médaille
- Paralympiques, le triomphe de l'humanité
- Médailleurs d'or des Jeux d'hiver
- Coupe du monde: une histoire de hockey
- LNH: de la misère aux millions
- Sport professionnel: une guerre de riches
- Fous de hockey!

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**Radio-Canada au fil des Jours (17)**

- Une journée de 1939
- Une journée de 1944
- Un jour de semaine de 1948
- Une journée de 1953
- Un dimanche de 1959
- Le mercredi 15 February 1961
- Le mardi 15 December 1967
- Le samedi 14 September 1968
- Le vendredi 13 February 1970
- Le dimanche 8 September 1974
- Le vendredi 27 May 1977
- Le vendredi 30 October 1981
- Le samedi 28 June 1984
- Le dimanche 4 June 1989
- Le lundi 12 October 1992
- Le samedi 17 December 1994
- Le jeudi 30 December 1999

## Appendix 2A:

### 55 dossiers avec activités pédagogiques en ligne, en français, en date du 31 March 2005

#### Guerras et conflits (7)

- Crise d'Oka: 78 jours de barricades
- Draft-dodgers: insoumis, déserteurs et réfractaires
- Gouzenko, une affaire d'espionnage
- Le Canada dans la tempête du désert
- Les réfugiés de la mer
- October 70: le Québec en crise
- Tous à l'abri! La peur du nucléaire des années 1950 et 1960

#### Arts et Culture (6)

- Gabrielle Roy: femme de lettres
- Gérard Godin, tendre et emporté
- Le Refus global, révolution totale
- Les arts à l'index
- Oscar Peterson, le roi du jazz
- Punk attitude

#### Politique et économie (10)

- Alberta: la ruée vers l'or noir
- Combats des chefs
- L'éveil de l'Acadie
- La motoneige de Bombardier
- Libre-échange: la fin du protectionnisme américain?
- Munsinger, l'Allemande qui fit scandale
- Nunavut, terre de défis
- Peine de mort: la justice qui tue
- Quelle situation pour la femme canadienne?
- Un drapeau pour le Canada

#### Vie et société (9)

- Africville: expropriation des Noirs néo-écossais
- Des visites royales au Canada
- Expo 67: Montréal capitale du monde
- Gais et lesbiennes s'affirment
- Judith Jasmin, femme et journaliste
- McLuhan, prophète des temps modernes
- Morgentaler et son combat juridique
- Terry Fox court pour la vie
- Un pays pris de trudeumanie

#### Désastres et tragédies (8)

- C'était le 6 December 1989 à l'École Polytechnique
- Catastrophes minières à Springhill
- Glissement de terrain à Saint-Jean-Vianney
- La crise du verglas
- Le Saguenay sous les eaux
- Les premières années du sida
- Ocean Ranger: la plate-forme engloutie
- OTS: Aller simple pour l'enfer

#### Sciences et technologies (8)

- CANDU ou le Canada à l'ère nucléaire
- Dansereau, l'écologiste aux pieds nus
- Fluoration de l'eau: un débat qui perdure
- La grande aventure de la Baie James
- La reproduction humaine dans tous ses états
- Les satellites canadiens
- Marc Garneau, pionnier de l'espace
- Thalidomide: le médicament de la difformité

#### Sports (7)

- Gilles Villeneuve, le destin tragique d'un champion
- Ils sont fous ces Canadiens
- La coupe Grey, un siècle de passion
- La Série du siècle
- Le Rocket, héros d'un peuple
- Le scandale Ben Johnson
- Médaillés olympiques de 1948 à 1968

## Appendix 2B:

### 116 dossiers avec activités pédagogiques en ligne, en anglais, en date du 31 March 2005

|   |  |
|---|--|
| <p><b>Conflict and War (13)</b></p> <ul style="list-style-type: none"> <li>• 1939-1945: A Soldier's War</li> <li>• Canada and the Fight Against Apartheid</li> <li>• Cold War Culture: The Nuclear Fear of the 1950s and 1960s</li> <li>• Continuing the Fight: Canadian Veterans</li> <li>• Forgotten Heroes: Canada and the Korean War</li> <li>• On Every Front: Canadian Women in the Second World War</li> <li>• Peacekeepers and Peacemakers: Canada's Diplomatic Contribution</li> <li>• Relocation to Redress: The Internment of the Japanese Canadians</li> <li>• Reports from Abroad: Matthew Halton</li> <li>• The 1991 Gulf War</li> <li>• The October Crisis: Civil Liberties Suspended</li> <li>• The Oka Crisis</li> <li>• The Somalia Affair</li> </ul>   | <p><b>Arts and Entertainment (10)</b></p> <ul style="list-style-type: none"> <li>• Artists Busted: Censorship in Canada</li> <li>• Karen Kain, Prima Ballerina</li> <li>• Leonard Cohen: Canada's Melancholy Bard</li> <li>• Margaret Laurence: Canada's Divine Writer</li> <li>• Master Storyteller Norman Jewison</li> <li>• Mordecai Richler Was Here</li> <li>• Oscar Peterson: A Jazz Giant</li> <li>• Ruling the Airwaves: The CRTC and Canadian Content</li> <li>• The Stratford Festival: The First Fifty Years</li> <li>• Tom Thomson and the Group of Seven: Painters in the Wilderness</li> </ul>   |
| <p><b>Politics and Economy (35)</b></p> <ul style="list-style-type: none"> <li>• At Loggerheads: The Canada-U.S. Softwood Lumber Dispute</li> <li>• Bombardier: The Snowmobile Legacy</li> <li>• Canada's Constitutional Debate: What Makes a Nation?</li> <li>• Canada-U.S. Free Trade Agreement</li> <li>• Charting the Future: Canada's New Constitution</li> <li>• Concentration to convergence: Media ownership in Canada</li> <li>• Constitutional Discord: Meech Lake</li> <li>• Creation of Nunavut</li> <li>• Death Penalty Debate</li> <li>• Equality First: The Royal Commission on the Status of Women</li> <li>• Georges Erasmus: Native Rights Crusader</li> <li>• Has Confederation Been Good for Newfoundland?</li> <li>• Jean Chrétien: From pool hall to Parliament Hill</li> <li>• Losing Altitude: A History of Air Canada</li> <li>• Tommy Douglas and the NDP</li> <li>• Mr. President Goes to Ottawa</li> <li>• Newfoundland and Labrador Elections</li> <li>• Northwest Territories: Voting in Canada's North</li> <li>• Ontario Elections: Twenty Tumultuous Years</li> <li>• Pelts, Pups and Protest: The Atlantic Seal Hunt</li> <li>• Quebec Elections: 1960-1988</li> <li>• René Lévesque's Separatist Fight</li> <li>• Robert Bourassa: Political Survivor</li> <li>• Showdown on the Prairies: A History of Saskatchewan Elections</li> <li>• Striking Oil in Alberta</li> <li>• The Auto Pact: En Route to Free Trade</li> <li>• The Battle for Aboriginal Treaty Rights</li> </ul> | <p><b>Life and Society (19)</b></p> <ul style="list-style-type: none"> <li>• A Woman's Place: Programming for the Modern Homemaker</li> <li>• Africville: Expropriating Nova Scotia's blacks</li> <li>• An Inuit Education: Honouring a past, creating a future</li> <li>• Barbara Frum: Pioneering Broadcaster</li> <li>• Boat People: A Refugee Crisis</li> <li>• Calgary Stampede: Celebrating Canada's Western Heritage</li> <li>• Canada's New Queen</li> <li>• Dr. Henry Morgentaler: Fighting Canada's Abortion Laws</li> <li>• Eaton's: A Canadian Institution</li> <li>• Hippie Society: The Youth Rebellion</li> <li>• Marshall McLuhan, the Man and his Message</li> <li>• Pot and Politics: Canada and the Marijuana Debate</li> <li>• Religion in the Classroom</li> <li>• Terry Fox's Marathon of Hope</li> <li>• The 1984 Papal Visit</li> <li>• The Birth Control Pill</li> <li>• The Confederation Bridge: P.E.I. Connects</li> <li>• The St. Lawrence Seaway: Gateway to the World</li> <li>• Their Christian Duty: Canadian Missionaries Abroad</li> </ul> <hr/> <p><b>Science and Technology (16)</b></p> <ul style="list-style-type: none"> <li>• Acid Rain: Pollution and Politics</li> <li>• Asbestos: Magic mineral or deadly dust?</li> <li>• Canada Enters the Clone Age</li> <li>• Canada Says Hello: The First Century of the Telephone</li> <li>• Canadarm – A technology star</li> </ul> |

|  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• The Berger Pipeline Inquiry</li> <li>• The Birth of Medicare</li> <li>• The Great Canadian Flag Debate</li> <li>• The ‘Other Revolution’: Louis Robichaud’s New Brunswick</li> <li>• The Road to Bilingualism</li> <li>• Trans-Canada Highway: Bridging the Distance</li> <li>• Trudeaumania: A Swinger for Prime Minister</li> <li>• Trudeau’s Omnibus Bill: Challenging Canadian Taboos</li> </ul>  | <ul style="list-style-type: none"> <li>• Candu: The Canadian Nuclear Reactor</li> <li>• Clearcutting and Logging: The War of the Woods</li> <li>• Computer Invasion: A History of Automation in Canada</li> <li>• David Suzuki: Scientist, Activist, Broadcaster</li> <li>• Fighting Female Infertility</li> <li>• Fighting Forest Fires</li> <li>• James Bay Project and the Cree</li> <li>• Launching the digital age: Canadian Satellites</li> <li>• Marc Garneau: Canadian Space Pioneer</li> <li>• The Avro Arrow: Canada’s Broken Dream</li> <li>• Tuberculosis: Old Disease, Continuing Threat</li> </ul>  |
| <p><b>Disasters and Tragedies (10)</b></p> <ul style="list-style-type: none"> <li>• A Lost Heritage: Canada’s Residential Schools</li> <li>• Mercury Rising: The Poisoning of Grassy Narrows</li> <li>• Red River Rising: Manitoba Floods</li> <li>• The Early Years of the AIDS Crisis</li> <li>• The Halifax Explosion</li> <li>• The Ice Storm of 1998</li> <li>• The Montreal Massacre</li> <li>• The Ocean Ranger Disaster</li> <li>• The Saguenay Flood</li> <li>• The Wrath of Hurricane Hazel</li> </ul> | <p><b>Sports (13)</b></p> <ul style="list-style-type: none"> <li>• Canada-Soviet Hockey Series, 1972</li> <li>• Curling: Sweeping the Nation</li> <li>• Fair Game: Pioneering Canadian women in sports</li> <li>• Funding of Amateur Sports</li> <li>• Getting Physical: Canada’s Fitness Movement</li> <li>• Gilles Villeneuve: Racing at the speed of light</li> <li>• Gold Medal Athletes – 1948-1968</li> <li>• Grey Cup: The Fans and the Fanfare</li> <li>• Lacrosse: A History of Canada’s Game</li> <li>• Major League Baseball Comes to Canada</li> <li>• Maurice ‘Rocket’ Richard</li> <li>• Running Off Track: The Ben Johnson Story</li> <li>• The Crazy Canucks: Canada’s skiing Heroes</li> </ul> |

## Appendix 3A:

### Liste des 57 sujets sous la rubrique « Souvenirs » du 1er April 2004 au 31 March 2005

|   |  |
|---|--|
| <p><b>April (4)</b><br/> (8) La Place Bonaventure inaugurée<br/> (17) Création de la Corporation des enseignants du Québec<br/> (23) Une fédération pour les femmes du Québec<br/> (28) L'Empress of Ireland à l'abri des pilliers</p>  | <p><b>May (5)</b><br/> (6) Rimouski en feu!<br/> (10) Le Soleil a rendez-vous avec la Lune<br/> (20) Le long combat de Claude Ryan<br/> (20) Atanarjuat, la légende de l'homme rapide<br/> (26) La ballade montréalaise de John et Yoko</p>  |
| <p><b>June (5)</b><br/> (2) Desmond Tutu prêche l'anti-apartheid à Montréal<br/> (9) Explosion à l'Accueil Bonneau<br/> (19) L'Union nationale disparaît de la carte politique<br/> (24) Montréal fête saint Jean-Baptiste<br/> (30) Les grands voiliers de l'été 1984</p>            | <p><b>July (5)</b><br/> (6) Pink Floyd au Stade olympique<br/> (17) Jacques amyot traverse la Manche<br/> (20) L'homme marche sur la lune<br/> (24) Une loi force le retour au travail des infirmières<br/> (29) Le conte de fée de Lady Di</p>  |
| <p><b>August (4)</b><br/> (6) Laval: ville des 14 clochers<br/> (10) Décès tragique de Marie-Soleil Tougas et Jean-Claude Lauzon<br/> (18) Churchill et Roosevelt à Québec<br/> (24) L'Université Concordia sous le choc</p>  | <p><b>September (4)</b><br/> (3) Le dernier tramway<br/> (8) La beatlemanie déferle sur Montréal<br/> (12) Charles Dutoit à la tête de l'OSM<br/> (24) Washington reconnaît le régime Pinochet</p>   |
| <p><b>October (6)</b><br/> (2) Jean-Jacques Bertrand au pouvoir<br/> (4) Mirabel, l'aéroport de l'an 2000<br/> (14) La fin des vendredis maigres<br/> (19) Le lundi noir des Expos<br/> (24) L'ONU ratifie sa charte<br/> (31) Marguerite Bourgeoys, sainte de la Nouvelle-France</p> | <p><b>November (6)</b><br/> (2) Fondation de l'École nationale de théâtre<br/> (11) Marie-Claire Blais remporte le prix Médicis<br/> (11) Yasser Arafat, symbole d'une libération<br/> (20) Affaire Airbus: Mulroney poursuit Ottawa<br/> (27) Le scandale de l'orphelinat Mount Cashel<br/> (29) Crash à Sainte-Thérèse de Blainville</p> |
| <p><b>December (6)</b><br/> (1) Des religieuses fuient le Congo<br/> (8) John Lennon est assassiné<br/> (11) Québec achète l'Île d'Anticosti<br/> (17) Serge Turgeon à la défense des artistes<br/> (25) Une association . . . de pères Noël!<br/> (31) Jour de l'An à l'ancienne</p> | <p><b>January (4)</b><br/> (8) Gerry Roufs disparaît en mer<br/> (11) Non aux armes chimiques<br/> (16) Le Shah quitte l'Iran<br/> (28) Triste fin pour le Bluenose</p>  |
| <p><b>February (4)</b><br/> (3) Le dentier du prof Charpentier<br/> (19) Youpi, la grève est finie!<br/> (20) Grève des étudiants de l'Université de Moncton<br/> (28) Première parution du quotidien Le Jour</p>   | <p><b>March (4)</b><br/> (7) Que pensez-vous de la messe en français?<br/> (15) Turban autorisé à la GRC<br/> (24) Le castor, d'emblème et de recette<br/> (29) Les Lavigueur gagnent le gros lot</p>  |

### Appendix 3B:

### Liste des 19 sujets sous la rubrique « That Was Then » mis en ligne entre le 1er April 2004 et le 31 March 2005

|   |   |
|---|---|
| <b>May (3)</b><br>(6) Vancouver's four-minute "Miracle Mile"<br>(8) Gunman kills three at Quebec legislature<br>(29) The indefatigable Nicholas Goldschmidt | <b>July (2)</b><br>(21) The moon landing<br>(30) The Rolling Stones headline benefit concert for SARS                     |
| <b>August (1)</b><br>(22) The Beatles Conquer North America   | <b>September (3)</b><br>(9) Robert Stanfield wins PC leadership<br>(9) Film Star Fay Wray Dies<br>(11) September 11, 2001 |
| <b>October (2)</b><br>(7) Cruise ship crisis: The Achille Lauro<br>(8) First pacemaker implanted in human   | <b>November (1)</b><br>(11) Yasser Arafat: Controversial Palestinian defender   |
| <b>December (3)</b><br>(23) Is radio Canadian?<br>(24) A bear named Winnie: the real story<br>(29) A new law bans smoking on domestic flights               | <b>January (2)</b><br>(14) CBC announcer Earl Cameron dies<br>(20) Ray Hnatyshyn sworn in                                 |
| <b>February (1)</b><br>(27) Carol Shields talks about living with cancer  | <b>March (1)</b><br>(2) CBC TV pioneer Norman Campbell looks back on career   |

## Appendix 4: Contenu disponible sur le site Web des Archives numérisées de CBC – Radio-Canada selon le média et la langue en date du 31 March 2005

|                                       | Français       |       |                             |       |               |       |                            |       |           |       | Anglais        |       |                             |       |               |       |                            |       |           |       | TOTAL      |       |
|---------------------------------------|----------------|-------|-----------------------------|-------|---------------|-------|----------------------------|-------|-----------|-------|----------------|-------|-----------------------------|-------|---------------|-------|----------------------------|-------|-----------|-------|------------|-------|
|                                       | Radio Dossiers |       | Radio Clips complémentaires |       | Télé Dossiers |       | Télé Clips complémentaires |       | Total     |       | Radio Dossiers |       | Radio Clips complémentaires |       | Télé Dossiers |       | Télé Clips complémentaires |       | Total     |       |            |       |
|                                       | Durée          | Clips | Durée                       | Clips | Durée         | Clips | Durée                      | Clips | Durée     | Clips | Durée          | Clips | Durée                       | Clips | Durée         | Clips | Durée                      | Clips | Durée     | Clips | Durée      | Clips |
| <b>Guerre et conflits</b>             | 12:24:17       | 96    | 15:45:38                    | 119   | 17:27:53      | 121   | 13:14:02                   | 104   | 58:51:50  | 440   | 17:12:46       | 130   | 14:59:46                    | 109   | 16:35:29      | 146   | 11:01:29                   | 131   | 59:49:30  | 516   | 118:41:20  | 956   |
| <b>Arts et Culture</b>                | 15:46:41       | 81    | 11:16:12                    | 78    | 14:17:38      | 92    | 08:34:19                   | 76    | 49:55:00  | 327   | 14:04:03       | 96    | 12:25:31                    | 76    | 15:57:50      | 137   | 08:01:11                   | 71    | 50:28:35  | 380   | 100:23:35  | 707   |
| <b>Vie et société</b>                 | 23:50:59       | 138   | 22:10:24                    | 165   | 27:26:01      | 192   | 18:43:33                   | 179   | 92:10:57  | 674   | 18:50:06       | 160   | 17:42:50                    | 135   | 20:49:00      | 224   | 15:46:20                   | 147   | 73:08:16  | 666   | 165:19:13  | 1340  |
| <b>Politique et économie</b>          | 35:56:32       | 203   | 38:09:59                    | 209   | 40:52:18      | 275   | 31:11:24                   | 276   | 146:10:13 | 963   | 29:00:40       | 224   | 00:26:52                    | 179   | 34:54:51      | 350   | 19:15:35                   | 183   | 107:37:58 | 936   | 253:48:11  | 1899  |
| <b>Sciences et technologies</b>       | 13:53:52       | 95    | 14:46:30                    | 109   | 17:58:05      | 137   | 11:17:06                   | 119   | 57:55:33  | 460   | 16:42:20       | 110   | 12:16:04                    | 91    | 17:11:10      | 183   | 08:05:19                   | 103   | 54:14:53  | 487   | 112:10:26  | 947   |
| <b>Sports</b>                         | 13:07:41       | 85    | 12:56:00                    | 93    | 16:32:04      | 160   | 12:31:28                   | 130   | 55:07:13  | 468   | 17:13:30       | 142   | 12:47:02                    | 108   | 16:54:09      | 191   | 10:33:30                   | 136   | 57:28:11  | 577   | 112:35:24  | 1045  |
| <b>Désastres et tragédies</b>         | 09:54:23       | 69    | 10:57:32                    | 80    | 10:23:53      | 98    | 09:08:20                   | 101   | 40:24:08  | 348   | 08:25:19       | 68    | 06:02:03                    | 40    | 10:22:26      | 117   | 04:55:06                   | 68    | 29:44:54  | 293   | 70:09:02   | 641   |
| <b>TOTAL DES DOSSIERS</b>             | 124:54:35      | 767   | 126:02:15                   | 853   | 144:57:52     | 1075  | 104:40:12                  | 985   | 500:34:54 | 3680  | 121:28:44      | 930   | 100:40:08                   | 738   | 132:44:55     | 1348  | 77:38:30                   | 839   | 432:32:17 | 3855  | 933:07:11  | 7535  |
| <b>TOTAL DES SOUVENIRS</b>            | 11:24:09       | 72    |                             |       | 10:45:21      | 95    |                            |       | 22:09:30  | 167   | 08:46:42       | 87    |                             |       | 06:32:40      | 100   |                            |       | 15:19:22  | 187   | 37:28:52   | 354   |
| <b>TOTAL DES INOUBLIABLES</b>         | 01:07:38       | 3     |                             |       | 01:38:03      | 7     |                            |       | 02:45:41  | 10    | 00:41:15       | 5     |                             |       | 00:40:47      | 7     |                            |       | 01:22:02  | 12    | 04:07:43   | 22    |
| <b>TOTAL DES R-C AU FIL DES JOURS</b> | 12:26:33       | 78    |                             |       | 08:56:18      | 57    |                            |       | 21:22:51  | 135   | 08:37:21       | 65    |                             |       | 04:24:19      | 37    |                            |       | 13:01:40  | 102   | 34:24:31   | 237   |
| <b>TOTAL</b>                          | 149:52:55      | 920   | 126:02:15                   | 853   | 166:17:34     | 1234  | 104:40:12                  | 985   | 546:52:56 | 3992  | 139:34:02      | 1087  | 100:40:08                   | 738   | 144:22:41     | 1492  | 77:38:30                   | 839   | 462:15:21 | 4156  | 1009:08:17 | 8148  |
| <b>Proportion totale</b>              | 15%            | 11%   | 12%                         | 10%   | 16%           | 15%   | 10%                        | 12%   | 54%       | 49%   | 14%            | 13%   | 10%                         | 9%    | 14%           | 18%   | 8%                         | 10%   | 46%       | 51%   | 100%       | 100%  |
| <b>Proportion par langue</b>          | 27%            | 23%   | 23%                         | 21%   | 30%           | 31%   | 19%                        | 25%   | 100%      | 100%  | 30%            | 26%   | 22%                         | 18%   | 31%           | 36%   | 17%                        | 20%   | 100%      | 100%  |            |       |





# **Canadian Heritage: Canadian Memory Fund**

## **Canadian Culture Online Program (CCOP)**

### **CBC/Radio-Canada Audio and Television Archives Digitization and Online Availability Project**

**2005–2006 Business Plan**

**April 18, 2005**

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## **Part A—Summary and Applicant Eligibility**

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### **Section 1—Summary**

CBC/Radio-Canada, a Canadian Memory Fund partner since the fall of 2001, wishes to renew its participation in the Canadian Culture Online Program for a fifth year. Since the very earliest days of its involvement in this major initiative that aims to reflect and celebrate Canadians' collective memory, CBC/Radio-Canada has utilized the full wealth of its archival collections to provide Canadians with a dynamic, constantly evolving portrait of the people, facts and events that have marked our country's history over the past 70 years or so.

For the period 2005–06, the CBC/Radio-Canada Archives sites management teams have planned a collection of never-before-seen content that will reaffirm the spirit of creativity and innovation displayed by Canada's public broadcaster, for users in this country as well as those around the world with interest in Canada and its history. Virtually all of the content we plan to develop over the course of the next 12 months consists of new topics to be added to the approximately 240 that have been placed online in each official language since the start of our participation in the CCOP. Over the years, the skills and commitment demonstrated by our teams in Toronto and Montreal have enabled the creation of one of the most content-rich Web portals in Canada when it comes to historical materials. CBC/Radio-Canada is pleased to be able to count on such top-notch content producers: if the Archives sites have achieved the reputation they have, it is due in large part to the intelligence and talent of its creators.

The business plan we are submitting today is the natural extension of what has thus far been a happy and productive venture. Development of the various topics now viewable on the Archives sites has gradually led to a synergy and what might be termed an "archives culture" among our staff. CBC/Radio-Canada can now rely on a team of seasoned professionals who are completely in step with the sensibilities, issues and specific characteristics involved in placing archival content online. The topics, activities and technological refinements that we plan to introduce this year speak to the Corporation's keen understanding of the philosophy behind the Canadian Culture Online Program. We trust that the following pages will convince readers of the unique contributions CBC/Radio-Canada has made and is making to the dissemination of our collective memory in the digital realm.

## **Section 2—Applicant Eligibility**

Since they first “went live” in the summer of 2002, CBC/Radio-Canada’s English- and French-language Archives sites have reflected this country’s linguistic duality, both in the topics chosen for digitization and in terms of the nature of Radio and TV documents selected in each of Canada’s two official languages. In its Interim Report submitted to Canadian Heritage this past January, CBC/Radio-Canada emphasized the importance of its contributions to enriching the French fact on the Internet, and as of March 14, 2005, 54% of the 998 hours of content placed online consisted of French radio and TV clips, from the major Francophone communities in the country. Mindful of its responsibilities and of the role it plays in disseminating the culture of French Canada, CBC/Radio-Canada has a clear plan to maintain this balance of English- and French-language content in the year to come, while giving a wider voice to Canada’s cultural communities. In addition, this year we will be initiating development of at least two topics telling stories by, for and about Canada’s Native communities, which—in a premiere for the Archives sites—will be presented in their original language.

The CBC/Radio-Canada Archives websites, custodians of a comprehensive collection of sounds and images that enable users to experience the arc of the past 70 years of our country’s history, have grown to become a must-visit online destination for anyone interested in the richness and diversity of Canadian heritage. Designed and developed to be used as a historical reference by Canadians everywhere, the Archives sites also maintain close ties with school programs in this country, and represent a frontline complement for students learning about the people and events that have shaped our collective memory.

As Canada’s public broadcaster, CBC/Radio-Canada has reported daily on Canadian news as well as offered a uniquely Canadian perspective on major international stories for the past 73 years on radio and the past 53 years on television. With a presence in all of this country’s key regions and resources deployed wherever international current affairs dictate, CBC/Radio-Canada gathers and relays up-to-the minute information to give Canadians a sense of what is going in their own backyards as well as halfway around the world. The Corporation’s New Media service has been a pioneering force in this sector, and its websites are today among the best respected and most visited in the industry. On average, more than 250,000 distinct visitors each month turn to the Corporation’s Archives sites to deepen their appreciation of some aspect of Canadian history. The awarding of the prestigious Prix Italia to the Archives sites in September 2003 has made CBC/Radio-Canada a model to be emulated in the realm of multimedia production.

In addition, CBC/Radio-Canada’s sustained efforts on the issue of copyright in the era of the Internet are starting to bear fruit. Since the beginning of its participation in the Canadian Culture Online Program, the Corporation has seen a steady increase in the number of groups with which it has confirmed agreements, in turn widening the pool of clips that can potentially be made available to users of the Archives sites. To address the matter of copyright alone, CBC/Radio-Canada has hired the equivalent of one and a half

full-time consultants, which illustrates not only the magnitude of the task but also the degree of importance that the Corporation ascribes to this thorny issue.

## **Part B—Project Description**

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### **Section 1—Project Eligibility**

The relevance of the CBC/Radio-Canada Archives sites no longer needs to be demonstrated. Since they first went online in the summer of 2002, the sites have consistently garnered accolades from the general public, educational milieux, and industry. Visitors to the site encounter a true kaleidoscope of Canadian news events spanning the past 70 years, and relive key milestones in the history of this country through the magic of digital technology.

Following on from the approximately 240 Archive topics already placed online, in 2005–06 we will further our exploration of the people and news stories that have helped and continue to help build our collective identity and memory. Each new topic that goes online will constitute a new insight—one more open window onto historical and current events that afford users a better understanding of what Canada is.

The extension of our project as outlined in this document is aimed at the Canadian public as a whole, with a special focus on complementing study programs from Grade 6 onward (primary school, 2nd cycle in French Canada). We continue to work in close collaboration with both the Anglophone and Francophone educational milieux to make our online materials as relevant as possible for classroom use and to develop activities that enhance the impact of those materials and help foster better knowledge of Canada.

Although the Corporation is in many cases the producer of the content that it delivers to its Radio and TV media lines, we remain to a considerable degree bound by the conditions of the contracts we signs with creators, performers and producers. To ensure that we either hold the rights to the content provided on the Archives sites or have reached formal agreement with the appropriate rightsholders, our team relies on the services of two copyright advisers—the equivalent of 1.5 full-time positions—who supervise this aspect of our operations. We are also in regular contact with various artists' unions, including those representing the CBC and Radio-Canada, and with the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), the Writers Guild of Canada, the American Federation of Musicians in Canada (AFM), the Société des auteurs de radio, télévision et cinéma (SARTEC) and the Union des artistes (UDA). CBC/Radio-Canada is well aware of the thorny issues surrounding copyright in the age of the Internet, and is making every effort necessary to see that they are dealt with as equitably as possible.

CBC/Radio-Canada has also taken the necessary steps to inform all users of the conditions for the use of its digitized Archives. The English ([http://archives.cbc.ca/info/apropos\\_en4.shtml#1](http://archives.cbc.ca/info/apropos_en4.shtml#1)) and French ([http://archives.radio-canada.ca/info/apropos\\_fr4.shtml#1](http://archives.radio-canada.ca/info/apropos_fr4.shtml#1)) versions of the site each include a section providing full information on prescribed use.

## Section 2—Content

The cornerstone of the Archives sites is their rich content. As they have done every year, our teams have mapped out an ambitious action plan for the selection and development of that content, while leaving ourselves room to manoeuvre; i.e., to react quickly to breaking news stories such as the Asian tsunami disaster in December 2004, the death of a prominent Canadian, or an unexpected federal election call.

For the coming year, our goal is to place around sixty new Archive topics online, some focussing on individuals and others on historically important events. Here is an overview of the new topics, some of which will reflect a First Nations perspective:

### Politics and Economy

- Ernest and Preston Manning
- Espionage in Canada
- Western Independence

### Sports

- Golf From Coast to Coast
- Amateur Athletes
- Soccer, Canadian Style

### Conflict and War

- Roméo Dallaire in Rwanda
- The Last Days of War in Europe
- The Last Days of War in Japan
- Hydroelectric Power
- Forensics Technology

### Personalities

- Antonine Maillet
- Myriam Bédard
- Fernard Séguin
- Peter Gzowski

### Science and Technology

- The Advent of the Internet

### Life and Society

- Intensive Agriculture
- The Campaign for Road Safety
- Daycare
- Discovering Vancouver

### Disasters and Tragedies

- Walkerton: Five Years Later

### Arts and Entertainment

- Francophone Culture Outside Quebec
- Joni Mitchell (under negotiation)
- Diane Dufresne (under negotiation)
- Neil Young (under negotiation)

### International Events

Beginning with their launch in the summer of 2002 the CBC/Radio-Canada Archives sites have sought to reflect life in Canada since the advent of broadcasting in this country. In the coming year we plan to add a new dimension to the site, by introducing a Canadian perspective on the great events that have marked the course of world history over the past 70 years or so. Stories as diverse as the reconstruction of Europe after the two world wars of the last century, the devastating famines in Africa, and the efforts of Canadian entrepreneurs to launch major business partnerships in China have all been brought to viewers and listeners at home by CBC/Radio-Canada journalists reporting from the four corners of the globe. For the first time since their original broadcast, these eyewitness

reports will be seen and heard again, giving Archives sites users a compelling, distinctly Canadian outlook on the stories that shaped the course of world events in the 20th century. For students, in particular, these new additions will provide a valuable opportunity to become familiar with a Canadian perspective on these defining moments of history.

### **Native Programming Archives**

Since this project was begun CBC/Radio-Canada has been mindful of including a number of topics that are important to and resonate in a special way with First Nations people. These include the topics on Native leader Georges Erasmus, the Oka Crisis, Haida artist Bill Reid, and the creation of Nunavut.

This year, while continuing our regular treatment of topics dealing with Native affairs, we will be adding something new: a selection of topics illustrating the key achievements of CBC/Radio-Canada's Aboriginal language broadcast teams. In essence, and depending on available materials, these topics will examine the genesis as well as the evolution of the major stories covered by CBC Northern Service since the 1960s. Selected clips will be placed online in their original language, supported by accompanying texts in the Aboriginal language and their English and French translations. For the general public this will mark an all-too-rare opportunity to see how Canada's First Nations communities tell their own stories and explore issues of concern to them.

### **Countdown to Victory: The Last Days of War in Europe**

This year marks the 60th anniversary of the events leading to the end of the Second World War. CBC/Radio-Canada Archives sites users will be able to relive many of these events and explore their impact on Canada and the world. For example, we plan to build topics on the following:

- VE Day
- The atomic bombings of Hiroshima and Nagasaki and the end of hostilities
- Canada's war heroes

### **Terry Fox 25: Reliving the Marathon of Hope**

On April 8, 1980, a young one-legged athlete embarked on a cross-Canada run to promote public awareness of cancer and raise funds for research. To mark the 25th anniversary of the Marathon of Hope, CBC/Radio-Canada, in association with the Terry Fox Foundation, is planning a number of reports on the historic journey of one young man that changed a country. We will be combing the archives to find more memorable moments of this story to enrich the existing topic on Terry Fox, which has been online since the first year of our collaboration in the CCOP. Many of these documents have not been seen or heard since their original broadcast a quarter-century ago.



### **Events that will be the subject of special topics in the year to come**

For the coming months, we are planning a special focus on a series of events with significant impacts on aspects of Canadian history. Archive topics will be developed covering:

- The 250th anniversary of the Expulsion of the Acadians (July 28, 2005)
- The centennials of Alberta and Saskatchewan
- The 10th anniversary of the 1995 referendum on Quebec sovereignty. This fall, CBC and Radio-Canada will broadcast special anniversary coverage of the October 30, 1995 referendum in which the Yes side was defeated by a narrow 1.1% margin. To complement this TV coverage, CBC/Radio-Canada will be preparing Archive topics on this historic political event
- The XX Winter Olympic Games in Turin, Italy, February 10 to 26, 2006
- The XVIII Commonwealth Games in Melbourne, Australia, March 15 to 26, 2006

### **Canadian Prime Ministers**

Throughout the year to come, the CBC/Radio-Canada Archives sites will continue to profile the Prime Ministers who have governed the country in the electronic media era, since Mackenzie King gave his first radio interview to a journalist in 1927. This new “Prime Ministers Gallery” should be particularly appreciated in classroom settings, as it provides an ideal opportunity to learn about the men (and one woman) who have led the country over the past 70 years or so.

### **That Was Then. . . / Les Souvenirs**

In addition to the 242 English-language and 246 French-language topics (as of March 14, 2005) that form the core content of the Archives sites, the *That Was Then. . . / Les Souvenirs* section performs a unique function, commemorating the anniversaries of events that are meaningful either in their importance, general interest or off-beat nature, and for which CBC/Radio-Canada has archival material. To day we have put together 178 *That Was Then. . .* topics for the English site, and 168 *Souvenirs* on the French side. Over the next twelve months, we intend to fill in this audio-visual calendar completely, so that every day of the year is illustrated through a story from our archives. Once the calendar is full, the teams working on CBC/Radio-Canada’s news websites will be able to create links to this section on a daily basis, secure in the knowledge that there will always be corresponding content there. This type of synergy should have an appreciable positive impact on the visibility of the Archives sites.

### **Great Interviews/Grandes entrevues**

In creating content for its Archives websites, CBC/Radio-Canada has followed a basic rule: every one of the approximately 8,000 audio and video excerpts on the sites features elements likely to spark user interest. At the same time, and subject to a series of factors that vary depending on the nature of the document chosen, some interviews clearly stand out from the rest. To give them the visibility they deserve, CBC/Radio-Canada plans to introduce a new section, *Great Interviews / Grandes entrevues*.

**Updates to Existing Topics**

As current events unfold, they add to and change history. We must ensure that our Archive topics remain up to date and convey the most accurate information possible to users. In the months to come, we will be devoting part of our resources to refreshing a certain number of Archive topics whose treatment is likely to benefit from re-contextualizing.

**Summary**

With the addition of 60 new Archive topics, updates to certain existing topics, addition of *That Was Then. . . / Les Souvenirs* and expansions of categories already online, CBC/Radio-Canada will maintain a production pace that compares to that of prior years. The rhythm established by the production teams in Toronto and Montreal has made the Archives sites a destination that users have learned to appreciate for its dynamism and the frequency with which new content is added.

### Section 3—Partnering Around Common Themes

#### Internal Partnerships

As has been demonstrated unequivocally in several instances in recent years, when circumstances require it, the CBC/Radio-Canada machine is well positioned to react promptly to breaking news stories and produce Web content that informs, enlightens and entertains the Canadian public. Thanks to the close collaborative links among the Corporation's Radio, TV, Marketing and New Media lines, CBC/Radio-Canada is in tune with the needs of Canadians and able to address them in the most appropriate and timely manner possible.

Following the events qui in Southeast Asia on December 26, 2004, the CBC/Radio-Canada Archives sites staff were quick to respond to the general public's interest in the tsunami and its aftermath. The topic **Canada's Earthquakes and Tsunamis / À l'écoute des tremblements de terre** ([http://archives.cbc.ca/IDD-1-75-1561/science\\_technology/earthquakes\\_and\\_tsunamis/](http://archives.cbc.ca/IDD-1-75-1561/science_technology/earthquakes_and_tsunamis/)), a collection of highly informative documents about the issue, generated heavy traffic throughout the winter months. This type of topic, of course, is an invaluable classroom resource.

In the same vein, both the English and French Archives teams put together topics on the occasion of the 60th anniversary of the liberation of the Nazi death camps at Auschwitz.

On the English side more specifically, the Archives team produced a topic examining the evolution of musical appeals as disaster relief initiatives in Canada over the years. In conjunction with the fundraising campaign organized by CBC Television, the Archives site **Banding Together: Singing Out for Disaster Relief from 1950–2003** further galvanized public sympathy for such humanitarian causes.

As well, in tandem with the *Greatest Canadian* contest on CBC Television, we launched a special online section paying tribute to the finalists, Dr. Frederick Banting, Alexander Graham Bell, Don Cherry, Terry Fox, Wayne Gretzky, Sir John A. Macdonald, Lester B. Pearson, David Suzuki, Pierre Elliott Trudeau and *the* "Greatest Canadian," Tommy Douglas.

#### **Several projects built on in-house collaborations are currently under development for the coming year:**

—*Hockey: A People's History / Hockey: la fierté d'un peuple*

Following a strategy similar to that used with the historical series *Canada: A People's History / Le Canada : une histoire populaire*, which aired on CBC and Radio-Canada television between fall 2000 and winter 2002, the CBC/Radio-Canada Archives sites will be linking all online content that already deals with hockey, and potentially new content, in one location, as a complement to the sites that CBC and Radio-Canada are developing in support of the TV series, set to premiere in January 2006. Multiple cross-linking will showcase the various online materials produced by the Corporation about this important aspect of Canadian culture.

Naturally, and depending on the specific online content development strategies followed by the English and French site teams, CBC/Radio-Canada will ensure optimum synergy in-house with colleagues from the radio and TV units. These types of collaborations have been most fruitful up to now, and CBC/Radio-Canada intends to spare no effort to leverage the benefits of such associations.

### **External partnerships**

CBC/Radio-Canada will continue to increase its collaborative agreements with outside partners. Several partnerships are already in effect or in advanced negotiations. The following are among the agreements providing major visibility.

### **Massive Change: The Future of Global Design**

*Massive Change: The Future of Global Design* is an exhibition at the Art Gallery of Ontario in Toronto that pays tribute to the capacity of humans to change the world. The Canadian Heritage Information Network has granted financial support to develop a website devoted to “massive change” to be hosted at the Virtual Museum of Canada site. In conjunction with this project, the Archives sites is supplying digitized clips accompanied by texts in English and in French for integration into the Massive Change site, at <http://www.massivechangeinaction.virtualmuseum.ca/>.

### **Partnership with the Canadian Museum of Civilization**

Through November 2005, the CBC/Radio-Canada Archives sites are collaborating with the exhibition *Cool '60s Design / Design à gogo*, on at the Canadian Museum of Civilization in Gatineau, Quebec. Via two computer-equipped terminals set up in the exhibition space, CBC radio and TV clips illustrate life during the 1960s. Visitors can view the various designs submitted for the Canadian flag and the triumphant arrival of the Beatles on Canadian soil, among other exhibits. Pages specially marked with a '60s stamp are displayed on the CBC/Radio-Canada sites with links back to the Canadian Museum of Civilization site.

### **Partnership with the Second Language Web Project**

Jointly with ESL teachers at Carleton University, CBC.ca initiated a pilot project aiming to create a website for new Canadians learning English as a second language. As a partner in this project, the [cbc.ca/ottawa](http://cbc.ca/ottawa) website makes a selection of digitized materials available to new Canadians, as an aid in familiarizing themselves with the people and events that have marked the history of their adoptive country. To facilitate appreciation of the online clips, CBC also provides transcriptions. In addition, further samples of these audio and video excerpts will be selected to aid in the teaching of English grammar and syntax. The project has received the approval of CBC management in Ottawa, and it will be funded by various internal partnerships. CBC is seeing to the clearance of rights for all clips used in this project. The pilot project is scheduled to go online by mid-April 2005, and will continue through the end of the year. Many local community groups have expressed support for the project, including English Language Tutoring for the Ottawa Community (ELTOC), Ottawa Community Immigrant Services Organization (OCISO), the Ottawa Public Library, the Ottawa Carleton District School Board and the Ottawa

Carleton Catholic School Board. At the conclusion of the project, the Corporation will proceed with a summative evaluation to determine its applicability to other regions of the country as well as the feasibility of producing a collection of clips in French.

### **Digital City**

In June 2006, Vancouver will host the World Urban Forum, which brings together representatives of private and public institutions as well as experts and decision makers from all over the world to discuss issues related to urban milieux. For the occasion, the Mobile MUSE Network, under the aegis of the University of British Columbia, has extended an invitation to the CBC/Radio-Canada English- and French-language Archives sites to provide digitized archival material for its “Digital City” project. Each delegate to the World Urban Forum receives a personal digital assistant (PDA) providing them with access to the forum program, tourist information and so on, in the language of their choice. Wireless messaging will enable delegates to choose from a range of programming options, send and receive messages, post comments, and so on. As a partner in this highly technologically outfitted event, the CBC/Radio-Canada Archives sites will be making available a collection of digitized archival clips that will allow delegates to learn more about Vancouver.

### **NFB / Library and Archives Canada**

To help commemorate the 60th anniversary of the end of the Second World War, the CBC/Radio-Canada Archives sites are teaming up with the National Film Board and Library and Archives Canada. Under the agreement with the NFB, Canadian Web users will be able to access digitized archival films of the Second World War produced by Canadians, while the agreement with Library and Archives Canada will involve the creation, via the CBC/Radio-Canada Archive topics that deal with this subject, of a gallery of photographs from the period.

### **Canadian Military History Gateway / Passerelle pour L'histoire militaire canadienne**

The CBC/Radio-Canada Archives sites are continuing their partnership with the Department of National Defense via the **Canadian Military History Gateway** project.

The Gateway as a one-stop promotional, classification and clearinghouse site for online military resources from a variety of cultural institutions, providing the general public with free access to the complete military history resources of this country currently on view in museums, libraries, archives and other organizations devoted to Canadian heritage—via a single dynamic, intuitive portal.

Working with personnel from National Defence, the CBC/Radio-Canada team uses the Gateway’s private content management system to add to its impressive collection of content, drawn from our Conflict and War topics. CBC/Radio-Canada topics are indexed in the Gateway’s search engine and incorporated into its timeline. CBC clips are thus found alongside similar material provided by other institutions such as the Canadian War Museum, the NFB, Veterans Affairs Canada as well as Library and Archives Canada.

Moreover, close to thirty of our *For Teachers / Pour les profs* topics are now indexed under the Learning Resources section of the Gateway site.

**Culture.ca**

This year CBC/Radio-Canada will once again renew its support for Culture.ca through the production of capsules. In addition, the head of the Archives sites, François Boulet, will continue to sit on the Culture.ca editorial board.

As in years past, we plan to continue efforts to develop collaborative agreements with other partners, for we feel that these types of initiatives embody our public service message. Specifically, we hope to work more closely with the educational milieu in the various regions of the country. With the experience we have gained, we are more sensitive to the concerns and needs of this key market, and plan to build on our network of contacts and develop new ones. Furthermore, we remain as mindful as ever regarding rights-related issues as well as our editorial responsibilities.



## Section 4—Teaching Resources

The reputation that the Archives sites have acquired is due in large part to the ingenuity and the usability of the *For Teachers / Pour les profs* section. Viewed by many educators as the cornerstone of the website, this section is enjoying growing popularity, judging from the many testimonials we have received during the educational conferences that CBC/Radio-Canada attends. Our participation in these forums also creates a valuable opportunity to get a feel for teachers' opinions and needs with respect to the type of material they would like to see on the sites. This direct contact with one of our key user communities is of great help to us in continually "tweaking" the websites and developing a service that is in tune with the realities of its intended audience. Few investigative tools are so rich in information as these exchanges in the field with our main user community.

To enhance awareness of the sites and demonstrate their relevance to one target client group, CBC/Radio-Canada intends to pursue, in 2005–06, a series of in-the-field training sessions led by education specialists. This is one of the most effective ways in which to integrate the CBC/Radio-Canada Archives sites into the emerging teaching practices associated with new information and communications technologies (NICTs).

### Educational resources

Upon confirmation of the funding requested via this application, both CBC and Radio-Canada intend to issue a memorandum of understanding along with educational industry partners who will be asked to enhance the site's educational resources. After the fashion of what is currently available, the teaching materials will be made up of lesson plans adapted to the Archives sites topics and that are considered particularly conducive to in-class explorations.

Over the new 12 months, agreements with partners specialized in the field of education will enable the following:

- Development of some 70 learning activities related to new Archive topics. This goal ensures that by the end of the year, more than half the topics on the de la CBC/Radio-Canada Archives sites will have related educational activities.
- For the first time this year, a certain number of activities will be developed so as to meet specific provincial or regional study program requirements.
- Production of short-term activities. Experience shows that not all teachers are willing to devote an entire hour to using the Archives in class. The availability of learning activities that can be completed in 10 to 15 minutes will encourage more flexible use of Archives sites content and should have a positive impact on site traffic.
- French adaptation of learning activities included under the *For Teachers* banner.

### Target Francophone teachers outside Quebec

To better meet demand from Francophone teachers outside Quebec, we will be adapting and translating a hundred or so activities originally designed for English-speaking students. These are more generic than the activities developed for Quebec teachers, and should be a better fit for the various teaching programs in existence across Canada. Resource.too, which is already a partner of the CBC Archives, will be exploiting its

network of contacts across the country to help us locate the human resources necessary for the translation and adaptation of the material. At this point, we are aiming for about twenty priority topics, which should add up to about a hundred learning activities pédagogiques adapted to the course curricula of provinces other than Quebec.

**Cite This Site / Citez ce site**

Over the next few months, in response to a wish frequently expressed by users in educational settings, CBC/Radio-Canada will be introducing an application that will enable students and researchers to generate automatic references to Archives sites content. Every page on the Archives sites will have the potential to automatically generate text for a footnote that can be reproduced by students or researchers wishing to include it in their work.



## **Section 5—Innovation**

CBC/Radio-Canada's reputation in the arena of new media and emerging technologies is firmly anchored in a tradition of leadership. In recent months, the Corporation became the first major Canadian broadcaster to experiment with so-called podcasting technology, in the process creating portability for a significant amount of radio content.

### **Podcasting**

Where technological developments are concerned, CBC/Radio-Canada intends to move to take advantage of the potential represented by podcasting as a content delivery platform. For the first time, users will be able to download the Corporation's archived audio clips to their portable audio players and appreciate this rich content anytime, anywhere.

### **Very high speed**

We also wish to continue the pilot project whereby a portion of our Archives collection is accessible via the CA\*net very high speed link to universities, research institutes, public laboratories, schools and other entities with access to this network.

### **RSS link**

Lastly, we plan to benefit from the experience gained by our colleagues in the Corporation's New Media services in this area to set up an RSS link whereby subscribers will be automatically informed whenever new content goes online.

## **Section 6—Accessibility**

During the year just ended CBC/Radio-Canada proceeded with the online launch of a version of the Archives sites destined for visually impaired users, designed in accordance with the main recommendations of the Web Accessibility Initiative (WAI) in this area and including certain features to facilitate onscreen reading as well as speech generation. A set of tools enables the size of characters to be enlarged or reduced and colour combinations to be reversed, and various keyboard shortcuts have been added to make onscreen reading and browsing easier. All pop-up windows have been replaced by independent Web pages. Audio and video clips play in a separate window of the Windows Media Player application.

The accessible versions of the CBC/Radio-Canada Archives sites were produced in collaboration with ergonomics specialists and organizations for the visually impaired. The Archives sites teams thank the experts from the firm YuCentrik, Mr. Jean-Marie D'Amour of the Regroupement des aveugles et amblyopes du Montréal métropolitain, and Ms. Anne Jarry of the Canadian National Institute for the Blind (CNIB) for their invaluable assistance in the development of the accessible versions of the sites.

These innovations have enabled many of the requirements suggested by the WAI to be respected. Over the course of the next twelve months, CBC/Radio-Canada will be continuing this important work to make the entire site contents fully accessible to the largest possible number of users. As well, to be fully compliant with the first level described in the W3C Web Content Accessibility Guidelines (among other reasons), the Corporation will be increasing considerably the number of audio and video clips for which verbatim transcripts are available.

For the 2005–06 fiscal period, we plan to allocate the sum of \$50,000 to initiating this imposing task of transcription. This will mark the start of a multi-year project to which we intend to regularly assign resources beginning this year.

## **Section 7—Project Planning**

Management and operation of the CBC/Radio-Canada Archives sites is conducted by the teams in Montreal and Toronto, which coordinate closely with each other. The make-up of the two teams is as follows:

### **Montreal (16 people):**

- 1 project manager
- 1 division head
- 6 journalist-researchers  
(includes 1 historical fact-checker)
- 3 film librarians
- 1 copyright adviser
- 1 Web integrator
- 1 Web developer
- 1 integrator (digitization)
- 1 administrative assistant

### **Toronto (12 people):**

- 1 project manager
- 6 writers
- 2 archivists (1 TV, 1 Radio)
- 1 copyright analyst
- 1 marketing coordinator
- 1 digitization specialist

This staff of 28 is complemented by part-time collaborators depending on the nature of forecast needs.

## Section 8—Financial Aspects

The breakdown of budget items for 2005–06 as well as their relative weighting conform generally to those of previous years. Since CBC/Radio-Canada’s objective is to continue to increase and enrich both the content and applications of the Archives sites so as to widen the scope of their influence, the budget we have drawn up for 2005–06 is designed to enable us to maintain our momentum as well as the standards our users have become used to.

Section 11 provides the breakdown of budget items. CBC/Radio-Canada’s contribution to funding, as a partner in the project, is in the following three areas:

a) Administrative and legal framework required for operations

It would be unrealistic to attempt to establish a “book value” for the contributions of the many CBC and Radio-Canada staff members with whom we so often consult during the various steps of site development. Our teams’ ability to freely seek advice from such a rich pool of expertise has very clearly contributed to the reputation the Archives sites have acquired over time. Moreover, the nature of our operation and the important issues sometimes related thereto—e.g., rights issues—mean we must periodically seek legal advice from the Corporation’s Law Department. When it comes to labour relations, application of the collective agreements, and matters related to hiring, we require the counsel and support of staff from CBC/Radio-Canada Human Resources and Industrial Relations. Lastly, the staff who make up our editorial committee play a key role in the general orientation of the sites, while also ensuring that all topics produced respect the same standards of quality and ethics as those that Radio and TV Production teams are required to follow.

b) System maintenance; costs related to bandwidth and to high-speed infrastructure

c) Marketing of the sites on the CBC.ca and Radio-Canada.ca websites and via nationwide promos on Radio and TV

## **Section 9—Viability**

Pursuant to the requirements of Canadian Heritage, CBC/Radio-Canada undertakes to ensure that all of the digitized content developed in the context of the CCOP remain accessible online, at no charge to the user, for a period of five (5) years from the date they are first placed online. Respect of this warranty is the responsibility of the Corporation's vice-president in charge of New Media, Sylvain Lafrance, to whom the Archives sites production teams report. The New Media department is also responsible for the updating of all information on the Archives sites and making any necessary modifications.

Depending on specific cases and circumstances, as well as the internal administrative assignment of responsibilities, rights management will continue to come under the Corporation's authority. When renewing licences or agreements with rightsholders, CBC/Radio-Canada will make every effort to extend the accessibility of the documents in question, as far as the limits of the conditions specific to each will allow.

## Section 10—Marketing

### General Public

Our marketing efforts in 2005–2006 will be focussed both on continuing existing activities and launching new ones so as to maintain the upward progress demonstrated in the site traffic statistics. To reach that goal, CBC/Radio-Canada has perfected an integrated promotional and awareness strategy to reach both educational settings and the general public across the country in both official languages. This new strategy has been designed to mesh thematically with the new content placed on line and is broken down as follows:

- Advertising (print, online and traditional radio)
- Sponsorship of special events and outreach activities such as *Word on the Street* and various book fairs, as well as events designed around historically significant anniversaries (Terry Fox Marathon of Hope; Last Days of War in Europe; 1995 Referendum).
- Internal cross-promotion campaigns with the Radio, TV and New Media components of CBC/Radio-Canada, such as those orchestrated around *The Greatest Canadian* and the 2004 Summer Olympics in Athens.
- In the same vein, beginning in January 2006 we plan to capitalize on the strong visibility offered by the new series *Hockey: A People's History / Hockey : la fierté d'un peuple* to enhance the presence of visuals associated with hockey on our sites and in turn drive traffic up.

On the advertising front, CBC/Radio-Canada intends to further refine target clientele for its promotional activities and consolidate its relationship with the National History Society du Canada and its main publication, *The Beaver*. In addition, the Corporation is preparing a proposal for partnership with the national magazine *The Walrus* and the regional magazine *Legacy*. In French Canada, *L'école branchée* magazine will continue to be our main vehicle.

Partnerships will continue to play a frontline role in CBC/Radio-Canada's offering to Web users. The agreement reached with the Canadian Museum of Civilization provides the Archives sites with excellent positioning as part of a major exhibition at the Museum, which organizers are expected will attract more than 150,000 visitors. Contingent on the success of this collaboration with the Museum of Civilization, CBC/Radio-Canada plans to enter into similar agreements with other federal institutions such as the Canadian War Museum and Canadian Consulates. In addition, we plan to participate in large-scale public events such as those being organized to mark the anniversary of Terry Fox's run, World Press Day, *Open House / Portes ouvertes* days at CBC/Radio-Canada, and *Word on the Street*.

As in years past, we will be producing original promotional materials such as calendars, graphical times, wall maps, notepads and backgrounder sheets for the general public and educational settings. In each case, the promotional items will accentuate the educational and historical nature of memorable events.

A number of our internal cross-promotion operations have been particularly productive in terms of generating visibility for the Archives sites. One of the most high-profile events over the past year was the Athens Summer Olympics; the Games were telecast by CBC and Radio-Canada to a record-breaking nationwide audience. Several promotional contests held on the radio in the weeks leading up to the Games helped create a “buzz.” The success of these types of activities with our colleagues from Radio and TV is undeniable, and speaks volumes about the synergies that can be generated within CBC/Radio-Canada family.

### **Educational community**

Though we plan to step up campaigns aimed at the general public this year, the educational milieu remains our key market. Following from the success of the past few years, we will be developing a full-scale media campaign whose main components include targeted advertising, enhanced editorial coverage, as well as actions in the field, whereby we will raise awareness of the site both in educational settings and among the general public.

This year we plan to accentuate our promotional efforts with teacher training facilities and faculties of education across the country. The time is right to go right to the source in the educational milieu, and to not only forge durable ties with the teachers of tomorrow but also to inform them of the rich potential that the CBC/Radio-Canada Archives sites represent in terms of daily classroom activities. The Corporation’s long-term goal is to become one of the frontline resources to which teachers turn to support their practice.

We also plan to continue our attendance at and participation in seminars, workshops, educational info-bulletins and specialized conferences at the national as well as provincial levels with the goal of continually enhancing the site’s reach. In this manner, for example, we plan to renew our participation in the annual conference of the AQUOPS and the Congrès de l’Univers social. In Quebec, specifically, we will be focussing on the fifteen or so schools where the education reforms are currently in the implementation phase. CEGEPs will be the subject of particular attention over the next twelve months. We are also planning to set up a forum for teachers to share their impressions along with classroom activities that make use of Archives sites content.

More specifically this year, Radio-Canada plans to undertake sustained efforts to enhance the reach of the French-language Archives site among Francophone communities outside Quebec, via workshops for teachers as well as attendance at conferences such as that of ACREF (<http://franco.ca/acref/>), while on the English side, there will be special efforts focussing on Quebec Anglophone communities.

Moreover, we plan to work more closely with educational media services such as Learn Alberta and Ontario Knowledge Network of Learning (OKNL).

For your information, here is a selection of conferences that CBC and Radio-Canada representatives will be attending to demonstrate the Archives sites in the coming months:

| <b>Conference</b>   | <b>Location</b> | <b>Dates</b>        |
|---|-----------------|---------------------|
| AQUOPS—Association québécoise des utilisateurs de l'ordinateur au primaire-secondaire                         | Quebec City, QC | April 11–13, 2005   |
| BCed Online Learning Conference   | Vancouver, BC   | April 21–23, 2005   |
| ACREF—Alliance canadienne des responsables, des enseignantes et des enseignants en français langue maternelle | Vancouver, BC   | April 21–23, 2005   |
| APTICA—Avancement pédagogique des technologies de l'information et de la communication en Atlantique          | Moncton, NB     | May 12-13, 2005     |
| MLA—Manitoba Library Association  | Winnipeg, MB    | May 2–3, 2005       |
| APLA—Atlantic Prov. Library Assoc.  | Moncton, NB     | May 27–29, 2005     |
| 78th Annual Convention, American Association of Teachers of French  | Quebec City, QC | July 7–10, 2005     |
| CBC Ottawa Open House   | Ottawa, ON      | June 3–4, 2005      |
| Word on the Street  | Toronto, ON     | September 2005      |
| 8e Congrès des sciences humaines (Univers social)   | Sherbrooke, QC  | October 20–22, 2005 |
| Nova Scotia Social Studies Teachers   | Wolfville, NS   | October 2005        |
| Manitoba Social Studies Teachers  | Winnipeg, MB    | October 2005        |
| OAGEE—Ontario Association for Geographic and Environmental Educators  | Kitchener, ON   | October 2005        |
| BC Social Studies Teachers Association  | Vancouver, BC   | October 2005        |
| Saskatchewan Library Association  | Saskatoon, SK   | October 2005        |
| Alberta Online Symposium  | Edmonton, AB    | November 2005       |
| OHASSTA—Ontario History and Social Science Teachers' Association  | Toronto, ON     | November 2005       |
| QPAT—Quebec Provincial Assoc. of Teachers   | Montreal, QC    | November 2005       |
| Ontario Library Association   | Toronto, ON     | February 2006       |
| CCTCA—Calgary City Teachers' Convention Association   | Calgary, AB     | February 2006       |
| Alberta Teachers' Assoc. Computing Council  | Banff, AB       | February 2006       |
| GETCA—Greater Edmonton Teachers' Convention Association   | Edmonton, AB    | March 2006          |
| Ontario Media Showcase  | Toronto, ON     | March 2006          |



## **Conclusion**

The proposal being submitted today by CBC/Radio-Canada to the Canadian Memory Fund is a renewed commitment to Canadians, to continue to place treasured moments of our broadcasting heritage online for all to see.

A proud partner in the Canadian Culture Online Program, CBC/Radio-Canada can now rely on a team of seasoned experts who are perfectly in tune with the aims of this major initiative to reflect and celebrate Canadians' collective memory. Not only will we continue, over the next 12 months, to add to the Archives sites according to its existing axes of development, but we will also be adding new sections, announcing new partnerships, demonstrating the site at a record number of conferences and congresses, and continuing our technological innovations through such initiatives as podcasting and RSS links—and, as we do each year, calling on the resources of the extended CBC/Radio-Canada family to boost the visibility of our diverse initiatives.

The CBC/Radio-Canada Archives sites are now part of the Canadian multimedia landscape, and without doubt one of its richest, most credible treasures. Once again this year, Canadian Heritage can be proud of its support for this CBC/Radio-Canada project and of helping to provide the general public both here and elsewhere with access to these original accounts of the events that have helped shape our country's national identity.



**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

CBC/Radio-Canada Audio and Television Archives Digitization and Online Availability  
Project

2005–06 Final Report

December 1, 2006

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## 1 Web User Mailbag

Here are some missives received from Archives site users since April 1, 2005:

---

*Good day to you. I'm so happy I almost feel like writing "Dear Radio-Canada"! The Corporation's archives are brimming with hundreds upon hundreds of documents that I've been "drooling" over for a few years. [ . . . ]*

*When I came across a link that said Version accessible, I could scarcely believe it. I clicked, had a look around, then started playback of a clip . . . It worked and I was overjoyed!*

*I would like to express to you my deepest and sincerest gratitude. Not only will this allow me to enrich my personal culture, but I will also be sharing this good news with many people living with a vision impairment like myself who will in turn be able to enjoy and benefit from the site.*

*Surely you sometimes ask yourselves how much of an impact what you do has on your audience. I can tell you that the importance you put on accessibility is appreciated to the utmost, and has a huge impact on our lives. It's up to us now to explore and discover all the riches that the Radio-Canada Archives have to offer!*

[freely translated from the French]

05/03/2005 10:36 p.m.

---

*This site is fantastic. I am in teacher's college right now and I know I will be using this site a great deal in the future.*

*Many thanks.*

12/23/05 7:44 p.m.

---

*First of all, I want to congratulate you on the quality of your work. The Archives is certainly one of the more fascinating sections of the Radio-Canada Website. Kudos! It's really very well done. And most edifying.*

Maxime Coutié [freely translated from the French]

Info Plus, Satellite Radio

[maxime\\_coutie@radio-canada.ca](mailto:maxime_coutie@radio-canada.ca)

1/31/2006 2:25 p.m.

=====

*Is there anywhere the lonely webmasters get to tell and brag about the technology behind it. **The timeline kicks ass!!!***

12/14/05 8:42 p.m.

=====

*Hello, I just wanted to take a few minutes to congratulate you on the easy accessibility of the Radio-Canada Archives. This section is extremely practical for doing work that requires time-specific information. It also helps us add to the variety of our information sources, and complement our work. The site is easy to consult, and the fact that it's free only improves access for one and all.*

*Once again, bravo for all the work that goes into this, and the maintenance.  
Merci*

*[freely translated from the French]*

1/2/2006 2:40 a.m.

=====

*I am at work researching new ideas for our website and I want to let you know that your site looks good, you have great information.*

12/13/05 3:56 p.m.

=====

*Just like to say that I absolutely love the online CBC archives!  
There's many a day that I spend hours browsing the old news clips.*

*Keep up the good work and I look forward to many more hours of browsing the site as new features are added!*

12/03/05 12:01 p.m.

=====

*I am currently doing research for the Musée du Génie militaire in Angers, France. This has given me the opportunity to browse your site. It is of high quality, rich, accessible and user-friendly. I would like to thank you, both for the effort you put in to maintain it and for your contribution to enriching our collective memory. I wish you all a fantastic holiday season and send best wishes for the New Year.*

[freely translated from the French]

12/20/2005 8:38 p.m.

=====

*Hello, I am a student from Centennial College and I am writing a term Paper on surrogacy. I've found great information on your site.*

11/28/05 3:06 p.m.

=====

*Hello,*

*I very much appreciated your site and its explanations of Canadian society. Most particularly interested in the symbols, especially the Canadian flag.*

[freely translated from the French]

10/12/2005 2:07 p.m.

=====

*I just wanted to commend you on your archives. I wasn't even aware of the existence of this aspect of the CBC website until I conducted a Google search earlier this evening. I really enjoyed watching the political clips which are stored in the archives and it gave me a sense of nostalgia for the 70s and 80s.*

*Good work.*

*Sincerely,*

11/22/05 12:17 a.m.

=====

*Hello,*  
*The clip on René Lévesque's victory in November 1976 gave me a nice flashback. René Lévesque had holed up in Jean Rougeau's office so that he could concentrate and escape the pack of reporters waiting for him at the foot of the staircase leading to Johnny Rougeau's office.*

*Fleeing from journalists wasn't like him, but he was proud of the election win and insisted on speaking first to those who had taken part.*

*Mr. Lévesque didn't want to be escorted by police, because that would have projected a repressive image. Jos and myself were there with him in Jean Rougeau's office, and Rougeau suggested to Lévesque "Why not let yourself be escorted to the podium by the Leduc brothers?" I must say that our get-up was a good deal less repressive than the police uniform.*

*That's a memory that for me will never die, and when I watched the clip from November 15, 1976, it brought a few tears to my eyes.*

[freely translated from the French]

9/29/2005 4:49 p.m.

=====

*Thank you, thank you, thank you! I stumbled on your Archives section while checking the news on your website. I noticed the section on the BC Tsunami, and as one of the people who rode out the tsunami in my home in Port Alberni in 1964, I thought I would check this clip out. Imagine my surprise to hear my mother speaking on the clip about our experience! Because I was so traumatized at the time this happened, I did not watch any news coverage and all that I saw were photos that appeared in the newspapers. This was a very special clip for me, and I just wanted to express my appreciation for the chance to see and hear it. My mother sounded so young and so very English that I hardly recognized her voice.*

*Best wishes from a very happy CBC fan,*

Victoria, BC

10/20/05 11:03 p.m.

=====

*Your site is really brilliant!!! It's so comprehensive. It's got everything, from yesterday to today. PLEASE keep up the good work!!!*

[freely translated from the French]

11/5/2005 23:43



=====

*Dear CBC Archives Staff,*

*Thank you for devoting so much time, effort and resources to an amazing project! I love visiting the Archives—especially traversing the Timeline. The whole project is a treasure!*

*Please don't stop—keep up the great work!*

Cheers,

07/12/05 12:57 a.m.

=====

*06/20/05 11:31 AM >>>*

*Hi—I just wanted to say that whenever I go to the archives site, I am always amazed and happy to see that someone is taking the time to capture and present information in an easy-to-understand way. It is a valuable resource. Keep up the good work.*

=====

*Hello,*

*My name is \_\_\_\_\_ and I have been a visual artist for the past 30 years. My mother, now deceased, was Claire Guité, daughter of the late Ernest Guité and Anita Cyr, from Percé in the Gaspé. I am mentioning this because the time of the Refus Global really shook up the roots of our family in the wider sense—at the time and through the years until today. (My grandmother was politically aware, and so was my mother.) I have a blog at <http://artenforme.blogspot.com> where I have included a link to your Archives topic on the Refus Global, which are of excellent historical quality and still very current. These archives can still spark philosophical discussions about the place of morality in art and the related political issues until the cows come home!!!*

*Thank you for this mammoth work.*

*Keep on broadcasting our history; as for me I've found a little gem there.*

*Cordially,*

[freely translated from the French]

1/31/2006 10:31 a.m.

=====

*Greetings,*

*I wanted to express my appreciation for your wonderful CBC Archives site. I've really enjoyed viewing and listening to the archival material and feel this is a valuable national resource for all Canadians. I hope you continue to add to this fine collection.*

*Keep up the good work!*

*Regards,*

05/09/05 11:09 AM

=====

*Hello,*

*Congratulations on a great site. My son has learned so much about our history viewing your online archives.*

*Best Regards,*

04/07/05 2:14 PM

## **2 Foreword**

Once again, CBC/Radio-Canada is extremely proud of the progress achieved over the past year in placing its audio and video archives on the Web.

This document reports on what has been done to ensure the success of the CBC/Radio-Canada Archives sites despite the loss of government funding for the project, which forced the Corporation to absorb a \$1.5 million deficit in 2005–06.

It is also important to mention that our activities were disrupted this year by an eight-week labour dispute between CBC/Radio-Canada and the Canadian Media Guild. The disputed ended with the parties signing a collective agreement that runs until March 31, 2009.

Despite these operational impediments, the CBC/Radio-Canada Digital Archives Project remains a success that the Corporation can continue to build on in 2006–07 and 2007–08. We are therefore pleased to present you with this report, which once again speaks to the good faith, seriousness and professionalism that CBC/Radio-Canada has put into this project.

### 3 The Team

As of March 31, 2006, the breakdown of personnel assigned to production of the English and French-language Archives sites at CBC/Radio-Canada was as follows:

| <b>Montreal<br/>Staff of 18</b>   |
|---|
| 1 project manager   |
| 1 unit head   |
| 5 researchers   |
| 1 historical fact-checker (English and French)  |
| 1 copy editor (freelance)   |
| 1 assistant   |
| 3 film librarians   |
| 2 integrators (1 in charge of radio archives digitization)  |
| 1 Web developer   |
| 1 copyright adviser   |
| 1 intern (Université du Québec à Montréal master's student in applied history, January–April, unpaid) |

| <b>Toronto<br/>Staff of 13</b>      |
|-------------------------------------|
| 1 project manager                   |
| 6 researchers                       |
| 2 film librarians                   |
| 1 integrator, in charge of encoding |
| 1 copy editor (freelance)           |
| 1 copyright adviser (part-time)     |
| 1 marketing program coordinator     |

We maintained our existing staff until March 31, 2006, despite the announcement in mid-February that Canadian Heritage funding would not be forthcoming. Being bound by collective agreements, we had to fulfill our obligations toward employees with contracts valid through June 2006.

## 4 Content

As of March 31, 2006, we had produced **approximately forty new topics in each language** for fiscal 2005–06. Given the funding shortfall, we were unable to achieve our target of 60 topics as set out in the initial business plan.

The table below lists the topics that were posted online between April 1, 2005, and March 31, 2006. The Radio-Canada site added 40 new topics and its CBC counterpart, 36.

We also significantly ramped up production on the On This Day / Souvenirs section, with the goal of having a different clip online for every day of the year.

### **Radio-Canada Archives Site—April 1, 2005, to March 31, 2006: 40 New Topics Placed Online**

- |  |   |   |
|--|---|---|
| 1. <i>Volte-face électorales à l'ouest des Rocheuses</i> | 14. <i>Tornades, la colère des cieux</i>                | 28. <i>Le défi de la différence</i>                         |
| 2. <i>Jacques Ferron, conteur du « pays incertain »</i>  | 15. <i>Antonine Maillet, la parole de l'Acadie</i>      | 29. <i>En voiture! Le train au Canada</i>                   |
| 3. <i>Tribulations des Chinois au Canada</i>             | 16. <i>Rwanda, le génocide annoncé</i>                  | 30. <i>Grippe: le retour de la grande tueuse?</i>           |
| 4. <i>Walkerton, la mort au bout du robinet</i>          | 17. <i>Faut-il sauver le Sénat canadien?</i>            | 31. <i>À la mémoire de ces héros</i>                        |
| 5. <i>Les Alliés crient Victoire!</i>                    | 18. <i>Survivance en Fransaskoisie</i>                  | 32. <i>Les Alliés crient Victoire!</i>                      |
| 6. <i>Internet, la révolution virtuelle</i>              | 19. <i>Franco-Albertains, résistants tranquilles</i>    | 33. <i>Horreur atomique à Hiroshima</i>                     |
| 7. <i>Manning, politiciens de père en fils</i>           | 20. <i>Référendum 1995: le Québec face à son destin</i> | 34. <i>Fernand Seguin, le savant de Radio-Canada</i>        |
| 8. <i>Lutte, spectacle du ring</i>                       | 21. <i>La cigarette passée à tabac</i>                  | 35. <i>Et la Chine s'est éveillée</i>                       |
| 9. <i>Feu vert à la sécurité routière</i>                | 22. <i>Réinventer la ferme familiale</i>                | 36. <i>Des visites royales (dossier augmenté et révisé)</i> |
| 10. <i>Scandales dans les coulisses du pouvoir</i>       | 23. <i>Les armes de la science contre le cancer</i>     | 37. <i>Quand la science se fait détective</i>               |
| 11. <i>Les bons et mauvais coups du golf</i>             | 24. <i>La ville est en campagne</i>                     | 38. <i>L'inimitable René Lecavalier</i>                     |
| 12. <i>OGM: du laboratoire à l'assiette</i>              | 25. <i>La sortie du hockey</i>                          | 39. <i>Oscars, tapis rouge pour les Canadiens</i>           |
| 13. <i>Hydroélectricité: le pouvoir de l'eau</i>         | 26. <i>Le soccer gagne du terrain!</i>                  | 40. <i>Kim Campbell, premier ministre au féminin</i>        |
|  | 27. <i>Les doukhobors, lutteurs de l'esprit</i>         |   |

**CBC Archives Site—April 1, 2005, to March 31, 2006:  
36 New Topics Placed Online**

- |  |  |  |
|--|--|--|
| <ol style="list-style-type: none"><li>1. <u><i>À la prochaine fois: The 1980 Quebec Referendum</i></u></li><li>2. <u><i>How the West is Won: A Half-century of B.C. Elections</i></u></li><li>3. <u><i>Scandals, Boondoggles and White Elephants</i></u></li><li>4. <u><i>Separation Anxiety: The 1995 Quebec Referendum</i></u></li><li>5. <u><i>Alberta @ 100</i></u></li><li>6. <u><i>Butting Out: The Slow Death of Smoking in Canada</i></u></li><li>7. <u><i>Saskatchewan @ 100</i></u></li><li>8. <u><i>Terry Fox 25: Reliving the Marathon of Hope</i></u></li><li>9. <u><i>The Drive To Survive: Reducing Road Deaths in Canada</i></u></li><li>10. <u><i>Welcome home soldier! Life in postwar Canada</i></u></li><li>11. <u><i>What's Happening to the Family Farm?</i></u></li></ol> | <ol style="list-style-type: none"><li>12. <u><i>Who Cares For Our Kids?: The Changing Face of Day Care in Canada</i></u></li><li>13. <u><i>Antonine Maillet, Acadian Avenger</i></u></li><li>14. <u><i>Peter Gzowski: Voice of Canada</i></u></li><li>15. <u><i>Canada's Forgotten PoW Camps</i></u></li><li>16. <u><i>Countdown to Victory: The Last Days of War in Europe</i></u></li><li>17. <u><i>Shadows of Hiroshima</i></u></li><li>18. <u><i>Victory! The End of the War in Europe</i></u></li><li>19. <u><i>Witness To Evil: Roméo Dallaire and Rwanda</i></u></li><li>20. <u><i>Davis Inlet: Innu community in crisis</i></u></li><li>21. <u><i>Deadly Skies: Canada's Most Destructive Tornadoes</i></u></li><li>22. <u><i>Death on tap: The poisoning of Walkerton</i></u></li><li>23. <u><i>The Duplessis Orphans</i></u></li></ol> | <ol style="list-style-type: none"><li>24. <u><i>Extreme Sports: Faster, Riskier, More Outrageous</i></u></li><li>25. <u><i>FORE! Canadians Tee Off</i></u></li><li>26. <u><i>On The Ball: Canada's Golfing Greats</i></u></li><li>27. <u><i>Hydroelectricity: The Power of Water</i></u></li><li>28. <u><i>Influenza: Battling The Last Great Virus</i></u></li><li>29. <u><i>Inventing the Internet Age</i></u></li><li>30. <u><i>Canada Goes to the Oscars</i></u></li><li>31. <u><i>Revolution and Evolution in Modern China</i></u></li><li>32. <u><i>Uncle Louis and Canada's Golden Age</i></u></li><li>33. <u><i>The Man from High River: Joe Clark</i></u></li><li>34. <u><i>The Long Run: The Political Rise of John Turner</i></u></li><li>35. <u><i>Kim Campbell, First and Foremost</i></u></li><li>36. <u><i>Paul Martin, Prime Minister in Waiting</i></u></li></ol> |
|--|--|--|

## 4.1 Partnering Around Common Themes

Once again this year, we worked closely and actively with the various *CBC.ca* and *Radio-Canada.ca* units to build Archives topics around common themes. Several of these topics commemorate watershed moments in Canadian history. Each of the projects listed below benefited from greater visibility as a result of our collaborative efforts.

### 4.1.1 Elections

In the run-up to the May 2005 election campaign in British Columbia, we prepared a topic in both English and French on the history of elections in the province from the 1950s to the 1990s.

*How the West Is Won: A Half-Century of B.C. elections / Volte-face électorales à l'ouest des Rocheuses*

During the campaign, our topics were extensively advertised on the regional CBC and Radio-Canada sites in the province.

To date, we have produced in-depth topics on elections in the following provinces and territories:

- |                            |                         |
|----------------------------|-------------------------|
| 1. Alberta                 | 6. Prince Edward Island |
| 2. Newfoundland & Labrador | 7. Quebec               |
| 3. Northwest Territories   | 8. Saskatchewan         |
| 4. Nunavut                 | 9. British Columbia     |
| 5. Ontario                 |                         |

The Archives sites' own "election coverage" will be complete once voters go to the polls in the Yukon, Manitoba, Nova Scotia and New Brunswick. These developments will be reflected in the 2006–07 interim report.

As well, on the occasion of the June 2005 federal election campaign, we updated our *Campaigning for Canada / Élections fédérales: histoire d'un vote* topic pages.

### 4.1.2 The 1995 Referendum

To coincide with the 10th anniversary of the 1995 Quebec Referendum, we created the topic *Separation Anxiety: The 1995 Quebec Referendum / Référendum 1995: le Québec face à son destin*. This complements the coverage started with our earlier topic *À la prochaine fois: The 1980 Quebec Referendum / Référendum 1980: l'avenir du Québec en question*.

### 4.1.3 Saskatchewan and Alberta Centennials

To underscore the twin centenaries of Saskatchewan's and Alberta's joining Confederation in 2005, we produced two topics delving into the personalities who have played key roles in the two provinces' history and development:

- *Saskatchewan @ 100 / Survivance en Fransaskoisie*
- *Alberta @ 100 / Franco-Albertains, résistants tranquilles*

### 4.1.4 Countdown to Victory

To commemorate the 60th anniversary of VE-Day, CBC Archives presented a series of war dispatches as they were originally heard on CBC Radio in 1945. From mid-April to early May of 2005, *Countdown to Victory* immersed listeners in the exciting last days of the Second World War in Europe with reports from Matthew Halton, Charles Lynch, Peter Stursberg and others. Each day our "That Was Then" section featured radio clips about Canadians in battle, prisoners of war, conditions in enemy territory, captured spies and surrender in Italy. This remarkable series of dispatches was then compiled into the CBC Archives topic *Countdown to Victory: The Last Days of War in Europe*.



## Countdown to Victory on CBC Archives Promoted on CBC.ca Website



| CBCtelevision<br>CBCnewsWORLD  | CBC Radio   | cbc.ca  |
|--|---|---|
| <p>Tuesday, May 3</p> <p><b>CBC Television and CBC Newsworld<br/>8 - 10 a.m. ET</b></p> <p>Live coverage of the Remembrance Ceremony at Groesbeek Canadian War Cemetery, the Governor General and Queen Beatrix attend.</p>  | <p>Monday, May 2</p> <p><b>The Current<br/>CBC Radio One<br/>8:30 a.m. (9 a.m. NT)</b></p> <p>Tulipmania: a symbol of Dutch gratitude to Canada after the Second World War. It also saved the lives of some Dutch who faced starvation during the Nazi occupation.</p>  | <p><b>CBC News:<br/><u>Victory in Europe</u></b></p> <p>The news flash reached Canada at 9:36 p.m. Eastern Daylight Time on May 7, 1945. "Germany has surrendered unconditionally." CBC News presents an indepth report featuring historical information, a photo gallery and extensive archival audio and video footage.</p>   |
| <p>Wednesday, May 4</p> <p><b>CBC Television and CBC Newsworld<br/>5 - 7 a.m. ET</b></p> <p>Live coverage of the ceremony at Hollen Canadian War Cemetery. The Governor General will be in attendance and Princess Margriet, who was born in Canada during the war, is expected to represent Holland. Dutch children will recite "In Flanders Fields" and will read a poem called "The Train Whistle," which evokes the whistle that soldiers heard as they rode the rails back to their homes in Canada. There will also be a fly past of helicopters dropping poppies.</p> | <p>Tuesday, May 3</p> <p><b>World Report<br/>CBC Radio One and Two<br/>6 a.m., 7 a.m. &amp; 8 a.m.<br/>(6:30 a.m., 7:30 a.m. &amp; 8:30 a.m. NT)</b></p> <p>Reports from Groesbeek Canadian War Cemetery.</p>   | <p><b>CBC Archives:<br/><u>Countdown to Victory</u></b></p> <p>Day by day, the news got better as the Second World War wound down in Europe. Sixty years ago, CBC Radio brought home reports of retreating Germans, freed prisoners of war, captured spies and surrender in Italy.</p>  |
| <p><b>The Liberation of Holland<br/>CBC Television<br/>9 p.m. ET</b></p> <p>CBC Television presents the latest</p>   | <p>Wednesday, May 4</p> <p><b>World Report<br/>CBC Radio One and Two<br/>6 a.m., 7 a.m. &amp; 8 a.m.<br/>(6:30 a.m., 7:30 a.m. &amp; 8:30 a.m. NT)</b></p> <p>War education in The Netherlands. Correspondent Derek Stoffel reports on how the Dutch teach their children about what Canada did, and how in Canada education about the war is</p> | <p>Thursday, May 5</p> <p><b>CBC Archives:<br/><u>Victory! The End of the War in Europe</u></b></p> <p>Historic CBC archival clips featuring reaction and revelry at war's end in Europe and at home in Canada. This includes the official German surrender in Holland, the Halifax riot and Mackenzie King at the creation of the United Nations in San Francisco.</p> |

## Le décompte vers la Victoire Promoted on Radio-Canada.ca Website, April 25, 2005

Radio-Canada.ca Montréal 5,3 °C  
 Lundi 25 avril 2005 9:34 HAE

**Jack Layton fait une offre à Paul Martin**  
 Le chef néo-démocrate et le premier ministre Martin se sont rencontrés dimanche pour discuter d'une alliance qui permettrait aux libéraux d'éviter d'être renversés lors du dépôt de leur budget.

Charles Gauthier et Paul Coffin devant la commission Gomery cette semaine  
 Air Canada commande 32 Boeing  
 Autres nouvelles...

**Archives de Radio-Canada**  
 25 avril 1945, le journaliste Paul Barette rencontre des soldats du Royal 22<sup>e</sup> Régiment sur le front hollandais.

**Aujourd'hui à l'antenne**  
 Virginie (dernière) Patrick et Karine commentent chacun une gaffe inéparable. **Radio-Canada - 19 h**  
 Indicatef présent L'empire de la honte, avec Jean Ziegler. **Première chaîne - 9 h**

## Le décompte vers la Victoire Promoted on Radio-Canada.ca Website, May 9, 2005

Radio-Canada.ca Montréal 8,6 °C  
 Mercredi 3 mai 2005 12:04 HAE

**Les libéraux blâment Harper et Deuceppe**  
 L'entourage de Paul Martin affirme que ce sont les conservateurs et les bloquistes qui devront porter la responsabilité du déclenchement éventuel d'élections générales au printemps ou à l'été.

Du sexe de plus en plus tôt  
 Le commandant du sous-marin NCSM Chicoutimi serait critiqué par le rapport d'enquête  
 Autres nouvelles...

**Sans Frontières**  
 L'autre Chine: les lance-poussompe

**Aujourd'hui à l'antenne**  
 Des vertes et des pas mûres L'invitée de Sébastien Benoit cette semaine: Dany Turcotte. **Radio-Canada - 19 h**  
 Sans Frontières L'autre Chine: le long combat de Catherine Jia. **Première Chaîne - 17 h 30**

#### 4.1.5 Terry Fox 25: Reliving the Marathon of Hope

**DAY 1:**  
**April 12, 1980**



The Marathon of Hope begins. (TV; runs 1:30)

**DAY 30:**  
**May 11, 1980**



Terry talks about Nova Scotia, and the truck crash that nearly killed him. (Radio; runs 3:06)

**DAY 121:**  
**August 10, 1980**



Terry Fox quashes lingering rumours of leg problems, and says he'll never stop running. (Radio; runs 2:07)

In 2005 we celebrated the 25th anniversary of Terry Fox's Marathon of Hope with the launch of *Terry Fox 25: Reliving the Marathon of Hope*. Unlike regular topics (of which we already had one on Terry Fox), this new site was a day-by-day look at Terry's original run, as it was first broadcast, from his early days of running in obscurity to the run's tragic conclusion. Combing national and regional CBC libraries, we were able to unearth several gems that had not been seen since their original broadcasts, including footage shot just moments before a near-fatal car accident in Nova Scotia. This topic features a record 23 main clips. We launched these clips on their anniversaries, creating parallel versions for our homepage via our On This Day feature.

From the planning stages onward, we worked closely with CBC's design group in Halifax, contributing significant assets to the main CBC Terry Fox anniversary site, *25 Years of Hope: The Legacy of Terry Fox* (<http://www.cbc.ca/terryfox/>). We sent multiple radio and television clips for inclusion in the site's interactive map of Terry's route, and our topics and educational activities were promoted heavily.

We also took this opportunity to update our original topic, *Terry Fox's Marathon of Hope* by adding a new clip from April 2005. The item looks back at the 25 years since Terry Fox began his Marathon of Hope.

## 4.2 “Great Interviews” / “Grandes entrevues”

In July 2005, we proceeded with the online launch of the “Great Interviews” / “Grandes entrevues” sections, accessible via links on the Archives home pages. Thanks to this new section, we can now consolidate all of the interviews previously posted on the Archives sites in one location, thereby improving accessibility for users. The interviews are culled from Archives topics that have resonated with CBC and Radio-Canada audiences, both radio and television, down through the years.

Following are some of the great interviewees showcased in this section:

- |   |  |  |
|---|--|--|
| → <a href="#"><u>Simone de Beauvoir</u></a><br>écrivaine                    | syndicaliste   | Feminist author  |
| → <a href="#"><u>Robert Bourassa</u></a><br>homme politique                 | → <a href="#"><u>Jeanne Moreau</u></a><br>comédienne                           | → <a href="#"><u>Wayne Gretzky</u></a><br>Hockey great                           |
| → <a href="#"><u>Pierre Bourgault</u></a><br>journaliste et homme politique | → <a href="#"><u>Henry Morgentaler</u></a><br>médecin                          | → <a href="#"><u>Rick Hansen</u></a><br>Wheelchair athlete                       |
| → <a href="#"><u>Jacques Brel</u></a><br>chanteur                           | → <a href="#"><u>Brian Mulroney</u></a><br>homme politique                     | → <a href="#"><u>Mick Jagger, Brian Jones and Charlie Watts</u></a><br>Musicians |
| → <a href="#"><u>Gilles Carles</u></a><br>cinéaste                          | → <a href="#"><u>Gerda Munsinger</u></a><br>présumée espionne                  | → <a href="#"><u>Karen Kain</u></a><br>Ballerina                                 |
| → <a href="#"><u>Myra Cree</u></a><br>animatrice                            | → <a href="#"><u>Jean-Pierre Petit</u></a><br>astrophysicien et ufologue       | → <a href="#"><u>Margaret Laurence</u></a><br>Novelist                           |
| → <a href="#"><u>Salvador Dali</u></a><br>peintre                           | → <a href="#"><u>Mordecai Richler</u></a><br>écrivain                          | → <a href="#"><u>John Lennon and Yoko Ono</u></a><br>Musicians/artists           |
| → <a href="#"><u>Jean Drapeau</u></a><br>homme politique                    | → <a href="#"><u>Léa Roback</u></a><br>syndicaliste                            | → <a href="#"><u>René Lévesque</u></a><br>Politician                             |
| → <a href="#"><u>Léo Ferré</u></a><br>poète et chanteur                     | → <a href="#"><u>Jean Rostand</u></a><br>biologiste                            | → <a href="#"><u>Gordon Lightfoot</u></a><br>Singer                              |
| → <a href="#"><u>Jacques Ferron</u></a><br>écrivain                         | → <a href="#"><u>Jacques Tati</u></a><br>cinéaste                              | → <a href="#"><u>Nelson Mandela</u></a><br>Anti-apartheid activist               |
| → <a href="#"><u>Marcelle Ferron</u></a><br>peintre                         | → <a href="#"><u>François Truffaut</u></a><br>cinéaste                         | → <a href="#"><u>Marshall McLuhan</u></a><br>Cultural critic                     |
| → <a href="#"><u>Eugène Ionesco</u></a><br>dramaturge                       | → <a href="#"><u>Jamie Astaphan</u></a><br>Sprinter Ben Johnson’s doctor       | → <a href="#"><u>Joni Mitchell</u></a><br>Folksinger                             |
| → <a href="#"><u>Yousuf Karsh</u></a><br>photographe                        | → <a href="#"><u>George Chuvalo</u></a><br>Boxer                               | → <a href="#"><u>Henry Morgentaler</u></a><br>Abortion-rights advocate           |
| → <a href="#"><u>Jack Kerouac</u></a><br>écrivain                           | → <a href="#"><u>Leonard Cohen</u></a><br>Singer/writer                        | → <a href="#"><u>Oscar Peterson</u></a><br>Pianist                               |
| → <a href="#"><u>Louis Laberge</u></a><br>syndicaliste                      | → <a href="#"><u>Tommy Douglas</u></a><br>Politician, father of Medicare       | → <a href="#"><u>Iggy Pop</u></a><br>Punk rock pioneer                           |
| → <a href="#"><u>Pierre-Jean Luizard</u></a><br>chercheur                   | → <a href="#"><u>Sandra Good</u></a><br>Follower of cult leader Charles Manson | → <a href="#"><u>Mordecai Richler</u></a><br>Author, journalist                  |
| → <a href="#"><u>Gaston Miron</u></a><br>poète                              | → <a href="#"><u>Glenn Gould</u></a><br>Pianist                                | → <a href="#"><u>Margaret Thatcher</u></a>                                       |
| → <a href="#"><u>Simonne Monet-Chartrand</u></a>                            | → <a href="#"><u>Germaine Greer</u></a>  |  |

Former British prime minister



Pierre Trudeau

Politician

### 4.3 International Coverage

Our 2005–06 business plan called for us to enhance the Archives sites’ showcasing of CBC/Radio-Canada’s international coverage. A number of topics on international affairs have been online since the earliest days of the project, but to move forward on this aspect of the sites, we have had to resolve legal issues related to the use of footage from competing networks and international press agencies.

As an experiment, we prepared two topics in this area:

- ❑ *Rwanda, le génocide annoncé*
- ❑ *Et la Chine s’est éveillée*

*Revolution and Evolution in Modern China* was put online in January 2006 to accompany the CBC Television documentary series *China Rises*.

The main steps already completed for this component of the project are as follows:

- ❑ Determine the precise legal issues: the problem posed by use on the Archives sites of footage from international agencies or foreign broadcasters. Re-use on the Archives sites of material recorded by a CBC/Radio-Canada crew working abroad does not in principle present any copyright issues.
- ❑ Use of images within newscasts
- ❑ Use of images in current affairs programs, feature reports and documentaries
- ❑ Material from non-identifiable sources
- ❑ Evaluating Archives content based on a list of topic ideas

Our media librarians explored some fifty topic ideas spanning the years 1930 to 1994. For each idea, we determined whether relevant archival materials from CBC or Radio-Canada programming existed. Here are some examples of topic ideas that were considered:

- |                                     |                                       |   |
|-------------------------------------|---------------------------------------|---|
| 1) Time of the Café de Flore        | 7) African decolonization             | 13) Revolts in Tibet                                      |
| 2) India’s independence             | 8) Genesis of the Japanese miracle    | 14) Civil war in Guatemala                                |
| 3) India-Pakistan relations         | 9) Juan and Eva Peron                 | 15) Martin Luther King and the U.S. Civil Rights Movement |
| 4) Creation of the state of Israel  | 10) War in Algeria                    | 16) The Berlin Wall                                       |
| 5) the Israeli-Palestinian conflict | 11) Nationalization of the Suez Canal | 17) The Bay of Pigs Invasion                              |
| 6) The <i>Nouvelle vague</i>        | 12) The V French Republic: De Gaulle  | 18) JFK assassinated                                      |

|  |  |  |
|--|--|--|
| 19) The Philippines: Ferdinand Marcos      | 32) Civil war breaks out in Lebanon                  | 43) Chernobyl  |
| 20) Civil war in Biafra                    | 33) Margaret Thatcher and her times                  | 44) Famine in Ethiopia and Eritrea                                 |
| 21) Greece under the Colonels              | 34) Declaration of an Islamic republic in Iran       | 45) Construction of the Eurotunnel                                 |
| 22) May 1968                               | 35) Soviets in Afghanistan                           | 46) Dismantling of Yugoslavia (and war in Croatia, Serbia, Kosovo) |
| 23) Apollo 11 lands on the Moon            | 36) Contras and Sandinistas in Nicaragua (terrorism) | 47) Breakup of the USSR  |
| 24) Gadhafi's Libya                        | 37) The Medellin Cartel                              | 48) Bangladesh three-quarters under water                          |
| 25) Haiti: The Jean-Claude Duvalier regime | 38) Lech Walesa's struggle and road to power         | 49) Benazir Bhutto comes to power                                  |
| 26) The first Oil Crisis                   | 39) Start of the Iran-Iraq War                       | 50) Ceausescu overthrown in Romania                                |
| 27) Watergate                              | 40) Argentina loses Falkland Islands War             | 51) Kabul: The Taliban decree Islamic law                          |
| 28) Northern Ireland / IRA                 | 41) Deadly gas leak in Bhopal, India                 |  |
| 29) Pinochet's coup and regime in Chile    | 42) Mexico City earthquake                           |  |
| 30) Coup in Cyprus                         |  |  |
| 31) Cambodia and the Khmer Rouge regime    |  |  |

Between January 1 and March 31, 2006, we continued to review the archival heritage related to these topics, but were unable to complete them owing to a lack of resources.

#### 4.4 Showcasing the CBC North Archives

As of this writing, the CBC/Radio-Canada Archives sites teams have mapped out the broad outline of a project to produce topics that showcase materials from the CBC Northern services radio and TV archives. The majority of these programs are produced in Native languages. Our team has held discussions with CBC North managers in Montreal, Yellowknife and Iqaluit, and the project is already generating much enthusiasm.

Three meetings have been held already: on December 6 and 21, 2005, as well as on January 17, 2006. The first brought together the heads of Cree programming in Northern Quebec, and the second (a teleconference) was with heads of programs broadcast out of Yellowknife and Iqaluit.

The goals of the first two meetings were to present the project, identify our needs and resources, and determine the main steps involved in completing the project, including the locating of archival materials.

At the January 17, 2006, meeting with heads of Cree programs we identified:

- memorable television and radio programs produced in the Cree language by CBC North since its inception;

- significant social, political, economic and cultural events that were covered by CBC North over the years; and
- key CBC North personalities.

From February to March 2006, we hired a trilingual media librarian for four weeks to review CBC North's Cree-language TV and radio archives. He examined three potential topics: the Cree perspective on the construction of the James Bay dam; Cree customs; and the fables and legends of Quebec's northern communities.

Unfortunately, the funding shortfall forced us to abandon this project. It will be reassessed in 2006–07.



#### 4.5 On This Day / Souvenirs

In June 2005, we set out to complete the On This Day / Souvenirs calendar. From April 1, 2005, to March 31, 2006, the Radio-Canada team produced a total of 95 almanacs in French, while their CBC counterparts posted 121 in English.

### Souvenirs April 1–December 31, 2005 (71)

1. La fin d'un rêve -4-avr-05
2. Opération Défi déchets -8-avr-05
3. Le billet de 1 \$ mis en pièce -20-avr-05
4. Marcel Ouimet à Meppen -22-avr-05
5. Une avancée impossible à enrayer -24-avr-05
6. Sur le front hollandais -25-avr-05
7. Une résistance organisée -26-avr-05
8. Libérés des geôles nazies -29-avr-05
9. Un mot d'amour ravageur -4-mai-05
10. Nationair plie bagages -12-mai-05
11. Le Déclin séduit la Croisette -19-mai-05
12. Dali, l'extravagant génie -27-mai-05
13. Léon Mugesera au banc des accusés -27-juin-05
14. L'oiseau de nuit s'est tu -8-juil-05
15. Le Titanic retrouvé -1-sept-05
16. Le coup d'éclat du frère Untel -6-sept-05
17. Marlon Brando, la brute au coeur tendre -9-sept-05
18. Le RIN, le rêve de l'indépendance -10-sept-05
19. Rabin et Arafat: une poignée de main historique -13-sept-05
20. Grace Kelly, fin tragique d'une princesse -14-sept-05
21. Fin de siège pacifique au lac Gustafsen -17-sept-05
22. Guy, Guy, Guy! -18-sept-05
23. Luna 16 sonde la Lune -20-sept-05
24. L'Iran et l'Irak entrent en guerre -22-sept-05
25. Une femme dans la LNH -23-sept-05
26. La mauvaise nouvelle GM -25-sept-05
27. Alice Parizeau, d'espoir et de liberté -30-sept-05
28. Déflagration à l'usine CIL -1-oct-05
29. O.J. Simpson non coupable -3-oct-05
30. La fièvre du jeu s'empare de Montréal -9-oct-05
31. Du hockey dans le téléviseur! -11-oct-05
32. Bali sous le choc -12-oct-05
33. Myra Cree, la voix de l'audace -13-oct-05
34. Hazel balaie le sud de l'Ontario -15-oct-05
35. Crise des missiles à Cuba -16-oct-05
36. Galiléo ou la fin d'une sonde spatiale -18-oct-05
37. Les Hongrois se révoltent -23-oct-05
38. Premier ministre, enfin! -25-oct-05
39. Charles Marion est libéré -27-oct-05
40. Première de Point de mire -28-oct-05
41. Dernier jour de dictature franquiste -29-oct-05
42. Paul Bernardo déclaré criminel dangereux -3-nov-05
43. Gosciny tire sa révérence -5-nov-05
44. Le Québec se dote d'un ministère de l'immigration -6-nov-05
45. Mort de l'auteur de Two Solitudes -7-nov-05

46. Bethune, médecin canadien au pays de Mao -12-nov-05
47. Le Cy Young pour Éric Gagné -13-nov-05
48. Le Parti québécois porté au pouvoir -15-nov-05
49. Ionesco, maître de la dérision -16-nov-05
50. Marie-Andrée Leclerc inculpée en Inde -17-nov-05
51. Suicide collectif et massacre à Jonestown -18-nov-05
52. NASDAQ à Montréal -21-nov-05
53. André Malraux, héros et écrivain -23-nov-05
54. Cercle Molière, 50 ans sur les planches -24-nov-05
55. Un Taillebert pour couvrir le stade -26-nov-05
56. Mike Birch, cavalier de la mer -28-nov-05
57. Enfin du courrier! -2-déc-05
58. Little Beaver, la lutte d'un nain -4-déc-05

59. Coup d'éclat de Patrick Roy -6-déc-05
60. Esdras Minville, l'économiste engagé -9-déc-05
61. Chute du gouvernement conservateur de Joe Clark -13-déc-05
62. L'aéroport de Dorval s'agrandit -15-déc-05
63. Réal Caouette, à la défense des gens ordinaires -16-déc-05
64. Armand Frappier, pionnier de la virologie au Québec -18-déc-05
65. Ciao Marcello! -19-déc-05
66. Le Montréal-Matin cesse de paraître -20-déc-05
67. Arrestation des frères Rose et de Francis Simard -20-déc-05
68. « Les cent jours de Paul Sauvé » -20-déc-05
69. La grève du nickel prend fin -20-déc-05
70. L'URSS n'est plus -21-déc-05
71. Ceausescu, dictateur déchu -22-déc-05

## Souvenirs

### January 1–March 31, 2006

(24)

72. Incendie dans les bureaux d'Alliance Québec-30 décembre, 2005
73. Camus: L'étranger s'en est allé-4 janvier, 2006
74. Claude Morin rend publique sa démission-6 janvier, 2006
75. Mademoiselle Chanel s'éteint-10 janvier, 2006
76. Anaïs Nin, l'intimité dévoilée-14 janvier, 2006
77. Séminaire de Québec, monument historique-17 janvier, 2006
78. Hymne aux Tremblay-18 janvier, 2006
79. Radio-Québec diffusée sur UHF-19 janvier, 2006

80. Bienvenue, Votre Éminence!-20 janvier, 2006
81. Roberta Bondar à bord de la navette *Discovery*-22 janvier, 2006
82. Cessez-le-feu au Vietnam-23 janvier, 2006
83. Pierre Vallières retrouve la liberté-25 janvier, 2006
84. L'assassinat de Gandhi-26 janvier, 2006
85. Clinton nie toute relation sexuelle avec Monica Lewinsky-26 janvier, 2006
86. Victoire pour l'hôpital Montfort-1 février, 2006
87. Stalingrad, le début de la fin pour l'Allemagne nazie-2 février, 2006

88. Nelson Mandela libéré-10 février, 2006
89. La grève de l'amiante-10 février, 2006
90. Marius Barbeau et les chants amérindiens-20 février, 2006
92. Elle avait deux amours, son pays et Paris-12 mars, 2006
93. Tentative d'assassinat contre Ronald Reagan-13 mars, 2006
96. La pratique des sages-femmes est légalisée-28 mars, 2006

91. Prise d'otages à Ottawa-20 février, 2006
94. Le journal *Le Droit* entame sa lutte-27 mars, 2006
95. Microsoft jugé coupable-31 mars, 2006

**On This Day on CBC Archives**  
**April 1–December 31, 2005**  
**(69)**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Jan 02 - 1988: <u>Free Trade Agreement signed</u></li> <li>2. Jan 04 - 1987: <u>'Punch-up in Piestany'</u></li> <li>3. Jan 13 - 1999: <u>Toronto calls in troops to fight massive snowstorm</u></li> <li>4. Apr 18 - 2005: <u>1905: Einstein's 'Miracle Year'</u></li> <li>5. Sep 02 - 1998: <u>Swissair 111 crashes off of Nova Scotia</u></li> <li>6. Sep 03 - 1991: <u>Eric Lindros snubs the Quebec Nordiques</u></li> <li>7. Sep 04 - 1972: <u>Art heist at the Montreal Museum of Fine Arts</u></li> <li>8. Sep 05 - 1945: <u>Gouzenko defection exposes Soviet spy ring</u></li> <li>9. Sep 07 - 1985: <u>Canada opts out of 'Star Wars'</u></li> <li>10. Sep 08 - 1952: <u>CBC Television debuts</u></li> <li>11. Sep 10 - 1939: <u>Canada declares war on Germany</u></li> <li>12. Sep 12 - 1974: <u>28 million rotten eggs</u></li> <li>13. Sep 13 - 1965: <u>Toronto's new City Hall officially opens</u></li> <li>14. Sep 14 - 1990: <u>The Hibernia oil project is launched</u></li> </ol> | <ol style="list-style-type: none"> <li>15. Sep 17 - 1949: <u>118 die aboard cruise ship SS Noronic</u></li> <li>16. Sep 18 - 2001: <u>Remembering Mr. Dressup</u></li> <li>17. Sep 19 - 1955: <u>Winnipeg's last streetcar rolls into history</u></li> <li>18. Sep 21 - 1995: <u>'Toonie' makes its debut</u></li> <li>19. Sep 23 - 1992: <u>First woman to play pro hockey</u></li> <li>20. Sep 25 - 1956: <u>Swinging and shaking at Rosemount Boys' Club</u></li> <li>21. Sep 27 - 1990: <u>Mulroney stacks Senate to pass the GST</u></li> <li>22. Sep 29 - 2005: <u>The Expos say goodbye to Montreal</u></li> <li>23. Oct 02 - 1973: <u>Hundreds flee from poison gas cloud</u></li> <li>24. Oct 04 - 1982: <u>Pianist Glenn Gould dies</u></li> <li>25. Oct 06 - 1983: <u>NDP leader booted from BC legislature</u></li> <li>26. Oct 07 - 1969: <u>Montreal's 'night of terror'</u></li> </ol> |
|---|---|

27. Oct 11 - 1969: Company of Young Cdns accused of terrorism
28. Oct 14 - 1942: U-boat sinks SS Caribou off Newfoundland
29. Oct 15 - 1989: Gretzky smashes his hockey hero's record
30. Oct 16 - 1947: Montreal hosts global 'magic carpet luncheon'
31. Oct 18 - 1929: Women become persons
32. Oct 19 - 1987: 'Black Monday' hits world's stock markets
33. Oct 20 - 1995: 'Tsubouchi diet' causes welfare uproar
34. Oct 22 - 1958: Canada appoints first woman ambassador
35. Oct 23 - 1986: Court says no to forced sterilization
36. Oct 25 - 1993: Tories trampled in Liberal landslide
37. Oct 28 - 1971: Germaine Greer vs. Larry Zolf
38. Oct 29 - 1957: John Hirsch revives pro theatre in Winnipeg
39. Oct 31 - 1965: All Aboard the Rapido!
40. Nov 03 - 1958: Canada broadcasts behind the Iron Curtain
41. Nov 04 - 1936: CBC Radio takes to the air
42. Nov 07 - 1967: NWT man jailed for being gay
43. Nov 10 - 1975: 29 die in the sinking of the SS Edmund Fitzgerald
44. Nov 12 - 1992: Inuit vote for new territory of Nunavut
45. Nov 13 - 1997: Larry Walker makes baseball history
46. Nov 14 - 1989: Railways reduce caboose use
47. Nov 15 - 1976: Lévesque is Canada's 1st separatist premier
48. Nov 18 - 1980: Mourning 'The Major' of the Maple Leafs
49. Nov 19 - 1981: Natives fight for constitutional protection
50. Nov 20 - 1942: Opening day for the Alcan Highway
51. Nov 23 - 1962: Country legend Hank Snow tops the charts
52. Nov 24 - 1944: 91 die in sinking of HMCS Shawinigan
53. Nov 26 - 1997: Krever Report on tainted blood lays blame
54. Nov 27 - 1989: Notorious Mount Cashel orphanage to close
55. Nov 29 - 1963: Trans-Canada Air Lines crash kills 118
56. Nov 30 - 2004: Pierre Berton: Cdn icon and iconoclast
57. Dec 02 - 1989: First woman to lead a national party
58. Dec 03 - 1960: Canada welcomes its two millionth immigrant since 1945
59. Dec 06 - 1921: Canada's first female MP elected
60. Dec 07 - 1975: Skier Ken Read triumphs in Europe
61. Dec 09 - 1990: First Canadian-born saint is canonized
62. Dec 10 - 1986: John Polanyi awarded the Nobel Prize
63. Dec 12 - 1984: Ontario announces happy hour ban
64. Dec 16 - 1979: A buyers' guide to digital watches
65. Dec 17 - 1994: Quebec's Queen of pop marries her longtime manager

66. Dec 21 - 1942: War effort spreads to butter

67. Dec. 25 - 1939: King George VI sends out 1939 Christmas message

68. Dec 28 - 1996: B.C. digs out from 'The Blizzard of '96'

**69.**Dec 31 - 1929: Guy Lombardo ushers in a New Years tradition

**On This Day**  
**January 1–March 31, 2006**  
**(52)**

70. Jan 02 - 1988: Free Trade Agreement signed
71. Jan 04 - 1987: ‘Punch-up in Piestany’
72. Jan 06 - 1977: Price of a cup goes up, up, up
73. Jan 11 - 1974: Celia Franca retires from the National Ballet
74. Jan 12 - 1945: Japan bombs Saskatchewan
75. Jan 13 - 1999: Toronto calls in troops to fight massive snowstorm
76. Jan 14 - 1968: The Maple Leaf Forever. Patched
77. Jan 15 - 1964: First state visit to France by a Canadian PM
78. Jan 17 - 1962: Introducing funny-man Jim Carrey
79. Jan 18 - 1967: N.W.T. gets its own capital - Yellowknife
80. Jan 19 - 1943: Netherlands’ Princess Margriet born in Ottawa
81. Jan 20 - 1995: Hockey is back!
82. Jan 21 - 1983: Ex-wife of Colin Thatcher murdered
83. Jan 24 - 1978: Soviet nuclear satellite crashes in Canada (*links to related topic*)
84. Jan 25 - 1977: Monsieur Lévesque goes to Wall Street
85. Jan 26 - 1990: Donald Marshall exonerated of wrongful conviction
86. Jan 28 - 1980: Canadian Caper helps Americans escape Tehran
87. Jan 29 - 1986: Digging up dinosaurs in Nova Scotia
88. Jan 31 - 1990: Muscovites mad for McDonald’s
89. Feb 01 - 1971: Canada and China open diplomatic relations
90. Feb 03 - 1916: Fire destroys Parliament Buildings
91. Feb 04 - 1958: Poet Ned Pratt on turning 75
92. Feb 05 - 1963: Diefenbaker government collapses
93. Feb 07 - 1976: Sittler scores incredible 10-point record
94. Feb 08 - 1879: Sir Sanford Fleming delivers ‘the world on time’
95. Feb 09 - 1966: National Hockey League doubles its size
96. Feb 10 - 1978: Robin Williams freestyles on 90 Minutes Live
97. Feb 11 - 1967: Bitter bush strike turns deadly
98. Feb 13 - 1988: Let the Calgary Games begin! (*links to related topic*)
99. Feb 15 - 1996: Chrétien extends a ‘Shawinigan handshake’
100. Feb 17 - 1919: The death of Sir Wilfrid Laurier
101. Feb 18 - 1980: Trudeau triumphs, Clark concedes
102. Feb 21 - 1941: Remembering Frederick Banting (*links to related topic*)
103. Feb 21 - 1965: Assassination of Malcolm X
104. Feb 22 - 1995: Bouchard returns to work after losing leg
105. Feb 25 - 1998: Alberta writer W.O. Mitchell dies at 83 (*links to related topic*)

- 106.Feb 27 - 1988: Elizabeth Manley's unexpected silver medal (*links to related topic*)
- 107.Mar 02 - 1945: Remembering artist Emily Carr
- 108.Mar 04 - 1982: Finally, a woman on Canada's Supreme Court
- 109.Mar 06 - 1962: Doukhobor bomb blast ignites fear in B.C.
- 110.Mar 08 - 1965: Free year of university for Newfoundlanders
- 111.Mar 10 - 1992: Ottawa: Louis Riel a founder of Manitoba
- 112.Mar 12 - 1985: Deadly embassy attack in Ottawa
- 113.Mar 14 - 1984: Astronaut Marc Garneau soars into history (*links to related topic*)
- 114.Mar 16 - 1968: Metric rebellion
- 115.Mar 17 - 1968: Sammy Davis Jr. talks to draft dodgers in Canada
- 116.Mar 18 - 1998: Minnesota fishing town angling to join Canada
- 117.Mar 19 - 1986: Sondra Gotlieb's slap flap
- 118.Mar 20 - 1966: Host's on-air tear hastens end of Seven Days
- 119.Mar 26 - 1997: The Bre-X bubble bursts (*links to related topic*)
- 120.Mar 27 - 1964: Tsunami slams B.C. coast (*links to related topic*)
- 121.Mar 30 - 1972: Yo ho ho. but no bottle of rum

#### 4.6 Obituaries Prepared April 1, 2005–March 31, 2006

1. Paul Anka
2. Peter Appleyard
3. Jean Béliveau
4. George H.W. Bush
5. Allan Fotheringham
6. Celia Franca
7. Václav Havel
8. John Allan Cameron
9. Stephen Lewis
10. Brian Mulroney
11. Christopher Pratt
12. Lloyd Robertson
13. Lister Sinclair
14. Michel Tremblay
15. Patrick Watson
16. Scott Young (deceased)
17. Ariel Sharon\*

\*Only obituary produced after December 31, 2005



## **4.7 Revisions and Updates to Topics**

As current events evolve, the course of history changes, and we must ensure that our topics are up to date. In addition, our knowledge of the Corporation's radio and television heritage is growing continually richer, which sometimes necessitates additions to the existing topics.

### **4.7.1 Radio-Canada Archives**

As of spring 2005, we assigned part of our team to copy-edit the topics that were produced back at the beginning of the project. We reviewed and evaluated the first 30 topics that were posted to the sites. Some required minor edits, while others needed more substantial rewriting.

- 1) Royal Visits to Canada (complete)
- 2) The Oka Crisis (complete)
- 3) Munsinger (complete)
- 4) Morgentaler (pending)
- 5) Terry Fox (pending)
- 6) Expo 67 (pending)
- 7) Gabrielle Roy (pending)
- 8) Thalidomide (pending)
- 9) Pierre Elliott Trudeau (pending)

### **4.7.2 CBC Archives**

#### **ARTS & ENTERTAINMENT**

New clip: [Harmony and inspiration](#)  
From topic: Gordon Lightfoot: Canada's Folk Laureate

New clip: [Satellite radio comes to Canada](#)  
From topic: Ruling the Airwaves: The CRTC and Canadian Content

#### **POLITICS & ECONOMY**

New clip: [Canada's rich history of political disgrace](#)  
From topic: Scandals, Boondoggles and White Elephants

New clip: [Pollsters bet on a tight race](#)  
From topic: Campaigning for Canada

New clip: [Flag homecoming](#)  
From topic: The Great Canadian Flag Debate

New clip: [Selling suds: The beer industry in Canada](#)

From topic: The Beer Price War

## **LIFE & SOCIETY**

New clip: 25 years of hope  
From topic: Terry Fox's Marathon of Hope

New clip: University honours Morgentaler  
From topic: Dr. Henry Morgentaler: Fighting Canada's Abortion Laws

New clip: Redress at last  
From topic: A Tale of Perseverance: Chinese Immigration to Canada

## **DISASTERS & TRAGEDIES**

New clip: An agreement for the ages  
From topic: A Lost Heritage: Canada's Residential Schools

New clips: The Verdict  
Families respond to the verdicts  
20 years later  
From topic: The Air India Investigation

## **SPORTS**

New clips: NHL put on ice  
What to do with hockey now?  
Don Cherry adds his two cents to the NHL lockout  
From topic: Playing Hardball: Sports Labour Disputes

## **5 Rights Issues**

### **5.1 Collective Agreements**

*April 1–December 31, 2005*

With the resolution of a grievance between the WGC (Writers' Guild of Canada) and the CBC, the WGC has contacted us to request a proposal for the use of works by WGC members on the website. A detailed proposal was sent in mid-November. At this time they have not responded formally to the proposal. They are aware that we are most eager to meet with them to discuss it, but the ball is at present in their court.

A meeting with AFM (American Federation of Musicians in Canada) has been scheduled for January 30, 2006. We expect to hear their response to a proposal put before them in June 2004, and prior to the meeting will be preparing alternative payment schedules in the event that the one proposed by us is not acceptable. Based on their favourable view of this project at its commencement, we have used small numbers of AFM performers on the site (English side only), keeping track of each use for future payment.

Negotiations with ACTRA (the Alliance of Canadian Cinema, Television and Radio Artists) are still on hold as ACTRA and CBC negotiate a collective agreement. ACTRA has made it clear to the Archives that negotiations specific to this project would have to be held over until the larger negotiations with the corporation are completed. We are disappointed by this, but view it as temporary and anticipate the conclusion of CBC's negotiations with ACTRA with enthusiasm.

Negotiations between Radio-Canada and SARTEC (Société des Auteurs de Radio, Télévision et Cinéma) and UDA (Union des Artistes) are at a stage that temporarily preclude negotiations for the specific needs of this digital archives project. We are currently not using content that includes the contributions by members of these unions.

January 1–March 31, 2006

As discussed in our last report, **ACTRA** requested that the specific needs of our site be addressed only after it and the CBC reach an agreement about Internet use. This larger framework agreement is still being negotiated and is not close to resolution.

Negotiations with **WGC** (Writers' Guild of Canada) recommenced during this period and reached a very rapid and positive conclusion. WGC approved all of our proposals without modification. This agreement allows for use of content written by WGC writers on the website, for the life of the site, upon payment of a per-minute fee. In instances that we are unable to contact writers (this is not uncommon given the age of some of the material on the site), it has been agreed that payment will be made to the WGC in trust.

We are required to obtain the permission of every writer (or his/her estate, or the WGC if the writer can't be traced) before using their material on the site, and we have agreed to give credit to each writer on the site (as seen on the credits page below).

Broadcast Nov. 2, 1988

### **9 Sailing the passage by catamaran**



The screenshot shows a video player interface. On the left is a video player with a play button and a progress bar. The video content shows a man in a suit speaking. On the right is a metadata panel with tabs for 'The Story', 'Did You Know?', and 'Credits'. The 'Credits' tab is selected, and the following information is displayed:

- Medium: Television
- Program: Front Page Challenge
- Broadcast Date: Nov. 2, 1988
- Host: Fred Davis, Panellists: Pierre Berton, Allan Fotheringham, Betty Kennedy, Knowlton Nash
- Guest(s): Jeffrey MacInnis
- Duration: 11:01
- Writer: Warner Troyer c/o Writers Guild of Canada, 416-979-7907 Ex. 5236.

The 'Writer' line is circled in black.

Since receiving written approval from the WGC, we are in a position to begin using clips with WGC writing, particularly documentary programs like *The Nature of Things*. However since we do not have an agreement with ACTRA, much of the material written by WGC members is still not available for our use (dramas, children's programs, variety shows, for example).

Meetings with the **AFM** (American Federation of Musicians in Canada) recommenced. These negotiations cover both CBC and Radio-Canada, so both branches of the project were represented at the negotiating table. It became clear during this period that the AFM is very supportive of the project and that they are willing to work hard to reach an agreement. The AFM has suggested several changes to our proposals, and we are

working on finding terms that are agreeable to all. The general mood of these negotiations has been extremely positive and fair, and we fully expect to reach an agreement when the details are resolved. (Update: as of November 2006, the agreement between CBC/Radio-Canada Digital Archives and the AFM has been signed. On the basis of this agreement, payments for AFM musicians already on the site are being issued and we are now at liberty to use AFM content more liberally. Upon payment of the appropriate fees to the musician (or the AFM in the cases where we cannot trace or identify the musicians), permission is for the life of the site. We are required to seek the permission of the musicians when they are the focus of a clip or topic.)

Reaching agreements with the Writers Guild of Canada and the American Federation of Music in Canada represents a significant step in the development of the Archives website.

## **5.2 Usage Licences**

The content placed online on our sites is drawn from radio and/or TV material that often contains material protected by copyright; permissions obtained for use of this material by CBC, however, do usually not include Internet usage. When we are able to identify the source of copyright-protected material we wish to use, we take steps to upgrade the rights in question so that they meet the specific needs of the Archives site. Most of the agreements we have reached are individual; i.e., they cover a single topic or a single work. The authorizations and licences obtained from the rights holders cover various categories of topics and protected works such as sound recordings, photographs, literary works, works of art, and incidental music. For example, we have obtained the following usage licenses between January 1 and March 31, 2006:

- Footage of Queen Julianna in Canada during WWII for On This Day – the birth of Princess Margriet
- Pen and Ink drawing of facemask for the Influenza topic
- Photographed portrait of Harold Town for an On This Day on the death of Harold Town
- United Nations footage of a speech by Shu-Kai Chow for the topic on China
- Photograph of Terry Fox entering Toronto for *Terry Fox 25: Reliving the Marathon of Hope*, a day-by-day diary of his run across Canada
- Excerpt from an NFB Norman McLaren animation for the topic on Canada at the Oscars
- Synchronization license to a piece of music performed at a nightclub in a clip from the topic on John Turner
- Painted portrait of Louis St. Laurent from the House of Commons for a topic on same
- Excerpt from a Life and Times Co-production on Emily Carr for inclusion in a topic on Emily Carr
- Photograph of a Doukhobor woman for On This Day remembering the Doukhobor explosion of a hydro tower
- Painted and photographic portraits of Kim Campbell for topic on same
- Footage of Louis St. Laurent addressing the United Nations (gratis permission) for topic on M. Laurent

Much of the content on our website contains copyright-protected material that was originally licensed for radio or television broadcast, but not for Internet use. Wherever we are able to establish the source of such material, we upgrade the rights to cover the specific needs of this project. The authorizations and licences obtained from the rights holders cover various types of protected works such as sound recordings, photographs, literary works, works of art, and background library music. Examples of clearances obtained since our last report include the following:

- Footage of literary greats Al Purdy and Milton Acorn for the Al Purdy topic
- Photographs of Canadian golfers and golfing greens for topics on successful Canadian golfers and the history of golf in Canada
- The song *Run Terry Run* by Vern Kennedy for use in the 25th Anniversary Terry Fox retrospective
- Audio excerpt from an NFB film called *W.O. Mitchell: A Writer in Hiding* for use in our topic on Alberta's centenary
- Literary excerpts from works by Antonine Maillet for our topic on the Acadian writer
- Pen and ink drawings from archival Eaton's catalogues for various topics (Eaton's, Post WWII Canada, an On This Day on the introduction of nylon "fur" coats in Canada)
- A documentary on the Spanish Flu used for our topic on influenza
- A photo of the Library at the Parliament Buildings for the topic on federal election campaigns
- Excerpts from the shooting of a commercial for the topic on science popularizer Fernand Seguin
- A photo of Wilfrid Derome from the Archives nationales du Québec, used to illustrate the topic on scientific methods for solving crime
- Visual archives from the SNCF (French national railway) and Amtrak for the topic on railroads
- A photo provided by HEC Montréal for a topic on economist Esdras Minville
- Visual archives from the Robarts Research Institute, Merck Frosst and Schering Canada for a topic on cancer
- Excerpts from a Canadian Cancer Society audiovisual document for the topic on cancer
- An image of a prostate from the Robert Wood Johnson Medical School (University of Medicine & Dentistry of New Jersey) for the topic on cancer
- A narrative text by author Georges Schwartz for a topic on soccer
- A photo of the Senate for the topic on this Canadian
- A clip from a film by Abbé Maurice Proulx for our topic on cigarettes
- Filmed Hydro-Québec archives for the topic on hydroelectricity
- Footage of simulated accidents provided by General Motors Canada for the topic on road safety
- An image of golden rice, from the Swiss Agency for Development and Cooperation, for the topic on GMOs

- Clips from the CFCF-TV program *Grand Prix Wrestling* for our topic on pro wrestling
- An interview with Preston Manning from the program *Scully Rencontre* for the topic on the Mannings, father and son
- An interview with Jacques Ferron from the program *Les couche-tard* for the topic on the Quebec physician and writer
- A documentary on Jacques Ferron by the Office du film du Québec
- A documentary on Aboriginal Eliza Moses and a traditional ceremony
- A performance of the song “El pueblo unido jamás será vencido” by the Chilean folklore group Quilapayun
- A text excerpt from a documentary on China
- A photo of Kim Campbell
- An interview with the Dalai Lama

Occasionally we receive a quote for copyright-protected material that is prohibitively expensive. When this happens, we select a new clip from the program of interest, one that excludes the copyright-protected material, or substitute a clip from a different program.

### **5.3 Ongoing Training of Copyright Advisers**

Not only is it important for our copyright advisers to be up to date on the latest developments in intellectual property, but it is also hoped that they will fuel the debate on the future of copyright in the Internet age. To this end, our copyright advisers took part in a symposium organized by SARTEC and the Academy of Canadian Cinema and Television on the potential and the risks involved in the dissemination of audiovisual and musical works on the Web. They also attended a forum on copyright and documentary film; a conference at the University of Ottawa on cyberlaw in Australia and Canada; and a conference on the Creative Commons organized by MUTEK, a Montreal music, sound and new technologies festival.

### **5.4 Ongoing Training of Writers and Researchers**

With turnover in the writing staff, the copyright advisers are responsible for training new writers in what to flag for rights research. The writers are instructed not to censor their choices based on what they believe might be problematic from a rights perspective, but simply to choose the best clips available for their topics. The copyright advisers take it as their challenge to do all in their power to enable the writers to use their choice clips.

#### **5.4.1 Topics with Rights Issues Pending**

The following topics are still pending rights settlement:

- Robert Lepage (Radio-Canada)
- Félix Leclerc (Radio-Canada)
- Michel Tremblay (Radio-Canada)
- Artistes de *l’Osstidcho* (Radio-Canada)
- Culture francophone hors-Québec (Radio-Canada)
- Cirque du soleil (Radio-Canada and CBC)
- Culture acadienne (Radio-Canada and CBC)



## 6 Teaching Resources

The CBC Archives site staff used the final months of 2005 to plan, prepare and contract the production of new educational activities for the site. In consultation with teachers and advisers across the country, we selected 10 new site topics that best met provincial curriculums, and commissioned the writing of 50 new lesson plans on these subjects.

In addition, we designed and formatted a dozen new printable worksheets and rubrics for future use on the site. These will enhance the ease of use of our existing lesson plans. We also began work on updating our introductory pages, and promoting our For Teachers area.

The Radio-Canada team identified thirty-odd topics for the production of new educational activities. Work was not able to go ahead, however, owing to the lack of funding.

### 6.1.1 CBC Archives – Teaching Resources

*Activity Report – January 1 to March 31, 2006*

Since January 1, 2006, we have added educational activities to 16 new topics in English. Each topic includes at least five teaching activities, and most include printable blackline master worksheets.

The 16 topics with new lesson plans are as follows:

Under Conflict and War:

- 1) *Life After Auschwitz*

Under Arts and Entertainment:

- 2) *Bright Lights, Political Fights: The Canadian Film Industry*
- 3) *Margaret Atwood: Queen of CanLit*

Under Life and Society:

- 4) *Who Cares For Our Kids?: The Changing Face of Day Care in Canada*
- 5) *So Long City. Hello Suburbs!*
- 6) *Sue Rodriguez and the Right-to-Die Debate*

Under Politics and Economy:

- 7) *Dief the Chief*
- 8) *From Cheers to Jeers: The Mulroney Years*
- 9) *Fished Out: The Rise and Fall of the Cod Fishery*
- 10) *Sir John A. Macdonald: Architect of Modern Canada*
- 11) *Lester B. Pearson: From Peacemaker to Prime Minister*
- 12) *Rethinking Riel*
- 13) *Voting in Canada: How a Privilege Became a Right*



Under Disasters and Tragedies:

14) *Devastating Dry Spells: Drought on the Prairies*

Under Science and Technology:

15) *Genetically Modified Food: A Growing Debate*

16) *Inventing the Internet Age*

## 7 Digitization

As has been our practice since the very beginning of the Archives website project, conversion of audio and video material to the digital realm is not limited to the clips that end up on the English and French Archives sites. To minimize the number of iterations, and with a view to efficiency, we usually digitize the entire film reel or tape from which clips are culled and encoded for the Archives site.

From April 1 to December 31, 2005, we digitized 623 hours of original Radio-Canada sound documents (.DAT) from our collections. Between January 1 and March 31, 2006, we digitized another 444 hours, bringing the total to 1,068. Of this number, nearly 85 hours of material was encoded in Windows Media format for the Web. From April 1, 2005, to March 31, 2006, we helped transfer 38 hours of film onto Betacam digital format for preservation.

### 7.1 Hardware Upgrades

- This year, the Digital Archives Project has begun the process of upgrading our computer hardware to meet our ever-evolving needs. We recently purchased a brand new encoding computer. With this new purchase, we now have the ability to encode our media at a much quicker rate. This new computer is much more reliable and crashes less often.

### 7.2 Software Upgrades

- Along with our hardware upgrade, we also completed a massive software upgrade. We upgraded our video encoding software from Anystream Agility version 3.1.1 to Anystream Agility version 5.1. This new version of software has the ability to encode our Windows Media clips at a much higher compression. This allows us to save approximately 20% of our memory space on our storage server, and allows the end-user to stream video over the Internet at a faster rate.
- The Digital Archives Project upgraded to a brand new version of Sony Sound Forge. We are now using Sound Forge version 8.0. This is our audio editing software. With this new version we can digitize numerous clips at the same time, reducing wait time by more than half.
- In addition to audio and video encoding software, we have upgraded our digital imaging software to Adobe Photoshop CS. This latest version of the Photoshop software package has many advanced editing tools in order to sharpen images. It also renders images for the Web in half the time of our previous version of the same software.

### Workflow

- The digitization process as a whole has improved workflow issues for many in the Archives Project. Most of our video clips are digitized from original broadcast tapes, eliminating waiting times for having a dub produced. We still have a dub

produced for our own archival purposes, but digitizing from the original tape allows us to get our video clips onto the Internet in a speedy fashion.

### **7.3 Archiving Media**

- For every media clip that is produced (both video and audio), numerous archival copies are produced. For video, we create a dub of the original broadcast tape. We also create an archival, high-quality MPEG file that is stored on a server. This allows us to keep a high-quality digitized version of the same Windows Media file that is normally available to the public in an MPEG format for future use. Having an MPEG file enables us to create multiple media clips in other formats.
- Over the past year, we have also taken on the huge process of re-digitizing our earlier video files. Re-digitizing our early clips significantly improves the quality of our media for present standard, and allows us to also create a high-quality MPEG file for archival purposes. This is a lengthy process, but will soon be completed.
- In addition to archiving our video clips, we also archive our audio clips. This is done in two ways. We create an audio-CD version of our clips, and we archive a high-quality WAVE file. In the same fashion as we save video clips, we create these formats for potential future use.
- All of our images we use on our site are edited and digitized in a CBC-standard format. We archive a digitized, clean, unedited version of our still images for potential future use.
- In order to facilitate and expedite regional television archives, we used satellite feeds from the regions. Consequently, our work was more efficient and cost-effective by tapping into network transmissions on a regular basis.

We will be making similar adjustments in Montreal.

## **8 Technical Improvements and Innovations**

### **8.1 Technical Improvements**

The CBC/Radio-Canada Archives websites use so-called dynamic (ASP) pages for real-time queries into the database in which the entire site content is stored, and which is continually updated by the writers. This means that every time a Web user requests a page view, the Web server must execute the code contained in an ASP file, query into the database, and format the results before displaying the page. This operation is repeated thousands of times daily, and takes its toll on the servers in terms of processing power. At the moment, although we use two dedicated Web servers, they are no longer up to the task, and the sites are presenting some speed issues as a result.

To remedy this issue, we employed a tool developed by a team at New Media: HTMLStatique. It is an application that sends queries to the Web server at regular intervals and saves the resulting pages as simple HTML files. This way, rather than repeat the same processes dozens or hundreds of times per minute, the Web server only needs to perform it once, and then simply sends users static pages, which require no processing.

The implementation of this solution in February 2006 has considerably reduced the load on the servers, improving response times accordingly. For various technical reasons, however, it will not be possible to apply the solution to all pages of the Archives. Also, for best results, it would be advisable to proceed with a hardware upgrade as well, as our hardware dates from 2002 and no longer provides optimum performance.

### **8.2 Innovation: RSS Newswire**

In May 2005, we introduced an RSS newswire link on the Archives sites. The RSS link allows us to automatically notify subscribers whenever new topics are placed online.

## 9 Partnerships

### 9.1 Canadian Museum of Civilization / Le Musée canadien des civilisations

From February 25 to November 27, 2005, the CBC Archives Website was a partner in the exhibition **Cool '60s Design / Design à gogo** at the Canadian Museum of Civilization. Our website provided two dozen English and French language archival clips that could be viewed at two standalone workstations in the Cool '60s Design exhibit floor.

As well, we launched a 1960s-related topic on the CBC Archives website to showcase those clips and to promote our partnership with the museum. The museum in turn promoted our website and distributed our promotional material on the show floor.

Approximately 250,000 people visited the exhibition during its 10-month stay.

### 9.2 Culture.ca

From April 1, 2005, to March 31, 2006, we produced 63 French-language and 27 English-language capsules for Culture.ca.

#### Capsules prepared by the Radio-Canada Archives team (63):

##### Arts et culture

1. **Le CRTC impose plus de contenu canadien**  
Dossier/Topic: CRTC, le contrôle des ondes
2. **Un poète engagé**  
Dossier/Topic: Gérard Godin, tendre et emporté

##### Désastres et tragédies

3. **André Ouellet rejette toute responsabilité**  
Dossier/Topic: MIUF: malades de nos maisons
4. **Les orphelins se mobilisent**  
Dossier/Topic: Orphelins de Duplessis, enfants d'asile
5. **Les tourbillons de l'atmosphère**  
Dossier/Topic: Tornades, la colère des cieux

##### Guerres et conflits

6. **Sur la route d'Ortona à Pescara**  
Dossier/Topic: Campagne d'Italie, l'autre front
7. **Naissance des soldats de la paix**  
Dossier/Topic: Casques bleus, soldats de la paix

8. **Un scientifique de génie**  
Dossier/Topic: Gerald Bull: génie scientifique ou Dr Strangelove?
9. **Raconter l'horreur**  
Dossier/Topic: Horreur atomique à Hiroshima
10. **Le Canada en guerre**  
Dossier/Topic: Le Canada dans la tempête du désert
11. **Chants de victoire en Hollande**  
Dossier/Topic: Les Alliés crient Victoire!
12. **Enlèvement de Pierre Laporte**  
Dossier/Topic: Octobre 70: le Québec en crise

##### Politique et économie

13. **Consommateurs et rivalité bancaire**  
Dossier/Topic: Fusion des banques, leur intérêt ou le vôtre
14. **Libéral de père en fils**  
Dossier/Topic: Jean Chrétien: qui l'aime le suivie
15. **Présidente de la Chambre des communes**  
Dossier/Topic: Jeanne Sauvé, première dame de Rideau Hall

16. **La motoneige: une industrie florissante**  
Dossier/Topic: La motoneige de Bombardier
17. **La Bourse en folie**  
Dossier/Topic: Les hauts et les bas des Bourses au Canada
18. **Catherine Callbeck, la «Dame de fer» de l'île**  
Dossier/Topic: L'Île-du-Prince-Édouard aux urnes
19. **« La plus longue conférence du monde! »**  
Dossier/Topic: L'imbroglie fédéral-provincial commence
20. **Ernie Eves, 23e premier ministre de l'Ontario**  
Dossier/Topic: Ontario: alternance à Queen's Park
21. **La peine de mort est abolie**  
Dossier/Topic: Peine de mort: la justice qui tue
22. **René Lévesque quitte le Parti libéral**  
Dossier/Topic: René Lévesque: « Un parti à fonder, un pays à bâtir »
23. **Le train des pères de la Confédération**  
Dossier/Topic: Scandales dans les coulisses du pouvoir
24. **L'économie des Territoires bouleversée**  
Dossier/Topic: Sur les terres des Ténois
25. **Des porcs, d'accord, mais pas dans ma cour**  
Dossier/Topic: Une pollution de cochons
26. **Une réforme électorale citoyenne**  
Dossier/Topic: Volte-face électorales à l'ouest des Rocheuses
27. **Pierre Trudeau rencontre Mao Zedong**  
Dossier/Topic: Et la Chine s'est éveillée
28. **Réconcilier le Canada, une tâche éreintante**  
Dossier/Topic: Joe Clark: envers et contre tout
29. **Le 19e premier ministre du Canada**  
Dossier/Topic: Kim Campbell, premier ministre au féminin
30. **Sur le bilinguisme**  
Dossier/Topic: Pierre Elliott Trudeau, libre et provocateur

## Sciences et technologies

31. **Des extraterrestres parmi nous?**  
Dossier/Topic: Ces visiteurs venus du ciel
32. **L'ordinateur qui déroute**  
Dossier/Topic: De la machine à calculer à l'ordinateur
33. **Une percée majeure pour traiter le diabète**  
Dossier/Topic: Diabète: combattre le tueur silencieux
34. **Le chemin de fer de Raymond Laplante**  
Dossier/Topic: En voiture! Le train au Canada
35. **Chacun veut sa page personnelle**  
Dossier/Topic: Internet, la révolution virtuelle
36. **Amiante, l'histoire d'un minéral fascinant**  
Dossier/Topic: L'amiante au banc des accusés
37. **Le combat d'Armand Frappier**  
Dossier/Topic: Le fléau de la tuberculose
38. **Construire un pont à travers vents et marées**  
Dossier/Topic: Le pont bercé par la mer
39. **« Hello Dolly! »**  
Dossier/Topic: Silence. on clone!
40. **Premier essai du Canadarm dans l'espace**  
Dossier/Topic: Un bras canadien au service de la science
41. **Le savant du petit écran**  
Dossier/Topic: Fernand Seguin, le savant de Radio-Canada
42. **La route des virus**  
Dossier/Topic: Grippe: le retour de la grande tueuse?

## Sports

43. **Un héritage d'Écosse**  
Dossier/Topic: Balai sur glace
44. **Cinq médailles pour le Canada**  
Dossier/Topic: Calgary 88: Jeux blancs au pays de l'or noir
45. **Lennox Lewis, champion apatride**  
Dossier/Topic: Des athlètes en or, Jeux d'été 1984-2000
46. **La mode du conditionnement physique**  
Dossier/Topic: Des Canadiens actifs et en santé
47. **Des miettes pour les athlètes**  
Dossier/Topic: Des sous et des jeux

48. **Des femmes sur la glace**  
Dossier/Topic: Fous de hockey!
49. **Champion de motoneige**  
Dossier/Topic: Gilles Villeneuve, le destin tragique d'un champion
50. **Tchou! Tchou!**  
Dossier/Topic: L'inimitable René Lecavalier

### **Vie et société**

51. **L'art du faux**  
Dossier/Topic: Du poisson au menu!
52. **Conducteurs coupables**  
Dossier/Topic: Feu vert à la sécurité routière
53. **Gais et lesbiennes disent non à la psychanalyse**  
Dossier/Topic: Gais et lesbiennes s'affirment
54. **Un sommet controversé**  
Dossier/Topic: Génération X en quête d'identité
55. **Enfants-fleurs et policiers**  
Dossier/Topic: La génération hallucinée

56. **Les Québécoises et la pilule**  
Dossier/Topic: La pilule ou la victoire des femmes
57. **Des enfants arrachés à leur famille**  
Dossier/Topic: Les doukhobors, lutteurs de l'esprit
58. **Un couple hors du commun**  
Dossier/Topic: Lucille Teasdale, la médecine comme mission
59. **De la plante au joint**  
Dossier/Topic: Marijuana: discussions sur l'herbe.
60. **Enquête sur la moralité en 1950**  
Dossier/Topic: Pax Plante affronte la pègre
61. **Les jeunes: pas de fumée sans feu**  
Dossier/Topic: La cigarette passée à tabac
62. **La dure école des sourds**  
Dossier/Topic: Le défi de la différence
63. **Fransaskois, francophone ou francophile?**  
Dossier/Topic: Survivance en Fransaskoisie

## **Capsules prepared by the CBC Archives team (27):**

### **Arts and Entertainment**

1. Oscar Peterson celebrates 19th b-day with CBC performance  
Dossier/Topic: Oscar Peterson: A Jazz Giant

### **Conflict and War**

2. **22nd Battalion decimated at Arras**  
Dossier/Topic: Royal 22nd Regiment: Canada's Fighting 'Van Doos'

### **Disasters and Tragedies**

3. **The Order of the Solar Temple**  
Dossier/Topic: Solar Temple: A cult gone wrong
4. **Government announces tainted blood inquiry**  
Dossier/Topic: The Krever Report: Canada's Tainted Blood Disaster
5. **The Ocean Ranger's final moments**  
Dossier/Topic: The Ocean Ranger Disaster

6. **Thar she blows! Irving Whale surfaces**  
Dossier/Topic: The Sinking and Raising of the Irving Whale

### **Life and Society**

7. **Explosive report on drugs divides cabinet**  
Dossier/Topic: Pot and Politics: Canada and the Marijuana Debate
8. **White-picket dreams**  
Dossier/Topic: So long city. Hello suburbs!

### **Politics and Economy**

9. **Africville declared a national historic site**  
Dossier/Topic: Africville: Expropriating Nova Scotia's blacks
10. **The Boat People Crisis: Flight from Vietnam**  
Dossier/Topic: Boat People: A Refugee Crisis
11. **CBC's As it Happens: An interview to remember**

- Dossier/Topic: Celebrating  
CBC's As It Happens
12. **Calgarian carnival-goers**  
Dossier/Topic: Quebec Winter  
Carnival
  13. **A Northern Ontario mill  
town struggles to survive**  
Dossier/Topic: At  
Loggerheads: The Canada-  
U.S. Softwood Lumber  
Dispute
  14. **The tireless inventor**  
Dossier/Topic: Bombardier:  
The Snowmobile Legacy
  15. **Pearson stands up to de  
Gaulle**  
Dossier/Topic: Lester B.  
Pearson: From Peacemaker to  
Prime Minister
  16. **Pearson arrives in Norway to  
accept his Nobel Peace Prize**  
Dossier/Topic: Lester B.  
Pearson: From Peacemaker to  
Prime Minister
  17. **Hometown hero: Maurice  
Duplessis**  
Dossier/Topic: Maurice  
Duplessis
  18. **The Constitutional Debate -  
Playing Political Football**  
Dossier/Topic: Canada's  
Constitutional Debate: What  
Makes a Nation?
  19. **Losing the Liberal  
Leadership**  
Dossier/Topic: Jean Chrétien:  
From pool hall to Parliament  
Hill

20. **Down with the dynasty**  
Dossier/Topic: Ontario  
Elections: Twenty Tumultuous  
Years
21. **PEI Elections: On the  
campaign trail with Callbeck**  
Dossier/Topic: PEI Elections:  
Liberal landslides and Tory  
tides
22. **Separatism gets a leader**  
Dossier/Topic: René  
Lévesque's Separatist Fight

### Science and Technology

23. **The long life of Ted Ryder,  
diabetic**  
Dossier/Topic: Banting, Best,  
Macleod, Collip: Chasing a  
Cure for Diabetes
24. **Diefenbaker announces  
cancellation of the Avro  
Arrow**  
Dossier/Topic: The Avro  
Arrow: Canada's Broken  
Dream
25. **The Christmas Seal: get your  
free chest X-ray!**  
Dossier/Topic: Tuberculosis:  
Old Disease, Continuing  
Threat
26. **No swimming at Sunnyside**  
Dossier/Topic: Troubled  
Waters: Pollution in the Great  
Lake

### Sports

27. **The Hockey Sweater**  
Dossier/Topic: The Spirit of  
Hockey



## 10 Awards and Recognition



The CBC Archives Website was named a finalist in the Excellence in Learning / Prix d'excellence - Domaine pour les enfants category at the prestigious Canadian New Media Awards / Prix des nouveaux médias canadiens.

In February 2006, we were announced as a FOCAL International Award finalist in the Best Archival Footage in New Media category.

FOCAL International is the Federation of Commercial Audiovisual Libraries, a not-for-profit trade association based in London, England. With the Associated Press, its annual awards honour the use of archive footage in the media.

## External Promotion/Advertising

### 10.1.1 EduNet

The For Teachers section of the CBC Archives Website was awarded the **EduNET Choice Award** bestowed upon sites that “provide and maintain valuable educational content.” As well, we were named Site of the Week and linked to from the EduNET home page.

The screenshot displays the EduNET website interface. At the top left is the EduNET logo with the tagline "Your Teacher Never Sleeps". To the right of the logo is a navigation menu with links: "about us", "what's new?", "jobs", "advertise", and "contact us". Below the logo is a "home" button. A central banner features the "EduNET CHOICE AWARD" logo and the text "SITE OF THE WEEK: CBC Archives - For Teachers". To the right of this banner is another "home" button. A sidebar on the left contains a "learning categories" menu with sub-items: Language Arts, Society & Culture, History, Geography, Communications, Guidance & Careers, Science & Technology, Mathematics, The Arts, and Health & Physical Education. Below this is a "library" section with buttons for "teacher's section", "time machine", "education directory", "choice award", "edhunters", and "book store". At the bottom of the sidebar is an "Ads by Google" section with a link to "Teacher Lesson Plans" and the text "free lesson plans and curriculum lita combines". The main content area features a banner for the "Education Directory of Ontario Schools & Boards". Below this is a section titled "CBC Archives - For Teachers" with a graphic of books and the text "For Teachers". To the right of this graphic is a paragraph: "The CBC/Radio-Canada Archives website is a comprehensive collection of audio and video clips providing users free access to experience 70 years of our country's history and to raise awareness of the cultural diversity that is a hallmark of Canada. Through its range of subjects, the website invites students and teachers to meet the people, see the places and relive the events that made Canada what it is today. Over 8,000 audio and video clips, 250 lesson plans and hours educational fun are available at [CBC Archives - For Teachers](#)". To the right of the main content area is a "Today in History" section for "Thursday, October 27, 2005" featuring "James Cook, explorer, born, 1728." Below this is a "CHOICE AWARD" banner and text: "for the week of Tue Oct 25th, 2005". At the bottom right is a "SCHOOL SITES" section with links to "Mrs. Schilb's Looping Learner" and "Tercer Grado de la Srta Cruz/Ms. Cruz's Third Grade Class".

## External Promotion/Advertising

January 1–March 31, 2006

We worked in partnership with Alliance Atlantis to include the CBC Digital Archives Website logo and link on the promotional flyer and website for *The Rocket* film. The film's promotions highlighted our website as an educational resource through our teachers' materials on Maurice "Rocket" Richard.

**HE SHOOTS...HE SCORES**  
BOOK YOUR CLASS AND RE-LIVE HISTORY.

Cineplex Entertainment LP theatres, including Famous Players, Cineplex Odeon and Galaxy Cinemas are pleased to offer special group bookings for the highly-anticipated film **THE ROCKET**

[www.therocketmovie.com](http://www.therocketmovie.com)

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entertainment

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Teachers' Materials on Maurice Richard available at [cbc.ca](http://cbc.ca) # Digital Archives [www.cbc.ca/rocket](http://www.cbc.ca/rocket)

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Digital Archives and Les Archives de Radio-Canada continued to participate on the Marketing Committee for the Canadian Military History Gateway and identified and committed to cross-promotion with partners organizations at conferences and special events.

We were also featured on the home page of the official Arctic Winter Games website, which linked to the CBC Archives topic *Arctic Winter Games*.

<http://www.awg.ca/>



The Arctic Winter Games is a high profile circumpolar sport competition for northern and arctic athletes. The Games provide an opportunity to strengthen sport development in the participants' jurisdictions, to promote the benefits of sport, to build partnerships, and to promote culture and values. The Games celebrate sport, social exchange and cultures. The Games provide an opportunity for the

developing athlete to compete in friendly competition while sharing cultural values from northern regions around the world.

*(When navigating our site, clicking on our logo will take you back to the HOME page)*



## The 20th ARCTIC WINTER GAMES

March 9 - 15, 2008

in Yellowknife, Northwest Territories CANADA

CLICK ON THE 2008 GAMES LOGO TO GO TO THE OFFICIAL 2008 GAMES WEBSITE



Click on a flag to go to the Teams Website if they have one.



**CBC Archives** Find out about past Games, Pictures, Stories, Interviews. Click on the CBC Archive logo

## 10.2 Cross-Promotion

This year, we stepped up efforts to ensure the sites' promotion on CBC/Radio-Canada's Radio, Television and New Media lines. We teamed up with *CBC.ca* and *Radio-Canada.ca* to provide special coverage on a number of occasions, some of which are listed below.

### 10.2.1 20th Anniversary of the Death of Jacques Ferron – May 2005

In April, our topic *Jacques Ferron, conteur du « pays incertain »* was advertised on Radio de Radio-Canada to mark the 20th anniversary of the writer's death. Journalist Yannick Villedieu, who hosts the science program *Les années lumière*, put together a full program of approximately one hour on key moments in Ferron's life. He based the program on the topic we had previously produced. The topic was also showcased at a commemorative event organized by the *Société des amis de Jacques Ferron*, whose membership includes Quebec literary figures.

### News Release—Jacques Ferron

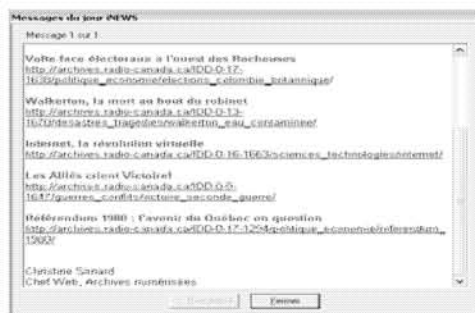
The image is a screenshot of a news release from Radio-Canada. At the top, it features the Radio-Canada logo and the text "COMMUNIQUÉ La radio de Radio-Canada". The main heading is "HOMMAGE À JACQUES FERRON à la Première Chaîne et sur Internet". The body of the text is in French and provides details about a special program on the 20th anniversary of Jacques Ferron's death, including information about the "Archives de Radio-Canada" and the "Première Chaîne" broadcast. It also mentions the website [www.radio-canada.ca/radio1](http://www.radio-canada.ca/radio1) and provides contact information for the station. The bottom of the page includes the "RADIO 1" logo and the "MUSIQUE" logo.

### 10.2.2 25th Anniversary of the 1980 Referendum

In May, to mark the 25th anniversary of the first Quebec referendum in 1980, the Radio-Canada Archives site was featured on the weekend edition of the program *Matin express*. The show contained a 10-minute interview with the head of the Montreal site, introducing the topic prepared by the Archives team.

To boost Archives site visibility among CBC/Radio-Canada's journalistic staff, promotion of newly created topics has been incorporated into the Corporation's internal news distribution tool, iNews.

### An iNews welcome message from spring 2005



### 10.2.3 Turin Olympics – February 2006

From February 10 to 26, 2006, the Radio-Canada Archives and *Radio-Canada.ca* Sports area teams worked closely to produce a special section for the Turin Winter Games.

The section promoted a series of archive clips illustrating the history of the Olympics from 1924 to 2005.

Hyperlink to the “Historique” section: <http://www.radio-canada.ca/Turin/historique/>


The screenshot shows the 'Radio-Canada.ca' website interface. At the top, there is a navigation bar with links for 'RADIO', 'TELEVISION', 'NOUVELLES', 'TURIN', 'ARTS ET SPECTACLES', 'JEUNESSE', 'REGIONS', and 'ARCHIVES'. Below this, a search bar and the date 'Mardi 27 février 2006' are visible. The main content area is titled 'HISTORIQUE' and 'Les Jeux d'hiver au fil du temps...'. It features a grid of historical articles, each with a small image and a brief text snippet. The articles cover various Winter Olympics from 1924 to 2006, including locations like Chamonix, Saint-Moritz, Lake Placid, Garmisch-Partenkirchen, Cortina d'Ampezzo, and Sapporo. On the left side, there are several sidebar sections: 'Tableau des Médailles' with a medal count table, 'En Direct de Turin' with a 'Direct' button, 'Faites vos Jeux!' with a 'Découvrez les moments forts des 26es Jeux olympiques d'hiver' link, and 'Album de Photos' with a photo of a medalist. On the right side, there is an 'Archives Canada' section titled 'Médailles canadiennes des Jeux d'hiver' listing various Canadian athletes and their medal counts.

## 10.2.4 Turin Olympics – Clips

Radio-Canada.ca
RADIO | TÉLÉVISION | NOUVELLES | **TURIN** | ARTS ET SPECTACLES | JEUNESSE | REGIONS | ARCHIVES

Services mobiles | Boutique | CBC.ca

Chercher



**ACCUEIL**  
HORAIRES  
ATHLÈTES  
RÉSULTATS  
SPORTS  
TURIN A-Z  
HISTORIQUE  
CONCOURS / JEUX  
REPORTAGES

DU 10 AU 26 FEVRIER

Lundi 27 février 2006  
14:27 HNE  
Turin 20:27 + 5 °C

### HISTORIQUE

Les jeux d'hiver au fil du temps...

**1948**

|      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|
| 1924 | 1928 | 1932 | 1936 | 1940 | 1944 | 1948 | 1952 | 1956 | 1960 | 1964 |
| 1968 | 1972 | 1976 | 1980 | 1984 | 1988 | 1992 | 1994 | 1998 | 2002 | 2006 |

**1948**  
Saint-Moritz

Archives de Radio-Canada

**Infos**

Médium : Radio

Émission : Le Bel Âge


Date de diffusion : 27 février 1964

Ressource(s) : Étienne Laloux (BBC)

Durée : 26 s

Tiré du dossier : Médailles olympiques de 1948 à 1968

**Barbara Ann Scott**



**Archives radio de Radio-Canada**

Cliquez pour écouter


Ready

**Tableau des MÉDAILLES**


|   |     |    |    |   |    |
|---|-----|----|----|---|----|
| 1 | GER | 11 | 12 | 6 | 29 |
| 2 | USA | 8  | 7  | 7 | 22 |
| 3 | AUT | 8  | 7  | 7 | 22 |
| 5 | CAN | 7  | 10 | 7 | 24 |

[Tableau complet](#)


**EN DIRECT DE TURIN**



**JEAN-LUC BRASSARD**  
Une soirée grandiose

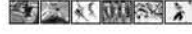


**MANON GILBERT**  
Des Jeux boudés...




**MARC GAGNON**  
Déjà notre dernier rendez-vous

**FAITES VOS JEUX!**



Découvrez les moments forts des 20es jeux olympiques d'hiver

**ALBUMS DE PHOTOS**



Au revoir Turin!

**À VOIR AUSSI**

ZONE SPORTS

ZONE JEUNESSE

CBC.CA

**Contexte**

En cet hiver de 1948, « l'enfant chérie des Canadiens » choisit la Suisse pour éblouir le monde entier. Elle n'a que 19 ans. Le journaliste de la BBC témoigne de sa prestation empreinte de grâce et de virtuosité. Avec son irrésistible sourire, Barbara Ann Scott n'a pas manqué de séduire la foule et huit des neuf juges, pour ainsi devenir la première Canadienne à remporter une médaille d'or en patinage artistique à des Jeux olympiques. Un exploit qu'aucune autre Canadienne n'a réussi.

De retour au pays, Scott est accueillie comme une reine. Le premier ministre Lyon Mackenzie King tient à la féliciter et à la remercier de l'espoir et du reconfort que sa magie apporte en ce temps d'après-guerre. Quelques mois plus tard, elle annonce sa retraite et s'inscrit dans une troupe de professionnels. La jeune fille d'Ottawa à la personnalité charismatique sera un modèle d'élégance, d'esprit sportif et de détermination pour bien des générations à venir.

Née à Ottawa en 1928, Barbara Ann Scott est enfant unique. Dès son jeune âge, ses parents l'incitent à la pratique du sport. Très vite ses passions se tournent vers le patinage et l'équitation. Elle remporte sa première compétition de patinage à l'âge de 9 ans. À 11 ans, elle devient championne canadienne junior. De 1944 à 1948, elle est championne canadienne senior. Les années 1947 et 1948 marquent sa consécration. Pendant ces deux années, elle domine la scène mondiale avec deux championnats européens, deux championnats du monde et un titre olympique.

**Le saviez-vous?**

- Quelques instants avant l'exploit de Barbara Ann Scott, l'équipe de hockey canadienne remporte la médaille d'or. Une équipe formée de représentants des forces armées de l'air, les RCAF Flyers, domine le tournoi avec une fiche de 7 victoires et 1 match nul. A cette époque, les parties se déroulent sur une patinoire extérieure. Ces deux médailles d'or sont les seules de ces Jeux pour le Canada.
- Barbara Ann Scott est si populaire qu'une entreprise de jouets, la Reliable Toy Company, met sur le marché une poupée à l'effigie de la championne. Pour la somme de 5,95 \$, il est possible d'obtenir la fameuse poupée vêtue de son costume de patineuse et chaussée de ses patins blancs. Jusqu'à son déclin en 1954, la vente de ces poupées connaît un vif succès.

( 1924 à 1952 ) ou ( 1956 à 1984 ) ou ( 1988 à 2006 )



## 10.2.5 Valentine's Day 2006

RADIO
TELEVISION
NOUVELLES
FILM
ARTS ET SPECTACLES
JEUNESSE
RÉGIONS
ARCHIVES

Radio-Canada.ca
Services mobiles
Boutique
CBC.ca
| Chercher

ACCUEIL

AIDE À LA NAVIGATION

POUR NOUS JOINDRE

MANCHETTES GRATUITES ET RSS

SERVICES MOBILES

BALADODIFFUSION

AUDIO ET VIDEO À LA CARTE

FORUMS ET CLAVARDAGE

CYBERLETTRES

POUR LES PROFS

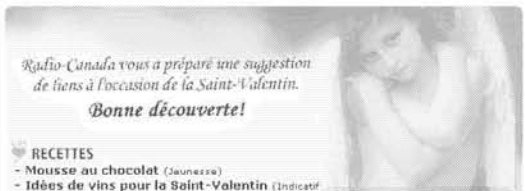
CONCOURS

CATALOGUE DE PRODUITS

INFORMATIONS INSTITUTIONNELLES

À PROPOS DE RADIO-CANADA.CA

POLITIQUES






*Radio-Canada vous a préparé une suggestion de liens à l'occasion de la Saint-Valentin.*

**Bonne découverte!**


**RECETTES**

- Mousse au chocolat (Jeunesse)
- Idées de vins pour la Saint-Valentin (Indicatif présent)
- Fondant chocolaté aux griottes et Vice Caché (Samedi et dimanche)
- Épicas et recettes pour séduire (Nouvelles)
- La science du chocolat (Les années lumière)




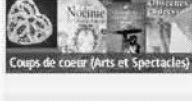
La fête et son histoire (Nouvelles)



Page thématique (Jeunesse)




Qui est Cupidon? (Jeunesse)



Coups de coeur (Arts et Spectacles)


**RELETS DE SOCIÉTÉ**

- Des airs d'amour (Espace musique)
- Saint-Valentin, de sexe et d'aphrodisiaques (Par 4 choristes)
- Le commerce des roses équitables (Désuété)
- Ce que pensent des femmes d'ailleurs de l'homme québécois (Indicatif présent)
- Regards d'ados sur l'amour (Ça vaut le détour)
- Du premier au dernier baiser (Enjeux)
- Un aphrodisiaque vraiment efficace? (Découverte)
- L'amour chimique (Jeunesse)




**LES ARCHIVES DE RADIO-CANADA**

- Le côté kitsch du cœur
- Rencontrer l'âme sœur au front
- Se préparer au mariage
- Gais et lesbiennes s'affirment
- I Love you, un virus ravageur
- Le sexe envahit le Web



**COUPLES CÉLÈBRES**

- Gérard Godin et Pauline Julien, unis dans l'engagement
- Jasmin et Lévesque
- Simone et Michel Chartrand, Un couple engagé
- Gilles Carle et Chloé Ste-Marie
- Cédric et Roné
- Taylor et Burton
- Pôpa et Maman



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A0063406\_81-000347

### 10.3 Other Collaborative Efforts (CBC Archives)

The Archives sites and the Corporation's other Web properties *CBC.ca* and *Radio-Canada.ca* continued to collaborate on several initiatives including:

- CBC Radio One – *Sounds Like Canada* (link to our topic: *Al Purdy, An Uncommon Poet*)
- CBC News In Depth (link to our topic: *Paul Martin: Prime Minister in Waiting*)
- CBC Television – *Prairie Giant: The Tommy Douglas Story* (link to our topic: *Tommy Douglas and the NDP*)
- CBC Television – *China Rises*; extensive links to our topic *Revolution and Evolution in Modern China* (see below)
- CBC Schools e-newsletter – A feature on our *Revolution and Evolution in Modern China* topic to coincide with the launch of CBC's *China Rises* television series

WATCH THE PROGRAM  
Encore presentation on CBC Newsworld begins Monday, July 24, at 11pm ET/PT. ([Schedule](#))  
A two-DVD set of the complete series will be available on April 4. ([Pre-Order Online](#))

## CHINA RISES

### A Four-Part Television Series and Interactive Website

AN INTERNATIONAL CO-PRODUCTION OF THE CANADIAN BROADCASTING CORPORATION,  
THE NEW YORK TIMES, DISCOVERY TIMES, ZDF, FRANCE 5 AND S4C

THE SERIES: INTRODUCTION | POLITICS: PARTY GAMES | ECONOMY: GETTING RICH | ENVIRONMENT: FOOD IS HEAVEN | SOCIETY: CITY OF DREAMS

#### CBC China Archives

#### Historical Television and Radio

[The Leaders of Post-Imperial China](#)  
Early 20th century China was dominated by Sun Yat-sen, Chiang Kai-shek and Mao Zedong. (Nov. 11, 1958)

[Communists Poised for Victory](#)  
What kind of government, nationalist or communist, would be better for peasants in China? (Dec. 17, 1948)

['Two Innocents in Red China'](#)  
Author Jacques Hebert recalls travelling to China with Pierre Trudeau in 1960. (Nov. 14, 1968)

[Mao's Cultural Revolution](#)  
A CBC crew visits a sewing-machine factory that exemplifies the ideals of China's Cultural Revolution. (Dec. 11, 1969)

['Ping-Pong Diplomacy'](#)  
A series of games between U.S. and Chinese ping-pong teams

From the CBC Archives, the online feature '[Revolution and Evolution in Modern China](#)' presents China as CBC journalists have seen it over the decades.

INSIDE: INTRODUCTION | BEHIND THE SCENES | PROGRAM CREDITS | FEEDBACK | CBC CHINA ARCHIVES

PEOPLE: **Ju Suhua** (Candidate) | **Bo Han** (Party Aspirant) | **Ai Weiwei** (Artist) | **Xiao Sha** (Gymnast)

## 10.4 Site Traffic Report

Traffic to the CBC/Radio-Canada Archives sites grew substantially during the year, reaching all-time highs in February and March 2006.

Following are statistics for 2005–06. Where the “unique visitors” indicator is concerned, we have included two types of data, those from Media Metrix and those from our servers as measured by WebTrends. In our opinion the Media Metrix data should be interpreted with caution, for two reasons: a) they consider home Internet use only, whereas our marketing plan is primarily oriented toward schools, and b) because of the small size of their panel, sites with low-to-medium traffic show fairly erratic variations from one month to the next, or for the English pages vs. the French pages.

We enhanced our measurement tools in 2005–06 such that we now have a better understanding of the results. According to WebTrends data, over 245,000 unique French-speaking visitors came to the Radio-Canada Archives site in January 2006, and this number rose to 254,744 in March—the site’s highest total ever. The traffic statistics for the CBC Archives are just as impressive: in November 2005, the English site logged more than 430,000 unique visitors and a total of 1,615,000 page views, achieving a record total of 436,717 visitors in February 2006.

### WebTrends CBC/Radio-Canada Archives April 1, 2005–March 31, 2006\*

|              | R-C Visits | R-C Page Views | R-C Unique Machines | CBC Visits | CBC Page Views | CBC Unique Machines |
|--------------|------------|----------------|---------------------|------------|----------------|---------------------|
| Aug.* 2005   | 124,134    | 557,620        | 102,460             | 327,324    | 1,184,061      | 273,775             |
| September*   | 172,404    | 726,855        | 142,475             | 356,931    | 1,431,845      | 299,074             |
| October      | 214,933    | 853,349        | 180,219             | 392,324    | 1,469,437      | 326,814             |
| November     | 235,994    | 896,574        | 196,238             | 432,003    | 1,615,083      | 357,001             |
| December     | 199,725    | 800,586        | 169,911             | 364,831    | 1,302,805      | 311,090             |
| January 2006 | 245,510    | 1,020,646      | 205,379             | 416,756    | 1,577,714      | 348,285             |
| February     | 222,050    | 857,704        | 187,849             | 436,717    | 1,588,665      | 348,285             |
| March        | 254,744    | 959,036        | 211,533             | 418,655    | 1,615,416      | 347,543             |

\*Data unavailable for April to July 2005

**comScore Media Metrix Data:  
Unique Visitors (Home Access),  
April 1, 2005–March 31, 2006**

|           |      | <b>radio-canada.ca /archives</b> | <b>cbc.ca/archives</b> |
|-----------|------|----------------------------------|------------------------|
| April     | 2005 | 107,000                          | 147,000                |
| May       | 2005 | 125,000                          | 151,000                |
| June      | 2005 | 121,000                          | 109,000                |
| July      | 2005 | 108,000                          | 100,000                |
| August    | 2005 | 102,000                          | 152,000                |
| September | 2005 | 129,000                          | 136,000                |
| October   | 2005 | 174,000                          | 157,000                |
| November  | 2005 | 152,000                          | 173,000                |
| December  | 2005 | 149,000                          | 139,000                |
| January   | 2006 | 119,000                          | 140,000                |
| February  | 2006 | 137,000                          | 180,000                |
| March     | 2006 | 166,000                          | 194,000                |

The Media Metrix statistics are just as encouraging and show a clear progression in site traffic during 2005, despite fluctuations due to the methodology employed.

## 10.5 Conferences and Other Gatherings

Fiscal 2005–06 saw us strengthen our presence at various symposia, workshops and conferences. Special effort was made to reach audiences outside Quebec. Our initiatives in French-speaking communities were hampered by labour unrest in the educational system.

### 10.5.1 Activities in English-Speaking Communities:

#### April 2005

- Apr 11: CBC Newsworld interview with John McQuaker re: Terry Fox (mentions Archives )
- Apr 20–22: BCed Online Conference – Vancouver, BC
- Well received workshop (75 attendees)
- Meeting with *Legacy Magazine* (Alberta)

#### May

- May 2–4: Manitoba Library Conference, Winnipeg, MB – Well-received breakfast session at the Conference – [http://mla.blogspot.com/2005\\_05\\_01\\_mla\\_archive.html](http://mla.blogspot.com/2005_05_01_mla_archive.html)
- May 26–28: APLA (Atlantic Provinces Library Conference) Halifax, NS
- Shared booth with CBC Educational Sales
- May 30: Met with the Marketing Committee of the Canadian Military Gateway to share best practices (Ottawa)
- May 30: Canadian New Media Awards, Toronto; nominated in Best Educational Website

#### June

- June 29: CBC Radio, *Ottawa Morning* celebrates Terry Fox by playing a clip from Archives website
- Media lists for Farming and Daycare topics
- Direct mailing to special interest groups as a new strategy
- Emails sent to columnists/writers and SI groups

#### July

- July 5: Michael Geist features the Archives ([Inventing the Internet Age](#)) in his popular and influential blog
- CRRU (Childcare Resource) features Archives ([Changing Face of Day Care](#)) on main page of website
- July 11: Terry Fox anniversary marked by CBC Radio; *Metro Morning* runs a clip from the Archives website

#### August 15–October 10

- All production at the CBC Archives Website ceased due to the labour disruption at the CBC

## **October**

- October 14–15: Alberta Social Studies Council Conference (600 delegates), Jasper
- October 28–29: Stand and presentation at the Ontario Association for Geography and Environmental Education Fall Conference (300 delegates), Sudbury
- October 21: Stand at the Ottawa-Carleton DSB Technology Integration Conference

## **November**

- November 2–3: Stand at the Alberta Online Learning Symposium (900 delegates), Edmonton; two presentations, in which approximately 100 educators participated
- November 4–5: Stand and training session at the Ontario History and Social Sciences Teachers' Association Conference (600 delegates), Toronto
- November 17–18: Participation in the Quebec Provincial Association of Teachers (5,000 delegates), Montreal; stand and workshop in which teachers took part
- **November 25: Stand at the Queen's University History Research Group's History Alive! Symposium (100 delegates), Kingston**

## **December**

- On Friday, December 16, the Archives participated in the 2005 CBC Holiday Open House/Live Metro Morning Radio Broadcast event with a lively stand that drew approximately 100 visitors. Centrally located in the main lobby of the CBC Broadcast Centre in Toronto, our informative and interactive display featured brochures, bookmarks, and an audiovisual presentation of some of our most popular archive clips. To generate further interest and demonstrate how the site works, audience members were invited to request and view their favourite topics.

### **10.5.2 Activities in French-Speaking Communities**

In fall 2005, the climate in the Quebec educational system was not particularly conducive to promotional activities. The organizers of educational conferences felt the backlash of poor attendance by public-sector teachers involved in a labour dispute, who stayed away from activities as well as events usually well attended by schools, like the Salon du livre book fair in Montreal and similar events in the regions. This situation hindered our wider-scale initiatives, but allowed us to forge closer ties with private-sector educators as well as university faculties.

We therefore maintained our program of workshops and broadened its influence. Close to 300 teachers and students attended workshops during the period covered by this report.

Following is the calendar of workshops and symposia in which we participated during the year:

#### **March 2005**

March 23–24: Convention of the AQUOPS (Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire) Montreal; stand and workshop presentation for about 75 teachers

#### **April 2005**

April 8: Workshop, Deschênes school board, Drummondville

April 27: Workshop, Des Mille-Îles school board, Université de Sherbrooke training session, Laval

### **May 2005**

May 12: Marie-Victorin school board, Greenfield Park, QC; workshop

May 13: Valleyfield school board; workshop

May 21: Partnership with the Dictée PGL; stand, information handed out to parents, cotton tote bag given to 130 student participants

### **August 2005**

August 23: Collège Durocher, St. Lambert, QC; workshop

August 26: Marie-Victorin school board, Continuing Education, Brossard, QC; workshop

### **September 2005**

September 23: APLF (Association des professeurs de langue française de la Saskatchewan), Regina; workshop

September 30: ACELF, Winnipeg; insert in program and brochure handed out at Radio-Canada stand

### **October 2005**

October 18: UQAM workshop, Montreal; special-needs education student teachers

October 19: UQAM workshop, Montreal; French and History

October 24: UQAM workshop, Montreal; second-language education

October 20: Univers social conference, Sherbrooke, QC; workshop

October 28: J-Leber secondary school, St-Constant, QC; workshop

October 28: La Relance school, continuing education, St-Jean-sur-Richelieu, QC; workshop

October 28: Montreal school board, French Literacy sector, William-Hingston Centre, Montreal; workshop/lab

### **November 2005**

November 14: UQAM workshop, Montreal; Reading Week

November 18: QPAT (Quebec Provincial Association of Teachers), Montreal; shared stand and workshops by CBC/Radio-Canada

### **December 2005**

December 13: FEED (Fédération des écoles d'enseignement privé) Saint-Hyacinthe, QC; workshop

December 16: Teachers of Cirque du soleil, Montreal, French and History, primary, secondary and college levels; workshop/lab

### **January 2006**

January 26: UQAM workshop in Montreal attended by 28 education students

### **March 2006**

March 17: Atelier – teachers from École de formation professionnelle de Saint-Hyacinthe  
Preparation of workshops for April, May and June

**January 2006**

- Digital Archives chaired a planning committee of CBC partners in preparation for our presence at the Ontario Library Association Super Conference, a tradeshow attended by thousands of public and academic librarians from across Ontario and Manitoba.

**February 2006**

- In early February, we took part in the Ontario Library Association Super Conference (5,000 delegates) as an exhibitor in partnership with CBC Newsworld, CBC Radio and CBC Merchandising Division. CBC Digital Archives played clips live from both sites, as well as distributed bookmarks, brochures, and ran our newsletter contest at the event.
- We also attended the Calgary City Teachers Association Conference (6,000 delegates) and the British Columbia Social Studies Association Conference (400 delegates) as exhibitors and workshop presenters. CBC Digital Archives notepads, brochures, and bookmarks were distributed at both events.

**March 2006**

- We participated in the Greater Edmonton Teachers' Convention Association as a convention exhibitor. Approximately 500 people stopped by the CBC Digital Archives booth. Some 300 handouts, 400 notepads and 200 brochures were distributed; 60 people signed up for the Archives newsletter.

Identified additional conferences to showcase specific subject areas of the Digital Archives Website (i.e., science, geography). We also began tailoring workshop materials to showcase the site's science-related and environmental topics in preparation for the British Columbia Science Teachers' Association Conference in May 2006.



## 10.6 Promotional Materials

### 10.6.1 Radio-Canada Archives

*Activity Report – April 1, 2005, to March 31, 2006*

**Cotton tote bag:** Production and distribution of a cotton tote with printed Archives site address. The item was the official tote at the AQUOPS Conference for the third year running, handed out to 1,800 attendees in April 2006. It was also distributed to the 650 multimedia industry players who attended the Boomerang media awards ceremony in December 2005, and to 450 parents who took part in the annual conference of the Association des parents du Manitoba.

**Notepad:** We continued distributing our notepads, which people particularly appreciate for their entertainment value. They enjoy the challenge of the trivia questions in various categories printed on each page.

**Flyer:** We continued distribution of the brochure to various school-related activities and events and also responded to specific requests from teachers and academic advisers to distribute copies in their schools.

**Resource guide for teachers:** In the spring of 2005, *Radio-Canada.ca* produced a practical resource guide for teachers who use the Web as a teaching aid. The French-language Archives site plays a prominent role in the brochure, which features examples of in-class activities for 3rd cycle primary school teachers as well as teachers at all levels in secondary schools and colleges. We have since noticed that this resource guide is proving to be a valuable promotional tool, much appreciated by teachers because of its attractive, easy-to-consult format. As it is a fairly expensive tool to produce, however, we have decided to target its distribution.

#### Distribution:

- The guide was distributed during the back-to-school period to 6,500 student, parent and teacher subscribers to the magazine *L'école branchée*, Quebec's only annual print guide to the best learning websites.
- A copy of the guide was also given to all teachers attending the Web demo workshops provided by Radio-Canada in school settings or on visits to the Corporation. A demonstration of the Archives site is also part of the public tour offered at Maison de Radio-Canada in Montreal.

**Teachers' resources promo card:** In summer 2005, we produced an abridged card-format version of the teachers' resource guide. The 9" x 12" double-sided card is designed to attract teachers' attention and invite them to visit the *Radio-Canada.ca* site, where they will find several useful resources that they can adapt to their teaching practice, featuring archives clips, learning projects, the Timeline and a user-created portfolio of personalized audio and video archives. The card version of the teachers' resource guide is a versatile promo item that can be distributed more widely, since it costs less to produce than the brochure.

Distribution:

- The abridged card version was inserted in the program of the 2005 conference of ACELF (Association canadienne des enseignants et enseignants de langue française), which reaches 4,200 teachers in Canada.
- The Fédération des enseignants francophones de l'Ontario also distributed copies to its members.

**Workshop promo posters:** In fall 2005 our workshop program grew by leaps and bounds, especially in university settings. We have a series of Archives site demonstration workshops at UQAM, arousing interest on the part of teachers and students enrolled in the bachelor of education program (primary and secondary). Posters were put up at the library and front desk of the University's Faculty of Education building. This initiative enabled us to raise awareness of the workshop program and generate interest in the website.

**Re-airing of 30-second TV commercial:** This commercial was rebroadcast twice daily on Télévision de Radio-Canada as well as on RDI throughout September and October 2006. In December 2005 and January 2006, the message was aired in a once-daily rotation. We took advantage of leverage provided by Louis-José Houde's program on the Archives (Thursday evenings on Télévision de Radio-Canada, as of January 5, 2006) to air the commercial more heavily during the first three weeks of January by adding guaranteed spots during prime-time programs and one spot during the Houde-hosted program.

**2006 "C'est mieux que de tricher" campaign for students:** In winter 2006, we targeted young people to encourage them to explore the site and the multiple ways it can enhance their class projects. The campaign consisted of a **poster** for teachers to put up in their classrooms and **postcard** to be handed out to students.

This campaign allowed us to revamp the workshop presented to teachers by incorporating the testimonial of a student who discovered and used the site. The first revamped workshop will be given in April at the AQUOPS symposium.

## 10.6.2 CBC Archives

*Activity Report – January 1 to March 31, 2006*

We continued to distribute our brochures and bookmarks in English and French at educational conferences nationwide.

We also redesigned and reprinted 5,000 English notepads featuring new quiz questions to encourage visitors to find the answers on the website. The redesign of the pad also included new images of Pierre Trudeau, Karen Kain, Marc Garneau, Peter Gzowski, and Terry Fox to illustrate the breadth of the site.

A four-page handout of educational materials drawn from our For Teachers section was also printed (based on information from the site) for distribution in teacher workshops across the country.

Through collaboration with CBC partners, we gathered promotional items for inclusion in prize packs for our newsletter giveaway.





*Victory flags are flying high, church bells are ringing, and people are celebrating in the streets.*

*It's May 7, 1945, and the Allies have secured victory in Europe—2,076 days after the start of the Second World War. Following a long series of hard-fought battles against Nazi aggression, the Allies get the news that German troops have finally conceded unconditional surrender... //*

John Fisher, as broadcast on CBC Radio, May 7, 1945  
Source: [archives.cbc.ca](http://archives.cbc.ca)

The CBC Archives website was cited in the publication material distributed by the Royal Canadian Mint for the launch of the special V for Victory coins marking the 60th anniversary of Victory in Europe.

## **11 International Visits**

### **11.1 Danish National Broadcasting visit**

On May 19, 2005, two senior Web producers from the Danish National Broadcasting Corporation visited the CBC Archives website offices in Toronto.

Helle Trolle-Christensen and Aneh Undervisning work on a similar archives project, [www.dr.dk/skole](http://www.dr.dk/skole), with a focus on education. The two senior producers met with the Toronto team for a full afternoon, during which the respective sites were explored and common issues discussed. Discussion revolved around copyright, funding, choice of content and thematic direction.

Much of their work involves developing content and interactive features specifically for the educational sector, which was of interest to the CBC Archives team, as our audience has a high percentage of educators and students.

This was an excellent opportunity to share best practices with colleagues in the field and learn about other approaches to archival projects. These kinds of exchanges should be encouraged and pursued in the future.

### **11.2 NRK Visit**

On October 17 and 18, 2005, Archives Manager Jo Ragnar Tremoen and System Manager Gunnar Dahl from Radio Norway paid CBC a visit. The two men work for Norway's public broadcaster, NRK, one of the oldest radio and television services in Europe. They wanted to learn about the functionality and design of the Archives website and its relationship with CBC's archives, including rights management issues. They also wanted to learn more about the CBC's digital production chain, our use of data models, exchange schemes and unique IDs—from ingest to archive and web publishing.

The visit included discussions about the archives website, the preservation of CBC television and radio programs, and the systems used to catalogue and preserve these programs. A tour of the CBC Broadcast Centre was conducted along with detailed conversations with staff regarding *CBC.ca* operations and systems. Their visit was a success.

## 12 Archives Newsletter

The popularity of the Archives newsletter continues to grow. As of March 31, 2006, the Archives de Radio-Canada edition had some 4,000 subscribers, while its CBC Archives counterpart boasted approximately 4,500. In January 2006, the CBC Archives newsletter started promoting the workshops organized for teachers.

The CBC/Radio-Canada Archives newsletters highlight site topics, educational projects, as well as suggestions from the team and general public.

In all, nearly **8,500** subscribers receive our e-newsletters each week.

**CBC Archives Newsletter**  
www.cbc.ca/archives

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**Recommended this Week - June 24, 2005**

**Life and Society**  
**Who Cares For Our Kids?: The Changing Face of Day Care in Canada**



Day care is a modern fact of life for many Canadian families, but for most of the past century it was the subject of fierce debate. Turn-of-the-century day nurseries were considered little more than "child farms" by many, while politicians of the 1950s blamed "rêchats" for spreading juvenile delinquency....

12 TV clips 9 Radio Clips

**Arts and Entertainment**  
**Karen Kain, Prima Ballerina**



When a journalist addressed Karen Kain as "prima ballerina" in 1974 the dancer quickly corrected him: "I wouldn't go that far."

7 TV clips 3 Radio Clips

**Educational activities**

**Assignment, Grades 11-12**  
**TB Today: Developing a Public Health Plan**



To analyze a public health problem and develop a response plan

**Subjects:** English Language Arts, Geography, Political Science

CBC Archives topic: [Tuberculosis: Old Disease, Continuing Threat](#)

[www.cbc.ca/archives](http://www.cbc.ca/archives)

**La cyberlettre des Archives de Radio-Canada**  
www.radio-canada.ca/archives

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**Dossiers de la semaine - 17 juin 2005**

**Politique et économie**  
**Scandales dans les coulisses du pouvoir**



La majeure partie des scandales qui ont secoué les organisations politiques et les gouvernements canadiens depuis la Confédération est liée à des histoires de pots-de-vin et de financement occulte des partis.

10 clips télé 7 clips radio

**Radio-Canada au fil des jours**  
**Un jour de semaine de 1948**



La période d'après-guerre marque l'âge d'or de la radio de Radio-Canada. Forte de l'expérience apportée par la couverture de la Seconde Guerre mondiale, disposant d'un personnel expérimenté, la Société se lance sans retenue dans la production d'émissions variées.

6 clips radio

**Projet pédagogique**  
**3e secondaire, 2e cycle**  
**Êtes-vous dans votre assiette?**



Créer des capsules d'information sur un support médiatique de votre choix afin d'informer la classe de la présence et de l'utilité des additifs alimentaires.

**Disciplines :** Arts et communication, Biologie humaine, Français, langue d'enseignement, Informatique

Dossier des Archives de Radio-Canada : [Flugration de l'eau : un débat qui perdure](#)

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**Coup de coeur**

Nathalie Lord, cinémathécaire, a aimé : [Ferron, le personnage](#)



En 1962, le docteur Ferron est invité à l'émission *Les Couches-Tard* animée par Roger Baulu et Jacques Normand.

Tiré du dossier : [Jacques Ferron, conteur du « pays incertain »](#)

Et vous, quel est votre clip préféré? [Écrivez-nous!](#)

---

**La question de la semaine**

De quel parti politique Gilles Duospepe était-il membre avant de se joindre à la CSN, en 1983?

[La réponse est ici...](#)

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**À venir sur le site des Archives**

- Le système de garderies au Québec

*Hello! I just wanted you to know that I truly enjoy getting this newsletter. While my school lacks the facilities to get the students into labs and use things as a group, I get information and inspiration from the sites. Your content is so relevant. It's the first place I tell kids to look when researching because I know it will be thorough and credible.*

*Thank you!*

Department Head, Canadian and World Studies  
St. Thomas Aquinas Sec. School, Oakville  
May 30, 2005

## 13 Budget

Because the expected government funding was not forthcoming, our 2005–06 activities were paid for out of the CBC/Radio-Canada budget.

Total expenditures were \_\_\_\_\_ with the \_\_\_\_\_ carried over from 2004–05 being used to reduce the deficit incurred by CBC/Radio-Canada. In addition to the \_\_\_\_\_ invested by the Corporation, the actual shortfall between April 1, 2005, and March 31, 2006, was \_\_\_\_\_

When it was confirmed that funding would not be renewed, Radio-Canada cut or eliminated expenditures earmarked for maintenance, transcribing, promotion (print advertising and public relations), production of teaching activities, as well as the planned overhaul of the educational component, which would have entailed additional development and integration expenses. Moreover, we maintained our existing staff until June 30, 2006, the date contracts were up for renewal. These changes will be reflected in the 2006–07 interim report.

| Culture canadienne en ligne (CEEL)   |                 |                      |                          |                      |   |
|--|-----------------|----------------------|--------------------------|----------------------|---|
| Budget du projet des archives numérisées, SRC-CBC - Fonds Mémoire canadienne       |                 |                      |                          |                      |   |
| Pour l'exercice (2005-2006)  |                 |                      |                          |                      |   |
| Catégories de dépenses   | Total des coûts | Contribution du PCCE | Contribution partenaires | Contribution CBC-SRC | % des coûts totaux Contribution du PCCE |
| <b>Gestion et administration du projet</b>   |                 |                      |                          |                      |   |
| Direction  |                 |                      |                          |                      |   |
| Support administratif et légal SRC   |                 |                      |                          |                      |   |
| Gestion des droits   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Création de contenu</b>   |                 |                      |                          |                      |   |
| Recherchistes  |                 |                      |                          |                      |   |
| Journalistes   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Création de pages Web (conception, création, intégration et mise à l'essai)</b> |                 |                      |                          |                      |   |
| Codification, intégration  |                 |                      |                          |                      |   |
| Design et interface  |                 |                      |                          |                      |   |
| Développement  |                 |                      |                          |                      |   |
| Transcription  |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Infrastructure / Matériel</b>   |                 |                      |                          |                      |   |
| Ordinateurs  |                 |                      |                          |                      |   |
| Logiciels  |                 |                      |                          |                      |   |
| Maintenance  |                 |                      |                          |                      |   |
| Bande passante   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Numérisation / Balayage</b>   |                 |                      |                          |                      |   |
| Numériseur   |                 |                      |                          |                      |   |
| Licence Anystream  |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Matériel pédagogique</b>  |                 |                      |                          |                      |   |
| Matériel pédagogique   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Plan de promotion et de commercialisation</b>                                   |                 |                      |                          |                      |   |
| Relations publiques  |                 |                      |                          |                      |   |
| Publicité imprimée   |                 |                      |                          |                      |   |
| Publicité Web  |                 |                      |                          |                      |   |
| Recherche  |                 |                      |                          |                      |   |
| Publicité Tv-Radio   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Total des dépenses</b>  |                 |                      |                          |                      |   |
| Contribution PCCE  |                 |                      |                          |                      |   |
| Surplus 2004-2005 utilisé  |                 |                      |                          |                      |   |
| Surplus 2005-2006  |                 |                      |                          |                      |   |



## **13 Conclusion**

Between January and March 2006, the uncertain funding situation forced us to scale back our site development, teaching-project creation and promotional activities. Despite the funding shortfall, CBC/Radio-Canada fulfilled the lion's share of its commitments. The site now boasts over 10,000 clips in English and French.

As you can see from reading this final report, we have spared no effort in continuing to make this project a success. The traffic statistics speak for themselves, with both the English- and French-language sites achieving record highs in 2005–06.

**14 APPENDIX 1 Content Available on the CBC/Radio-Canada Digital Archives  
Websites by Medium and Language, as of March 31, 2006**

[see attached PDF table]

**15 APPENDIX 2 144 Topics With Educational Activities in English, as of March 31, 2006 (This corresponds to a total of 663 English teaching activities.)**

|   |   |
|---|---|
| <p><b>Conflict and War (15)</b><br/> 1939-1945: A Soldier's War<br/> Canada and the Fight Against Apartheid<br/> Cold War Culture: The Nuclear Fear of the 1950s and 1960s<br/> Continuing the Fight: Canada's Veterans<br/> Forgotten Heroes: Canada and the Korean War<br/> Life after Auschwitz<br/> On Every Front: Canadian Women in the Second World War<br/> One for all: The North Atlantic Treaty Organization<br/> Peacekeepers and Peacemakers: Canada's Diplomatic Contribution<br/> Relocation to Redress: The Internment of the Japanese Canadians<br/> Reports from Abroad: Matthew Halton<br/> The 1991 Gulf War<br/> The October Crisis: Civil Liberties Suspended<br/> The Oka Crisis<br/> The Somalia Affair</p>   | <p><b>Arts and Entertainment (16)</b><br/> Al Purdy, An Uncommon Poet<br/> Artists Busted: Censorship in Canada<br/> Barbara Frum: Pioneering Broadcaster<br/> Beyond Green Gables: The Life of Lucy Maud Montgomery<br/> Bright Lights, Political Fights: The Canadian Film Industry<br/> Karen Kain, Prima Ballerina<br/> Leonard Cohen: Canada's Melancholy Bard<br/> Margaret Atwood: Queen of CanLit<br/> Margaret Laurence: Canada's Divine Writer<br/> Master Storyteller Norman Jewison<br/> Michel Tremblay: L'enfant terrible of Canadian Theatre<br/> Mordecai Richler Was Here<br/> Oscar Peterson: A Jazz Giant<br/> Ruling the Airwaves: The CRTC and Canadian Content<br/> The Group of Seven: Painters in the Wilderness<br/> The Stratford Festival: The First 50 Years</p>  |
| <p><b>Politics and Economy (45)</b><br/> At Loggerheads: The Canada-U.S. Softwood Lumber Dispute<br/> Bombardier: The Snowmobile Legacy<br/> Canada's Constitutional Debate: What Makes a Nation?<br/> Canada-U.S. Free Trade Agreement<br/> Charting the Future: Canada's New Constitution<br/> Concentration to Convergence: Media Ownership in Canada<br/> Constitutional Discord: Meech Lake<br/> Creation of Nunavut<br/> Death Penalty Debate<br/> Dief the Chief<br/> Equality First: The Royal Commission on the Status of Women<br/> Fished Out: The Rise and Fall of the Cod Fishery<br/> From Cheers to Jeers: The Mulroney Years<br/> Georges Erasmus: Native Rights Crusader<br/> Has Confederation Been Good for Newfoundland?<br/> Jean Chrétien: From pool hall to Parliament Hill<br/> Lester B. Pearson: From Peacemaker to Prime Minister<br/> Mr. President Goes to Ottawa<br/> Newfoundland and Labrador Elections<br/> Northwest Territories: Voting in Canada's North<br/> Ontario Elections: Twenty Tumultuous Years<br/> PEI Elections: Liberal landslides and Tory tides<br/> Pelts, Pups and Protest: The Atlantic Seal Hunt<br/> Phil Fontaine: Native diplomat and dealmaker<br/> Quebec Elections: 1960-2003<br/> René Lévesque's Separatist Fight<br/> Rethinking Riel</p> | <p><b>Life and Society (23)</b><br/> A Woman's Place: Programming for the Modern Homemaker<br/> Africville: Expropriating Nova Scotia's blacks<br/> An Inuit Education: Honouring a past, creating a future<br/> Boat People: A Refugee Crisis<br/> Calgary Stampede: Celebrating Canada's Western Heritage<br/> Canada's New Queen<br/> Canada's Wine Renaissance<br/> Dr. Henry Morgentaler: Fighting Canada's Abortion Laws<br/> Eaton's: A Canadian Institution<br/> Hippie Society: The Youth Rebellion<br/> James Bay Project and the Cree<br/> Marshall McLuhan, the Man and his Message<br/> Pot and Politics: Canada and the Marijuana Debate<br/> Religion in the Classroom<br/> So long city. Hello suburbs!<br/> Sue Rodriguez and the Right-To-Die Debate<br/> Terry Fox's Marathon of Hope<br/> The 1984 Papal Visit<br/> The Birth Control Pill<br/> The Confederation Bridge: P.E.I. Connects<br/> The St. Lawrence Seaway: Gateway to the world<br/> Their Christian Duty: Canadian Missionaries Abroad<br/> Who Cares For Our Kids?: The Changing Face of Day Care in Canada</p> <p><b>Science and Technology (20)</b><br/> Acid Rain: Pollution and Politics</p> |

|  |   |
|--|---|
| <p>Robert Bourassa: Political Survivor<br/> Showdown on the Prairies: A History of Saskatchewan Elections<br/> Sir John A. Macdonald: Architect of Modern Canada<br/> Stranger than Fiction: The Bre-X Gold Scandal Striking Oil in Alberta<br/> The Auto Pact: En Route to Free Trade<br/> The Battle for Aboriginal Treaty Rights<br/> The Berger Pipeline Inquiry<br/> The Birth of Medicare<br/> The Great Canadian Flag Debate<br/> The 'Other Revolution': Louis Robichaud's New Brunswick<br/> The Road to Bilingualism<br/> Tommy Douglas and the NDP<br/> Trans-Canada Highway: Bridging the Distance<br/> Trudeaumania: A Swinger for Prime Minister<br/> Trudeau's Omnibus Bill: Challenging Canadian Taboos<br/> Turbulent Skies: The Air Canada Story<br/> Voting in Canada: How a Privilege Became a Right</p> | <p>Asbestos: Magic mineral or deadly dust?<br/> Canada Enters the Clone Age<br/> Canada Says Hello: The First Century of the Telephone<br/> Canadarm - A Technology Star<br/> Candu: The Canadian Nuclear Reactor<br/> Clearcutting and Logging: The War of the Woods<br/> Computer Invasion: A History of Automation in Canada<br/> 'Comrade' Bethune: A Controversial Hero<br/> David Suzuki: Scientist, Activist, Broadcaster<br/> Endangered Species in Canada<br/> Fighting Forest Fires<br/> Fighting Infertility<br/> Genetically Modified Food: A Growing Debate<br/> Hydroelectricity: The Power of Water<br/> Inventing the Internet Age<br/> Launching the Digital Age: Canadian Satellites<br/> Marc Garneau: Canadian Space Pioneer<br/> The Avro Arrow: Canada's Broken Dream<br/> Tuberculosis: Old Disease, Continuing Threat</p> |
| <p><b>Disasters and Tragedies (11)</b><br/> A Lost Heritage: Canada's Residential Schools<br/> Devastating Dry Spells: Drought on the Prairies<br/> Mercury Rising: The Poisoning of Grassy Narrows<br/> Red River Rising: Manitoba Floods<br/> The Early Years of the AIDS Crisis<br/> The Halifax Explosion<br/> The Ice Storm of 1998<br/> The Montreal Massacre<br/> The Ocean Ranger Disaster<br/> The Saguenay Flood<br/> The Wrath of Hurricane Hazel</p>   | <p><b>Sports (14)</b><br/> Canada-Soviet Hockey Series, 1972<br/> Curling: Sweeping the Nation<br/> Fair Game: Pioneering Canadian women in sports<br/> Funding of Amateur Sports<br/> Getting Physical: Canada's Fitness Movement<br/> Gilles Villeneuve: Racing at the speed of light<br/> Gold Medal Athletes - 1948-1968<br/> Grey Cup: The Fans and the Fanfare<br/> Lacrosse: A History of Canada's Game<br/> Major League Baseball Comes to Canada<br/> Rick Hansen: Man In Motion<br/> Running Off Track: The Ben Johnson Story<br/> The Crazy Canucks: Canada's skiing heroes<br/> The Legendary #9: Maurice 'Rocket' Richard</p>  |

**CBC  Radio-Canada**

**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**2006–2007 Business Plan**

**May 19, 2006**

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## PART A—SUMMARY AND APPLICANT ELIGIBILITY

### SECTION 1—SUMMARY

#### *“Open the Vaults!”*

Since they first “went live” in 2002, CBC/Radio-Canada’s English- and French-language Archives sites have fulfilled a significant role vis-à-vis Canadians, providing them with access to a vast online collection of digitized radio and television archives. To that end, some 300 topics have been produced, highlighting major events in Canadian news from the past 70 years. In all, more than 10,000 CBC and Radio-Canada program clips or segments have been digitized and contextualized—representing over 1,000 hours, or 60,000 minutes, of material now available online. In May 2006, the Archives sites received an International Award from the Great Britain–based Federation of Commercial Audiovisual Libraries (FOCAL), in the category Best Use of Footage in New Media.

Since 2002, demand for our radio and television archival material has grown unceasingly. So far in 2006, no less than 500,000 unique visitors have viewed the English and French sections of the CBC/Radio-Canada Archives sites each month. Teachers in particular regularly inform us of their need to access large collections of radio and TV programs.

That demand is not without echoes in trends emerging in the online TV and radio broadcasting industry. In 2005 the BBC inaugurated *The Open Earth Archives*, *BBC Open News Archives* and *Superstar VJs*, collections of downloadable TV and radio archives. The “Beeb” has also developed the Creative Archive Licence, an innovative method for protecting the intellectual property of downloadable materials, jointly with the British Film Institute and Channel 4, among other institutions. More recently, in May 2006, France’s Institut national de l’audiovisuel (INA) proceeded with the online launch of an impressive bank of radio and TV archives, with 80% of material offered accessible at no charge, in streaming format.<sup>1</sup> The business model developed by INA calls for 20% of the material available online to be marketed, and plans are to offer pay-per-view downloads for a small fee.

Given these conditions, we hope to “open the vaults” even wider to the general public in Canada, and make a much larger quantity of the Corporation’s radio and TV archives accessible online. We plan to offer Canadians collections of programs that have made their mark on the radio and TV landscape over the past 70 years, but also material from more recently broadcast programs, some of which are still airing.

Since 2002, our marketing efforts have in the main targeted Canadian educational professionals, given the undeniable potential of the CBC/Radio-Canada Archives sites as teaching aids. Over the years, many teachers as well as students have asked whether they

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<sup>1</sup> Other examples worthy of mention include the website of the British Film Institute (member of the Creative Archive Licence group), which distributes clips free of charge without restriction as to territory (<http://creative.bfi.org.uk/titles/26480.html>). Ireland’s public broadcaster, Radio Telefís Éireann (RTÉ), also runs a free website featuring 400 clips of archival radio and TV material in streaming format.

could download part or all of our online collection to make in-class use easier (high-speed Internet access is increasingly common in schools, but the quality of streaming content depends on that of the network connection, which, in spite of technology improvements, can be slow or intermittent). To make the job of teachers easier as well as be more in step with market trends, we plan to look into the possibility of offering, as of 2008, downloads of some of the material available on our site.

In addition to developing a download platform, we plan to optimize the educational applications already available on the sites (e.g., the Personal Bookmarks tool) and study the needs of teachers with a view to creating new ones. These developments will also lead us to improve integration of the Archives sites' content to the cbc.ca and radio-canada.ca Web architecture, while maintaining access to contextualized Archives topics indefinitely.

Pursuant to this new proposal, one of our tasks will be, unavoidably, the identification and implementation of a sufficiently effective system of digital rights management (as soon as content is made downloadable, there is a requirement to limit distribution per copy of digital content, and to manage copyright).

The coming two years will be crucial for ensuring the longevity of the project. From this perspective, we seek to devote a large part of our efforts to developing and rendering operational a business model that would enable partial self-financing, which would then cover copyright expenses.

Lastly, we will be continuing in our efforts to forge new partnerships with various federal agencies and to complete those begun in 2005–2006.



## **SECTION 2—APPLICANT ELIGIBILITY**

As this country's public broadcaster, CBC/Radio-Canada is a singular Canadian cultural institution. Its collection of audio and video archives is one of the largest in Canada. In testifying to a nation's social, political, economic and cultural evolution, yesterday and today, CBC/Radio-Canada is among the Canadian institutions that most faithfully reflects the linguistic and cultural diversity that are hallmarks of Canadian society.

A greater part of that audio and video collection must be made available to the Canadian public, especially the country's teachers and young people. Now a "must-browse" destination for anyone interested in the richness and diversity of Canadian heritage, the Corporation's digitized Archives websites were developed to be used as a historical reference by the entire population, but also to create a dedicated interface with school programs across the country. From that point of view, the Archives sites today rank as a first-rate tool complementing the study of the people and places in our collective history. CBC/Radio-Canada is also a pioneer in new media, and our websites today are among the most highly respected within the Canadian industry, in addition to being among the most visited.

## **PART B— PROJECT DESCRIPTION**

### **SECTION 1—PROJECT ELIGIBILITY**

The relevance of the CBC/Radio-Canada Archives sites no longer needs to be demonstrated. Since they first went online in the summer of 2002, the sites have consistently garnered accolades from the general public, educational milieux, and industry.

Following on from the approximately 300 Archive topics already placed online, in 2006–07 we will pursue efforts to make available, free of charge, to the general public, teachers and young people, an even larger amount of archived radio and TV material, with a more specific focus this time on digitization of some classic programs that resonate in audiences’ collective memory and imagination.

We will continue working closely with both the Anglophone and Francophone educational milieux to help make our collections as relevant as possible for classroom use and to develop activities that enhance the impact of those materials and help foster better knowledge of Canadian history and identity.

Although the Corporation is in many cases the producer of the content that it delivers to its Radio and TV media lines, we remain to a considerable degree bound by the conditions of the contracts we sign with creators, artists and producers.

Since the project’s inception, our team has made progress on the issue of copyright and author’s rights. We reached a formal agreement with the Writer’s Guild of Canada during 2005–2006, and are close to concluding an agreement specific to the Archives project with the American Federation of Musicians in Canada (AFM)

Discussions are ongoing with other artists’ unions, including those representing the CBC and Radio-Canada, and with the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), the Writers Guild of Canada, the Société des auteurs de radio, télévision et cinéma (SARTEC) and the Union des artistes (UDA).

The advent of the new content delivery platforms has driven greater discussion of the rights issue among content producers in the radio and TV industry, and the context is now more conducive than ever to ongoing discussions with them. Though we can deploy all necessary efforts to move the process forward on this issue in as fairly a manner as possible, clearly, we will still remain dependent on whatever trend emerges overall, industry-wide. We would still like to study the content of the licence put forward by the BBC (the Creative Commons) and extend that into discussions of possible applications to the Canadian context.

Furthermore, to ensure that we either hold the rights to the content provided on the Archives sites or, failing that, reach formal agreement with the appropriate rightsholders, our team will be reliant on the services of two copyright advisers—the equivalent of 1.5 full-time positions—who will supervise this aspect of our operations over the next two years.

CBC/Radio-Canada has also taken the necessary steps to inform all users of the conditions for the use of its digitized Archives. The English

([http://archives.cbc.ca/info/apropos\\_en4.shtml#1](http://archives.cbc.ca/info/apropos_en4.shtml#1)) and French ([http://archives.radio-canada.ca/info/apropos\\_fr4.shtml#1](http://archives.radio-canada.ca/info/apropos_fr4.shtml#1)) versions of the site each include a section providing full information on prescribed use.

## **SECTION 2—CONTENT**

### **2.1 Program Collections**

As of 2006, CBC/Radio-Canada Radio and TV Archives are among the ten largest audio-visual collections in the world. The Radio-Canada vaults house hundreds of thousands of hours of French-language programming, the bulk of them inaccessible to the Canadian public. The Radio network has preserved no fewer than 160,000 programs since 1936, with some 125,000 TV programs having been archived since 1952, along with 50,000 hours of news and public affairs footage. In terms of program titles, Radio-Canada has conserved 13,579 radio and TV titles (5,137 radio and 8,442 TV titles). In the CBC vaults, meanwhile, the collection of audio and video documents stored on film, videotape, audio tape and other media, totals more than 250,000 hours of programming.

Since the start of the project, we have digitized for Web use some 1,000 hours of CBC/Radio-Canada radio and television program content, for an annual average of approximately 250 hours in English and French; there are more than 10,000 separate clips.

To spur growth of our collection and, simultaneously, promote a diversity of material accessible to Canadians, we believe that it would be feasible to double the current rate of production between now and 2008 by, among other things, utilizing technology already at our disposal (e.g., Anystream, Dalet) that enables us to perform batch processing of digitization or transcoding tasks. For 2006–2007, we aim to increase our annual output to 350 hours of digitized material (175 hours in English and 175 hours in French), in the form of topics, program collections and special collections.

The following page lists some examples of radio and TV program titles that have resonated with Canadians down through the years since 1950s, and which could be included in the new collection.

### 2.1.1 Radio-Canada

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• <b>1950s</b><ul style="list-style-type: none"><li>• <i>L'Avant présent</i></li><li>• <i>Carrefour</i></li><li>• <i>Les Travaux et les jours</i></li></ul></li><li>• <b>1960s</b><ul style="list-style-type: none"><li>• <i>Caméra 57 à 69</i></li><li>• <i>Bonjour Madame</i></li><li>• <i>Rond point</i></li><li>• <i>Place publiques</i></li><li>• <i>Chez Miville</i></li><li>• <i>Format 30</i></li><li>• <i>Femmes d'aujourd'hui</i></li></ul></li></ul> | <ul style="list-style-type: none"><li>• <i>Le Jour du Seigneur</i></li><li>• <b>1970s</b><ul style="list-style-type: none"><li>• <i>Tel quel</i></li><li>• <i>Les 2D</i></li><li>• <i>Format 60</i></li><li>• <i>Génies en herbe</i></li><li>• <i>Second regard</i></li></ul></li><li>• <b>1980s</b><ul style="list-style-type: none"><li>• <i>Héros du samedi</i></li><li>• <i>Repères</i></li><li>• <i>Télex Arts</i></li></ul></li></ul> |
|---|---|

Radio-canada.ca already provides viewers and listeners of regular network programs to see or hear some of them again via the Websites of the programs. These digitized programs are not preserved online for longer than two months, however. We suggest developing an infrastructure enabling that content to be archived, and building complete digitized collections of these programs, including:

- *Découverte* (episodes with no rights issues)
- *Zone libre*
- *La Part des choses*
- *Indicatif présent*
- *Sans frontière*
- *Les Années lumières*

### 2.1.2 CBC

#### Television

##### 1950s

*Assignment*

##### 1960s

*This Hour Has Seven Days*

*Front Page Challenge* (to 1990s)

*Take 30*

*The Way It Is*

*Telescope*

##### 1970s

*the fifth estate* (to present)

*Nature of Things / Nature of Things with*

*David Suzuki* (to present)

##### 1980s

*The Journal*

##### 1990s

*Foreign Assignment*

*Mansbridge One on One* (to present)

#### Radio

##### 1940s

*Comrades in Arms*

*Kate Aitken*

##### 1950s

*Anthology* (to 1970s)

*Assignment* (to 1960s)

##### 1960s

*Rawhide* (Max Ferguson)

##### 1970s

*As it Happens* (to present)  
*Morningside* (to 1990s)  
*Our Native Land*  
**1980s**  
*Commentary* (to present)

*Sunday Morning* (to 1990s)  
**1990s**  
*Dispatches* (to present)  
*Writers and Company* (to present)

## **2.2 Special Stories and Collections**

### *2.2.1 Archived stories in context*

Today, the success of the CBC/Radio-Canada Archives sites is built mainly on our collection of contextualized archival materials. The 300 or so topics that we have produced up to now, which respect a similar editorial line across CBC and Radio-Canada, have come into their own as a fantastic treasure trove of information for anyone interested in, or teaching, Canadian history.

In 2006–2007 we will continue in the same successful vein by enhancing this collection with special topics destined to support CBC/Radio-Canada journalistic production.

We plan to put together a dozen or so topics around such obvious candidates as elections campaigns, commemorations of historical events and coverage of major current events, such as the XVI International AIDS Conference, to be held in Toronto August 13–18, 2006.

#### **Examples:**

- Election campaigns expected in 2006 (Nova Scotia, New Brunswick, Quebec)
- Commemorations of historical event (e.g., fifth anniversary of September 11 terror attacks)

### *2.2.2 Special collections*

#### *2.2.2.1 CBC North / Services du Nord de Radio-Canada programs*

In 2005–2006, we began culling material from the archived collections of CBC/Radio-Canada's Northern Services, which produces programming for Canada's various Native communities. With the cooperation of CBC North personnel, we developed three topic scenarios in the Cree language. A researcher from the Cree community joined our team in February 2006 to take inventory of and study Cree programming. We hope to repeat the experience, this time focusing on programs produced in Inuktitut.

#### *2.2.2.2 Foreign correspondents*

This year CBC/Radio-Canada is saluting the invaluable contributions of its foreign correspondents in a variety of ways. The highlight of these initiatives will come in May 2006 with the Foreign Correspondents Forum, but the 2006 fall season will also kick off an entire year of initiatives underlining these journalists' unique contributions to CBC/Radio-Canada. Over the past year our team began production on topics focusing on the Corporation's newsgathering presence abroad, and we hope to continue in this vein

for the next two years. Emphasis will be placed on the most compelling stories filed by correspondents since the earliest days of CBC/Radio-Canada.

The program collections and special collections will be given a new visual treatment, to be made public at fiscal year-end.

## **SECTION 3—PARTNERING AROUND COMMON THEMES**

Since 2002, we have made efforts to put together a number of partnerships with other federal agencies, and we intend to continue doing so. The partnerships we have reached to date have involved exchanges of hyperlinks, or else sharing of digital content during special events.

### **2.3 Internal Partnerships**

The consolidation initiatives in place across CBC/Radio-Canada Television, Radio and New Media lines creates a highly favourable context for the establishment of a new dynamics of internal partnership. In 2005–2006 we successfully engineered synergy between Radio-Canada and the Archives website to mark the 20th anniversary of the death of writer Jacques Ferron. Other, similar collaborations were also conducted, and this context, among other factors, helped us draw on the strength of the full network to highlight topics like the Turin Winter Olympics<sup>2</sup> historical site in February 2006, produced in collaboration with the Sports zone of Radio-Canada.ca. The CBC and Radio-Canada Archives teams worked together to promote the 25th anniversary of Terry Fox’s Marathon of Hope run, the Alberta and Saskatchewan centennials, and the 60th anniversary of the end of World War II. It is in this spirit that we wish to continue growing our internal partnerships, among other ways by collaborating on events such as the fifth anniversary of the September 11 terror attacks, the 400th anniversary of the founding of Quebec City (to be celebrated in 2008), as well as provincial and federal election campaigns.

### **2.4 External partnerships**

As has been customary, during the year we entered into negotiations with various federal agencies and other partners to create reciprocal hyperlink or content exchange agreements. We have begun this process with the National Gallery, Library and Archives, the Military History Gateway, the NFB, Veterans Affairs Canada, Parks Canada, and others. Another project, English-French as a Second Language, which got underway in 2005–2006 in response to CBC/Radio-Canada’s desire to reach out to cultural communities, could continue.

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<sup>2</sup> <http://www.radio-canada.ca/Turin/historique/>



## SECTION 4—TEACHING RESOURCES

Since 2002, classroom integration of new technologies has progressed by leaps and bounds. According to a study conducted in 2005 by the Centre francophone d'informatisation des organisations (CEFRIO)<sup>3</sup> assessing the needs of Canadian teachers and students when it comes to Web-based teaching resources, 95.9% of schools across the country are now online (O'Neil, 2004).<sup>4</sup> Meanwhile, other studies (including that by Ertl and Plante, 2004<sup>5</sup>) suggest that work still needs to be done to promote Internet use in the classroom, as only 28.8% of teachers incorporate in-class use into their teaching practice. This poor degree of integration would seem to be explained by a lack of proficiency with information systems tools on the part of the educators, but also and especially by a paucity of online resources properly adapted to programs of study.

According to the CEFRIO, the reforms to social sciences and history programs in several provinces and territories mean that development of novel teaching resources is now indispensable—hence the attraction of online resources. On this note, multiple studies cited by the CEFRIO show that teachers require a greater number of online resources, for instance to help teach key events in history, Canadian duality and symbols, about cultural and First Nations communities, and so on. What emerges from many of the studies cited by the CEFRIO is a huge need on the part of teachers for videos and course plans with interactive components and “turnkey” lessons.

We have surveyed the needs of teachers on several occasions since the start of the Archives project and met with them in the hundreds of workshops we have led at teachers' conferences or in schools. Their needs consistently converge on the need to have ever greater quantities of digitized program content made available on the Archives sites de CBC/Radio-Canada archives sites, and for part of that collection to be downloadable.

To respond to this specific and pressing need, we will be focusing efforts during 2006–2007 on specifying the needs expressed by teachers regarding the Archives sites and on developing a prototype download model enabling integration of teaching applications. In 2007–2008 we will focus on making the prototype operational in the form of a pilot project.

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<sup>3</sup> CEFRIO (March 2005), *Évaluation des besoins des professeurs et des étudiants canadiens en matière de ressources pédagogiques sur le Web : Revue de littérature et analyse stratégique*, submitted by the CEFRIO to the Department of Canadian Heritage, 25 p. (online, [http://www.cefrio.qc.ca/pdf/Rapport\\_final\\_patrimoine.pdf](http://www.cefrio.qc.ca/pdf/Rapport_final_patrimoine.pdf), page viewed May 18, 2006)

<sup>4</sup> O'Neil, Maryrose (2004), *Final Report on Gaps in Resources Available to Deliver History and Social Studies Curricula in Canada*, *Historica*, 37 p.

<sup>5</sup> Ertl, Heidi and Johanne Plante (2004). *Connectivity and Learning in Canada's Schools*, Ottawa: Statistics Canada, Science, Innovation and Electronic Information Division, 30 p. (online, <http://www.statcan.ca/francais/research/56F0004MIF/56F0004MIF2004011.pdf>, page viewed May 18, 2006)

In parallel to this work, we will continue to enhance the *For Teachers / Pour les profs* section by adding, as has become the norm, turnkey learning scenarios. To better address demand from Francophone teachers outside Quebec, we will be adapting and translating new activities related to some twenty contextualized archives topics, as a pilot project. These activities, currently destined for English-speaking customers, are more generic than the activities designed for Quebec teachers, and should be a better fit for the various teaching programs across the country.

## SECTION 5—INNOVATION AND DEVELOPMENT

The CBC/Radio-Canada Archives sites have been online for four years. With notions of Web usability as well as graphics and architecture methods having evolved during that time, the time has come to revamp not only the Archives sites' look and feel, but also their architecture. Their content has swelled to such a point over the years that the current architecture is keeping us from moving forward.

This site redesign will also seek to integrate Archives site content more consistently across both [cbc.ca](http://cbc.ca) and [radio-canada.ca](http://radio-canada.ca).

For **2006–2007**, the redesign will aim specifically to:

- Upgrade the sites' look & feel and architecture;
- Develop new, more flexible models for presentation of program collections and special collections;
- Optimize indexing and search tools to support a greater amount of digitized material;
- Optimize the *For Teachers* section and the presentation of learning activities;
- Consolidate the database;
- Fine-tune streaming content methods;
- Assess and test a download platform model;
- Integrate and test a digital rights management (DRM) system within the site infrastructure itself.

## **SECTION 6—ACCESSIBILITY**

During 2004-2005, we displayed considerable innovation in producing the accessible versions of the Archives sites for the blind and visually impaired. Developed in collaboration with the Canadian National Institute for the Blind (CNIB), among other organizations, these versions of the sites are compliant with the W3C Web Content Accessibility Guidelines.

Obviously, any change to the basic structure of the sites will be transposed to the accessible versions, and we will continue to improve their compliance with industry standards.

One component of accessibility not yet complete is the project to render the audio and video material on the sites accessible to the deaf and hard of hearing, who do not use any specialized equipment for their Web browsing, relying instead on verbatim transcriptions.

In this context, we would like to provide transcriptions for part of our collection, initially as part of a pilot project.

## **SECTION 7—PROJECT PLANNING**

Management and operation of the CBC/Radio-Canada Archives sites is conducted by the teams in Montreal and Toronto, which coordinate closely with each other. The make-up of the two teams is as follows.

### **2.5 Human Resources**

#### **Radio-Canada**

- 1 project manager
- 1 assistant
- 1 division head
- 3.5 film librarians
- 2 digitization technicians (television)
- 1 digitization and transcoding technician (radio)
- 1 copyright adviser
- 2 writers

The staff also relies on the support of the Communications Manager, New Media, Radio-Canada in promoting the Archives sites to Radio-Canada audiences.

#### **CBC**

- 1 project manager
- 3 writers
- 3 archivist (2 television, 1 radio)
- 2 copyright analysts
- 1 marketing coordinator
- 2 digitization technicians

## SECTION 8—FINANCIAL ASPECTS

### 2.6 Breakdown of Budget Items

The breakdown of budget items presented here reflects the direction we will be giving to the project during 2006–2007. As we expect to be producing a greater quantity of digitized content, a larger proportion of the budget will be earmarked for this item compared to that of previous years. The same goes for content production: so as to meet our digitization goals we will be bolstering the research component among our staff of film librarians, but streamlining our writing staff.

### 2.7 CBC/Radio-Canada Contribution

As in previous years, CBC/Radio-Canada will be a partner in the project and its contribution, though not compulsory in 2006–2007, will be maintained at much the same level as in the past.

a) Administrative and legal framework required for operations

For the past five years, we have been able to rely on the expertise of several people within CBC and Radio-Canada for site production. The nature of the Archives project means we must periodically seek legal advice from the Corporation's Law Department to deal with all matters related to copyright. When it comes to labour relations, we also receive all necessary counsel and support from CBC/Radio-Canada Human Resources and Industrial Relations in ensuring respect of the administrative procedures that govern hiring, as well as the collective agreements.

b) System maintenance; costs related to bandwidth and to high-speed infrastructure

c) Marketing of the sites on the CBC.ca and Radio-Canada.ca websites and via nationwide promos on Radio and TV

CBC/Radio-Canada estimates the value of its contribution to the Archives sites to be which amounts to 26% of the total forecast budget of

## **SECTION 9—VIABILITY**

Pursuant to the requirements of the Canadian Culture Online Program, CBC/Radio-Canada undertakes to ensure that all of the digitized content developed in the context of the CCOP remain accessible online, at no charge to the user, for a period of five (5) years from the date they are first placed online. Respect of this warranty is the responsibility of the Corporation's vice-president in charge of New Media, Sylvain Lafrance, to whom the Archives sites production teams report. The New Media department is also responsible for the updating of all information on the Archives sites and making any necessary modifications.

Depending on specific cases and circumstances, as well as the internal administrative assignment of responsibilities, rights management will continue to come under the Corporation's authority. When renewing licences or agreements with rightsholders, CBC/Radio-Canada will make every effort to extend the accessibility of the documents in question, as far as the limits of the conditions specific to each will allow.

From the perspective of ensuring the sites' long-term viability, we will seek to develop a business model hinging on partial self-financing of copyright and operational expenses. To do so, we will have to conduct a market study to properly align the Archives project with market trends in online audio and video content delivery as well as with the strategy eventually prepared by CBC/Radio-Canada to that end.

Our plan is to develop the business model as a pilot project in 2006–2007 and render it operational as of March 31, 2008.

## SECTION 10—MARKETING

Our marketing strategy will be focused on boosting the sites' appeal among the general public. That goal will help a great deal in consolidating a viable business model for the future. Naturally, we will continue to maintain a strong presence in educational settings.

Analysis of the needs and expectations of our target audiences heads our list of priorities for 2006–2007. Over the past five years, considerable strides have been taken in terms of Canadians' embracing of the Internet and new technologies. A recent study by Comscore Network<sup>6</sup> revealed that more than half of Canadians had an Internet connection and those who did spent an average of 38.4 hours online per month. Our argument is that Canadians' needs and expectations with regard to the Internet have evolved, and we will be studying the state of their expectations for the CBC/Radio-Canada Archives sites from this perspective in 2006–2007.

Repositioning the Archives sites will require a new communications strategy to properly showcase the newly digitized collections. Also, to mark the fifth anniversary of the sites' online launch (2002–2007), we will be pooling efforts to organize a promotional event accentuating their visibility with the general public.

Lastly, following on the successes of the past few years, we will continue to lead workshops in schools and before school boards. During 2005–2006 we demo'ed the site in more than twenty schools, reaching a total of 413 teachers and university-level teacher trainees. The French-language team will also be maintaining its presence at the annual AQUOPS conference in Quebec, and the APTICA meeting in New Brunswick.

The CBC team, meanwhile, took part or was slated to participate in the events listed below, either as an exhibitor or to host promotional workshops demonstrating the teaching potential of the Archives site to educational personnel across Canada.

- Treaty 4 Tribal Councils Education Conference: April 12–13, 2006, Regina, SK
- BCEd Online Connect Learners Conference: April 19–20, 2006, Vancouver, BC
- Atlantic Provinces Library Association: May 25–28, 2006, Fredericton, NB
- Ontario History and Social Science Teachers' Association Conference: November 3–4, 2006, Toronto, ON
- Alberta Online Consortium: November 8–10, 2006, Calgary, AB
- Quebec Provincial Association of Teachers' Conference: November 24, 2006, Montreal, QC
- Manitoba Social Sciences Teachers' Association Conference: Date TBD, Manitoba
- Ontario Library Association: January 31–February 3, 2007, Toronto, ON
- British Columbia Social Studies Teachers' Association: Date TBD, British Columbia

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<sup>6</sup> Half of Canadians are online, according to Radio-Canada: <http://www.radio-canada.ca/nouvelles/societe/2006/05/14/001-internet-canada.shtml> (online, page viewed May 16, 2006).



In 2006, we also plan to take part in the Salon du livre de Montréal (Montreal Book Fair) and the Word on the Street Festival, scheduled for Toronto on September 24, 2006. Other events could be added to the list.

## SECTION 11—BUDGET

NB Unable to modify table except via a very time- and resource-consuming method.

Following are the translations of the budget items in the table, which has been removed from this file to prevent the translator's MS Word from crashing.

Canadian Culture Online Program (CCOP)  
Archives Digitization Project Budget, CBC/Radio-Canada—Canadian Memory Fund  
Fiscal 2006–07

*[left column]*

Expenditure Category

*Project management and administration*

Management

CBC/R-C administrative and legal support

Rights management

*Content creation*

Researchers

Journalists

*Web page creation (design, creation, integration, testing)*

Coding and integration

Design and interface

Development

*Infrastructure / Hardware*

Computers

Software

Maintenance

Bandwidth

High-speed infrastructure

*Digitization / Scanning*

Digitizer

Anystream licence

*Teaching material*

Teaching material

3 Promotional and marketing plan

Public relations

Print advertising

Web advertising

Research

TV-radio advertising

Grand totals

*[Top row]*

| Total Project Costs |         |        | Total Project Revenues |           |                                    |
|---------------------|---------|--------|------------------------|-----------|------------------------------------|
| Cash                | In kind | Total  | Requested from CCOP    |           | Provided by Requester and Partners |
| Cash %              | Cash %  | Cash % | %                      | In kind % | Grand total                        |

## **CONCLUSION**

Since 2002, the CBC/Radio-Canada Archives project team has deployed considerable efforts to providing Canadians, especially our teachers and youngest citizens, with a collection of digitized archival materials, accessible free of charge via the Web, that stands head and shoulders above other similar projects in Canada.

The project has helped drive discussions, within CBC/Radio-Canada as well as in the media industry overall, on the dissemination of audio-visual heritage via the Web. Sustained efforts by CBC/Radio-Canada to secure Web broadcast rights from the various artists' and content producers' associations have led to increased awareness and changed outlooks. Within the wider industry, our presence has proved that it is not only possible but desirable to make audio and video archive collections available to the Canadian public, as demand for this type of content is growing at a sustained pace. The relatively young state of this industry in Canada as well as in Europe and the United States bodes well for the future of CBC/Radio-Canada's Archives project.

The direction we intend to take in the years to come will enable us to properly fulfill our mission of making accessible, to the largest possible number of people, the permanent record of an entire swath of Canadian media history, the traces of which have thus far been merely fleeting in Canadians' collective memory.



**Patrimoine canadien  
Fonds de Mémoire canadienne :**

**Programme de culture canadienne en ligne  
(PCCE)**

Projet de numérisation et de mise en ligne des archives radiophoniques et télévisuelles  
de CBC/Radio-Canada

Rapport final 2006-2007

15 mai 2007

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## 1 Courriels des internautes

27 mars 2007 (extrait d'un courriel)

Bonjour,

J'effectue actuellement des recherches sur la bataille de Caen, et j'ai écouté avec un très grand intérêt vos archives "Guerres et conflits" les enregistrements du correspondant de guerre de Marcel Ouimet, et tout particulièrement celles intitulées: "La terrible bataille de Carpiquet" et "Caen aux mains des Alliés" que j'ai trouvé très émouvante. (...)

Très cordiales salutations,

---

27 janvier 2007

Bonjour,

Dans le cadre de la vie quotidienne, je passe en moyenne 1h30 par jour sur Internet à lire des nouvelles, faire des recherches sur les sciences, les langues, des informations pédagogiques pour mes enfants, etc. Et là je viens de découvrir votre site d'archives. Devant la double richesse qu'il constitue, tant par les informations présentes que la façon dont elles sont présentées (ligne du temps), je prends le temps, par le présent courriel, de vous féliciter pour ce site. Votre site est d'une valeur incommensurable pour notre "patrimoine sociologique".

Votre ligne du temps rattachée à des clips audios et vidéos est un concept fantastique. (Il ne manque plus que des références à des articles de presse significatifs! ;-) ) En plus de restituer des archives, elle nous permet de les mettre en perspective au fil du temps. Elle nous permet un regard auto-critique sur l'évolution de notre société. Tant du point de vue des mentalités que de celui des découvertes effectuées.

Cette réalisation démontre encore une fois l'intérêt indéniable de médias publics financés par l'état. Ce ne sont certes pas des médias privés qui pourraient offrir un tel travail. Pour pouvoir offrir un travail de cette qualité, il faut avoir construit du matériel d'une qualité constante pendant plusieurs décennies. Constance dans la qualité des reportages, constance dans l'objectivité, constance dans la pertinence du choix des sujets. Constance dans la qualité de la facture du matériel (qualité des supports, professionnalisme des enregistrements, professionnalisme des journalistes pour mener les interviews et monter les reportages).

Seule cette constance au travers des années peut permettre de construire de telles archives. À l'exception des grandes maisons de presse, rares sont les médias privés qui peuvent bénéficier d'un tel historique. Même un moteur de recherche comme Google ne peut pas offrir une telle qualité,

puisque la nature des sources est bien trop hétérogène et qu'il est de plus en plus difficile de faire la part des choses entre information sérieuse, information superficielle, information de mauvaise qualité, désinformation, canular, etc. Et c'est sans parler du

choix des thèmes et sujets traités au fil du temps, loin des orientations mercantiles éphémères.

Encore une fois, bravo pour cette réalisation et félicitations. Bravo d'avoir su si bien tirer profit des archives de Radio Canada. Bravo à tous les journalistes qui ont participé à ce projet sans le savoir depuis les années 60.

Ste Pétronille, Qc, Canada.

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3 mars 2007

Bravo pour votre site, intelligent et convivial.

Merci surtout pour les archives.

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6 décembre 2007

Je vous remercie pour les archives de radio-canada elle me donne un peu de nostalgie mais surtout d'ancien truc culinaire.

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I want to let you know how pleased the Métis National Council is of the work that CBC Archives did in their "Rethinking Riel" web collection. [http://archives.cbc.ca/IDD-1-73-1482/politics\\_economy/louis\\_riel/](http://archives.cbc.ca/IDD-1-73-1482/politics_economy/louis_riel/)

The collection of television, radio, and print material is highly impressive and we believe will be quite effective in informing Canadians about the rich culture and history of the Métis Nation and the heroics of Louis Riel. We will be informing our citizens of the excellent work found in this website and will be providing a link from our website to this page for all to see. We are also willing to assist you on our end to provide any further information you could use to make this section even more powerful. Keep up the great work.

**Joshua Kirkey**

Policy Officer, Intergovernmental Affairs / Agent de politique, Affaires Intergouvernementales

Métis National Council / Ralliement National des Métis

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I just spent a few minutes hiding out from my daily routine. Where? In the CBC Online Archives! What a wonderful gift to the people of Canada.

In fifteen minutes I traced the counterculture from the 1963 Bohemian Embassy in Toronto to the 1975 attack on Hippy encampments on Quadra Island, ending on the sweet, timeless songs of Saskatchewan-born Joni Mitchell.

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This really is a tremendous country with an exhilarating past, a past well served by the CBC.

Powell River, BC

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Hello,

I just discovered the CBC archives online... what an amazing and important library of audio and visual material.

I would just like to say that as a tax paying Canadian I support this 100% and would like to see them expanded and see even more of our history freely available online for all to access and learn from.

Hopefully one day everything that airs on CBC will be available to view online just after it airs on television.

Keep up the good work!

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Hello!

I am a High School Special Education (Social Studies and Math) teacher in the United States. Your website is incredible.

Thank you for your time, and I look forward to utilizing your extensive resources in order to add to the depth of my instruction.

Special Education teacher  
Castro Vaelley, California

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Thank you and your colleagues for adding the [Diefenbaker] speech to the Archives website. I have indulged myself and before composing this note I watched a couple of portions of the speech. ... And in case you are fearful that I am merely a Diefenbaker obsessive, the other day I spent an hour in your wonderful resource on the Gordon Lightfoot file. I hope others appreciate you and your colleagues' presentation. If ever you need voices to advocate for the usefulness and the worth of the CBC Archives, and its public web presence, I would be very pleased to be part of that chorus.

Thanks again,

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## **2 Les archives dans la blogosphère**

La popularité de la blogosphère est désormais indéniable. Chaque fois qu'un blogueur s'intéresse à la zone Archives de Radio-Canada ou CBC Archives Website, il devient un agent multiplicateur potentiel de notoriété. Depuis avril 2006, nous avons remarqué que les sites des Archives de Radio-Canada et CBC Archives Website ont fréquemment été l'objet d'éloges dans la communauté des blogueurs canadiens. Voici, à titre d'exemple, quelques témoignages dignes de mention :

### **2.1 Blogosphère anglophone**

#### **Greenthinkers**

The CBC online archives are a fantastic and fun place to browse. And today's fun page unearths CBC News pieces on the group, from both the radio and tv sides.

From its humble beginnings in Vancouver, Greenpeace has grown into one of the world's most prominent environmental action watchdogs. But some say their tactics, such as confronting politicians at their private residences, go too far.

Source : [http://www.greenthinkers.org/blog/2007/01/cbc\\_archives\\_greenpeace.html](http://www.greenthinkers.org/blog/2007/01/cbc_archives_greenpeace.html)

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#### **The Adventures of Diva Rachel**

"It is just as much fun looking at old Trudeau footage as it is looking at old Diana Ross Footage. It's like watching magic. Never gets old."

Source: <http://deev Rachel.blogspot.com/2007/04/trudeau-years-revisited.html>

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#### **Educational CyberPlayground**

A wonderful celebration of Joni [Mitchell's] career, from the CBC Digital Archives. Includes a topic timeline and an interesting collection of radio and television clips. Joni Mitchell: Painting with Words and Music.

Source : <http://www.edu-cyberpg.com/Ringleaders/joel.html>

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#### **The Canadian Past with the Tools of Today!:**

'5 Star Sites'

"... Bravo to CBC for this wonderful resource from which I continue to return to again and again!"

"...As usual, CBC has opened up the vault and allows us, and our students, to delve into history using primary sources. ... These additional 11 clips will help to provide even

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more perspective of the event and help to develop an even greater understanding of the political and social sentiments of the time.

Surf, learn, enjoy!”

Source : <http://canuckhistory.wordpress.com/tag/5-star-sites/>

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### **Learning and Teaching Newsletter**

“Adding Visual Content to your Course” – Spring 2005

“The CBC archives provide an excellent place for students to get a historical overview of a particular issue.”

Source :

[http://elearning.algonquincollege.com/lts\\_newsletter/teaching\\_tips/teachtips\\_apr05.htm](http://elearning.algonquincollege.com/lts_newsletter/teaching_tips/teachtips_apr05.htm)

## 2.2 Blogosphère francophone

### Réflexions sur McLuhan

Le village global (5 avril 2007)

Source : <http://rflexionssurmcluhan.blogspot.com/2007/04/le-village-global.html>

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### Frédaction

Nos jarrets noirs dans la boue (6 mars 2007)

*Du Vietnam à l'Afghanistan en passant par l'Irak, il y a des guerres qui suscitent la controverse, voire des crises civiles. Par contre, il y a des guerres où la participation de notre pays ne peut être remise en question. Je pense ici à la Deuxième Guerre mondiale et à la participation du Régiment de la Chaudière dans ce conflit.*

*Je vous invite donc, surtout si vous êtes Beaucerons, mais aussi Québécois ou Francophone d'Europe, à visualiser ce long reportage. Prévoyez près de 15 minutes pour le visionnement, mais on en apprend vraiment sur le rôle de nos parents et grands-parents dans ce que les Français désignent avec reconnaissance sous le nom de Libération.*

*On y lit également : "Le régiment de la Chaudière forme la seule unité entièrement canadienne-française du débarquement de Normandie."*

Source : <http://fredericpoulin.canalblog.com/archives/2007/03/06/4224770.html>

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### EMarketing

Profil de l'internaute québécois (19 février 2007)

Source : <http://agathe-emarketing-hiver2007.blogspot.com/2007/02/profil-de-linternaute-qubcois.html>

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### La bibliothèque électronique du Québec

Françoise Loranger (10 février 2007)

*Françoise Loranger est l'auteure de pièces de théâtre, de radioromans, d'un roman (Mathieu, en 1949) et de téléthéâtres. Ses pièces ont, pour la plupart, été créées dans les années 1960 et 70, sauf La dame de cent ans, créée l'année de sa mort, en 1995. Elle a assumé la direction artistique du Théâtre du Trident et a donné des cours de création littéraire à l'université Laval. Dans les années 70, elle cesse momentanément d'écrire, se réfugie dans sa retraite de campagne et se consacre à une recherche spirituelle, recherche dont il est beaucoup question dans Françoise Loranger, une quête de l'absolu, une vidéo de près de 26 minutes, tirée des archives de Radio-Canada*

Source : <http://jydupuis.apinc.org/dotclear/index.php/2007/02/10/644-francoise-loranger>

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## **RastaMart**

Le MacIntosh d'Apple (24 janvier 2007)

*Un dossier du site Archives de Radio-Canada sur l'arrivée du Macintosh en 1984*

Source : <http://www.rastamart.com/blog/2007/01/le-macintosh-de-apple-est-arrive-souvenirs-les-archives-de-radio-canada/>

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## **Critical World Blog**

L'accessibilité des archives télévisuelles (22 octobre 2006)

Source : <http://blog.criticalworld.net/2006/10/22/laccessibilite-des-archives-televiseuelles/124/>

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## **Documentation-Québec**

Les archives de Radio-Canada (13 juillet 2006)

*Aujourd'hui, je vous présente les archives de Radio-Canada. Les archives de Radio-Canada sont parmi les 10 plus grandes collections d'archives radio et télé au monde. Installées dans les sous-sols du siège social du réseau français à Montréal, elles renferment les émissions produites par les réseaux français de la radio de Radio-Canada depuis 1936 et celles de la télévision depuis 1952. La construction de nouvelles salles d'archives ont débuté en août 1998 et l'on a commencé à y entreposer le matériel en octobre 2000. Quatre nouvelles salles totalisant plus de 1500 m<sup>2</sup> (18 000 pi<sup>2</sup>) ont été créées. Chacune avec son propre système de contrôle de température et d'humidité.*

Le site de Radio-Canada est une très bonne source d'information.

Source : <http://documentation-quebec.blogspot.com/archive/2006/07/13/les-archives-de-radio-canada.html>

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## **Espace perso d'une inconnue... Jo**

Les archives de Radio-Canada :

*Vous êtes curieux... vous recherchez des documents ... une foule d'informations pour les petits founards*

Source : <http://jo936.spaces.live.com/Lists/cns!37ADBE342A617DD0!125/>

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## **Les mots-croisés**

*Je découvre dans les archives de Radio-Canada une entrevue avec Jacques Brel, menée par Lise Payette et Jacques Fauteux... Quel plaisir d'entendre ces voix venues d'hier quand aujourd'hui était si loin. 1973... Je n'étais qu'une petite puce avec toute une vie à découvrir... Et ma mère berçait mes journées de ces chansons qui ont parfum, encore*

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*maintenant, de poésie... du bonheur des mots. Et le propos lui-même... Ah!*  
Écouter La quête... Radio-Canada, Archives, Grandes entrevues, Brel : «Mourir, la belle affaire», 1973.

Source : <http://danslesbois.blogspot.com/2006/05/brel.html>

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### **In medio stat virtus (Carnet du gros bon sens)**

*Voici un lien que j'ai déniché sur les archives de Radio-Canada d'une émission sportive radiophonique sur la radio de Radio-Canada en 1939. Michel Normandin (un Ron Fournier de son temps) anime son émission dans laquelle il discute des activités de la ligue nationale de hockey. Vous allez rire un peu en attendant l'accent de Normandin et de ses expressions (ex. : le gardien régulier des Américains était incapacité par une blessure!).*

Source : <http://lebloguedevincent.blogspot.com/2006/05/un-clin-doeil-ron-fournier.html>



### **3 Préambule**

C'est avec fierté que nous vous présentons le bilan de nos réalisations pour 2006-2007, une année charnière pour la zone archives de CBC/Radio-Canada. Tel qu'annoncé dans notre plan d'affaires, cette année aura servi à restructurer en profondeur notre offre en contenu et notre production, de façon à accroître considérablement le volume de contenu numérisé et faire de la zone Archives un site de référence incontournable, plus représentatif de la programmation de la radio et de la télévision d'autrefois.

Toutes les cibles que nous avons fixées dans notre plan d'affaires ont été rencontrées cette année, malgré un contexte de production difficile. Compte tenu du versement tardif du financement (en janvier 2007), nous avons maintenu nos effectifs au minimum du 1<sup>er</sup> avril 2006 au 1<sup>er</sup> janvier 2007 et nous avons consacré temps et ressources à la planification du projet, au dépouillement des collections d'émission et à la numérisation. Au 31 mars 2007, nous avons atteint, voire même légèrement dépassé, nos objectifs de numérisation, redéfini les concepts éditoriaux et mis en chantier la refonte du site.

C'est ainsi qu'à l'automne 2007, nous mettrons en ligne une nouvelle version du site, plus moderne et plus audacieuse, qui contiendra les collections d'émission et les nouveaux contenus élaborés pendant l'année. La reprise des activités de communications coïncidera également avec le lancement de cette nouvelle mouture.

Dans le cadre de cette réorientation, notre action en éducation est demeurée au cœur de nos priorités. C'est pourquoi du mois d'avril à novembre, nous avons maintenu nos efforts pour stimuler la pénétration du site des Archives de Radio-Canada/CBC dans les milieux scolaires francophones et anglophones en multipliant les ateliers, les présentations, la représentation dans les événements liés à l'enseignement et la production de matériel promotionnel à ces fins. Une série de nouvelles activités pédagogiques ont également été produites. Cette nouvelle offre éducative viendra se greffer à notre projet de refonte à l'automne.

L'année 2006-2007 ayant entièrement été consacrée à la réorientation du projet, nos efforts en matière de partenariats se sont aussi traduits en ce sens et se sont concentrés sur l'élaboration d'une stratégie de rayonnement de nos contenus. Les premières pierres de cette nouvelle stratégie ont été mises en place cette année grâce à la conclusion de nouveaux partenariats avec le Musée de la civilisation et Bibliothèque et archives nationales du Québec.

Les bases jetées cette année, qui seront bien visibles en ligne cet automne, s'avèrent fondamentales pour la pérennité du projet. C'est donc avec beaucoup d'enthousiasme que nous vous transmettons ce rapport qui fait état de nos réalisations du 1<sup>er</sup> avril 2006 au 31 mars 2007.

## 4 L'équipe

À partir du 1<sup>er</sup> avril 2006, la composition des équipes dédiées au projet Archives, tant à Radio-Canada qu'à CBC a été adaptée en fonction des nouveaux besoins de production pour l'année en cours, mais également dans l'attente d'une confirmation de financement qui nous permettrait d'entamer la refonte du site en 2006-2007.

L'équipe de la zone Archives de Radio-Canada a ainsi mis fin au contrat de trois recherchistes, d'un réviseur historique, d'un développeur web et d'un intégrateur web.

Les contrats des recherchistes et du réviseur historique ont pris fin le 26 juin 2006, mais en vertu des conventions collectives en vigueur, des indemnités salariales de 4 à 8 semaines chacun leur ont été versées. Les services du développeur web ont été retenus jusqu'au 25 août. Selon sa convention collective, un avis de trois mois devait lui être acheminé ainsi qu'environ 24 semaines d'indemnité salariale. Dans le cas de l'intégrateur, son contrat a pris fin le 1<sup>er</sup> octobre 2006. Ces modifications sont reflétées par les dépenses totales du projet.

En février 2007, les services d'une consultante en ergonomie et d'un infographiste ont été retenus pour l'élaboration des maquettes de la nouvelle mouture du site. Vers la même période, nous avons retenu les services d'une enseignante et consultante en éducation pour la refonte des projets pédagogiques en français. Du côté de CBC, une firme de consultants a été mandatée pour la production des projets pédagogiques.

Nous continuons toutefois de faire ponctuellement appel aux services à la pige d'un réviseur historique et d'un réviseur linguistique. Aucun autre changement n'a été apporté au cours de la période du 1<sup>er</sup> décembre 2006 au 31 mars 2007.

| <b>Montréal – 1<sup>er</sup> avril 2006</b><br><b>17 personnes</b>  | <b>Montréal – 31 mars 2007</b><br><b>10 personnes</b>   |
|---|---|
| <ul style="list-style-type: none"> <li>• 1 directeur de projet</li> <li>• 1 chef de secteur</li> <li>• 5 chercheurs</li> <li>• 1 réviseur historique</li> <li>• 1 réviseur linguistique (pigiste)</li> <li>• 1 adjointe (1/3 de son temps)</li> <li>• 3 médiathécaires</li> <li>• 1 responsable de l'encodage</li> <li>• 1 conseiller en droits d'auteur</li> <li>• 1 développeur web</li> <li>• 1 intégrateur web</li> </ul> | <ul style="list-style-type: none"> <li>• 1 directeur de projet</li> <li>• 1 chef de secteur</li> <li>• 2 chercheurs</li> <li>• 1 adjointe (1/3 de son temps)</li> <li>• 3 médiathécaires</li> <li>• 1 responsable de l'encodage</li> <li>• 1 conseiller en droits d'auteur</li> </ul> |

La composition de l'équipe de CBC Digital Archives a également été modifiée depuis le 1<sup>er</sup> avril 2006. Au début de l'année fiscale, l'équipe comportait un plus grand nombre de rédacteurs qu'à l'accoutumée afin de combler le temps perdu pendant le conflit de travail entre CBC et la Guilde canadienne des médias qui a eu lieu du mois d'août au mois d'octobre 2005.

Au fil des mois, le nombre d'employés a graduellement diminué, suivant les ententes collectives alors en vigueur.

| <b>Toronto - 1<sup>er</sup> avril 2006</b><br><b>15 personnes</b>   | <b>Toronto – 1<sup>er</sup> août</b><br><b>13 personnes</b>   | <b>Toronto – 1<sup>er</sup> décembre</b><br><b>9 personnes</b>  |
|---|---|---|
| <ul style="list-style-type: none"> <li>• 1 gestionnaire de projet</li> <li>• 8 chercheurs (6 long-term; 2 short-term)</li> <li>• 2 médiathécaires</li> <li>• 1 intégrateur, responsable de l'encodage</li> <li>• 1 réviseur linguistique (pigiste)</li> <li>• 1 conseillère en droits d'auteur (temps partiel)</li> <li>• 1 coordonnateur de programme marketing</li> </ul> | <ul style="list-style-type: none"> <li>• 1 gestionnaire de projet</li> <li>• chercheurs</li> <li>• 2 médiathécaires</li> <li>• 1 intégrateur, responsable de l'encodage</li> <li>• 1 réviseur linguistique (pigiste)</li> <li>• 1 conseillère en droits d'auteur (temps partiel)</li> <li>• 1 coordonnateur de programme marketing</li> </ul> | <ul style="list-style-type: none"> <li>• 1 gestionnaire de projet</li> <li>• 2 chercheurs</li> <li>• 2 médiathécaires</li> <li>• 1 intégrateur, responsable de l'encodage</li> <li>• 1 réviseur linguistique (pigiste)</li> <li>• 1 conseillère en droits d'auteur (temps partiel)</li> <li>• 1 coordonnateur de programme marketing</li> </ul> |

#### **4.1 Formation du personnel**

Au début de novembre, une formation en taxonomie a été défrayée pour un chef de secteur à San José (Taxonomy Bootcamp). Organisée par KMWorld Intranet, cette conférence exposait les différentes approches concernant la taxonomie, c'est-à-dire, l'art (ou la science) de classer et de hiérarchiser les contenus. À l'heure du web sémantique et du Web 2.0, l'organisation des contenus d'un site web ou d'un intranet est un enjeu important. Traditionnellement, depuis les débuts du WWW, l'organisation hiérarchique des contenus est favorisée (taxonomie). L'arrivée du Web 2.0 privilégie plutôt le repérage des contenus à l'aide de métadonnées (attributs ou facettes). La tendance de l'heure, et du futur selon certains, consiste à laisser les usagers organiser eux-mêmes les contenus (socioinomie). Cette même personne a également assisté à la conférence Web 2.0 organisée par Infopresse à Montréal, le 20 février 2007.

## **5 Contenu**

Le changement d'orientation annoncé dans le plan d'affaires 2006-2007 a mené à une bonification des concepts éditoriaux du site.

Les concepts qui existaient déjà – les dossiers et les Souvenirs (On This Day) demeurent, mais nous avons mis l'accent sur l'élaboration de collections d'émissions représentatives de la programmation passée de Radio-Canada et de CBC. Nous avons numérisé, en anglais et en français, 22 collections d'émissions radiophoniques et télévisuelles de CBC et de Radio-Canada.

Dans l'esprit des changements envisagés au printemps dernier, nous avons développé une nouvelle catégorisation des contenus, laquelle permettra une meilleure mise en valeur des dossiers et des clips existants et à venir. Ainsi, les extraits d'archives pourront désormais être présentés individuellement, sans obligatoirement faire partie d'un dossier. Cette nouveauté nous permettra de réagir plus promptement à l'occasion d'événements spéciaux, de commémoration ou du décès d'une personnalité célèbre.

Nous avons également créé quatre nouvelles rubriques éditoriales destinées à susciter la participation du public : Votre minute de gloire, Les reconnaissez-vous et Les coups de cœur de l'équipe et un palmarès des clips préférés du public.

### **5.1 Les collections d'émission**

En continuité avec les objectifs proposés au printemps dernier, le travail des derniers mois visait à repérer, parmi les quelques 14 000 titres d'émissions de la radio et de la télévision qui ont été conservés, celles qui étaient les plus représentatives de chaque décennie. C'est à partir de ce catalogage que nous avons constitué les 22 collections d'émissions numérisées en anglais et en français.

Le développement d'une collection est effectué selon les critères suivants :

- Émissions « prime time » du passé, qui ont vivement marqué l'imaginaire collectif, dont les têtes d'affiche de l'époque suscitent un sentiment de nostalgie chez les 35-60.
- Respecter un équilibre global entre les collections d'émissions radiophoniques et télévisuelles.
- Si possible, créer un équilibre entre les émissions d'information et les émissions culturelles.
- Les émissions choisies reflètent l'état de la programmation de Radio-Canada/CBC à une époque donnée.
- Les émissions choisies reflètent la dimension régionale de Radio-Canada/CBC.

La première partie du travail visait à reconstituer des collections d'émissions et d'en effectuer une préanalyse afin d'en évaluer le potentiel tant sur le plan social que culturel.

Des voûtes de Radio-Canada/CBC, nous avons repéré près de soixante-dix titres d'émissions radiophoniques et télévisuelles que nous avons préanalysés. Ceci constitue désormais notre base de référence ou catalogue auquel s'ajouteront d'autres titres, notamment ceux qui requièrent l'affranchissement de droits d'auteur.

Nous avons prévu numériser un total de 350 heures de la télévision et de la radio de Radio-Canada et de CBC – incluant les dossiers et les Souvenirs - , mais nous avons dépassé ces objectifs. À Radio-Canada, les collections d'émission totalisent à elles-seules 185 heures et celles de CBC, 160 heures, totalisant 345 heures de programmation (voir Annexe I).

À la manière des dossiers thématiques qui ont été élaborés depuis 2001, les collections d'émission sont constituées à partir d'une sélection éditoriale. Quand les droits nous le permettent, nous offrons des épisodes complets. Cette formule nous permettra d'offrir au public le meilleur de la programmation du passé.

## Émissions de la télévision de Radio-Canada :

### 1. Émission: **Atome et Galaxie**

Média : télévision

Description: Émission scientifique/jeunesse

Durée des épisodes et segments: environ 30 minutes

Période choisie: 1964 à 1971

Visionné et numérisé: 23 heures 49 minutes, 56 épisodes et segments

### 2. Émission: **Le Sel de la semaine**

Média : télévision

Description: Entrevues

Durée des épisodes et segments: environ 60 minutes

Période choisie: 1959 à 1963

Visionné et numérisé: 54 heures , 54 épisodes ou segments

### 3. Émission: **Premier plan**

Média : télévision

Description: Reportages/ Affaires publiques

Durée des épisodes et segments: environ 30 minutes et 60 minutes

Période choisie: 1959-1963

Visionné et numérisé: 59 heures

### 4. Émission: **De broche en bouche**

Média : télévision

Description: Arts ménagers

Durée des épisodes et segments: segments de durée variable

Période choisie: 1963

Visionné et numérisé: 2 heures, 4 épisodes ou segments

### 5. Émission: **Famille d'aujourd'hui**

Média : télévision

Description: Famille

Durée des épisodes et segments: épisodes de 30 minutes

Visionné et numérisé : 6 heures 55 minutes, 13 épisodes

### 6. Émission: **Opinion**

Média : télévision

Description: Entrevues/ affaires publiques

Durée des épisodes et segments: épisodes ou segments d'environ 30 minutes / durée variable

Période choisie: 1959-1962

Visionné et numérisé: 5 heures 55 minutes, 13 épisodes ou segments

### 7. Émission: **Point de mire**

Média : télévision

Description: Affaires publiques

Durée des épisodes et segments: épisodes 30 minutes

Période choisie: 3 mars et 6 septembre 1957

Visionné et numérisé: 1 heure, 2 épisodes

### 8. Émission: **Votre cuisine madame**

Média : télévision

Description: Magazine féminin

Durée des épisodes et segments: épisodes 30 minutes

Période choisie: 1963

Visionné et numérisé: 30 minutes, 2 épisodes

### 9. Émission: **20 ans express**

Média : télévision

Description: Reportages/ Affaires publiques

Durée des épisodes et segments: environ 30 minutes

Période choisie: 1962-1964

Visionné et numérisé: 20 heures, 40 épisodes

**Total heures numérisées télévision :  
173 heures**

## **Radio de Radio-Canada**

### **1. Émission: Les miettes de notre petite histoire**

Média : radio

Description: Histoire du Québec

Durée des épisodes et segments: épisodes 15 minutes

Période choisie: 1947-48

Visionné et numérisé: 3 heures, 15 minutes, 11 épisodes

### **2. Émission: Carrefour**

Média : radio

Description: Affaires publiques

Durée des épisodes et segments: épisodes 30 minutes

Période choisie: 1966

Visionné et numérisé: 5 heures, 10 x 30 minutes

### **3. Émission: Psychologie de la vie quotidienne**

Média : radio

Description: Psychologie

Durée des épisodes et segments: épisodes 15 min.

Période choisie: 1965

Visionné et numérisé: 4 heures, 8 épisodes

**Total radio numérisé : 12 heures, 15 minutes**



## CBC Radio

1. Program: **Expedition**

Description: Daily report of Expo 67

Duration & segments: 15 minutes, avg. 5 min. segments

Time period selected: 1967

Screened & encoded: 4 episodes, totaling 1:00:00

2. Program: **The House**

Description: A weekly summary of events in politics

Duration & segments: 50 minutes, avg. 8 min. segments

Time period selected: 1984

Screened & encoded: 6 episodes, totaling 5:00:00

3. Program: **The Inside Track**

Description: Sports current affairs

Duration & segments: 24 minutes, avg. 8 min. segments

Time period selected: 1988-1989

Screened & encoded: 3 episodes, totaling 1:12:00

4. Program: **Quirks & Quarks**

Description: A weekly science program

Duration & segments: 55 minutes, avg. 15 min. segments

Time period selected: 1975

Screened & encoded: 18 episodes, totaling 16:30:00

**Total radio: 23 heures, 42 minutes**

## CBC Television

1. Program: **Close Up**

Description: Public affairs magazine

Duration & segments: 60 minutes, avg. 10 min. segments

Time period selected: 1960

Screened & encoded: 6 episodes, totaling 6:00:00

2. Program: **Fighting Words**

Description: A panel show using famous quotations

Duration & segments: 28 minutes, avg. 10 min segments

Time period selected: 1955-1962

Screened & encoded: 32 episodes, totaling 16:00:00

3. Program: **Hot Type**

Description: Fiction and Non-Fiction writers

Duration & segments: 15 minutes, one segment with one break

Time period selected: 1999–2000

Screened & encoded: 9 episodes, totaling 2:15:00

4. Program: **Man Alive**

Description: Public Affairs program about faith and religion

Duration & segments: 30 minutes, one segment

Time period selected: 1972

Screened & encoded: 13 episodes, totaling 6:30:00

5. Program: **Mansbridge One-On-One**

Description: Interview show

Duration & segments: 23 minutes, one segment with breaks

Time period selected: 1999-2004

Screened & encoded: 91 episodes, totaling 35:00:00

6. Program: **This Hour Has Seven Days**

Description: Current Affairs/News Magazine

Duration & segments: 60 minutes, avg. 15 min. segments

Time period selected: 1964

Screened & encoded: 50 episodes, totaling 50:00:00

7. Program: **Telescope**

Description: Canadian documentary series

Duration & segments: 25 minutes, avg. 12 min. segments

Time period selected: 1970

Screened & encoded: 26 episodes, totaling 10:50:00

8. Program: **Venture**

Description: Business news and entrepreneurship

Duration & segments: 23 minutes, avg. 15 min. segments

Time period selected: 1985

Screened & encoded: 25 episodes, totaling 9:58:00

**Totals: television: 136 hours, 33 minutes**

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## 5.2 Dossiers

Tel que prévu dans le plan d'affaires de 2006-2007, nous avons produit une douzaine de dossiers en anglais et en français pour soutenir la couverture journalistique à l'occasion d'événements spéciaux. De plus, nous avons révisé des dossiers existants pour ainsi assurer leur pérennité.

Au total, nous avons numérisé 43 heures d'émissions radio et télé pour les dossiers en français, et 45 heures pour les dossiers en anglais pour un total de 89 heures (voir Annexe I).

### Archives de Radio-Canada

1<sup>er</sup> avril 2006 au 31 mars 2007

- 1- Joe Clark : envers et contre tout
- 2- James Bamber, le poète des ondes
- 3- Rwanda, le génocide annoncé
- 4- Trudeau, libre et provocateur (dossier révisé et bonifié)
- 5- La surpopulation : menace ou chimère?
- 6- Louis Saint-Laurent, l'autorité tranquille
- 7- Sida, virus sans frontières (Congrès sur le Sida à Toronto, Août 2006)
- 8- Le Nouveau Brunswick à l'heure des élections
- 9- Pour l'amour de l'artisanat (Partenariat MCC)
- 10- Paroles d'auteur (événement Salon du livre de Montréal)
- 11- Élections au Québec : si la tendance se maintient...
- 12- « Eeyou Istchee » : terres des Cris (collection d'archives en langue crie)

#### 5.2.1 Assemblages thématiques

1. L'amour, toujours l'amour... (réutilisation d'archives pour la Saint-Valentin)
2. La famille d'hier à aujourd'hui (réutilisation d'archives pour la thématique Famille=bonheur?)

### CBC Archives

Two provincial elections – Nova Scotia (June 13), New Brunswick (September 18) – and one territorial election – Yukon (October 10) – took place in 2006. With the launch of those topics as well as one looking at significant Manitoba elections, we have completed our goal of creating **a subsection of 15 topics about voting in Canada**: one election topic devoted to each province and territory, one about federal elections, as well as our topic: Voting in Canada: How a Privilege Became a Right.

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As in the past, whenever an election is held, our archival coverage is given prominent play on the CBC Election site.

Topics launched between April 1, 2006 and March 31, 2007:

1. [Their Majesties in Canada: The 1939 Royal Tour](#)
2. [The Comics in Canada: An Illustrated History](#)
3. [Handmade in Canada: The Art of Craft](#)
4. [The First World War: Canada Remembers](#)
5. [Friendly Rivalries: Manitoba Elections, 1966-1999](#)
6. [From Louis to Lord: New Brunswick Elections, 1960 to 2003](#)
7. [Breaking the Ice: Canada and the Northwest Passage](#)
8. [How The East Was Won: Nova Scotia Elections \(1949 – 2003\)](#)
9. [Pierre Elliott Trudeau: Swinger, Philosopher, Prime Minister](#)
10. [Just For Kicks: Soccer in Canada](#)
11. [Territorial Battles: Yukon Elections, 1978-2002](#)
12. [Joni Mitchell: All Sides Now](#)
13. [Eeyou Istchee: Land of the Cree](#)
14. [Foreign Correspondents: Bringing the World to Canada](#)

### **5.3 Révision et mise à jour des dossiers**

#### **5.3.1 Archives de Radio-Canada**

Plusieurs dossiers du site des Archives de Radio-Canada nécessitaient une réécriture pour les maintenir à jour et même des ajouts substantiels de matériel numérisé. Voici un bilan :

##### Pierre Elliott Trudeau, libre et provocateur

Le dossier original (Un pays pris de Trudeaumanie) a été entièrement remodelé. Les clips d'origine ont été réutilisés, mais de nouveaux ont été ajoutés pour refléter plus adéquatement la couverture médiatique autour de Pierre Elliott Trudeau, l'ancien premier ministre du Canada. Le dossier original comportait 14 clips et la durée totale de la programmation était de 3 heures 33 minutes. Le nouveau dossier compte 27 clips et totalise 7 heures 32 minutes de radio et de télévision.

##### Crise d'Oka : la pinède s'enflamme

Le dossier original comportait 20 clips et totalisait 2 heures 35 minutes de matériel numérisé. Nous avons ajouté 4 clips et le dossier totalise désormais 3 heures 12 minutes de radio et de télévision.

#### Gabrielle Roy, la passion d'écrire

Le dossier original comportait 17 clips et totalisait 2 heures 29 minutes de matériel numérisé. Nous avons ajouté 2 clips et le dossier totalise désormais 3 heures 11 minutes de radio et de télévision.

#### Morgentaler, apôtre du libre choix

Le dossier original comportait 15 clips et totalisait 1 heures 24 minutes de matériel numérisé. Nous avons ajouté 4 clips et le dossier totalise désormais 1 heures 40 minutes de radio et de télévision.

#### La grande aventure de la baie James

Les textes de ce dossiers ont été mis à jour et révisés.

### **5.3.2 Updated topics on CBC Digital Archives**

#### Jean Chrétien: From pool hall to Parliament Hill

Because of the length of his political career, the original topic on Jean Chrétien focused only on his early days, ending with his resignation from politics in 1986. Once our Prime Ministers' Gallery was complete, the topic needed expanding to cover his full career. We added six main clips and four additional clips totaling 1 hour and 29 minutes of new material.

#### The Legendary #9: Maurice 'Rocket' Richard

Our original topic on Maurice Richard was prepared in 2003, without a copyright analyst available. To coincide with the release of the motion picture *The Rocket*, we completely reworked the topic, with new clips and vastly expanded text. The topic grew from 8 clips totaling 40 minutes to 15 clips totaling 1 hour and 32 minutes. This topic and its related educational materials was promoted on the official movie website.

### **Topics that were updated with new clips and text - 9**

(Titles below are hyperlinked to new material)

- Topic: [Acid Rain: Pollution and Politics](#)  
New clip: [Measuring the success of Mulroney's 1991 acid rain accord](#)
- Topic: [Turbulent Skies: The Air Canada Story](#)  
New clip: [Reinventing an airline](#)

- Topic: [Hippie Society: The Youth Rebellion](#)  
New clip: ['The Ultimate Hippie'](#)
- Topic: [Karen Kain, Prima Ballerina](#)  
New clip: [Stepping up to the top job](#)
- Topic: [The Montreal Massacre](#)  
New clip: [Lepine's mother breaks her silence](#)
- Topic: [Quebec Elections: 1960-2003](#)  
New clip: [A victory for federalism?](#)
- Topic: [At Loggerheads: The Canada-U.S. Softwood Lumber Dispute](#)  
New clip: [A controversial agreement](#)
- Topic: [Leonard Cohen: Canada's Melancholy Bard](#)  
New clip: [Leonard Cohen looks back](#)  
New clip: [Pt. II -Leonard Cohen looks back](#)
- From topic: [Campaigning for Canada](#)  
New clip: [Harper's 'picture-perfect campaign'](#)
- From topic: [Ontario Elections: 20 Tumultuous Years](#)  
New clip: ['Kitten-eater' McGuinty wins](#)
- From topic: [New Brunswick Elections: Colourful Characters, Pivotal Points](#)  
New clip: ['Time for something new'](#)
- From topics: [Territorial Battles: Yukon Elections, 1978-2002](#)  
New clip: [Yukon Party pulls off another win](#)
- From topics: [Newfoundland and Labrador Elections](#)  
New clip: [Newfoundland and Labrador goes blue](#)
- From topics: [How The East Was Won: Nova Scotia Elections, 1949 – 2003](#)  
New clip: [Former fiddler becomes the new premier of Nova Scotia](#)
- From topic: [Fighting Infertility](#)  
New clip: [The mysteries of male infertility](#)  
New clip: [Genetic flaw leads to declining sperm quality](#)
- From topics: [Dief the Chief](#)  
New clip: [He's still got it in '76](#)
- From topics: [Selling Suds: The Beer Industry in Canada](#)  
New clip: [Am I still Canadian?](#)

- From topic: [The Crazy Canucks: Canada's Skiing Heroes](#)  
New clip: [Post-retirement Podborski](#)

**Updated text only :**

- [Showdown on the Prairies: A History of Saskatchewan Elections](#)
- [How the West is Won: B.C. Elections, 1952-2003](#)
- [Electing Dynasties: Alberta Campaigns Since 1935](#)
- [PEI Elections: Liberal landslides and Tory tides](#)
- Trudeau: [Marriage is 'groovy'](#)
- [John and Yoko's Montreal bed-in](#)

**5.4 Prime Ministers' Gallery**

This year, we completed and launched our **Prime Ministers' Gallery**, the largest bilingual display of audio-visual biographical portraits of Canada's 21 former leaders to be found anywhere on the Internet.

We have produced in-depth biographies for each of the prime minister since the dawn of broadcasting, starting with Mackenzie King, as well as a large retrospective of the legacy of Sir John A. Macdonald. In-depth topics have between 12-20 radio and television clips about each prime minister, as well as substantial biographical text. Many of these topics also have online pedagogical information to facilitate classroom use. Additional educational material is underway.

For each of the prime ministers who predated broadcasting, we have created shorter biographical sketches each with one clip.

**Dossiers en anglais et en français**

|  |  |
|--|--|
| <a href="#">Sir John A. Macdonald: Architect of Modern Canada</a> *          | Peu ou pas de documents d'archives en français               |
| <a href="#">Mackenzie King: Public Life, Private Man</a>                     | Peu ou pas de documents d'archives en français               |
| <a href="#">Uncle Louis and Canada's Golden Age</a>                          | <a href="#">Louis Saint-Laurent, l'autorité tranquille</a>   |
| <a href="#">Dief the Chief</a> *   | <a href="#">Diefenbaker le juste</a>                         |
| <a href="#">Lester B. Pearson: From Peacemaker to Prime Minister</a> *       | <a href="#">Pearson le premier ministre diplomate</a>        |
| <a href="#">Pierre Elliott Trudeau: Swinger, Philosopher, Prime Minister</a> | <a href="#">Pierre Elliott Trudeau, libre et provocateur</a> |

|   |  |
|---|--|
| <u>The Man from High River: Joe Clark</u>                 | <u>Joe Clark, envers et contre tout</u>          |
| <u>The Long Run: The Political Rise of John Turner</u>    | <u>John Turner ambitieux et dévoué</u>           |
| <u>From Cheers to Jeers: The Mulroney Years *</u>         | <u>Brian Mulroney, le sommet et rien d'autre</u> |
| <u>Kim Campbell, First and Foremost</u>                   | <u>Kim Campbell, premier ministre au féminin</u> |
| <u>Jean Chrétien: From pool hall to Parliament Hill *</u> | <u>Jean Chrétien, qui l'aime le suivre</u>       |
| <u>Paul Martin: Prime Minister in Waiting</u>             |  |

\* denotes additional online pedagogical information.

### Shorter biographical sketches

1. Alexander Mackenzie's grave finally recognized
2. John Abbott, Man who hated politics becomes prime minister
3. John Thompson, Canada's little-known 4th prime minister
4. Prime Minister Sir Mackenzie Bowell, 1823-1917
5. Shortest-ruling PM, Sir Charles Tupper
6. The death of Sir Wilfrid Laurier
7. Remembering Robert Borden
8. Arthur Meighen, parliamentary powerhouse, dies
9. R.B. Bennett: Triumph in Canada's 'great dark days'

## 5.5 « Les Souvenirs » – "On This Day"

L'un des objectifs de l'année 2006-2007 consistait à terminer la production de Souvenirs /On This Day . À présent, tous les nouveaux extraits de cette rubrique ont été publiés. En français, un total de 77 *Souvenirs* ont été produits. En anglais, 69 *On This Day* ont été mis en ligne. Tous les jours de l'année – à quelques exceptions près – comptent un éphéméride en anglais ou en français. Dans le cadre de la refonte, cette section sera renommée « C'est arrivé le... » et sera enrichie de manière à présenter plus d'un événement par jour. Les éphémérides totalisent 21 heures de matériel numérisé, soit un peu plus de 5h en anglais et 21 heures en français. (voir Annexe I)

### 5.5.1 Archives de Radio-Canada

1<sup>er</sup> avril 2006 au 31 mars 2007 (77 nouveautés)

\*Certains souvenirs comportent deux extraits d'archives

- |   |   |
|---|---|
| 1. 2005-03-03- Quatre agents de la GRC tués par James Rozco à Mayerthorpe, au Nord-Est d'Edmonton | 3. 1989-03-13- Six millions de Québécois privés d'électricité (orages géomagnétiques) |
| 2. 1984-03-06-Missiles « Cruise » américains en territoire canadien                               | 4. 1995-03-20- Attaque de gaz au Sarin dans le métro de Tokyo, 12 morts               |



5. 1983-03-23- Reagan prépare-t-il la guerre des étoiles?
6. 1957-03-25-Les traités de Rome et la naissance de la CEE
7. 1998-04-02-La pratique des sages femmes est légalisée
8. 2000-04-03-Microsoft jugé coupable
9. 1971-04-06- Mort d'Igor Stravinsky, compositeur d'origine russe.
10. 1961-04-06- À chaque femme son chapeau
11. 1998-04-07- Nick Auf der Maur : un parcours sinueux
12. 1975-04-12-Elle avait deux amours, son pays et Paris
13. 2003-04-13- Virage à droite sur feu rouge
14. 1908-04-14- Naissance de Robert Lapalme, caricaturiste québécois
15. 1893-04-16- Germaine Guèvremont, romancière québécoise
16. 1966-04-17-Création de la CEQ
17. 1946-04-18-Jackie Robinson chez les Royaux de Montréal
18. 2001-04-22- Paix et violence au Sommet des Amériques
19. 1979-05-03-Une femme au 10 Downing Street
20. 1981-05-05-Bobby Sands meurt en prison
21. 1978-05-09- Mort d'Aldo Moro
22. 1987-05-11-Klaus Barbie au banc des accusés
23. 1964-05-13-Paul Gérin Lajoie : l'éducation en héritage
24. 1990-05-16-Ciel noir sur Saint-Amable
25. 1999-05-21-Gérald Larose quitte la CSN
26. 1992-05-22- Dernier « Tonight Show » de Johnny Carson, au réseau NBC
27. 2000-05-28- Le Théâtre des variétés ferme ses portes
28. 1990-05-29-Boris Eltsine élu président du Parlement de la Russie
29. 1975-05-30-Michel Simon, l'adieu d'un monstre sacré
30. 1968-06-05- Robert Kennedy tombe sous les balles
31. 1999-06-07- Le Canada accueille les réfugiés kosovars
32. 1986-06-08-Lizette Gervais, « l'âme à la tendresse »
33. 2003-06-10- L'Ontario légalise le mariage gai
34. 1990-06-11- Lise Bissonnette, directrice du *Devoir*
35. 1991-06-12- Élection de Boris Eltsine comme président russe
36. 1982-06-14- La Grande Bretagne reprend les îles Malouines
37. 1995-06-15- Le procès avorté des frères Matticks
38. 1976-06-16-Morts les enfants de Soweto
39. 1985-06-20- René Lévesque s'en va
40. 2002-06-21- Gilberte Côté Mercier, l'âme des bérets blancs
41. 1960-06-22- Jean Lesage, maître chez lui
42. 1997-06-25- Adieu commandant Cousteau
43. 1989-06-29-Les Canadiens découvrent leur Musée des civilisations
44. 1990-07-02- 1426 pèlerins asphyxiés à La Mecque
45. 1990-07-08- Les Sébastien Lareau et Leblanc titre junior de tennis en double à Wimbledon
46. 1985-07-04- Les AA à Montréal
47. 1990-07-08-Victoire des Québécois à Wimbeldon
48. 1979-07-09- Ken Dryden se retire de la glace
49. 1978-07-10- Cadbury annonce la fermeture de son usine
50. 1970-07-21- Assouan, le Haut barrage de l'Égypte
51. 1992-07-22 – Escobar s'évade de prison

52. 2001-07-23 – Le protocole de Kyoto sauvé à Bonn
53. 1956-07-26- Nationalisation du canal de Suez par Nasser
54. 2002-07-28- Les JMJ de Toronto
55. 1996-08-01- Décès de Lucille Teasdale (clip dossier)
56. 1970-08-02- Le Festival de Manseau connaît son Waterloo
57. 1978-08-04 – Molson acquiert le Canadien
58. 1940-08-07- Le Canada se dote de l'assurance-chômage
59. 2003-08-11- : Charles Taylor quitte le Liberia
60. 2003-08-14 – New York dans le noir
61. 1996-08-15 La fin des duchesses du Carnaval
62. 1999-08-17- Tremblement de terre en Turquie
63. 1991-08-19 – Putsh contre Gorbatchev
64. 1944-08-20- : Appel à l'insurrection française de la radio de la Résistance
65. 1968-08-22- Première visite d'un pape en Amérique latine
66. 2002-08-25- Le référendum sur la fermeture de Murdochville
67. 1965-08-27 – Le Corbusier, maître de l'architecture moderne
68. 1963-08-30 – Le téléphone rouge entre Washington et Moscou
69. 1997-08-31- Mort de Diana Spencer et du milliardaire Dodi al Fayet
70. 2002-11-14- Michel Jalbert retourne chez lui
71. 1992-01-09- Les Serbes de Bosnie proclament leur république
72. 2004-01-03- Un robot sur Mars
73. 1972-01-13- Les Oranges sont vertes
74. 1986-02-07- Jean-Claude Duvalier s'enfuit d'Haïti
75. 1969-02-17- Conférence internationale de la francophonie au Niger
76. 1965-02-18- Création revue littéraire La Barre du jour
77. 1993-02-26- Explosion à New York

## 5.5.2 CBC Archives

### On This Day

**1<sup>er</sup> avril 2006 au 31 mars 2007 (69 nouveautés)**

- 1) Apr 04: [Canadian ambassador jumps to his death in Egypt](#)
- 2) Apr 06: [Stratford Festival performs in Shakespeare's homeland](#)
- 3) Apr 09: [Dene/Métis sign historic land claim agreement](#)
- 4) Apr 10: [Canadians to face more taxes with the new GST](#)
- 5) Apr 11: [Acadians head south to help Cajun cousins](#)
- 6) Apr 19: [Claude Jutra's body found in river](#)
- 7) Apr 28: [Expo 67 opens to the public](#)
- 8) Apr 29: [The Frank rockslide: 90 seconds of terror](#)
- 9) May 01: [Canadian Labour Congress is born](#)
- 10) May 02: [A star is born: The NFB makes its debut](#)
- 11) May 03: [Supreme Court accepts battered wife syndrome defence](#)
- 12) May 04: [Wayne and Shuster debut on the Ed Sullivan Show](#)
- 13) May 5: [The Love Bug virus cripples computers around the globe](#)

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- 14) May 10: Exploration energizes the Beaufort Sea
- 15) May 11: Irving Berlin celebrates his 78th birthday, in Toronto
- 16) May 11: Leni Riefenstahl in her own words
- 17) May 13: Pope John Paul II is shot
- 18) May 14: Celebrating Canadian mothers on their own day
- 19) May 17: Journalist and TV personality Gordon Sinclair dies at 83
- 20) May 19: Bon appetit at Expo 86
- 21) May 23: Social Credit pioneer William 'Bible Bill' Aberhart dies
- 22) May 24: 1939 Royal Tour rolls through Winnipeg
- 23) May 25: Nova Scotia elects its first black MLA
- 24) May 29: Empress of Ireland sinks in the St. Lawrence
- 25) May 30: Gorbachev wows 'em in Ottawa
- 26) May 31: Canada's first heart transplant
- 27) Jun 01: Superman makes his debut
- 28) Jun 05: Union Nationale defeats Lesage's Quebec Liberals
- 29) Jun 07: Canadians flee troubled Beijing
- 30) Jun 08: R.B. Bennett: Triumph in Canada's 'great dark days'
- 31) Jun 09: Canada's first female fighter pilots cleared for takeoff
- 32) Jun 10: Remembering Robert Borden
- 33) Jun 11: Graduation for Canada's oldest university student
- 34) Jun 13: 4,000 Manitoba laws declared invalid
- 35) Jun 15: Pair pulls off polar adventure
- 36) Jun 16: Man who hated politics becomes prime minister
- 37) Jun 20: The National Library of Canada opens new HQ
- 38) Jun 21: Deadly fire at Saint John jail
- 39) Jun 24: Charles and Diana charm Newfoundlanders
- 40) Jun 27: Disney scores right to market Mountie products
- 41) Jun 29: Mikhail Baryshnikov defects from the Soviet Union
- 42) Jun 30: Introducing the loonie
- 43) Jul 01: Diamond Jubilee broadcast links Canadians
- 44) Jul 07: First Order of Canada appointments announced
- 45) Jul 12: Orangemen's Day losing glory
- 46) Jul 16: 135 beached whales die on Newfoundland shore
- 47) Jul 17: Queen opens Montreal Olympics
- 48) Jul 19: Canada hosts its first G7 economic summit
- 49) Jul 21: Fergie Jenkins, 1st Cdn. in Baseball Hall of Fame
- 50) Jul 25: Introducing the Bloc Québécois
- 51) Jul 28: Celebrating Canada's 'songbird' Anne Murray
- 52) Jul 31: Launch of CBC Newsworld
- 53) Aug 01: Polish resistance launches Warsaw Uprising
- 54) Aug 02: Alexander Mackenzie's grave finally recognized
- 55) Aug 04: Molson buys Montreal Canadiens
- 56) Aug 05: Arthur Meighen, parliamentary powerhouse, dies
- 57) Aug 07: Around the world in 6 days
- 58) Aug 08: US burger giant buys Tim Hortons doughnut chain
- 59) Aug 10: Canada gets its own Bill of Rights
- 60) Aug 11: Sri Lankan migrants rescued off Newfoundland
- 61) Aug 14: The great 2003 North America blackout
- 62) Aug 17: Churchill, Roosevelt and King meet in Quebec
- 63) Aug 18: Dempster Highway opens 'road to resources' across Arctic
- 64) Aug 25: Summit aims to restore Canada's hockey supremacy

- 65) Aug 29: No justice for aboriginal people, say judges
- 66) Sep 24: South African sanctions lifted
- 67) Nov 19: **Deconstructing Woody**
- 68) Nov 24: Znaimer 'irons out' a few things with Gloria Steinem
- 69) May 9, 1992: The Westray mining disaster

### On This Day – From existing topics (17)

- 70) Apr 03: Bombardier sells off historic Ski-Doo line
- 71) Apr 13: Lightfoot banned in the U.S.A.
- 72) Apr 16: David Milgaard is a free man
- 73) Apr 27: Montreal scientists clone goats
- 74) May 16: Camelot comes to Canada
- 75) May 17: Journalist and TV personality Gordon Sinclair dies at 83
- 76) May 18: Canada blamed for India's 'peaceful' bomb
- 77) May 22: Rick Hansen completes his Man in Motion tour
- 78) May 27: Maurice Richard, 1921 - 2000
- 79) Jun 22: Golfing under the midnight sun
- 80) Jul 05: Official recognition for Halifax's oldest black community
- 81) Jul 08: Shortest-ruling PM, Sir Charles Tupper
- 82) Jul 08 : Tom Thomson last seen alive
- 83) Jul 25: A verbal sucker punch for Prime Minister John Turner
- 84) Aug 12: Baseball strike halts best-ever Expos team
- 85) Aug 16: John Diefenbaker dies at 83
- 86) Aug 19: Carnage on the beaches of Dieppe
- 87) Nov 04: Red Cross begins testing donations for HIV antibodies

### 5.5.3 New Feature: ALSO On This Day

Our “On This Day” feature highlights a television or radio clip about at least one significant event for every day of the year. Of course, there are far more Canadian events of note that merit mentioning.

In order to acknowledge those events, we have reserved the final panel of our “Did You Know” section to briefly mention some other events that **also** occurred on that day.

Here is an example of three more events that also occurred on May 2:

[http://archives.cbc.ca/IDC-1-68-2191-13236-11/on\\_this\\_day/arts\\_entertainment/twt](http://archives.cbc.ca/IDC-1-68-2191-13236-11/on_this_day/arts_entertainment/twt)

- 1497: Italian-born John Cabot sets sail from Bristol, England, to follow Columbus's route to what he (Cabot) thought was Asia. The expedition reaches land June 24, probably at Cape Breton, and cruises along the south coast of Newfoundland.
- 1964: "Northern Dancer" becomes the first Canadian horse to win the Kentucky Derby. "Sunny's Halo" becomes the second in 1983.
- 1967: The Toronto Maple Leafs win their 11th and final Stanley Cup of the 20th century, beating Montreal 3-1 to take the NHL final in six games.

By March 31, our researchers and writers had added approximately 150 days' worth of information (text about over 400 hundred events.)

## 5.6 Grandes entrevues

La section des grandes entrevues permet de mettre en évidence des clips qui font déjà partie d'un dossier ou d'un Souvenir/On This Day.

D'avril à novembre, trente-cinq clips ont été identifiés en tant que « grandes entrevues » sur CBC Archives, portant le total à 59. Parmi elles, une entrevue de Woody Allen, jeune comédien prometteur, une autre avec le réalisateur allemand controversé Leni Riefenstahl et une rencontre captivante avec un survivant d'Hiroshima, Takuo Matsumoto.

En français, la section comporte 34 entrevues dont plusieurs moments mémorables tels que cet entretien entre Fernand Séguin et Jean Rostand, cet autre entre Pierre Paquette et le syndicaliste Louis Laberge ou cet autre entre Wilfrid Lemoine et Gaston Miron.

Nous continuerons de bonifier cette section en vue du lancement du nouveau site.

## 5.7 Capsules nécrologiques

- 1) [Jane Jacobs](#)
- 2) [John Kenneth Galbraith](#)
- 3) [John Allan Cameron](#)
- 4) [Lister Sinclair](#)
- 5) [Celia Franca](#)
- 6) [Mavor Moore](#)
- 7) [Percy Saltzman](#)

## 5.8 Nouveaux concepts éditoriaux

Dans le cadre de la refonte du site des Archives de Radio-Canada/ CBC Archive, l'organisation des contenus et leur mise en valeur sera bonifiée. Si les dossiers ont été au cœur de notre production des dernières années, la nouvelle mouture du site nous permettra de présenter les clips individuellement.

### 5.8.1 Nouvelle catégorisation des contenus

Une nouvelle catégorisation des contenus a été élaborée pour faciliter le repérage thématiques des contenus numérisés en offrant notamment un deuxième niveau de classification. Cette nouvelle catégorisation mettra de l'avant des dossiers ou extraits d'archives portant sur des thématiques contemporaines telle que l'environnement ou la santé.

Le premier niveau de catégorisation est établi comme suit :

| Français                 | Anglais                |
|--------------------------|------------------------|
| Arts et culture          | Arts and Entertainment |
| Société                  | Society                |
| Guerres et conflits      | War and Conflict       |
| Politique                | Politics               |
| Économie et affaires     | Economy and Business   |
| Sciences et technologies | Science and Technology |
| Environnement            | Environment            |
| Santé                    | Health                 |
| Art de vivre             | Lifestyle              |
| Sports                   | Sports                 |

Le détails des sous-catégories peut être consulté à l'Annexe IV

### 5.8.2 Art de vivre/Lifestyle

La catégorie Art de vivre/Lifestyle vise à mettre en valeur des contenus qui reflètent plus spécifiquement des modes et des tendances sociales d'autrefois, tant pour comprendre leur évolution que leurs particularités. L'angle de traitement retenu consiste à privilégier une mise en forme contemporaine à partir d'extraits thématiques tirés des collections d'émission.

Nous avons identifié pas moins de 25 extraits de Radio-Canada pour alimenter cette rubrique. Voici ceux qui ont été sélectionnés au 31 mars 2007 :

### Archives de Radio-Canada

1. Combattre la chaleur de l'été, *Carrefour*, 1955-07-23 (Radio, 13 min 45 s)
2. Le droit d'être malade pour la femme au foyer, *Partage du jour*, 1963-01-17 (Radio, 3 min 19 s)
3. Y a-t-il danger à aimer les bandes illustrées?, *Psychologie de la vie quotidienne*, 1965-06-21 (Radio, 10 min 19 s)
4. Recevoir six personnes à dîner, *De Broche en bouche*, 1963-08-08 (Télévision, 7 min 04 s)
5. Une recette de soupe aux noisettes, *À l'Indienne*, 1971-09-04 (Radio, 1 min 29 s)
6. Croquembouche, *De Broche en bouche*, 1963-09-05 (Télévision, 7 min 06 s)
7. Déguster la viande de cheval, *Miettes de notre petite histoire*, 1947-11-26 (Radio, 2 min 56)
8. Le doré à la bière, *Reflets d'un pays*, 1988-05-30 (Télévision, 3 min 13 s)
9. La vie d'autrefois, *Familles d'aujourd'hui*, 1963-11-18 (Télévision, 17 min 59 s)
10. Le changement des habitudes alimentaires, *Familles d'aujourd'hui*, 1963-12-02 (Télévision, 22 min 33 s)
11. Couture et gestion du temps, *Partage du jour*, 1963-02-14 (Radio, 3 min 09 s)
12. Enquête sur les loisirs et les vacances, *Familles d'aujourd'hui*, 1964-01-06, (Télévision, 21 min 50 s)
13. L'organisation de loisirs pour les jeunes, *Les Apprentis*, 1961-12-30 (Télévision, 17 min 58)
14. S'équiper pour le camping, *Consommateurs avertis*, 1972-05-18, (Télévision, 10 min 01 s)
15. L'escalade au Saguenay, *Reflets d'un pays*, 1980-09-02 (Télévision, 19 min 46 s)
16. Le mariage du chapeau et de la coiffure, *Bonjour madame*, 1960-11-11 (Télévision, 6 min 21 s)
17. Le cours de maintien, *Les Apprentis*, 1961-12-30 (Télévision, 2 min 19 s)
18. Des stylistes québécois en France, *Femmes d'aujourd'hui*, 1966-05-19 (Télévision, 8 min 24 s)
19. Quatre mouvements de yoga, *Femmes d'aujourd'hui*, 1968-12-03 (Télévision, 6 min 38 s)
20. Nager avec bébé, *Femmes d'aujourd'hui*, 1966-11-23 (Télévision, 2 min 29 s)
21. Que sera la famille de demain?, *Familles d'aujourd'hui*, télévision, 1964-02-17 (8 min 24 s)
22. La mère trop patiente, *Partage du matin*, 1962-08-16, radio, (4 min 10 s)
23. La jeune mère de famille, *Partage du jour*, 1962-10-11 (Radio, 3 min 30 s)
24. L'éducation des enfants : joies et désagréments, *Partage du jour*, 1962-11-22 (Radio, 3 min 44 s)
25. Le magasinage en ville, *Partage du jour*, 1962-12-06 (Radio, 3 min 10 s)

## CBC Archives

Through our screening of new material, we identified 12 clips for possible inclusion in the Lifestyle section of the site. In the coming months we will target specific lifestyle-themed programs for encoding.

1. Farmer Jocelyn Hainsworth on life on the farm, *Mansbridge One-on-One*, 1999-09-26
2. Futurist Richard Worzel on stress and technology, *Mansbridge One-on-One*, 1999-11-14
3. Centenarian Blanche Jones on people who have lived through three centuries, *Mansbridge One-on-One*, 2000-01-02
4. John O'Leary talks to a French expert about ladies' gloves, *Close-Up*, 1960-03-02
5. Gourmet Morris Dryser shows how to light a cigar, *Close-Up*, 1960-03-02
6. Billy Butlin, czar of the British holiday camps, is interviewed in London by Tom Hill, on holiday camp life, *Close-Up*, 1960-03-31
7. The plastic house of the future, *Quirks & Quarks*, 1975-11-12
8. Ed Edelson refutes the notion that talking to plants is beneficial to the plants, *Quirks & Quarks*, 1976-01-14
9. Robert Hingston of Calgary has invented a turkey lifter to lift your turkey out of the pan and onto the plate without dropping it, *Quirks & Quarks*, 1976-01-28
10. David Suzuki interviews Dr. Burton White about the intellectual development of preschool children, and effective parenting, *Quirks & Quarks*, 1976-03-10
11. How partners try to become more fully alive in marriage, *Man Alive*, 1973-01-08
12. Attitudes of the young toward sex and marriage, *Man Alive*, 1973-01-22



## **5.9 Votre minute de gloire / La belle histoire**

Pour susciter la participation du public, une rubrique sera consacrée à faire revivre des moments télévisuels ou radiophoniques où des citoyens ordinaires ont connu leur minute de célébrité en faisant les manchettes ou en participant à une émission de CBC/Radio-Canada à un moment ou l'autre de leur vie.. Les archives de Radio-Canada et de CBC détiennent une vaste collection de matériel d'archives portant sur des citoyens ordinaires. Inspirés par les nombreuses demandes reçues par des personnes désirant revivre leurs instants de gloire, nous souhaitons regrouper les plus beaux moments de ces documents d'archives et les rendre accessibles au public en faisant valoir la petite histoire qui les animent.

Concrètement, cette section contiendra des extraits d'émission regroupés et contextualisés. Dans la plupart des cas, ces extraits seront sélectionnés à partir des collections d'émissions déjà numérisées. Cette section sera élaborée pendant l'été 2007 et mise en ligne à l'automne 2007.

## **5.10 Les reconnaissez-vous?**

L'un des objectifs de la refonte est d'insuffler un vent de fraîcheur à la programmation de la zone Archives, notamment en créant des rubriques plus ludiques et plus interactives. La prémisse de cette rubrique consiste à faire appel à la mémoire du public pour reconnaître des visages ou des voix d'hier à partir d'une image d'époque ou d'un échantillon sonore. En cliquant, l'internaute découvre un extrait télévisuel ou radiophonique qui lui révèle l'identité de la personne recherchée. Cette section sera élaborée pendant l'été 2007 à partir des collections déjà numérisées et mise en ligne à l'automne 2007.

## **5.11 Les plus populaires/ Le choix de l'équipe**

Depuis quelques années, nous publions le choix de l'équipe dans la Cyberlettre des archives de Radio-Canada et de CBC. Nous transposerons ce concept dans le site même. Nous publierons également les clips les plus populaires de nos internautes. En effet, avec la mise en place des fonctionnalités Web 2.0, les internautes pourront voter pour leur clip préféré et les commenter.

Cette section sera élaborée pendant l'été 2007 et mise en ligne à l'automne 2007 avec la refonte globale du site.

## **6 Droits d'auteur**

L'année 2006-2007 annonçait des développements importants en matière de droits d'auteur. Une entente spécifique au projet Archives a été conclue entre l'American Federation of Musicians et CBC/Radio-Canada en novembre 2006. Nous avons également structuré des propositions en vue d'une négociation avec l'UDA et la SARTEC au printemps 2007.

### **6.1 American Federation of Musicians - AFM**

Negotiations with the **AFM** continued and were always positive and productive, though the process was protracted. Both sides required approval for changes to the proposal from many different parties, so the periods between meetings tended to be quite long.

In November 2006, an agreement between CBC/Radio-Canada Digital Archives and the AFM was signed. On the basis of this agreement, payments for AFM musicians already on the site have been issued and we are now at liberty to use AFM content more liberally. Upon payment of the appropriate fees to the musician (or the AFM in the cases where we cannot trace or identify the musicians), permission is for the life of the site. We are required to seek the permission of the musicians when they are the focus of a clip or topic.

This agreement covers both CBC and Radio-Canada as the AFM is the one talent union which represents both the French-language and English-language broadcasters.

For example, we have added a clip featuring Joni Mitchell singing "Both Sides Now" and "The Circle Game."

The agreement with AFM is specific to the use of program excerpts or "clips". As part of our preparation for the next phase of the site, we are preparing a proposal that will allow for the use of full programs on the site. CBC is currently in negotiation with the AFM for a general agreement and has asked that we hold on making any proposals until the large agreement is negotiated.

### **6.2 Writers' Guild of Canada - WGC**

The agreement reached with the WGC (Writers' Guild of Canada) is now in place and has allowed us to begin adding material containing WGC writer content that was previously unavailable to us, particularly documentary programs. For example we have now added excerpts from the television programs *The Nature of Things*, *Front Page Challenge*, *Man Alive*, *This Land*, *The Joan Fairfax Show*, *Hand and Eye*, and *Camera Canada* and from the radio programs: *Between Ourselves* and *Anybody Home?*

Since we do not have an agreement with ACTRA (see below), much of the material written by **WGC** members is still not available for our use (dramas, children's programs, variety shows, for example).

### **6.3 Alliance of Canadian Cinema, Television and Radio Artists - ACTRA**

There has been no movement in our negotiations with ACTRA. ACTRA has requested that the specific needs of our site be addressed only after it and the CBC reach an agreement about internet use. This larger framework agreement is still being negotiated and is still not resolved, though progress has been made since our last report.

### **6.4 UDA et la SARTEC**

À Radio-Canada.ca, une entente avec l'Union des artistes et la SARTEC permet, depuis environ un an, l'utilisation de matériel contemporain sur Internet. Ces ententes marquent le début d'une ouverture nouvelle en matière de droits pour Internet et donnent lieu d'espérer des pourparlers porteurs pour la zone Archives de Radio-Canada et CBC Digital Archives Website.

Ainsi, des propositions ont été structurées à l'intention de l'Union des artistes et de la Société des Auteurs de Radio, Télévision et Cinéma, lesquelles ont été et approuvées par la haute direction de Radio-Canada au printemps 2007. Les pourparlers avec l'UDA et la SARTEC se dérouleront durant le printemps et l'été 2007.

### **6.5 Copyright Licences**

The content placed online on our sites is drawn from CBC and Radio-Canada television and/or radio programs, which often contain material protected by copyright. Permissions obtained at the time of original broadcast for use of this material usually do not include internet usage. When we are able to identify the source of such copyright-protected material, we take steps to upgrade the rights in question so that they meet the specific needs of the Archives site. We always try (usually successfully) to obtain rights for the life of the website.

The authorizations and licences obtained from the rights holders cover a variety of protected works such as sound recordings, photographs, literary works, works of art and incidental music.

For example, we have obtained the following usage licenses between April 1 – November 30, 2006:

- Two excerpts from a co-production on the life of Pierre Trudeau for a topic on same.
- Poetry by Leonard Cohen for a topic on Mr. Cohen.
- Photographs of Maurice Richard for our topic on M. Richard.
- A Don Messer arrangement of a traditional song for use in an "On This Day" clip on the great fiddler.
- Photographs of soccer player Kara Lang for our Soccer in Canada topic.
- A Photograph of the Montréal Olympic Games opening by for an "On This Day" clip featuring Queen Elizabeth II.
- An excerpt from an NFB documentary on comic artist Todd McFarlane for our topic on Comics in Canada.

- Background Library Music for television programs used in our Northwest Passage topic.
- An excerpt from an acquired program on comic artist Dave Sim our Comics in Canada topic.
- Background library music for our Comics in Canada and our Duplessis Orphans topics.
- A photograph of Terry Fox running through Toronto. This photo was cleared for all publicity for the site in perpetuity; it is used in posters, flyers, on promotional pads, etc. In partnership with the Non-Broadcast Sales Department, we also cleared rights on behalf of Non-Broadcast Sales for their publicity initiatives.

From January 1 to March 31, we obtained the following usage licenses:

- The song “I’ll Be With You in Apple Blossom Time” for the 1942 “Days to Remember” feature.
- Footage of Joni Mitchell accepting a lifetime achievement Juno Award for our Joni Mitchell topic.
- Songs “Both Sides Now” and “The Circle Game” for the Joni Mitchell topic.
- Song “Poets” by the Tragically Hip for the 1999 “Days to Remember” feature.
- Background library music for our Extreme Sports topic.

Noteworthy in this last period is that a number of licence applications were denied. In some cases this was on principal: the rights holder was unwilling to license for internet use. In other cases, it was because the parties we applied to were not absolutely certain that they owned the copyright. Although most licences are for the life of the website, a few have been limited in duration. As these expiries dates begin to arrive, and if we feel that interest in the clip warrants it, we renew the licenses.

The publisher of the Joni Mitchell songs originally asked that our licence be limited to a single year. With the intervention of Ms Mitchell’s manager, the price was dropped and the duration was extended to two years. Although this is far short of our desired duration, we felt that the performance clip was significant enough to warrant regular renewals of the licence.

À Radio-Canada, nous avons obtenu la permission de reproduire sans frais les œuvres suivantes :

- Permission d'utiliser un personnage d'une bande dessinée (dossier sur les Auteurs)
- Permission d'utiliser une entrevue de Micheline Lachance à l'émission Christiane Charette en direct (dossier sur les Auteurs)

Pour la mise en ligne prochaine d'une collection de Radio-Canada, nous avons nos ressources dans l'analyse des coûts liés à la libération de droits d'émissions de variétés ou de dramatiques qui pourraient s'ajouter à notre collection.

- 14, rue de Galais
- Cap-aux-sorciers
- Chez Miville
- Clémentine
- Concert de musique canadienne
- Donald Lautrec chaud
- Marie Tellier avocate
- Médée
- Pension Velder, La
- Rue de la Friponne
- Sous le signe du lion

Par ailleurs, nous avons également étudié l'utilisation de la musique sur le site des Archives et Radio-Canada.ca en vue des audiences sur le tarif 22 (Communication d'œuvres musicales par Internet) devant la Commission du droit d'auteur du Canada.

## 7 Ressources pédagogiques

En raison de l'incertitude quant au financement du projet en 2006, les Archives de Radio-Canada et de CBC n'ont pas engagé de frais pour la création de nouvelles activités pédagogiques avant décembre 2006.

### 7.1 New educational material (CBC)

After the Treasury Board approved funding in late 2006, content for an additional 26 educational topics representing 130 lesson plans and activities was commissioned.

These were written by current and retired educators from across Canada, based on 26 CBC Digital Archives topics they identified as best matched with various provincial curricula. Activities include all grade assignments, web quests, and tailored lesson plans targeted for grades six through twelve.

We also created 54 customized "blackline masters" – printable .pdf documents to help teachers assess student work on these activities.

The new lesson plans are attached to these topics (five activities per topic):

- |  |  |
|--|--|
| 1. Peter Gzowski: Voice of Canada                        | 15. Peacekeeper to the World                                   |
| 2. Antonine Maillet, Acadian Avenger                     | 16. Generation X: Lives on Hold                                |
| 3. June Callwood: Canada's Conscience                    | 17. Sewing Seeds: Clothing Workers Fight For Better Conditions |
| 4. The Man from High River: Joe Clark                    | 18. Selling Suds: The Beer Industry in Canada                  |
| 5. Kim Campbell, First and Foremost                      | 19. Dr. Gerald Bull: Scientist, Weapons Maker, Dreamer         |
| 6. The Air India Investigation                           | 20. The Spirit of Hockey                                       |
| 7. The First World War: Canada Remembers                 | 21. Uncle Louis and Canada's Golden Age (Saint-Laurent)        |
| 8. Love and War: Canadian War Brides                     | 22. Breaking the Ice: Canada and the Northwest Passage         |
| 9. A tale of Perseverance: Chinese Immigration to Canada | 23. What's Eating Canada's Trees?                              |
| 10. Ed Broadbent: A Voice from the Left                  | 24. The Fluoride Debate  |
| 11. Revolution and Evolution in Modern China             | 25. Jeanne Sauvé, a Woman of Firsts                            |
| 12. The Contentious Legacy of Dieppe                     | 26. Canada's Earthquakes and Tsunamis                          |
| 13. Witness To Evil: Roméo Dallaire and Rwanda           |  |
| 14. Separation Anxiety: The 1995 Quebec Referendum       |  |

By the end of the fiscal year, we had free online educational material for 170 archival topics totaling almost 800 English lesson plans and activities.

## 7.2 Nouveau matériel pédagogique (Radio-Canada)

En français, nous avons entrepris la mise à niveau de l'ensemble des projets pédagogiques qui accompagnaient déjà sur le site depuis 2001 afin d'élargir leur portée aux milieux éducationnels francophones du Canada. Au total, 51 dossiers comportant des projets pédagogiques pour les élèves du dernier cycle du primaire (6<sup>e</sup> année), du secondaire (7<sup>e</sup> - 12<sup>e</sup> année) et du collégial (12<sup>e</sup> année) ont été révisés. Les services d'une consultante en éducation et enseignante ont été retenus pour réaliser ce mandat.

Un deuxième volet sera mis en production en avril 2007 en vue d'ajouter nouveaux 60 projets pédagogiques à l'intention des enseignants du primaire (6<sup>e</sup> année), du secondaire (7<sup>e</sup> - 12<sup>e</sup> année) et du collégial (12<sup>e</sup> année). Ces soixante nouveaux projets accompagneront les vingt dossiers suivants :

1. Jour du Souvenir, soldats oubliés\*
2. Des femmes sur tous les fronts
3. Jacques Ferron, conteur du « pays incertain »
4. La vraie nature de Gilles Carle
5. Gaston Miron : parole de poète
6. Antonine Maillet, la parole de l'Acadie
7. Margaret Atwood, captive de l'écriture
8. Mordecai Richler entre la satire et la provocation
9. Maurice Duplessis, le chef
10. Éducation, la fin d'un système
11. Bilan de santé de l'assurance-maladie
12. Le bois-d'œuvre
13. L'imbroglia fédéral-provincial commence
14. René Lévesque, « un pays à fonder, un pays à bâtir »
15. Louis Riel, le défenseur du peuple métis
16. À la recherche d'un Canada bilingue et biculturel
17. Le « bill omnibus », un débat de société
18. Le vote au Canada, droit ou privilège?
19. Devenir la parfaite ménagère
20. Marijuana, discussions sur l'herbe

*\*Cette liste est sujette à changement*

## 7.3 Appréciation du volet For Teachers sur CBC Archives

I have just discovered your Teacher's Site attached to the CBC Archives. **What a gold mine!!** Thank you so much for making such valuable resources so readily available. Please pass along my admiration to the staff who created the rubrics and the listing of the resources for grades 6-8 students.

My classroom will be so much richer for the immediacy of these amazing units of study.

Wendy Parliament

CBC Archives as a homework assignment

**Norm's Notes**  
The homework center for students at Sutherland Secondary School in North Vancouver

**About Me**  
Name: Norman Nichols  
Location: North Surrey, British Columbia, CA  
PDP Simon Fraser University, Bachelor of Arts (History) SFU, Post-Baccalaureate SFU

Thursday, October 19, 2006

**Social Studies 11 Blocks 1, 2 and 3**  
Reminder that **Friday October 20** is a **Professional Day** and classes will not be in session.  
Due for Monday October 23 is **Chapter 7.2 Activity Package**. This includes a visit to the CBC Archives website  
[http://archives.cbc.ca/IDD-1-69-107/life\\_society/morgantaler/](http://archives.cbc.ca/IDD-1-69-107/life_society/morgantaler/)

17-05-2007



## **8 Numérisation**

Depuis le début du projet en 2001-2002, plus de 1200 heures d'archives de Radio-Canada et de CBC ont été numérisées et rendues disponibles sur Internet. Au total, pendant l'année 2006-2007, la somme de nos projets de numérisation – les dossiers, les Souvenirs, les collections d'émission – totalise 455 heures d'archives de la radio et de la télévision de Radio-Canada et de CBC. (voir Annexe I).

### **8.1 Nouvelles normes de numérisation et d'encodage**

La popularité des contenus audio-vidéo sur Internet a fait évoluer la technologie et par conséquent, nos normes de numérisation et d'encodage. En vue de la refonte du site, tous les nouveaux contenus seront numérisés dans une version haute résolution pour la préservation et une version basse résolution pour la diffusion sur le web. La copie de haute-résolution passe du format MPEG 1 au format MPEG 2 (résolution 720 X 480, qualité DVD). Cette version du fichier nous permettra de renumériser nos contenus pour le web quand les formats évolueront de nouveau. La version en basse résolution est maintenue en Windows Media (WMV), mais le débit passera de 300 kbps à 500 kbps et la résolution passera de 240 X 180 à 360 X 270 dans un ratio de 4 :3. Les clips déjà numérisés en MPEG 1 seront eux aussi réencodés à 500 kbps, mais la taille maximale de la résolution sera de 320 X 240. Pour la radio, le format demeure Windows Media audio (WMA), mais le débit passe de 32 kbps à 48 kbps.

### **8.2 Numérisation à la source**

Depuis 2002, le projet des archives numérisées a aussi contribué à la numérisation à la source, en particulier à Radio-Canada. Ainsi, quand il nous faut numériser un extrait d'un document film ou un enregistrement radiophonique sur ruban, par exemple, nous contribuons à la numérisation de la bobine ou du ruban au complet. Du 1<sup>er</sup> avril 2006 au 31 mars 2007, nous avons maintenu notre contribution. Ainsi, à la radio de Radio-Canada, nous avons contribué à la numérisation de 506,25 heures de ruban et à 21,93 heures de transcodage (compression Windows média), ce qui représente environ la même proportion que celle des années passées.

### **8.3 Audio, video and image improvements**

From April to November 2006 we completed a number of technical projects designed to improve the audio and video quality of our clips, enhance our public profile and improve our workflow.

Dozens of older CBC Radio and CBC TV clips were re-encoded to improve the video quality and clarity of sound. Many of these had been originally encoded during the first year of the project, and were not of the same quality as clips encoded using newer technology. Clips with poor video and/or abnormally low audio levels were corrected and replaced.



As with our audio and video, many of our original graphics needed to be edited or recreated for quality reasons. Dozens of them were replaced with brighter and clearer images. We also edited approximately 100 "On This Day" images to remove redundant radio and television icons. With the launch of the redesigned CBC.ca homepage, we needed to resize all our promotional graphics for our topics. A batch process was implemented to create hundreds of new 52x60 pixel images.

Another recent project was the reorganization and consolidation of our audio, video and graphic files. These files had been stored in multiple locations and were uncatalogued. In 2006 we were able to retrieve and index all files from past projects, and amalgamate them onto a single storage drive that is fully backed up for security. We also implemented a new system for creating back-up audio CDs for all new CBC Radio clips.

## **8.4 Hardware & Software**

### **Hardware**

Because of the new emphasis on programs, CBC Digital Archives clips will require more editing – removing commercial breaks, working around copyrighted material – than in previous years. During the spring of 2007 CBC investigated options for the purchase of a computer editing system. After several internal and external consultations, the decision was made to purchase a Mac Pro computer with Final Cut Pro software. Purchasing and training are slated for May 2007.

We also investigated new storage systems to deal with the greatly increased quantity of clips and the larger file sizes generated by our new encoding specifications. After looking at several networked and desktop storage options, the decision was made to purchase a Lacie 2.5 TB storage system to safeguard and back-up our archival material.

### **Software**

We continue to use Anystream Agility as our primary encoding software, and are in the process of upgrading from version 5.1 to 5.3. New Anystream profiles were created to test and implement the new, higher-quality video specifications.

Other programs in use include Photoshop CS, Illustrator CS and Sound Forge 8.0.

## 9 Améliorations techniques et innovations

Du 1<sup>er</sup> avril 2006 au 30 novembre 2006, nous avons portés nos efforts sur l'idéation de la nouvelle mouture de la zone Archives. Tel que nous l'avons décrit dans la rubrique « Contenus », la première étape consistait à élaborer et à développer l'orientation éditoriale du futur site.

Parallèlement, une réflexion a été menée pour élaborer les principes directeurs de la refonte sur le plan technique, lesquels sont motivés par la volonté d'accroître la quantité de matériel numérisé en ligne et d'améliorer l'intégration graphique des zones Archives de Radio-Canada et CBC Archives Website, à leur environnements web respectifs.

Le point de départ de cette réflexion consiste à restructurer la présentation du site pour permettre à l'équipe d'être plus réactive à l'occasion d'événements spéciaux, de commémorations ou du décès d'une personnalité. Pour ce faire, la nouvelle structure du site permettra une mise en valeur plus efficace des dossiers, mais également des clips présentés individuellement. La nouvelle version du site nous permettra aussi d'inclure des collections d'émissions.

Les services d'un spécialiste en ergonomie Web et ceux d'un infographiste ont été retenus en février 2007 pour nous aider à atteindre ces objectifs. Les maquettes finales ont été réalisées à la fin du présent exercice (voir Annexe V).

Dans l'esprit de l'évolution actuelle d'Internet, nous avons prévu développer un ensemble de fonctionnalités, dites Web 2.0, qui favoriseront une interactivité accrue avec les internautes. Nous avons identifié la plupart des fonctionnalités qui seront retenues :

- Une page d'accueil plus souple pour faciliter la diversification de l'offre.
- Mécanisme d'offre personnalisée basé sur la suggestion.
- Système d'appréciation du public (votes, concours, étoiles, commentaires, forums).
- Création d'un espace pour la mise en valeur du citoyen ordinaire.
- Personnalisation de l'espace usager (page de favoris et système d'abonnement à des contenus spécifiques).
- Faire évoluer la fonctionnalité du partage de contenu entre amis.
- Nouvelle catégorisation des contenus et nouvelle architecture.

## 9.1 Échéancier

Compte tenu de la confirmation tardive du financement, nos activités de production pour la refonte ont démarré en février 2007. Voici un aperçu de l'échéancier :

|                                     |                        |
|-------------------------------------|------------------------|
| Définition fonctionnelle du site    | Février                |
| Conception des wireframes           | Février, mars, avril   |
| Design                              | Mai                    |
| Tests d'utilisabilité               | Juin                   |
| Développement de la base de données | Mai-juin               |
| Intégration                         | Juin-juillet           |
| Période de tests                    | Août                   |
| Mise en ligne                       | Septembre-octobre 2007 |

## 9.2 Archivage des émissions sur Radio-Canada.ca

Annoncé dans le plan d'affaires 2006-2007, ce projet consiste à recycler, sous la bannière de la zone Archives de Radio-Canada, une partie des fichiers audio/vidéo numérisés. Ce projet sera présenté pour la première fois au comité de direction à la mi-décembre. Le projet consiste à intégrer au site des Archives de Radio-Canada les émissions plus contemporaines numérisées lors de leur diffusion. Ce projet sera progressivement mis en place au cours de l'année 2007-2008.

## 10 Partenariats

L'année 2006-2007 a donné lieu à deux partenariats thématiques, l'un avec la Passerelle d'histoire militaire (Canadian Military Gateway) et l'autre avec le Musée canadien des Du côté de Radio-Canada, un partenariat de 5 ans a été conclu avec la Bibliothèque et archives nationales du Québec. Enfin, un partenariat avec l'Office national du film mettra en valeur une vingtaine d'extraits d'archives de Radio-Canada et de CBC.

### 10.1 Canadian Military History Gateway

In advance of the 90<sup>th</sup> anniversary of the battle of Vimy Ridge, we attended a planning meeting with other members of the Canadian Military History Gateway. Our efforts resulted in the topic **The First World War: Canada Remembers**. That topic received prominent play during both Remembrance Day 2006 and during the Vimy commemoration in April 2007.

Other members of the Gateway include Library and Archives Canada, Veterans Affairs, University of Calgary, Canadian Heritage, Canadian War Museum and Parks Canada.

### 10.2 Canadian Museum of Civilization / Le Musée canadien des civilisations

In partnership with CBC Artspots, Digital Archives participated in a **Canadian Museum of Civilization's UNIQUE! 30 Years of Outstanding Crafts exhibit** in Gatineau through a interactive web display. The bilingual exhibit provided us with the opportunity to showcase our "**Handmade in Canada: The Art of Craft**" topic, available at [www.cbc.ca/archives/craft](http://www.cbc.ca/archives/craft) and in French, "**Pour l'amour de l'artisanat**", found at [www.radio-canada.ca/archives/artisanat](http://www.radio-canada.ca/archives/artisanat).

UNIQUE! 30 Years of Outstanding Crafts will be presented until August 5, 2007 at the Canadian Museum of Civilization in Gatineau.

### 10.3 BANQ

Un important de partenariat et de visibilité de cinq ans a été conclu avec Bibliothèque et Archives nationales du Québec.

L'entente vise la constitution d'un fonds documentaire sonore sur les personnalités culturelles, politiques, scientifiques et économiques du Québec, constitué d'archives radiophoniques de Radio-Canada regroupées aux fins de former une collection nommée provisoirement « Les voix de l'histoire, Archives de Radio-Canada », consistant en des entrevues de personnalités québécoises ayant marqué leur domaine et leur époque. L'objectif visé est un total de 375 personnalités québécoises à raison de 75 par année. En échange, la BANQ s'engage à rendre ce fonds documentaire accessible sa clientèle à partir de son site Internet et à mettre sur pied une exposition temporaire d'envergure dans le grand hall de la Grande Bibliothèque en janvier 2008. L'entente prévoit notamment un plan de communication qui accordera une grande visibilité au site des Archives de Radio-Canada. L'opérationnalisation de cette entente commencera en juin 2007.

#### **10.4 Office national du film**

Un partenariat de visibilité a été convenu entre l'Office national du film et CBC/Radio-Canada en lien avec le site D'une culture à l'autre/Accross Cultures. Ce partenariat consiste, pour le moment, à un échange de liens. Nous poursuivons nos discussions en 2007-2008 pour bonifier ce partenariat.

## **11 Prix et récompenses**

The CBC / Radio-Canada Digital Archives Website was honoured to win several national and international accolades this year. Below is a list of awards and nominations that we received:

### **11.1 2006 FOCAL International Award**

CBC / Radio-Canada Digital Archives won a **2006 FOCAL International Award** from The Federation of Commercial Audiovisual Libraries for best use of footage archive images in the creative media. Digital Archives received the prize in London, England at a gala event hosted by former BBC director-general Greg Dyke. It was accepted on CBC/SRC's behalf by Ann MacMillan, the managing editor of CBC's London bureau.

FOCAL International is a not-for-profit trade association. With the Associated Press, its annual awards honour the use of archive footage in the media.

### **11.2 British Columbia Social Studies Teachers' Association**

#### **Education Partner of the Year**

We also received a special honour from the British Columbia Social Studies Teachers' Association as their "Education Partner of the Year" for the enhancement of student learning in the area of Social Studies.

### **11.3 2006 Pierre Berton Award Finalist**

Canada's National History Society established the Pierre Berton Award to recognize individuals and institutions that have a distinguished achievement in presenting Canadian history in an informative and engaging manner. In announcing our nomination, the award committee called the CBC Digital Archives website "**an incredible investment for future generations of Canadians.**"

### **11.4 2006 Webby Award Finalist**

We also received a nomination for a 2006 Webby Award, an international prize that celebrates excellence in web design, creativity, usability and functionality. The CBC Digital Archives was a finalist in the Broadband category. (We lost to a little outfit called Google.)

### **11.5 Web Marketing Association:**

#### **WebAward for Education Standard of Excellence**

The Web Marketing Association awarded the CBC / Radio-Canada Digital Archives with a WebAward for Education Standard of Excellence, which honours the best in Internet marketing and web development on the World Wide Web.

## 12 Promotion externe/publicité

Depuis avril 2006, nous avons maintenu certaines activités de promotion dans les milieux scolaires et nous avons continué de produire du matériel promotionnel. La zone Archives a notamment été représentée à l'occasion du Salon du livre de Montréal en novembre 2006.

### 12.1 Campagne publicitaire de Radio-Canada

**Campagne 2006 visant les élèves « C'est mieux que de tricher »** : à l'hiver 2006, nous avons axé la communication vers les jeunes pour les inciter à découvrir le site et ses multiples possibilités pour enrichir leurs projets de classe. La campagne est composée d'une **affiche** destinée aux enseignants pour l'afficher dans leur classe et d'une **carte postale** distribuée aux jeunes par les enseignants. Cette campagne nous a permis de renouveler la formule d'atelier présenté aux enseignants en intégrant le témoignage d'une élève qui a découvert et utilisé le site. Le premier atelier renouvelé a été présenté en avril lors du colloque de l'AQUOPS.



La carte postale a été distribuée aux profs lors des matinées scolaires du Salon du livre de Montréal en novembre 2006.

## **12.2 Matériel promotionnel**

### **12.2.1 Archives de Radio-Canada**

**Sac de coton, bloc-notes, dépliants, carton promo des ressources pour les profs :** nous avons poursuivi la distribution du matériel lors de diverses activités en milieu scolaire et nous avons répondu à des demandes spécifiques d'enseignants ou de conseillers pédagogiques qui l'ont distribué dans leur école.

Le sac de coton a été distribué aux 300 congressistes du congrès APTICA (Moncton) et au 1200 congressistes du colloque de l'AQUOPS (Québec).

### **12.2.2 CBC Digital Archives Website**

We created 1,300 lanyards for distribution at various educational and promotional venues – 800 for distribution by CBC.ca and 500 by Radio-Canada.ca. We also created 500 white stick pens for distribution at Word on the Street in Toronto as well as 600 silvery red pens for the National Conference on Teaching, Learning and Communicating History in Vancouver – 400 of them were placed in their delegate bags. The remaining pens were distributed at the Ontario History and Social Studies Teachers' Association Conference in Mississauga and the Ontario Association for Geographic and Environmental Education Conference in Richmond Hill.

As part of our display at the 2006 CBC Holiday Open House, we designed special tags with holiday greetings from CBC Digital Archives. These were affixed to candy canes and gold coins given out at our booth.



**CBC Digital Archives**  
[cbc.ca/archives](http://cbc.ca/archives)

Free! Updated weekly! No sign-up required!

- Over 12,000 classic radio and TV clips
- Watch great moments in sports, politics, arts, science and more
- Celebrity interviews you won't see anywhere else
- Historic radio and TV highlight for every day of the year
- Hundreds of educational activities
- Award-winning bilingual site

"...truly one of the most enjoyable hours I've ever spent on the Internet."  
*Chris Zelkovich, Toronto Star*

**CBC Radio-Canada**

**cbc.ca/archives**  
 Fast, entertaining and easy to use

- Enjoy early interviews with Jim Carrey, Leonard Cohen, Wayne Gretzky, Joni Mitchell, Woody Allen and Glenn Gould
- Follow Terry Fox on his Marathon of Hope
- Listen to Canadian soldiers on D-Day, in Korea and serving on peacekeeping missions around the world
- Hear passionate debates over gay rights, the right to die, Quebec independence, the seal hunt and the environment
- Relive the '72 Canada-Russia hockey series thrills, the Ben Johnson drug scandal, Canada's Olympic wins and the one of a kind Don Cherry.

Best Website  
 - *Prix Italia 2003*

Bronze WorldMedal  
 - *New York Festivals 2003*

Finalist  
 - *Pierre Berton Award 2006*

Winner  
 - *FOCAL International 2006*

**cbc.ca/archives**

This project was made possible by Canadian Heritage's Canadian Culture Online program.

**CBC Radio-Canada** Canadian Heritage Patrimoine canadien

We continued to distribute our marketing materials in French and English at educational conferences nationwide.

In December, a full-colour, two-sided card was designed to highlight the site's educational activities, number of clips, and span of topics. Images on the card feature Canadian icons including Terry Fox, June Callwood, Maurice Richard, Marc Garneau and Peter Gzowski. We printed 3,000 of these cards to be made available at educational events across the country.

- An additional 5,000 copies of our notepads were re-printed. Similar in design to our cards, the pads feature different questions (answers are found by searching on the site), as well as images of several notable Canadians.
- We also produced an additional 1,000 CBC Digital Archives pens featuring our URL and logo.
- A four-page handout of educational materials drawn from our 'For Teachers' section was also printed (based on information from the site) and distributed in teacher workshops across the country.
- Promotional items from other CBC departments were also gathered as part of our prize pack giveaways.
- As a sponsor of BC Ed Online 2007 (April 25-26, 2006) we also provided delegates with bilingual lanyards marked with our English and French URLs to promote both websites.

### 12.3 Promotion croisée à Radio-Canada.ca

La promotion de la zone Archives par les diverses autres zones de Radio-Canada.ca fait désormais partie des habitudes.

Voici plusieurs exemples de promotion croisée depuis le 1<sup>er</sup> avril 2006 :

- Dossier James Bamber – à l’occasion de la publication de James Bamber, un journaliste en liberté, 13 avril 2006 (site de l’émission Indicatif Présent).
- Élections au Nouveau-Brunswick – zone Nouvelles (régions) – septembre 2006
- Radio-Canada vous propose – 13 octobre 2006 – 40<sup>e</sup> anniversaire du Métro de Montréal – une de Radio-Canada.ca
- Radio-Canada vous propose – publicité web et imprimée – 40<sup>e</sup> anniversaire du métro de Montréal – 13 octobre 2006
- Fusillade de Dawson – 13 septembre 2006 – Montage photo sur la une de Radio-Canada.ca

Rappel des événements de la fusillade de l’École Polytechnique de Montréal, 1989 et le dossier de la zone Archives sur le même sujet.

**Jour du Souvenir 2006 – Bannière Archives sur Radio-Canada.ca**

### 12.4 Cross promotion at CBC

In 2006, CBC.CA completed a major redesign of its website. In association with the redesign, high traffic areas were reserved as promotional areas for the CBC Digital Archives:

- From the [CBC.CA](http://www.cbc.ca) homepage: one topic from the Archives is highlighted daily.
- From the [CBC.CA/news](http://www.cbc.ca/news) homepage: our On This Day feature is highlighted daily.

CBC.CA celebrated its tenth anniversary in July 2006. To mark the event, a special site was created to document the site’s growth since its establishment and to highlight its achievements.

A page was created to mark the launch of the CBC Digital Archives Website in 2002 including a screenshot of our debut and a summary of our mission.

URL : <http://www.cbc.ca/10th/>

We established links to the CBC Digital Archives site from the following websites:

- The Next Great Canadian Prime Minister
- CBC Arts Online (Review of the film, *The Rocket* and interview with Roy Dupuis)
- CBC Arts Online (multiple links to content related to Canada/Russia '72)

- CBC News In Depth – Aboriginal Canadians
- CBC News In Depth – Jane Jacobs
- CBC Television -- René Lévesque mini-series
- CBC Television – Oka mini-series
- CBC Television – October 1970 mini-series

Our topic **Joni Mitchell: All Sides Now** was featured on the following CBC web pages:

- CBC Life and Times: Joni Mitchell (television)
- CBC Radio: Joni Mitchell
- CBC.ca Arts: Joni Mitchell

CBC News: World – our **Foreign Correspondents** topic was added to one of the promotional spots on the [cbc.ca/world](http://cbc.ca/world) page.

CBC News: The Hour – one of our clips of a young **Kim Campbell** was featured as a lead-up to an interview with Canada’s first and only woman prime minister.

InsidetheCBC.com, the official blog of the CBC, featured our site on numerous occasions – particularly on the anniversary of important dates at the Corporation such as the fifth anniversary of the death of **Peter Gzowski** and 25 years after the premiere of **The Journal**.

## 12.5 Mention dans les autres médias

### Archives de Radio-Canada

- La zone Archives a également bénéficié d’une grande visibilité à l’occasion de la Coupe du monde de soccer en juin 2006. Le site Internet de Radio-France a réservé un espace important au dossier Le soccer gagne du terrain, que nous avons mis en ligne en 2005. Le ballon rond et la francophonie – Radio France – juin 2006
- En octobre 2006, la revue l’Actualité a choisit la zone Archives de Radio-Canada comme l’un des cinq coups de cœur de son palmarès TV-Webdo. Source : [http://www.lactualite.com/article.jsp?content=20061106\\_150202\\_4428&page=2](http://www.lactualite.com/article.jsp?content=20061106_150202_4428&page=2)

### CBC Archives

- Promoted the movie, *The Rocket* on our Maurice Richard topic page to tie into the movie’s April 21 opening. The film’s website [www.therocketmovie.com](http://www.therocketmovie.com) also linked directly to our educational materials on Rocket Richard.
- Advertisement in the “2007 KI-ES-KI Handbook” from the Canadian Education Association:

- Our topic **Joni Mitchell: All Sides Now** was created to coincide with Mitchell's induction into the Canadian Songwriters' Hall of Fame. It was featured on several external sites including JoniMitchell.com, The Canadian Songwriters Hall of Fame, Heroines.ca: A Guide to Women in Canadian History, and The National Academy of Popular Music Songwriters Hall of Fame.
- Un article dans le Globe and Mail du 10 juin 2006 : Grab a Bag of History
- PréserVision : Le Trust pour la préservation de l'audiovisuel du Canada – numéro 8, été 2006



#### Les archives numériques de Radio-Canada sur la Toile



Les archives de Radio-Canada (<http://archives.radio-canada.ca>), de renommée mondiale, illustrent les personnes, événements et questions qui ont déterminé le destin du Canada. Ce site bilingue attire des visiteurs du monde entier et comprend plus de 10 000 clips de radio et de télévision. Lancé en 2002, ce site est une ressource majeure qui offre une perspective bien canadienne. Le site offre également une section « pour les profs » pour aider les enseignants qui utilisent le site dans leurs cours.

Avec l'aimable permission des archives numériques de Radio-Canada; [archives.radio-canada.ca](http://archives.radio-canada.ca)  
 Imago uno gratonoso los archivos de Radio-Canada pour permettre l'utilisation des documents en classe et le téléchargement. Et vu le nombre croissant d'utilisateurs qui souffrent de déficience visuelle, Radio-Canada a consulté l'INCA pour mettre au point une version accessible de ce site. Grâce à l'aide financière du programme Culture canadienne en ligne du ministère du Patrimoine canadien, les archives de Radio-Canada comprennent maintenant plus de 70 000 minutes de contenu numérique, contenu qui s'enrichit chaque semaine. Site gratuit et ne demandant pas d'inscription, il attire plus de 500 000 visiteurs par mois.

Les droits d'auteurs ont été affranchis.





**12.6 Links from Wikipedia**

Wikipedia, the free online encyclopedia, is one of the most popular and comprehensive sites on the Internet. This year, upon the launch of each of our topics at the CBC Archive site, we added a relevant link in Wikipedia pointing to our content.

For example, the Wikipedia entry: **Northwest Passage**

[http://en.wikipedia.org/wiki/Northwest\\_passage](http://en.wikipedia.org/wiki/Northwest_passage)

now contains a link pointing to:

[CBC Digital Archives - Breaking the Ice: Canada and the Northwest Passage](#)

Similarly, the Wikipedia entry: **Michel Tremblay**

[http://en.wikipedia.org/wiki/Michel\\_Tremblay#External\\_link](http://en.wikipedia.org/wiki/Michel_Tremblay#External_link)

points to:

[CBC Digital Archives - Michel Tremblay: L'enfant terrible of Canadian Theatre.](#)

Between Dec. 1, 2006 – March 31, 2007, the following links were added to Wikiedia:

- Joni Mitchell: All Sides Now
- Handmade in Canada: The Art of Craft
- First World War: Canada Remembers
- The Contentious Legacy of Dieppe
- Territorial Battles: Yukon Elections
- How The East was Won: Nova Scotia Elections
- From Louis to Lord: New Brunswick Elections

- Friendly Rivalries: Manitoba Elections

As well as linking to our recently launched topics, we also created links from Wikipedia to all relevant existing topics on our site. To date, there are over 250 Wikipedia topics which link to the CBC Archives.

### **12.7 La cyberlettre hebdomadaire**

Au 31 mars 2007, la cyberlettre en français des Archives de Radio-Canada comptait **4 354** abonnés.

By March 31, 2007, the number of subscribers to the English edition of the Archives Newsletter had risen to approximately **5,950**. The weekly newsletter continued to announce educational events we attended and added personal comments to the Staff Picks section.

Au total, près de **10 000** abonnés reçoivent hebdomadairement nos cyberlettres.



### **13 Achalandage**

En 2006-2007, nous constatons, comme par les années passées, une augmentation de notre clientèle.

Pour représenter le plus adéquatement possible le nombre de visiteurs uniques nous avons inclus deux sortes de données, soit celles de MediaMetrix et celles de nos serveurs, qui sont mesurées par Webtrends. Les données de MediaMetrix ne mesurent que les internautes au foyer et la faible taille de leur panel fait en sorte que les sites ayant une fréquentation petite ou moyenne connaissent des variations plutôt erratiques d'un mois à l'autre ou entre les zones anglaise et française.

Selon les données Webtrends, la progression de l'achalandage sur le site Archives, en français et en anglais, est constante et a même atteint des sommets inégalés en novembre 2006. En effet, du côté francophone, les données Webtrends indiquent que le site a reçu 255 727 visiteurs en novembre. De ce nombre, 210 727 sont des visites uniques (machines uniques). Sur CBC Archives, les résultats sont tout aussi remarquables. En novembre 2006, le site a reçu 410 151 visiteurs, totalisant 338 369 visites uniques. Les données Médiamétrie, qui mesurent la fréquentation des Canadiens à partir de leur foyer (excluant la fréquentation à partir du lieu de travail) indiquent aussi une progression dans l'ensemble. De 123 000 visiteurs dénombrés en avril 2006, le site des Archives de Radio-Canada en compte 147 000 en mars 2007. Du côté de CBC Archives, Médiamétrie on observe aussi une progression du nombre de visites. En avril 2006, le site a reçu 186 000 visites et en mars 2007, il en a reçu 190 000.

Selon une étude réalisée pour les services de la recherche de Radio-Canada (Baromètre Internet, Octobre 2006), Radio-Canada.ca rejoint plus du tiers des francophones âgés de 25 à 34 ans.

L'analyse de la clientèle de la zone Archives de Radio-Canada nous apprend qu'elle est aussi visitée en majorité par des hommes (57%), que la majorité des visiteurs sont âgés de 25 à 34 ans (32%) et de 35 à 49 ans (31%). La proportion d'universitaires est de 47% et une majorité sont des cadres et des gestionnaires. Enfin, 57% des visiteurs de la zone Archives n'ont pas d'enfants.

La majorité des internautes (51%) qui fréquentent Radio-Canada.ca y accèdent à partir de la maison, 35% à partir du travail et 10% à partir d'un établissement scolaire (l'étude ne précise pas si le lieu de travail est un établissement scolaire). Parmi les visiteurs de Radio-Canada.ca, 45% ont affirmé consulter le site des Archives. De ce nombre, 23% précisent qu'ils ont consulté la zone Archives au moins une fois par semaine. L'analyse des données Webtrends indiquent que les internautes qui fréquentent la zone Archives passent en moyenne 8 minutes par visites à écouter ou à regarder un extrait audio ou vidéo.

Cette étude révèle aussi un taux de satisfaction très élevé des visiteurs de Radio-Canada.ca vis-à-vis de la zone Archives. En effet, 30% des répondants à cette étude ont accordé une note de 9 ou 10 (sur une échelle de 1 à 10, 1 étant la note la plus faible et 10, la plus élevée) pour la zone Archives.



**Webtrends**  
**Archives de Radio-Canada et CBC**  
**1<sup>er</sup> avril 2006 au 31 mars 2007**

|            | RC Visites | RC pages vues | RC machines uniques | CBC Visites | CBC pages vues | CBC machines uniques |
|------------|------------|---------------|---------------------|-------------|----------------|----------------------|
| Avril 2006 | 217 311    | 806 811       | 179 296             | 381 984     | 1 457 351      | 318 930              |
| Mai        | 228 741    | 812 795       | 187 135             | 382 601     | 1 429 822      | 316 514              |
| Juin       | 140 583    | 527 080       | 118 686             | 326 422     | 1 080 533      | 271 599              |
| Juillet    | 127 904    | 503 334       | 105 761             | 269 343     | 825 540        | 229 159              |
| Août       | 148 149    | 575 310       | 123 604             | 256 419     | 806 060        | 218 057              |
| Septembre  | 225 729    | 822 197       | 189 900             | 347 788     | 1 153 048      | 298 312              |
| Octobre    | 249 670    | 901 694       | 205 598             | 393 180     | 1 317 618      | 329 194              |
| Novembre   | 255 727    | 934 074       | 210 727             | 410 151     | 1 404 618      | 338 369              |
| Décembre   | 187 888    | 669 814       | 159 877             | 282 599     | 902 727        | 242 568              |
| Janvier    | 245 510    | 854 490       | 198 557             | 384 932     | 1 260 945      | 321 873              |
| Février    | 227 328    | 780 276       | 193 015             | 371 703     | 1 227 131      | 312 882              |
| Mars       | 250 941    | 850 175       | 210 913             | 392 869     | 1 282 145      | 325 279              |

**Données Media Métrix**  
**Visiteurs uniques au foyer**  
**1<sup>er</sup> avril 2006 au 31 mars 2007**

Les données Média Métrix calculent le nombre de visiteurs uniques qui accèdent à la zone Archives à partir du foyer<sup>1</sup>.

|                         |           | radio-canada.ca /archives | cbc.ca/archives |
|-------------------------|-----------|---------------------------|-----------------|
| Avril                   | 2006      | 123 000                   | 186 000         |
| Mai                     | 2006      | 131 000                   | 159 000         |
| Juin                    | 2006      | 96 000                    | 184 000         |
| Juillet                 | 2006      | 91 000                    | 123 000         |
| Août                    | 2006      | 66 000                    | 124 000         |
| Septembre               | 2006      | 139 000                   | 197 000         |
| Octobre                 | 2006      | 123 000                   | 220 000         |
| Novembre                | 2006      | 107 000                   | 264 000         |
| Décembre                | 2006      | 115 000                   | 199 000         |
| Janvier                 | 2007      | 121 000                   | 255 000         |
| Février                 | 2007      | 142 000                   | 223 000         |
| Mars                    | 2007      | 147 000                   | 190 000         |
| <b>Moyenne annuelle</b> | 2006-2007 | 116 750                   | 193 667         |

<sup>1</sup> À titre de rappel, Comscore Mediametrix a publié un communiqué le 16 novembre 2005 indiquant une erreur méthodologique sur les données. En établissant ses projections de population, Comscore a surévalué uniquement l'univers francophone et l'ensemble des sites francophones d'avril 2004 à juillet 2005. Cette erreur affecte le nombre de visiteurs uniques en valeur absolue et les indices de consommation (minutes d'utilisation...), mais non la portée relative francophone. Comscore n'est pas en mesure de corriger l'historique des données affectées par cette erreur, mais a fourni à notre demande des indices de correction qui ont été appliqués manuellement sur l'univers francophone et sur le site Radio-Canada.ca afin d'avoir une meilleure idée de l'évolution réelle des visiteurs uniques. Ces indices ne sont cependant pas applicables aux visiteurs uniques des différentes zones de Radio-Canada.ca ni à la plupart des sites concurrents. Dans la mesure où Comscore Mediametrix n'est pas en mesure de corriger l'historique des données affectées par cette erreur, les données que nous recalculons ne peuvent être utilisées pour les communications extérieures.

**Durée moyenne des visites par mois (en minutes)**

**Archives de Radio-Canada et e CBC**

**1<sup>er</sup> avril 2006 au 31 mars 2007**

| <b>Durée moyenne des visites par mois (en minutes)</b> |                                 |                     |       |
|--|---------------------------------|---------------------|-------|
| <b>Archives de Radio-Canada et de CBC</b>              |                                 |                     |       |
| <b>2006-2007</b>                                       |                                 |                     |       |
|  | <b>Archives de Radio-Canada</b> | <b>CBC Archives</b> |       |
| Avril 06   | 09:13                           |                     | 09:02 |
| Mai 06   | 09:02                           |                     | 09:09 |
| Juin 06  | 09:08                           |                     | 09:03 |
| Juillet 06   | 09:16                           |                     | 08:40 |
| Août 06  | 09:22                           |                     | 08:57 |
| septembre 06   | 08:48                           |                     | 08:47 |
| Octobre 06   | 08:51                           |                     | 09:21 |
| Novembre 06  | 08:53                           |                     | 09:42 |
| Décembre 06  | 08:48                           |                     | 09:15 |
| Janvier 07   | 08:49                           |                     | 09:26 |
| Février 07   | 08:37                           |                     | 09:12 |
| Mars 07  | 08:49                           |                     | 09:22 |
| Source : Webtrends                                     |                                 |                     |       |

**12.9 Internal Archival Assistance**

Because of the prominence of the Archives website, we receive numerous requests for re-use of television and radio programming, in English and in French, that members of the public have found on the site. These requests come from a wide range of sources including school children, university students, documentary film producers, educators, academics, people whose family members once appeared on CBC, members of the business community and public libraries. We direct these requests to the appropriate areas within CBC: Stockshot Sales, Audience Relations, Non-Broadcast Sales, and Radio and Television Archives, and Partnership Development and to the Division du merchandisage of Radio-Canada.

CBC's Partnership Development project builds community connections across the country, ensuring that CBC programs and values have the opportunity to connect with the communities they serve. Some of the requests that have come to us have been directed to different partnership specialists across the country. Where we could do so with a minimum of effort, we supported these requests by producing dubs of content already digitized for the website.

## **14 Colloques, conférences et ateliers**

Nous avons maintenu notre programme d'atelier dans les établissements scolaires et élargi le rayonnement de celui-ci. Près de 500 enseignants et étudiants ont assisté aux ateliers durant cette période.

### **14.1 Activités dans les milieux francophones du 1<sup>er</sup> avril 2006 au 31 mars 2007**

#### **Avril 2006**

- Kiosque et présentation d'atelier à environ 85 enseignants : colloque de l'AQUOPS (Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire) Québec, 12 avril;
- Atelier-laboratoire : commission scolaire de Montréal, enseignants primaire/secondaire, 17 avril

#### **Mai 2006**

- Deux ateliers : APTICA, congrès des enseignants à Moncton, N-B, 11 mai
- Atelier-laboratoire : commission scolaire des Bois-Francis, Victoriaville (laboratoire), 26 mai
- Atelier-laboratoire : St-Constant, enseignants primaire/secondaire, 29 mai

#### **Juin 2006**

- Conférence : « Le marketing des archives », congrès de la Société des Archives du Québec, Saguenay, 2 juin
- Atelier-laboratoire : commission scolaire des Trois Lacs (Ile Perrot), 28 juin

#### **Octobre 2006**

- Atelier-laboratoire : UQAM, étudiants en enseignement, programme Univers social, 24 octobre;

#### **Novembre 2006**

- Deux ateliers : UQAM, étudiants en enseignement au primaire, 6 novembre;
- Trois ateliers-conférences : UQAM : étudiants en enseignement au primaire, 7 novembre;
- Atelier-laboratoire : UQAM, étudiants en enseignement, programme Univers social, 13 novembre;

#### **Décembre 2006**

- Atelier : École Charles-Lemoyne, Longueuil, enseignants du secondaire, 1<sup>er</sup> décembre

## Résumé

8 ateliers pour enseignants : 164 participants

8 ateliers pour étudiants en éducation : 293 participants

### **14.2 Fédération internationale des archives télévisuelles à Madrid**

Du 27 au 31 octobre 2006 nous avons participé, pour la première fois à la conférence de la Fédération internationale des archives télévisuelles à Madrid.

La FIAT (Fédération internationale des archives télévisées) regroupe un ensemble de diffuseurs et d'entreprises publiques d'archivage telle l'INA en France. La plupart des diffuseurs publics européens sont membres, notamment la BBC, la Télévision suisse romande et la RTBF. Des médias sud-américains, nord-américains (dont CBS), africains et asiatiques étaient aussi représentés lors de la conférence.

La Fiat milite en faveur de la sauvegarde du patrimoine visuel mondial et de son ouverture au public. Selon des données recueillies par l'UNESCO, environ deux millions d'heures de télévision sont présentement répertoriées dans le monde. Seulement 20 % aurait été numérisées. L'autre 80 %, toujours sur support analogique, risque de se perdre à cause des mauvaises conditions d'entreposage, surtout dans les pays en voie de développement de l'Afrique et dans certains pays d'Asie.

La participation à cette conférence a permis d'établir des contacts importants avec les services d'archives numérisées d'autres diffuseurs et services de références importants en Europe, dont notamment l'Institut national de l'audiovisuel (INA) en France, la Télévision suisse-romande ainsi que la Télévision belge francophone.

#### **14.2.1 L'ouverture des archives au public**

Certains diffuseurs ont présenté au public leurs initiatives pour rendre leurs archives disponibles via le Web. Les deux cas les plus intéressants pour nous sont l'INA et la BBC.

L'Ina a officiellement lancé son site en avril 2006 et attire maintenant environ 120 000 visiteurs par semaine. Premier site d'archives à exploiter un modèle d'affaires, l'INA vise à générer des revenus de 600 000 euros en 2007, dont la moitié provenant de ventes d'archives en ligne et l'autre de la publicité, qui vient tout juste d'être introduite. Le secteur Web de l'INA comprend 11 personnes, mais une grande partie de la production s'appuie sur les structures déjà en place dans l'organisation.

Le niveau de maturité atteint en moins d'un an est impressionnant : le site compte près de 100 000 clips, dont 9 000 heures de contenu télé et 3 000 heures de radio. Toute l'infrastructure du site repose sur les systèmes de gestion de l'INA, ce qui leur permet de gérer, au clip près, les droits et les revenus générés par leur contenu.

Du côté de la BBC, le projet « Open Archives » annoncé en grandes pompes il y a au moins quatre ans, continue de naître difficilement. BBC prévoyait être en mesure de mettre en ligne ce printemps un site pilote offrant environ 1 000 clips d'archives. Un volet « Archives for all » vise à rendre disponible une partie de leur contenu d'archive pour téléchargement. Néanmoins, la BBC semble encore avoir du mal à tracer une ligne éditoriale entre le contenu de type « Open Archives » versus « Archives for all ».

La conférence a permis d'aborder également le sujet des modèles économiques reliés à la distribution d'archives via le Web. Selon les analyses, l'Internet permet de gérer uniformément une offre massive de choix, ce qui peut générer une énorme quantité de demande. Ce modèle dit du « longtail » semble très propice pour des secteurs comme les archives qui génèrent leurs revenus par un ensemble de micro-ventes. Du côté de l'INA, on confirme que les 100 plus grands vendeurs ne génèrent que 18 % des revenus de téléchargement. C'est la diversité de choix qui assure une vente large de leur contenu.

#### **14.2.2 Activités dans les milieux anglophones :**

##### **April 2006:**

Digital Archives participated in the **Change Your World Conference** at York University in **Toronto**. The conference focused on generating interest in environmental issues among high school students. CBC Digital Archives attended as an exhibitor and presented two workshops to teachers to showcase geography topics on our site. We distributed 100 notepads, 75 teacher handouts and 100 brochures at the event.

In mid-April, we attended the **Treaty 4 Tribal Council's Educational Conference** in **Regina**. The event explored issues and trends in education in First Nations communities. CBC Digital Archives participated as an exhibitor. We handed out approximately 250 notepads, 150 brochures, and 100 teacher handouts. A total of 80 people signed up for our e-newsletter and entered a draw to win a CBC prize pack.

We presented a workshop and had a booth at **BCEd Online 2006** in **Vancouver**, a conference focused on online learning in schools across British Columbia. We were also recognized as a sponsor for providing lanyards to all delegates. Approximately 300 notepads, 200 brochures, and 100 teacher handouts were distributed. 110 teachers signed up for our e-newsletter and entered a draw to win a CBC prize pack.

##### **May 2006:**

As both an exhibitor and a workshop presenter at the **British Columbia Science Teachers' Association Conference** in **Vancouver**, Digital Archives showcased its Science and Technology topics to over 400 teachers. 90 teachers signed up for our newsletter and entered a draw to win a CBC prize pack.

At the **Atlantic Provinces Library Association Conference** in **Fredericton**, Digital Archives promoted the site as a valuable research tool to over 600 librarians from across the Maritimes. We participated as an exhibitor as well as presented a workshop. 100 librarians subscribed to our newsletter and entered a draw to win our prize pack.

##### **June 2006:**

On June 20<sup>th</sup>, Digital Archives hosted a **teacher workshop** at the **Toronto** Broadcast Centre for 30 technology instructional leaders from the Toronto District School Board. The session was designed to highlight the many educational tools offered by the site so they in turn could share with their colleagues in schools across the Greater Toronto Area.

### **July 2006:**

We hosted another **teacher workshop** on July 18<sup>th</sup> at the **Toronto** Broadcast Centre for 40 business studies instructional leaders from the Toronto District School Board. In the session, we showcased our Politics and Economy topics and corresponding educational materials.

### **September 2006:**

In partnership with CBC Newsworld, CBC Radio One and CBC Shop, Digital Archives participated in **Word on the Street**, a large outdoor arts festival in **Toronto** that attracts up to 200,000 people. At our booth, located in a high traffic area, we played clips from the live site and gave away bookmarks, brochures, and pens.

### **October 2006:**

In mid-October, Digital Archives participated in the **Ottawa-Carleton Technology Integration Conference** as a presenter and exhibitor. At this event, we highlighted the site as an online teaching companion to educators seeking new media resources. Brochures and notepads were distributed and over 80 delegates entered our draw to win a CBC prize pack by signing up for our newsletter.

We also participated in the **Alberta Social Studies Teachers Conference** in **Kananaskis** in mid-October. Over 400 delegates attended the event and we presented several clips at our booth throughout the conference. Digital Archives notepads, brochures and pens were distributed. Over 80 people signed up for our newsletter and entered our prize pack draw.

At the **Ontario Association for Geographic and Environmental Education Conference** in **Richmond Hill**, we had a booth and presented a workshop. At this busy event, we played clips from the live site, and offered brochures, notepads and pens to delegates. Over 100 delegates entered our draw and subscribed to our newsletter.

Also in October, Digital Archives collaborated with CBC Libraries, Archives & Documentation to produce a CBC display at the **AV Trust of Canada's Masterworks 2006 Symposium** in **Toronto**. Our joint display featured the presentation of our live site, as well as Digital Archives promotional items including brochures and notepads. The event attracted up to 100 senior professionals in the audio-visual preservation industry from across Canada.

At the **Nova Scotia Social Studies Teachers' Association Conference** in **Truro**, we participated as both a presenter and an exhibitor. Our display was well attended and our workshop attracted approximately 20 delegates. Brochures and notepads were distributed during the event, and over 60 people signed up for our newsletter and our contest.



CBC Digital Archives was invited to attend the Canada West to East: Teaching History in a Time of Change: A **National Conference on the Teaching, Learning and Communicating the History of Canada**. The event, organized by The Association for Canadian Studies, was held in **Vancouver** from October 20-22 and was attended by over 400 educators from across the country. At the conference, we co-presented a workshop to 20 participants and we displayed alongside with other projects committed to preserving Canadian history through technology, including the Virtual Museum of Canada and the Military Gateway.

### **November 2006:**

We presented a workshop and had a booth at the **Ontario History and Social Studies Teachers' Association Conference** in **Mississauga**. Over 50 people attended our workshop and 100 delegates subscribed to our newsletter.

In mid-November, we hosted a workshop for **over 30 business studies instructional leaders** from the **Toronto** District School Board. The customized session focused on our politics and economy topics, and demonstrated to the group how to use our clips and educational materials in the classroom and encouraged them to share our resources with their colleagues.

At the **Alberta Online** conference in **Edmonton**, Digital Archives manned a booth and presented a workshop to delegates. Over 80 people signed up for our newsletter/entered our contest, and brochures and notepads were distributed to the group.

As a presenter and displayer at the **Manitoba Social Studies Teachers' Association Conference** in **Winnipeg**, CBC Digital Archives introduced the website to hundreds of social studies educators from across the province. Over 80 participants signed up for our newsletter and entered our draw.

The **2006 Quebec Provincial Association of Teachers Convention** in **Montreal** offered CBC / Radio-Canada Digital Archives the opportunity to highlight the site as an essential, bilingual tool for curriculum across Quebec. Our workshop attracted 50 delegates and we gave out postcards, brochures, and notepads at our busy booth. Over 100 delegates signed up for our newsletter and prize pack contest.

We were also invited to present two hands-on workshops at a **student conference** on preserving Canadian history, held at St. Theresa's Catholic School in **Belleville**, Ontario. Held in computer labs and designed to get students on the site through a guided tour, our sessions attracted a total of 50 students from Belleville and surrounding areas. We distributed notepads and pens to the student delegates.

### **December 2006:**

CBC Digital Archives participated in the Annual **CBC Holiday Open House** in



**Toronto**, with an innovative and interactive display. We played clips through a live Internet connection, provided holiday treats and answered questions from the public at this popular event, which attracted hundreds of CBC audience members and collected donations for the Daily Bread Food Bank.

### **February 2007:**

In early February, we took part in the **Ontario Library Association Super Conference** (5,000 delegates) as an exhibitor in partnership with CBC Toronto (Radio and Television), Kids' CBC and CBC Merchandising Division. At our busy booth, we played clips from both sites via a live Internet connection, and distributed hundreds of notepads and cards. Over 200 delegates signed up for our newsletter through a prize pack draw at our booth. We also delivered a workshop at the event, which was attended by approximately 75 delegates, to showcase the site as a valuable research tool.

In mid-February we attended the **Calgary City Teachers Association Conference** (8,000 delegates) as an exhibitor. We distributed hundreds of cards and notepads at our booth, while playing video and audio clips from our two sites. We also hosted a workshop in a computer lab at local Calgary secondary school (50 participants), where we took delegates through the site to demonstrate how it can be used to support their curriculum.

### **March 2007:**

In early March we attended the **Greater Edmonton Teachers Convention Association Annual Conference**, where we participated as both an exhibitor and a session presenter. At our display, we played radio and television clips from both sites handed out cards, notepads and pens to attracted hundreds of delegates. Our seminar was attended by 40 delegates and highlighted the scope of our topics and educational activities.

## 15 Rapport des dépenses

Rapport de nos dépenses depuis le 1<sup>er</sup> avril 2006 au 31 mars 2007.

En raison du non-financement du projet en 2005-2006, la Direction de Radio-Canada/CBC a restreint au minimum les dépenses du 1<sup>er</sup> avril 2006 au 30 décembre 2006 et ce, dans l'attente du transfert des sommes allouées pour 2006-2007. Seules les dépenses liées à l'exploitation minimale du site ont été maintenues pendant cette période. Pour réduire les dépenses, Radio-Canada et CBC ont mis fin aux contrats de plusieurs membres du personnel et ce, en vertu des conventions collectives en vigueur (voir chapitre Équipe). Des indemnités salariales ont été versées aux employés concernés.

Une partie des dépenses prévues pour 2006-2007 n'ont pas été engagées avant le 31 mars, mais le seront d'ici la fin d'octobre 2007. Une demande de report de surplus en vue de pouvoir assumer ces dépenses a été acheminée à la direction générale du programme Culture canadienne en ligne au 31 mars 2007. Le report touchait notamment les dépenses prévues pour la mise en forme des contenus, la production de la refonte des zones Archives de CBC.ca et de Radio-Canada.ca (incluant le développement du volet accessibilité), une partie des dépenses liées aux relations publiques, à l'achat d'équipements et de logiciels et une partie des dépenses liées à la production de projets pédagogiques

À la fermeture des livres le 31 mars 2007, le montant total des dépenses reportées est de

Nous avons revu la distribution de la contribution de Radio-Canada afin de refléter plus adéquatement l'apport de la Société en fonction de la réorientation du projet et de la situation particulière rencontrée cette année. C'est ainsi que l'accent a été mis sur la recherche et le développement et sur la poursuite de nos efforts dans les milieux scolaires. Ainsi, des montants ont donc été investis pour la refonte de la zone Archives, les activités de relations publiques auprès des écoles et la recherche. Les investissements prévus en publicité télé, radio et web ont toutefois été reportés à l'exercice 2007-2008 et seront mis à contribution dans le cadre du lancement de la nouveau site.

| Culture canadienne en ligne (CCEL)   |                 |                      |                          |                      |   |
|--|-----------------|----------------------|--------------------------|----------------------|---|
| Dépenses du projet des archives numérisées, SRC-CBC - Fonds Mémoire canadienne     |                 |                      |                          |                      |   |
| Exercice financier du 1er avril 2006 au 31 mars 2007                               |                 |                      |                          |                      |   |
| Catégories de dépenses   | Total des coûts | Contribution du PCCE | Contribution partenaires | Contribution CBC-SRC | % des coûts totaux Contribution du PCCE |
|  |                 |                      |                          |                      |   |
| <b>Gestion et administration du projet</b>   |                 |                      |                          |                      |   |
| Direction  |                 |                      |                          |                      |   |
| Support administratif et légal SRC   |                 |                      |                          |                      |   |
| Gestion des droits   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Création de contenu</b>   |                 |                      |                          |                      |   |
| Médiathecaires   |                 |                      |                          |                      |   |
| Rédacteurs   |                 |                      |                          |                      |   |
| Révision linguistique  |                 |                      |                          |                      |   |
| Ayants droits  |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Création de pages Web (conception, création, intégration et mise à l'essai)</b> |                 |                      |                          |                      |   |
| Design, intégration, développement   |                 |                      |                          |                      |   |
| Accessibilité  |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Infrastructure / Matériel</b>   |                 |                      |                          |                      |   |
| Ordinateurs  |                 |                      |                          |                      |   |
| Logiciels  |                 |                      |                          |                      |   |
| Maintenance  |                 |                      |                          |                      |   |
| Bande passante   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Numérisation / Balayage</b>   |                 |                      |                          |                      |   |
| Technicien numérisation  |                 |                      |                          |                      |   |
| Numérisation/transcodage   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Matériel pédagogique</b>  |                 |                      |                          |                      |   |
| Matériel pédagogique   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Plan de promotion et de commercialisation</b>                                   |                 |                      |                          |                      |   |
| Relations publiques  |                 |                      |                          |                      |   |
| Publicité imprimée   |                 |                      |                          |                      |   |
| Publicité Web  |                 |                      |                          |                      |   |
| Recherche  |                 |                      |                          |                      |   |
| Publicité TV-Radio   |                 |                      |                          |                      |   |
| <b>Total</b>   |                 |                      |                          |                      |   |
| <b>Total des dépenses 2006-2007</b>  |                 |                      |                          |                      |   |
| <b>Contribution PCCE 2006-2007</b>   |                 |                      |                          |                      |   |
| <b>Dépenses reportées en 2007-2008</b>   |                 |                      |                          |                      |   |
| <b>Total des dépenses 2006-2007 + 2007-2008</b>                                    |                 |                      |                          |                      |   |

## 16 Conclusion

L'année 2006-2007 marque un tournant déterminant dans l'évolution du projet puisqu'elle a été le point de départ d'une importante réflexion menant au repositionnement éditorial et à une refonte complète du site, laquelle sera mise en ligne à l'automne 2007. Les travaux amorcés en 2006-2007 permettront au site des Archives de Radio-Canada/CBC de connaître un nouveau souffle en 2007-2008.

Le repositionnement éditorial a été motivé par la volonté de diversifier l'offre de contenu en ligne et de répondre aux demandes incessantes du public qui réclamait depuis longtemps la possibilité d'accéder au riche patrimoine que constituent les collections d'émission de Radio-Canada/CBC. Cette réflexion a aussi été animée d'un fort désir de préserver intact l'ensemble des contenus qui ont été créés par le passé et de continuer à bonifier dans l'avenir notre collection de dossiers et d'éphémérides (Souvenirs & On This Day). La préparation et la mise en valeur des nouveaux contenus (Votre minute de gloire, les Reconnaissez-vous? la collection Art de vivre, les collections d'émissions) sont en cours de production et seront livrés à l'automne 2007. Malgré le versement tardif du financement pour l'exercice 2006-2007 (janvier 2007), tous les objectifs de numérisation ont été atteints.

L'année 2006-2007 marque aussi le début d'avancées majeures dans la négociation de droits spécifiques à la diffusion d'archives télévisuelles et radiophoniques sur Internet. À ce chapitre, deux ententes ont été conclues, l'une avec l'American Federation of Musicians et l'autre avec la Writer's Guild of Canada.

Ce projet de refonte s'inscrit dans un contexte favorable. La progression de l'achalandage est constante et nombreux sont les témoignages d'appréciation et de sympathie. Dans les milieux scolaires, la zone Archives/CBC Digital Archives a su gagner la confiance du personnel enseignant tant au Québec qu'ailleurs au Canada. Encore cette année, aucun effort n'a été négligé pour faire connaître le potentiel éducatif des archives numérisées de Radio-Canada/ CBC et cet objectif a été maintenu malgré les nouvelles orientations du projet. En plus des nombreux ateliers qui ont été tenus dans les écoles, nous avons poursuivi nos efforts, de janvier à mars 2007, pour créer du nouveau matériel éducatif.

Le lancement de la nouvelle mouture du site, prévu l'automne 2007, coïncidera avec son 5<sup>e</sup> anniversaire

17 ANNEXE I Contenu numérisé en 2006-2007 par CBC - Radio-Canada selon le média et la langue en date du 31 mars 2007

| Contenus numérisés - Radio-Canada et CBC 2006-2007     |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
|--|---------|---------|------|---------|-------------|-------------|----------|---------|------|---------|-------------|-------------|-------------|-------------|
| Dossier  | Anglais |         |      |         |             |             | Français |         |      |         |             |             | Total clips | Total durée |
|  | Radio   | Durée   | Télé | Durée   | Total durée | Total clips | Radio    | Durée   | Télé | Durée   | Total durée | Total clips |             |             |
| <b>Arts et culture</b>                                 |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
| Foreign Correspondents: Bringing the World to Canada   | 9       | 1:40:36 | 9    | 1:40:36 | 3:21:12     | 18          |          |         |      |         |             |             | 18          | 3:21:12     |
| Joni Mitchell: All Sides Now                           | 11      | 1:17:14 | 11   | 1:17:14 | 2:34:28     | 22          |          |         |      |         |             |             | 22          | 2:34:28     |
| The Comics in Canada: An Illustrated History           | 23      | 2:37:24 | 23   | 2:37:24 | 5:14:48     | 46          |          |         |      |         |             |             | 46          | 5:14:48     |
| Pour l'amour de l'artisanat / Handmade in Canada       | 0       | 0:00:00 | 13   | 1:35:11 | 1:35:11     | 13          | 0        | 0:00:00 | 9    | 0:47:12 | 0:47:12     | 9           | 22          | 2:22:23     |
| Paroles d'auteurs                                      |         |         |      |         |             |             | 6        | 1:48:06 | 8    | 0:01:18 | 1:48:06     | 14          | 14          | 1:48:06     |
| James Bamber, le poète des ondes                       |         |         |      |         |             |             | 2        | 0:18:31 | 21   | 3:10:35 | 0:18:31     | 23          | 23          | 0:18:31     |
| The First World War: Canada Remembers                  | 7       | 1:06:29 | 7    | 1:06:29 | 2:12:58     | 14          |          |         |      |         |             |             | 14          | 2:12:58     |
| The Contentious Legacy of Dieppe                       | 13      | 2:20:03 | 13   | 2:20:03 | 4:40:06     | 26          |          |         |      |         |             |             | 26          | 4:40:06     |
| Celebrating Canada Day                                 | 7       | 0:47:56 | 7    | 0:47:56 | 1:35:52     | 14          |          |         |      |         |             |             | 14          | 1:35:52     |
| An Ode to Mom (assemblage)                             |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
| <b>Vie et société</b>                                  |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
| Their Majesties in Canada                              | 14      | 1:49:27 | 1    | 0:04:36 | 1:54:03     | 15          |          |         |      |         |             |             | 15          | 1:54:03     |
| La surpopulation : menace ou chimère?                  |         |         |      |         |             |             | 9        | 2:09:47 | 12   | 2:54:53 | 2:09:47     | 21          | 21          | 2:09:47     |
| La famille d'hier à aujourd'hui (assemblage)           |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
| <b>Politique et économie</b>                           |         |         |      |         |             |             |          |         |      |         |             |             |             |             |
| Territorial Battles: Yukon Elections, 1978-2006        | 7       | 0:38:16 | 9    | 0:43:16 | 1:21:32     | 16          |          |         |      |         |             |             | 16          | 1:21:32     |
| Friendly Rivalries: Manitoba Elections Since 1966      | 4       | 0:20:50 | 17   | 1:37:47 | 1:58:37     | 21          |          |         |      |         |             |             | 21          | 1:58:37     |
| Breaking the Ice: Canada and the Northwest Passage     | 21      | 1:32:21 | 10   | 1:04:00 | 2:36:21     | 31          |          |         |      |         |             |             | 31          | 2:36:21     |
| How The East Was Won: Nova Scotia Elections Since 1949 | 3       | 0:05:38 | 9    | 0:34:09 | 0:39:47     | 12          |          |         |      |         |             |             | 12          | 0:39:47     |
| Paul Martin: Prime Minister in Waiting                 | 3       | 0:30:23 | 15   | 1:34:48 | 2:05:11     | 18          |          |         |      |         |             |             | 18          | 2:05:11     |
| « Eeyou Istchee » : terres des Cris / Land of Cree     | 0       | 0:00:00 | 1    | 0:15:45 | 0:15:45     | 1           | 9        | 3:07:58 | 4    | 1:35:18 | 4:43:16     | 13          | 14          | 4:59:01     |

**Contenus numérisés - Radio-Canada et CBC 2006-2007**

|   | Anglais         |                 |                  |                  |                 |                 | Français   |                  |                  |                 |                 |            |            |                  |
|---|-----------------|-----------------|------------------|------------------|-----------------|-----------------|------------|------------------|------------------|-----------------|-----------------|------------|------------|------------------|
| Le Nouveau-Brunswick à l'heure des élections / New Brunswick Elections : colorful characters... | 7               | 1:01:51         | 12               | 3:07:56          | 4:09:47         | 19              | 6          | 0:37:18          | 4                | 0:32:59         | 1:10:17         | 10         | 29         | 5:20:04          |
| Louis Saint-Laurent, l'autorité tranquille  | 5               | 0:43:49         | 5                | 0:14:33          | 0:58:22         | 10              | 15         | 3:44:58          | 7                | 1:26:36         | 5:11:34         | 22         | 32         | 6:09:56          |
| Pierre Elliott Trudeau, libre et provocateur  | 12              | 0:02:44         | 21               | 2:02:21          | 2:05:05         | 33              | 12         | 3:30:48          | 13               | 3:32:00         | 7:02:48         | 25         | 58         | 9:07:53          |
| Joe Clark : envers et contre tout   | 6               | 0:35:48         | 17               | 1:32:31          | 2:08:19         | 23              | 9          | 2:06:31          | 11               | 2:12:02         | 4:18:33         | 20         | 43         | 6:26:52          |
| Kim Campbell, premier ministre au féminin   | 10              | 0:59:33         | 11               | 1:12:51          | 2:12:24         | 21              | 4          | 0:37:15          | 9                | 1:22:04         | 1:59:19         | 13         | 34         | 4:11:43          |
| Élections au Québec : si la tendance se maintient...  | 3               | 00:39:44        | 10               | 1:28:10          | 2:07:54         | 13              | 3          | 0:58:15          | 9                | 02:34:11        | 3:32:26         | 12         | 25         | 5:40:20          |
| Jacques Parizeau, homme de conviction   |                 |                 |                  |                  |                 |                 | 9          | 2:44:34          | 12               | 1:50:01         | 2:44:34         | 21         | 21         | 2:44:34          |
| Une vision de l'islam radical   |                 |                 |                  |                  |                 |                 | 9          | 2:49:44          | 17               | 5:36:49         | 2:49:44         | 26         | 26         | 2:49:44          |
| <b>Désastres et tragédies</b>   |                 |                 |                  |                  |                 |                 |            |                  |                  |                 |                 |            |            |                  |
| Sida, virus sans frontières   |                 |                 |                  |                  |                 |                 | 4          | 1:35:18          | 9                | 3:07:56         | 4:43:14         | 13         | 13         | 4:43:14          |
| <b>Sports</b>   |                 |                 |                  |                  |                 |                 |            |                  |                  |                 |                 |            |            |                  |
| Hockey Gems from the CBC Archives (assemblage)  |                 |                 |                  |                  |                 |                 |            |                  |                  |                 |                 |            |            |                  |
| <b>Total dossiers</b>   | <b>165</b>      | <b>18:50:06</b> | <b>221</b>       | <b>26:57:36</b>  | <b>45:47:42</b> | <b>386</b>      | <b>97</b>  | <b>26:09:03</b>  | <b>145</b>       | <b>30:43:54</b> | <b>43:19:21</b> | <b>242</b> | <b>628</b> | <b>89:07:03</b>  |
| <b>Souvenirs</b>  | <b>27</b>       | <b>2:10:11</b>  | <b>42</b>        | <b>3:19:00</b>   | <b>5:29:11</b>  | <b>69</b>       | <b>20</b>  | <b>4:34:17</b>   | <b>76</b>        | <b>10:58:52</b> | <b>15:33:09</b> | <b>96</b>  | <b>165</b> | <b>21:02:20</b>  |
| <b>Total dossiers et souvenirs</b>  | <b>192</b>      | <b>21:00:17</b> | <b>263</b>       | <b>30:16:36</b>  | <b>51:16:53</b> | <b>455</b>      | <b>117</b> | <b>30:43:20</b>  | <b>221</b>       | <b>41:42:46</b> | <b>58:52:30</b> | <b>338</b> | <b>793</b> | <b>110:09:23</b> |
| Proportion totale   | 24%             | 19%             | 33%              | 27%              | 47%             | 57%             | 15%        | 28%              | 28%              | 38%             | 53%             | 43%        | 100%       | 100%             |
| Proportion par lange  | 42%             | 41%             | 58%              | 59%              | 100%            | 100%            | 15%        | 3%               | 28%              | 38%             | 100%            | 100%       |            |                  |
| <b>Collections d'émission</b>   |                 |                 |                  |                  |                 |                 |            |                  |                  |                 |                 |            |            |                  |
| NA  | 23:42           | NA              | 136:33:00        | 160:15:00        | NA              | NA              | 12:15:00   | NA               | 173:09:00        | 185:24:00       | NA              | NA         | NA         | 345:39:00        |
| <b>GRAND TOTAL CONTENU NUMÉRISÉ CBC ET RC</b>   | <b>44:42:17</b> |                 | <b>166:49:36</b> | <b>211:31:53</b> | <b>NA</b>       | <b>42:58:20</b> | <b>NA</b>  | <b>214:51:46</b> | <b>244:16:30</b> | <b>NA</b>       | <b>NA</b>       | <b>NA</b>  | <b>NA</b>  | <b>455:48:23</b> |
| Proportion totale émissions   | 10%             |                 | 37%              | 46%              |                 |                 | 9%         |                  | 47%              | 54%             |                 |            | 100%       | 100%             |
| Proportion par langue émissions   | 21%             |                 | 79%              | 100%             |                 |                 | 18%        |                  | 88%              | 100%            |                 |            |            |                  |

## 18 ANNEXE II Collections d'émissions numérisées – Radio-Canada et CBC – 2006-2007

| <b>CBC Radio</b>         | <b>Durée</b> | <b>Radio de Radio-Canada</b>         | <b>Durée</b>    | <b>Total radio<br/>CBC et RC</b> |
|--------------------------|--------------|--------------------------------------|-----------------|----------------------------------|
| Expedition               | 01:00        | Les miettes de notre petite histoire | 3:15:00         |                                  |
| The House                | 05:00:00     | Carrefour radio                      | 5:00:00         |                                  |
| The Inside Track         | 01:12:00     | Psychologie de la vie quotidienne    | 04:00:00        |                                  |
| Quirks and Quarks        | 16:30:00     |                                      |                 |                                  |
| <b>Total radio CBC :</b> | <b>23:42</b> | <b>Total radio Radio-Canada</b>      | <b>12:15:00</b> | <b>35:57:00</b>                  |

| <b>CBC Television</b>       | <b>Durée</b>     | <b>Télévision de Radio-Canada</b>       | <b>Durée</b>     | <b>Total télé CBC<br/>et RC</b> |
|-----------------------------|------------------|---|------------------|---------------------------------|
| Close up                    | 06:00:00         | Atome et galaxie                        | 23:49:00         |                                 |
| Fighting words              | 16:00:00         | Le Sel de la semaine                    | 54:00:00         |                                 |
| Hot Type                    | 02:15:00         | Premier plan                            | 59:00:00         |                                 |
| Man Alive                   | 06:30:00         | 20 ans Express                          | 20:00:00         |                                 |
| Mansbridge One on One       | 35:00:00         | De broche en bouche                     | 02:00:00         |                                 |
| This Hour Has Seven Days    | 50:00:00         | Famille d'aujourd,'hui                  | 06:55:00         |                                 |
| Telescope                   | 10:50            | Opinion                                 | 05:55:00         |                                 |
| Venture                     | 09:58:00         | Point de mire                           | 01:00:00         |                                 |
|                             |                  | Votre cuisine madame                    | 00:30:00         |                                 |
| <b>Total télévision CBC</b> | <b>136:33:00</b> | <b>Total télévision de Radio-Canada</b> | <b>173:09:00</b> | <b>309:42:00</b>                |

|  |  |  |                  |
|--|--|--|------------------|
| <b>Total radio et télé CBC et Radio-Canada</b> |  |  | <b>345:39:00</b> |
|--|--|--|------------------|

## 19 ANNEXE III – Nouvelle catégorisation du site Archives

### GÉNÉRAL – PREMIER NIVEAU

| Français                 | Anglais                |
|--------------------------|------------------------|
| Arts et culture          | Arts and Entertainment |
| Société                  | Society                |
| Guerres et conflits      | War and Conflict       |
| Politique                | Politics               |
| Économie et affaires     | Economy and Business   |
| Sciences et technologies | Science and Technology |
| Environnement            | Environment            |
| Santé                    | Health                 |
| Art de vivre             | Lifestyle              |
| Sports                   | Sports                 |

### ARTS ET CULTURE – ARTS AND ENTERTAINMENT

| Français     | Anglais      |
|--------------|--------------|
| Architecture | Architecture |
| Arts visuels | Visual Arts  |
| Cinéma       | Film         |
| Danse        | Dance        |
| Humour       | Humour       |
| Littérature  | Literature   |
| Médias       | Media        |
| Musique      | Music        |
| Poésie       | Poetry       |
| Sculpture    | Sculpture    |
| Théâtre      | Theatre      |

### ÉCONOMIE – ECONOMY AND BUSINESS

| Français                 | Anglais          |
|--------------------------|------------------|
| Accords commerciaux      | Trade Agreements |
| Agriculture              | Agriculture      |
| Banques                  | Banks            |
| Consommation             | Consumer Goods   |
| Affaires                 | Business         |
| Marchés boursiers        | Stock Market     |
| Pêcheries                | Fishing          |
| Foresterie               | Forestry         |
| Énergie                  | Energy           |
| Mines                    | Mining           |
| Transports               | Transportation   |
| Industrie manufacturière | Manufacturing    |
| Emplois                  | Employment       |



SOCIÉTÉ – SOCIETY

| Français                 | Anglais                 |
|--------------------------|-------------------------|
| Éducation                | Education               |
| Reproduction             | Reproductive issues     |
| Célébrations populaires  | Celebrations            |
| Immigration              | Immigration             |
| Criminalité et justice   | Crime and Justice       |
| Religion et spiritualité | Religion & Spirituality |
| Syndicalisme             | Labour and Unions       |
| Famille                  | Family                  |
| Démographie              | Demographics            |
| Handicapés               | Disabilities            |
| Pauvreté                 | Poverty                 |
| Racisme                  | Racism                  |

POLITIQUE – POLITICS

| Français                              | Anglais                         |
|---------------------------------------|---------------------------------|
| Élections                             | Elections                       |
| Constitution                          | The Constitution                |
| Partis politiques                     | Parties and Leaders             |
| Politique internationale              | International Politics          |
| Politique fédérale                    | Federal Politics                |
| Politique provinciale et territoriale | Provincial/Territorial Politics |
| Politique municipale                  | Municipal Politics              |
| Premiers ministres canadiens          | Prime Ministers                 |
| Droits et libertés                    | Rights & Freedoms               |
| Langue et culture                     | Language & Culture              |

SCIENCES ET TECHNOLOGIES – SCIENCES AND TECHNOLOGY

| Français               | Anglais         |
|------------------------|-----------------|
| Aéronautique           | Aeronautics     |
| Biotechnologie         | Biotechnology   |
| Exploration spatiale   | Space           |
| Informatique           | Computers       |
| Ingénierie             | Engineering     |
| Technologie            | Technology      |
| Sciences naturelles    | Natural Science |
| Sciences appliquées    | Applied Science |
| Normes                 | Standards       |
| Phénomènes inexpliqués | The Unexplained |

ENVIRONNEMENT – ENVIRONEMENT

| Français                      | Anglais                  |
|-------------------------------|--------------------------|
| Pollution                     | Pollution                |
| Espèces menacées              | Endangered Species       |
| Protection de l'environnement | Environmental Protection |
| Désastres météorologiques     | Extreme Weather          |
| Catastrophes naturelles       | Natural Disasters        |

GUERRES ET CONFLITS – WAR AND CONFLICTS

| Français                 | Anglais           |
|--------------------------|-------------------|
| Terrorisme               | Terrorism         |
| Désordres civils         | Civil Unrest      |
| Première guerre mondiale | First World War   |
| Seconde guerre mondiale  | Second World War  |
| Guerre froide            | Cold War          |
| Guerre de Corée          | Korean War        |
| Guerre du Vietnam        | Vietnam War       |
| Guerre du golfe de 1991  | 1991 Gulf War     |
| Défense                  | Defence           |
| Opérations de paix       | Peacekeeping      |
| Sécurité nationale       | National Security |
| Crimes de guerre         | War Crimes        |
| Vétérans                 | Veterans          |
| Prisonniers de guerre    | Prisoners of War  |

SPORTS – SPORTS

| Français             | Anglais                                    |
|----------------------|--|
| Athlétisme           | Athletics                                  |
| Baseball             | Baseball                                   |
| Boxe                 | Boxing                                     |
| Course automobile    | Racing                                     |
| Curling              | Curling                                    |
| Crosse               | Lacrosse                                   |
| Dopage               | Drugs in Sports                            |
| Exploits             | Exploits                                   |
| Football             | Football                                   |
| Golf                 | Golf                                       |
| Hockey               | Hockey                                     |
| Lutte                | Wrestling                                  |
| Olympisme            | Olympics                                   |
| Soccer               | Soccer                                     |
| Ski                  | Skiing                                     |
| Événements sportifs  | Sporting Events                            |
| Financement du sport | Sports finance/business/<br>money/industry |
| Natation             | Swimming                                   |
| Autres sports        | Other Sports                               |

ARTS DE VIVRE – LIFESTYLE (à compléter)

| Français        | Anglais          |
|-----------------|------------------|
| Art de recevoir | Holidays         |
| Cuisine         | Food             |
| Passé-temps     | Pastimes         |
| Voyage          | Travel           |
| Arts ménagers   | Homemaking       |
| Loisirs         | Leisure          |
| Mode et beauté  | Fashion & Beauty |
| Mieux-être      | Living           |
| Mise en forme   | Fitness          |

\*Note : La catégorie Santé est en développement

## 20 ANNEXE IV Maquette - Accueil

**cbc.ca**
RADIO TV
RADIO-CANADA.ca SHOP
Search CBC.ca Search Web

# Les archives de Radio-Canada

REVIVEZ LES GRANDS MOMENTS DE LA RADIO ET DE LA TÉLÉVISION

4896 CLIPS RADIO ET TÉLÉ À CONSULTER

- ARTS ET CULTURE
- SOCIÉTÉ
- GUERRES ET CONFLITS
- POLITIQUE
- ÉCONOMIE
- SCIENCE ET TECHNOLOGIES
- ENVIRONNEMENT
- SANTÉ
- ART DE VIVRE
- SPORTS
- ÉMISSIONS
- C'EST ARRIVÉ LE...**
- GRANDES ENTREVUES
- LES RECONNAISSEZ-VOUS?
- VOTRE MINUTE DE GLOIRE
- PERSONNALITÉS
- POUR LES PROFS

---

- Cyberlettre
- FIL RSS
- À propos du site
- Aide
- tout jondre

**CBC Radio and Television Archives**

Réalisé grâce au programme Culture canadienne en ligne.

Patrimoine canadien
 Canadian Heritage

[ART DE VIVRE]

Dossier en vedette

## Expo 67 : Montréal capitale du monde

Du 28 avril au 29 octobre 1967, des millions de personnes se donnent rendez-vous à Montréal, pour l'Exposition universelle... [Allez-y >](#)

**Grandes entrevues**



**Sequin rencontre Kerouac**  
(7 mars 1967)  
Le journaliste Fernand Seguin discute pendant près d'une demi-heure avec Jack Kerouac, père de la « beat generation». [Clip télé, 00:28:07](#)



**Jacques Brel**  
[Clip télé, 13 min 56](#)



**Louis Labeaume**  
[Clip radio, 20 min 05](#)

[Vous cherchez quelqu'un ?](#)

**Émissions**



**La semaine verte**  
24 septembre 1967  
Fernand Seguin nous présente la viguer de son gazon et le Hibou, son magique fertilisant. [Clip radio, 3 min 03 s >](#)

[Femme d'aujourd'hui >](#)

[Clip et Hit >](#)

[Direct d'édition québécoise >](#)

[La soirée du hockey >](#)

[Le Sal de la semaine >](#)

[Toutes nos émissions >](#)

**Les plus populaires**



**Notre coup de coeur de la semaine**  
[Littérature]  
**Sequin rencontre Kerouac** (7 mars 1967)  
[Télévision, 00:28:07](#)

1

2

3

Mes clips préférés cette semaine

CHERCHER DANS LES ARCHIVES

[Recherche avancée](#)

**MA PAGE ARCHIVES >**

[Inscrivez-vous >](#)

**C'est arrivé le...**



**29 mai 1990**  
**Boris Eltsine élu président du Parlement de la Russie**  
L'élection de Boris Eltsine à la présidence du Soviet Suprême de Russie en mai 1990 marque le début de la fin de l'URSS. [Clip télé, 1 min 03 s](#)

[Archives des clips](#)  
[Séquence 2000 >](#)

**Votre minute de gloire**



**Jean-Sébastien Brette-Morand Junior ex-sauveteur de Bobino**  
Lévant un père de comiques à l'émission Étoile, Jean-Sébastien Ford en fait tout. [Clip télé, 1 min 07 sec](#)

**Vous vous reconnaissez ?**  
[Envoyez-nous un commentaire >](#)

**Les reconnaissez-vous ?**



**Où passe-t-elle ce regard de brasse ?**  
Reconnaissez-vous cet œil lubrique et le léger fou dans le regard de cette personnalité mystère ? [Divise la nuit >](#)

**Pour les profs**



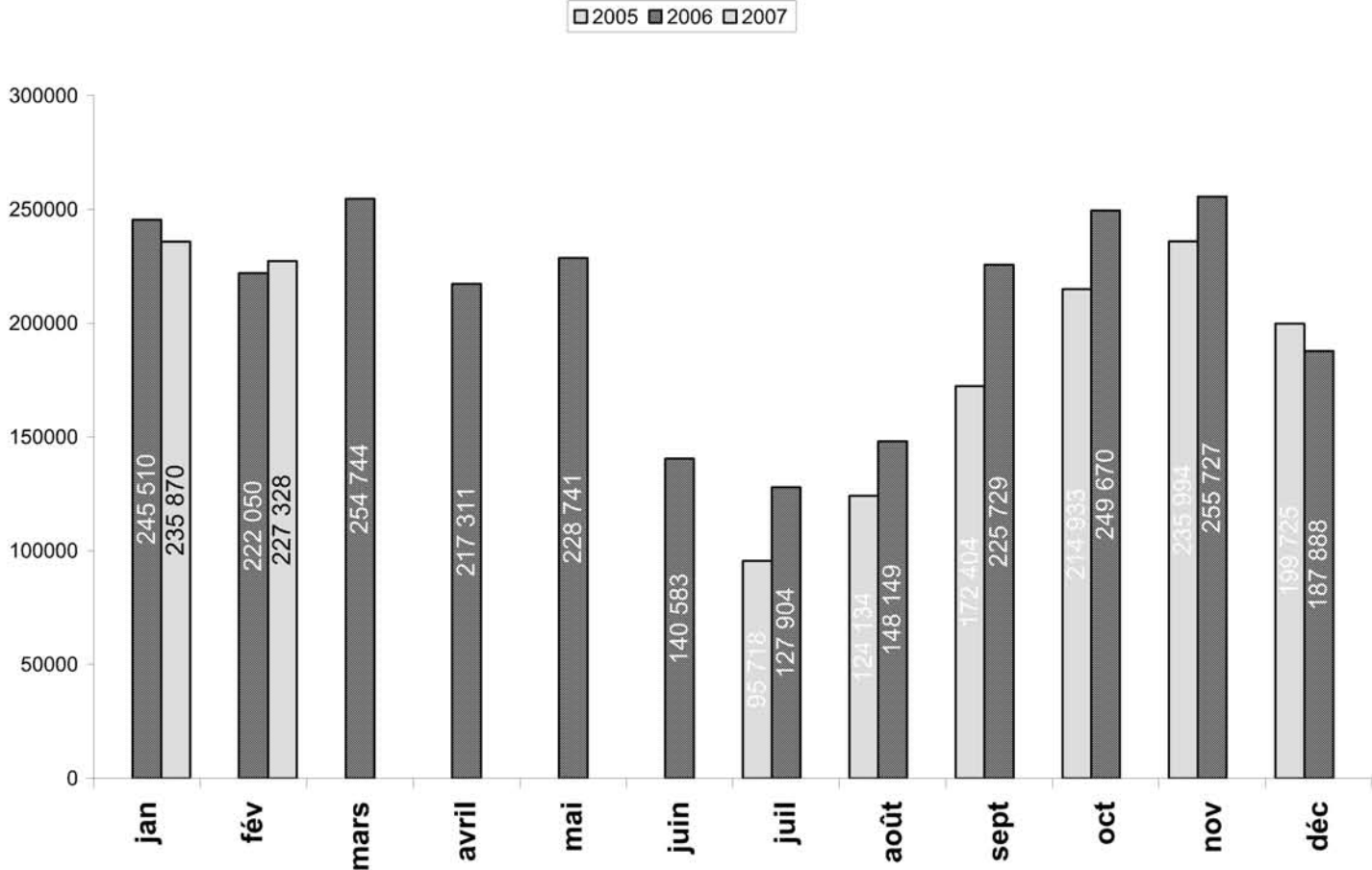
**Judith Jasmin, femme et journaliste admirée**  
Trois ans après sa mort, Judith Jasmin demeure un des piliers du journalisme québécois.  
**NOUVEAU PRÉMIER**  
[Réaliser un projet en classe >](#)  
[Toutes les vidéos >](#)





**23 ANNEXE VII – Analyse de l’achalandage – Archives de Radio-Canada/ 2005-2007**

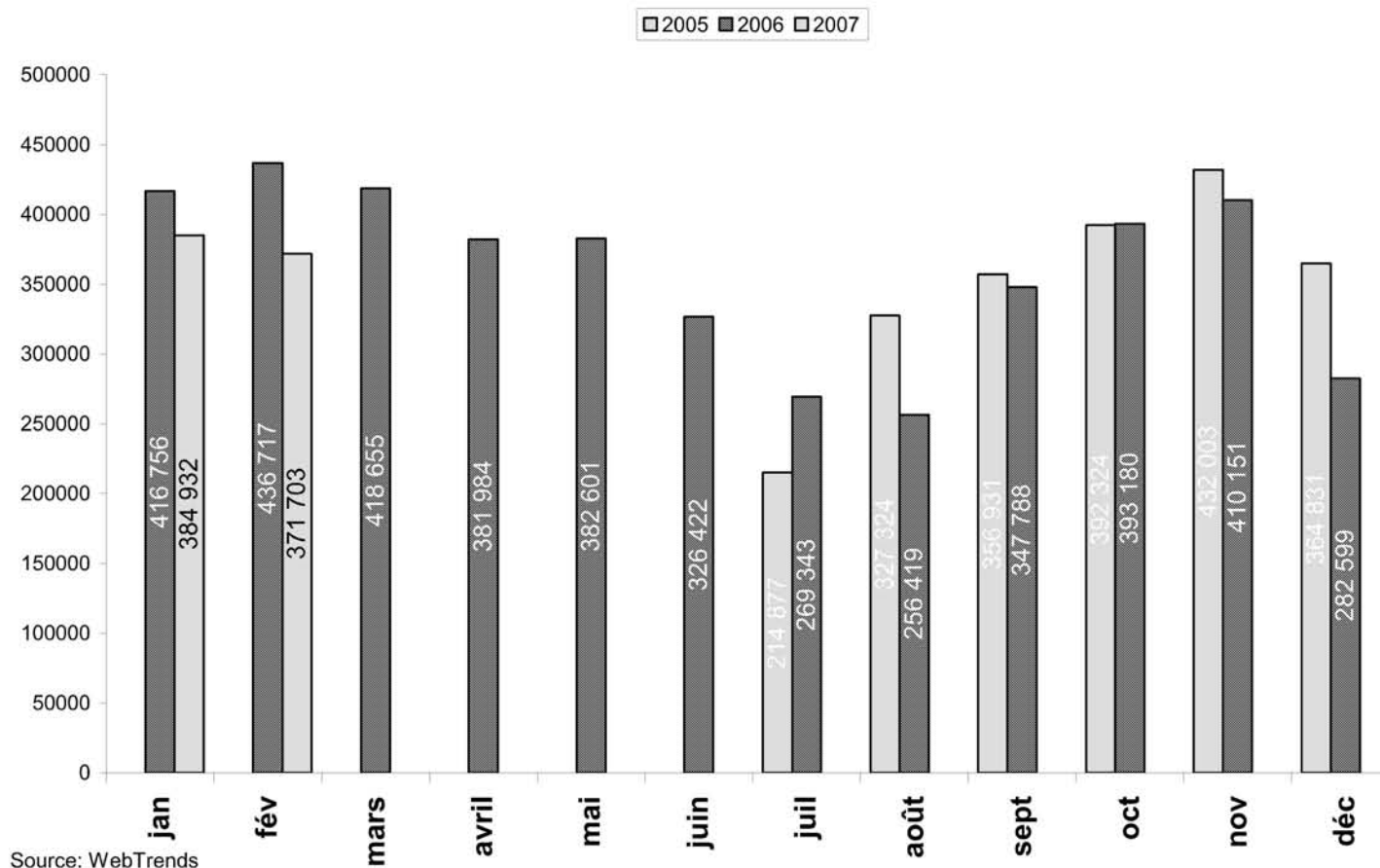
**Les visites des Archives françaises**



Source: WebTrends

## 24 ANNEXE VIII – Analyse de l’achalandage – CBC Archives/ 2005-2007

### Les visites des Archives anglaises







17-05-2007

**CBC  Radio-Canada**

**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Audio and Television Archives  
Digitization and Online Availability Project**

**2007–2008 Business Plan**

**May 19, 2006**

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## **PART A—SUMMARY AND APPLICANT ELIGIBILITY**

### **SECTION 1—SUMMARY**

#### ***“Our Archives at the Service of Our Collective Memory”***

Between 2002 and 2006, CBC/Radio-Canada’s English- and French-language Archives sites have played a paramount role in providing Canadians with free access to the Corporation’s vast online collection of digitized radio and television archives. To that end, some 300 topics have been produced, highlighting major events in Canadian news from the past 70 years. In all, more than 10,000 CBC and Radio-Canada program clips or segments have been digitized and contextualized—representing over 1,000 hours of material available online. In May 2006, the Archives sites received an International Award from the Great Britain-based Federation of Commercial Audiovisual Libraries (FOCAL), in the category Best Use of Footage in New Media.

Since that time, demand for radio and television archival material has continued to grow. In 2006, no less than 500,000 unique monthly visitors viewed the English and French sections of the CBC/Radio-Canada Archives sites. Teachers in particular regularly inform us of their need to access large collections of radio and TV programs.

In 2006–2007, the CBC/Radio-Canada Archives sites will effect a shift to bring them more into line with trends emergent among established European broadcast institutions such as the BBC and INA (France’s Institut national de l’audiovisuel). In 2007–2008, the Archives project will complete the scheduled changes with enhancements to our program collections and special collections, instituted during 2006–2007, keeping in mind the conclusions of our experiments with downloadable content and digital rights management (DRM) begun in 2006–2007.

This fifth year of operations will also provide the opportunity to implement the business model developed and tested in 2005–2006, to enable partial self-financing, which would then cover copyright expenses, among other things.

Our presence in the Canadian educational communities will be even more sustained than in past years. We will have our new collections to showcase, and will continue leading workshops in schools, for school boards and at industry gatherings. The official of the upgraded sites will coincide with their fifth year of operations, and we will take the opportunity to mark the anniversary by accentuating their visibility with the general public.

Lastly, we will be continuing in our efforts to forge new partnerships with various federal agencies and to complete those begun in 2006–2007.

## **SECTION 2—APPLICANT ELIGIBILITY**

As this country's public broadcaster, CBC/Radio-Canada is a singular Canadian cultural institution. Its collection of audio and video archives is one of the largest in Canada. In testifying to a nation's social, political, economic and cultural evolution, yesterday and today, CBC/Radio-Canada is among the Canadian institutions that most faithfully reflects the linguistic and cultural diversity that are hallmarks of Canadian society.

A greater part of that audio and video collection must be made available to the Canadian public, especially the country's teachers and young people. Now a "must-browse" destination for anyone interested in the richness and diversity of Canadian heritage, the Corporation's digitized Archives websites were developed to be used as a historical reference by the entire population, but also to create a dedicated interface with school programs across the country. From that point of view, the Archives sites today rank as a first-rate tool complementing the study of the people and places in our collective history.

CBC/Radio-Canada is also a pioneer in new media, and our websites today are among the most highly respected within the Canadian industry, in addition to being among the most visited.

## **PART B—PROJECT DESCRIPTION**

### **SECTION 1—PROJECT ELIGIBILITY**

Following on from the orientations defined in 2006–2007, in 2007–2008 we will again pursue efforts to make available, free of charge, to the general public, teachers and young people, an even larger amount of archived radio and TV material. Digitization of program collections will be the priority, though work to develop the special collections will continue.

We will continue working closely with both the Anglophone and Francophone educational milieux to help make our collections as relevant as possible for classroom use and to develop activities that enhance their impact and help foster better knowledge of Canada.

Although the Corporation is in many cases the producer of the content that it delivers to its Radio and TV media lines, we remain to a considerable degree bound by the conditions of the contracts we sign with creators, artists and producers. Since the project's inception, our team has made progress on the issue of copyright and author's rights; e.g., reaching a formal agreement with the Writer's Guild of Canada in 2005–2006.

In 2007–2008 we intend to continue, if need be, our discussions with other artists' unions, including those representing the CBC and Radio-Canada, and with the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), the Writers Guild of Canada, the Société des auteurs de radio, télévision et cinéma (SARTEC) and the Union des artistes (UDA)s.

The advent of the new content delivery platforms has driven greater discussion of the rights issue among content producers in the radio and TV industry, and the context is now more conducive than ever to ongoing discussions with them. Though we can deploy all necessary efforts to move the process forward on this issue in as fairly a manner as possible, clearly, we will still remain dependent on whatever trend emerges overall, industry-wide. We would still like to study the content of the licence put forward by the BBC (the Creative Commons) and extend that into discussions of possible applications to the Canadian context.

Furthermore, to ensure that we either hold the rights to the content provided on the Archives sites or, failing that, reach formal agreement with the appropriate rightsholders, our team will be reliant on the services of two copyright advisers—the equivalent of 1.5 full-time positions—who will supervise this aspect of our operations over the next two years.

CBC/Radio-Canada has also taken the necessary steps to inform all users of the conditions for the use of its digitized Archives. The English ([http://archives.cbc.ca/info/apropos\\_en4.shtml#1](http://archives.cbc.ca/info/apropos_en4.shtml#1)) and French (<http://archives.radio->

[canada.ca/info/apropos\\_fr4.shtml#1](http://canada.ca/info/apropos_fr4.shtml#1)) versions of the site each include a section providing full information on prescribed use.

## SECTION 2—CONTENT

### 2.1 Program Collections

As of 2006, CBC/Radio-Canada Radio and TV Archives were among the ten largest audio-visual collections in the world. The Radio-Canada vaults house hundreds of thousands of hours of French-language programming, the bulk of them inaccessible to the Canadian public. The Radio network has preserved no fewer than 160,000 programs since 1936, with some 125,000 TV programs having been archived since 1952, along with 50,000 hours of news and public affairs footage. In terms of program titles, Radio-Canada has conserved 13,579 radio and TV titles (5,137 radio and 8,442 TV titles). In the CBC vaults, meanwhile, the collection of audio and video documents stored on film, videotape, audio tape and other media, totals more than 250,000 hours of programming.

From 2002 to 2006, the Archives team digitized for Web use some 1,000 hours of CBC/Radio-Canada radio and television program content, for an annual average of approximately 250 hours in English and French; there are more than 10,000 separate clips.

During 2007–2008 we expect to surpass our objectives for 2006–2007 and add a total of 500 hours of content to our collection in English and French, in both the program collections and special collections. Here are some examples of radio and TV program titles that have resonated with Canadians down through the years since 1950s, and which could be included in the new collection.

#### 2.1.1 Radio-Canada

##### 1950s

- *L'Avant présent*
- *Carrefour*
- *Les Travaux et les jours*

##### 1960s

- *Caméra 57 à 69*
- *Bonjour Madame*
- *Rond point*
- *Place publiques*
- *Chez Miville*
- *Format 30*
- *Femmes d'aujourd'hui*
- *Le Jour du Seigneur*

##### 1970s

- *Tel quel*
- *Les 2D*
- *Format 60*
- *Génies en herbe*
- *Second regard*

##### 1980s

- *Héros du samedi*
- *Repères*
- *TélexArts*



In 2007–2008 we will continue to add to our collection of more recent programs, by adding new titles as well as new episodes of titles already in the collection:

- *Découverte* (episodes with no rights issues)
- *Zone libre*
- *La Part des choses*
- *Indicatif présent*
- *Sans frontière*
- *Les Années lumières*

### 2.1.2 CBC

#### Television

##### 1950s

*Assignment*

##### 1960s

*This Hour Has Seven Days*

*Front Page Challenge* (to 1990s)

*Take 30*

*The Way It Is*

*Telescope*

##### 1970s

*the fifth estate* (to present)

*Nature of Things / Nature of Things with*

*David Suzuki* (to present)

##### 1980s

*The Journal*

##### 1990s

*Foreign Assignment*

*Mansbridge One on One* (to present)

#### Radio

##### 1940s

*Comrades in Arms*

*Kate Aitken*

##### 1950s

*Anthology* (to 1970s)

*Assignment* (to 1960s)

##### 1960s

*Rawhide* (Max Ferguson)

##### 1970s

*As It Happens* (to present)

*Morningside* (to 1990s)

*Our Native Land*

##### 1980s

*Commentary* (to present)

*Sunday Morning* (to 1990s)

##### 1990s

*Dispatches* (to present)

*Writers and Company* (to present)

## **2.2 Special Collections**

We plan to deploy resources in 2007–2008 to build up the special collections created in 2006–2007.

### *2.2.1 CBC North / Services du Nord de Radio-Canada programs*

We plan to enhance this collection as well in 2007–2008, adding archival material from CBC North / Services du Nord de Radio-Canada programming destined for First Nations communities in Western Canada broadcast in Athapaskan languages including Déné, South Slave, Flanc-de-Chien, Porteur, Chipewyan, Kutchin-Gwich'in (Loucheux) and North Slave.

### *2.2.2 Foreign correspondents*

This collection will be completed during 2007–2008 to provide Canadians with a definitive collection of the work of CBC/ Radio-Canada foreign correspondents.

### *2.2.3 New special collections*

We undertake to develop at least three new collections, to be created according to the objectives defined at that time by the Corporation.

We plan to study, among other projects, the addition of a special collection to mark the 25th anniversary of the death of Glenn Gould, on October 4, 2007. Another possibility is to build a collection around the events being organized for the 400th anniversary of the founding of Quebec City, to be celebrated in 2008.

## **SECTION 3—PARTNERING AROUND COMMON THEMES**

Since 2002, we have made increased efforts to put together a number of partnerships around common themes, both internally and externally. The partnerships we have reached to date have involved exchanges of hyperlinks, or else sharing of digital content during special events.

### **2.3 Internal partnerships**

The consolidation initiatives in place across CBC/Radio-Canada Television, Radio and New Media lines have created a highly favourable context for the establishment of a new dynamics of internal partnership. In 2005–2006 we successfully engineered synergy between Radio-Canada and the Archives website to mark the 20th anniversary of the death of writer Jacques Ferron. Other, similar collaborations were also conducted, and this context, among other factors, helped us draw on the strength of the full network to highlight topics like the [Turin Winter Olympics](#)<sup>1</sup> historical site in February 2006, produced in collaboration with the Sports zone of Radio-Canada.ca. The CBC and Radio-Canada Archives teams worked together to promote the 25th anniversary of Terry Fox’s Marathon of Hope run, the Alberta and Saskatchewan centennials, and the 60th anniversary of the end of World War II. It is in this spirit that we wish to continue growing our internal partnerships, among other ways by collaborating on events such as the fifth anniversary of the September 11 terror attacks, the 400th anniversary of the founding of Quebec City (to be celebrated in 2008), as well as provincial and federal election campaigns.

### **2.4 External partnerships**

As has been customary, we will continue negotiations with various federal agencies and other partners to create reciprocal hyperlink or content exchange agreements.

On the occasion of the 25th anniversary of the death of Glenn Gould in October 2007, we believe it will be possible to partner with the National Library and Archives and Glenn Gould Archive.

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<sup>1</sup> <http://www.radio-canada.ca/Turin/historique/>

## SECTION 4—TEACHING RESOURCES

Since 2002, classroom integration of new technologies has progressed by leaps and bounds. According to a study conducted in 2005 by the Centre francophone d'informatisation des organisations (CEFRIO)<sup>2</sup> assessing the needs of Canadian teachers and students when it comes to Web-based teaching resources, 95.9% of schools across the country are now online (O'Neil, 2004).<sup>3</sup> Meanwhile, other studies (including that by Ertl and Plante, 2004<sup>4</sup>) suggest that work still needs to be done to promote Internet use in the classroom, as only 28.8% of teachers incorporate in-class use into their teaching practice. This poor degree of integration would seem to be explained by a lack of proficiency with information systems tools on the part of the educators, but also and especially by a paucity of online resources properly adapted to programs of study.

According to the CEFRIO, the reforms to social sciences and history programs in several provinces and territories mean that development of novel teaching resources is now indispensable—hence the attraction of online resources. On this note, multiple studies cited by the CEFRIO show that teachers require a greater number of online resources, for instance to help teach key events in history, Canadian duality and symbols, about cultural and First Nations communities, and so on. What emerges from many of the studies cited by the CEFRIO is a huge need on the part of teachers for videos and course plans with interactive components and “turnkey” lessons.

We have surveyed the needs of teachers on several occasions since the start of the Archives project and met with them in the hundreds of workshops we have led at teachers' conferences or in schools. Their needs consistently converge on the need to have ever greater quantities of digitized program content made available on the Archives sites de CBC/Radio-Canada archives sites, and for part of that collection to be downloadable.

To respond to this specific and pressing need, we will be focusing efforts during 2006–2007 on specifying the needs expressed by teachers regarding the Archives sites and on developing a prototype download model enabling integration of teaching applications. In 2007–2008 we will focus on making the prototype operational in the form of a pilot project.

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<sup>2</sup> CEFRIO (March 2005), *Évaluation des besoins des professeurs et des étudiants canadiens en matière de ressources pédagogiques sur le Web : Revue de littérature et analyse stratégique*, submitted by the CEFRIO to the Department of Canadian Heritage, 25 p. (online, [http://www.cefrio.qc.ca/pdf/Rapport\\_final\\_patrimoine.pdf](http://www.cefrio.qc.ca/pdf/Rapport_final_patrimoine.pdf), page viewed May 18, 2006)

<sup>3</sup> O'Neil, Maryrose (2004), *Final Report on Gaps in Resources Available to Deliver History and Social Studies Curricula in Canada*, *Historica*, 37 p.

<sup>4</sup> Ertl, Heidi and Johanne Plante (2004). *Connectivity and Learning in Canada's Schools*, Ottawa: Statistics Canada, Science, Innovation and Electronic Information Division, 30 p. (online, <http://www.statcan.ca/francais/research/56F0004MIF/56F0004MIF2004011.pdf>, page viewed May 18, 2006)

In parallel to this work, we will continue to enhance the *For Teachers / Pour les profs* section by adding, as has become the norm, turnkey learning scenarios. To better address demand from Francophone teachers outside Quebec in 2007–2008, we will be adapting and translating new activities related to some twenty contextualized archives topics, as a pilot project. These activities, currently destined for English-speaking customers, are more generic than the activities designed for Quebec teachers, and should be a better fit for the various teaching programs across the country.

## **SECTION 5—INNOVATION AND DEVELOPMENT**

In 2007–2008 we will be focusing our innovation and development efforts on the implementation of a download platform and integration of a digital rights management (DRM) system.

The download platform will be implemented in response to a strongly felt need on the part of the public and most notably teachers; we will therefore seek to design a user-friendly tool that requires little manipulation by the user and will integrate easily in class.

Digital rights management is by far the most ambitious project component. Though DRM systems do exist on the market, finding the product that best suits our needs is another matter. Essentially, we will need to place strict controls on the downloading of audio and video material to ensure in turn that appropriate use is made of our downloadable content.

During this fifth year of operations, we will also take the opportunity to finalize integration of the Archives sites with the radio-canada.ca and cbc.ca sites, and to optimize our streaming content delivery methods so as to become fully compliant with meet industry standards.

## **SECTION 6—ACCESSIBILITY**

During 2004-2005, we displayed considerable innovation in producing the accessible versions of the Archives sites for the blind and visually impaired. Developed in collaboration with the Canadian National Institute for the Blind (CNIB), among other organizations, these versions of the sites are compliant with the W3C Web Content Accessibility Guidelines.

Obviously, any change to the basic structure of the sites will be transposed to the accessible versions, and we will continue to improve their compliance with industry standards.

One component of accessibility not yet complete is the project to render the audio and video material on the sites accessible to the deaf and hard of hearing, who do not use any specialized equipment for their Web browsing, relying instead on verbatim transcriptions.

In this context, we intend to fully integrate the transcriptions developed in 2006–2007 as well as develop new ones.

## **SECTION 7—PROJECT PLANNING**

Management and operation of the CBC/Radio-Canada Archives sites is conducted by the teams in Montreal and Toronto, which coordinate closely with each other. The make-up of the two teams is as follows.

### **2.5 Human Resources**

#### **Radio-Canada**

- 1 project manager
- 1 assistant
- 1 division head
- 3.5 film librarians
- 2 digitization technicians (television)
- 1.5 digitization and transcoding technicians (radio)
- 1 copyright adviser
- 2 writers

The staff also relies on the support of the Communications Manager, New Media, Radio-Canada in promoting the Archives sites to Radio-Canada audiences.

#### **CBC**

- 1 project manager
- 2 writers
- 4 archivists (2 television, 1 radio)
- 2 copyright analysts
- 1 marketing coordinator
- 2 digitization technicians (1 television, 1 radio)



## SECTION 8—FINANCIAL ASPECTS

### 2.6 Breakdown of Budget Items

The breakdown of budget items presented here reflects the direction we will be giving to the project during 2007–2008. As we expect to be producing a greater quantity of digitized content than in 2006–2007, a larger proportion of the budget will be earmarked for this item. We will, however, be maintaining our research and writing staff at the present level.

#### **CBC/Radio-Canada contribution**

As in previous years, CBC/Radio-Canada will be a partner in the project and its contribution, though not compulsory in 2007–2008, will be maintained at much the same level as in the past.

- a) Administrative and legal framework required for operations

For the past five years, we have been able to rely on the expertise of several people within CBC and Radio-Canada for site production. The nature of the Archives project means we must periodically seek legal advice from the Corporation's Law Department to deal with all matters related to copyright. When it comes to labour relations, we also receive all necessary counsel and support from CBC/Radio-Canada Human Resources and Industrial Relations in ensuring respect of the administrative procedures that govern hiring, as well as the collective agreements.

- b) System maintenance; costs related to bandwidth and to high-speed infrastructure
  1. Marketing of the sites on the CBC.ca and Radio-Canada.ca websites and via nationwide promos on Radio and TV

CBC/Radio-Canada estimates the value of its contribution to the Archives sites to be which amounts to 26% of the total forecast budget of

## **SECTION 9—VIABILITY**

Pursuant to the requirements of the Canadian Culture Online Program, CBC/Radio-Canada undertakes to ensure that all of the digitized content developed in the context of the CCOP remain accessible online, at no charge to the user, for a period of five (5) years from the date they are first placed online. Respect of this warranty is the responsibility of the Corporation's vice-president in charge of New Media, Sylvain Lafrance, to whom the Archives sites production teams report. The New Media department is also responsible for the updating of all information on the Archives sites and making any necessary modifications.

Depending on specific cases and circumstances, as well as the internal administrative assignment of responsibilities, rights management will continue to come under the Corporation's authority. When renewing licences or agreements with rightsholders, CBC/Radio-Canada will make every effort to extend the accessibility of the documents in question, as far as the limits of the conditions specific to each will allow.

From the perspective of ensuring the sites' long-term viability, we will seek to develop a business model hinging on partial self-financing of copyright and operational expenses. To do so, we will have to conduct a market study to properly align the Archives project with market trends in online audio and video content delivery as well as with the strategy eventually prepared by CBC/Radio-Canada to that end.

Our plan is to develop the business model as a pilot project in 2006–2007 and render it operational in 2007–2008.

## SECTION 10—MARKETING

Our marketing strategy will be focused on boosting the sites' appeal among the general public. That goal will help a great deal in consolidating a viable business model for the future. Naturally, we will continue to maintain a strong presence in educational settings.

Analysis of the needs and expectations of our target audiences heads our list of priorities. Over the past five years, considerable strides have been taken in terms of Canadians' embracing of the Internet and new technologies. A recent study by Comscore Network<sup>5</sup> revealed that more than half of Canadians had an Internet connection and those who did spent an average of 38.4 hours online per month. Our argument is that Canadians' needs and expectations with regard to the Internet have evolved; in 2007–2008, we will thus unveil a new communications plan for our target audiences.

Repositioning the Archives sites will require a new communications strategy to properly showcase the newly digitized collections. Also, to mark the fifth anniversary of the sites' online launch (2002–2007), we will be pooling efforts to organize a promotional event accentuating their visibility with the general public.

Lastly, following on the successes of the past few years, we will continue to lead workshops in schools and before school boards. The French-language team will also be maintaining its presence at the annual AQUOPS conference in Quebec, at the APTICA meeting in New Brunswick and at several other gatherings.

---

<sup>5</sup> Half of Canadians are online, according to Radio-Canada: <http://www.radio-canada.ca/nouvelles/societe/2006/05/14/001-internet-canada.shtml> (online, page viewed May 16, 2006).

## SECTION 11—BUDGET

NB Unable to modify table except via a very time- and resource-consuming method.

Following are the translations of the budget items in the table, which has been removed from this file to prevent the translator's MS Word from crashing.

Canadian Culture Online Program (CCOP)

Archives Digitization Project Budget, CBC/Radio-Canada—Canadian Memory Fund

Fiscal 2006–07

*[left column]*

Expenditure Category

*Project management and administration*

Management

CBC/R-C administrative and legal support

Rights management

*Content creation*

Researchers

Journalists

*Web page creation (design, creation, integration, testing)*

Coding and integration

Design and interface

02-11-2016

Development

*Infrastructure / Hardware*

Computers

Software

Maintenance

Bandwidth

High-speed infrastructure

*Digitization / Scanning*

Digitizer

Anystream licence

*Teaching material*

Teaching material

Promotional and marketing plan

Public relations

Print advertising

Web advertising

Research

TV-radio advertising

Grand totals

*[Top row]*

02-11-2016

Total Project Costs    Total Project Revenues

Cash    In kind    Total    Requested from CCOP    Provided by Requester and Partners

Cash    %    Cash    %    In kind    %    Grand total

## **CONCLUSION**

Our staff having proceeded in 2006–2007 with implementation of the necessary mechanisms to ensure we are ready to face the changes forecast in the industry—and which are generating expectations on the part of the general public, teachers and Canada’s youngest citizens—the year 2007–2008 will enable the CBC/Radio-Canada Archives sites to maintain their leadership position.

During 2007–2008, we will be well positioned to provide the Canadian public with continued access to a vast collection of digitized audio and video archives, accessible in both streaming and partly or entirely downloadable formats.

Quality and quantity will be our watchwords, and we are fully confident that ever larger numbers of Canadian Web users will add this extraordinary record of our collective memory to their list of favourite online destinations.



**Canadian Heritage  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

CBC/Radio-Canada Audio and Television Archives Digitization and  
Online Availability Project

2007–08 Final Report

May 30, 2008



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# 1 Executive Summary

## Redesign

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The redesigned CBC/Radio-Canada Archives site was launched on March 10, 2008.

## Digitization

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More than 900 hours of radio and television archives were digitized between 2006 and 2008. The digitization objectives were exceeded by 50 hours. Approximately a third of this material was made available online on March 31, 2008.

Improving audio and video quality

All the clips were re-encoded and are 225% bigger than on the old version of the site. The audio clips are now available in stereo (where applicable).

## Marketing

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The CBC/Radio-Canada Archives site was presented at all major educational workshops, conferences and events in Canada. More than 10,000 subscribers receive the weekly electronic newsletters in English and French. An intensive publicity campaign was undertaken to promote the launch of the new site. A second campaign is being prepared for September 2008.

## Traffic

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The CBC/Radio-Canada Archives site averages a half million unique visits per month.

## Topics

---

A special topic to mark the 40th anniversary of Expo 67 received 51,000 unique visits between April and October 2007.

## Copyright

---

CBC/Radio-Canada concluded an exclusive agreement for the Archives site with Union des artistes and renegotiated its agreement with the American Federation of Musicians.

An agreement now lets us of present some of the *Hockey Night in Canada/La soirée du hockey* matches.

## Educational Materials

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153 French educational projects were upgraded and 60 new projects were created for teachers at the elementary (Grade 6), secondary (Grades 7-12) and college levels. As at March 31, the ***Pour les profs*** section will include 111 educational projects. A total of 130 new English lesson plans were created for elementary and secondary teachers. At launch time, the ***For Teachers*** section contained 203 archival topics with accompanying educational materials, totalling over 1,000 lesson plans and activities.

## Expense Report

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Total spending committed for 2007–08 amounted to \$2,196,050, including a \$700,000 contribution from CBC/Radio-Canada. As at March 31, 2008, CBC/Radio-Canada posts a shortfall of \$643,956 to be carried forward to next fiscal year, which includes \$295,005 carried forward from 2006–07.

## Awards

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At the beginning of April 2008, the Society of American Archivists awarded the site the Philip M. Hamer and Elizabeth Hamer Kegan Award. A few weeks later, the CBC/Radio-Canada Archives site won an EPpy Award, another sign of appreciation from the media industry.

## 2 Foreword

The major overhaul of the CBC/Radio-Canada Archives site (<http://www.cbc.ca/archives> and <http://www.radio-canada.ca/archives>) was unveiled to the public on March 10, 2008. It took almost two years of content restructuring, graphic design, technical developments and digitizing of hundreds of hours of archives to refresh a site that has been a hit with Canadians for more than five years.

Our work received immediate acclaim; in early April 2008, the Society of American Archivists awarded the site the Philip M. Hamer and Elizabeth Hamer Kegan Award in recognition of its “outstanding efforts” in promoting radio and television archives. At the time of writing, we are proud to learn that the CBC/Radio-Canada Archives site has won an EPpy Award, another sign of appreciation from the media industry.

The new CBC/Radio-Canada Archives site welcomes visitors with a redesigned interface that is fully accessible to the visually impaired and also makes much more effective use of the thousands of hours of radio and television archives digitized and contextualized since the inception of the project in 2001–02. The quality of the old clips has also been improved through a massive re-encoding operation.

The digitization targets set in 2006 were not only reached but exceeded: from the beginning of the redesign in 2006 until March 31, 2008, our teams digitized 900 hours of radio and television archives, or some 50 hours more than the objectives set in the business plan. The site has almost 12,000 clips in English and French and more than 300 thematic topics, in both official languages, on Canadian history.

Visitors can now rediscover seminal programs from the early days of radio and television. After more than two years of research and analysis, 28 collections of CBC programs and 52 Radio-Canada programs were reconstituted. Sixteen of these English program collections and 40 of these French program collections were digitized in 2007–08. Given the late launch of the site, the rest of these collections will be gradually put online during 2008–09.

The launch of the redesigned site was also an opportunity to attract new visitors and renew communications strategies. The promotional materials were replaced to reflect the new image of the site; a new television and radio ad was produced by Radio-Canada; and an intensive media relations campaign was conducted for the launch of the exhibition *Ils ont dit, moments choisis des archives de Radio-Canada*, developed in partnership with the Bibliothèque et Archives nationales du Québec (BAnQ). At CBC, a more Web-based campaign was developed to directly contact Canadian bloggers, who quickly praised the new site.

Significant progress was also made on the rights issue in 2007–08. After months of negotiations, an agreement was concluded with Union des artistes in March 2008. This agreement will notably enable us to put online performances protected by the UDA convention or interviews with Quebec stage and film performers.

The French educational materials in the *Pour les profs* section were completely reviewed, corrected and enhanced to bring them into line with the current educational reform in Quebec and to open up to other Francophone clients in Canada. At CBC, 130 new English lesson plans were created for elementary and secondary teachers. The *For Teachers* section offers 203 archival topics with accompanying educational materials, totalling over 1,000 lesson plans and activities.

The financial uncertainty in 2007–08 and the announced termination of the Canadian Culture Online Program at the end of fiscal 2008–09 required a certain spending restraint to ensure the survival and proper management of the project. Hiring of the necessary resources to complete the digitization and posting of the content was therefore delayed, and certain announced projects were postponed. Also, forecast expenses for copyright clearance for certain series will be committed after March 31, 2008 since the Union des artistes agreement will go into effect in the summer of 2008. Lastly, some of the communications efforts planned in 2007–08 have been postponed from March to October 2008.

Once again, we are very proud of these accomplishments and it is with great satisfaction that we present the 2007–08 results for the CBC/Radio-Canada Digital Archives site.

### 3 Web User Mailbag

Depuis les débuts du projet, nous entretenons une relation privilégiée avec nos internautes qui n'hésitent pas à nous écrire. Nous nous faisons un devoir de répondre à chacun d'eux. Encore une fois cette année, les commentaires de nos internautes sont très positifs. En voici quelques-uns reçus entre le 1<sup>er</sup> avril et le 31 mars 2008.

#### 3.1 Radio-Canada Archives

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**21 avril 2007**

Je vous félicite et vous remercie pour la qualité de votre site. Le Canada francophone a toujours été pour moi d'une très grande richesse et l'accessibilité d'internet rend les choses encore plus simples. Formidable, merci et bonne continuation à vous!

Paris, France

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**7 mai 2007**

Je viens de regarder vos pages. Très beau travail et merveilleuses idées.

Bravo!

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**10 juillet 2007**

Bonjour,

Quand j'enseignais, tout particulièrement pendant mes dernières années d'enseignement, (j'ai enseigné 40 ans), j'orientais mes élèves vers vos archives et je m'inspirais aussi de vos projets.

Maintenant à la retraite (???), je travaille pour une maison d'éditions et j'écris des guides pour aider les enseignants en Histoire et éducation à la citoyenneté (1er cycle du secondaire) et 2e cycle. Je suis en train de travailler pour la 3e secondaire et c'est l'histoire du Québec et du Canada qui sert de base...Or, sur votre site, vous continuez de diriger les gens comme si ce cours ne se donnait qu'en 4e secondaire. Tel n'est pas le cas. Oui, il y a encore l'ancien programme en 4e secondaire, mais c'est un autre programme en 3e..et ce sera encore un autre en 4e l'an prochain. Est-ce que vous continuez de travailler là-dessus? En attendant, je fais la promotion de votre site et de l'ensemble du matériel.

Merci de m'envoyer vos commentaires.

Rimouski

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**29 octobre 2007**

Madame

a fait l'objet

d'un dossier dans le site des Archives de Radio-Canada : Quand Marcel s'en va-t-en guerre. Rencontrée par notre rédacteur Mathieu Arsenault à l'occasion d'un lancement, elle nous écrit pour nous signifier son appréciation :

Bonjour Mathieu,

Je vous remercie très sincèrement de m'avoir fait parvenir les liens des dossiers où j'ai pu prendre connaissance des reportages de papa. C'est avec avec beaucoup d'émotion que j'ai écouté, certains pour la première fois, ces merveilleux témoignages de la contribution des Canadiens français à la Deuxième Guerre Mondiale.

Je vous en remercie du fond du coeur et je m'empresse de faire suivre votre missive à mes deux soeurs.

Au plaisir,

PS J'ai écouté :Louis Saint-Laurent à Bombay pour la première fois

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**2 février 2008-05-02**

Bonjour a tous,

Je tiens d'abord a vous félicité pour votre travail, c'est extraordinaire de pouvoir consulter tous ces reportages, rencontre etc.....

Avec toutes ces archives, vous me donner un peu de nostalgie...mais que voulez-vous le temps passe et nous aussi

Je vous fais la demande, s'il est possible d'écouter les émissions des "Joyeux Troubadours" selon mes souvenirs, l'émission passait après le signal du midi.

Encore une fois merci et surtout continuer votre travail et de mon coté je tente (sinon je harcèle) les gens que je connait d'aller consulter les archives.

Amos Abitibi (Québec)

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**22 mars 2008**

Bonjour,

Je tenais à vous remercier de rendre les documents historiques de Radio-Canada si facilement à notre portée. Le site est convivial et très agréable à l'oeil. Merci.

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**24 mars 2008**

Merci pour les Game de hockey canadiens nordiques intégral c'est génial. j'espère un jour en voir plus avec Patrick Roy en Finale 1986 ou 1989

Bye et Merci

Saint-Nicolas (Québec)

### 3.2 CBC Digital Archives

Dear cbc.ca/archives - The new & improved look to your website is wonderful. It was a most pleasant surprise the first time I discovered the change, as I access it on a very regular basis. Our CHC 2Ps (Gr. 10 History, Applied Level) classes have been researching a famous Canadian for a culminating assignment.

I teach the lesson as the students sit at the computer. Without any fancy/high tech demonstration, just listening to my description/instructions, they are engaged! The trial search we practice is one close to my heart, Shirley or Tommy Douglas. I encourage them to access '**For Teachers**' too.

As needed, they also go back to cbc.ca for the most recent events on more contemporary Canadians, usually in the Entertainment area.

2Ps are a tough class to engage. Thank you!

---

Hello there CBCers,

I am absolutely stunned and delighted! I just discovered the teacher's site on your website and as a teacher candidate at OISE, in my 3rd career, feel like I can rest a little more easily with these amazing resources!

Thank you thank you!

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To the wonderful people of CBC,

I cannot express enough my heart filled gratitude for your coverage on Vimy Ridge. ...

I have notice that some children as well as adults have taken a laid back attitude on war. They just don't have any interest or care since it happened in the past. It's very sad indeed and I wish that schools as well as the media bring more attention to Canada and her important role in wars. We must keep our hero's and their memories alive. I have made a personal pledge that someday I shall and will pay tribute to my soldier's in France.

In closing I must thank you, The great CBC for having in depth coverage of Canada and her part in Wars (past and present). You have covered all the important anniversaries of Canada and her battles with great care, great love and great pride. **You are a gem to all Canadians.** God Bless you all.

Yours sincerely,

Toronto, ON

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Hi...Great website!!! I loved the Woody Allen interview.... amazing to hear his process of thought way back in the 60s.

Sacramento, CA

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**Awesome!!!!!!! I always use their archives but this new site is much more user friendly/intuitive (and cool looking!).**

Pass on my kudos. :)

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On behalf of the Visual Researcher's Society of Canada (VRSC)/ la Société des recherchistes d'archives visuelles du Canada (SRAVC) we would like to extend our congratulations to all of the staff at CBC Digital Archives for being short-listed for this year's Pierre Berton History Award !

Great work !

Best regards,

---

**November 6, 2007**

Wow! Those links are very - what's the best word? - RICH! Each link contains so much stuff. Thank you for personally putting this list together. ...

I will make these materials available, and promote them amongst the teachers here at our native school.

Thank you very very much.

Pikangikum Education Authority

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Hello and to all whom it may concern.

I recently spent some time clicking on your Digital archives section and felt a need to tell you all of how cool and informative it is. I am a big fan of nostalgia and history especially Canadian. To be able to click on so many radio and television segments on all too many topics has been pleasurable and enlightening. Many of the segments are of things I am well aware of, others not so but each refreshes my mind on things learned or experiences lived by myself. I just wanted to send you all a kudos for the excellent Digital archives section and I hope to see it kept up and maybe over time more segments added.

Thank you

Sincerely:

Abbotsford. B.C.

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I just discovered your--Today in History archives -- I think there great, for a whole bunch of reasons

1--with not that much history being taught in schools now days, this is a great source for young people, I found out we had a prime minister I didn't even know about ---and I'm 64 yrs old

2---it's great reading, and time

3---hay--CBC--it's got it all --great promotion, I've already recommended it to a bunch of friends that are interested. ...

Regards

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... So this simple thank you for allowing recorded archives to be available to the masses for public education... this from a US citizen. I may be an older-than-average "student" but I still can learn. Any resource for teaching as well as allowing a person to learn is what education and the freedom of information (the truest form of journalism) are all about.

Thank you!

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I just wanted to tell you how much I enjoy this website. I am an assistant coordinator for off-campus adult upgrading at a Manitoba community college. We work in First Nations communities throughout the province on a contract basis. I just printed your articles and educational activities on land claims for our instructors, especially those teaching Aboriginal Studies and other courses with a First Nations focus. Many other articles have been useful to our instructors. Our grade 11 transactional English course includes a lesson on tributes and Peter Gzowski is featured...Today's articles will be useful there, too.

Thanks for this service.

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Dear CBC,

I just want to say that I have discovered you "**For Teachers**" page on your website. CBC never ceases to amaze me. Thanks for the educators lesson plans. They are very thorough, well thought out and highly interactive with the video clips and other documentaries! Well done!

Winnipeg, Manitoba

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Hello!

There's nothing better on the web than CBC's archives...when you want to revisit a past event, recapture the social climate during a crisis or times of uncertainty; the "what did we know then" questions, to settle a point in debate... **Can't begin to count the times the archives made me look smart! (Thanks for that, I can use all the help I can get!)**

Ottawa ON

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I have the pleasure of participating in a CBC Archives workshop at the BCEd Online Educators conference in Vancouver last month.

I certainly enjoy the weekly newsletter and the ready made educational activities that are highlighted each week.

Thank you for making my job as a teacher easier and the lessons I present more enriching!

Kelowna BC

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## 4 The Archives in the Blogosphere

Les membres de la blogosphère représentent désormais un levier considérable pour promouvoir une marque, un produit ou un contenu. Au Canada, de nombreux chroniqueurs de la presse écrite, de la télévision ou de la radio attirent les foules à l'aide d'un blogue. La blogosphère inclut aussi des passionnés de tous les domaines dont le passe-temps préféré est d'alimenter une petite communauté sur un sujet donné. Les niches sont multiples et le site des archives de CBC/Radio-Canada y trouve de nombreux adeptes.

C'est avec satisfaction que nous constatons l'enthousiasme grandissant des blogueurs canadiens à l'égard du site des Archives de CBC/Radio-Canada.

### 4.1 French Blogosphere

100 % - 9 août 2007

[http://aprestout.blogspot.com/2007\\_07\\_15\\_archive.html](http://aprestout.blogspot.com/2007_07_15_archive.html)

Hier, je me suis dit: "Le sort du monde attendra..." Je me suis perdu dans les archives de Radio-Canada où j'ai vu le début de la 3<sup>ème</sup> période de la partie entre les Red Wings de Détroit et le Canadien de Montréal. C'était le 11 octobre 1952, il était 21 heures et René Lecavalier assurait la description de la toute première émission de la Soirée du hockey.

C'est aussi avec grand plaisir que j'ai regardé l'émission qui est l'ancêtre de 110% qu'on peut voir à TQS: La Ligue du vieux poêle, avec un vrai vieux poêle comme décor. L'émission aurait pu s'appeler 100% car les participants en donnent beaucoup moins qu'à TQS. Ils finissent leurs phrases, le ton ne hausse jamais et on n'interrompt pas l'interlocuteur.

Jean-Maurice Bailly anime la discussion entre Jacques Beauchamp, Charles Maillé et Camille Desroches que l'on présente naïvement mais honnêtement comme "le publiciste du Forum". Et ça y va. Qui sont les vedettes de la LNH ? Sans doute Gordie Howe avec 47 buts et 45 assistances... oui mais Maurice Richard attire plus de monde dans les arénes (...) Ted Lindsay, oui d'accord, mais as-tu remarqué qu'il est moins fougueux depuis que Maurice Richard lui a appliqué le... Et ainsi de suite, comme aujourd'hui. Sauf que ça fumait, et la fumée ne venait pas du vieux poêle.

Ces archives ! Des clips pour tout le monde. Une entrevue avec Joséphine Baker, ou avec un Marlon Brando très gentil qui se débrouille assez bien en français. Et ce splendide vieux con de Léo Ferré qui en avait marre des humains et leur préférait son chimpanzé Pépée...

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### 9 octobre 2007

Blogue de Patrick Lagacé, *La Presse*

#### Laval, 1973...

J'ai grandi à Laval. Surtout à Fabreville. Mais mes plus vieux souvenirs sont à Chomedey. Petite enfance sur Val-Martin, maternelle à Monseigneur-Laval, une affreuse école en forme de bloc Légo, aux murs de béton orange (à mon époque)...

Bref, j'étais un 450 avant l'invention du terme.

Je fais une recherche Google pour un papier à venir, tantôt, et sur quoi je tombe ? Sur un reportage de Radio-Canada fait en 1973, portant sur... le boulevard Labelle. En fait, sur la portion du boulevard Labelle du coin où j'ai grandi. Images d'époque. Je suis, carrément, violemment, retombé en enfance. Hallucinant.

Sur mon Mac défilaient toutes les images du temps où j'étais petit, images enfouies au creux de mon subconscient, enterrées aux confins de mon disque dur...

C'est un reportage sur la laideur des banlieues, signé Gil Courtemanche. La prose est assassine, le ton est baveux à souhait (*C'est bien connu, la banlieue est un milieu plus humain où la famille qui économise peut enfin s'épanouir loin de la ville monstrueuse...*), le tout collé sur des images du Steinberg du centre commercial Saint-Martin, du Dairy Queen au coin de Souvenir, du resto Dragon Room dont la marquise me fascinait, de la Récréathèque, où mon père plaçait les quilles, ado, du magasin Domicil, qui a brûlé autour de 1988...

Dieu que c'était lette. Ce l'est encore. Mais rarement autant de laideur m'aura autant remué...

### **Parmi les 43 commentaires reçus :**

Mercredi 10 Octobre 2007

Effectivement ça bûche quand on revoit le quartier de notre jeunesse sur un "vieux tape". Mais ce qui m'a allumé est le fait que tu parles d'archives de R-C. Ça m'a rappelé que j'avais trouvé, il y a qq mois, dans les vidéos archives de R-C, un vidéo sur une dégustation de poutine diffusé en 1986. Le vidéo met en vedette "l'excellente" Miss météo de R-C qui déguste de la poutine!!! Trop drôle! [hyperlien](#)

marie.de.montreal

Mercredi 10 Octobre 2007

Sur ces mêmes archives de Radio-Canada, j'ai vécu la même chose que toi, Patrick. Un retour dans ma petite enfance.

Je recherchais je ne sais plus trop quoi et je suis tombée sur un court film (1961) montrant René Lecavalier et mon oncle Léo, ensemble à la pêche. De réentendre cet oncle mort depuis longtemps m'a troublée. L'oncle Léo de la Pisciculture de Saint-Faustin, grand pêcheur devant l'Éternel: [hyperlien](#)

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### **12 avril 2007 - Mafia rose**

<http://www.mafiarose.com/2007/04/12/le-bill-%C2%AB-omnibus-%C2%BB/>

Je savais que ça avait déjà existé, je connaissais le nom, mais avant une petite visite sur le site des archives de Radio-Canada, je n'avais pu en saisir l'ampleur. Le Bill « Omnibus » a été proposé par Pierre-Elliott Trudeau à la fin des années 60 et est, selon moi, son grand œuvre. En gros, ce projet de loi est un « package deal » en ce qui

concerne divers sujets comme la décriminalisation de l'homosexualité et de l'avortement et l'alcootest. [...]

Pour une fois qu'on peut avoir accès gratuitement à des documents concernant notre histoire, il faut saluer l'initiative du site internet de Radio-Canada. En ce sens, la société d'état remplit sa vraie mission : être le témoin d'une société et pouvoir rendre ce témoignage via différents médias de communication. La beauté de la chose, c'est que les documents mis à la disposition de la population permettent de vraiment se replonger dans la mentalité de l'époque où ces idées ont surgi. Ils nous permettent de tâter le pouls de la population d'alors et des différents groupes qui étaient pour ou contre ces idées nouvelles.

Bref, pour tous les gais (es) vivant ici, il est bon de pouvoir se souvenir d'où partent les droits que nous avons acquis avec le temps. Pour accéder à la rubrique traitant sur le bill « Omnibus » du site de Radio-Canada, [cliquez ici](#).

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### **29 avril 2007**

Publié par Daniel Morency, Expo1967 Blogspot

<http://expo1967.blogspot.com/2007/04/les-archives-de-radio-canada.html>

#### Les Archives de Radio Canada

Quelques documents vidéos intéressants sur l'Expo 67.

- Des enfants qui se sont perdus
- Deux enfants qui visitent l'Expo seuls
- Une explication du pavillon du Canada avec Lucien Parizeau
- Témoignages sur la pavillon de la jeunesse
- Explication du terme " Terre Des Hommes "
- Une famille québécoise est choisie pour représenter la famille à l'expo
- Témoignages de visiteurs sur la fin de l'Expo etc...

Et bien sûr des photos exclusives sur l'Expo 67, dommage qu'elles ne soient pas plus grandes.

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### **11 mai 2007**

Le site spirituel des fonctionnaires

[http://www.paix-dieu.qc.ca/rubrique.php3?id\\_rubrique=32&debut\\_articles=90&cat=sp](http://www.paix-dieu.qc.ca/rubrique.php3?id_rubrique=32&debut_articles=90&cat=sp)

#### LA FAMILLE D'HIER À AUJOURD'HUI (1956-2003)

À chaque vendredi, je vous présente un dossier d'intérêt commun, soit pour comprendre nos institutions ou la source de certains événements, ou encore pour mieux comprendre l'être humain ou la nature. Nous célébrons des jours-ci la Fête des mères. pour mieux comprendre l'évolution de la famille, cette semaine je vous propose donc ce dossier sur « La famille d'hier à aujourd'hui », selon les Archives de Radio-Canada.



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## 2 juin 2007

La Presse, Blogue de Patrick Lagacé

### Denis Coderre croit aux OVNIS

Ou, plutôt, le député de Bourassa croyait aux OVNIS, dans son jeune temps. Je ne sais pas s'il y croit encore. Voyez ce [clip](#) tiré des archives de Radio-Canada, tourné en 1979, où le jeune Coderre est interviewé dans le cadre d'une exposition scientifique. Il explique sa rencontre avec une soucoupe volante. [Lire la suite »](#)

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## 9 août 2007

Blog, Lire, écouter, voir

<http://lire-ecouter-voir.over-blog.com/categorie-10039892.html>

En ce jour, le Japon commémore les bombardements d'Hiroshima (6 août 1945) et de Nagasaki (9 août 1945) qui ont eu lieu il y a 62 ans. A cette occasion, je vous invite à découvrir deux sites passionnants, clairs et riches en documents multimédia, évoquant les bombardements d'Hiroshima et de Nagasaki, leur contexte politique et stratégique et d'autres aspects tels que la vie des survivants de nos jours.

[...] Les archives de Radio Canada <http://archives.cbc.ca> : à la fois télévisuelles et radiophoniques, elles sont très complètes (journaux d'époque) et émouvantes :

- combattre les Japonais ;
  - de l'atome à la bombe ;
  - les secrets de Los Alamos ;
  - faut-il larguer la bombe atomique ?
  - Hiroshima et Nagasaki irradiée ;
  - une vie marquée par la bombe ;
  - raconter l'horreur ;
  - maladies atomiques ;
  - mémoires d'hibakusha (nom donné aux survivants de Nagasaki et d'Hiroshima) ;
- 

## 14 septembre 2007

Publié par Jean-Louis Lebris – Blog Hot-Chaud

<http://hotchaud.wordpress.com/2007/09/14/la-route-de-jean-louis-lebris-de-kerouac/>

### La route de Jean-Louis Lebris de Kerouac

On a fêté il y a une semaine - le 5 septembre -, comme il se doit, le demi-siècle du "On the road" de Jack Kerouac. Le Devoir nous a même [raconté](#) comment ce bouquin



beatnik mythique **a été ébauché en français** avant d'être finalement accouché d'une traite sur un rouleau de papier pour ne pas avoir à changer de feuille.

GPB s'en est fait l'écho sur son blog, y ajoutant avec justesse un lien vers les archives de Radio Canada pour voir Seguin interviewer Kerouac. J'écris "avec justesse" parce qu'il me semble que peu de gens "voient" Kerouac, lui substituant un personnage moderne de travailler à cheveux longs plus compatible avec l'idée qu'on a de la beat generation. Mais "ti jean" Kerouac est un ours, un bagarreur éduqué, un taciturne franc du collier. On l'imagine Sal Paradise alors qu'il "est" Dean Moriarty. En 1957, même les pires rebelles sont rasés et peignés et cette façade propre cache une furie, une vraie fâcherie avec ce qui à eu lieu 15 ans plus tôt.

Si vous avez aimé "On the road", lisez "les clochards celestes" qui substitue à la furie routière horizontale une aspiration verticale provoquée par la lecture, le thé et les sommets disponibles dans les parcs nationaux californiens.

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### **1<sup>er</sup> novembre 2007**

Sur le Web, Radio-Canada.ca, par Sophie-Hélène Leboeuf -

<http://www.radio-canada.ca/nouvelles/surLeWeb/modele.asp?date=2007-11-1>

Le 1er novembre 1987 s'éteignait René Lévesque. Voici quelques suggestions pour ceux qui veulent se souvenir, en commençant par le site des archives de Radio-Canada. Je ne cite pas ici de sites qui font des éditoriaux, mais bien qui permettent de connaître, ou de se souvenir, de l'homme, du politicien et de son oeuvre.

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### **11 mars 2008**

[www.fanatique.ca/lnh/canadi...](http://www.fanatique.ca/lnh/canadi...)

Partisans et Partisanes,

Amateurs de hockey de partout au Québec,

La Société Radio-Canada – à qui on ne peut pas reprocher de mal dépenser nos taxes avec son nouveau portail vidéo (une véritable fenêtre sur les archives de plus de 50 ans de télé) – vient de mettre en ligne un dossier spécial sur la grande rivalité Canadiens-Nordiques entre 1979 et 1987.

## 4.2 English Blogosphere

Peter Rukavina's Weblog

<http://technorati.com/posts/xs3TPq8RcBE8GsAoCQh%2B0%2FTX%2FypL3E0g61TQ8m%2BWS4w%3D>

The CBC Archives website relaunched this week. What was once a treasure trove is now a cavalcade of earthly delights. Including Charlottetown considers cameras to curb late-night rowdies from 1994. The video of late-nite Charlottetown in the piece make it look like New York City. You'll also find Life in the ferry slow-lane from 1968 and The Million-Acre Farm from 1978.

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Digital Home

<http://www.digitalhome.ca/content/view/2379/206/>

Digital Home spent several hours on the archives and **found it a treasure trove of Canadian history** with content from over 70 years of Canadian Broadcasting Corporation programming.

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The Torontoist

[http://torontoist.com/2008/03/learning\\_from\\_a.php](http://torontoist.com/2008/03/learning_from_a.php)

Fans of obscure pop culture and history buffs will welcome the complete redesign and relaunch of the CBC Digital Archives. The website features an amazing collection of 12,000 television and radio clips drawn from seventy years of CBC broadcasts. The CBC's serious side is well-represented on the site, with historic clips of the Second World War, political profiles, and stories of cultural milestones. But there are also plenty of quaintly anachronistic news reports, such as the public broadcaster's take on Toronto beatniks in the 1950s and Yorkville hippies in the 1960s. Until now, access to these nuggets was hobbled by an outdated and cumbersome Digital Archives website, which hadn't been revamped since its original launch in 2002.

**The new design is more intuitive, making the archive easier to explore by browsing categories or jumping from clip to related clip.** The absence of an advanced search option, however, can mean mining through pages and pages of results for something specific. Added interactivity lets users rate or comment on clips, but still missing is YouTube's ability to embed the clips on another site, which would allow people to share them more widely.

The site's focus remains largely educational, with lots of activities **For Teachers**, abundant background notes on each clip, and a button for generating bibliographic citations. Yet, amongst all the news reports and current affairs stories, there are **countless entertaining treasures**. These can be interesting, like the reports of Keith Richards's Toronto heroin bust in 1978. They can be amusing, like Peter Gzowski playing straight man to a manic Robin Williams. Or they can be downright bizarre, such as Bob Miller of the Blue Jays explaining the finer points of chewing tobacco and spitting at umpires without getting caught. Whether you need to research a paper or just want to poke around through weird bits of Canada's past, this is **a huge improvement to an already useful site**.

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<http://zeilerblockh.blogspot.com/2008/02/hey-everyone-here-is-list-of-links-to.html>

**This is an AMAZING site from the CBC** that has all sorts of audio and video clips of documentaries and CBC radio interviews with people who lived in the internment camps."

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<http://coreyeverrett.blogspot.com/2008/02/cbc-digital-archives-entertaining.html>

The more time I spend learning about Digital History, the more I become convinced that **what makes the digital world such an important tool for the Public Historian, is that it allows us to give the public access to materials they otherwise would not easily be able to view.** That being said, it still has been difficult to try and understand both the theoretical and practical components involved in actually doing digital history; **nothing has motivated me more to continue to acquire more digital skills, than CBC's Archives.**

The CBC Archives website is **attractive to look at while still being simple and user friendly; more importantly, the content of the site is so powerful and interesting that I have often been drawn into it for hours.** The CBC's Archives contain numerous audio and video clips from CBC's vast archival collection, which depict all aspects of Canadian life. This website appeals to the general public as well as to long time CBC fans, because each a/v clip comes with the name of the program and the interviewer, a description of how this episode played into the climate of the time, while still emphasizing the effect it had on the company and particular interviewer.

The best feature of CBC's Archives is the way in which clips are arranged and categorized. Immediately upon entering the site the visitor notices On this Day which features a past video or radio clip that had aired on this same day in CBC history. Underneath that section is my favourite portion of the site: Great Interviews. These clips feature CBC's most famous and notorious interviews, most of which I have watched over the course of the last couple of months. Some of the people interviewed are extremely famous individuals, others I have never even heard of before. Due to my love of music, my favourite clip is Peter Gzowski's interview in 1977 of Iggy Pop, who had been one of the founders of the punk rock movement in the 1960/70s. Interestingly, after watching this clip I realized that one my favourite post rock bands, Mogwai, has made use of this archival footage and used this particular interview in the background of their song "Punk Rock".

If visitors are not as interested in the interviews as I am, one can easily use the site's search engine or choose a specific clip category that appeals to them. Essentially, the visitor gets to decide for themselves what portion of Canadian or CBC's history they are most interested in, which includes a wide range of topics such as interviews with Playboy Bunnies, radio reports about the world wars, or coverage of the past Olympic Games. Regardless of what they choose, users are able to engage with historical materials they otherwise would not be given access to. In this way, **the CBC Archives are an example of how Digital History can be used to educate and entertain the public.**

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<http://marcusmccann.blogspot.com/2007/11/i-love-cbc-digital-archives.html>

**I love the CBC Digital Archives. It's awesome.** They (archivists? interns?) take 20-plus clips about a subject (The Grey Cup, AIDS, Joni Mitchell) spanning, usually, about 40 years of history. Among these clumps is a collection of interviews about Ottawa-born poet and novelist Margaret Atwood. Perhaps my favourite is the trainwreck of an interview she did with Hana Gardner As amply proved by the other interviews, it's not that she's trying to be a bitch, she's just got a low tolerance for dumb questions. But the catty ones are fun, like this interview with CBC Radio, for instance. She's promoting -- or trying to promote -- one of her books of poetry, *The Animals in that Country* (Oxford UP). Here's how it begins:

CBC: I'm going to ask you again, Margaret, why *The Animals in that Country*, the title? You wouldn't tell me before.

MA: I'll simply say that's up to the reader to find out.

CBC: It's one of those things where you put your own meaning on, eh?

MA: Well, it's the title of one of the poems in the book and perhaps if one read that poem, one would have a clue.

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CBC + Three Downs

<http://capculture.net.blogspot.com/2007/11/cbc-three-downs.html>

The Grey Cup Archive

It is Grey Cup weekend . . . what if simply kicking back and waiting for the Prairie showdown in Toronto come Sunday afternoon is not enough. Well - **ever-expanding and increasingly interesting CBC Archives set has a great set of files recalling the history of the game** and past Grey Cups. The Fans and the Fanfare is worth a peak.

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I want my CBC

<http://www.damsymposium.com/blog/?p=6>

...they have done something which I've not found anywhere else - digitized their archives online, for all to access - CBC Archives. ... **delivering content that matters to people when the audience wants it, not when broadcasters want to serve it.**

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[http://www.greenthinkers.org/blog/2007/06/cbc\\_archives\\_on\\_genetically\\_mo.html](http://www.greenthinkers.org/blog/2007/06/cbc_archives_on_genetically_mo.html)

CBC Archives On Genetically Modified Food

**We have professed our love of the CBC archives before and we're here to do it again.**

This time they are putting up loads of news stories from past and present, showing us their take on genetically modified foods over the past several years.

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<http://www.bced.gov.bc.ca/edinfo/archives/volume7/071005.htm>

October 5, 2007

Volume 7 No. 2

EdInfo is a weekly electronic digest of education news and information distributed by the BC Ministry of Education to all those with an interest in the K-12 community.

The CBC Archives offer students and educators a variety of material for exploration. Their Mordecai Richler Was Here page, for example, offers dozens of English and French language TV and radio clips on this Canadian literary icon which make **an excellent resource for students of Literature, French or Canadian Social and Political History.**

Wonderful

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<http://hyper-realitytv.blogspot.com/2007/11/cbc-archives.html>

#### THE CBC ARCHIVES

The CBC does some things very well. Their website falls into that category. Check out the CBC Archives. These audio and video clips are outstanding and I highly recommend spending time here. There is something called "Great Interviews":

An interview with Woody Allen caught my eye as it is the first in the series (alphabetical). It is called "Deconstructing Woody" and Marshall McLuhan:

Now the above examples illustrate what the CBC excels at; always has.

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<http://mitchieville.blogspot.com/2007/10/mitchieville-remembers-avro-arrow.html>

The great John Diefenbaker, never shy to controversy, defended his decision which can be seen here at the CBC Archives (the archives have a wealth of good stuff there folks, I highly recommend).

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<http://danielbaylis.blogspot.com/2007/10/what-is-canadian-cuisine.html>

What is "Canadian Cuisine"?

In honour of Thanksgiving, the CBC has posted some interesting video clips, compiled from over the years, all around the theme of Canadian Cuisine. Videos which explore foods such as poutine, doughnuts, fiddleheads, Nanaimo bars, Saskatoon Berry Pie, Canadian cheddar cheese, and maple syrup will leave you scratching your head in a national identity crisis. What is our culinary identity?

## 5 The Archives on the Web

### Portail du Canada atlantique

<http://atlanticportal.hil.unb.ca/annuaire?siteType=Digital+Collections&region=ns>

[Africville : expropriation des Noirs néo-écossais](#)

Des séquences vidéo et séquences sonores des archives de Radio-Canada racontent l'histoire du transfert de cette communauté d'Halifax et des effets sur les résidents et résidentes. Le site Web comprend des textes, des photographies, et des ressources pédagogiques. En anglais et français.

[http://archives.radio-canada.ca/IDD-0-10-67/vie\\_societe/africville/](http://archives.radio-canada.ca/IDD-0-10-67/vie_societe/africville/)

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**2007**

### **Profetic (Intégration des TIC et nouvelle pédagogie universitaire) CREPUQ**

À voir et entendre : les Archives de Radio-Canada

#### **Archives de Radio-Canada pour les étudiants et les professeurs**

Radio-Canada met en ligne une banque d'information riches en sons et images et qui peut être d'une grande utilité autant pour la clientèle étudiante que pour le personnel enseignant. Plusieurs thèmes sont abordés, soit : Personnalités, Guerres et conflits, Arts et culture, Politique et économie, Vie et société, Désastres et tragédies, Sciences et technologies, Sports.

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**2007**

### **Carrefour de l'information – Université de Sherbrooke**

Le site Internet des Archives de Radio-Canada est une mine d'informations extraordinaire pour les enseignants en plus de constituer une référence fiable pour les travaux de recherche des élèves. En vérité, le site contient déjà plus 1000 clips radiophoniques et télévisuels enrichis de textes qui en décrivent le contexte historique. Ces extraits d'archives sont regroupés par thèmes constituant des dossiers.

[...] Bien que le site ait été créé en juillet 2002 seulement, il contient déjà un nombre impressionnant d'archives radiophoniques et télévisuelles, de photos et de textes.

Allez le visiter : [Archives de Radio-Canada](#)



8 mai 2007 – Société Grics, technologies au service de l'éducation (évaluation d'un dossier des Archives de Radio-Canada)

|   |   |
|---|---|
| <u>VISITEURS VENUS DU CIEL (CES) / ARCHIVES DE RADIO-CANADA</u> |   |
| Site internet :   | <a href="http://archives.radio-canada.ca/IDD-0-16-786/sciences_technologies/visiteurs_ciel/">http://archives.radio-canada.ca/IDD-0-16-786/sciences technologies/visiteurs ciel/</a>   |
| Disciplines :   | Science et technologie (P) Science et technologie<br>Histoire, géographie, éducation à la citoyenneté (P)   |
| Cycles :  | Primaire 3e cycle / Secondaire 1er cycle / Secondaire 2e cycle  |
| Type de site :  | Documentaire  |
| Résumé :  | Ce dossier des archives de Radio-Canada contient plusieurs reportages de la radio ou de la télévision ayant été diffusés entre 1967 et 2002. On y traite des extraterrestres et des ovnis tout en cherchant à comprendre s'il s'agit de supercheries ou de faits bien réels mais mystérieux.  |
| Description :   | <p>Croyez-vous à l'existence des extraterrestres? L'exploration de ce dossier des archives de Radio-Canada pourra vous aider à vous forger une opinion appuyée sur des débats et événements, réels ou fictifs, ayant fait l'objet de reportages à la radio ou à la télévision de Radio-Canada.</p> <p>L'internaute peut faire son choix parmi neuf clips : <b>L'affaire Roswell lance le débat</b> (1992), <b>Croire ou ne pas croire, telle est la question</b> (1967), <b>Le cas des époux Hill</b> (1967), <b>Les ovnis, objets de la science</b> (1979), <b>Ovni porté disparu à l'Île-du-Prince-Édouard</b> (1990), <b>Un ovni en plein cœur de Montréal</b> (1990), <b>Des extraterrestres parmi nous</b> (1991), <b>À la recherche d'une vie extraterrestre</b> (1992), <b>Les cercles mystérieux, preuves ou supercherie?</b> (2002). Chaque clip est accompagné d'une fiche descriptive qui expose le contexte historique et scientifique qui entoure le sujet. Une section <b>Le saviez-vous?</b> fournit quant à elle quelques faits ou renseignements inusités. Finalement, l'onglet <b>Infos</b> comprend les données de diffusion des clips. Il s'avère possible d'imprimer toutes les informations des fiches en cliquant sur <b>Imprimer ce dossier</b> ou <b>Imprimer cette page</b>.</p> <p>Les passionnés du sujet pourront également consulter les <b>13 clips complémentaires</b>, les <b>hyperliens</b> suggérés ou encore le dossier connexe de la CBC : <i>Close Encounters of the Canadian Kind</i>.</p> |
| Appréciation générale :   | Ce site convivial contient une excellente sélection de documents audiovisuels, ce qui permet de faire un tour efficace de la  |

|                                |  |
|--------------------------------|--|
|                                | question extraterrestre. L'accès à de «vieilles» ressources des années 60 fournit une vision historique, et parfois amusante, permettant d'effectuer un recul quant à l'évolution des perceptions face aux petits bonshommes verts...  |
| <b>Pistes pédagogiques :</b>   | Ce site pourra alimenter le débat sur les extraterrestres. De plus, les élèves pourraient, en équipe, prendre connaissance d'un clip puis le résumer en enregistrant leur propre clip synthèse qui aura une connotation scientifique, ésotérique ou humoristique, au choix.... |
| <b>Auteur du commentaire :</b> | Anik Routhier, enseignante et consultante en éducation<br>Commentaire mis à jour par Laurette Froment, consultante en éducation  |
| <b>Modifié le :</b>            | 8 mai 2007   |



## 5.1 Archives on the Web

Learn Alberta. (2007). CBC Archives: Social Studies. Retrieved September 30, 2007 from <http://www.learnalberta.ca/content/sscbca/index.html#ID=AB.SS.CBCA.FIV&>

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***Here are examples of how our material has been incorporated into a school assignment:***

<http://tanyawagner12.blogspot.com/2007/09/i-think-i-need-my-own-lesson-on.html>

Brief Description of Activity:

Using the CBC Archives for Social Studies: Grade 5, students will view various videos describing natural disasters which have plagued their country. Working in groups of four, the students will choose two natural disasters from different parts of the country and compare and contrast the natural disasters, their physical causes, and their impacts on the population and the land. To do this, the students will be required to make effective use of online search engines to discover the physical causes and impacts of each natural disaster. They will be asked to consider if they believe the natural disaster would have been avoidable, why or why not based on the information they have acquired. Students will have to think critically about the sites that they encounter. The students will then be required to prepare a group presentation for the class utilizing PowerPoint on their findings; their PowerPoint must include pictures from the areas of Canada before and after each of the natural disasters.

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Mr. Benoy: Social Studies Department Head Sutherland Secondary School

<http://kjbenoy.blogspot.com/2008/05/may-26-to-may-30.html>

Social Studies 11 (Honours)

\* Tuesday, May 27. Take up #1-4, p. 127 & #1-2, p. 116 sidebar. Continue Endings & Beginnings & do questions. Japanese internment. Show [CBC Archives video clip on compensation](#). Read pp. 127-132. Do #1-4, p. 132 & sidebar #1-2, p. 129.

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<http://www.thepeterboroughexaminer.com/ArticleDisplay.aspx?e=966256>

If one thing defines the evolution of the Internet over the years, it's video. About 10 years ago, when Windows 98 had just been released and most people had dial-up Internet connections, it was a popular perception that the Internet could display web pages, but would never be a video medium. That assumption was wildly inaccurate.

Today, the Internet is a major tool for distributing video and sites are proliferating that allow visitors to not only download whole movies, but watch television shows. **The CBC archives (<http://archives.cbc.ca>) is a priceless storehouse of online films and television clips examining moments from Canadian history.**

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Dear [cbc.ca/archives](http://cbc.ca/archives) - **The new & improved looked to your website is wonderful.** It was a most pleasant surprise the first time I discovered the change, as I access it on a

very regular basis. Our CHC 2Ps (Gr. 10 History, Applied Level) classes have been researching a famous Canadian for a culminating assignment.

**I teach the lesson as the students sit at the computer. Without any fancy/high tech demonstration, just listening to my description/instructions, they are engaged!** The trial search we practice is one close to my heart, Shirley or Tommy Douglas. I encourage them to access '**For Teachers**' too.

As needed, they also go back to cbc.ca for the most recent events on more contemporary Canadians, usually in the Entertainment area.

2Ps are a tough class to engage. Thank you!

Teacher-librarian

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My name is \_\_\_\_\_ and I'm a faculty member in the Department of Justice Studies at Mount Royal College in Calgary. Several months ago, I contacted you to inquiry about linking to several of the video/audio clips in the CBC Archives in support of an online course I was developing entitled "Diversity and Justice in Canada."

I thought you might be interested in how **I have incorporated some of the Archive's material in the course.** The course has 3 separate modules. Module 1 deals with theories of justice and theories of diversity. Module 2 deals with "faces of diversity in Canada" - First Nations, Young Offenders, Lesbian and Gay persons, Gender. Module 3 deals with an overview of Criminal Justice System responses to diversity needs.

I used several (6) specific links to the CBC's archives in Module 2. Specifically, they are used as part of the many learning activities throughout the module. Here is a link to the module so you can see what I have done:

[http://wwwacad-prep.mtroyal.ca/adc/template/xjus10004/module\\_2/](http://wwwacad-prep.mtroyal.ca/adc/template/xjus10004/module_2/)

The CBC material can be found in the learning activities (see end of the page for each topic) for:

Unit 1, topic 3

Unit 1, topic 4

Unit 1, topic 6

Unit 3, topic 3

Unit 4, topic 6

Unit 4, topic 7

As well, I have made sure to include academic references to each audio/video clip I used in all 3 modules. Click on the "references" link on page 1 of the module.

Overall, **the material from the CBC Archives brings the module's academic material to life. It gives voice to the important topics addressed in the course.** When I started to design the course, I was concerned that an online version of a face-to-face course would be less impactful because of the face-to-face course makes extensive use

of videos/cds. The CBC Archive material definitely works to reinforce student learning in the online course.

Thanks

Department of Justice Studies

Mount Royal College

Calgary, Alberta

## 6 The Team

### 6.1 Radio-Canada Archives

The changes announced in 2006–07 required a partial reorganization of the teams assigned to the project.

At Radio-Canada, a major change was undertaken at the beginning of 2007–08. Digitization operations were entrusted to the post-production department, enabling us to boost our digitization capacity and free up the necessary resources for redesigning the site. The Radio-Canada position of person in charge of digitization was thus replaced by the position of Web developer in July and then by the position of integrator in September. In September and October, two developers spent five weeks redesigning the database. In October, another developer was contracted to redo the content management tool.

It was in this context that we also hired two external firms. Bell Web Solutions was mandated to conduct usability tests, to advise us on accessibility and ergonomics and to finalize the design, while Blak Kat was hired to give us a hand with integration and to do quality control of the site.

Lastly, for revising the existing educational materials and creating new lesson plans, we called on a teacher who has gone on to establish her own company, KargoMedia. We also continue to use the services of a freelance linguistic reviser on an ad hoc basis.

**Table 1 Radio-Canada Archives Team — April 1, 2007 to March 31, 2008**

| Montreal – April 1, 2007<br>10 people  | Montreal – March 31, 2008<br>13 people assigned to the project<br>+ 3 freelancers  |
|--|--|
| <ul style="list-style-type: none"> <li>• 1 project manager</li> <li>• 1 division head</li> <li>• 2 researchers</li> <li>• 1 assistant (1/3 time)</li> <li>• 3 media librarians</li> <li>• 1 copyright adviser</li> </ul> | <ul style="list-style-type: none"> <li>• 1 project manager</li> <li>• 1 division head</li> <li>• 2 researchers</li> <li>• 1 assistant (1/3 time)</li> <li>• 3 media librarians</li> <li>• 1 integrator</li> <li>• 2 developers</li> <li>• 1 copyright adviser</li> </ul> <p>+1 linguistic reviser (contract)</p> |

## 6.2 CBC Digital Archives

Table 2 CBC Archives Team — April 1, 2007 to March 31, 2008

| <b>Toronto – April 1, 2006</b><br><b>15 people</b>  | <b>Toronto – April 1, 2007</b><br><b>8 people</b>  | <b>Toronto – April 1, 2008</b><br><b>12 people</b>   |
|---|--|--|
| <ul style="list-style-type: none"> <li>• 1 project manager</li> <li>• 8 writers (6 long-term; 2 short-term)</li> <li>• 2 media librarians</li> <li>• 1 encoder</li> <li>• 1 copy editor</li> <li>• 1 rights analyst (part time)</li> <li>• 1 program marketing coordinator</li> </ul> | <ul style="list-style-type: none"> <li>• 1 project manager (part time)</li> <li>• 1 senior producer</li> <li>• 2 media librarians</li> <li>• 1 writer</li> <li>• 1 encoder</li> <li>• 1 rights analyst</li> <li>• 1 program marketing coordinator</li> </ul> | <ul style="list-style-type: none"> <li>• 1 project manager (part time)</li> <li>• 1 senior producer</li> <li>• 2 media librarians</li> <li>• 4 writers (2 long-term; 2 short-term)</li> <li>• 1 encoder</li> <li>• 1 rights analyst</li> <li>• 1 program marketing coordinator</li> <li>• 1 researcher (contract)</li> </ul> |

Staff numbers in Toronto fluctuated based on site need and personnel obligations. Throughout the term we ramped up staffing as new content areas were defined and work could be assigned. We increased the number of writers from one to four (two staff, two contract), converted our part-time rights analyst to full time, and brought in a short-term researcher.

## 7 Content

Between 2002 and 2006, some 1,000 hours of radio and television archives were digitized and contextualized in the form of thematic topics. In the 2006–07 business plan, we announced a large-scale project to redesign the Archives site stemming from a desire to increase the amount of digitized material online and especially to facilitate access, notably by means of more effective use of archival documents on the site interface. The 2007–08 business plan announced the realization of the project.

After two years' work—from April 2006 when the redesign began until March 31, 2008—the restructuring efforts enabled us to digitize almost as much material as during the first five years of the project. A total of over 900 hours of archives were digitized in English and French (see Appendix 3).

Exploitation of the archival documents required restructuring the content to make their use on the site more flexible. To the topics and daily clips already available, we added program collections, individual thematic clips and the **Guess Who?/Devinez !** section.

The program collections will be gradually finalized and put online during 2008–09.

### 7.1 Restructuring of Content

Restructuring of the content began in 2006 and was done in continuity with the work accomplished over the past years (Table 3).

We will thus continue to develop thematic topics for special events as well as the collection of daily clips (**On This Day/C'est arrivé le...**), though we are now focusing on developing the program collections, which present highlights (in the form of complete episodes or excerpts) of CBC/Radio-Canada programming dating back to the earliest days of radio, in 1936, and television, in 1952.

The new site also lets us enrich the online collection with individual clips, whether to illustrate a particular theme, to mark the death of a well-known person or to enable the public to discover archival documents of historical value. Each excerpt or clip is accompanied by background information and a record identifying the source of the archival document, its broadcast date, and the guest(s) and reporter(s) appearing in it. Thanks to the flexibility of the new interface and the content management tool, we can now put together different thematic topics based on archives already available on the site, thus making greater use of the clips and increasing ways of accessing the content.

A new section was also introduced with the launch of the redesigned site. **Guess Who?/Devinez !** presents the archives in a more playful way. On the basis of short archival clips, visitors are challenged to identify the face of well-known personalities before they became famous. Each clip is accompanied by background information. Another section, called **Is This You?/Votre minute de gloire**, is being prepared.

This enhancing of the content has been developed in line with the objectives of the educational projects and lesson plans. Each clip, topic, section or collection must illustrate an aspect of Canadian history. The content selection reflects Canada's cultural diversity and introduces Canadians to, and/or tells them more about, events and personalities that marked the recent history of their country.

**Table 3 Summary of Content Available on the CBC/Radio-Canada Archives site**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Program collections</li></ul> |
|---|

- A program collection offers a selection of highlights from a particular program. Depending on the condition of the archived collection and copyright issues, we offer either the full episode or excerpts. The programs to be digitized are selected on the basis of criteria such as popularity with the public, representativeness of the local/regional/network programming, rights to be cleared, condition of the collection (quality of the original media), etc. Each episode or excerpt is accompanied by a record providing background information.
- **Thematic topics**
  - The topics group together several archival documents dealing with the same theme. A topic generally lets visitors follow the evolution of a particular subject. Each clip is accompanied by a record providing background information.
- **Calendar (*On This Day/C'est arrivé le...*)**
  - The calendar presents an archival document about a past event for each day of the year. The calendar is now complete and contains content for the 365 days of the year, and sometimes more than one clip per day. Each clip is accompanied by a record providing background information.
- **Guess Who?/Devinez !**
  - Short archival clips are presented to visitors so they can have fun trying to identify the face of well-known personalities before they became famous. Each clip is accompanied by a record providing background information.
- **Individual documents**
  - The individual archival documents are generally used to illustrate a specific theme related to an event. Just like the clips in the topics, they are presented in context and related to other relevant archival documents (e.g., *Budget provincial 2008 : Quand budget et souliers neufs vont de pair*).
- **Great Interviews/Grandes entrevues**
  - This section brings together the best interviews presented on the site.

## 7.2 Program Collections

After two years of research and analysis, we reconstituted a total of 28 CBC program collections and 52 Radio-Canada program collections. The difference in the number of collections reconstituted is due to the fact that production methods did not evolve at the same pace at CBC and Radio-Canada. In 2008–09, this gap will be narrowed thanks notably to the recent improvement in digitization equipment at CBC.

The new version of the site finally lets us spotlight the programs that marked generations of Canadians, from the earliest days of CBC Radio in 1936 and the birth of television in 1952. The programs selected reflect the programming and the popular concerns of the day.

The CBC/Radio-Canada radio and television archives are one of the world's ten largest collections of audiovisual archives. The CBC and Radio-Canada vaults contain hundreds of thousands of titles and hours of programming with inestimable historical and cultural value.

In most cases, the archival documents selected had never been available to the public since their original broadcast. Although archives are catalogued and preserved by the



Corporation's archives department, our teams worked tirelessly to reconstitute the collections from often fragmentary documents. At other times, the programs had to be transferred from the original medium (e.g., film) to a modern analog medium and then to digital. It was a gigantic undertaking and we are very proud of the results.

For the year 2007–08, our teams selected 16 new CBC program titles and 40 Radio-Canada program titles, totalling 355 hours of radio and television archives (Appendix 3). As at March 31, 2008, we have managed to make available on the site more than 80 hours of this collection in English and French (Tables 4 and 5). Contextualizing the materials and putting them online will continue in 2008, and several of these collections are already in production as of this writing.

### **7.3 Programs Selected**

Below are descriptions of the titles selected in 2007–08.

#### **7.3.1 Radio-Canada**

##### **1) La situation ce soir (1940-41)**

Au début de la Seconde Guerre mondiale, le journaliste Louis Francœur informe les auditeurs des combats entre les pays alliés et les troupes d'Hitler. Avec acuité, l'animateur met en perspective les dernières nouvelles touchant les événements en Europe ou en Asie et la participation du Canada au conflit. *La Situation ce soir* prend fin tragiquement. Le 1er juin 1941, Louis Francœur meurt à l'âge de 46 ans, à la suite d'un accident de voiture. Nous vous présentons une sélection de ses causeries radiophoniques, vestiges d'une époque de grands bouleversements.

##### **2) Le réveil rural (1938-1968)**

Pendant trois décennies, *Le Réveil rural* a marqué le paysage radiophonique de Radio-Canada. Cette émission s'adressait avant tout aux agriculteurs de langue française, mais visait aussi à faire comprendre le monde rural aux citoyens. Diffusé quotidiennement en semaine, *Le Réveil rural* est composé d'entrevues, de nouvelles sur les événements agricoles, de bulletins météorologiques et de musique folklorique. Seuls quelques segments de ces émissions ont été conservés dans les archives de Radio-Canada.

##### **3) Lettre à une canadienne (1945-1964)**

Première femme annonceuse au Canada, Marcelle Barthe anime *Lettre à une Canadienne* pendant près de 20 ans. L'émission radiophonique commence généralement par la lecture d'une lettre, même si le format subit quelques modifications au fil des ans. Datée des studios de Radio-Canada à Montréal et signée Marcelle Barthe, cette correspondance est destinée à sa « chère amie ». Présentée les après-midis de semaine, *Lettre à une Canadienne* s'adresse à un auditoire féminin et renseigne sur divers sujets d'actualité. Voici quelques émissions issues des archives de Radio-Canada pour illustrer la teneur de l'émission.

##### **4) Ni ange ni bête (1966-1970)**

*Ni ange ni bête*, une émission consacrée aux documentaires d'intérêt humain, est diffusée les dimanches matin. L'émission, qui traite de sujets divers, connaît plusieurs animateurs, dont Lizette Gervais, Judith Jasmin, Jacques Larue-Langlois, Gilles Constantineau et Carl Dubuc. Voici quelques-uns des meilleurs segments de cette émission qui ont été conservés dans nos archives.

##### **5) Pierre Paquette (1975-1976)**



De 1975 à 1976, Pierre Paquette reçoit dans l'un des studios radiophoniques de Radio-Canada des personnalités connues ou non du grand public, issues de milieux littéraires, artistiques, scientifiques, religieux... Durant une heure, l'animateur s'entretient, sur un ton plutôt intimiste, avec son invité du jour. Du lundi au vendredi, les auditeurs peuvent retrouver Pierre Paquette à compter de 10 heures sur les ondes de Radio-Canada.

#### **6) Reportage (1957-1966)**

*Reportage* présente aux auditeurs des entrevues, des commentaires et des témoignages sur l'actualité politique, scientifique et littéraire. Pendant une demi-heure, un ou plusieurs journalistes nous font découvrir une personnalité, un événement ou un sujet inusité à travers l'éclairage de spécialistes ou de gens ordinaires. D'abord à l'horaire à 18 h 30, du lundi au vendredi, *Reportage* sera, dès 1962, diffusé le samedi soir. Serge Deyglun, Janine Paquet, Raymond Laplante et Roland Lelièvre comptent parmi les nombreux reporters de l'émission.

#### **7) Carrefour (télé 1955-1962)**

Comme dans sa version radiophonique, *Carrefour* présente des entretiens et des reportages sur des sujets variés. Diffusée les soirs de semaine à 18 h 45, l'émission propose de trois à cinq entrevues en 30 minutes. Au fil des ans, des intervieweurs tels René Lévesque, Judith Jasmin et Wilfrid Lemoine ont fait le succès de *Carrefour*. Pour assouvir la curiosité des téléspectateurs, les journalistes se sont souvent déplacés à l'extérieur de Montréal, et parfois à l'étranger. L'émission ayant rarement été conservée dans son format intégral, elle est présentée sous forme d'extraits.

#### **8) Format 30 (1969-1973)**

Ce magazine d'information présente des tables rondes, des entrevues et des reportages réalisés au Canada et à l'étranger par les correspondants de Radio-Canada à Paris, Londres, Washington et New York. Émission en noir et blanc, *Format 30* est animée notamment par Louis Martin, Wilfrid Lemoine, Jean Ducharme, Andréanne Lafond, Paul-Émile Tremblay ou Réal Barnabé. Version courte de *Format 60*, diffusée à la même époque, elle en est aussi le complément.

#### **9) Héros du samedi (1972-1993)**

De 1972 à 1993, cette émission met en vedette de jeunes sportifs, de 10 à 14 ans, qui participent à une compétition. L'équipe de l'émission se déplace sur le lieu des tournois, qui se déroulent partout au Québec et au Canada. Généralement, un animateur et un analyste-commentateur décrivent les prouesses des sportifs. Animateurs les plus fréquents : Claude Quenneville, Serge Arsenault, Camille Dubé, Jean Pagé, Louis Hardy, Gérard Potvin, Marie-Josée Turcotte. Émission diffusée le samedi, à midi. À partir du 16 octobre 1993, l'émission est intégrée à l'Univers des sports.

#### **10) Propos et confidences (1970-1991)**

Diffusée à la télévision pendant plus de 20 ans, la série autobiographique *Propos et confidences* permet aux téléspectateurs d'entrer dans l'intimité de personnalités connues, qui racontent elles-mêmes leur vie et leur carrière. Une suite d'épisodes de 30 minutes est généralement dédiée à chaque invité, qui décide seul des thèmes à aborder. Tournée au Canada et ailleurs dans le monde, cette série – qui ne compte pas d'animateur – est réalisée par Jean Faucher. Nous vous présentons quelques-unes des meilleures émissions conservées.

#### **11) Reportage (télé 1956-1961)**

Cette émission d'affaires publiques de 30 minutes est réalisée en direct par une équipe de journalistes, réalisateurs et techniciens grâce à un car de reportage. Animée tour à tour par Roger Baulu, Jacques Languirand, Jean Ducharme, Charles Dussault, Raymond Plante, Paul-Émile Tremblay ou encore Andréanne Lafond, elle couvre tous les champs d'intérêt de l'actualité montréalaise. Il existe aussi une version radiophonique de l'émission *Reportage*.

#### **7.4 Collections Awaiting Processing**

##### **12) Format 60**

Pas moins de 25 journalistes, réalisateurs et documentalistes travaillent à la production des enquêtes et entrevues de *Format 60*. À l'antenne un soir par semaine, ce magazine d'information d'une heure permet un traitement de l'actualité plus fouillé que l'émission quotidienne *Format 30*, diffusée à la même époque. Il met en valeur le travail de journalistes de talent comme Andréanne Lafond, Jean Ducharme et Wilfrid Lemoine. Animée par Michel Pelland jusqu'à l'été 1971, l'émission laissera par la suite les journalistes présenter eux-mêmes leurs reportages.

##### **13) Vous, famille**

Émissions de 15 à 25 minutes sur des sujets qui touchent de près la famille (argent, sexualité, adoption, parents âgés, etc..) ou des thèmes tels que l'habitation, urbanisation, l'enfant arriéré, etc..). Animateur : Jean Pellerin. Nous présentons les 24 segments qui ont été conservés.

##### **14) Un homme vous écoute**

Tribune téléphonique quotidienne de 30 minutes, animée par le père Émile Legault, sur différents sujets religieux ou sociaux. Un spécialiste l'accompagne pour mieux répondre aux questions des auditeurs. Il s'agit de la première tribune téléphonique régulière à Radio-Canada. L'émission s'est poursuivie sous le nom de « Le père Legault » pendant plusieurs années. En 1968, la tribune téléphonique est écoutée par 234 100 personnes, soit presque autant que Chez Miville et Les joyeux troubadours (300 000). Exemples de sujets traités : le péché, l'école confessionnelle, le divorce, réflexion chrétienne sur la Terre des hommes, l'avortement, etc. 38 segments conservés pour l'année 1966-1967.

##### **15) Tirez au clair**

Émission d'affaire publique originale, animée par Jacques Keable. Diffusée en direct, elle met en scène deux antagonistes qui débattent sur un sujet d'actualité devant un public choisi admis en studio. Concerné par la question choisie, le public pose des questions aux invités mis sur la sellette.

### **16) Si femme savait**

Magazine féminin animé par Colette Devlin. Un invité répond aux questions préenregistrées des auditrices. Parfois, une série d'émission se consacre à un grand thème (exemples : le Grand Nord, les journaux canadiens-français, l'histoire de l'éducation, etc. 135 segments de 9 à 15 minutes conservés.

### **17) Télémag**

Pierre Nadeau (1977-1978) (puis Pierre Olivier (1979-1981) anime ce magazine d'actualité nationale et internationale qui explique, résume, et analyse les événements marquants de la semaine. Fidèle à son rôle d'observateur critique, l'équipe de journalistes expose les faits en expliquant leur origine et leur cause. Ce grand magazine d'information hebdomadaire est le successeur du 60 et le précurseur de l'émission *Le Point*. Il est diffusé le mardi, à 21 h, créneau de l'horaire consacré à l'information.

### **18) Contrechamp**

Réalisée à Québec pendant dix ans, l'émission *Contrechamp* offre aux téléspectateurs des enquêtes sur des sujets inédits. Chaque semaine, ce magazine d'information présente un reportage d'une demi-heure. Anne-Marie Dussault anime Contrechamp à compter de 1981.

### **19) À suivre**

*À suivre* propose des entretiens avec diverses personnalités sur la situation politique au Québec et au Canada. Pierre Paquette, Simon Durivage et Réal Barnabé ont occupé le fauteuil d'intervieweur de cette émission.

### **20) Partage du jour**

Émission d'information où se côtoient sujets d'actualité et de société, entrevues et reportages, *Partage du jour* est diffusée quotidiennement sur les ondes radiophoniques de Radio-Canada, au début des années 1960. Au micro, les auditeurs peuvent écouter la voix de Réginald Martel, de Pierre Paquette ou encore de Renée Larochelle.

### **21) Partage du matin**

Au début des années 1960, *Madame banlieue* livre une chronique régulière à la radio de Radio-Canada sur le vie des banlieusards.

### **22) Actuel**

Les reportages du magazine d'information *Actuel* abordent tous les aspects de la société moderne. Diffusée à la télévision, l'émission tente de prendre un recul face à l'actualité afin de traiter de la dimension humaine des faits et de l'évolution des réalités canadiennes. En donnant la parole aux images, *Actuel* cherche à faire comprendre les phénomènes sociaux, la vie économique et culturelle de la fin du 20<sup>e</sup> siècle. Pendant près de trois ans, Michèle Viroly assure l'animation du magazine, diffusé le mercredi, de 21 heures à 22 heures.

### **23) Reflet d'un pays**

Émission télévisée hebdomadaire présentant des reportages réalisés dans les différentes stations régionales et affiliées de Radio-Canada. *Reflets d'un pays* est née après la publication du rapport Bird sur la situation de la femme et à la suite d'une tournée des équipes du Service des émissions féminines de Radio-Canada à travers le pays. Elle nous renseigne sur les activités culturelles, sociales, professionnelles, communautaires de quinze villes canadiennes de l'Atlantique au Pacifique. La première année de diffusion, elle est animée par Jocelyne Gosselin et réalisée par Claude Bérubé.

#### **24) Femme d'aujourd'hui**

Diffusé pendant 17 années consécutives à la télévision de Radio-Canada, le magazine quotidien *Femme d'aujourd'hui* sert de tribune pour les femmes francophones du pays. La série – qui compte plus de 3000 émissions - offre des reportages, des enquêtes, des tables rondes et des entrevues sur des sujets d'intérêt féminin. En plus d'Aline Desjardins, à la barre de l'émission de 1966 à 1979, d'autres animatrices comme Yoland Guérard, Lizette Gervais, Louise Arcand et Rachel Verdon ont présenté *Femme d'aujourd'hui*.

#### **25) Entretiens**

En fin de soirée, une fois par semaine, la série *Entretiens* propose une conversation sur un sujet précis avec un spécialiste ou une personnalité artistique ou littéraire. Au cours de ses neuf années de diffusion, l'émission a vu défiler des interviewers talentueux comme Martine de Barsy, Pierre Jeancard, Richard Salesses ou Wilfrid Lemoine. Ils ont rencontré des gens issus d'une multitude de domaines et abordé des thèmes aussi variés que la gastronomie, les sports, l'érotisme, la haute couture et la guerre.

#### **26) Des livres et des hommes**

Chaque semaine, en soirée, *Des livres et des hommes* fait connaître aux auditeurs tout œuvre de création ou essai digne de mention, qu'il soit québécois, français ou étranger. Interviewés à Montréal, Paris, Ottawa ou Québec, des auteurs exposent leurs intentions et le contenu de leurs livres. Parfois, *Des livres et des hommes* consacre une table ronde aux ouvrages de plus grande envergure. Le professeur Gilles Marcotte, Alain Pontaut, Jean Paré et Wilfrid Lemoine ont tenu la barre de cette émission littéraire.

#### **27) D'un océan à l'autre**

Comme son nom l'indique, l'émission d'affaires publiques *D'un océan à l'autre* présente à chaque semaine des reportages enregistrés aux quatre coins du pays.

#### **28) Noir sur blanc**

Émission hebdomadaire faisant l'analyse et synthèse de l'actualité de la semaine. Elle est diffusée le samedi en début de soirée et animée par Denise Bombardier de 1979 à 1983.

La première partie est consacrée à la revue de presse hebdomadaire qui reprend les grands événements qui ont marqué la scène nationale avec les commentaires des éditorialistes, une table ronde sur le livre de la semaine en compagnie de l'auteur et des invités. La deuxième partie de l'émission présente une entrevue avec une personnalité du monde politique, culturel, littéraire ou artistique

#### **29) Génies en herbe**

De 1973 à 1984, le jeu-questionnaire encyclopédique télévisé *Génies en herbe* met aux prises des équipes représentant des institutions scolaires de niveau secondaire. Plusieurs concurrents, dont Gregory Charles et Mario Dumont, sont devenus célèbres.

#### **30) L'heure des quilles**

Qui ne se souvient pas de la fameuse phrase « En direct du salon de quille Laurentien... ». C'est ainsi que tous les dimanches, de 1957 à 1978, pour le plus grand plaisir des amateurs, Radio-Canada commence sa diffusion d'une rencontre opposant les meilleurs quilleurs du Québec. Pendant 21 ans, chaque semaine, les inconditionnels ont pu voir sur le petit écran et surtout entendre la description détaillée d'un match de quilles. Les Roger Baulu, Michel Normandin, Raymond Lebrun et Guy Ferron se sont

joint à l'animateur et descripteur Yvon Blais pour rendre ce sport accessible et compréhensible.

### **31) La Soirée du hockey**

Diffusée en direct tous les samedis soirs de 1952 à 2004, La Soirée du hockey suivait les Canadiens de Montréal. La Soirée du hockey fut l'émission de télévision ayant été diffusée le plus longtemps en Amérique du Nord, soit 51 ans.

### **Autres titres de la collection qui a été numérisée en 2007-2008 en français :**

- 32) Les apprentis
- 33) Rencontres
- 34) Tout le monde
- 35) Des idées et des hommes
- 36) Tout compte fait
- 37) Qui sont-ils?
- 38) M. Bricole
- 39) Le père Legault vous écoute
- 40) Consommateurs avertis



**Table 4 Radio-Canada Program Collections 2007–08**

| Titre de l'émission                                  | Média | Total télévision | Total radio | Total | Nombre de nouv. clips en ligne au 31 mars 2008 | Nombre d'heures en ligne au 31 mars 2008 | Statut                             |
|--|-------|------------------|-------------|-------|--|--|------------------------------------|
| 1. <u>La situation ce soir (pendant la guerre)</u>   | radio |                  | 05:56:00    |       | 11   | 05:56:00                                 | En ligne                           |
| 2. <u>Le réveil rural</u>                            | radio |                  | 01:30:00    |       | 10   | 01:30:00                                 | En ligne                           |
| 3. <u>Lettre à une canadienne</u>                    | radio |                  | 02:37:00    |       | 14   | 02:37:00                                 | En ligne                           |
| 4. <u>Ni ange ni bête</u>                            | radio |                  | 03:44:00    |       | 10   | 03:44:00                                 | En ligne                           |
| 5. <u>Pierre Paquette</u>                            | radio |                  | 06:00:00    |       | 14   | 06:00:00                                 | En ligne                           |
| 6. <u>Reportages radio</u>                           | radio |                  | 06:00:00    |       | 11   | 06:00:00                                 | En ligne                           |
| 7. <u>Carrefour TV</u>                               | télé  | 1:55:00          |             |       | 15   | 1:55:00                                  | En ligne                           |
| 8. <u>Format 30</u>                                  | télé  | 6:01:51          |             |       | 9  | 04:27:00                                 | En ligne                           |
| 9. <u>Héros du samedi</u>                            | télé  | 10:00:00         |             |       | 13   | 10:00:00                                 | En ligne                           |
| 10. <u>Propos et confidences</u>                     | télé  | 4:38:22          |             |       | 8  | 4:38:22                                  | En ligne                           |
| 11. <u>Reportages</u>                                | télé  | 6:39:00          |             |       | 6  | 6:39:00                                  | En ligne                           |
| 12. <u>Le père Legault vous écoute</u>               | radio |                  | 04:19:11    |       |  |  | En production                      |
| 13. <u>L'heure des quilles</u>                       | télé  | 2:34:00          |             |       |  |  | En production                      |
| 14. <u>Vous, famille</u>                             | télé  | 3:50:00          |             |       |  |  | En production                      |
| 15. <u>Un homme vous écoute (15 minutes)</u>         | télé  |                  | 06:34:00    |       |  |  | En production                      |
| 16. <u>Femme d'aujourd'hui (émissions spéciales)</u> | télé  | 11:00:00         |             |       |  |  | En production                      |
| 17. <u>À suivre</u>                                  | radio |                  | 07:00       |       |  |  | Attente de traitement              |
| 18. <u>M. Bricole</u>                                | radio |                  | 01:07:00    |       |  |  | Attente de traitement              |
| 19. <u>Noir sur Blanc</u>                            | radio |                  | 05:49:00    |       |  |  | Attente de traitement              |
| 20. <u>Partage du jour</u>                           | radio |                  | 06:00:00    |       |  |  | Attente de traitement              |
| 21. <u>Partage du matin</u>                          | radio |                  | 05:00:00    |       |  |  | Attente de traitement              |
| 22. <u>Si femme savait</u>                           | radio |                  | 05:00:00    |       |  |  | Attente de traitement              |
| 23. <u>Actuel</u>                                    | télé  | 6:28:00          |             |       |  |  | Attente de traitement              |
| 24. <u>Contrechamp</u>                               | télé  | 5:51:00          |             |       |  |  | Attente de traitement              |
| 25. <u>Les apprentis</u>                             | télé  | 5:38:00          |             |       |  |  | Attente de traitement              |
| 26. <u>Tout le monde</u>                             | télé  | 1:51:00          |             |       |  |  | Attente de traitement              |
| 27. <u>Entretiens</u>                                | radio |                  | 07:00:00    |       |  |  | Attente de traitement - Exlcus UDA |
| 28. <u>Des idées et des hommes</u>                   | radio |                  | 10:30:00    |       |  |  | Attente de traitement (découpage)  |
| 29. <u>Des livres et des hommes</u>                  | radio |                  | 06:00:00    |       |  |  | Attente de traitement (découpage)  |
| 30. <u>Tout compte fait</u>                          | radio |                  | 05:00:00    |       |  |  | Attente de traitement (découpage)  |
| 31. <u>Qui sont-ils?</u>                             | télé  | 4:00:00          |             |       |  |  | Attente de traitement (découpage)  |
| 32. <u>Télémag</u>                                   | télé  | 5:00:00          |             |       |  |  | Attente droits musicaux            |
| 33. <u>Tirez au clair</u>                            | télé  | 5:48:00          |             |       |  |  | Attente droits musicaux            |
| 34. <u>Génies en herbe</u>                           | télé  | 5:00:00          |             |       |  |  | Attente droits SARTEC              |
| 35. <u>Format 60</u>                                 | télé  | 5:59:00          |             |       |  |  | Attente de traitement              |
| 36. <u>Rencontres</u>                                | télé  | 16:38:00         |             |       |  |  | Attente de traitement              |

| Titre de l'émission                         | Média | Total télévision | Total radio      | Total            | Nombre de nouv. clips en ligne au 31 mars 2008 | Nombre d'heures en ligne au 31 mars 2008 | Statut                            |
|---|-------|------------------|------------------|------------------|--|--|-----------------------------------|
| 37. D'un océan à l'autre                    | radio |                  | 10:20:00         |                  |  |  | Attente de traitement (découpage) |
| 38. Reflet d'un pays (1) et 2)              | télé  | 6:93:00          |                  |                  |  |  | Attente de traitement (découpage) |
| 39. Consommateurs avertis                   | télé  | 14:00:00         |                  |                  |  |  | Attente droits musicaux           |
| 40. La soirée du hockey( meilleurs moments) | télé  | 2:40:51          |                  |                  |  |  | En attente de traitement          |
| <b>Total numérisé 2006-2008</b>             |       | <b>133:05:04</b> | <b>105:26:11</b> | <b>238:31:15</b> | <b>121</b>                                     | <b>53:26:22</b>                          |                                   |

### 7.4.1 CBC Programs

The launch of the new CBC Digital Archives site has allowed us to put front and centre the backbone of our archival collection: the dozens of flagship radio and television programs that have reflected Canada to Canadians for seven decades.

Selections were carefully made to represent a true cross-section of Canadian culture as seen through the eyes of Canada's national broadcaster. The selections include programs from each decade since the CBC's inception, and have been chosen to represent a wide range of themes (news, sports, lifestyle, science, spirituality and more). Research was also undertaken to evaluate the extent of the archival holdings, the condition of the recordings and the ability to clear rights for each program.

The end product is a fascinating assortment of radio and television fare going back several generations. Many of these programs will be familiar to site users, as they include the programs, personalities and events so strongly identified with their individual eras. A handful of the selected programs are in fact still on the air decades after their inception, a testament to their lasting relevance.

In 2006-2007 we digitized 12 programs (four radio, eight television) in anticipation of the new site launch. In 2007-2008, 16 more programs were digitized (nine from CBC Radio, seven from CBC-TV.) Some of the series new to the site this year include:

- *Anybody Home*, a rare experiment in letting Canadian youths create radio by and for themselves.
- *It's Debatable*, a series of fascinating student debates on the hottest topics of the 1960s.
- *Kate Aitken*, Canada's most famous pioneer of "women's programming" as the genre took of during the postwar era. Few episodes of her shows were preserved; we feature all of them.
- *Howie Meeker's Hockey School*: Maple Leafs great Howie Meeker spent four years teaching Canada's kids how to play Canada's game. We have uncovered a complete set of lessons on all the fundamentals of hockey, from goaltending to fair play. We are pleased to introduce Meeker to a new generation of fans.
- In February 2008 we succeeded in an area that we've been working on for years: the CBC Digital Archives site was granted special permission to include excerpts of NHL footage from *Hockey Night in Canada*. We were able to post a significant collection of *HNIC* clips online including a brand new topic on Top 10 NHL Playoff Moments, and gathered them in a profile of this trademark program.

The process of putting these programs is a complicated one, with many procedures taking place at once: research, retrieval, screening, copyright clearance, writing, digitization and putting them online. In some cases, extensive work was undertaken on one or more steps while others were deferred until site development and technological upgrades permitted their completion. Ten of the 16 programs digitized in 2007-2008 are already online. The remaining six will be activated once rights clearances and contextualization are complete.



**Online collections:**

**1) Anybody Home (1979-1983)**

*Anybody Home* was a CBC Radio children's program consisting of interviews done by and for kids. It ran from 1979 to 1983. The host of the program was Lorna Jackson. Subjects included the Royal Canadian Mint, the Toronto Maple Leafs, children's author Maurice Sendak, Superman and going to church.

**2) Citizen's Forum (1942-1965)**

First airing in 1942 and running for over two decades, *Citizens' Forum* was billed as "an inquiry into the postwar world," a discussion show that addressed countless major issues of the times. Produced in co-operation with the Canadian Association for Adult Education (CAAE), it was one of the most interactive programs the CBC ever aired. Listeners voted on upcoming topics, and the CAAE produced printed pamphlets so listeners could read up on debate topics in advance and contribute informed questions during broadcasts. Now, the CBC Digital Archives brings you a selection of tense and topical discussions from the annals of *Citizens' Forum*.

**3) Canadian Snapshots (1940)**

Just three years after the debut of CBC Radio, *Canadian Snapshots* "turned the lens of the radio camera" to the wonders and oddities of Canada in half-hour episodes airing Wednesday nights at 8pm. Chocked full of skits and short dramatic pieces, and augmented with actualities (the relatively new phenomena of onsite reporting), *Canadian Snapshots* brought the "vast panorama" of the country to the airwaves to tempt the tourist's taste. Unabashed in their boosterism, several programs also featured a Canadian composer and highlighted their original works with a performance by the CBC Orchestra led by Samuel Hershoren.

**4) National Farm Radio (1941-1965)**

Forum-It was radio that got farmers talking. From 1941 to 1965, National Farm Radio Forum brought together groups of neighbours across rural Canada to listen to a weekly half-hour program on a single farm issue. Using accompanying printed study guides, the groups then discussed the broadcast and sent in a summary for follow-up on a subsequent show. Launched as an educational experiment by the CBC, along with the Canadian Association for Adult Education and the Canadian Federation of Agriculture, the show's motto was: "Read. Listen. Discuss. Act."

**5) The Food Show (1978-1990)**

For 12 years, *The Food Show* took listeners inside the food business, exploring news and trends in food production, marketing and consumption. Beginning in 1978, host Jim Wright, a former circus ringmaster, navigated through the gastronomical gamut as listeners learned all about the food business. From important news to tips on camel-milking or microwave cookery, *The Food Show* offered a wealth of information on anything food-related.

**6) It's Debatable (1967-1969)**

Drugs, student power, non-conformity, problems in education — adults can talk about these subjects all they want, but it's the students themselves who really know the score. This was the basic premise behind *It's Debatable*, a CBC radio program that ran on Friday evenings during the socially turbulent years of 1967 to 1969. Recorded in various high school auditoriums, the panel would typically consist of two teenage students

(usually a male and a female) and an adult expert in the topic at hand. Walter Pitman hosted during the spring of 1967, but the host from September 1967 onwards was the witty and provocative Elwy Yost.

#### **7) Kate Aitken (1948-1950)**

For busy housewives in postwar Canada, Kate Aitken's singsong voice was a welcome diversion from their everyday duties. Three days a week, Mrs. A and a rotating cast of male sidekicks shared advice on cooking, child care and fashion and offered a perspective on the broader world of women and politics. For today's listener, the program is a glimpse into an era when "women's programming" was its own category at CBC and the advertisements were just part of the conversation.

#### **8) Royal Canadian Air Farce (1993-present)**

If it's Canadian, it's fair game for the Farce. Each week, the *Royal Canadian Air Farce* pokes fun at politics and politicians, celebrities and ordinary Joes. A long running radio comedy program during the 1970s and 80s, the *Air Farce* debuted on CBC Television on Oct. 8, 1993. Cast members have included Roger Abbott, Don Ferguson, Luba Goy, John Morgan, Jessica Holmes, Alan Park and Craig Lauzon. In 2007 it returned to its live format under the title *Air Farce Live*.

#### **9) Howie Meeker's Hockey School (1973-1977)**

*Howie Meeker's Hockey School* changed the way kids learned Canada's game. From 1973 to 1977, CBC Television captured the lessons and spirit of the school with four seasons of *Howie Meeker's Hockey School* aired on the full network. Truly one of the greats of the game, the former Toronto Maple Leaf brought his incredible knowledge of hockey and endless enthusiasm as a coach to players, coaches and fans across the country. In 15 minute segments, Meeker put a class of young skaters in St. John's, Nfld., through their paces teaching the fundamental skills needed to play hockey.

#### **10) Hockey Night in Canada (1952-present)**

Consistently among the highest-rated programs on Canadian television, *Hockey Night in Canada* made its televised debut in 1952 — the same year CBC Television first took to the nation's airwaves. Recognized as the world's oldest and longest running weekly sports-related television program, the show's origins date back to 1931 when the *General Motors Hockey Broadcast* could be heard on the Canadian National Railway radio network most Saturday nights throughout the National Hockey League season. In addition to live NHL action, *HNIC* regularly features such between-period segments as *Satellite Hot Stove*, *Behind the Mask*, *After 40 Minutes* and the ever-popular *Coach's Corner*, with host Ron MacLean and outspoken former NHL coach Don Cherry.

#### **Programs in production**

#### **11) Country Canada (1954-2006)**

*Country Canada / Country Calendar* has captured the changing landscape of Canada's rural communities for over 50 years. The longest running show on Canadian television, every Sunday afternoon it documents rural realities. From intimate portraits of fishery communities on the brink, to Alberta ranchers fighting off suburban encroachment, from profiles of Greenpeace activists to interviews with seal hunters, it offers a moving picture of the country's rural enclaves. Beginning as a regional show called *Country Calendar* in 1954, it made its network debut in 1975 with a new name and format. Hosts have included Ron Neily, Laurie Jennings, Glen Powell, John O'Leary, Sandy Cushon and Reg Sherren.

## **12) Ideas (1965-Present)**

Billed as a series prepared for people who just enjoy thinking, its mandate has changed little since the 1965 debut of Ideas. CBC Radio's first documentary series, Ideas is also its most successful. Over 400,000 listeners tune in weeknights to hear hour-long documentaries covering everything from Socrates, to the concept of "the other", to clowns. Every year since its debut, Ideas hosts The Massey Lectures, where leading thinkers explore contemporary issues. Hosts have included Ken Haslam, Russ Germain, Lister Sinclair and Paul Kennedy.

## **13) Marketplace (1972-2006)**

Dangerous car seats, faulty lawn darts, poisonous toys, filthy coffee chains and appalling customer service – Marketplace has been exposing it all since 1977. The show's in-depth investigations serve as Canada's unofficial consumer affairs watchdog, prompting recalls, lawsuits and outright bans on dangerous products. Hosts have included George Finstad, Joan Watson, Harry Brown, Bill Paul, Christine Johnson, Norma Kent, Jacquie Perrin, Jim Nunn, and co-hosts Wendy Mesley and Erica Johnson.

## **14) Schlessinger (1995-1999)**

For four seasons, veteran foreign correspondent Joe Schlessinger hosted a weekly look at international politics for CBC Television. In the first season, the show travels the globe to look at fishing wars, terrorism, the monarchy, unemployment and Swiss banks, and Schlessinger looks at leaders from Aristide to Clinton, Hussein to Mandela.

## **15) Take 30 (1962-1984)**

Debuting in 1962, this women's show drew housewives to the TV set every weekday afternoon for 22 years. Take 30's mandate changed with the rise of feminism. On one 1962 show, guests debated whether an unmarried woman should give up her baby. Five years later, it ran a 10-week series called Women Alone, profiling high-paid career girls, performers, sociologists, widows, divorcees and others. A mix of interviews, panels and mini-documentaries, the show nurtured many of Canada's top broadcast journalists. Hosts included Anna Cameron, Paul Soles, Adrienne Clarkson, Moses Znaimer, Ed Reid, Mary Lou Finlay, Hana Gartner, Harry Brown and Nadine Berger.

## **16) Writers & Company (1990-present)**

For 18 years, Writers & Company has offered listeners an opportunity to explore in depth the lives, thoughts and works of remarkable writers from around the world. Each Sunday night, host Eleanor Wachtel interviews authors and draws out not only the intellectual but also the personal lives of her guests. Special series feature writers from different countries and different cultures.

**Table 5 CBC Program Collections 2007–08**

| Titre de l'émission                   | Média      | Total télévision | Total radio     | Total radio et télévision | Total hours online up to March 30th 2008 | New clips from the collection online up to March 30th 2008 | Status                    |
|---------------------------------------|------------|------------------|-----------------|---------------------------|--|--|---------------------------|
| 1. <u>Kate Aitken</u>                 | radio      |                  | 2:00:00         |                           | 1:50:00                                  | 8  | Online                    |
| 2. <u>Citizens' Forum</u>             | radio      |                  | 6:40:00         |                           | 6:56:00                                  | 10   | Online                    |
| 3. <u>National Farm Radio Forum</u>   | radio      |                  | 5:30:00         |                           | 5:14:13                                  | 11   | Online                    |
| 4. <u>Anybody Home?</u>               | radio      |                  | 5:46:49         |                           | 1:50:13                                  | 19   | Online                    |
| 5. <u>The Food Show</u>               | radio      |                  | 5:31:57         |                           | 4:10:00                                  | 40   | Online                    |
| 6. <u>Writers &amp; Company</u>       | radio      |                  | 14:00:00        |                           |  |  | In production             |
| 7. <u>Ideas</u>                       | radio      |                  | 29:00:00        |                           |  |  | Awaiting rights clearance |
| 8. <u>It's Debatable</u>              | radio      |                  | 5:00:00         |                           | 4:10:00                                  | 10   | Online                    |
| 9. <u>Canadian Snapshots</u>          | radio      |                  | 02:44:00        |                           |  |  | In production             |
| 10. <u>Take 30</u>                    | television | 03:00:00         |                 |                           |  |  | Awaiting rights clearance |
| 11. <u>Howie Meeker Hockey School</u> | television | 4:33:00          |                 |                           | 4:33:00                                  | 19   | Online                    |
| 12. <u>Royal Canadian Air Farce</u>   | television | 0:30:00          |                 |                           | 0:30:00                                  | 16   | Online                    |
| 13. <u>Hockey Night in Canada</u>     | television | 00:11:30         |                 |                           | 00:11:30                                 | 9  | Online                    |
| 14. <u>Schlesinger</u>                | television | 10:00:00         |                 |                           |  |  | Awaiting rights clearance |
| 15. <u>Marketplace</u>                | television | 10:30:00         |                 |                           |  |  | In production             |
| 16. <u>Country Canada</u>             | television | 12:00:00         |                 |                           |  |  | In production             |
| <b>Total numérisé 2006-2008</b>       |            | <b>40:44:30</b>  | <b>76:12:46</b> | <b>116:57:16</b>          | <b>29:24:56</b>                          | <b>142</b>   |                           |

## 7.5 Topics

Encore une fois cette année, nous avons produit des dossiers afin de souligner des événements historiques importants ou pour illustrer des pans d'histoire qui n'avaient pas encore été traités. Au 31 mars 2008, nous avons constitué cinq dossiers thématiques en français et six dossiers en anglais. À ce nombre, s'ajoutent un assemblage thématique en français et sept en anglais, lesquels ont été bonifiés de nouveaux documents d'archives. Au total, nos équipes ont numérisés plus de 36 heures de nouveau matériel dans les deux langues, dont 26 heures en français (Tableaux 6 et 7).

### 7.5.1 40th Anniversary of Expo 67

Cette année, le 40<sup>e</sup> anniversaire d'Expo 67<sup>1</sup> fut une occasion en or de mettre en valeur nos archives. Un dossier spécial a été conçu pour l'occasion, nous permettant d'innover dans la manière de présenter nos archives télévisées et radiophoniques. En plus d'offrir des contenus d'archives inédits, nous avons recueilli les témoignages exclusifs d'anciennes hôtesse et de plusieurs personnalités qui étaient présentes à l'Expo dont Raymond St-Pierre, Simon Durivage, Pierre Maisonneuve, Anne-Marie Dussault, Joël Le Bigot et Liza Frulla.



Pour l'occasion, nous avons également innové en présentant une série de vingt capsules-souvenirs à partir d'archives de la couverture radiophonique à l'Expo. Ces capsules ont été diffusées hebdomadairement du 24 juin au 20 août 2007 à l'émission *Pour la suite des choses*, animée par Patrick Masbourian. Les capsules sont également offertes en baladodiffusion sur [Culture.ca](http://Culture.ca).

Ce dossier a également suscité l'enthousiasme du public qui était invité à nous envoyer leurs photos-souvenirs de l'Expo nous permettant de constituer un album-photo inédit.

À cette occasion, nous avons innové en proposant le concept « Votre minute de gloire ». Quatorze extraits de durée variable étaient présentés et les internautes étaient invités à les commenter. Près d'une heure de contenu radiophonique et télévisuel a

été numérisée pour cette section. Dans le cas de l'extrait « Marthe Racine : 50 millionième visite à l'Expo », nous avons même réussi à retrouver Madame Racine, maintenant âgée de 80 ans, pour qu'elle nous raconte ses souvenirs au sujet de cette journée spéciale.

<sup>1</sup> This section is being updated and is not available on the Web at the time of this writing.



## 7.5.2 Capsules Available for Podcast

Capsules du 29 août 2007 :

### **Les Saltimbanques censurés**

Trois agents de la moralité arrêtent des comédiens au pavillon de la Jeunesse.

### **Jour de fermeture**

Les tourniquets de l'Expo 67 tournent pour la dernière fois le 30 octobre.

Capsules du 22 août 2007 :

### **L'Homme dans la Cité**

Le pavillon de l'Homme dans la Cité offre un voyage dans une ville futuriste.

### **Un cocktail LSD**

Une table ronde sur le LSD est présentée au pavillon de la Jeunesse.

Capsules du 15 août 2007 :

### **Les Pavillons africains**

L'exotisme des Pavillons africains séduit de nombreux Montréalais.

### **Les gendarmes du Pavillon belge**

Colette Devlin s'intéresse à l'uniforme de la Gendarmerie royale belge...

Capsules du 8 août 2007 :

### **La cuisine du Pavillon britannique**

Le Pavillon britannique combat les préjugés dont souffrent la cuisine et l'art anglais.

### **La cuisine du Pavillon français**

Le chef du restaurant du Pavillon français donne sa définition de la cuisine érotique.

Capsules du 1er août 2007 :

### **Le pavillon de la Jeunesse**

Trois hôtesses du pavillon de la Jeunesse parlent de leur expérience.

### **Les objets perdus à l'Expo**

Des articles cocasses se retrouvent dans l'entrepôt des objets perdus.

Capsules du 25 juillet 2007 :

### **Le coût des restos**

Nicole Godin examine les prix des restaurants de l'Expo 67.

### **Le Café dansant**

Bernard Derome visite le sympathique

Café dansant du pavillon de la Jeunesse. Capsules du 18 juillet 2007 :

### **Au pavillon de l'URSS**

Les visiteurs du Pavillon soviétique expérimenteront une balade cosmique.

### **Le pavillon des États-Unis**

Bernard Derome et Andréanne Lafond explorent la sphère du Pavillon américain.

Capsules du 11 juillet 2007 :

### **Le pavillon du Québec**

Interrogés par Bernard Derome et Colette Devlin, des visiteurs se disent impressionnés par le pavillon du Québec.

### **Le Katimavik**

Colette Devlin et Jean Paré montent au sommet du Katimavik, la pyramide renversée du Pavillon canadien.

Capsules du 4 juillet 2007 :

### **Un festival de jazz à l'Expo**

Environ 5000 personnes assistent au Festival de Jazz organisé à l'Expo dans le cadre de la journée internationale des États-Unis.

### **L'Expo-Express**

Laval Leborgne et Michèle Juneau recueillent les commentaires des premiers passagers de l'Expo-Express.

Capsules du 27 juin 2007 :

### **La veille de l'Expo**

La journaliste Michèle Juneau sonde les Montréalais à la veille de l'Expo.

### **Ouverture de l'Expo**

Les journalistes Andréanne Lafond et Colette Devlin recueillent les commentaires des premiers visiteurs de l'Expo.

Les baladodiffusions sont disponibles à partir de cette adresse :

<http://rss.radio-canada.ca/archives/expo.xml>

### 7.5.3 Canadiens Vs. Nordiques: A Historic Rivalry

<http://archives.radio-canada.ca/sports/hockey//dossiers/3449/>

Pendant des décennies, la célèbre Soirée du hockey a animé la ferveur des partisans tous les samedis soirs de 1952 à 2004. À Radio-Canada, l'opposition entre les Nordiques de Québec et les Canadiens de Montréal a marqué la mémoire collective des Québécois de 1979 à 1988 et nous avons élaboré un dossier pour retracer les moments les plus marquants de cette époque. Pour la première fois depuis leur diffusion en direct, nous avons présenté le fameux match du 13 octobre 1979 où pour la deuxième fois de l'histoire, les Canadiens et les Nordiques s'affrontaient sur la glace du Forum de Montréal. Pour le plaisir des fans, nous avons notamment numérisé le match du Vendredi Saint et la non moins célèbre partie où le but d'Alain Côté avait été refusé. Au total, ce dossier comporte 8 clips, dont plusieurs matchs complets et totalise 17 heures d'archives de la télévision.

### 7.5.4 400th Anniversary of Quebec City

Partenaire des Fêtes du 400<sup>e</sup> anniversaire de Québec, CBC/Radio-Canada est engagé activement dans cet événement. Pour souligner cet événement historique majeur, nos équipes de CBC et de Radio-Canada ont élaboré un dossier très complet sur l'histoire de Québec. Dans certains cas, des documents d'archives inédits seront accessibles au grand public. Tout le travail de recherche a été effectué au cours de l'année 2007-2008 et le dossier de CBC [Quebec : 400 years of History](#) est déjà disponible en ligne. Le dossier préparé par l'équipe de Radio-Canada sera disponible dès la première semaine de juin.

### 7.5.5 Thematic Groupings

Comme par les années passées, nous avons créé des dossiers à partir d'archives existantes sur le site. Ces assemblages permettent d'accroître la mise en valeur des archives et de les présenter dans divers contextes, en particulier lors d'événements importants ou de célébrations. Voici des exemples :

[René Lévesque : de journaliste à premier ministre](#) (réutilisation d'archives)

[Lest We Forget](#) (reuse of online material plus 3 new clips)

[Dear Old Dad](#) (reuse of online material)

[An Ode to Mom](#) (reuse of online material)

[Celebrating Black History](#) (reuse of online material plus 2 new clips)

To expand and enhance our On This Day section with multiple news items for selected dates, CBC repackaged 22 existing clips from various topics to create new On This Day items. We also added 4 new clips as obituaries, and reused one clip to prepare an obituary.

**Table 6 Radio-Canada Archival Topics 2007–08**

| Titre du dossier                                   | Nbre clip télé | Durée télé totale | Nbre de clips radio | Durée radio Total | Clips total | Durée total     |
|--|----------------|-------------------|---------------------|-------------------|-------------|-----------------|
| 400e anniversaire de Québec (en ligne 2 juin 2008) | 19             | 01:43:46          | 5                   | 00:55:27          | 24          | 2:39:13         |
| La soirée du hockey (Canadiens-Nordiques)          | 8              | 17:11:09          | 0                   | 0                 | 8           | 17:11:09        |
| René Lévesque : de journaliste à premier ministre  |                |                   |                     |                   |             |                 |
| Le Dalaï lama et la lutte tibétaine                | 14             | 03:00:00          | 5                   | 00:54:21          | 19          | 3:54:21         |
| Réchauffement planétaire à l'horizon               | 8              | 01:13:09          | 4                   | 00:47:54          | 12          | 2:01:03         |
| Dossier spécial : 40e anniversaire d'Expo 67       | 14             | 00:43:35          | 0                   | 00:00:00          | 14          | 0:43:35         |
| <b>Total</b>                                       | <b>63</b>      | <b>23:51:39</b>   | <b>14</b>           | <b>02:37:42</b>   | <b>77</b>   | <b>26:29:21</b> |

**Table 7 CBC Archival Topics 2007–08**

| Titre du dossier  | Nbre clip télé | Durée télé totale | Nbre de clips radio | Durée radio Total | Clips total | Durée total    |
|---|----------------|-------------------|---------------------|-------------------|-------------|----------------|
| Tim Hortons: Coffee, Crullers and Canadiana                           | 9              | 00:40:25          | 3                   | 00:27:15          | 12          | 01:07:39       |
| Quebec City: 400 Years of History                                     | 9              | 00:53:07          | 4                   | 00:20:53          | 13          | 01:14:00       |
| Top 10 NHL Playoff Moments  | 10             | 00:18:50          | 0                   | 0                 | 10          | 00:18:50       |
| Turning Up the Heat: Four Decades of Climate Change                   | 5              | 0:18:23           | 5                   | 00:38:50          | 10          | 0:57:13        |
| Front Row Centre: The Toronto International Film Festival             | 11             | 0:30:00           | 5                   | 00:31:55          | 16          | 1:01:55        |
| Classic Rivals: Montreal Canadiens vs. Boston Bruins (assembly + new) | 4              | 0:09:45           | 0                   | 00:00:00          | 4           | 0:09:45        |
| And the Juno Went to... (assembly + new)                              | 1              | 0:10:28           | 0                   | 00:00:00          | 1           | 0:10:28        |
| Celebrating Black History (assembly + new)                            | 0              | 0:00:00           | 2                   | 00:10:06          | 2           | 0:10:06        |
| Dear Old Dad (assembly)   | 0              | 0:00:00           | 0                   | 00:00:00          | 0           | 0:00:00        |
| An Ode to Mom (assembly)  | 0              | 0:00:00           | 0                   | 00:00:00          | 0           | 0:00:00        |
| Lest We Forget (assembly + new)                                       | 1              | 0:02:16           | 2                   | 00:17:34          | 3           | 0:19:50        |
| Earth Day: Greening the Globe (assembly + new)                        | 0              | 0:00:00           | 2                   | 00:34:32          | 2           | 0:34:32        |
| Various updates   | 16             | 1:37:05           | 11                  | 01:50:30          | 27          | 3:27:35        |
| <b>Total</b>  | <b>66</b>      | <b>4:40:19</b>    | <b>34</b>           | <b>4:51:35</b>    | <b>100</b>  | <b>9:31:53</b> |



## 7.6 *C'est arrivé le...*<sup>2</sup>/*On This Day*

By the end of fiscal 2006–07, we had completed production of more than 366 calendar clips in each language (including for February 29!). These clips look back at key past events for each date in the international, national and regional news (Tables 8 and 9).

By far one of the most popular sections of the Archives site, in both English and French, it is regularly used by teachers, historians, journalists and bloggers. At CBC, ***On This Day*** is now inserted in the pages of CBCNews.ca. In the new version of the Archives site, it is now possible to offer more than one news item a day and it is with this in mind that we created new clips for this section, in both English and French.

A total of 26 new French clips were produced and put online. At CBC, 50 new clips were produced and 33 new clips were digitized.

- 22 new ***On This Day*** items were created from existing clips on the site, with original The Story and Did You Know text created specifically for the new format.
- Two ***On This Day*** items were updated with new text.
- Three new obituaries were launched – three using new clips, one from existing material (June Callwood, Boris Yeltsin and Robert Goulet). Original text was created and the clips were heavily promoted across CBCNews.ca. Two more obituaries were prepared using new material.

### New Feature: ***ALSO On This Day***

In the first part of this fiscal year, we continued to create “***Also On This Day***” text to add to our daily feature. A full year’s worth of text was created, and is being prepared for translation into French. With an average of three items for each day, this adds up to almost 1,000 new text items. These will greatly enhance our already authoritative “today in history” feature by adding textual items about events that were not recorded on audiovisual material, particularly with regard to Canada’s extensive pre-broadcast history.

Our ***On This Day*** feature highlights a television or radio clip about at least one significant event for every day of the year. Of course, there are far more Canadian events of note that merit mentioning. In order to acknowledge those events, we have reserved the final panel of our “Did You Know” section to briefly mention some other events that **also** occurred on that day.

Here is an example of three more events that also occurred on January 1:

- 1863: U.S. President Abraham Lincoln signs the Emancipation Proclamation, freeing more than three million slaves.
- 1886: The Chinese Immigration Act takes effect, imposing a \$50 tax – later \$500 – on each person of Chinese origin entering Canada.
- 1980: A fire kills 48 people celebrating New Year's Eve in the northern Quebec mining town of Chapais.

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<sup>2</sup> In redesigning the website and redefining its content, the section called ***Souvenirs*** in French was renamed ***C'est arrivé le...***

- 1991: The Canada's controversial federal goods and services tax (GST) takes effect.

**Table 8 C'est arrivé le... — Radio-Canada Archives 2007–08 (26 new items)**

| Titre C'est arrivé le...   | Clips télé | Durée télé      | Clips radio | Durée radio     | Clips total | Durée total     |
|--|------------|-----------------|-------------|-----------------|-------------|-----------------|
| 1. Concorde: l'aviation civile à la vitesse du son (1969-10-01)        | 1          | 00:01:40        |             |                 | 1           | 00:01:40        |
| 2. Kofi Annan et l'ONU, Nobel de la paix (2001-10-12)                  | 1          | 00:02:07        |             |                 | 1           | 00:02:07        |
| 3. Laïka, chienne de l'espace (1957-11-03)                             | 1          | 00:00:44        |             |                 | 1           | 00:00:44        |
| 4. Une bibliothèque pour le Québec (1967-11-10)                        |            |                 | 1           | 00:02:51        | 1           | 00:02:51        |
| 5. Martin Scorsese, l'Amérique à l'écran (1942-11-17)                  | 1          | 00:01:49        |             |                 | 1           | 00:01:49        |
| 6. Florence Arthaud, l'Atlantique en solitaire (1990-11-18)            | 1          | 00:16:31        |             |                 | 1           | 00:16:31        |
| 7. Le Boléro de Ravel, un succès inattendu (1928-11-22)                |            |                 | 1           | 00:07:32        | 1           | 00:07:32        |
| 8. Maurice Béjart, une étoile nous a quittés (2007-11-22)              | 1          | 00:07:07        |             |                 | 1           | 00:07:07        |
| 9. La coupe Grey aux Alouettes (1977-11-27)                            | 1          | 00:06:23        |             |                 | 1           | 00:06:23        |
| 10. Alphonse Desjardins: coopérer pour mieux épargner (1900-12-06)     |            |                 | 1           | 00:16:00        | 1           | 00:16:00        |
| 11. Jim Morrison, la naissance d'une légende (1943-12-08)              |            |                 | 1           | 00:11:18        | 1           | 00:11:18        |
| 12. Antonio Barrette, premier ministre du Québec (1960-01-08)          | 1          | 00:10:07        |             |                 | 1           | 00:10:07        |
| 13. Yves Saint Laurent, la mode réinventée (1958-01-30)                | 1          | 00:02:52        |             |                 | 1           | 00:02:52        |
| 14. Victoria Matthews, évêque au féminin (1994-02-12)                  | 1          | 00:02:42        |             |                 | 1           | 00:02:42        |
| 15. République arabe Saharahoui (1976-02-26)                           |            |                 | 1           | 00:21:44        | 1           | 00:21:44        |
| 16. Un autre record pour Steve Fossett (2005-03-03)                    | 1          | 00:02:46        |             |                 | 1           | 00:02:46        |
| 17. L'île Maurice accède à l'indépendance (1968-03-12)                 |            |                 | 1           | 00:05:51        | 1           | 00:05:51        |
| 18. La francophonie en fête (1990-03-20)                               | 1          | 00:03:48        |             |                 | 1           | 00:03:48        |
| 19. Camil Samson, chef du Ralliement créditiste du Québec (1970-03-22) | 1          | 00:17:20        |             |                 | 1           | 00:17:20        |
| 20. Microsoft, naissance du géant de l'informatique (1975-04-04)       | 1          | 00:22:58        |             |                 | 1           | 00:22:58        |
| 21. Rainier - Kelly: «le mariage du siècle» (1956-04-19)               | 1          | 00:08:05        |             |                 | 1           | 00:08:05        |
| 22. Alan Shepard, premier américain dans l'espace (1961-05-05)         |            |                 | 1           | 00:08:36        | 1           | 00:08:36        |
| 23. Sous la Manche, un tunnel...(1994-05-06)                           | 1          | 00:02:42        |             |                 | 1           | 00:02:42        |
| 24. Le Centre canadien d'architecture ouvre ses portes (1989-05-07)    | 1          | 00:04:57        |             |                 | 1           | 00:04:57        |
| 25. Vers une Allemagne réunifiée (1990-05-18)                          |            |                 | 1           | 00:06:58        | 1           | 00:06:58        |
| 26. Aux urnes citoyennes! (1918-05-24)                                 | 1          | 00:12:41        |             |                 | 1           | 00:12:41        |
| <b>Total</b>   | <b>19</b>  | <b>02:07:19</b> | <b>8</b>    | <b>01:20:50</b> | <b>27</b>   | <b>03:28:09</b> |

**Table 9 On This Day — CBC Digital Archives 2007–08 (33 new items)**

| Titre On This Day                                    | Clips télé | Durée télé     | Clips radio | Durée radio    | Clips total | Durée total    |
|--|------------|----------------|-------------|----------------|-------------|----------------|
| 1. A 'miracle' landing                               |            |                | 1           | 00:03:00       | 1           | 00:03:00       |
| 2. What is love? Ask a kid                           |            |                | 1           | 00:04:33       | 1           | 00:04:33       |
| 3. Fitness craze sweeps the nation                   | 1          | 00:02:15       |             |                | 1           | 00:02:15       |
| 4. Ottawa cheers for Barbara Ann Scott               |            |                | 1           | 00:03:38       | 1           | 00:03:38       |
| 5. Trying out for Jeopardy!                          | 1          | 00:01:35       |             |                | 1           | 00:01:35       |
| 6. Roch Carrier's birthday                           |            |                | 1           | 00:22:06       | 1           | 00:22:06       |
| 7. The RCMP turns 100                                | 1          | 00:07:15       |             |                | 1           | 00:07:15       |
| 8. Reform is formed                                  | 1          | 00:01:58       |             |                | 1           | 00:01:58       |
| 9. Ontario passes tough new anti-smoking legislation | 1          | 00:02:22       |             |                | 1           | 00:02:22       |
| 10. The creation of Norad                            |            |                | 1           | 00:01:33       | 1           | 00:01:33       |
| 11. Jean Vanier opens first L'Arche house            | 1          | 00:06:27       |             |                | 1           | 00:06:27       |
| 12. Does cricket have a future in Canada?            | 1          | 00:02:52       |             |                | 1           | 00:02:52       |
| 13. Newfoundland votes for secular schools           |            |                | 1           | 00:14:34       | 1           | 00:14:34       |
| 14. Mulroney is sworn in as PM                       | 1          | 00:03:53       |             |                | 1           | 00:03:53       |
| 15. The computer kid                                 | 1          | 00:02:54       |             |                | 1           | 00:02:54       |
| 16. 1984 is Orwell's year                            | 1          | 00:02:07       |             |                | 1           | 00:02:07       |
| 17. Lorne Green's birthday                           | 1          | 00:14:37       |             |                | 1           | 00:14:37       |
| 18. National Gallery opens                           | 1          | 00:09:39       |             |                | 1           | 00:09:39       |
| 19. Al Waxman's birthday                             | 1          | 00:05:04       |             |                | 1           | 00:05:04       |
| 20. Potlatch outlawed                                | 1          | 00:03:41       |             |                | 1           | 00:03:41       |
| 21. Air Farce tax tips                               | 1          | 00:01:37       |             |                | 1           | 00:01:37       |
| 22. CEO polluter gets jail time                      | 1          | 00:02:21       |             |                | 1           | 00:02:21       |
| 23. Montreal gets baseball franchise                 | 1          | 00:06:08       |             |                | 1           | 00:06:08       |
| 24. The start of summer? Says who?                   | 1          | 00:03:08       |             |                | 1           | 00:03:08       |
| 25. Behind the beak, with B.J. Birdy                 | 1          | 00:01:36       |             |                | 1           | 00:01:36       |
| 26. Protester pies Prime Minister Chrétien           | 1          | 00:02:28       |             |                | 1           | 00:02:28       |
| 27. Supreme Court answers Quebec secession questions | 1          | 00:04:34       |             |                | 1           | 00:04:34       |
| 28. Much Music hits the airwaves                     |            |                | 1           | 00:09:43       | 1           | 00:09:43       |
| 29. BTO tops the Billboard chart                     |            |                | 1           | 00:04:17       | 1           | 00:04:17       |
| 30. Eskies eke out record fourth Grey Cup            | 1          | 00:01:47       |             |                | 1           | 00:01:47       |
| 31. A very icy fundraiser                            |            |                | 1           | 00:04:42       | 1           | 00:04:42       |
| 32. Dollar parity                                    | 1          | 00:00:29       |             |                | 1           | 00:00:29       |
| 33. Escuminac disaster                               | 2          | 00:19:33       | 1           | 00:03:11       | 3           | 00:22:44       |
| <b>Total</b>   | <b>25</b>  | <b>1:43:53</b> | <b>10</b>   | <b>1:11:17</b> | <b>35</b>   | <b>2:55:01</b> |

## **7.7 Individual Archival Documents**

To enrich the online archives collection, the new site architecture now lets us present individual archival documents. Not only do these documents enrich the site's new categories, they also let us respond more quickly to events in the news by highlighting an event or the death of a well-known personality. In other cases, it is the inherent historical value of the document that makes us decide to make it available online.

Over the past year, we have put together a series on lifestyles, which has enabled us to enrich this theme on the site. We also published a few clips, notably at the beginning of the hockey playoffs, on World Water Day and on the 40th anniversary of May '68.

### **7.7.1 Lifestyle**

With a view to offering a more representative selection of life in other days, we developed a collection of clips focusing more specifically on past fashions and social trends to help visitors understand what they were like and how they have evolved.

The angle we adopt is to use a period format based on thematic clips from the program collections. These clips are now available under the category of [Lifestyle](#) or [Art de vivre](#) and are further broken down according to the dominant subject (Etiquette, Fashion & Beauty, Fitness, Food, Homemaking, Leisure, Living, Pastimes, Travel).

In all, this collection adds over 8 hours of digitized content to the site, 4 in English and 4 in French (Tables 10 and 11).

### **7.7.2 Thematic Archival Documents**

Visitors, journalists and archivists have asked to see or hear specific archival documents again in order to mark a specific event or the death of a well-known personality, or simply because of the documents' historical value. Now that this is possible, we can illustrate most news events from the archives (Tables 12 and 13).

Here are a few examples:

[L'eau des eskers](#)

[Icebergs : nouvelle source d'eau douce](#)

[Coupe Stanley de 1986 : une première pour Patrick Roy](#)

[Mai 68, la révolte des étudiants de Paris](#)

### **7.7.3 CBC Topic Updates**

Throughout the year, we monitored and updated topics that continued to have relevance to stories and themes still in the news. Some 27 new clips were added to expand existing topics, breathing new life into them with contemporary material or new archival discoveries.

We also updated 16 existing topics to add relevant textual information that occurred since they were written. Examples include June Callwood (after her death), Residential Schools, Tornadoes, the Canadarm, and most of our Provincial Elections topics (after 2007 elections were held.)

**Table 10 Clips from the *Art de vivre* Series — Radio-Canada Archives — 2007–08**

| Art de vivre                                  | Nbre       | Durée          | Nbre de     | Durée          | Total clips | Total Durée    |
|---|------------|----------------|-------------|----------------|-------------|----------------|
|   | clips télé | Totale (télé)  | clips radio | radio Total    |             |                |
| Combattre la chaleur de l'été                 | 0          |                | 1           | 0:13:45        | 1           | 0:13:45        |
| Croquembouche                                 | 1          | 00:07:07       | 0           |                | 1           | 00:07:07       |
| Déguster la viande de cheval                  | 0          |                | 1           | 00:02:56       | 1           | 00:02:56       |
| Des sylvistes québécois en France             | 0          |                | 1           | 00:08:27       | 1           | 00:08:27       |
| Du magasinage                                 | 0          |                | 1           | 00:03:10       | 1           | 00:03:10       |
| L'éducation des enfants                       | 0          |                | 1           | 00:03:44       | 1           | 00:03:44       |
| Escalade au Saguenay                          | 1          | 00:19:46       | 0           |                | 1           | 00:19:46       |
| La famille canadienne et les vacances         | 1          | 00:21:50       | 0           |                | 1           | 00:21:50       |
| La famille en 1964                            | 1          | 00:08:24       | 0           |                | 1           | 00:08:24       |
| Le Mea culpa de Madame Banlieue               | 0          |                | 1           | 00:03:30       | 1           | 00:03:30       |
| Le changement des habitudes alimentaires      | 1          | 00:22:23       | 0           |                | 1           | 00:22:23       |
| Le cours de maintien                          | 1          | 00:02:28       | 0           |                | 1           | 00:02:28       |
| Le doré à la bière                            | 1          | 00:03:13       | 0           |                | 1           | 00:03:13       |
| Le droit d'être malade pour la femme au foyer | 0          |                | 1           | 00:03:19       | 1           | 00:03:19       |
| Les conseils de Théo Chentrier                | 1          | 00:10:17       | 0           |                | 1           | 00:10:17       |
| Les femmes et la mode                         | 1          | 00:25:45       | 0           |                | 1           | 00:25:45       |
| Les loisirs des jeunes                        | 1          | 0:10:55        | 0           |                | 1           | 00:10:55       |
| Les mères trop patientes                      | 0          |                | 1           | 00:04:10       | 1           | 00:04:10       |
| Nager avec bébé                               | 1          | 00:02:29       | 0           |                | 1           | 00:02:29       |
| Quand chapeau et coiffure sont de mèche       | 1          | 00:06:21       | 0           |                | 1           | 00:06:21       |
| Quatre mouvements de yoga                     | 1          | 00:06:38       | 0           |                | 1           | 00:06:38       |
| Recevoir six personnes à dîner                | 1          | 00:07:04       | 0           |                | 1           | 00:07:04       |
| Rencontre avec Anathase Lepage                | 1          | 00:17:59       | 0           |                | 1           | 00:17:59       |
| S'équiper pour le camping                     | 1          | 00:10:11       | 0           |                | 1           | 00:10:11       |
| Skier sur un glacier                          | 1          | 00:15:42       | 0           |                | 1           | 00:15:42       |
| Soupe aux noisettes                           | 0          |                | 1           | 00:01:29       | 1           | 00:01:29       |
| Vider son panier de reprisage                 | 0          |                | 1           | 00:03:09       | 1           | 00:03:09       |
| <b>Total</b>                                  | <b>17</b>  | <b>3:18:32</b> | <b>10</b>   | <b>0:43:01</b> | <b>27</b>   | <b>4:01:33</b> |

**Table 11 Clips from *Lifestyle Series* — CBC Archives — 2007–08**

| Lifestyle  | Clips télé | Durée télé     | Clips radio | Durée radio    | Clips total | Durée totale    |
|--|------------|----------------|-------------|----------------|-------------|-----------------|
| 1. The irreplaceable housewife, 1966               | 0          | 0:00:00        | 1           | 0:04:13        | 1           | 00:04:13        |
| 2. 'Baby toting' in 1963                           | 1          | 0:10:21        | 0           | 0:00:00        | 1           | 00:10:21        |
| 3. Funeral etiquette by Kate Aitken, 1953          | 0          | 0:00:00        | 1           | 0:08:20        | 1           | 00:08:20        |
| 4. CBC Stamp Club visits ailing kids, 1950         | 0          | 0:00:00        | 1           | 0:14:01        | 1           | 00:14:01        |
| 5. Two husbands, two wives and a baby, 1972        | 1          | 0:10:30        | 0           | 0:00:00        | 1           | 00:10:30        |
| 6. Softer shoulders, fuller skirts, 1947           | 0          | 0:00:00        | 1           | 0:03:09        | 1           | 00:03:09        |
| 7. Beauty begins in the kitchen, 1960              | 1          | 0:09:04        | 0           | 0:00:00        | 1           | 00:09:04        |
| 8. Doctor Spock on the Spock generation, 1993      | 1          | 0:15:30        | 0           | 0:00:00        | 1           | 00:15:30        |
| 9. Slimming down and toning up, 1963               | 1          | 0:07:03        | 0           | 0:00:00        | 1           | 00:07:03        |
| 10. Aging boomers walking for leisure, 1991        | 1          | 0:02:45        | 0           | 0:00:00        | 1           | 00:02:45        |
| 11. Learning the value of a dollar, 1985           | 1          | 0:04:00        | 0           | 0:00:00        | 1           | 00:04:00        |
| 12. Should tall teens play sports?, 1952           | 0          | 0:00:00        | 1           | 0:01:14        | 1           | 00:01:14        |
| 13. First Canadian fashion show                    | 0          | 0:00:00        | 1           | 0:02:09        | 1           | 00:02:09        |
| 14. Tap dancing on the radio, 1941                 | 0          | 0:00:00        | 1           | 0:08:30        | 1           | 00:08:30        |
| 15. Learning to knit... or maybe not, 1983         | 0          | 0:00:00        | 1           | 0:10:22        | 1           | 00:10:22        |
| 16. "This ride has all the actions of a kangaroo!" | 0          | 0:00:00        | 1           | 0:06:50        | 1           | 00:06:50        |
| 17. No neon for Canada's oldest sport              | 0          | 0:00:00        | 1           | 0:06:05        | 1           | 00:06:05        |
| 18. "You can fly in 362 degrees"                   | 0          | 0:00:00        | 1           | 0:05:03        | 1           | 00:05:03        |
| 19. The really big one that got away               | 0          | 0:00:00        | 1           | 0:03:03        | 1           | 00:03:03        |
| 20. 'Is there a teenage problem today?'            | 0          | 0:00:00        | 1           | 0:41:38        | 1           | 00:41:38        |
| 21. Drop in on the Drainies                        | 0          | 0:00:00        | 1           | 0:13:33        | 1           | 00:13:33        |
| 22. Dairy delights for the 1950 housewife          | 0          | 0:00:00        | 1           | 0:09:41        | 1           | 00:09:41        |
| 23. Canadian duck cooked a Chinese way             | 1          | 0:24:22        | 0           | 0:00:00        | 1           | 00:24:22        |
| 24. Are you an autumn or a spring?                 | 1          | 0:08:00        | 0           | 0:00:00        | 1           | 00:08:00        |
| 25. Figuring out the step-family                   | 1          | 0:26:18        | 0           | 0:00:00        | 1           | 00:26:18        |
| 26. Chevalier means Canadian chic                  | 1          | 0:02:46        | 0           | 0:00:00        | 1           | 00:02:46        |
| 27. Learning how to behave in the wired world      | 1          | 0:06:40        | 0           | 0:00:00        | 1           | 00:06:40        |
| 28. Learning, rather than punishment               | 1          | 0:11:18        | 0           | 0:00:00        | 1           | 00:11:18        |
| 29. Model home show and tell                       | 1          | 0:19:29        | 0           | 0:00:00        | 1           | 00:19:29        |
| <b>Total</b>                                       | <b>14</b>  | <b>2:38:06</b> | <b>15</b>   | <b>2:17:51</b> | <b>29</b>   | <b>04:55:57</b> |

**Table 12 Individual Clips — Radio-Canada — 2007–08**

| Titre du clip   | Clips télé | Durée télé     | Clips radio | Durée radio    | Clips total | Durée total    |
|---|------------|----------------|-------------|----------------|-------------|----------------|
| Israël, terre de contraste  | 1          | 0:24:06        |             |                | 1           | 0:24:06        |
| Mai 68 : la révolte des étudiants de Paris  | 1          | 00:23:00       |             |                | 1           | 00 :23 :00     |
| Quand budget et souliers vont de pair   |            |                | 1           | 0:04:46        | 1           | 0:04:46        |
| Paul-Émile Tremblay pris au piège (Nouvelles)<br>(Le poisson au menu - poisson d'avril) | 1          | 0:11:25        |             |                | 1           | 0:11:25        |
| Des auditeurs pris au piège   |            |                | 1           | 00:03:26       | 1           | 0:03:26        |
| L'eau des Esker (Journée mondiale de l'eau)   | 1          | 0:10:58        |             |                | 1           | 0:10:58        |
| Icebergs : nouvelle source d'eau douce (Journée mondiale de l'eau)                      | 1          | 0:07:41        |             |                | 1           | 0:07:41        |
| <b>Total</b>  | <b>5</b>   | <b>1:17:10</b> | <b>2</b>    | <b>0:08:12</b> | <b>7</b>    | <b>1:25:22</b> |



**Table 13 Individual Clips — CBC — 2007–08**

| Titre du clip   | Clips télé | Durée télé     | Clips radio | Durée radio    | Clips total | Durée total    |
|---|------------|----------------|-------------|----------------|-------------|----------------|
| Remembering Robert Goulet (obit)                                  |            |                | 1           | 00:09:11       | 1           | 00:09:11       |
| Boris Yeltsin visits Canada (obit)                                | 1          | 0:03:23        |             |                | 1           | 0:03:23        |
| Remembering June Callwood, 1924-2007 (obit)                       |            |                | 1           | 00:10:50       | 1           | 00:10:50       |
| Writers' champion Robert Weaver dies (obit)                       |            |                | 1           | 00:05:57       | 1           | 00:05:57       |
| Basketball court of law   | 1          | 0:01:37        |             |                | 1           | 0:01:37        |
| Robert Mugabe's push for independence                             | 1          | 0:05:22        |             |                | 1           | 0:05:22        |
| The man with the golden pen                                       | 1          | 0:27:16        |             |                | 1           | 0:27:16        |
| Swiss chemist discovers LSD                                       |            |                | 1           | 00:06:52       | 1           | 00:06:52       |
| Newfoundland and Labrador goes blue (NL elections topic)          | 1          | 0:02:38        |             |                | 1           | 0:02:38        |
| A minor win for Charest (Quebec elections topic)                  | 1          | 0:06:59        |             |                | 1           | 0:06:59        |
| Former fiddler becomes the new premier (N.S. elections topic)     | 1          | 0:02:17        |             |                | 1           | 0:02:17        |
| Yukon Party pulls off another win (Yukon elections topic)         |            |                | 1           | 00:01:56       | 1           | 00:01:56       |
| Callwood's last interview (Callwood topic)                        | 1          | 0:11:16        |             |                | 1           | 0:11:16        |
| Remembering June Callwood, 1924-2007(Callwood topic)              |            |                | 1           | 00:10:50       | 1           | 00:10:50       |
| Redress at last (Chinese Immigration topic)                       | 1          | 0:02:44        |             |                | 1           | 0:02:44        |
| Behold the persian (Canadian foods topic)                         |            |                | 1           | 00:09:31       | 1           | 00:09:31       |
| Ghiz kid takes over (PEI elections topic)                         | 1          | 0:02:13        |             |                | 1           | 0:02:13        |
| Is the Cup Wonder-worthy? (Grassroots hockey topic)               | 1          | 0:04:15        |             |                | 1           | 0:04:15        |
| Three-peat for Doer (Manitoba elections topic)                    | 1          | 0:01:54        |             |                | 1           | 0:01:54        |
| Missiles haven't finished the RCAF, says robot (Avro Arrow topic) | 1          | 0:01:14        |             |                | 1           | 0:01:14        |
| Not guilty, says judge (Tainted blood topic)                      | 1          | 0:02:58        |             |                | 1           | 0:02:58        |
| The coronation of Danny Williams (NL elections topic)             | 1          | 0:12:47        |             |                | 1           | 0:12:47        |
| Stursberg on Lili Marlene (Foreign Correspondents topic)          |            |                | 1           | 00:03:24       | 1           | 00:03:24       |
| Canada goes cellular (Telephones topic)                           | 1          | 0:06:27        |             |                | 1           | 0:06:27        |
| Thatcher triumphs again (Sask. Elections topic)                   |            |                | 1           | 00:02:02       | 1           | 00:02:02       |
| NDP can't climb past Wall (Sask. Elections topic)                 | 1          | 0:02:31        |             |                | 1           | 0:02:31        |
| The princess bride (Queen Elizabeth topic)                        |            |                | 1           | 00:03:09       | 1           | 00:03:09       |
| Canadian painting in the '30s (Group of Seven topic)              |            |                | 1           | 00:17:45       | 1           | 00:17:45       |
| Gouzenko's daughter speaks (Gouzenko topic)                       |            |                | 1           | 00:14:21       | 1           | 00:14:21       |
| Bret Hart's childhood memories (Wrestling in Canada topic)        |            |                | 1           | 00:25:26       | 1           | 00:25:26       |
| Lighthouse Santa (Christmas topic)                                |            |                | 1           | 00:02:40       | 1           | 00:02:40       |
| Goodbye, wooden hockey sticks (Spirit of Hockey topic)            |            |                | 1           | 00:07:51       | 1           | 00:07:51       |
| John A. Macdonald biography (John A. Macdonald topic)             |            |                | 1           | 00:30:15       | 1           | 00:30:15       |
| Breaking hockey's colour barrier (Black History topic)            |            |                | 1           | 00:12:22       | 1           | 00:12:22       |
| Seized paintings not pornographic: judge (Art censorship topic)   | 1          | 0:02:04        |             |                | 1           | 0:02:04        |
| <b>Total</b>  | <b>18</b>  | <b>1:39:55</b> | <b>17</b>   | <b>2:54:22</b> | <b>35</b>   | <b>4:34:17</b> |



### 7.7.4 *Guess Who?/Devinez !*

One of the objectives of the redesign was to breathe new life into the content presented on the Archives site, notably by creating sections that would be more entertaining and interactive.

The idea of this section is to test visitors' memory by challenging them to recognize faces or voices from the past in a television archives clip or a sound bite. By clicking on the link, visitors discover a television or radio clip that reveals the identity of the person in question.



The screenshot shows a section titled "Devinez !" with a mouse cursor pointing to the text. Below the title is a small video player showing a woman speaking. To the right of the video, the text reads: "Comment s'appelle cette journaliste? Pouvez-vous nommer cette journaliste, interviewée au sujet de la motivation des étudiants?". Below the video, it says "Télévision 1 min 37 s". At the bottom right of the section, there is a button that says "Faites le test" with a right-pointing arrow.

#### **Devinez !**

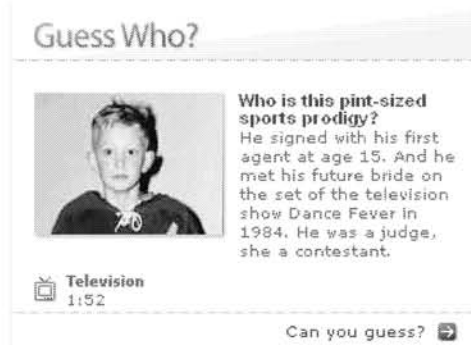
In 2007–08, we found a number of archival clips for this section and will continue to add to it each week from June 2008 on. Personalities featured include: Bernard Landry, Charles Taylor, Lysianne Gagnon, James Bamber, Claude Jasmin, Louise Harel, Simon Durivage, Joël Le Bigot, Jean-Paul Lallier, Denis Coderre, and more!

#### **Guess Who?**

In March 2008 we launched the new **Guess Who?** feature with the site redesign, and it was an immediate hit. There are 17 **Guess Who?** items on the CBC Digital Archives site, featuring the following famous faces: Kim Campbell, Joe Clark, Austin Clarke, Céline Dion, Tom Green, Lorne Greene, Wayne Gretzky, Peter Gzowski, René Lévesque, Ashley MacIsaac, Rita MacNeil, Peter Mansbridge, Alanis Morissette, William Shatner, Carol Shields, Kiefer Sutherland, Alex Trebek.

About an hour of new material has been put online for this feature.

The **Guess Who?** feature was popular enough to receive promotion on the main CBC.ca page and Entertainment Portal, as well as blogs and video sites around the Internet.



The screenshot shows a section titled "Guess Who?". Below the title is a small video player showing a young boy. To the right of the video, the text reads: "Who is this pint-sized sports prodigy? He signed with his first agent at age 15. And he met his future bride on the set of the television show Dance Fever in 1984. He was a judge, she a contestant." Below the video, it says "Television 1:52". At the bottom right of the section, there is a button that says "Can you guess?" with a right-pointing arrow.

**Table 14 Devinez ! — Radio-Canada — 2007–08**

| Titre du clip   | Nbre clip télé | Durée télé totale | Nbre de clips radio | Durée radio Total | Clips total | Durée total    |
|---|----------------|-------------------|---------------------|-------------------|-------------|----------------|
| Qui est ce jeune militant ? (Bernard Landry)                | 1              | 0:01:06           |                     |                   | 1           | 0:01:06        |
| Qui est cette étudiante ? (Louise Harel)                    | 1              | 0:01:49           |                     |                   | 1           | 0:01:49        |
| Pouvez-vous reconnaître cet étudiant? (Julius Grey)         | 1              | 0:02:04           |                     |                   | 1           | 0:02:04        |
| Qui est ce journaliste de l'émission Le 60? (Daniel Pinard) | 1              | 0:00:31           |                     |                   | 1           | 0:00:31        |
| Pouvez-vous reconnaître cette avocate? (Andrée Ruffo)       | 1              | 0:00:26           |                     |                   | 1           | 0:00:26        |
| Comment s'appelle ce critique d'art? (Claude Jasmin)        | 1              | 0:03:47           |                     |                   | 1           | 0:03:47        |
| Qui est ce ministre de l'éducation? (Jean-Paul L'Allier)    | 1              | 0:00:47           |                     |                   | 1           | 0:00:47        |
| <b>Total</b>  | <b>7</b>       | <b>0:10:30</b>    | <b>0</b>            | <b>0:00:00</b>    | <b>7</b>    | <b>0:10:30</b> |

**En production (déjà numérisés)**

Louise Vandelac  
Chantale Hébert  
René Homier-Roy  
Pierre Bourque

Stéphan Bureau  
Jean Doré  
Lysianne Gagnon  
Joël LeBigot  
Simon Durivage  
Claude Charron

Nathalie Petrowski  
Jean Doré  
Fernand Dumont  
Gilles Duceppe

**Table 15 Guess Who? — CBC — 2007–008**

| Titre du clip          | Nbre clip télé | Durée télé totale | Nbre de clips radio | Durée radio Total | Clips total | Durée total    |
|------------------------|----------------|-------------------|---------------------|-------------------|-------------|----------------|
| Lorne Greene           |                |                   | 1                   | 0:05:59           | 1           | 0:05:59        |
| Rita MacNeil           | 1              | 00:18:20          |                     |                   | 1           | 0:18:20        |
| Tom Green              | 1              | 00:02:37          |                     |                   | 1           | 0:02:37        |
| William Shatner        |                |                   | 1                   | 0:03:45           | 1           | 0:03:45        |
| Peter Mansbridge       | 1              | 00:02:11          |                     |                   | 1           | 0:02:11        |
| Carol Shields          | 1              | 00:05:13          |                     |                   | 1           | 0:05:13        |
| Joe Clark (reused)     |                | 00:00:00          |                     |                   | 1           | 0:00:00        |
| Kim Campbell (reused)  |                | 00:00:00          |                     |                   | 1           | 0:00:00        |
| Ashley Maclsaac        | 1              | 00:04:54          |                     |                   | 1           | 0:04:54        |
| Kiefer Sutherland      | 1              | 00:01:27          |                     |                   | 1           | 0:01:27        |
| Austin Clark           | 1              | 00:07:21          |                     |                   | 1           | 0:07:21        |
| Celine Dion            | 1              | 00:00:57          |                     |                   | 1           | 0:00:57        |
| René Lévesque          |                |                   | 1                   | 0:01:55           | 1           | 0:01:55        |
| Wayne Gretzky (reused) |                | 00:00:00          |                     |                   | 1           | 0:00:00        |
| Alex Trebek            | 1              | 0:00:41           |                     |                   | 1           | 0:00:41        |
| Peter Gzowski          | 1              | 0:04:04           |                     |                   | 1           | 0:04:04        |
| Alanis Morissette      | 1              | 0:05:40           |                     |                   | 1           | 0:05:40        |
| <b>Total</b>           | <b>11</b>      | <b>0:53:25</b>    | <b>3</b>            | <b>0:11:39</b>    | <b>14</b>   | <b>1:05:04</b> |

## 8 Copyright

2007–08 will definitely be one of the more positive years with regard to rights negotiations. Our efforts have gradually led to broader reflection about negotiating rights for reusing archival material on the Internet, notably as regards the use of incidental music in features and documentaries.

### 8.1 Collective Agreement

The announced agreement between Radio-Canada and Union des artistes was finally concluded and will go into effect in the summer of 2008. This agreement provides for an exclusive rate for the Radio-Canada Archives site.

Thanks to this historic milestone in the development of the project, we will notably be able to post new interviews with celebrated Quebec performers of the stage, cinema and song. Next we will approach the Société des auteurs de radio, télévision et cinéma (SARTEC). An agreement with SARTEC would allow visitors to access programs written by these authors (e.g., *Atome et galaxie*) or works such as radio or television soap operas, TV dramas or even certain variety programs.

At CBC, efforts with the American Federation of Musicians resulted in the renewal of the agreement, which was successfully renegotiated and now permits the use of complete programs that include the performance of musicians.

Since the Archives website is fortunate to have agreements with AFM and the Writers Guild of Canada, the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) remains the elusive third piece of the puzzle. The CBC as a whole is working toward a new agreement with ACTRA. Until an agreement is reached, the inability to post content containing performers remains one of our key limitations. Despite that, we are currently consulting with our legal counsel about the possibility of making available for the first time on our site early CBC Radio and Television dramas.

### 8.2 Rights Clearance at Radio-Canada

Year after year, we continue our efforts to acquire use rights for presenting clips or complete programs on the Archives site.

In the spring of 2008, Radio-Canada's legal department negotiated a general agreement with one of the biggest suppliers of incidental music. This agreement now lets us use on the Internet any feature/documentary that contains music clips from this supplier. Similar negotiations are being conducted with other incidental music suppliers.

Each day, our copyright officers analyze the selected archival documents in order to source the rights holders and negotiate individual licences for different categories of protected works such sound recordings, audiovisual works and artistic works.

The following is a sampling of licences acquired in 2007–08:

- Licences for use of the Expo 67 theme music, “Un jour, un jour”;
- Licence for use of a documentary on meteorology produced by the National Academy of Sciences;
- Licence for use of an interview with yachtswoman Florence Arthaud;
- Licence for use of an interview with Bill Gates;
- Licence for use of an image of a statue of Terry Fox.

### 8.3 Rights Clearance at CBC

At CBC, early 2008 marked the culmination of years of effort in a key area of copyright constraint: we were granted special permission by the National Hockey League to put online archival segments of NHL hockey games. In previous years our sports content was severely limited by the inability to include hockey game footage, to the point where it had to be edited out of news reports on hockey games. With the extension of CBC’s contract with the NHL, the door opened for the Archives site to put online footage that our audience had been clamouring for since the inception of the site.

At CBC, these rights were extended to allow only a few minutes of game footage from any single *Hockey Night in Canada* broadcast, so the streaming of full games is not currently permitted on the English site. However, the quantity was more than adequate to let us highlight some of the key moments and careers of Canada’s unrivalled hockey legacy. This includes a feature called Top 10 NHL Playoff Moments (in time for the 2008 Stanley Cup Playoffs), a collection of the program *Hockey Night in Canada*, and several single clips on great Canadian players.

Many of our new archival items require extensive rights investigation, particularly for older programs where little original paperwork is available. This research includes requesting original contracts, contacting the parties involved in the program production and consultation with the legal department.

The following is a sampling of various rights licensing achieved in 2007–08:

- License of 16 clips from Air Farce Productions of *Royal Canadian Air Farce* (5 years, to 2012);
- Licensed 3 full *Man Alive* programs from the United Church of Canada (documentaries on location made for CBC) - acquired for the life of the website (*They’ll Tell Me When the Tread’s Gone, How Long Does It Take for a Tree to Grow Here, No Way to Say No*);
- Licensed music used in the *Man Alive* program *Look into the Wild Wood* (Fireworks Stock Production Music);
- Guess Who – 17 high-profile items screened for potential copyright issues; licensed sync rights for the use of “Need for Restoration” (cleared for 5 years, to 2012);
- Licensed the use of 20 photographs for 7 years (they fall into the public domain at the end of this licence period) for *This Hour Has 7 Days*;

- Hockey – various items screened for game footage and rights issues pursuant to our new agreement with the National Hockey League;
- Telescope: Ken Dryden – analyzed for rights issues including game footage;
- Quebec City at 400 – screened various clips for music and further rights issues;
- Tim Hortons – screened three items and acquired one clip from Make-Believe Media, cleared music for another;
- Joanne Kates item – auditioned for rights issues.

### 8.3.1 Rights Analysis

La plupart des projets que nous entreprenons requièrent une analyse des questions de droits avant même de déterminer s'il est possible de les affranchir ou non. Depuis avril 2007, nous avons procédé à l'analyse des questions de droit qui se rapportent à des projets spéciaux et à la collection d'émissions. Certaines de ces émissions n'ont pas été sélectionnées pour la numérisation puisque la Société ne disposait pas encore d'ententes pour les rendre accessibles en ligne.

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Les ateliers</li> <li>• Carrefour radio</li> <li>• Carrefour télé</li> <li>• Consommateurs avertis</li> <li>• Culbute</li> <li>• De broche en bouche</li> <li>• Destins insolites</li> <li>• Entretiens et confidences</li> <li>• Familles d'aujourd'hui</li> <li>• La fine cuisine d'Henri Bernard</li> <li>• Les forces de la nature</li> <li>• Format 30</li> <li>• Les héros du samedi</li> <li>• La situation ce soir</li> <li>• Tout compte fait</li> <li>• Une demi-heure avec...</li> </ul> | <ul style="list-style-type: none"> <li>• L'heure des quilles</li> <li>• Lettre à une Canadienne</li> <li>• Métro-magazine</li> <li>• Ni ange ni bête</li> <li>• Opinions</li> <li>• Propos et confidences</li> <li>• Psychologie de la vie quotidienne</li> <li>• Reflets d'un pays</li> <li>• Reportage radio</li> <li>• Reportage télé</li> <li>• Le réveil rural</li> </ul> |
|--|--|

In early 2008 we identified several CBC Radio and Television series that presented opportunities for inclusion on the site in areas previously restricted by copyright. We began preliminary work in ascertaining and clearing the copyright, where possible, for some of the following:

*Reach for the Top* (TV) – Paperwork and contracts retrieved from archives, episodes researched and screened.

Dramas (TV and Radio) – 35 writers and 30 screen writer adaptors identified whose works had been used on CBC. Research conducted to see what may have gone out of copyright and would be free to use on the site.

*Fireside AI* and *Porchside AI* (Radio) – Approximately 30 classic short stories identified which had been read on the radio by Alan Maitland and may be out of copyright. This is an ongoing project.

Bob Johnstone – rights research into a radio segment called “***On This Day***” – recalled archival contracts from Records Management to ascertain what we can use on the site.

Lifestyles clips: investigated possible rights-restricted material on the following subjects: Leo Chevalier, Chinese Food, Step Family, Colours, Baby Carriers, The Drainies.

Program collections analyzed:

- *Man Alive*: 3 episodes licensed from the United Church of Canada, more rights screening for a dozen other episodes
- *Close Up*: Research on 5 whole programs
- *Quirks and Quarks*: Research on 7 whole programs
- *Hot Type*: Research for 10 episodes
- *Fighting Words*: Research for 10 episodes
- *The Inside Track*: Research on theme music
- *This Hour Has 7 Days*: Rights Research on 9 episodes - each one has issues with footage, stills and music
- *Expedition*: 12 episodes
- *Venture*: 11 episodes
- *Telescope*: 13 episodes
- *Canadian Snapshots* – 6 programs were checked for rights issues including published music and performances that now fall into the public domain
- Research for the rights-intensive Toronto Film Festival topic

#### **8.4 Use of Photos**

During the year 2007–08, we stepped up our efforts to license the use of over a hundred photographs for creating promotional materials or illustrating content on the new Archives site.

In most cases, it is time-consuming work since we have to directly contact the photographers (or their estate) or the persons photographed to obtain their permission to use their image for promotional purposes (image rights).

This image collection will also be used for illustrating various themes on the site. We also acquired photos through agencies such as Getty Images or through iStock Photo or Flickr Creative Commons licence (free under certain conditions).

At CBC, we acquired over 200 high-quality images to help illustrate CBC Radio content, including logos, personalities and thematic images. Approximately 50 required clearance from the rights holders. Sources included the CBC Reference & Design Library, Libraries and Archives Canada, Flickr, BigStock and iStock photo libraries, newspapers and magazines. This is an ongoing project as we are always looking for new images to accompany the old content where no high-quality original images were available.



## 9 Educational Materials

### 9.1 New Educational Material (Radio-Canada)

Au cours de l'année financière 2006-2007, nous avons entrepris la mise à niveau des projets pédagogiques de langue française qui avaient déjà été publiés sur le site depuis 2002 en vue d'élargir leur portée aux milieux d'enseignement francophones du Canada et de les adapter au contexte de la réforme scolaire qui prévaut au Québec. Avec la mise en ligne du nouveau site en mars 2008, nous avons rendus disponibles une nouvelle version des projets pédagogiques en français. Afin que les projets ne soient plus exclusivement dirigés à l'intention des enseignants francophones du Québec, nous avons créé des activités qui peuvent facilement être adaptées aux programmes francophones des autres provinces canadiennes.

Au total, 51 dossiers comportant des projets pédagogiques pour les élèves du dernier cycle du primaire (6<sup>e</sup> année), du secondaire (7<sup>e</sup> -12<sup>e</sup> année) et du collégial (12<sup>e</sup> année) ont été mis à jour. Les services d'une consultante en éducation et enseignante ont été retenus pour réaliser ce mandat (Karine Gottot, Kargomédia). Au total, 153 projets pédagogiques ont été mis à niveau.

Projets pédagogiques mis à jour/liste des dossiers liés

- |   |  |
|---|--|
| <ol style="list-style-type: none"><li>1. Crise d'Oka : la pinède s'enflamme</li><li>2. Draft-dodgers : insoumis, déserteurs et réfractaires</li><li>3. Gouzenko, une affaire d'espionnage</li><li>4. Le Canada dans la tempête du désert</li><li>5. Les réfugiés de la mer</li><li>6. Octobre 70 : le Québec en crise</li><li>7. Tous à l'abri! La menace nucléaire sème la panique</li><li>8. Gabrielle Roy, la passion d'écrire</li><li>9. Gérald Godin, tendre et emporté</li><li>10. Judith Jasmin, femme et journaliste</li><li>11. Le Refus global, révolution totale</li><li>12. Les arts à l'index</li><li>13. Oscar Peterson, le roi du jazz</li><li>14. Punk attitude</li><li>15. Alberta : la ruée vers l'or noir</li><li>16. Combats des chefs</li><li>17. L'éveil de l'Acadie</li><li>18. La motoneige de Bombardier</li><li>19. Libre-échange : la fin du protectionnisme américain?</li><li>20. Nunavut, terre de défis</li><li>21. Peine de mort : la justice qui tue</li><li>22. Quelle situation pour la femme canadienne?</li><li>23. Un drapeau pour le Canada</li><li>24. Africville : expropriation des Noirs néo-écossais</li><li>25. Expo 67 : Montréal capitale du monde</li><li>26. Gais et lesbiennes s'affirment</li><li>27. McLuhan, prophète des temps modernes</li><li>28. Morgentaler, apôtre du libre choix</li><li>29. Terry Fox court pour la vie</li><li>30. C'était le 6 décembre 1989 à l'École polytechnique</li><li>31. Catastrophes minières à Springhill</li><li>32. Glissement de terrain à Saint-Jean-Vianney</li></ol> | <ol style="list-style-type: none"><li>33. Le grand verglas de 1998</li><li>34. Le Saguenay sous les eaux</li><li>35. Ocean Ranger : la plate-forme engloutie</li><li>36. OTS : Aller simple pour l'enfer</li><li>37. Sida, les premières années</li><li>38. CANDU ou le Canada à l'ère nucléaire</li><li>39. Dansereau, l'écologiste aux pieds nus</li><li>40. Fluoration de l'eau : un débat qui perdure</li><li>41. La reproduction humaine dans tous ses états</li><li>42. Les satellites canadiens</li><li>43. Marc Garneau, pionnier de l'espace</li><li>44. Thalidomide : le médicament de la difformité</li><li>45. Gilles Villeneuve, le destin tragique d'un champion</li><li>46. Ils sont fous ces Canadiens</li><li>47. La Coupe Grey, un siècle de passion</li><li>48. La Série du siècle</li><li>49. Le Rocket, héros d'un peuple</li><li>50. Le scandale Ben Johnson</li><li>51. Médaillés olympiques de 1948 à 1968</li></ol> |
|---|--|

### 9.1.1 New Educational Projects/List of Related Topics

D'avril à juin 2007, 60 nouveaux projets pédagogiques ont été réalisés à l'intention des enseignants du primaire (6<sup>e</sup> année), du secondaire (7<sup>e</sup> - 12<sup>e</sup> année) et du collégial (12<sup>e</sup> année). Pour chacun des vingt dossiers suivants, nous avons produit 3 projets pédagogiques

- |   |   |
|---|---|
| <ol style="list-style-type: none"><li>1. Jour du Souvenir, soldats oubliés*</li><li>2. Des femmes sur tous les fronts</li><li>3. Jacques Ferron, conteur du « pays incertain »</li><li>4. La vraie nature de Gilles Carle</li><li>5. Gaston Miron : parole de poète</li><li>6. Antonine Maillet, la parole de l'Acadie</li><li>7. Margaret Atwood, captive de l'écriture</li><li>8. Mordecai Richler entre la satire et la provocation</li><li>9. Maurice Duplessis, le chef</li><li>10. Éducation, la fin d'un système</li><li>11. Bilan de santé de l'assurance-maladie</li></ol> | <ol style="list-style-type: none"><li>12. Le bois-d'œuvre</li><li>13. L'imbroglia fédéral-provincial commence</li><li>14. René Lévesque, « un pays à fonder, un pays à bâtir »</li><li>15. Louis Riel, le défenseur du peuple métis</li><li>16. À la recherche d'un Canada bilingue et biculturel</li><li>17. Le « bill omnibus », un débat de société</li><li>18. Le vote au Canada, droit ou privilège?</li><li>19. Devenir la parfaite ménagère</li><li>20. Marijuana, discussions sur l'herbe</li></ol> |
|---|---|

En juin 2008, 206 projets pédagogiques en français seront disponibles dans la section **Pour les profs** des Archives de Radio-Canada

### 9.2 New Educational Material (CBC)

In late 2007, we created content for an additional 26 educational topics representing 130 lesson plans (five per topic). These were written by current and retired educators from across Canada, based on CBC Digital Archives topics they identified as best matched with various provincial curricula. Activities include all grade assignments, web quests, and tailored lesson plans targeted for grades six through twelve. These activities were launched in March 2008 to take advantage of the launch of the new site design.

With the activation of these activities we now have free online educational material for a total of **203** archival topics totalling almost 1,000 English lesson plans and activities.

This brings us a point where we have lesson plans for a full two-thirds of all English topics on the site, well exceeding the target of 50 per cent we set when we first created the ***For Teachers*** section.

We also created 26 customized "blackline masters" – printable .pdf documents to help teachers assess student work on these activities.

The **For Teachers** area was redesigned to increase comprehension and ease of navigation. The design is more user friendly, and requires fewer clicks to access resources relevant to each activity.

The lesson plans are attached to these topics (five activities per topic):



## 9.2.1 Educational Topics Currently Online

### Conflicts and War

- 1) 1939-1945: A Soldier's War
- 2) Canada and the Fight Against Apartheid
- 3) Cold War Culture: The Nuclear Fear of the 1950s and 1960s
- 4) Continuing the Fight: Canada's Veterans
- 5) Dr. Gerald Bull: Scientist, Weapons Maker, Dreamer
- 6) Forgotten Heroes: Canada and the Korean War
- 7) Life after Auschwitz
- 8) Love and War: Canadian War Brides
- 9) On Every Front: Canadian Women in the Second World War
- 10) One for all: The North Atlantic Treaty Organization
- 11) Peacekeeper to the World
- 12) Peacekeepers and Peacemakers: Canada's Diplomatic Contribution
- 13) Relocation to Redress: The Internment of the Japanese Canadians
- 14) Reports from Abroad: Matthew Halton
- 15) The 1991 Gulf War
- 16) The Contentious Legacy of Dieppe
- 17) The First World War: Canada Remembers
- 18) The October Crisis: Civil Liberties Suspended
- 19) The Oka Crisis
- 20) The Somalia Affair
- 21) Witness To Evil: Roméo Dallaire and Rwanda

### Arts and Entertainment

- 22) Al Purdy, An Uncommon Poet
- 23) Antonine Maillet, Acadian Avenger
- 24) Artists Busted: Censorship in Canada
- 25) Barbara Frum: Pioneering Broadcaster
- 26) Beyond Green Gables: The Life of Lucy Maud Montgomery
- 27) Bright Lights, Political Fights: The Canadian Film Industry
- 28) Karen Kain, Prima Ballerina
- 29) Leonard Cohen: Canada's Melancholy Bard
- 30) Margaret Atwood: Queen of CanLit
- 31) Margaret Laurence: Canada's Divine Writer
- 32) Master Storyteller Norman Jewison
- 33) Michel Tremblay: L'enfant terrible of Canadian Theatre
- 34) Mordecai Richler Was Here
- 35) Oscar Peterson: A Jazz Giant
- 36) Peter Gzowski: Voice of Canada

37) Ruling the Airwaves: The CRTC and Canadian Content

38) The Group of Seven: Painters in the Wilderness

39) The Stratford Festival: The First 50 Years

### Politics and Economy

40) At Loggerheads: The Canada-U.S. Softwood Lumber Dispute

41) Bombardier: The Snowmobile Legacy

42) Breaking the Ice: Canada and the Northwest Passage

43) Canada's Constitutional Debate: What Makes a Nation?

44) Canada-U.S. Free Trade Agreement

45) Charting the Future: Canada's New Constitution

46) Concentration to Convergence: Media Ownership in Canada

47) Constitutional Discord: Meech Lake

48) Creation of Nunavut

49) Death Penalty Debate

50) Dief the Chief

51) Ed Broadbent: A Voice from the Left

52) Equality First: The Royal Commission on the Status of Women

53) Fished Out: The Rise and Fall of the Cod Fishery

54) From Cheers to Jeers: The Mulroney Years

55) Georges Erasmus: Native Rights Crusader

56) Has Confederation Been Good for Newfoundland?

57) Jean Chrétien: From Pool Hall to Parliament Hill

58) Jeanne Sauvé, a Woman of Firsts

59) Kim Campbell, First and Foremost

60) Lester B. Pearson: From Peacemaker to Prime Minister

61) Mr. President Goes to Ottawa

62) Newfoundland and Labrador Elections

63) Northwest Territories: Voting in Canada's North

64) Ontario Elections: 20 Tumultuous Years

65) P.E.I. Elections: Liberal landslides and Tory tides

66) Pelts, Pups and Protest: The Atlantic Seal Hunt

67) Phil Fontaine: Native Diplomat and Dealmaker

68) Quebec Elections, 1960-2007

69) René Lévesque's Separatist Fight

- 70) Rethinking Riel  
 71) Revolution and Evolution in Modern China  
 72) Robert Bourassa: Political Survivor  
 73) Selling Suds: The Beer Industry in Canada  
 74) Separation Anxiety: The 1995 Quebec Referendum  
 75) Showdown on the Prairies: A History of Saskatchewan Elections  
 76) Sir John A. Macdonald: Architect of Modern Canada  
 77) Stranger than Fiction: The Bre-X Gold Scandal  
 78) Striking Oil in Alberta  
 79) The Auto Pact: En Route to Free Trade  
 80) The Battle for Aboriginal Treaty Rights  
 81) The Berger Pipeline Inquiry
- Life and Society**  
 94) A Tale of Perseverance: Chinese Immigration to Canada  
 95) A Taste of Canada: Our Homegrown Cuisine  
 96) A Woman's Place: Programming for the Modern Homemaker  
 97) Africville: Expropriating Nova Scotia's Blacks  
 98) Alberta @ 100  
 99) An Inuit Education: Honouring a Past, Creating a Future  
 100) Boat People: A Refugee Crisis  
 101) Butting Out: The Slow Death of Smoking in Canada  
 102) Calgary Stampede: Celebrating Canada's Western Heritage  
 103) Canada's New Queen  
 104) Canada's Wine Renaissance  
 105) Dr. Henry Morgentaler: Fighting Canada's Abortion Laws  
 106) Eaton's: A Canadian Institution  
 107) Generation X: Lives on Hold  
 108) Hippie Society: The Youth Rebellion  
 109) James Bay Project and the Cree  
 110) June Callwood: Canada's Conscience  
 111) Marshall McLuhan, the Man and his Message  
 112) Peter Gzowski: Voice of Canada  
 113) Pot and Politics: Canada and the Marijuana Debate  
 114) Religion in the Classroom  
 115) Selling Suds: The Beer Industry in Canada  
 116) Sewing Seeds: Clothing Workers Fight For Better Conditions  
 117) So long city. Hello suburbs!

- 82) The Birth of Medicare  
 83) The Great Canadian Flag Debate  
 84) The Man from High River: Joe Clark  
 85) The 'Other Revolution': Louis Robichaud's New Brunswick  
 86) The Road to Bilingualism  
 87) Tommy Douglas and the NDP  
 88) Trans-Canada Highway: Bridging the Distance  
 89) Trudeaumania: A Swinger for Prime Minister  
 90) Trudeau's Omnibus Bill: Challenging Canadian Taboos  
 91) Turbulent Skies: The Air Canada Story  
 92) Uncle Louis and Canada's Golden Age  
 93) Voting in Canada: How a Privilege Became a Right
- 118) Sue Rodriguez and the Right-To-Die Debate  
 119) Terry Fox's Marathon of Hope  
 120) The 1984 Papal Visit  
 121) The Birth Control Pill  
 122) The Confederation Bridge: P.E.I. Connects  
 123) The Spirit of Hockey  
 124) The St. Lawrence Seaway: Gateway to the world  
 125) Their Christian Duty: Canadian Missionaries Abroad  
 126) Who Cares For Our Kids?: The Changing Face of Day Care in Canada
- Disasters and Tragedies**  
 127) A Lost Heritage: Canada's Residential Schools  
 128) Devastating Dry Spells: Drought on the Prairies  
 129) Mercury Rising: The Poisoning of Grassy Narrows  
 130) Red River Rising: Manitoba Floods  
 131) The Air India Investigation  
 132) The Early Years of the AIDS Crisis  
 133) The Halifax Explosion  
 134) The Ice Storm of 1998  
 135) The Montreal Massacre  
 136) The Ocean Ranger Disaster  
 137) The Saguenay Flood  
 138) The Wrath of Hurricane Hazel
- Science and Technology**  
 139) Acid Rain: Pollution and Politics  
 140) Asbestos: Magic mineral or deadly dust?  
 141) Canada Enters the Clone Age  
 142) Canada Says Hello: The First Century of the Telephone

- 143) Canada Tunes In: Radio and TV's Early Years
- 144) Canadarm - A Technology Star
- 145) Canada's Earthquakes and Tsunamis
- 146) Candu: The Canadian Nuclear Reactor
- 147) Clearcutting and Logging: The War of the Woods
- 148) Computer Invasion: A History of Automation in Canada
- 149) 'Comrade' Bethune: A Controversial Hero
- 150) David Suzuki: Scientist, Activist, Broadcaster
- 151) Endangered Species in Canada
- 152) Fighting Forest Fires
- 153) Fighting Infertility
- 154) Genetically Modified Food: A Growing Debate
- 155) Hydroelectricity: The Power of Water
- 156) Inventing the Internet Age
- 157) Launching the Digital Age: Canadian Satellites
- 158) Marc Garneau: Canadian Space Pioneer
- 159) The Avro Arrow: Canada's Broken Dream
- 160) The Fluoride Debate

- 161) Tuberculosis: Old Disease, Continuing Threat
- 162) What's Eating Canada's Trees?
- Sports**
- 163) Canada-Soviet Hockey Series, 1972
- 164) Curling: Sweeping the Nation
- 165) Fair Game: Pioneering Canadian women in sports
- 166) Funding of Amateur Sports
- 167) Getting Physical: Canada's Fitness Movement
- 168) Gilles Villeneuve: Racing at the speed of light
- 169) Gold Medal Athletes - 1948-1968
- 170) Grey Cup: The Fans and the Fanfare
- 171) Lacrosse: A History of Canada's Game
- 172) Major League Baseball Comes to Canada
- 173) Rick Hansen: Man In Motion
- 174) Running Off Track: The Ben Johnson Story
- 175) The Crazy Canucks: Canada's Skiing Heroes
- 176) The Legendary #9: Maurice 'Rocket' Richard
- 177) The Spirit of Hockey

### 9.2.2 New Educational Topics, 2007–08

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>1. Avalanche!</li> <li>2. Celebrating Canada Day</li> <li>3. The Comics in Canada: An Illustrated History</li> <li>4. The Wrongful Conviction of David Milgaard</li> <li>5. What's Happening to the Family Farm?</li> <li>6. Fighting Words: Bill 101</li> <li>7. Handmade in Canada: The Art of Craft</li> <li>8. Hog Wild: Canada's Pork Industry</li> <li>9. Influenza: Battling The Last Great Virus</li> <li>10. Joni Mitchell: All Sides Now</li> <li>11. The Long Lens of the Law</li> <li>12. Paul Martin: Prime Minister in Waiting</li> <li>13. Maurice Duplessis</li> <li>14. Alberta @ 100</li> </ul> | <ul style="list-style-type: none"> <li>15. A Taste of Canada: Our Homegrown Cuisine</li> <li>16. Butting Out: The Slow Death of Smoking in Canada</li> <li>17. Canada Tunes In: Radio and TV's Early Years</li> <li>18. Chasing a Cure for Diabetes</li> <li>19. Davis Inlet: Innu Community in Crisis</li> <li>20. D-Day: Canadians Target Juno Beach</li> <li>21. Fleeing Justice: War Criminals in Canada</li> <li>22. Gordon Lightfoot: Canada's Folk Laureate</li> <li>23. Shadows of Hiroshima</li> <li>24. Victory! The End of the War in Europe</li> <li>25. Troubled Waters: Pollution in the Great Lakes</li> <li>26. Mackenzie King: Public Life, Private Man</li> </ul> |
|--|---|

## **10 Digitization**

From 2002 to 2006, more than 1,000 hours of CBC and Radio-Canada archives were digitized and made available on the Internet.

In April 2007, we altered our production methods to enable us to further increase the amount of material digitized. Consequently, our teams have digitized 900 hours of CBC and Radio-Canada radio and television archives since 2006 (Appendix 3).

In redesigning the site, one of the major challenges was to re-encode all television archives clips digitized since 2002 to bring them up to current quality standards.

### **10.1 Better Audio and Video Quality (Radio-Canada)**

Digitizing radio and television archives for the Internet requires methods that will ensure they remain accessible since digitizing and encoding standards evolve over the years. To keep our content up to the standards of the online audio/video market, each television archives clip had been preserved in MPEG-1 (320x240), which until recently was the most widely accepted format.

All television archives clips that had been digitized in 240x180 format were thus re-encoded in 360x240, the maximum size we could extract from versions previously encoded in MPEG-1. Thanks to this conversion, content previously digitized between 2001 and 2006 has been given new life in the relaunched site.

Furthermore, since April 2007, all new television archives content has been digitized in a high-resolution version for preservation purposes and in a low-resolution version for streaming on the Web. Since the beginning of 2007, the high-resolution version of video files has been upped from MPEG-1 to MPEG-2 format (DVD quality 720x480 resolution).

Having this version of the file will enable us to re-encode our Web content when the formats change again. The low-resolution version is still in Windows Media Video (WMV), but the speed has increased from 300 kbps to 500 kbps and the resolution from 240x180 to 360x270 with a 4:3 aspect ratio. For audio clips, the format remains Windows Media Audio (WMA), but the speed has increased from 32 kbps to 48 kbps.

In 2007–08, we also optimized our production methods. Massive digitization and streaming of digitized content now require major investments in hardware and storage infrastructure. To increase the amount of digitized content available on the Internet, we decided to entrust the digitizing and encoding operations for the television archives to the post-production department, which has already invested in digitization. This will keep us on the leading edge in the short term and going forward. At CBC, new hardware and training for digitization personnel are helping to optimize our digitization efforts.

Lastly, we began enlarging the images on the site (more than 10,000 images) since the former dimensions did not comply with the requirements of the redesigned CBC/Radio-Canada Digital Archives site. All new digitized images will be 480x270. This work is progressing quickly, but will continue during 2008–09.

### **10.2 Better Audio and Video Quality and New Workflow (CBC)**

In 2007-2008, the CBC Digital Archives team implemented a more program-oriented approach to encoding and posting the corporation's archival material. Capturing these longer shows and their component segments required new hardware and software, and a new workflow.

Full episodes of classic CBC television and radio shows are now ingested in their entirety and stored in a high-quality Quicktime format, then edited for copyright restrictions or taking out commercial breaks, and re-encoded and converted for end use.

We also initiated some key technical upgrades designed to improve and enhance the appearance of these shows, including the purchase of a Mac Pro computer and Final Cut Pro editing software, plus a sophisticated high capacity storage drive. These purchases have greatly improved our workflow and storage capacity, with all high-resolution files now stored locally in each location.

Work has begun on an integrated in-house audio and video editing system which will allow writers to view full shows and create excerpts within our database system.

### **10.2.1 Preservation of Archival Materials**

In the process of converting analog material to a digital format for uploading to the website, we contributed to the ongoing preservation of radio programs in Radio Archives.

From April to November 2007, we preserved 37 hours of radio programs, and created detailed synopses for 18 hours of previously unauditioned programs.

In television, items screened and encoded for use on the Digital Archives site similarly contribute to the preservation and documentation of the video archives.

Foremost among our contributions to preserving this part of our heritage during the first half of the fiscal year was our work on the series *Howie Meeker's Hockey School*. All four seasons of this series have remained on film stock since the 1970s.

Through our work to get selections from the series online, we were responsible for approximately 20 episodes (about four and a half hours) being transferred from film to tape, properly documenting and preserving it for future use. Similarly, we have contributed to the preservation of 10 hours of the program *Take 30* and five hours of *Reach for the Top*, gathered from several regional CBC archives facilities.

### **10.2.2 Audio and Video Quality**

Our audio and video now boast improved quality, as the video is presented in a larger size and the audio quality has been raised. For the first time since the inception of the site, all end-user streaming files have been upgraded. This required the reencoding or transcoding of each of the thousands of video clips on the site – a time-consuming job that resulted in a dramatic improvement across the entire site.

Video is now presented in a 360x270 size, as opposed to the old 240x180 size. This 225% enlargement is substantial and timely, with more and more video being presented on the web at a similar size. Video is embedded in an even wider 16:9 window, allowing us to incorporate widescreen video as it becomes available. The first handful of 16:9 archival clips have been encoded at widescreen settings.

Our audio output is now in stereo, and the target bit rate settings have been raised significantly for both video and audio.

This improvement is in line with our vision last year, to significantly improve our video quality and match CBC.ca standards moving forward. They also reflect a huge leap from the technology that was available to us five years ago, when the project was in its infancy.



Operationally, the biggest change / improvement has been the addition of the Mac Pro computer and Final Cut Pro editing software. This professional-grade system combines economical sensibility with the state-of-the-art performance.

The Mac Pro has been connected to the Anystream encoding computer so that the two share data. We have also increased our data transferring speed, from 10 mbps (mega bits per second) to 100 mbps, allowing for greater convenience and faster workflow.

We also began research and consultation for the eventual transfer of all encoding activities to this faster Mac Pro computer.

### **10.2.3 Storage**

The purchase of a Lacie 2.5 TB (terabyte) storage system has allowed us to save all the digitized CBC shows in one safe, convenient, space-efficient and easy-to-access location. These large files, many of which take up 10 GB (gigabytes) or more of storage space, are now backed up twice on separate drives on this Lacie system. This was the best and most cost-efficient immediate solution to our significant file storage needs.

Since all our original files are now being encoded as high quality Quicktime video, we require significantly expanded storage facilities. We are upgrading to a 6 TB external hard drive that will be plugged into to the Mac. Our 'old' external hard drive will continue to store thousands of hours of MPEG and WMV video files, along with WAV and WMA audio files, images and related documentation.

### **10.2.4 Graphics**

All of our large (240x180 pixel) images have been replaced by larger 480x270 images, allowing for an enhanced visual appearance. Hundreds of our images have been replaced with brighter and clearer images from external sources, often replacing generic images or screengrabs. New high-resolution graphics have been sourced and formatted for more than 300 topics, programs and clips. This provides the top of our new homepage with a daily rotation of visually striking graphics which catch the eye and immediately draw the user into the featured content.

### **10.2.5 Software and Hardware**

In 2008 we began developing a more sophisticated and seamless video encoding system. The PC-based Agility encoding software that has been used since the inception of the project is being phased out in favour of the a Mac-based system that incorporates a Mac Pro computer and Final Cut Pro editing software. In 2007-2008 we began using this hardware extensively to edit program collections featured on the relaunched site. We consulted with experts inside and outside CBC about making this system a 'one-stop machine' for capturing, transcoding, editing and outputting files. Our research indicates that the Final Cut Pro system is the most sophisticated, intuitive and cost effective software available for processing top-quality video.

We undertook similar consultations about creating a seamless workstation that incorporates the Mac Pro computer, a breakout box (video capture card), several external hard drives to store data, and our video playback machine – plus a second computer that is used as a general workstation but must share data with the Mac via a network cable.

Consultations were made with CBC Television Maintenance, a documentary editor who works exclusively with Final Cut Pro, and a consultant from Carbon Computing, an Apple-certified training centre and retailer in Toronto.

We also investigated the use of a software product called Womble to edit our many old MPEG video files. While Final Cut Pro is a superior editing system, it does not accept MPEG files and Womble will fill this need. We have thousands of stored MPEGs and they occasionally need to be edited for content.

For the moment we continue to use Anystream Agility as our primary encoding software. Other programs in use include Photoshop CS, Illustrator CS and Sound Forge 8.0.

## 11 Technical Improvements and Innovations

The goal of the redesign project was to increase the use of content digitized since 2002 and to facilitate access to it on the site.

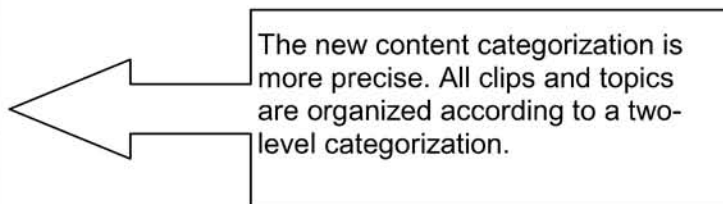
Three specific objectives were set:

- Make it easier to navigate and search for clips;
- Increase the interrelation of content;
- Permit interaction with users.

### 11.1 Make it Easier to Navigate and Search for Clips

The chosen concept consisted in completely reorganizing the clips and topics into a new category structure enabling visitors to find the topics and the approximately 12,000 CBC and Radio-Canada Archives clips by themes so as to make navigation easier. This more flexible, but also more technically complex, structure required a complete redesign of the database and the content management system.

A major element in this redesign was improving the site's search engine. We were able to considerably reduce search waiting time and improve the relevance of results. It should be noted that an advanced search, allowing visitors to search for clips by decade, person's name or program title, will become available at the end of June 2008. This module will also include a more powerful tool for helping teachers find educational activities.





## 11.2 Increase the Interrelation of Content

In recent years, numerous sites have developed along the model of the online retail giant Amazon.com, which was designed based on the concept of intelligent content recommendation, whereby the user is also offered other related content for the subject being viewed.

For each clip or topic, the part of the page called **Also from the Archives/Découvrez aussi** always suggests related content from a topic on the same subject or other clips on the same theme.



The new topic page is much more user friendly than the old one. The user accesses all clips from the same page. In the **Also from the Archives** area, other related clips or topics are suggested.

Also to facilitate the interrelation of content, the **Credits** tab now has clickable elements, such as the program title and the names of the guests and CBC personalities.



The program title and names of the guests and CBC personalities are now clickable, to facilitate the interrelation of content in the Archives.

In June 2008, clickable keywords will be added for each topic on the site.

### 11.3 Permit Interaction With Users

A third objective was to implement the necessary tools to promote interaction with users. We therefore also developed new collaborative Web 2.0 functionalities, such as the possibility of commenting on the clips or rating them, which also required the creation of a management tool for moderating the comments.

The following is a sampling of comments that add great contextual value to the archival documents:

*Alain* | | [La guerre d'Algerie et les Français](#)

*These René Lévesque programs are TV masterpieces. It's incredible that the vast majority of my generation (I'm 28) do not know a man who was so important to Quebec and who, among other things, was able to shade his words like nobody else, while making them lyrical, precise and human.*

*Anonymous* | [Just Watch Me](#)

*Wonderful that a national leader would spend 7 minutes talking unscheduled on the steps, even at a moment of national crisis. Could it still happen today in Canada? (I do not think it would happen in my own country [UK] or the US [where I live].)*

*Pat Gallant* | [Kate Aitken: No Blue Mondays](#)

*This is wonderful. Brings back some great memories, my Mom and I in the kitchen and listening to Kate. I have her cook book as well.*

On the Archives homepage, the **Most Popular Clips** section features the visitors' favourite clips as determined by the number of stars they give them.



#### 11.4 Accessibility

The new version of the Archives site also innovates in terms of accessibility. We hired Bell Web Solutions (formerly Césart) to assist and advise us with regard to ergonomics and accessibility and to complete the draft design begun in the spring. In August 2007, the Bell Web Solutions team was mandated to organize usability tests based on functional mock-ups.

From September to November, based on the results and comments received in the usability tests, we began adapting the mock-ups and fine-tuning the graphics.

Our desire to offer a single accessible site posed many challenges, but with our expert consultants we determined the leading trends with regard to accessibility. The experts urged us to develop a single version of the site that would also be accessible to people with vision loss so as to offer an optimal experience for all our users, whether they have a visual impairment or not. The approach was to achieve the optimum balance between site accessibility and a high level of interactivity. The site can be consulted with specialized software such as Windows Eyes and Jaws 8.0, and also offers the possibility of increasing text size.

The new accessible version thus complies with most A and AA level criteria, as recommended by the W3C and W3Quebec (see Table 16). In June 2008, a new series of tests will be conducted by Bell Web Solutions, this time exclusively for those with vision loss.

### 11.5 Timetable for Redesign of the Archives Site

The initial timetable was moved back for reasons related to availability of the production resources.

The launch was postponed to March 10, 2008 to allow the team to properly test the new site before it went live to the public.

#### Revised Timetable

|  |                         |
|--|-------------------------|
| Functional definition of the site                | February 2007           |
| Design wireframes                                | February, March, April  |
| Design   | May, June, July         |
| Usability tests                                  | August                  |
| Develop the database                             | September, October      |
| Integration                                      | December 1 to January 4 |
| Testing  | 7 au 7 mars mars 2008   |
| Go live  | March 10, 2008          |
| Develop <i>Days to Remember/Au fil des jours</i> | April 30, 2008          |
| 2nd series of accessibility tests                | June 1 to 15            |
| Develop advanced search engine                   | June 30, 2008           |

**Table 16 Technical Standards for Accessibility — CBC/Radio-Canada Archives**

|   |
|---|
| <p><b><u>Structure:</u></b> We used:</p> <ul style="list-style-type: none"><li>–Headers to structure the page (H1, H2 and H3)</li><li>–Lists to present certain content</li><li>–A logical tab order</li></ul> <p><b><u>Text equivalents:</u></b> We used:</p> <p>Alts on the images and buttons. Some are blank because dummy content was used for the mock-up.</p> <p><b><u>Multimedia content:</u></b> Not applicable to the mock-up</p> <p>The Flash on the homepage must be accessible</p> <p><b><u>Forms:</u></b> We used:</p> <ul style="list-style-type: none"><li>–Hidden labels correctly associated with the fields for the form in the <i>Your Archives</i> area</li><li>–Text in automatically selected fields</li></ul> <p><b><u>Tables:</u></b> There are no data tables on the homepage</p> <p>The homepage was developed with the objective of achieving the optimum balance between accessibility and a high level of interactivity. These are the main technical features:</p> <p><b><u>Formatting:</u></b> We used:</p> <ul style="list-style-type: none"><li>–Style sheets (CSS) to control layout, text size and colours</li><li>–Content that is easily and logically readable when the style sheets are turned off</li><li>–Good contrast levels but that will still be accessible with the alternative style sheet</li><li>–Relative units for text so size can be increased</li><li>–Tool for increasing text size (standard, medium and large) while controlling layout</li></ul> <p><b><u>Validation:</u></b> We used:</p> <ul style="list-style-type: none"><li>–100% validated HTML code and CSS code</li></ul> <p><b><u>Interactivity:</u></b> We used:</p> <ul style="list-style-type: none"><li>–A navigation menu that can be used without JavaScript</li><li>–No dynamic content on this page</li></ul> <p><b><u>Navigation:</u></b> We used:</p> <ul style="list-style-type: none"><li>–A full and consistent navigation system</li><li>–Access to the site map</li><li>–Access to the search engine and content index</li></ul> <p>The homepage was developed with the objective of achieving the optimum balance between accessibility and a high level of interactivity. These are the main technical features:</p> <p><b><u>Comprehension:</u></b> We used:</p> <ul style="list-style-type: none"><li>–Clear, simple language</li><li>–Links that can be understood without context</li><li>–Descriptive text in fields</li><li>–Identification of the primary language of the document (EN)</li><li>–Grouping of related links when making lists</li><li>–A consistent style of presentation across pages</li></ul> <p><b><u>Frames:</u></b> We did not use frames</p> <p><b><u>Help:</u></b> Not applicable</p> |
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## 12 Partnerships

### 12.1 Bibliothèque et Archives nationales du Québec

A partnership was concluded in April 2007 with the Bibliothèque et Archives nationales du Québec to help create a collection of Radio-Canada audio archives bringing together the words of some of the outstanding figures in the areas of arts and literature, human and social sciences, sports, science and technology, politics, and economy and business. This major collection contains personal stories of 375 personalities and will be available exclusively on the BAnQ portal, starting in September 2008.



Lancement de l'exposition *Ils ont dit...* le 17 mars 2008 à la Grande bibliothèque de Montréal.

On March 17, 2008, the first step in this partnership was realized, with the sound exhibition *Ils ont dit : Moments choisis des archives de Radio-Canada*, designed to offer a foretaste of these holdings. From March 18 to August 17, 2008, the general public will be invited to hear, in the main hall of the Grande bibliothèque, men and women known for their vision, commitment and passion, such as René Lévesque, Gabrielle Roy, Paul-Émile Borduas, Lucille Teasdale, Maurice Richard and many more.

The launch of this exhibition was also intended to highlight the importance of this partnership between the BAnQ and Radio-

Canada, two major institutions working together to give the public access to digitized archival content that would otherwise not be available to them.

The BAnQ will make a Web version of the exhibition available online in September 2008. Each clip will point to relevant content on the Radio-Canada Archives site.

### 12.2 National Film Board

The steps undertaken with the National Film Board of Canada were postponed owing to the termination of the Memory Fund program. The NFB withdrew its 2008–09 funding requests under this program. However, past discussions have led to reciprocal links for themes common to our respective sites.

Suitable subjects on the NFB's *Parole citoyenne* site are thus linked to the relevant Radio-Canada Archives topics.

[Le mois de l'histoire des Noirs](#)

[Parole citoyenne](#)

### 12.3 Military History Gateway

We have, however, maintained ties with the Military History Gateway and will continue to add relevant content on Canada's military history to its database.

#### **12.4 Great Unsolved Mysteries**

In January 2008 we began discussions with the CCOP-funded website [Great Unsolved Mysteries in Canadian History](#) about sharing materials and cross promotion.

Our work led to the licensing of CBC audiovisual content for their newest mystery, "[Death of a Diplomat: Herbert Norman and the Cold War](#)".

A second clip of CBC Radio content was also licensed, featuring a speech by Lester B. Pearson on the Suez Crisis.

#### **12.5 Literacy in Action.**

We also entered a partnership with The City of Toronto Archives and Ontario Archives to plan participate in an event for next year's Archives Awareness Week (April 2008.)

In the spring of 2008 we reached an agreement with OurOntario.ca, a service of Knowledge Ontario, to provide links, text and metadata to an expanding content search and discovery service for Ontario's online public.

## 13 Promotion et commercialisation

En 2007-2008, nos efforts de promotion ont été soutenus tout au long de l'année, mais ceux-ci ont été accentués à l'occasion de la mise en ligne du nouveau site le 10 mars 2008. Ceux-ci se poursuivront jusqu'en octobre 2008.

D'avril à juin 2007, nous avons déployé des efforts soutenus pour promouvoir notre section spéciale consacrée au 40<sup>e</sup> anniversaire d'Expo 67. En parallèle, nous avons maintenu notre programme d'ateliers dans les milieux scolaires et avons multiplié notre présence dans les colloques, conférences et événements « grand public » dans tout le Canada.

### 13.1 Publicity Campaign: Les 40 ans d'Expo 67

De mai à juin 2007, nous avons lancé un concours sur le site pour inciter les internautes à découvrir la section spéciale Archives sur « Les 40 ans d'Expo 67 ». Les participants pouvaient remporter des passeports de saison 2007 et des billets de journée à La Ronde.

En appui au concours, une campagne publicitaire à la radio et sur le web a été tenue du 14 mai au 10 juin 2007 : deux messages radio de 15s diffusés en alternance sur la Première Chaîne et Espace musique et deux bannières sur le site Radio-Canada.ca.

Une bannière publicitaire a aussi été créée pour inviter les internautes à publier leurs photos de l'Expo sur le site. Cette bannière a été diffusée sur le site Radio-Canada.ca jusqu'au 28 juin et un message radio de quinze secondes a été diffusé sur la Première Chaîne et Espace musique

Résultats : 23 182 participations au concours, 19 gagnants. 14 333 clics sur bannières.

### 13.2 Promotional Campaign for the New Site

La campagne élaborée pour marquer la nouvelle mouture du site Archives de CBC/Radio-Canada visait à accroître sa visibilité auprès du grand public. L'objectif consistait à faire découvrir la nouvelle mouture du site, à mettre en valeur l'imposante collection d'archives radiophoniques et télévisuelles et à faire découvrir les ressources pédagogiques du site Archives. La campagne a largement profité du lancement de l'exposition Ils ont dit à la Bibliothèque nationale et Archives du Québec qui coïncidait, à une semaine près, avec le lancement du nouveau site.

#### Plan d'action de la campagne de relance :

##### **Mars 2008**

- Envoi d'un communiqué de presse en anglais et en français pour annoncer la nouvelle mouture du site Archives CBC Digital Archives : We distributed a press release over the Canada Newswire to alert the national and regional media about our new look, content and functionalities. (13 mars 2008)
- Développer une campagne d'autopromotion, web et radio, qui expose le grand public à l'ensemble de l'offre de la zone Archives, axée sur le plaisir, la découverte, la nostalgie.
  1. **message télé (Radio-Canada):** 30 secondes (à compter du 10 mars): nous avons produit un nouveau message et débuté la diffusion simultanément avec la mise en ligne de la nouvelle version du site. Axé sur la découverte du



site et la diversité de contenus, le message vise les adultes et les parents. Le message a notamment été diffusé à 176 occasions du 20 mars au 12 mai sur le réseau français de Radio-Canada. Il a également été diffusé sur le Réseau de l'information et sur les réseaux locaux (Ottawa, Est du Québec, etc.).

2. **message radio (Radio-Canada)** : 15 secondes (à compter du 17 mars) : un nouveau message radio a été diffusé pour attirer l'attention sur la section Devinez! mettant en vedettes des personnalités avant qu'elle soient connues
- Optimiser notre présence à la BANQ lors du vernissage et développer une campagne de relations de presse et en appui au lancement de l'exposition à la BanQ « Ils ont dit » (17 mars 2008)
3. annonce du partenariat avec la Grande bibliothèque, le 17 mars
4. communiqué de presse
5. début de l'exposition « Ils ont dit » mettant en valeur les archives de Radio-Canada, en collaboration avec la zone Archives de Radio-Canada.ca
6. événement d'inauguration de l'exposition dans le hall de la Grande Bibliothèque
7. Stratégiquement, le fait que la mise en ligne de la refonte et l'inauguration de l'exposition à la Grande bibliothèque se soient succédées a été bénéfique pour la visibilité du site. Le partenariat avec la Grande bibliothèque ainsi que l'exposition ont permis de réunir des personnalités et de créer l'événement, de soulever l'intérêt pour les archives de Radio-Canada et la découverte des archives en ligne. Cette stratégie nous a permis d'offrir différents angles de couvertures média et d'obtenir diverses retombées de presse.

#### **Avril 2008**

- Développer une campagne « Devinez ! » à la radio de Radio-Canada. Fév-Mars
- Renouveler notre présence dans les Salons du livre, expositions et événements grand public

### **13.3 Promotional Materiel**

#### **13.3.1 Promotional Materiel: April 2007 to February 2008**

- Bloc-notes, carte postale « C'est mieux que de tricher » : nous avons poursuivi la distribution du matériel lors de diverses activités publiques et en milieu scolaire.
- **Le bloc-notes** qui comporte une question quiz sur chaque page est toujours très apprécié et constitue une excellente carte de visite.
- **Guide d'atelier Pour les profs** : nous avons élaboré un guide de références remis aux enseignants qui participent à l'atelier. Le guide expose en images les différentes sections du site et des éléments de contenus qui peuvent les inspirer dans la préparation de leurs projets.

#### **13.3.2 Promotional Materiel: March 2008**

À l'occasion du lancement de la nouvelle mouture du site des Archives nous avons renouvelé le matériel promotionnel pour refléter les couleurs et le dynamisme du nouveau site.

- **Kiosque 2008** : la série de panneaux de kiosque (bannières autoportantes) a été complètement renouvelée. La série compte 9 nouvelles bannières qui habillent le kiosque dans les salons et autres lieux d'exposition. Nous avons créé un nouveau visuel sur fond rouge, très attrayant mettant l'emphase sur la collection d'images représentatives d'événements ou de personnalités marquantes. CBC Digital archives : We also designed 12 new display panels to showcase the site at conferences and other events across the country. Comprised of 10 English and 2 French pieces, these panels feature striking images which capture the size and scope of the website.
- **Bloc-notes 2008** : nous avons également produit un nouveau bloc-notes dont le visuel est décliné des bannières. Coloré et très attrayant, le bloc-notes comporte une série de 6 questions quiz dont les réponses sont à découvrir dans le site.
- **Sac de coton** : nous avons renouvelé la production de sacs de coton. Les sacs sont distribués lors des colloques pour enseignants et certaines ententes avec les organisateurs permettent de les distribuer à tous les congressistes. Quelques sacs sont offerts aux visiteurs des salons du livre. Vue la qualité du sac qui est réutilisable, il est très convoité et apprécié. CBC Digital Archives : Featuring a new tagline: CBC Digital Archives: Rediscover, Relive, Recycle, our new environmentally friendly black canvas tote bags will be handed out at educational and public events.

### 13.4 Media Relations

La mise en ligne du nouveau site et le lancement à Montréal de l'exposition « Ils ont dit » à la Bibliothèque et archives nationale du Québec a donné lieu à une couverture de presse soutenue, tant dans les médias traditionnels que sur Internet, notamment dans la blogosphère.

#### 13.4.1 French Coverage

##### Quotidiens

Le Devoir, article de Paul Cauchon, 18 mars

##### Télévision

Le Téléjournal 18 h (SRC Montréal), 17 mars à 18 h 40, chronique culturelle de Claude Deschênes, 3 minutes en direct (invités Lise Bissonnette et Sylvain Lafrance)

RDI matin (RDI), 18 mars à 6 h 40, 7 h 40 et 8 h 45, images du vernissage et commentaire de Madeleine Arcand

##### Radio

C'est bien meilleur le matin (SRC Première chaîne), 14 mars à 6 h 50, chronique de Rebecca Makonnen, durée 3 : 30 minutes

Samedi et rien d'autre (SRC Première chaîne), 15 mars à 10 h 15, mention de l'expo et entrevue avec Christine Simard et Louise de Chevigny.

Désautels (SRC Première chaîne), 17 mars à 18 h 15, mention du vernissage – entrevue avec Christine Simard

Désautels (SRC Première chaîne), 18 mars à 15 h 40, chronique de Julie Laferrière, durée 3 minutes

Daybreak (CBC Radio One), 18 mars à 7 h 50, mention

Fréquence libre (SRC Première chaîne), 21 mars, Monique Giroux mentionne l'expo  
Ouvert le samedi (SRC Première chaîne), 22 mars à 12 h 40, chronique culturelle de  
Julie Laferrière, durée 2 : 30

#### **Autres**

Radio-Canada.ca, article de Claude Couillard en ligne le 20 mars

Ici Montréal, article de Lyne Crevier, 17 avril

24 heures, brève, éditions des 20 et 27 mars

Voir Montréal, brève, édition du 24 avril

Le VM (hebdo quartier Ville-Marie), article d'Audrey Bourget, 21 mars

L'Express d'Outremont/L'Express Mont-Royal, article d'Audrey Bourget en ligne le 20  
mars

Micro 4, no. 322, avril 2008. Entrevue avec Christine Simard.

[http://radiosfrancophones.org/pdf/avril2008\\_322.pdf](http://radiosfrancophones.org/pdf/avril2008_322.pdf)

#### **13.4.2 English Coverage**

The news release announcing the redesigned CBC Digital Archives site garnered some coverage, including a radio interview with Newstalk 610 CKTB in St. Catharines, Ontario and two detailed reviews on CBC Radio's popular *Metro Morning* program.

At the same time, we also sent the release to many bloggers and news about the re-launch spread instantly over the Internet. Blogs that featured our new design and refreshed content include:

#### **Broadcaster Magazine**

[http://www.broadcastermagazine.com/issues/ISarticle.asp?id=81493&story\\_id=&issue=03142008&PC=](http://www.broadcastermagazine.com/issues/ISarticle.asp?id=81493&story_id=&issue=03142008&PC=)

#### **Corey Everett**

<http://coreyeverrett.blogspot.com/2008/02/cbc-digital-archives-entertaining.html>

#### **Digital Home**

<http://www.digitalhome.ca/content/view/2379/206/>

#### **Frankenmedia**

<http://frankenmedia-design.com/designs/?p=22>

#### **PublicBroadcasting.ca**

<http://www.publicbroadcasting.ca/2008/03/brand-new-old-stuff-cbc-archives-revamp.html>

**Smurfmatic**

<http://smurfmatic.net/blog/archives/2008/03/10/new-version-of-the-cbcradiocanada-digita.html>

**Ruk.ca**

<http://ruk.ca/article/4677>

**Torontoist**

[http://torontoist.com/2008/03/learning\\_from\\_a.php](http://torontoist.com/2008/03/learning_from_a.php)

**Vancouver Jazz Forum**

<http://vancouverjazz.com/forums/showthread.php?p=10427>

### 13.5 Other Promotional Efforts

Given the popularity of social networking sites, we decided to undertake a visibility initiative on Facebook. In February 2008, a page was created to promote the Radio-Canada Archives site. By early April, the Archives already had some 300 fans.

Everyone who becomes a fan agrees to publicly show their support for the Archives site by means of an automatically generated logo in their personal profile which can be seen by all their contacts. The Facebook page not only lets us highlight content, but also lets us contact our fans.

#### Radio-Canada Archives on Facebook (May 19, 2008)



#### Lucy Maud Montgomery

In March 2008, we were featured on the CBC Radio PEI program *Island Morning* and interviewed about our Lucy Maud Montgomery topic, “Beyond Green Gables,” as part of their year-long coverage in honour of the 100th anniversary of Anne of Green Gables.

#### NHL Playoffs

Also in March was an online publicity campaign for the Top 10 NHL Playoff Moments topic, which was well received and garnered attention from the popular hockey blog [Kuklas Korner](#):

“On the eve of the race for the 2008 Stanley Cup, the award-winning CBC Digital Archives Website has launched the Top 10 NHL Playoff Moments—an online collection that pays tribute to some of the most memorable playoff moments in National Hockey League history. Some really amazing footage there. (And unlike some other video material on CBC, it can be viewed by browsers outside of Canada, which is nice.)”

#### Wikipedia

We have made a concerted effort to include links to the CBC Digital Archives website on Wikipedia wherever appropriate. This has generated significant traffic. In 2007–08 we added approximately 20 links to topics such as Tim Hortons, Gordie Howe and the Juno

Awards. There are now approximately 250 links from Wikipedia to the CBC Digital Archives site.

### **13.5.1 Conferences, Seminars, Workshops**

En plus d'assurer notre présence en kiosque lors d'événements publics, nous avons maintenu notre programme d'ateliers en milieu scolaire. Près de 1000 enseignants et étudiants ont assisté aux ateliers durant cette période.

Voici l'agenda d'ateliers et colloques auxquels nous avons participé :

#### **Avril 2007**

Kiosque et présentation d'atelier à environ 85 enseignants : colloque de l'AQUOPS (Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire) Québec, 3-5 avril;

#### **Septembre 2007**

Kiosque lors des journées portes ouvertes à Radio-Canada dans le cadre de Journées de la culture, 29-30 septembre; environ 300 personnes; démonstration et distribution de matériel

#### **Octobre 2007**

Kiosque et présentation d'atelier à environ 80 enseignants : colloque national de l'APPIPC (Association canadienne des enseignants en immersion française) Richmond, Colombie-Britannique, 18-20 octobre;

Présentation d'ateliers à 200 étudiants en enseignement du primaire à l'UQAM, 30 octobre;

#### **Novembre 2007**

Kiosque au Salon du livre de Montréal, démonstration et distribution de matériel, 14-19 novembre;

Présentation d'un atelier à une centaine d'enseignants du primaire lors du colloque annuel de l'AQEP (Association québécoise des enseignants du primaire), Montréal, 22 novembre;

Kiosque et présentation d'un atelier bilingue dans le cadre du QPAT (Quebec Teachers Association), Montréal, 29-30 novembre;

#### **Janvier – Mars 2008**

Présentation d'un atelier à 28 enseignants de tous niveaux scolaires, lors du colloque annuel du Syndicat des enseignants de Laval, 24 janvier;

Kiosque au Salon du livre de l'Outaouais, 28 février au 2 mars;

Résumé

4 ateliers pour enseignants : 222 participants

4 ateliers pour étudiants en éducation : 200 participants

Atelier : colloque annuel du Syndicat des enseignants de Laval

Résumé :

5 ateliers pour enseignants : 285 participants

4 ateliers pour étudiants en éducation : 200 participants

### **Conferences:**

#### **Avril 2007**

At the **2007 Treaty 4 Tribal Council Educational Conference** in Regina, Saskatchewan (April 4 and 5), the CBC Digital Archives showcased content on aboriginal issues, including our Cree language topic as well as clips featuring Phil Fontaine, Inuit Education, Grassy Narrows, Louis Riel, the Oka Crisis, and Bill Reid. Some 600 delegates were at this conference and we had a busy booth where we handed out notepads, pens and cards. We also delivered a workshop this year, which was attended by 50 participants. Approximately 150 delegates signed up for our e-newsletter.

On April 11 to 13, the CBC Digital Archives attended the **2007 Association of Principals Annual Conference** for the first time. The event was held in Vancouver, British Columbia and co-hosted by the British Columbia Principals' Association. At our hectic booth, we played clips from our website, handed out nearly 300 notepads and cards, and secured approximately 100 new newsletter subscribers.

We attended the **2007 Catholic Principals' Council of Ontario Conference** on April 19 and 20 in Niagara Falls, Ontario. This was also a new event for us, where we manned a busy booth and we played clips live from the website. We also handed out 200 notepads and cards, and 90 principals signed up for our e-newsletter.

On April 25 and 26, CBC Digital Archives attended the **2007 BCEd Online Conference** in Vancouver, British Columbia. 500 teachers from across British Columbia attended this annual event, which focuses on trends and resources for online learning. We participated as an exhibitor, workshop presenter (40 participants), and sponsored lanyards featuring our URL for all delegates. Over 150 educators signed up for our newsletter.

#### **Mai 2007**

May 8 – 9, we delivered a workshop to 30 librarians at the **2007 Manitoba Library Association Conference** in Winnipeg, Manitoba. We also had a booth, visited by approximately 200 librarians from across Manitoba and 110 of them subscribed to our newsletter.

#### **Octobre 2007**

In partnership with CBC Newfoundland and Labrador, CBC Digital Archives provided notepads and cards to 250 delegates at the **2007 Canadian Library Association / Atlantic Provinces Library Association Conference**, held in St. John's, Newfoundland.

On October 18 and 19, we attended the **2007 PEI Teachers' Federation Conference** for the first time. This event attracted 1,500 teachers from all over the island, and gave us the opportunity to have a busy display where we introduced the site and our



newsletter to hundreds of teachers. We also handed out materials including our cards, notepads and pens.

We returned to the **2007 Nova Scotia Social Studies Teachers' Conference**, held on October 26 in Brookfield, N.S., attended by 600 teachers from across the province. We presented two workshops at this event to approximately 45 teachers and also had a busy booth where we distributed our materials to promote our site and encourage newsletter subscriptions.

At the **2007 Ontario Association of Geography and Environmental Education Conference** (Toronto, Ontario, October 26 and 27) and the **2007 Ontario History and Social Studies Teachers' Association Conference** (Mississauga, Ontario, November 9 and 10), we presented workshops to 60 delegates and had busy booths where we distributed 250 notepads and cards at each event. A combined total 250 teachers signed up for our newsletter.

### **Novembre 2007**

On November 8 and 9, the CBC Digital Archives participated in the **2007 Educational Computing Organization of Ontario Conference** (Mississauga, Ontario) for the first time. The event hosted over 400 teachers from across the province who integrate technology into their curriculum. Our site was met with great enthusiasm as we demonstrated the site, handed out our marketing collateral and garnered close to 100 newsletter subscriptions.

This year, we attended the **2007 Manitoba Social Studies Teachers' Association Conference** in Winnipeg on November 23. Close to 600 teachers participated in this event. We were invited to present two workshops to a total of 40 teachers and we manned a display where we played clips, had our materials available and successfully encouraged nearly 100 teachers to register for our newsletter.

CBC Digital Archives also distributed cards and notepads at the **2007 Manitoba School Library Association Conference** (November 23, Winnipeg) in partnership with CBC Winnipeg.

At the **2007 Quebec Provincial Association of Teachers' Convention** (5,000 educators), CBC and Radio-Canada Digital Archives had a booth with a steady stream of delegates who picked up our notepads, card and pens. Over 140 delegates signed up for our newsletter and we also presented a workshop to 25 participants.

### **Janvier 2008**

On January 31 and February 1, CBC Digital Archives participated in the **Ontario Library Association Super Conference**, a large and lively annual convention that gathers over 5,000 public and academic librarians from across Ontario in downtown Toronto. Our display was located in a high traffic area, where we played clips from a live internet connection, distributed materials and provided information about our site. We also hosted a "sneak preview" session at the Canadian Broadcasting Centre for delegates to provide them with more information about the relaunch, including a look at the enhanced design and improved features on our website.

### **Fevrier / Mars 2008**

At the **2008 Calgary City Teachers' Conference** (February 14 and 15), the Greater Edmonton Teachers' Convention (February 28 and 29) and the Saskatchewan Social Studies Teachers' Conference (early March), we handed out materials including notepads and information cards, and let delegates know about upcoming changes to the



site. We also hosted a workshop at each event in order to give attendees more information about the new version of the site, including the chance to see a mockup of the new design.

#### **Avril 2008**

On April 2 and 3 we attended **Mount St. Vincent University Faculty of Education's Professional Development Conference**, and delivered two workshops to students. In each workshop we showcased the new version of the website by giving participants the chance to navigate through the site on their own and learn about the new features and tools that they can use once they enter the classroom.

On April 7, the CBC Digital Archives Website co-presented a free public event with the City of Toronto and Archives of Ontario in honour of the **2008 Archives Awareness Week** by presenting an evening with Mark Starowicz on the role of archives in television production. We played clips from the new site and handed out materials to approximately 150 people.

#### **13.6 Cross-promotion**

Les dossiers de la zone Archives font régulièrement l'objet de promotion croisée à Radio-Canada.

Comme par les années passées, nous avons relevé quelques exemples pertinents :

##### **Sur le Web (Blogue de Philippe Schnobb)**

[Bre-X : Tout ce qui brile n'est pas or](#)

[Vingtième anniversaire du décès de René Lévesque](#)

[Les archives de Radio-Canada font peau neuve](#)

[Simone de Beauvoir aurait eu 100 ans aujourd'hui](#)

##### **Autres liens :**

- [Radio-Canada/Programmation spéciale du temps des fêtes 2007](#)
- [Simone de Beauvoir aurait eu 100 ans](#) (Désautels)
- [Les Lavigeur, la vraie histoire](#)
- [Tout le monde en parlait](#)
- [Nouvelles/en profondeur](#) (tous les dossiers d'archives y sont référencés)

In 2007-2008 there was a marked increase in the amount of cross promotion between the CBC Digital Archives Website and other parts of CBC's online operations. The site was featured on several areas of CBC.ca, including:

- CBC.ca homepage (daily topic promotion; special Guess Who? promotion)
- CBCNews.ca/Canada (daily Canadian On This Day promotion)
- CBCNews.ca/World (daily international On This Day promotion)

- *The National* (Northwest Passage and Global Warming topics, Digital Archives now featured on their Archive page as a repository for less recent stories)
- CBC Entertainment portal (embedded videos updated weekly, special collaborations for Remembrance Day, Holidays, Valentine's Day and Guess Who? promotion)
- CBC News: Saskatchewan Votes 2007
- CBC News: Northwest Territories Votes 2007
- CBC.ca/arts (Robert Goulet dies, Juno Awards)
- CBC.ca/sports (embedded video on their Hockey section, NHL playoff features, FIFA U-20 World Cup)
- CBC.ca/technology: collaborated on cellular phone history project and robotics package
- CBC.ca/radio (Q) and CBC.ca/arts (Toronto International Film Festival topic)
- CBC News: Around the World
- CBC News: Remembrance Day 2007
- CBC News: Vimy Ridge
- CBC Television: St. Urbain's Horseman
- CBCLearning.ca
- Test the Nation

### **13.7 External Links**

In September 2007, we gave permission to Pearson Education Canada to include a link to our Oak Island clip in an e-book they are producing to supplement the Grade 4 textbook

The CBC/Radio-Canada Digital Archives Website was featured on several websites dedicated to celebrating Black History Month, including the African Canadian Heritage Association, The Black Studies Centre, and The Canadian Race Relations Foundation.

We were also included on the 2008 Arctic Winter Games Website and our Lucy Maud Montgomery topic received attention from organizers of the Anne of Green Gables centennial celebration and we are featured on their website [anne2008.com](http://anne2008.com).

We also exchanged audiovisual and graphic material with a number of other agencies, including the Fergie Jenkins Foundation and Parks Canada.

### **13.8 Weekly Electronic Newsletter**

Au 30 novembre 2007, la cyberlettre en français des Archives de Radio-Canada comptait **4775** abonnés.

By April 1, 2008, the number of subscribers to the English edition of the Archives Newsletter had risen to approximately **7,282**. The weekly newsletter continued to announce educational events we attended and added personal comments to the Staff Picks section.

Au total, plus de **12 000** abonnés reçoivent hebdomadairement nos cyberlettres.

At the end of March 2008, both the CBC Digital Archives as les Archives de Radio-Canada launched a redesigned newsletter to better reflect and promote our new content. The new newsletter features revamped banner and design, as well as several new promotion boxes for improved flexibility.

### 13.9 CBC Digital Archives: On Podcast and Sirius Satellite Radio

In April 2007, the CBC Digital Archives launched a weekly audio podcast. Produced in conjunction with our colleagues at CBC Radio, the Rewind podcast offers free downloadable samples of the best material in the CBC Radio archives.

Archival material featured on the Rewind podcast includes interviews with the pioneers of the Internet, outstanding broadcasts from the Second World War, and collections of the best of Barbara Frum, Max Ferguson, Arthur Black, Stuart McLean and Peter Gzowski.

The Rewind podcast now averages 1,881 mp3 downloads weekly.

The Rewind podcast can be downloaded in MP3 format here:

<http://www.cbc.ca/podcasting/index.html?newsandcurrent#rewind>

It is also available for free subscription on iTunes:

<itpc://www.cbc.ca/podcasting/includes/rewind.xml>

*Rewind* is also the title of a daily archives show now airing on Sirius Satellite Radio channel 137 and now on CBC Radio One. *Rewind*, on both podcast and radio, is hosted by CBC legend Michael Enright. Both versions of *Rewind* draw heavily on CBC Radio One treasures unearthed and researched by the CBC Digital Archives website team. Some recent shows drawn from the Digital Archives website include the first days of the internet, a history of royal visits to Canada, foreign correspondents, and clips of the best of Peter Gzowski, Arthur Black and Barbara Frum.

### 13.10 Awards and Recognition

#### 2007 Pierre Berton Award Finalist

Canada's National History Society established the Pierre Berton Award to recognize individuals and institutions that have a distinguished achievement in presenting Canadian history in an informative and engaging manner. In announcing our nomination, the award committee called the CBC Digital Archives website "**an incredible investment for future generations of Canadians.**"

#### 2008 Society of American American Archivists

Les Archives numérisées de CBC/Radio-Canada ont reçu le prix Philip M. Hamer et Elizabeth Hamer Kegan en reconnaissance de leurs « efforts extraordinaires pour la promotion des archives de la radio et de la télévision de CBC/Radio-Canada ».

David Miller, président du comité qui a décerné le prix a déclaré : « le comité exprime sa plus grande admiration pour la façon dont les Archives numérisées de CBC/Radio-Canada ont mis leur riche collection audio et vidéo à la disposition d'une grande variété d'utilisateurs. Leurs programmes éducatifs bilingues sont extrêmement précieux pour les enseignants de l'élémentaire et du secondaire qui désirent éveiller les étudiants à des sources de première qualité. L'organisation du site permet même à un utilisateur occasionnel de trouver des éléments intéressants sur des sujets universels ou typiquement canadiens. L'archiviste et l'historien professionnels sauront apprécier le travail d'arrière-plan qui a été fait pour choisir et préparer le matériel offert sur le site. »

Créée en 1936, la Society of American Archivists est l'association professionnelle d'archivistique nationale la plus ancienne et la plus grande en Amérique du Nord.

### **2008 Webby Awards – Double Honoree**

The CBC Digital Archives Website was honoured twice by the 2008 Webby Awards, the leading international award for excellence on the Internet. The Webby Awards are presented by the 550-member International Academy of Digital Arts and Sciences.

The Archives site was an Official Honoree in both the Broadband and Education categories, alongside sites run by Disney, CNN, NBC and BBC.

### **Prix Eppy 2008**

Les Archives numérisées de CBC/Radio-Canada ont remporté un prix EPpy un des plus importants et plus prestigieux prix internationaux décernés aux meilleurs services Internet affiliés à un média. Les Archives numérisées ont été récompensées dans la catégorie de la meilleure utilisation de la vidéo dans un site Web consulté par moins d'un million de visiteurs uniques par mois. Les autres finalistes incluaient le *Cape Cod Online/Cape Cod Times*, le *Northwest Herald*, *Studio 55 – naplesnews.com*, et *TV3minuts*. Les lauréats de cette compétition internationale ont été annoncés au cours d'une cérémonie de remise de prix tenue hier à l'hôtel Rio de Las Vegas, dans le cadre du salon et de la conférence des médias interactifs.

## 14 Traffic

Data on traffic for the CBC/Radio-Canada Archives site are primarily gathered with WebTrends. Since the beginning of 2006, the CBC has also used Hitbox so as to be able to compare the data, which are generally very similar.

The CBC/Radio-Canada Archives site receives an average of 500,000 visits per month. Overall, we can say without any hesitation that the CBC/Radio-Canada Archives site has acquired a loyal following.

### 14.1 Highlights

- During 2007–08, the English and French sites received a total of 6,044,983 visits, or 14,711,410 page views.
  - The Radio-Canada Archives site received a total of 2,255,473 visits in 2007–08, while the CBC Digital Archives site received 3,789,510 visits during the same period.
  - In January 2008, the Radio-Canada Archives achieved a peak of over 255,000 visitors to the site. At CBC, it was in April 2007 that the site received the largest number of visits (393,900).
- The number of **unique visitors** (unique computers) to the Radio-Canada Archives site in September, October, November and December 2007 was down compared with the number of visitors recorded in 2006 for the same period. On the CBC Digital Archives site, the number of unique visitors was more stable, although there was a slightly larger decline in January and February 2008.
- Visitors spend an average of 8 to 9 minutes exploring the site during a visit, which demonstrates their interest in the Archives site.
- As in past years, the visits received varied depending on the programming. Over the years, we have noticed that the number of visits tends to decrease in the spring and usually increases again around September. This year was no exception. From June to September, there was a sharp decline in the number of visits in 2006 and 2007, for both the Radio-Canada Archives and the CBC Digital Archives.
- March 2008 saw a larger drop-off in traffic. The results were affected by problems with page tags, misdirected URLs and server breakdowns when the new site went live on March 10, 2008. Traffic data for the new CBC/Radio-Canada Archives site will need to be re-evaluated during the first two or three quarters of 2008.
- The special section created for the 40th anniversary of Expo 67 was very popular with the public. It generated 3,850 unique visits in three days (April 27 to 30) when it was first put online, and totalled over 51,000 visits from April to October 2007.

### 14.2 Origin of Visitors

Approximately 50% of visitors enter the site by means of a search in Google.com, Google.ca, Google.fr or Google.be.

The other 50% come from:

- The *Radio-Canada.ca* or *CBC.ca* homepage;

- The *Radio-Canada.ca* or *CBC.ca* search engine;
- *Radio-Canada.ca/nouvelles/enprofondeur*;
- Various references from the other *Radio-Canada.ca* sites (e.g., In January and February 2008, *Les Lavigeur* generated over 10,000 visits.);
- *Wikipedia.en*.

From the launch of the site, efforts were made to re-index its pages in the main search engines, specifically Google, the one most frequently used by Canadian visitors. We regularly upgrade our team's referencing expertise, and measures to improve the positioning of the Archives site in Google will be seen in a few months.

**Table 17 Average Duration of Visits to the CBC/Radio-Canada Archives Site**

|  | Archives françaises | Archives anglaises |
|--|---------------------|--------------------|
| Avril 06   | 09:13               | 09:02              |
| Mai 06   | 09:02               | 09:09              |
| Juin 06  | 09:08               | 09:03              |
| Juillet 06   | 09:16               | 08:40              |
| Août 06  | 09:22               | 08:57              |
| Septembre 07   | 08:48               | 08:47              |
| Octobre 06   | 08:51               | 09:21              |
| Novembre 06  | 08:53               | 09:42              |
| Décembre 06  | 08:48               | 09:15              |
| Janvier 07   | 08:49               | 09:26              |
| Février 07   | 08:37               | 09:12              |
| Mars 07  | 08:49               | 09:22              |
| Avril 07   | 08:53               | 09:32              |
| Mai 07   | 09:01               | 09:33              |
| Juin 07  | 08:44               | 09:23              |
| Juillet 07   | 09:02               | 09:11              |
| Août 07  | 08:38               | 09:11              |
| Septembre 07   | 08:30               | 09:25              |
| Octobre 07   | 08:35               | 09:39              |
| Novembre 07 <sup>3</sup>                               | Voir note           |                    |
| Décembre 07  | Voir note           |                    |
| Janvier 08   | Voir note           |                    |
| Février 08   | Voir note           |                    |
| Source : WebTrends                                     |                     |                    |
| <i>Durée moyenne des visites par mois (en minutes)</i> |                     |                    |

**Note** : Pour la période du 31 octobre au 29 février 2008, seule la durée était disponible pour les sites en français et en anglais. Pour archives de Radio-Canada, moyenne du 30 octobre au 31 décembre 2007: 8 minutes 32 secondes Du 1 janvier au 29 février 2008: 8 minutes 29 seconde Pour CBC Digital Archives. Du 30 octobre au 31 décembre 2007: 9 minutes 24 secondes et du 1 janvier au 29 février 2008: 9 minutes 29 secondes



**Table 18 WebTrends Comparative Data — CBC/Radio-Canada Archives Site — April 1, 2006 to March 31, 2007 / April 1, 2007 to March 31, 2008**

|                             | RC Visites | RC pages vues | RC machines uniques* | CBC Visites | CBC pages vues | CBC machines uniques | Total RC Visites et CBC Visites* | Moyenne mensuelle visites RC et CBC |
|-----------------------------|------------|---------------|----------------------|-------------|----------------|----------------------|----------------------------------|-------------------------------------|
| <b>Avril 2006</b>           | 217 311    | 806 811       | 179 296              | 381 984     | 1 457 351      | 318 930              | 599 295                          |                                     |
| <b>Mai</b>                  | 228 741    | 812 795       | 187 135              | 382 601     | 1 429 822      | 316 514              | 611 342                          |                                     |
| <b>Juin</b>                 | 140 583    | 527 080       | 118 686              | 326 422     | 1 080 533      | 271 599              | 467 005                          |                                     |
| <b>Juillet</b>              | 127 904    | 503 334       | 105 761              | 269 343     | 825 540        | 229 159              | 397 247                          |                                     |
| <b>Août</b>                 | 148 149    | 575 310       | 123 604              | 256 419     | 806 060        | 218 057              | 404 568                          |                                     |
| <b>Septembre</b>            | 225 729    | 822 197       | 189 900              | 347 788     | 1 153 048      | 298 312              | 573 517                          |                                     |
| <b>Octobre</b>              | 249 670    | 901 694       | 205 598              | 393 180     | 1 317 618      | 329 194              | 642 850                          |                                     |
| <b>Novembre</b>             | 255 727    | 934 074       | 210 727              | 410 151     | 1 404 618      | 338 369              | 665 878                          |                                     |
| <b>Décembre</b>             | 187 888    | 669 914       | 159 877              | 282 599     | 902 727        | 242 568              | 470 487                          |                                     |
| <b>Janvier 07</b>           | 235 870    | 854 490       | 198 557              | 384 932     | 1 260 945      | 321 873              | 620 802                          |                                     |
| <b>Février 07</b>           | 227 328    | 780 276       | 193 015              | 371 703     | 1 227 131      | 312 882              | 599 031                          |                                     |
| <b>Mars 07</b>              | 250 941    | 850 175       | 210 913              | 392 869     | 1 282 145      | 325 279              | 643 810                          |                                     |
| <b>Cumulatif 2006-2007</b>  | 2 495 841  | 9 038 150     | -                    | 4 199 991   | 14 147 538     | -                    | 6 695 832                        | 557 986                             |
| <b>Avril 2007</b>           | 243 497    | 888 825       | 203 182              | 393 900     | 1 285 083      | 328 447              | 637 397                          |                                     |
| <b>Mai</b>                  | 217 246    | 823 541       | 179 296              | 372 640     | 1 203 817      | 306 782              | 589 886                          |                                     |
| <b>Juin</b>                 | 150 223    | 525 195       | 127 964              | 292 109     | 914 574        | 244 859              | 442 332                          |                                     |
| <b>Juillet</b>              | 107 616    | 393 795       | 93 072               | 212 729     | 642 361        | 183 509              | 320 345                          |                                     |
| <b>Août</b>                 | 125 641    | 457 778       | 109 216              | 203 584     | 621 586        | 175 787              | 329 225                          |                                     |
| <b>Septembre</b>            | 174 428    | 633 591       | 149 247              | 280 231     | 949 149        | 237 553              | 454 659                          |                                     |
| <b>Octobre</b>              | 210 928    | 739 320       | 179 016              | 344 404     | 1 128 268      | 286 815              | 555 332                          |                                     |
| <b>Novembre</b>             | 211 287    | 724 541       | 178 167              | 381 830     | 1 232 316      | 338 369              | 593 117                          |                                     |
| <b>Décembre</b>             | 169 509    | 574 677       | 146 215              | 311 647     | 926 360        | 266 704              | 481 156                          |                                     |
| <b>Janvier 08</b>           | 255 911    | 235 870       | 217 881              | 356 529     | 1 086 022      | 298 548              | 612 440                          |                                     |
| <b>Février 08</b>           | 201 336    | 645 599       | 173 020              | 328 890     | 1 004 431      | 276 853              | 530 226                          |                                     |
| <b>Mars 08**</b>            | 187 851    | 674 569       | 157 736              | 311 017     | 837 360        | 262 414              | 498 868                          |                                     |
| <b>Cummulatif 2007-2008</b> | 2 255 473  | 5 079 740     | -                    | 3 789 510   | 9 631 670      | -                    | 6 044 983                        | 503 749                             |

\*Le nombre de machines uniques (ou visiteurs uniques) n'est pas cumulatif en raison du risque de duplication des données.

\*\*La mise en ligne du nouveau site a eu lieu le 10 mars 2008 et des problèmes de redirection et de tagging ont altéré les résultats de la fréquentation du site. Ces données seront réévaluées au deuxième trimestre de l'année 2008-2009.

Data in the Media Metrix reports are generally gathered by surveys, and the sample is very small, so the number of visitors fluctuates more sharply than with WebTrends.

The number of visits compiled by Media Metrix for Radio-Canada is generally lower since Media Metrix only considers traffic data for Canadians using the Internet from home and does not include traffic from the workplace. For CBC, however, as of July 2007 the data compiled include people visiting the Archives site from both home and the office.

**Table 19 Media Metrix Data – Unique Visitors from Home — Radio-Canada Archives Site — April 2007 to March 2008**

| <b>Month</b>     | <b>Year</b> | <b>radio-canada.ca<br/>/archives</b> |
|------------------|-------------|--------------------------------------|
| <b>April</b>     | 2007        | 135,000                              |
| <b>May</b>       | 2007        | 119,000                              |
| <b>June</b>      | 2007        | 96,000                               |
| <b>July</b>      | 2007        | 99,000                               |
| <b>August</b>    | 2007        | 96,000                               |
| <b>September</b> | 2007        | 96,000                               |
| <b>October</b>   | 2007        | 108,000                              |
| <b>November</b>  | 2007        | 72,000                               |
| <b>December</b>  | 2007        | 74,000                               |
| <b>January</b>   | 2008        | 136,000                              |
| <b>February</b>  | 2008        | 81,000                               |
| <b>March</b>     | 2008        | 119,000                              |
| <b>Average</b>   |             | 102,583                              |

**Table 20 Media Metrix Data — Visitors from Home/Visitors from All Locations\* — April 2007 – February 2008**

| Mois                      | Année | cbc.ca/archives  |
|---------------------------|-------|------------------|
| Avril (Home)              | 2007  | 233,000          |
| Mai (Home)                | 2007  | 181,000          |
| Juin (Home)               | 2007  | 168,000          |
| Juillet (all locations)   | 2007  | 116,000          |
| Août (all locations)      | 2007  | 180,000          |
| Septembre (all locations) | 2007  | 145,000          |
| Octobre (all locations)   | 2007  | 200,000          |
| Novembre                  | 2007  | NA               |
| Décembre                  | 2007  | 221,000          |
| Janvier                   | 2008  | 248,000          |
| Février                   | 2008  | 197,000          |
| Mars                      | 2008  | NA               |
| <b>Moyenne</b>            |       | <b>1,223,000</b> |

\* in July 2007 CBC.ca changed the custom report that generates these numbers from measuring « Home only » to measuring « Home and Work ».

## 15 Expense Report

### Expense Report for April 1, 2007 to March 31, 2008

Total spending committed for 2007–08 amounted to \_\_\_\_\_ including a contribution from CBC/Radio-Canada.

The CBC/Radio-Canada contribution was used to cover the project's administrative and legal expenses (legal department, finance, human resources) as well as the costs of managing and maintaining the site and of undertaking a large-scale campaign, notably across the Télévision de Radio-Canada and the Radio de Radio-Canada network and on RDI, to promote the launch of the redesigned site on March 10, 2008.

As at March 31, 2008, CBC/Radio-Canada posts a shortfall of \_\_\_\_\_ to be carried forward to next fiscal year, which includes \_\_\_\_\_ carried forward from 2006–07.

Part of the forecast expenses for hiring additional resources for digitizing and formatting content were postponed owing to the uncertainty regarding funding for 2008–09. Since this uncertainty continued until the end of February 2008, CBC/Radio-Canada had to be cautious in its spending so as to be able to manage a possible layoff of human resources assigned to the project if the funding was not granted. The collective agreements stipulate that in the event of layoff, employees are to receive severance pay varying from several weeks' to several months' salary.

Expenditures for clearing rights were also delayed owing to the late conclusion of an agreement with Union des artistes. The agreement was concluded in March 2008 and will enter into effect in the summer of 2008. Negotiations with SARTEC will begin soon; an agreement with them would make it possible to clear rights for several other program collections included in the 2007–08 planning.

Lastly, since the new Archives site was launched in March 2008 rather than in September 2007 as indicated in the initial plan, this directly affected the promotional and marketing campaign. The campaign had initially been planned to start in September 2007 but was postponed to run from March 2008 to October 2008.

The April 2007 to March 2008 promotional and marketing campaign included the following activities:

- Renew promotional materials, including panels for kiosks, notepads and cotton tote bags);
- Produce a promotional spot for television and radio;
- Produce a promotional spot for radio (Expo 67);
- Create a promotional campaign for the Web (Expo 67 and new site);
- Broadcast the television and radio spots (Expo 67 and new site);
- Be present at book fairs and other conferences in Quebec and Canada;
- Media relations.

Activities planned for April to October 2008, include:

- Strategic research on clientele and referencing (in progress);
- Campaign for placing banners on partner sites (September 2008);

- Campaign for natural referencing (in progress);
- Campaign for purchasing keywords in Google;
- Targeted promotional campaign on Facebook (tested in May – to be implemented in September 2008);
- Host the Radio-Canada Archives page on Facebook;
- Organize targeted activities with the target audience and bloggers;
- Media relations;
- Continue airing spots on television and radio (June to September 2008).

Table 21 Expense Report — April 1 to March 31, 2008

| Culture canadienne en ligne (CCEL)   |                 |                      |                      |                      |
|--|-----------------|----------------------|----------------------|----------------------|
| Budget du projet des archives numérisées, SRC-CBC - Fonds Mémoire canadienne       |                 |                      |                      |                      |
| Exercice financier du 1er avril 2007 au 31 mars 2008                               |                 |                      |                      |                      |
| Catégories de dépenses   | Total des coûts | Contribution du PCCE | Contribution CBC-SRC | % des coûts totaux   |
|  |                 |                      |                      | Contribution du PCCE |
| <b>Gestion et administration du projet</b>   |                 |                      |                      |                      |
| Direction  |                 |                      |                      |                      |
| Support administratif et légal SRC   |                 |                      |                      |                      |
| Gestion des droits   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Création de contenu</b>   |                 |                      |                      |                      |
| Médiathécaires   |                 |                      |                      |                      |
| Rédacteurs   |                 |                      |                      |                      |
| Révision linguistique  |                 |                      |                      |                      |
| Ayants droits  |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Création de pages Web (conception, création, intégration et mise à l'essai)</b> |                 |                      |                      |                      |
| Design, intégration, développement   |                 |                      |                      |                      |
| Accessibilité  |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Infrastructure / Matériel</b>   |                 |                      |                      |                      |
| Ordinateurs  |                 |                      |                      |                      |
| Logiciels  |                 |                      |                      |                      |
| Maintenance  |                 |                      |                      |                      |
| Bande passante   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Numérisation / Balayage</b>   |                 |                      |                      |                      |
| Technicien numérisation  |                 |                      |                      |                      |
| Numérisation/transcodage   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Matériel pédagogique</b>  |                 |                      |                      |                      |
| Matériel pédagogique   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Plan de promotion et de commercialisation</b>                                   |                 |                      |                      |                      |
| Relations publiques  |                 |                      |                      |                      |
| Publicité imprimée   |                 |                      |                      |                      |
| Publicité Web  |                 |                      |                      |                      |
| Recherche  |                 |                      |                      |                      |
| Publicité TV-Radio   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Total des dépenses</b>  |                 |                      |                      |                      |
| <b>Contribution PCCE</b>   |                 |                      |                      |                      |
| <b>Report des dépenses 2006-2007</b>   |                 |                      |                      |                      |
| <b>Report total au 31 mars 2008</b>  |                 |                      |                      |                      |

## 16 Conclusion

CBC/Radio-Canada is very proud of the new version of the site. It took over two years of work to complete this project, and we can say that the major objectives set in 2006–07 and in 2007–08 were achieved by March 31, 2008. In 2008–09, the third and final phase of the project will enable the team to focus on putting the numerous program collections already digitized online and adding new ones that, thanks to new agreements, notably with Union des artistes, will enhance and diversify the content developed so far.

The main challenge ahead will be to ensure the continuation of the CBC/Radio-Canada Archives site. The activities planned in 2007–08 – digitizing archival content and putting it online, rights clearance and promotional and marketing activities – will definitely continue during the two first quarters of 2008–09. However, the termination of the Canadian Culture Online Program, announced in February 2008, obliges the Corporation to review certain strategies set forth in the 2008–09 plan. A new business model must be developed in 2008–09 to secure the operations in 2009–10.

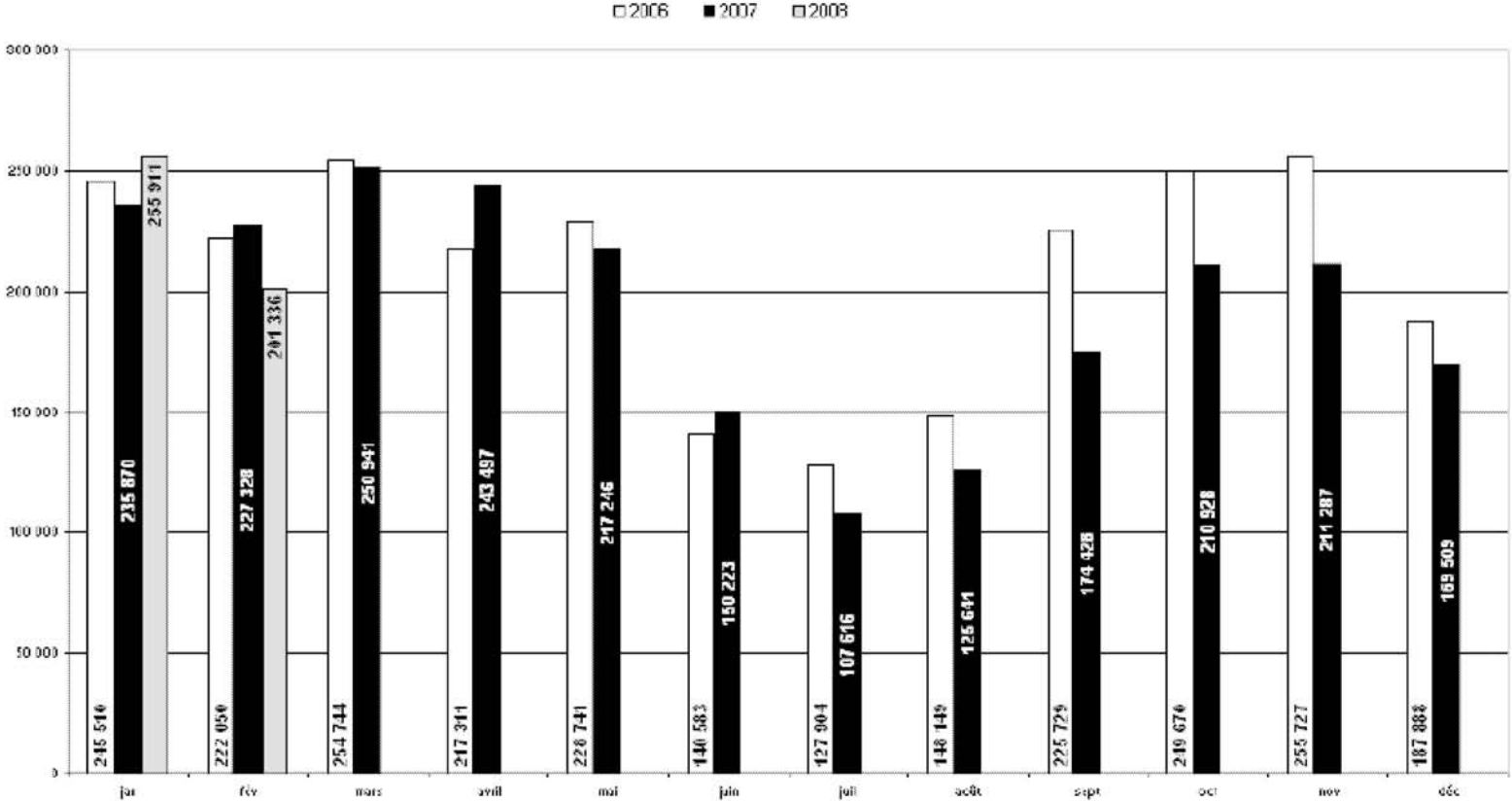
We have also ensured that the services and content provided by the CBC Digital Archives website are a completely integrated and indispensable part of CBC's programming picture, and a valuable, recognized cultural resource in the eyes of the public. To this end, the site has become more timely, illuminating current events with relevant historical background, and also more entertaining – offering both nostalgia and discovery in an ever-expanding online world.

In February 2008, the Standing Committee on Canadian Heritage report recommended that CBC maintain and expand its contribution to Canadian culture on the Internet. The Digital Archives site itself was mentioned by several contributors as a highly successful and important service that has “enabled unprecedented access to CBC/Radio-Canada's historical audiovisual archives.”

In 2008, the CBC/Radio-Canada Archives site remains a singular venture. No other Canadian broadcaster has made such an extensive foray into putting our history and culture online. Quite simply, there is nothing like it.

17 APPENDIX I Visits to the Radio-Canada Archives 2005–08

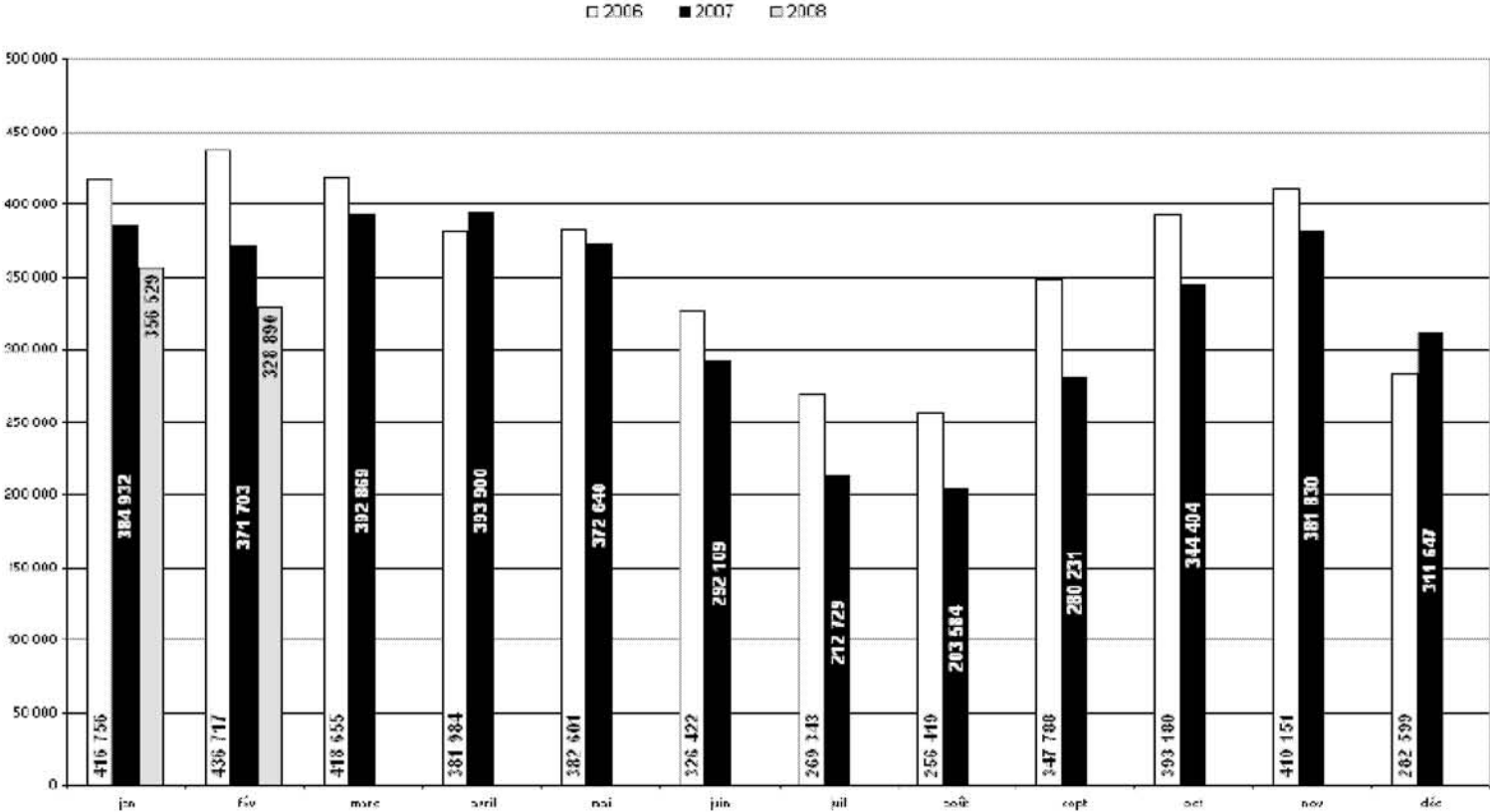
Visites de la zone des archives françaises





18 APPENDIX II Visits to the CBC Archives 2005–08

Visites de la zone des archives anglaises



**19 APPENDIX III Summary of CBC/Radio-Canada Archives  
Digitized Content — 2006–07 (in hours and number of clips)**

| Description                                | Télévision       | Radio            | Total numérisé   | Heures en ligne au 31/03/08 | Clips en ligne au 31/03/08 |
|--|------------------|------------------|------------------|-----------------------------|----------------------------|
| <b>Collections d'émissions</b>             |                  |                  |                  |                             |                            |
| 2006-2007                                  |                  |                  |                  |                             |                            |
| Français                                   | 144:18:00        | 11:35:00         | 155:53:00        | 43:24:00                    | 129                        |
| Anglais                                    | 128:26:00        | 72:55:00         | 201:21:00        | 46:42:00                    | 230                        |
| Total 2006-2007                            | 272:44:00        | 84:30:00         | 357:14:00        | 90:06:00                    | 359                        |
| 2007-2008                                  |                  |                  |                  |                             |                            |
| Français                                   | 133:05:04        | 105:26:11        | 238:31:15        | 53:26:22                    | 121                        |
| Anglais                                    | 40:44:30         | 76:12:46         | 116:57:16        | 29:24:56                    | 142                        |
| Total 2007-2008                            | 173:49:34        | 181:38:57        | 355:28:31        | 82:51:18                    | 263                        |
| <b>Total émissions 2006-2008</b>           | <b>446:33:34</b> | <b>266:08:57</b> | <b>712:42:31</b> | <b>172:57:18</b>            | <b>622</b>                 |
| <b>Dossiers/Topics</b>                     |                  |                  |                  |                             |                            |
| 2006-2007                                  |                  |                  |                  |                             |                            |
| Français                                   | 26:09:03         | 30:43:54         | 56:52:57         | 56:52:57                    | 242                        |
| Anglais                                    | 20:19:50         | 27:31:49         | 47:51:39         | 47:51:39                    | 396                        |
| Total 2006-2007                            | 46:28:53         | 58:15:43         | 104:44:36        | 104:44:36                   | 638                        |
| 2007-2008                                  |                  |                  |                  |                             |                            |
| Français                                   | 23:51:39         | 02:37:42         | 26:29:21         | 26:29:21                    | 77                         |
| Anglais                                    | 04:40:19         | 04:51:35         | 09:31:54         | 9:31:54                     | 100                        |
| Total 2007-2008                            | 28:31:58         | 7:29:17          | 36:01:15         | 36:01:15                    | 177                        |
| <b>Total dossiers 2006-2008</b>            | <b>03:00:51</b>  | <b>17:45:00</b>  | <b>140:45:51</b> | <b>140:45:51</b>            | <b>815</b>                 |
| <b>Art de vivre / Lifestyle</b>            |                  |                  |                  |                             |                            |
| 2006-2007 (en développement)               |                  |                  |                  |                             |                            |
| Français                                   | 0:00:00          | 0:00:00          | 0:00:00          | 0                           | 0                          |
| Anglais                                    | 0:00:00          | 0:00:00          | 0:00:00          | 0                           | 0                          |
| Total 2006-2007                            | 0:00:00          | 0:00:00          | 0:00:00          | 0                           | 0                          |
| 2007-2008                                  |                  |                  |                  |                             |                            |
| Français                                   | 03:18:00         | 00:43:00         | 04:01:00         | 04:01:00                    | 27                         |
| Anglais                                    | 02:38:00         | 02:17:00         | 04:55:00         | 04:55:00                    | 29                         |
| Total 2007-2008                            | 5:56:00          | 3:00:00          | 8:56:00          | 08:56:00                    | 56                         |
| <b>Total Art de vivre 2006-2008</b>        | <b>05:56:00</b>  | <b>03:00:00</b>  | <b>08:56:00</b>  | <b>08:56:00</b>             | <b>56</b>                  |
| <b>Devinez!/Guess Who?</b>                 |                  |                  |                  |                             |                            |
| 2006-2007 (en développement)               |                  |                  |                  |                             |                            |
| Français                                   | 0:00:00          | 0:00:00          | 0:00:00          | 0:00:00                     | 0                          |
| Anglais                                    | 0:00:00          | 0:00:00          | 0:00:00          | 0:00:00                     | 0                          |
| Total 2006-2007                            | 0:00:00          | 0:00:00          | 0:00:00          | 00:00:00                    | 0                          |
| 2007-2008                                  |                  |                  |                  |                             |                            |
| Français                                   | 00:10:30         | 00:00:00         | 00:10:30         | 00:10:30                    | 7                          |
| Anglais                                    | 00:53:29         | 00:11:39         | 01:05:08         | 01:05:08                    | 14                         |
| Total 2007-2008                            | 1:03:59          | 0:11:39          | 1:15:38          | 01:15:38                    | 21                         |
| <b>Total Devinez/Guess Who?</b>            | <b>01:03:59</b>  | <b>00:11:39</b>  | <b>01:15:38</b>  | <b>01:15:38</b>             | <b>21</b>                  |
| <b>C'est arrivé/ On this day</b>           |                  |                  |                  |                             |                            |
| 2006-2007                                  |                  |                  |                  |                             |                            |
| Français                                   | 4:34:17          | 10:58:52         | 15:33:09         | 15:33:09                    | 77                         |
| Anglais                                    | 3:19:00          | 2:10:00          | 5:29:00          | 5:29:00                     | 69                         |
| Total 2006-2007                            | 7:53:17          | 13:08:52         | 21:02:09         | 21:02:09                    | 146                        |
| 2007-2008                                  |                  |                  |                  |                             |                            |
| Français                                   | 02:24:57         | 01:21:50         | 03:46:47         | 3:46:47                     | 28                         |
| Anglais                                    | 01:43:53         | 01:11:17         | 02:55:10         | 2:55:10                     | 35                         |
| Total 2007-2008                            | 4:08:50          | 2:33:07          | 6:41:57          | 6:41:57                     | 63                         |
| <b>Total C'est arrivé le/OTD 2006-2008</b> | <b>12:02:07</b>  | <b>15:41:59</b>  | <b>27:44:06</b>  | <b>27:44:06</b>             | <b>209</b>                 |
| <b>Clips seuls/ single clips</b>           |                  |                  |                  |                             |                            |
| 2006-2007                                  |                  |                  |                  |                             |                            |
| Français                                   | 0:30:04          | 0:08:12          | 0:38:16          | 0:38:16                     | 5                          |
| Anglais                                    | 1:39:55          | 2:54:22          | 4:34:17          | 4:34:17                     | 35                         |
| Total 2006-2007                            | 2:09:59          | 3:02:34          | 5:12:33          | 5:12:33                     | 40                         |
| 2007-2008                                  |                  |                  |                  |                             |                            |

| Description                        | Télévision       | Radio            | Total numérisé   | Heures en ligne au 31/03/08 | Clips en ligne au 31/03/08 |
|------------------------------------|------------------|------------------|------------------|-----------------------------|----------------------------|
| Français                           | 01:02:22         | 0:00:00          | 01:02:22         | 1:02:22                     | 7                          |
| Anglais                            | 1:39:55          | 2:54:22          | 04:34:17         | 4:34:17                     | 35                         |
| Total 2007-2008                    | 2:42:17          | 2:54:22          | 5:36:39          | 5:36:39                     | 42                         |
| <b>Total clips seuls 2006-2008</b> | <b>04:52:16</b>  | <b>05:56:56</b>  | <b>10:49:12</b>  | <b>10:49:12</b>             | <b>82</b>                  |
| <b>Totaux 2006-2007</b>            |                  |                  |                  |                             |                            |
| Total numérisé français 2006-2007  | 175:31:24        | 53:25:58         | 228:57:22        | 116:28:22                   | 453                        |
| Total numérisé anglais 2006-2007   | 153:44:45        | 105:31:11        | 259:15:56        | 104:36:56                   | 730                        |
| Total 2006-2007                    | 329:16:09        | 158:57:09        | 488:13:18        | 221:05:18                   | 1183                       |
| Total numérisé français 2007-2008  | 163:52:32        | 110:08:43        | 274:01:15        | 88:56:22                    | 267                        |
| Total numérisé anglais 2007-2008   | 52:20:06         | 87:38:39         | 139:58:45        | 52:26:25                    | 355                        |
| Total 2007-2008                    | 216:12:38        | 197:47:22        | 414:00:00        | 141:22:47                   | 622                        |
| <b>Total 2006-2008</b>             | <b>545:28:47</b> | <b>356:44:31</b> | <b>902:13:18</b> | <b>362:28:05</b>            | <b>1805</b>                |

**CBC  Radio-Canada**

**Canadian Heritage:  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

**CBC/Radio-Canada Radio and Television Archives  
Digitization and Online Availability Project**

**2008–2009 Business Plan**

**June 8, 2007**

**I. PART A****1. Applicant Information**

**Name of organization:** Canadian Broadcasting Corporation/Radio-Canada

**Project description:** CBC/Radio-Canada radio and television archives digitization project

**Total project cost:**

Total amount requested from the Department:

**Radio-Canada Contact:**

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## 2. Project Summary

### 2.1. Objectives and Anticipated Results

After seven-odd years of operation through the support of the Canadian Memory Fund, CBC/Radio-Canada's digitized archives are now a real font of Canadian culture and history with over one thousand hours of original content drawn directly from the national public broadcaster's archives. CBC/Radio-Canada wishes to actively continue its efforts in 2008–2009 to save, digitize, and open its archives to the public, with the particular aim of gaining greater Web exposure for its content.

We therefore begin 2008–2009 with expansion very much in mind. Changes signalled in 2006–2007 and brought about in 2007–2008 will enable us to build on a strategy of greater integration of our Archives zone and increased points of access. Advanced content management—both from an editorial and technology point of view—will make our Archives a more integral part of the *Radio-Canada.ca* and *CBC.ca* websites—and of the entire Web, broadening and enriching the user experience.

CBC/Radio-Canada will, more than ever, be putting its audience in touch with its own heritage and culture. We aim to meet the following goals by March 31, 2009:

- **Content**

CBC/Radio-Canada will digitize, contextualize, and make available free of charge to the Canadian public, teachers, and young people **500 hours of new television and radio archive material**, divided up as follows:

- At least 400 hours of programs in their entirety or segments thereof (approximately 200 hours in each language)
- 8–10 new topics and digitized versions of at least 50 contextualized themed clips for a total of around 50 hours of digitized content
- Approximately 35 hours of content for the almanac and the “Your Moment of Fame,” “Familiar Faces,” and “Great Interviews” sections of the website
- Around 15 hours of program clips to update topics already on the site

- **Partnering Around Common Themes**

Profitable and lasting partnerships with natural partners of CBC/Radio-Canada are a big part of our audience exposure strategy. An automatic content export system will



enable us to easily make archive extracts available on Canadian Culture Online partner websites, particularly Culture.ca.

Three organizations have been specifically targeted to become heavily involved: The **National Film Board of Canada (NFB)**, **Library and Archives Canada**, and **Bibliothèque et Archives nationales du Québec**. We will also look for opportunities to work together on major *CBC.ca* and *Radio-Canada.ca* events. In this regard, we plan to develop Archives sections for the **400th anniversary of the founding of Quebec City** and the Summer 2008 **Beijing Olympic Games**.

We also intend to explore strategic alliances with major international players in digital archiving. We plan to approach **Institut national de l'audiovisuel** in France ([www.ina.fr](http://www.ina.fr)) about exchanging French content and the **BBC** ([www.bbc.co.uk](http://www.bbc.co.uk)) for English content.

- **Teaching Resources**

We will continue producing teaching projects as at present—160 in all on **40 website topics**, with 20 in French and 20 in English.

- **Technological Innovation**

**Intelligent content management** is one of the most promising new ways of offering personalized programming to match the interests of website visitors. CBC/Radio-Canada intends to experiment as much as possible with new indexing and keyword technologies as well as copyright management and recommendation-based management of audio and video content.

We would also like to experiment with **producing described reports** to allow our top journalists to analyze and explain some of the most memorable reports in the history of CBC/Radio-Canada.

- **Accessibility**

**Full transcriptions** of 20 new Great Interviews are available online.

- **Marketing**

After major promotional efforts in past years aimed at young people and the educational community, CBC/Radio-Canada will now target the general public through **on-air promotional campaigns** and an online **viral marketing** strategy. Schools nevertheless remain a key priority, and we will continue efforts in this area, notably through **workshops** and **educational events**.

### **3. Applicant Eligibility**

As this country's public broadcaster, CBC/Radio-Canada is a singular Canadian cultural institution. Its collection of audio and video archives is one of the largest in Canada. As a first-hand witness, yesterday and today, to the nation's social, political, economic, and cultural evolution, CBC/Radio-Canada is among the Canadian institutions that most faithfully reflect the linguistic and cultural diversity of Canadian society.

This audio and video collection must be made available to the Canadian public, especially the country's teachers and young people. Now a "must-browse" destination for anyone interested in the richness and diversity of Canadian heritage, the Corporation's digitized Archives websites were developed as a historical reference tool for the entire population, but also as a dedicated interface with school programs across the country. Today, the Archives sites provide valuable new insight into the people and places that make up our collective history.

CBC/Radio-Canada is also a pioneer in new media. Our websites today are among the most popular and highly respected in the Canadian industry.

## II. PART B – PROJECT DESCRIPTION

### 4. Project Eligibility

CBC/Radio-Canada has one of the world's largest radio and television archive collections. We will continue working in 2008–2009 to further the goals of the digital archiving project begun in 2000 so that all Canadians—and young people and teachers in particular—enjoy free online access to this priceless part of their heritage, in English ([www.cbc.ca/archives](http://www.cbc.ca/archives)) and in French ([www.radio-canada.ca/archives](http://www.radio-canada.ca/archives)). CBC/Radio-Canada's vaults have over 160,000 hours of radio programs broadcast since 1936 and 125,000 hours of television programs broadcast since 1952, as well as some 50,000 hours of outtakes. CBC's audiovisual collection contains no less than 250,000 hours of programming, including films, cassettes, and other radio material.

Since June 2007, the site has offered free access to over 300 topics that have left their mark on Canadian history over the past 70 years, representing over 1,000 hours of audio and video archive content in English and French and more than 10,000 online clips.

In 2006–2007 we undertook to digitize program collections to be added to the current collection of topics and we will continue this work in 2007–2008. In 2008–2009 digitization of program collections will remain one of our key priorities for the third consecutive year. We will also continue showcasing milestones in Canadian history by producing topics to mark commemorations, special events, and the deaths of personalities from all walks of life. In total, we will be adding 500 hours of new television and radio archive material in English and French, approximately 400 hours of which will be devoted to program collections with at least 100 hours dedicated to contextualized topics and clips as well as new sections such as “Your Moment of Fame,” “Familiar Faces,” and “Great Interviews.”

Schools remain one of our key priorities. In 2008–2009 we will continue to produce teaching material in English and French based on topics already available online. We will produce teaching projects built around 40 topics in English and French for teachers in grades 6 to 12 (Grade 6, Secondary 1 to 5, and cegep level in Quebec). Teaching materials made available may be used, modified, reproduced, and distributed free of charge in the classroom. We are working closely with teachers on these projects.

CBC/Radio-Canada produces a substantial part of its own radio and television programs, but is bound by agreements with writers, artists, and producers as well as the evolving issue of Internet rights. Agreements exclusive to the digital archiving project have so far been signed with the American Federation of Musicians of the United States and Canada and the Writers Guild. We also aim to reach agreements with *Union des Artistes* (UDA) and *Société des auteurs de la radio, télévision et cinéma* (SARTEC). We will make every effort to move this project forward as fairly as possible, but remain at the mercy of developments within the industry as a whole.

Furthermore, in order to clear the rights to digitized content on the CBC/Radio-Canada Archives sites, we will be maintaining current staffing levels to oversee this aspect of our operations.

CBC/Radio-Canada has also taken steps to inform all users of the terms of use of its digitized archives. The English ([http://archives.cbc.ca/info/apropos\\_en4.shtml#1](http://archives.cbc.ca/info/apropos_en4.shtml#1)) and French ([http://archives.radio-canada.ca/info/apropos\\_fr4.shtml#1](http://archives.radio-canada.ca/info/apropos_fr4.shtml#1)) versions of the site each include a section providing full information on prescribed use.

## 5. Content

CBC/Radio-Canada radio and television has evolved with Canadian society. Making program collections available online is a tremendous opportunity for younger generations to learn more about our society's media legacy and for older visitors to look back on yesteryear. We will also continue to create topics and clips that enable young and old alike to relive great milestones in Canadian history via CBC/Radio-Canada's radio and television archives.

In 2006–2007 we began to compile, select, digitize, and contextualize program collections. For instance, we digitized and contextualized some 50 episodes of *Sel de la semaine*, a Radio-Canada program hosted by the late Fernand Seguin from 1965 to 1970. Every week, Seguin—who earned the nickname of Radio-Canada's very own “scholar”—met personalities that included the likes of biologist Jean Rostand, writer Jack K  rouac, and actor Michel Simon. We also digitized radio programs such as *Carrefour*, a current affairs program where budding journalists Ren   L  vesque and Judith Jasmin cut their teeth. CBC also had its share of radio treasures, including *As It Happens*, a program that made Barbara Frum a household name in the early 1970s. Canadians will also be able to enjoy past episodes of *This Hour Has 7 Days*, a program whose original formula left its mark on the small screen. From 1964 to 1966, this controversial current affairs program made headlines and drew the attention of Parliament Hill, attracting up to three million viewers per week.

CBC/Radio-Canada will digitize, contextualize, and make available free of charge from its archives **500 hours of new online radio and television content** for use by the Canadian general public, teachers, and young people. All our collections will be digitized in a high resolution format (MPEG2) for storage purposes and streamed on the website:

- At least 400 hours of programs in their entirety or segments thereof
- 8–10 new topics and digitized versions of at least 50 contextualized themed clips for a total of around 50 hours of digitized content
- Approximately 35 hours of content for the almanac and the “Your Moment of Fame,” “Familiar Faces,” and “Great Interviews” sections of the website
- Around 15 hours of program clips to update topics already on the site

### 5.1. Program Collections

In 2008–2009 we will continue our work to restore, digitize, and contextualize program collections. We intend to digitize 20 to 40 new program collections, representing some 400 hours of radio and television archives (200 hours in each language). Collections will take the form of topics that allow website visitors to easily locate complete episodes and clips from a series. Each episode or clip will be put in context and linked to a topic, allowing young people, for example, to understand the nature of the program, the content of each episode, and to identify the hosts, journalists, guests, and broadcast dates.

Each program file will contain 1 to 10 hours of content on average, and sometimes more, depending on the rights to be cleared and how well the collection has been preserved.

A non-exhaustive list (subject to change) of programs under consideration for 2008–2009 has been drawn up, and copyright clearance issues are currently being examined. The programs earmarked for our collections were all very popular with the Canadian public and reflected concerns of the day and aspects of regional and cultural life across Canada. We will be paying close attention to the way *Boréal hebdo*—a program broadcast in French for the First Nations of Canada—is handled. Some programs like *Femme d'aujourd'hui* are included in our collection because of the enormous amount of material available (over 10,000 episodes). We plan to add new episodes or episode segments from this series each year.

### **Radio-Canada: Programs Under Consideration for 2008–2009**

#### Radio de Radio-Canada

1. *Clair et net*
2. *L'art aujourd'hui*
3. *Le hockey des Canadiens*
4. *À toi Jean-Maurice*
5. *La terre en question*
6. *Fête au village*
7. *Radiomobile*
8. *Boréal hebdo*
9. *Un homme vous écoute*
10. *Les grandes religions*
11. *Bouchées doubles*

#### Télévision de Radio-Canada

1. *Le point*
2. *La joie de connaître*
3. *La soirée du hockey*
4. *Aujourd'hui*
5. *L'univers des Sports*
6. *Vu*
7. *Femme d'aujourd'hui (2nd collection)*
8. *Prise de bec*
9. *Caméra 57*
10. *L'homme devant la science*

## **CBC: Programs Under Consideration for 2008–2009**

### CBC Radio

1. *As It Happens*
2. *Assignment*
3. *Basic Black*
4. *Writers and Company*
5. *Ideas*
6. *Identities*
7. *Morningside*
8. *Our Native Land*
9. *Rawhide*
10. *Something to Say*

### CBC Television

1. *CBC Newsmagazine*
2. *Chez Nous*
3. *Country Canada*
4. *Howie Meeker's Hockey School*
5. *Marketplace*
6. *Of All People*
7. *Tabloid*
8. *Take 30*
9. *Undercurrents*
10. *Wonderstruck*

## **5.2. Topics**

Since the start of the project, topics have been the site's cornerstone. In 2008–2009 we will go on producing topics to mark commemorations, special events, and the passing away of personalities, or to show the progress of contemporary phenomena such as global warming. In 2008–2009 we will aim to produce a dozen such topics in English and French, as outlined below (list subject to change):

### **Themes Under Consideration for 2008–2009 (in English and French)**

1. Quebec City's anniversary celebrations in 2008 (July 3, 1608)
2. Black civil rights movement (1955–1970)
3. The evolving role of nurses
4. British Columbia's 150th anniversary
5. Canadian inventions (insulin, Pablum, walkie-talkies, the Wonderbra, zippers, etc.)
6. The contribution of ethnic and cultural communities to Canada
7. Canadians philosophers and thinkers (CB Macpherson, Charles Taylor, George Grant, Northrop Frye, Harold Innis, Marshall McLuhan, Jean-Marc Poutine, Fernand Dumont, Jean-Paul Desbiens, Pierre Vadeboncoeur, André Laurendeau, Marcel Rioux, etc.)
8. Iran–Iraq War (1980–1988)
9. Canadian tourist sites (an opportunity to publish clips of regions and tourist attractions such as Percé Rock, Niagara Falls, Lake Louise, Château Frontenac, Louisbourg Fortress, etc.)
10. Extreme sports (in French; already available in English)



### **5.3. Almanac: On This Day**

A new addition to the Archives sites will make it possible to explore several events that happened on the same date, but in different years. The new *On This Day* section—very popular with teachers and young people—allows users to browse the archives using a certain date as a starting point and to trace historical events by year. The almanac calendar for June 2007 contains at least one event with an accompanying radio or television excerpt for every day of the month. In 2008–2009 we will add to this section of the website by producing new almanacs and adding new functions—users will be able to send birthday cards based on an event that marked that day in history, and teachers will be able to send almanacs periodically to students using the customization module we developed in 2007–2008.

### **5.4. Your Moment of Fame**

Realizing that many ordinary citizens had enjoyed moments of fame on CBC or Radio-Canada over the years, we created this new section to present excerpts from the broadcasts they “starred” in. We will ask website visitors to locate them again and comment on the clips presented. From time to time we will set out in search of happy stories to tell that create fascinating links between past and present.

By way of an example, as part of the 40th anniversary celebrations of Expo '67 in 2007, we tracked down the universal exhibition's 50 millionth visitor, Marthe Racine. Forty years later, Ms. Racine agreed to meet us on April 12, 2007. This wonderful story was published in the special section of our Archives website devoted to the 40th anniversary of Expo '67.

### **5.5. Familiar Faces**

We have added a playful touch to the Archives, putting users' memories to the test! Visitors to the site will be presented with video or audio footage of a personality whose physical appearance has significantly changed over the years or whose voice was a familiar radio presence. Interactivity will again play a key role as visitors try to guess the mystery personality.

For example, does this face look familiar?

Young CBC reporter Avril Campbell interviews cowboy Alberta Slim.  
[http://archives.cbc.ca/IDC-1-73-2084-12975/politics\\_economy/kim\\_campbell/clip1](http://archives.cbc.ca/IDC-1-73-2084-12975/politics_economy/kim_campbell/clip1)

### **5.6. Great Interviews**

The Great Interviews section of the Archives website will be added to throughout 2008–2009. Interviews are considered “great” because of what was said, who was interviewed, or the ensuing fame of the interview itself. The interviews thus far identified as of particular interest are those with personalities such as Jack K  rouac, Simone de Beauvoir, Jean Rostand, Terry Fox, Tommy Douglas, Wayne Gretzky, and others.



## 6. Partnering Around Common Themes

Since 2002 we have multiplied efforts at establishing partnerships to promote the outstanding content of our Archive sites. The CBC and Radio-Canada Archive sites are now partners in most major projects, and we will continue to promote them in this way. We will also promote content through for-profit agreements with natural partners of CBC/Radio-Canada. Partners with whom we already have special ties because of the complementary nature of our content include The National Film Board, Library and Archives Canada, and Bibliothèque nationale du Québec.

### 6.1. Internal Partnerships

In 2008–2009 all eyes will be turned to Quebec City’s 400th anniversary celebrations, an excellent opportunity for the digitized Archives sites to get involved. Many radio, television, and Web projects are currently being considered by *Radio-Canada.ca* and *CBC.ca*, and the digitized Archives zone will be a partner in covering the event. One project being considered is to create a tribute to celebrities who have come from the Quebec City area. A section of the archives will also be developed for the Summer 2008 Beijing Olympic Games.

### 6.2. External Partnerships

There are many similarities in archive content between The National Film Board and CBC/Radio-Canada. This has spurred a desire to work together as much as possible on promotional efforts. A theme developed by the NFB on the history of sports will be a first opportunity. A second will be a look at relations between anglophones and francophones in Quebec since 1940. This interest in working together includes a firm intention to discuss our communication, marketing, and project management strategies, among other things, in a broader sense (see letters of agreement in Appendix A).

Still with a view to promoting complementary digitized content with the support of *Online Culture*’s Canadian Memory Fund, CBC/Radio-Canada and the National Library of Canada have agreed to renew efforts to work together (see letters of agreement in Appendix B).

We will also continue efforts to build on the partnership with Bibliothèque et Archives nationale du Québec established in 2006–2007 for “*Les voix de l’histoire*,” a project that will continue until 2010.

Lastly, updating the site and implementing an automatic content export system developed in 2007–2008 will allow us to provide key partners like Culture.ca with more content. These advances in technology will serve as a starting point from which to boost the visibility of our content and multiply points of access to the CBC/Radio-Canada Archives sites.

## 7. Teaching Resources

Since 2002 the CBC/Radio-Canada Archives sites have made a name for themselves as valuable resources in educational environments. Over the years we have redoubled efforts to meet the needs of educators all across Canada. In 2008–2009 we will continue on this tack and further improve the “For Teachers” section of the websites.

According to a 2005 CEFRIO (Centre francophone d’informatisation des organisations) study<sup>1</sup> looking at Canadian teacher and student needs for educational resources on the Web, the new social sciences and history programs in several provinces and territories have created a compelling need for new and innovative teaching resources—hence the attraction of online resources. Multiple studies cited by CEFRIO show that teachers require a greater number of online resources to help teach students about such things as key events in history, Canadian duality and symbols, and cultural and First Nations communities. What emerges from many of the studies cited is a huge need on the part of teachers for videos and course plans with interactive components and “turnkey” lessons.

In 2006 the Quebec history teachers’ association recommended our Archives sites to its members.<sup>2</sup>

Of the some 300 topics available online in June 2007, 150 had a teaching component in English, for a total of 792 activities for Grade 6 to 12 teachers. Due to the educational reforms in Quebec, we decided to rewrite the 148 teaching projects delivered since 2002 and produce 60 new ones for 2007–2008. In 2008–2009 we aim to create 160 new teaching projects in English and French (100 in English and 60 in French). Teaching projects are mainly aimed at subjects taught between Grade 6 and Grade 12 and, in Quebec, between Grade 6 and cegep. For each topic, a teaching project is produced for the last cycle of elementary school, the first or second cycle of secondary school, and cegep level.

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<sup>1</sup> CEFRIO (March 2005), *Assessment of Canadian Teachers' and Students' Needs For Educational Resources on the Web: Literature Review and Strategic Analysis*, submitted by CEFRIO to Canadian Heritage, 25pp. [Online] [http://www.cefrio.qc.ca/pdf/Rapport\\_final\\_patrimoine.pdf](http://www.cefrio.qc.ca/pdf/Rapport_final_patrimoine.pdf) (page last consulted June 8, 2007)

<sup>2</sup> Société des professeurs d’histoire du Québec [Online], <http://www.recitus.qc.ca/associations/sphq/> (page last consulted May 24, 2007)

**French-language teaching projects for the following topics (20 topics = 3 projects per topic = 60 teaching projects)**

1. Robert Bourassa, premier ministre à tout prix
2. Lucille Teasdale, la médecine comme mission
3. Claude Jutra, une vie en 24 images
4. Pierre Elliott Trudeau, libre et provocateur
5. 6 juin 1944 : les Canadiens débarquent
6. Pour l'amour de l'artisanat
7. Fous de hockey!
8. Les droits territoriaux des autochtones
9. Réinventer la ferme familiale
10. La crosse, un héritage égaré
11. Référendum 1980 : l'avenir du Québec en question
12. Requiem pour la morue
13. Le défi de la différence
14. Tribulations des Chinois au Canada
15. Mètres chez nous, le Canada change de règles
16. Une île, un métro
17. Du poisson au menu!
18. Carnaval de Quebec, fête de l'hiver
19. Hydroélectricité : le pouvoir de l'eau
20. L'amiante au banc des accusés

**English-language teaching projects for the following topics (20 topics = 5 projects per topic = 100 teaching projects)**

1. The Life and Legend of Bill Reid
2. Terry Fox: Reliving the Marathon
3. Pierre Trudeau: Swinger, Philosopher
4. The Long Run: John Turner
5. Canada's New Queen
6. Joni Mitchell
7. D-Day: Canadians Target Juno Beach
8. Le Refus global: Revolution in the Arts
9. À la prochaine fois – The 1980 Quebec Referendum
10. How the West was Won – BC Elections
11. Campaigning in Canada
12. Greenpeace: Always Bear Witness
13. Splitting Up: Canadians Get Divorced
14. Welcome Home Soldier
15. Quebec Winter Carnival
16. Eeyou Istchee: Land of the Cree
17. The Sinking and Raising of the Irving Whale
18. Davis Inlet: Innu Community in Crisis
19. Cancer Research
20. The Voice of Hockey, Foster Hewitt

## 8. Innovation and Development

### 8.1. Intelligent Content Management

After over seven years in operation, the CBC/Radio-Canada Archives sites will have accumulated over 10,000 clips, programs, and program segments in 2008–2009, representing over 1,000 hours of radio and television content. Although even this is but a fraction of the riches contained within the CBC/Radio-Canada archives, this considerable volume of digitized content has led us to examine the best technological and editorial means of accommodating this material in order to reflect growing consumer trends on the Web.

With the dawn of the Web 2.0 era, “egocasting” is here for good, with the promise of on-demand consumption of personalized content. Technologies that once were the exclusive domain of e-commerce are now making strides in general content management and helping to create individual Web offerings based on the precise interests of websurfers. These types of solutions have been shown not only to expose visitors to more content, but also boost user loyalty and retention.

We therefore plan to test and install new intelligent management systems that will showcase our content while maximizing individual ability to personalize and recommend content. More specifically, our new technology infrastructure should allow us to

- Automatically index content, which could then be supplemented by the editorial work of writers specializing in indexing
- Strengthen functions and personalization spaces in the Archives sections of *CBC.ca* and *Radio-Canada.ca*
- Make personalized recommendations based on the visiting habits and interests of users
- Manage copyright using georeferencing and time stamping

At this point, some newly available products are generating significant interest. This is the case for the automatic indexing technology developed by Quebec firm Coveo Enterprise Search ([www.coveo.com](http://www.coveo.com)) and the technology recommendations solution put forward by French firm Criteo ([www.criteo.com](http://www.criteo.com)). CBC/Radio-Canada has already approached both companies and intends to continue discussions while broadening talks to take into account all other solutions available on the market.

## **8.2. Production of Described Videos**

CBC/Radio-Canada also plans to continue innovating in terms of the type of content available. The Archives sites are packed full of reports and special coverage from over the years by some of the biggest names in journalism. This content could be given a new dimension by producing a described version of these reports by the people who made them.

We therefore plan to put in place a pilot project to record journalists' comments in a studio and for this commentary to be made available online with their reports. Unique online, this added feature will give some of our most compelling reports unparalleled depth and allow us to explore the past from new angles thanks to the hindsight of those involved at the time.

We aim to produce around a dozen reports described by our journalists on an experimental basis.

Apart from these innovations and new developments, it goes without saying that CBC/Radio-Canada will also stay abreast of the latest trends and new developments in the Internet and technology to continue to offer forward-looking websites on the cutting edge of technology.

## 9. Accessibility

Access to our Archives sites has always been one of our priorities. Shortly after its launch in 2002, we were already taking steps to ensure compliance with the minimum W3C requirements right from the main site.

In 2004–2005 we were firmly in the vanguard with the production of a parallel accessible version of the Archives site for the blind and the visually impaired. Developed in collaboration with the Canadian National Institute for the Blind (CNIB), this version of the site complies with the main W3C accessibility requirements and allows the blind and visually impaired to navigate the site using a viewer.

The vast makeover project announced in 2006–2007 will upgrade the interface to include the new content proposed for the site. Program collections, almanacs, and “Your Moment of Fame,” “Familiar Faces,” and “Great Interviews” sections will be integrated into the current version of the accessible site.

Another of our objectives for 2007–2008 is to improve our content for the hard of hearing by providing transcriptions of audio extracts as recommended by W3C. We will begin offering transcriptions of audio and video excerpts from the Great Interviews collection on an experimental basis, and this will be upped to 20 new transcriptions (10 in each language) in 2008–2009.

## 10. Project Planning

CBC/Radio-Canada has applied to the Canadian Memory Fund for \$2 million in financial aid, the maximum allowable. In 2007–2008 \$1.9 million was awarded, which meant that a number of the expenses in the original submission had to be reduced.

Given increased production costs year after year—in large part caused by rising CBC/Radio-Canada salaries—the staffing indicated below will have to be reduced should funding not be awarded in its entirety. Cuts in resources would also lead to production cuts. We thus reiterate the importance of CBC/Radio-Canada’s maintaining 2001–2006 levels of funding and of considering giving maximum funding to this project.

Management and operation of the CBC/Radio-Canada Archives sites is shared by the teams in Montreal and Toronto. The makeup of the two teams is as follows.

### 2.1 Human Resources

#### **Radio-Canada**

1 area head

2 broadcast media librarians

1 copyright officer

3 writers

Note: New technology in the Radio-Canada Post Production Department in 2007 led to advances in our production methods. Labour costs for this step are now billed to the Archives project and are no longer salaried positions. CBC Archives now have a digitizer, and we also have the support of Radio-Canada’s Communications Manager for New Media to promote the Archives site among listeners.

#### **CBC**

1 project manager

2 writers

2 broadcast media librarians

1 rights analyst

1 marketing coordinator

1 digitizer

#### **Joint CBC/Radio-Canada**

1 project director

1 integrator

1 developer equivalent (maintenance)

1 programmer equivalent (maintenance)

1 assistant (part-time)

A table listing employee costs by position can be found in Appendix C and detailed project financial planning for 2008–2009 in Section 10.2 below.



## 10.1. Budget

| Culture canadienne en ligne (CCEL)   |                        |                 |              |                          |   |  |   |           |   |
|--|------------------------|-----------------|--------------|--------------------------|---|--|---|-----------|---|
| Budget du projet des archives numérisées, SRC-CBC – Fonds Mémoire canadienne |                        |                 |              |                          |   |  |   |           |   |
| Pour l'exercice (2008-2009)  |                        |                 |              |                          |   |  |   |           |   |
| Catégories de dépenses   | Coûts totaux du projet |                 |              | Revenus totaux du projet |   |  |   |           |   |
|  | Coûts en espèces       | Coûts en nature | Coûts totaux | Demandé à CCEL           |   | Fourni par le demandeur et les partenaires |   |           |   |
|  |                        |                 |              | En espèces               | % | En espèces                                 | % | En nature | % |
| <b>Gestion et administration du projet</b>                                   |                        |                 |              |                          |   |  |   |           |   |
| Direction  |                        |                 |              |                          |   |  |   |           |   |
| Support administratif et légal SRC   |                        |                 |              |                          |   |  |   |           |   |
| Gestion des droits   |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Création de contenu</b>   |                        |                 |              |                          |   |  |   |           |   |
| Médiathèques/ recherche d'archives   |                        |                 |              |                          |   |  |   |           |   |
| Rédaction / préparation des contenus   |                        |                 |              |                          |   |  |   |           |   |
| Révision linguistique  |                        |                 |              |                          |   |  |   |           |   |
| Agants droits  |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Création de pages Web (conception, création, intégration et mise à</b>    |                        |                 |              |                          |   |  |   |           |   |
| Design, intégration, développement   |                        |                 |              |                          |   |  |   |           |   |
| Accessibilité  |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Infrastructure / Matériel</b>   |                        |                 |              |                          |   |  |   |           |   |
| Ordinateurs  |                        |                 |              |                          |   |  |   |           |   |
| Logiciels  |                        |                 |              |                          |   |  |   |           |   |
| Maintenance  |                        |                 |              |                          |   |  |   |           |   |
| Bande passante   |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Numérisation / Etalage</b>  |                        |                 |              |                          |   |  |   |           |   |
| Technique numérisation   |                        |                 |              |                          |   |  |   |           |   |
| Numérisation/transcodage   |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Matériel pédagogique</b>  |                        |                 |              |                          |   |  |   |           |   |
| Matériel pédagogique   |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>commercialisation</b>   |                        |                 |              |                          |   |  |   |           |   |
| Relations publiques  |                        |                 |              |                          |   |  |   |           |   |
| Publicité imprimée   |                        |                 |              |                          |   |  |   |           |   |
| Publicité Web  |                        |                 |              |                          |   |  |   |           |   |
| Recherche  |                        |                 |              |                          |   |  |   |           |   |
| Publicité TV-Radio   |                        |                 |              |                          |   |  |   |           |   |
| <b>Total</b>   |                        |                 |              |                          |   |  |   |           |   |
| <b>Grands totaux</b>   |                        |                 |              |                          |   |  |   |           |   |

Canadian Culture Online Program (CCOP)

Archives Digitization Project Budget, CBC/Radio-Canada—Canadian Memory Fund

Fiscal 2008–09

[left column]

Expenditure Category

Project management and administration

Management

02-11-2016

CBC/R-C administrative and legal support

Rights management

Total

*Content creation*

Broadcast media librarians/Researchers

Writers

Editing

Rightsholders

Total

*Web page development (design, production, integration, testing)*

Design, integration, development

Accessibility

Total

*Infrastructure/Hardware*

Computers

Software

Maintenance

Bandwidth

Total

*Digitization/Scanning*

Digitization

02-11-2016

Digitization/encoding

Total

*Teaching material*

Teaching material

Total

*11. Marketing*

Public relations

Print advertising

Web advertising

Research

TV-radio advertising

Total

Grand totals

*[Top row]*

Total Project Costs    Total Project Revenues

Cash    In kind    Total

Requested from CCOP

Provided by Applicant and Partners

Cash    %    Cash    %

In kind    %    Grand total

## 11.1. Financial Aspects

### 11.1.1. Breakdown of Budget Items

The breakdown of budget items presented here reflects the direction we will be giving the project during 2008–2009. Once again this year, the bulk of the funding applied for—62%—will be directly invested in online design and content digitization. Even though the budget has been reworked to better represent the actual costs incurred by CBC/Radio-Canada, production targets remain similar to those of 2007–2008. If the funding application is approved, staff will be maintained at equivalent levels to 2007–2008.

We should point out an important change at Radio-Canada with the Radio-Canada Television and Radio Post Production Department now responsible for digitizing content. Labour costs are now billed to the Archives project according to the number of hours recorded and are no longer salaried positions.

### 11.1.2. CBC/Radio-Canada Contribution

As a project partner, CBC/Radio-Canada will continue to contribute in the same proportion as previous years. The way this breaks down has nevertheless been reviewed so as to limit some administrative expenses and better take into account needs for site technical support and maintenance. CBC/Radio-Canada will therefore contribute as follows:

- a) Administrative and legal support for operations

Since the start of the project, we have been able to draw on the expertise of a number of people within CBC and Radio-Canada for site production. The nature of the Archives project means we must periodically seek legal counsel from the Corporation's legal services to deal with all matters related to copyright. In terms of labour relations, we also receive all necessary advice and support from CBC/Radio-Canada Human Resources and Industrial Relations in ensuring compliance with the administrative procedures that govern hiring, as well as the collective agreements.

- b) System maintenance; bandwidth and high-speed infrastructure costs
- c) Marketing of the sites on the *CBC.ca* and *Radio-Canada.ca* websites and via nationwide promos on Radio and TV

CBC/Radio-Canada estimates the value of its contribution to the Archives sites to be which amounts to 26% of the total forecast budget of

## 12. Viability

Pursuant to the requirements of the Canadian Culture Online Program, CBC/Radio-Canada undertakes to ensure that all of the digitized content developed in the context of the CCOP remains accessible online, at no charge to the user, for a period of five (5) years from the date it is first placed online. This is a joint commitment by CBC and Radio-Canada. The New Media Department is also responsible for the updating of all information on the Archives sites and making any necessary modifications.

As individual circumstances or the internal division of administrative duties warrant, rights management will continue to come under the Corporation's authority. When renewing licences or agreements with rightsholders, CBC/Radio-Canada will make every effort to extend the accessibility of the documents in question, subject to the limits set out for each.

Ensuring the sustainability of the digitized archives project has become a major strategic priority and establishing a business model that guarantees its long term economic viability is a primary concern of ours.

The market value of CBC/Radio-Canada's archives may turn out to be of great financial significance in the future. France's Institut national de l'audio-visuel has put in place an online purchasing system that allows users to obtain high quality versions of archived files, which are also streamed free of charge on their website. In a market in which digital audio and video is in high demand on the Internet and where, more and more often, such products are available free of charge, the model adopted by the Archives site will have to be truly unique. Current market trends do not yet enable us to precisely identify the point at which this model becomes profitable, but we are keeping a close eye on developments and plan to set up a pilot system for paid downloads in early 2008. The results will allow us to measure the profitability ratio between required investment—in terms of human resources, development, and equipment—and income earned. The experiment's findings will enable us to draw up a more precise strategy for 2008–2009 in this regard. All content digitized using monies from the Canadian Culture Online Fund will continue to be streamed free of charge.

### **13. Marketing**

After focusing on schools for the past few years, our marketing strategy will be aimed at boosting the sites' appeal among the general public. This goal will contribute greatly to a viable business model for the future. Naturally, we intend to maintain the inroads we have already made and will continue to seek a strong presence in educational settings, which remain central to our priorities.

We intend to continue activities in schools and at events related to the world of education. We will continue to lead workshops in schools and before school boards. We will also continue to attend the annual AQUOPS conference in Quebec, the APTICA meeting in New Brunswick, and several other gatherings across Canada including the Alberta Online Symposium, the Nova Scotia Social Studies Conference, and the Ontario History and Social Science Teacher's Association.

Repositioning the Archives sites in 2007–2008 to include a wider variety of content and greater accessibility will require a sustained communication strategy to promote the new digitized collections. Our strategy will be to spur excitement among the public about our offerings via a number of online and broadcast advertisements showcasing milestones in our history as they relate to current affairs. We plan to produce a television spot to promote the CBC/Radio-Canada Archives zone that can also be adapted to fit with events making the news or anniversaries we want to mark.

Viral marketing via partner websites is becoming a powerful and vital means of contacting Web users. We intend to devise a viral marketing strategy with the help of experts to generate mentions and visibility throughout the blogosphere, on partner sites, and on online reference sites. For instance, online encyclopaedias like Wikipedia could easily refer to our content on a multitude of subjects. We will also make full use of RSS feeds to allow bloggers, website designers, and even partners to broadcast excerpts of our content on their own websites, evidently with links back to the Archives zone to access the full content.

Once again in 2008–2009, analysis of audience requirements and expectations will have a major impact not only on our production planning, but also our promotional strategy. We will therefore keep research investment at a level similar to that of previous years, although slightly scaled back due to higher costs, particularly in public relations. We will continue to take the pulse of our public to learn more about their profiles and interests, all while keeping a close eye on the development of the Internet as a whole.

Canadians continue to adopt the Internet and new technology in great numbers, and the interest generated by this medium requires a communications strategy that is perfectly adapted to the very latest trends.

## 14. Conclusion

CBC/Radio-Canada's digitized Archives project has been developed in large part thanks to the financial support of the Canadian Memory Fund of the Canada Culture Online program. It has been a pioneer in the industry, ahead of new and traditional media giants such as the BBC and INA, and has inspired other broadcasters, like TSR in French-speaking Switzerland.

The vast collection of radio and television archives offered free to Canadians online by CBC/Radio-Canada—a collection that will be further improved thanks to the new 2006–2007 business plan—is the only one of its kind in Canada. It is both an essential starting point for understanding the world around us and Canada's history and an invaluable reference tool in the world of teaching. Moreover, in its current Web 2.0–inspired form, the Archives sites allow Canadians to virtually “own” part of their history.

In addition, the CBC/Radio-Canada online archives will put future generations in exceptionally close touch with Canada's media heritage, hence the importance of reiterating our strategic positioning within the industry, building awareness among the general public, and retaining visitors to the websites. It is thus crucial that Canadian Heritage continue to give a maximum of financial support in order to securing the project's future while preserving and developing the content available.

## 17. APPENDIX C – Employee Costs by Function

### Employee Costs by Function for the CBC/Radio-Canada Archives Project

April 1, 2008 to March 31, 2009

| <b>Position</b>            | <b>No.</b> | <b>Cost</b> |
|----------------------------|------------|-------------|
| Media librarians           | 4          |             |
| Web integrators            | 1          |             |
| Web developers/programmers | 2          |             |
| Writers                    | 5          |             |
| Copyright agents           | 2          |             |
| Executives                 | 3          |             |
| Digitizers                 | 1          |             |
| Communications staff       | 1          |             |
| Project assistants         | 0.5        |             |
| Total:                     | 19.5       |             |





**Canadian Heritage  
Canadian Memory Fund**

**Canadian Culture Online Program  
(CCOP)**

CBC/Radio-Canada Audio and Television Archives Digitization and Online Availability Project

2008–09 Final Report

Version without budget, June 1, 2009

June 15, 2009

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# 1 Executive Summary

## Teams

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Teams were maintained at a strict minimum because of the late transfer of funding (March 31, 2009), and the end of the program.

## Content

---

We produced 77 archive topics (of which 37 were in English and 40 were in French), and 225 individual clips (80 in English and 145 in French). We also created Archives podcasts in both English and French.

## Digitization

---

In 2008–09, a total of 340 hours of archives were digitized, out of 500 planned hours. The CBC/Radio-Canada Archives sites now offer just under 2,000 hours of digitized archival materials in English and in French, and will comprise more than 13,500 clips once all materials have been made available online.

## Marketing

---

TV, Radio and Web campaigns were organized, workshops were held in school settings, and the Archives were made available through YouTube, Dailymotion, Facebook and Twitter.

## Traffic

---

The CBC/Radio-Canada Archives sites continue to attract approximately 500,000 unique visits per month.

## Copyright

---

The agreement with Union des artistes is now in effect; this has enabled publication of a more diverse range of documents, including interviews with notable Quebec performers (e.g., Dominique Michel leading a tour of the neighbourhood where she grew up). An agreement with SARTEC is currently being negotiated.

## Educational Materials

---

Sixty new activities were added in French, bringing the total number of projects to 263. The sites already offer some 1,000 lesson plans and activities in English.

## Expense Report

---

Total spending committed for 2008–09 stood at \_\_\_\_\_ including a \_\_\_\_\_ contribution from CBC/Radio-Canada. As at March 31, 2009, CBC/Radio-Canada posted a shortfall of \_\_\_\_\_ to be carried forward to the next fiscal year, which includes an amount of \_\_\_\_\_ carried forward from 2007–08.

## Awards

---

The sites won seven major awards in 2008–09, including a 2009 Focal International Award in May, which underscored the Archives sites' use of archival footage on new media platforms. The CBC/Radio-Canada Archives sites received the recognition for its user-friendliness and its educational component.

## 2 Foreword

The year 2008–09 marks the conclusion of eight years of dedicated work to provide Canadians with special access to the CBC and Radio-Canada Radio and Television archives. Were it not for the financial backing of the Canadian Memory Fund of Canadian Heritage's Canadian Culture Online Program, these invaluable archives would probably never have been available to the public. This program has also helped CBC/Radio-Canada distinguish itself as an international leader in this field, as it was one of the first public broadcasters in the world to make its archives available online at no cost, to the delight of Web users of all ages.

The major redesign of the sites, delivered in March 2008, led to several international and national awards, proof of the industry's acknowledgement and appreciation: in March, the sites received the American Society of Archivists' Philip M. Hamer and Elizabeth Hamer Kegan Award in recognition of our "outstanding efforts" in promoting radio and television archives, and in May, an EPpy Award, one of the most prestigious international honours of its kind, given to media-affiliated Internet services. Recognition continued throughout 2008–09 with other equally prestigious awards and acknowledgements: in April 2008, the sites were named a Webby Honoree at the Webby Awards, and in October, a finalist for both the Pierre Berton Award and the Canadian New Media Award. In December 2008, the sites won a Boomerang Grand Prize in Montreal, and in April 2009, a Focal International Award in Great Britain (this marked the second time it had won a Focal International Award since 2006).

We are extremely proud of the results achieved in 2008–09, in spite of the late payment (March 31, 2009) of funding and the fact that our work will be continuing for several more months until the project is finalized. In all, 340 hours of archives were digitized, out of the 500 hours initially planned. A total of 77 topics were added to the collection (37 in English and 40 in French), representing a total of more than 225 individual clips in both languages. More than ever before, the Archive contents were highlighted on Radio, TV and the Web, among other methods thanks to our new editorial approach, which is increasingly aligned with news and current affairs as well as the traditional networks' programming. The CBC/Radio-Canada Archives sites now offer just under 2,000 hours of content, and the target will be exceeded upon expiry of the funding allocated for 2008–09.

Our teams continue to be trailblazers, staying current with new content delivery methods on a multiplicity of platforms. In January 2009 the French-language team launched a video podcast hosted by Bernard Derome, who each week introduces an archival topic linked to an event in the news. On the CBC side, a weekly audio podcast, *Rewind*, features the best of the CBC Radio Archives; this contest is also broadcast via Sirius Satellite Radio.

As in past years, the CBC and Radio-Canada Communications team dedicated significant efforts aimed at promoting the sites to the educational community, via workshops given in schools, colleges and universities. Spots were broadcast on Television as well as Radio throughout the year, and a number of Web campaigns also advertised the sites. Our promotional efforts were not limited to traditional media: the CBC/Radio-Canada Archives are now well represented on social-networking sites, including Twitter, Facebook and YouTube.

We can also assert that after all these years, the CBC/Radio-Canada Archives sites have also become a favoured destination of Canadian Web users. Though aimed at a more specialized user population with a better-than-average education, the Archives sites—in both their English and French incarnations—log an average of 500,000 unique visits per month.

Lastly, we feel a great sense of pride in the work that has been accomplished since the project's inception. This final year of funding marks the start of a process of reflection on how to ensure the longevity of the content made available online thus far, and in the coming months, the actions to be taken toward that end will be clarified. It is thus with a feeling of purpose that we submit this report.

### 3 Web User Mailbag

Depuis les débuts du projet, nous entretenons une relation privilégiée avec nos internautes qui n'hésitent pas à nous écrire. Nous nous faisons un devoir de répondre à chacun d'eux. Encore une fois cette année, les commentaires de nos internautes sont très positifs. En voici quelques-uns reçus entre le 1<sup>er</sup> avril 2008 et le March 31, 2009.

#### 3.1 Radio-Canada Archives

1er avril 2009

Juste un petit mot pour remercier celui ou celle qui a permis à Radio Canada de mettre ses archives à la disposition des auditeurs. Par exemple, en ce moment les nouvelles parlent de la possibilité de refaire une "commission Cliche", à mon âge même si j'avais déjà entendu le nom. Je ne connaissais pas les détails, que j'ai pu découvrir sur votre site!!

Alors, merci.

---

17 décembre 2008

Bonjour,

Je viens de découvrir avec 1 an de retard, les baladodiffusions de capsules de l'émission temps présent enregistrées lors de l'Expo 67.

Je trouve ces extraits absolument extraordinaire, on a l'impression que c'est du direct et que ça se passe en ce moment. Ce voyage dans le temps est une expérience que j'ai adoré vivre. Je suis sûr que les archives de Radio-Canada débordent de document audio /radio au sujet de l'Expo67 et j'aimerais que plus de documents soient offerts en baladodiffusion sur ce sujet.

Merci de porter attention a cette demande.

---

9 octobre 2008

Bonjour, je m'appelle

J'écris depuis

l'âge de 13 ans et je travaille en ce moment sur un récit qui se déroule en période de Guerre Froide. Votre site m'est grandement utile. Les archives sont de grande qualité et sont très instructives. J'ai quelques questions à vous poser sur des " détails " de l'Histoire, puis-je vous en faire part ? Je vous remercie d'avance

Cordialement

---

31 août 2008

Bonjour,

Je suis présentement étudiante à l'Université de Sherbrooke en enseignement du français au secondaire. En parcourant votre site internet, je suis tombée sur la section «pour les profs». J'ai été très étonnée de voir le nombre d'activités que vous proposez aux enseignants. Je voulais

simplement vous féliciter pour l'énorme travail que vous y avez mis et vous remercier, par le fait même, de nous aider à bâtir la société de demain.

Soyez certains que je ferai découvrir au plus grand nombre possible de gens votre site internet.

---

5 juin 2008

Je félicite les gens qui font que nous avons de bons clips à visionner sur internet..Bravo à Radio-Canada de nous faire vivre de beaux souvenirs et de plus tristes, mais, c'est la vraie vie.MERCI!

---

22 mars 2008

Bonjour,

Je tenais à vous remercier de rendre les documents historiques de Radio-Canada si facilement à notre portée. Le site est convivial et très agréable à l'oeil. Merci.



### 3.2 CBC Digital Archives

Oct. 18, 2008

Hello, I am a Master's student at UofT. I find your interactive archives extremely useful and convenient. I am so impressed and thankful for these resources, old and new. Thanks for making it easy to access, including citations. I greatly support the CBC and all its initiatives for credible news.

Thanks again,

---

April 16, 2008

Well done CBC Archives!

I applaud the changes to the screen resolution. This makes your content far easier to show to students. Also, the user account feature is a nice

touch.

Cheers!

Prince George, British Columbia

---

Dec. 28, 2008

I was pleasantly surprised with the volumes of interesting material. Thank you for putting together such a professional archive site that is easy to use from a home computer.

As a taxpayer, I am becoming more and more supportive of funding the CBC, because of productions like the "CBC digital archives".

Barrie, Ontario

---

May 11, 2009

I am a history graduate, and I have lived through some of the material, so I am enjoying your work very much!

## 4 The Archives in the Blogosphere

Les membres de la blogosphère représentent désormais un levier considérable pour promouvoir une marque, un produit ou un contenu. Au Canada, de nombreux chroniqueurs de la presse écrite, de la télévision ou de la radio attirent les foules à l'aide d'un blogue. La blogosphère inclut aussi des passionnés de tous les domaines dont le passe-temps préféré est d'alimenter une petite communauté sur un sujet donné. Les niches sont multiples et le site des archives de CBC/Radio-Canada y trouve de nombreux adeptes.

C'est avec satisfaction que nous constatons l'enthousiasme grandissant des blogueurs canadiens à l'égard du site des Archives de CBC/Radio-Canada.

### 4.1 French Blogosphere

22 août 2008

#### **Les archives de Radio-Canada sur Facebook (blogue : Les archives à l'affiche)**

<http://archivesaffiche.wordpress.com/2008/08/22/les-archives-de-radio-canada-sur-facebook/>

Facebook vient de devenir l'application de réseau sociaux la plus populaire, devançant MySpace avec ses 132 millions d'utilisateurs uniques en juin dernier. Phénomène de société à l'échelle planétaire, voilà que Les archives de Radio-Canada, après la création de leur site et de la Cyberlettre, emboîte le pas en créant leur propre page sur le célèbre réseau social. On y trouve, outre des articles et les mises à jour régulières de la page des archives, des éphémérides et des mini-actualités offrant des liens au site institutionnel. La présence des Archives de Radio-Canada sur le Web est déjà un succès, grâce à la qualité du site et à la publicité que cette société d'État peut se permettre de diffuser à la radio et à la télévision de Radio-Canada. Facebook devient maintenant une autre porte d'entrée dans l'univers des internautes puisque cette incursion dans les réseaux sociaux du Web vise clairement à rejoindre une nouvelle clientèle en offrant une visibilité supplémentaire aux Archives de Radio-Canada.

9 février 2009

#### **Polytechnique (blogue : Montréal à moi)**

<http://www.montrealamoi.com/page/2/>

Je ne suis que très rarement envahi par un film que j'ai vu la veille. Souvent, je vais penser et réfléchir au film que je viens de voir jusqu'au moment de dormir, sauf si le film est totalement insignifiant. Mais dans le cas de Polytechnique, il me faudra peut-être encore une journée ou deux pour m'en défaire totalement, quand j'aurais emmagasiné sur le web assez d'informations sur le sujet pour les trier et les ranger dans un coin de ma tête. En attendant, j'y pense encore, en dévorant entre autres les archives de Radio-Canada.

Sans aucun doute, le souvenir encore chaud de la fusillade au collège Dawson, le 13 septembre 2006, n'est pas étranger à ce sentiment. Le peu que j'avais vécu ce jour-là m'est complètement revenu en tête en sortant de la salle, dans toute son intensité. Et pourtant, j'ai simplement assisté à un mouvement de panique dans le centre commercial en face du collège Dawson, aucun de mes proches n'a été en danger, et ma vie n'a probablement jamais été menacée. C'est dire.

Polytechnique est un film à voir. Polytechnique est un film pas facile à voir.

7 février 2009

### **Le revêtement en amiante des maisons de 1973 (Le blogue immobilier)**

<http://blogue-immobilier.com/tag/inusite/>

Dans les archives de Radio-Canada, il y a des petits bijoux. Par exemple, cet extrait d'une émission de radio pour les bricoleurs. L'animateur lit la lettre d'un lecteur et c'est monsieur Bricole qui est le spécialiste. Il répond à la question suivante: Que choisir entre un revêtement de maison d'aluminium ou d'amiante? PARDON?

Il y a des choses qui vieillissent mal. On y parle aussi du Canal 2, de la fumée de cigarette, de la tapisserie, de lambrissage, avec une façon de parler d'une autre époque.

31 août 2008

### **On en parle depuis 1983 (25 ans déjà) (blogue : Au fil des jours)**

<http://blog.toane.com/2008/08/on-en-parle-depuis-1983-25-ans-deja/>

Premier avertissement de réchauffement planétaire : Première diffusion le 18 Octobre 1983

En octobre 1983, l'Agence américaine pour la protection de l'environnement (EPA) annonce aux médias les conséquences désastreuses qu'entraînera le réchauffement du climat de la terre. L'EPA prévoit que la température augmentera de 4 à 5 degrés Celsius avant 2100. Elle anticipe des perturbations dans l'agriculture et la fonte des calottes polaires.

On en parle tous les jours depuis quelques temps et pourtant l'avertissement ne date pas de hier. Il y a déjà plus de 20 ans nous savions déjà que cela devait arriver.

Source : [Archives Radio Canada](#) (Sélectionnez les vidéos en bas de l'écran)

17 juin 2008

### **Le parc Belmont et la mort du parc d'attractions ailleurs dans le monde (blogue : Spacing Montreal)**

<http://spacingmontreal.ca/2008/06/17/le-parc-belmont-et-la-mort-du-parc-dattractions-ailleurs-dans-le-monde/> Adieu parc Belmont!

Le site des [Archives de Radio-Canada](#) recèle de nombreux petits trésors, dont ce clip vidéo sans narration de sept minutes, datant de 1963 et qui traite du parc Belmont. Le célèbre parc d'attractions était situé à Cartierville au nord-ouest de Montréal et ferma définitivement ses portes en 1983, après 60 années d'existence.

3 juin 2008

### **Québec, histoire d'une ville (archives numériques de Radio-Canada (Blogue Franco-American news and events))**

<http://fanset8.blogspot.com/2008/06/quebec-histoire-dune-ville-radio-canada.html>

Québec, la plus ancienne ville d'Amérique française, charme les visiteurs par ses monuments et ses paysages. Cette année, la capitale québécoise célèbre le 400<sup>e</sup> anniversaire de sa fondation par Samuel de Champlain. Pour l'occasion, Radio-Canada nous présente une sélection de reportages et d'entrevues sur l'histoire de cette ville fascinante.

Site consulté le 3 juin 2008

Hyperlien : <http://archives.radio-canada.ca/societe/histoire/dossiers/3533/>

- 16 clips télé
- 4 clips radio
- Plusieurs hyperliens complémentaires
- Pour accéder à ce site, cliquez [ici](#).

23 avril 2008

**Gérald Godin (blogue : Quinquabelle)**

<http://quinquabelle.blogspot.com/2008/04/grald-godin.html>

Des bribes de poèmes découvertes sur internet. Elles m'ont séduite et j'ai voulu mieux connaître leur auteur. J'ai joliment trouvé un touche-à-tout doué : Gérald Godin [...]

et l'écouter avec les archives de Radio-canada :  
[http://archives.radio-canada.ca/arts\\_culture/poesie/dossiers/83/](http://archives.radio-canada.ca/arts_culture/poesie/dossiers/83/)

## 4.2 English Blogosphere

September 6, 2008

This is Canada's history, it's political, cultural and social history and at some point in the past Canadians paid (through subsidies) for all of this material. It is owned by you and presented to you at <http://archives.cbc.ca>.

[www.publicbroadcasting.ca](http://www.publicbroadcasting.ca)

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November 30, 2008

The CBC archives have a fabulous interview with Gladys Pitcher and Hilda Ranscombe, and it can be seen here. I recommend watching it as it really is informative.

<http://hockey-blog-in-canada.blogspot.com/>

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December 20, 2008

No one does that better than the CBC Archives. Let's take a peek down memory lane.

Christmas Day 1936. It was a simpler time in Edmonton, Alberta as children enjoy their new skates, sleds and skis. Listen to the broadcast here.

<http://wplmccormick.blogspot.com/>

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March 26, 2009

Users interested in Canadian history would be particularly interested in this site as well as those interested in teaching history, social studies, science, art and physical education. The site is extremely easy to navigate. Users can locate materials by grade level as well as by subject. There are also lesson plans and activity sheets that teachers are able to download free of charge.

[www.tyndale.ca/library/blog](http://www.tyndale.ca/library/blog)

## 5 The Archives Elsewhere on the Web

### 5.1 Radio-Canada

Le 19 décembre 2008, la zone Archives a été sélectionnée par l'équipe de Cyberpresse pour figurer au top 10 des meilleurs sites . La zone Archives de Radio-Canada se classait au 6<sup>e</sup> rang :

#### **Le top 10 des sites web (Cyberpresse)**

<http://www.cyberpresse.ca/dossiers/nos-top-10-2008/200812/19/01-811981-le-top-10-des-sites-web.php>

**1. Facebook** On prédit sa mort depuis sa naissance, mais la popularité de ce site de réseautage ne se dément pas, au contraire. Et n'est-ce pas grâce à lui que nous reverrons l'excellente télésérie *Tout sur moi* dès le 12 janvier?

#### **2. Twitter**

Les Québécois ont tardé à suivre le mouvement, mais depuis cet automne, ils ont littéralement envahi ce site de micro-blogues. Québec Solidaire en a d'ailleurs fait grand usage durant la dernière campagne électorale.

#### **3. Chez Jules**

C'est un véritable coup de coeur, celui-là! Des capsules vidéo que l'on retrouve exclusivement sur le web, et qui mettent en vedette, entre autres, Anne Dorval, Janine Sutto et Maude Guérin.

#### **4. SOS Cuisine**

Ce site offre des menus hebdomadaires personnalisés, incluant la liste d'épicerie, les recettes, et même un guide de préparation. De plus en plus de Québécois l'adoptent!

#### **5. You Tube**

On y a vu nos politiciens s'y humilier, nos vedettes s'y pavaner, des inconnus y vivre leur 5 minutes de gloire. En 2008, You Tube s'est imposé comme un incontournable de l'actualité québécoise!

#### **6. Les archives de Radio-Canada**

La mémoire de notre télévision, le miroir de notre culture.

#### **7. Tourisme Montréal**

Grâce à ce magnifique site, Montréal se positionne comme une destination de choix. sur le web et sur la planète.

#### **8. Google Maps**

On se demande comment on faisait pour se déplacer sans ça avant. L'ajout en 2008 des options «Transports en commun» et «à pied» aux itinéraires en fait l'un de nos sites préférés. et de loin.

#### **9. Communauto**

Le service d'auto-partage offre un site de plus en plus convivial pour ses utilisateurs de plus en plus nombreux!

**10. Les blogues!** Ici, pas de site en particulier, mais une mention spéciale à la blogosphère québécoise au grand complet, qui ne cesse de grandir!

Encore une fois cette année, la zone Archives de Radio-Canada a bénéficié d'une belle visibilité dans le monde de l'éducation. Voici quelques exemples :

**- Français langue seconde** (LangCanada.ca)

<http://www.langcanada.ca/public/common/details.php?recordid=10304&isESL=false&lang=fr>

Ressources pédagogiques

Pour les profs: Les Archives de Radio-Canada

<http://www.radio-canada.ca/jeunesse/pourlesprofs/>

Les scénarios d'apprentissage sont proposés au personnel enseignant du 3<sup>e</sup> cycle du primaire, à celui du secondaire et aux professeurs du collégial. Les propositions pédagogiques sont toujours regroupées par niveau et par discipline.

Programme de langue : Immersion en français; Français pour adultes

Niveaux scolaires : Niveau élémentaire maternelle - 6<sup>e</sup> année (5 - 11 ans); Niveau secondaire 7<sup>e</sup> -12<sup>e</sup> année (12 - 18 ans)

Habilité langagière : Compréhension orale; Compréhension écrite; Vocabulaire; Expression écrite  
Disponibilité : domaine public.

**Février : le mois de l'histoire des noirs** (Carrefour éducation)

<http://archive.carrefour-education.qc.ca/guidethem/index.asp?affiche=true&no=169>

**Les activités pédagogiques**

S'adressant aux élèves du primaire, du secondaire et du collégial, la section Pour les profs des archives de Radio-Canada vous propose plusieurs pistes qui vous aideront à exploiter ce thème. Par exemple, dans la première activité, les élèves doivent préparer un spectacle qui présente, en plusieurs tableaux, des personnages, époques ou moments importants de l'histoire des Noirs au Canada.

**Fédération des associations de musiciens éducateurs du Québec**

<http://www.fameq.org/communications/nouvelles/2008/08/index.html>

**Dossier sur le 75<sup>e</sup> de l'OSM**

**[21 août 2008]** L'Orchestre symphonique de Montréal voit le jour en 1934 sous le nom de Société des concerts symphoniques de Montréal. Les archives de Radio-Canada proposent un dossier sur l'ensemble, dont le premier directeur fut Wilfrid Pelletier.

[http://archives.radio-canada.ca/arts\\_culture/musique/dossiers/3567/](http://archives.radio-canada.ca/arts_culture/musique/dossiers/3567/)

**Dossier sur Félix Leclerc**

**[31 juillet 2008]** Les archives de Radio-Canada proposent un dossier sur celui que l'on considère comme le père de la chanson québécoise. Félix Leclerc, avec sa voix chaude et profonde, chantera les bonheurs et les peines de son peuple.

[http://archives.radio-canada.ca/arts\\_culture/musique/dossiers/761/](http://archives.radio-canada.ca/arts_culture/musique/dossiers/761/)

**Journée internationale contre l'homophobie** (Fondation Émergence)

<http://www.homophobie.org/default.aspx?scheme=3058>

Les Archives de Radio-Canada (pour les profs)

La section des archives du site Internet de Radio-Canada offre plusieurs extraits d'émissions et de reportages audio ou télé reliés à l'orientation sexuelle ainsi que des projets pédagogiques de niveau primaire, secondaire et collégial utiles aux professeurs.

Est-ce que ça s'attrape? (Primaire)

Ces préjugés qui nous hantent (Secondaire)

L'action des groupes homosexuels : un geste démocratique (Collégial)

Le « bill omnibus », un débat de société

### **Centre Juno Beach**

**<http://www.junobeach.org/Centre/french/education/plans.html>**

#### **Ressources pédagogiques**

Des journalistes racontent la Seconde Guerre mondiale - (Les Archives de Radio-Canada)

**Description :** Ce site offre des extraits d'archives, enrichis de textes d'accompagnement qui en décrivent le contexte historique. Vous pouvez écouter des extraits de reportages de Marcel Ouimet, correspondant de guerre de Radio Canada. "En plein cœur du conflit, il est les yeux et les oreilles de l'Amérique francophone. Le ton juste, les mots remplis d'images, Marcel Ouimet avait une façon unique de décrire des événements hors du commun." Le site propose aussi des projets pédagogiques.



## 5.2 CBC

Our new content and the awards we won in 2008–09 garnered the attention of journalists, bloggers and institutions from across Canada and around the world. Some of our recent coverage includes:

### **CBC.ca/arts**

<http://www.cbc.ca/arts/media/story/2009/03/27/focal-award.html>

### **The Expatriate Mind**

<http://expatriatemind.blogspot.com/2008/11/cbc-digital-archives-immigration-and.html>

<http://expatriatemind.blogspot.com/2008/11/cbc-archives-meet-gordon-lightfoot.html>

### **Intute**

<http://www.intute.ac.uk/socialsciences/cgi-bin/fullrecord.pl?handle=20080214-22310838>

### **Mediacaster**

[http://74.125.95.132/search?q=cache:sJvptgdVWslJ:www.mediacastermagazine.com/issues/ISarticle.asp%3Fid%3D98045%26story\\_id%3D%26issue%3D03302009%26PC%3D%26WT.si\\_n%3DRelatedArticles%26WT.si\\_x%3D2+cbc+digital+archives&cd=9&hl=en&ct=clnk&gl=ca](http://74.125.95.132/search?q=cache:sJvptgdVWslJ:www.mediacastermagazine.com/issues/ISarticle.asp%3Fid%3D98045%26story_id%3D%26issue%3D03302009%26PC%3D%26WT.si_n%3DRelatedArticles%26WT.si_x%3D2+cbc+digital+archives&cd=9&hl=en&ct=clnk&gl=ca)

### **The Phantom Observer**

<http://phantomobserver.com/blog/?p=1120>

### **The Tyee**

<http://thetyee.ca/Blogs/TheHook/Election-Central/2009/01/16/CBC-click-through-history/>

### **Tyndale Library Blog**

<http://www.tyndale.ca/library/blog/2009/03/weekly-webwatch-the-education-library-2/>

### **Wilfred Laurier University Press**

<http://nestor.wlu.ca/blog/?p=258>

### **Waterloo Public Library - McCormick Branch**

<http://wplmccormick.blogspot.com/2008/12/christmases-past.html>

### **Passing Lad**

<http://ejones.froods.ca/blog/2009/05/12/fantaaastic>

### **Paul Vermeersch: Poetry and Such**

<http://paulvermeersch.blogspot.com/2008/06/al-purdys-statue-unveiling-and-more.html>

The CBC/Radio-Canada Digital Archives Website was once again featured on several websites dedicated to celebrating Black History Month, including the African Canadian Heritage Association, The Black Studies Centre, and The Canadian Race Relations Foundation. We were also featured on web pages celebrating Quebec City's 400th anniversary, British Columbia's 150th anniversary, and promoted our interview with Silver Dart pilot J.A.D. McCurdy to the Canadian Centennial of Flight site.

## 6 The Team

### 6.1 Radio-Canada Archives

Both the CBC and Radio-Canada teams saw their staff reduced during 2008–09. The late transfer of payment (March 31, 2009) as well as the impending termination of the Memory Fund program also forced us to gradually cut back our teams' payroll to ensure sound management.

**Table 1 Radio-Canada Archives Team—April 1, 2008, to March 31, 2009**

| Montreal—April 1, 2008  | Montreal—March 31, 2009  |
|---|--|
| <p><b>10 people</b></p> <ul style="list-style-type: none"> <li>• 1 project manager</li> <li>• 1 division head</li> <li>• 2 researchers</li> <li>• 1 assistant (1/3 time)</li> <li>• 3 media librarians</li> <li>• 1 copyright adviser</li> </ul> <p>+ 1 linguistic reviser (contract)</p> | <p><b>Approximately 5</b></p> <ul style="list-style-type: none"> <li>• 1 division head (1/2 time)</li> <li>• 1 researcher</li> <li>• 1 assistant (1/3 time)</li> <li>• 2 media librarians</li> <li>• 1 copyright adviser</li> </ul> <p>+ 1 linguistic reviser (contract)</p> |

Once all stages of the site redesign were completed (some projects had been extended until June 2008), staff assigned to those tasks (one integrator and two developers) were reassigned to their former departments. The position of Archives site director was abolished in July 2008, and responsibility for the site was transferred to Strategy & Business Development, Internet & Digital Services. Since January 2009, the division head has worked half the time with IDS.

During the year, a researcher went on maternity leave, and was not replaced. Lastly, in March, one media librarian position was abolished. The current team will be able to maintain site operations until expiry of the fiscal 2008–09 funding. A transition plan is under discussion.

## 6.2 CBC Digital Archives

**Table 2 CBC Digital Archives Team—April 1, 2008, to March 31, 2009**

| Toronto—<br>April 1, 2007<br>8 people  | Toronto—<br>April 1, 2008<br>12 people   | Toronto—<br>April 1, 2009<br>7.5 people  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• 1 project manager (part time)</li> <li>• 1 senior producer</li> <li>• 2 media librarians</li> <li>• 1 writer</li> <li>• 1 encoder</li> <li>• 1 rights analyst</li> <li>• 1 program marketing coordinator</li> </ul> | <ul style="list-style-type: none"> <li>• 1 project manager (part time)</li> <li>• 1 senior producer</li> <li>• 2 media librarians</li> <li>• 4 writers (2 long-term; 2 short-term)</li> <li>• 1 encoder</li> <li>• 1 rights analyst</li> <li>• 1 program marketing coordinator</li> <li>• 1 researcher (contract)</li> </ul> | <ul style="list-style-type: none"> <li>• 1 senior producer</li> <li>• 2 media librarians</li> <li>• 2 writers</li> <li>• 1 encoder</li> <li>• 1 rights analyst (part time)</li> <li>• 1 program marketing coordinator</li> </ul> |

Site staff were reduced throughout 2008–09 to minimize the risk of the funding uncertainty, and in anticipation of the eventual wind-up of CCOP funding. As new content required for launching the redesigned site was completed, staff numbers returned to previous lower levels.

The contracts for one researcher and one writer were not renewed, and two writers went on maternity leave. Day to day operations of the site were transferred from the project manager, who accepted new responsibilities at CBC.ca, to the senior producer. The rights analyst position was converted from a full-time position to a part-time position (three days per week.)

## 7 Content

The announcement of the abolition of the Canadian Culture Online Program Memory Fund and uncertainty with regard to funding for 2008–09 forced us to rethink the scope of certain content projects as well as the volume of content that we could reasonably produce, and, above all, to seek and find solutions for guaranteeing the editorial sustainability of the CBC and Radio-Canada Archives sites.

With these factors in mind, production was re-aligned so to more frequently draw inspiration from news and current affairs as well as CBC/Radio-Canada radio and television programming. This strategy had the benefit of boosting the reach and influence of the Archives sites within CBC and Radio-Canada. Greater effort was thus channelled into creation of archive topics and individual clips instead of program collections (the latter require greater investment in time and resources).

This approach allowed us to comply with the basic objectives of the program and, in so doing, to continue our illustration of key moments in Canadian history using the CBC and Radio-Canada radio and television archives. The content selected reflects the country's cultural diversity and enables Canadians to become familiar with or extend their knowledge of the people and events that have marked the country's recent history.

The content structure has not changed since last year. The sites still contain program collections, thematic topics, almanac topics (*On This Day / C'est arrivé le..*), and individual documents. We also continued to add content to the *Guess Who / Devinez!* and *Great Interviews / Grandes entrevues* sections (see Table 3).

### 7.1 Program collections

The initial business plan had called for us to digitize a total of 400 hours of full programs or segments thereof—i.e., about 200 hours in each language—but in view of the complex nature of the operation and the cutbacks to resources, we temporarily refocused our efforts on production of thematic topics and contextualized individual clips.

On the French side, in many cases we used the 2008–09 period to complete collections that had already begun during the two previous years; hence the repetition of certain titles. In addition, we added two new titles to the Radio-Canada collection: the *Bye-Bye* and *L'heure des quilles*. In the case of the *Bye-byes*, however, given the exorbitant copyright clearance costs, the collection was made available online for a limited time, i.e., from December to April 2009. It will be possible to again make it accessible during the 2009 Holiday period.

Other series, which had been digitized during 2007–08, were also made available online during the year; these included *Des idées et des hommes*, *Des livres et des hommes*, *Rencontres*, *Famille d'aujourd'hui*, *Un homme vous écoute* and *Qui sont-ils*.

At the time of writing, the Radio-Canada Archives site includes 35 program collections already online or in production (8) for a total of 21 hours of digitized content, while the CBC Digital Archives site has more than 25 collections online or in production, for a total of 83 hours of material (see tables 4 and 5). In all, 105 hours of program collections have been digitized in English and in French (see Appendix 1).

In the months to come, a new selection of programs will be decided upon to complete the work begun in 2008–09.

**Table 3 Summary of Content Available on the CBC/Radio-Canada Archives Site**



## 7.2 Program collections online to date

### 7.2.1 Radio-Canada:

#### 1) La situation ce soir (1940-41)

Au début de la Seconde Guerre mondiale, le journaliste Louis Francœur informe les auditeurs des combats entre les pays alliés et les troupes d'Hitler. Avec acuité, l'animateur met en perspective les dernières nouvelles touchant les événements en Europe ou en Asie et la participation du Canada au conflit. *La Situation ce soir* prend fin tragiquement. Le 1er juin 1941, Louis Francœur meurt à l'âge de 46 ans, à la suite d'un accident de voiture. Nous vous présentons une sélection de ses causeries radiophoniques, vestiges d'une époque de grands bouleversements.

#### 2) Le réveil rural (1938-1968)

Pendant trois décennies, *Le Réveil rural* a marqué le paysage radiophonique de Radio-Canada. Cette émission s'adressait avant tout aux agriculteurs de langue française, mais visait aussi à faire comprendre le monde rural aux citadins. Diffusé quotidiennement en semaine, *Le Réveil rural* est composé d'entrevues, de nouvelles sur les événements agricoles, de bulletins météorologiques et de musique folklorique. Seuls quelques segments de ces émissions ont été conservés dans les archives de Radio-Canada.

### **3) Lettre à une canadienne (1945-1964)**

Première femme annonceuse au Canada, Marcelle Barthe anime *Lettre à une Canadienne* pendant près de 20 ans. L'émission radiophonique commence généralement par la lecture d'une lettre, même si le format subit quelques modifications au fil des ans. Datée des studios de Radio-Canada à Montréal et signée Marcelle Barthe, cette correspondance est destinée à sa « chère amie ». Présentée les après-midis de semaine, *Lettre à une Canadienne* s'adresse à un auditoire féminin et renseigne sur divers sujets d'actualité. Voici quelques émissions issues des archives de Radio-Canada pour illustrer la teneur de l'émission.

### **4) Ni ange ni bête (1966-1970)**

*Ni ange ni bête*, une émission consacrée aux documentaires d'intérêt humain, est diffusée les dimanches matin. L'émission, qui traite de sujets divers, connaît plusieurs animateurs, dont Lizette Gervais, Judith Jasmin, Jacques Larue-Langlois, Gilles Constantineau et Carl Dubuc. Voici quelques-uns des meilleurs segments de cette émission qui ont été conservés dans nos archives.

### **5) Pierre Paquette (1975-1976)**

De 1975 à 1976, Pierre Paquette reçoit dans l'un des studios radiophoniques de Radio-Canada des personnalités connues ou non du grand public, issues de milieux littéraires, artistiques, scientifiques, religieux... Durant une heure, l'animateur s'entretient, sur un ton plutôt intimiste, avec son invité du jour. Du lundi au vendredi, les auditeurs peuvent retrouver Pierre Paquette à compter de 10 heures sur les ondes de Radio-Canada.

### **6) Reportage (1957-1966)**

*Reportage* présente aux auditeurs des entrevues, des commentaires et des témoignages sur l'actualité politique, scientifique et littéraire. Pendant une demi-heure, un ou plusieurs journalistes nous font découvrir une personnalité, un événement ou un sujet inusité à travers l'éclairage de spécialistes ou de gens ordinaires. D'abord à l'horaire à 18 h 30, du lundi au vendredi, *Reportage* sera, dès 1962, diffusé le samedi soir. Serge Deyglun, Janine Paquet, Raymond Laplante et Roland Lelièvre comptent parmi les nombreux reporters de l'émission.

### **7) Carrefour (télé 1955-1962)**

Comme dans sa version radiophonique, *Carrefour* présente des entretiens et des reportages sur des sujets variés. Diffusée les soirs de semaine à 18 h 45, l'émission propose de trois à cinq entrevues en 30 minutes. Au fil des ans, des intervieweurs tels René Lévesque, Judith Jasmin et Wilfrid Lemoine ont fait le succès de *Carrefour*. Pour assouvir la curiosité des téléspectateurs, les journalistes se sont souvent déplacés à l'extérieur de Montréal, et parfois à l'étranger. L'émission ayant rarement été conservée dans son format intégral, elle est présentée sous forme d'extraits.

### **8) Format 30 (1969-1973)**

Ce magazine d'information présente des tables rondes, des entrevues et des reportages réalisés au Canada et à l'étranger par les correspondants de Radio-Canada à Paris, Londres, Washington et New York. Émission en noir et blanc, *Format 30* est animée notamment par Louis Martin, Wilfrid Lemoine, Jean Ducharme, Andréanne Lafond, Paul-Émile Tremblay ou Réal Barnabé. Version courte de *Format 60*, diffusée à la même époque, elle en est aussi le complément.



#### **9) Héros du samedi (1972-1993)**

De 1972 à 1993, cette émission met en vedette de jeunes sportifs, de 10 à 14 ans, qui participent à une compétition. L'équipe de l'émission se déplace sur le lieu des tournois, qui se déroulent partout au Québec et au Canada. Généralement, un animateur et un analyste-commentateur décrivent les prouesses des sportifs. .Animateurs les plus fréquents : Claude Quenneville, Serge Arseneault, Camille Dubé, Jean Pagé, Louis Hardy, Gérard Potvin, Marie-Josée Turcotte. Émission diffusée le samedi, à midi. À partir du 16 octobre 1993, l'émission est intégrée à l'Univers des sports.

#### **10) Propos et confidences (1970-1991)**

Diffusée à la télévision pendant plus de 20 ans, la série autobiographique *Propos et confidences* permet aux téléspectateurs d'entrer dans l'intimité de personnalités connues, qui racontent elles-mêmes leur vie et leur carrière. Une suite d'épisodes de 30 minutes est généralement dédiée à chaque invité, qui décide seul des thèmes à aborder. Tournée au Canada et ailleurs dans le monde, cette série – qui ne compte pas d'animateur – est réalisée par Jean Faucher. Nous vous présentons quelques-unes des meilleures émissions conservées.

#### **11) Reportage (télé 1956-1961)**

Cette émission d'affaires publiques de 30 minutes est réalisée en direct par une équipe de journalistes, réalisateurs et techniciens grâce à un car de reportage. .Animée tour à tour par Roger Baulu, Jacques Languirand, Jean Ducharme, Charles Dussault, Raymond Plante, Paul-Émile Tremblay ou encore Andréanne Lafond, elle couvre tous les champs d'intérêt de l'actualité montréalaise. Il existe aussi une version radiophonique de l'émission *Reportage*.

#### **12) Format 60 (1969 à 1972)**

Pas moins de 25 journalistes, réalisateurs et documentalistes travaillent à la production des enquêtes et entrevues de *Format 60*. À l'antenne un soir par semaine, ce magazine d'information d'une heure permet un traitement de l'actualité plus fouillé que l'émission quotidienne *Format 30*, diffusée à la même époque. Il met en valeur le travail de journalistes de talent comme Andréanne Lafond, Jean Ducharme et Wilfrid Lemoine. Animée par Michel Pelland jusqu'à l'été 1971, l'émission laissera par la suite les journalistes présenter eux-mêmes leurs reportages.

#### **13) Un homme vous écoute (1965 à 1971)**

En compagnie de l'animatrice Colette Devlin, un psychiatre répond chaque jour aux lettres des auditeurs, qui font part de leurs petites et grandes préoccupations. Telle est la mission d'*Un homme vous écoute*, une « série radiophonique d'hygiène mentale », comme on la nommait à l'époque. L'émission prend le relais, en septembre 1965, de *Psychologie de la vie quotidienne* qu'animait le célèbre psychologue Théo Chentrier, mort l'été précédent. Cette fois, ce sont successivement les docteurs Julien Bigras, François Cloutier et Vincent Mauriello qui tentent d'éclairer les auditeurs de leur savoir.

#### **14) Si femme savait (1968-1970)**

Dédiée aux femmes, *Si femme savait* est diffusée quotidiennement à la fin des années 1960 dans le cadre du magazine *S'il vous plaît*. Colette Devlin et l'invité du jour y entretiennent les auditrices de sujets aussi variés que le cinéma, l'astronomie, le Grand Nord, l'histoire de la Terre, la vie moderne et le syndicalisme. 135 segments de 9 à 15 minutes ont été conservés.

#### **15) Télémaq (1977-1981)**

Le magazine d'information Télémaq est le digne successeur du magazine Le 60, qui a occupé l'antenne pendant cinq ans. Animée par Pierre Nadeau de 1977 à 1978, et par Pierre Olivier de 1979 à 1981, l'émission Télémaq est composée d'une importante équipe de journalistes et de réalisateurs, dont plusieurs sont sporadiquement envoyés à l'étranger. L'émission hebdomadaire aborde tour à tour des thèmes reliés à la politique, à l'économie et aux phénomènes de société. Voici quelques-unes des meilleures émissions conservées dans les archives.

#### **16) Contrechamp (1977-1987)**

Réalisée à Québec pendant dix ans, l'émission *Contrechamp* offre aux téléspectateurs des enquêtes sur des sujets inédits. Chaque semaine, ce magazine d'information présente un reportage d'une demi-heure. Anne-Marie Dussault anime Contrechamp à compter de 1981.

#### **17) À suivre (1977-1981)**

*À suivre* propose chaque semaine un entretien avec une personnalité sur la situation politique au Québec ou au Canada. Pierre Olivier, Florian Sauvageau, Pierre Paquette, Simon Durivage et Réal Barnabé ont occupé le fauteuil d'intervieweur de l'émission.

#### **18) Partage du jour (1962-1965)**

Émission radiophonique d'information où se côtoient sujets d'actualité et de société, *Partage du jour* est diffusée quotidiennement au début des années 1960. Au micro, les auditeurs peuvent écouter la voix de Réginald Martel, de Pierre Paquette ou encore de Renée Larochelle.

#### **19) Femme d'aujourd'hui (1965-1982)**

Diffusé pendant 17 années consécutives à la télévision de Radio-Canada, le magazine quotidien *Femme d'aujourd'hui* sert de tribune pour les femmes francophones du pays. La série – qui compte plus de 3000 émissions – offre des reportages, des enquêtes, des tables rondes et des entrevues sur des sujets d'intérêt féminin. En plus d'Aline Desjardins, à la barre de l'émission de 1966 à 1979, d'autres animatrices comme Yoland Guérard, Lizette Gervais, Louise Arcand et Rachel Verdon ont présenté *Femme d'aujourd'hui*.

#### **20) Des livres et des hommes (1966-1981)**

Chaque semaine, en soirée, *Des livres et des hommes* fait connaître aux auditeurs tout œuvre de création ou essai digne de mention, qu'il soit québécois, français ou étranger. Interviewés à Montréal, Paris, Ottawa ou Québec, des auteurs exposent leurs intentions et le contenu de leurs livres. Parfois, *Des livres et des hommes* consacre une table ronde aux ouvrages de plus grande envergure. Le professeur Gilles Marcotte, Alain Pontaut, Jean Paré et Wilfrid Lemoine ont tenu la barre de cette émission littéraire.

#### **21) Des idées et des hommes (1959-1962)**

*Des idées et des hommes* propose de porter un regard sur la pensée politique, sociale et économique contemporaine. Pendant trois ans, des spécialistes de tous domaines se succèdent au micro chaque semaine pour accueillir des invités de renom, dont plusieurs ont marqué le 20<sup>e</sup> siècle.

#### **22) Rencontres (1971-1990)**

Écrivains, philosophes, théologiens et scientifiques nous entretiennent de l'aventure spirituelle de l'homme et de leur vision du monde. L'émission *Rencontres* permet aux téléspectateurs de découvrir certains grands penseurs du 20<sup>e</sup> siècle. Interviewés par Marcel Brisebois, Wilfrid Lemoine ou Raymond Charette, ces personnalités partagent leurs réflexions sur les questions fondamentales que se pose l'être humain.

#### **23) M. Bricole (1971 à 1977)**

André Daveluy, alias M. Bricole, donne des trucs de bricolage et de rénovation aux auditeurs en compagnie de l'animateur Jean Perreault. Pendant plus de trente ans, André Daveluy a conseillé les bricoleurs dans la presse écrite, à la radio et à la télévision. À Radio-Canada, il fut notamment chroniqueur aux émissions *Le Pain quotidien*, *Siffler en travaillant*, *Consommateurs plus* et *La Vie quotidienne*.

#### **24) Le père Legault écoute (1966 à 1971)**

Le célèbre père Émile Legault tient la barre de cette émission de juin 1966 à mai 1971. Diffusée du lundi au vendredi, *Le père Legault écoute* est la toute première tribune téléphonique proposée aux auditeurs de tout le Canada. L'émission est d'abord créée pour répondre aux questions des



auditeurs au lendemain du concile Vatican II. Mais devant le succès qu'elle remporte, sa mission est bientôt élargie. Dans une perspective chrétienne, psychologues, sociologues, éducateurs et autres spécialistes se joignent au père Legault pour répondre aux préoccupations des auditeurs.

**25) La Soirée du hockey (1952-1964)**

Diffusée en direct tous les samedis soirs de 1952 à 2004, La Soirée du hockey suivait les Canadiens de Montréal. La Soirée du hockey fut l'émission de télévision ayant été diffusée le plus longtemps en Amérique du Nord, soit 51 ans.

**26) L'heure des quilles (mise en ligne prévue en juin)**

Qui ne se souvient pas de la fameuse phrase « En direct du salon de quille Laurentien. ». C'est ainsi que tous les dimanches, de 1957 à 1978, pour le plus grand plaisir des amateurs, Radio-Canada commence sa diffusion d'une rencontre opposant les meilleurs quilleurs du Québec. Pendant 21 ans, chaque semaine, les inconditionnels ont pu voir sur le petit écran et surtout entendre la description détaillée d'un match de quilles. Les Roger Baulu, Michel Normandin, Raymond Lebrun et Guy Ferron se sont joints à l'animateur et descripteur Yvon Blais pour rendre ce sport accessible et compréhensible.

**27) Bye Bye (retirée du site momentanément – droits)**

Émission de fin d'année par excellence, le Bye Bye a réuni les familles autour du petit écran la veille du jour de l'An pendant plus de 30 ans.

**28) D'un océan à l'autre (en traitement)**

Comme son nom l'indique, l'émission d'affaires publiques *D'un océan à l'autre* présente à chaque semaine des reportages enregistrés aux quatre coins du pays.

**29) Noir sur blanc (en traitement)**

Émission hebdomadaire faisant l'analyse et synthèse de l'actualité de la semaine. Elle est diffusée le samedi en début de soirée et animée par Denise Bombardier de 1979 à 1983.

**30) Tirez au clair (en traitement)**

Émission d'affaire publique originale, animée par Jacques Keable. Diffusée en direct, elle met en scène deux antagonistes qui débattent sur un sujet d'actualité devant un public choisi admis en studio. Concerné par la question choisie, le public pose des questions aux invités mis sur la sellette.

**31) Partage du matin (en traitement)**

Au début des années 1960, *Madame banlieue* livre une chronique régulière à la radio de Radio-Canada sur le vie des banlieusards.

**32) Actuel (en traitement)**

Les reportages du magazine d'information *Actuel* abordent tous les aspects de la société moderne. Diffusée à la télévision, l'émission tente de prendre un recul face à l'actualité afin de traiter de la dimension humaine des faits et de l'évolution des réalités canadiennes. En donnant la parole aux images, *Actuel* cherche à faire comprendre les phénomènes sociaux, la vie économique et culturelle de la fin du 20e siècle. Pendant près de trois ans, Michèle Viroly assure l'animation du magazine, diffusé le mercredi, de 21 heures à 22 heures.

**33) Reflét d'un pays (en traitement)**

Émission télévisée hebdomadaire présentant des reportages réalisés dans les différentes stations régionales et affiliées de Radio-Canada. *Reflets d'un pays* est née après la publication du rapport Bird sur la situation de la femme et à la suite d'une tournée des équipes du Service des émissions féminines de Radio-Canada à travers le pays. Elle nous renseigne sur les activités culturelles, sociales, professionnelles, communautaires de quinze villes canadiennes de

l'Atlantique au Pacifique. La première année de diffusion, elle est animée par Jocelyne Gosselin et réalisée par Claude Bérubé.

#### **34) Entretiens (en traitement)**

En fin de soirée, une fois par semaine, la série *Entretiens* propose une conversation sur un sujet précis avec un spécialiste ou une personnalité artistique ou littéraire. Au cours de ses neuf années de diffusion, l'émission a vu défiler des interviewers talentueux comme Martine de Barsy, Pierre Jeancard, Richard Salesses ou Wilfrid Lemoine. Ils ont rencontré des gens issus d'une multitude de domaines et abordé des thèmes aussi variés que la gastronomie, les sports, l'ésotérisme, la haute couture et la guerre.

#### **35) Vous, famille (en traitement)**

Émissions de 15 à 25 minutes sur des sujets qui touchent de près la famille (argent, sexualité, adoption, parents âgés, etc.) ou des thèmes tels que l'habitation, urbanisation, l'enfant arriéré, etc.). Animateur : Jean Pellerin. Nous présentons les 24 segments qui ont été conservés.

### **7.2.2 CBC Programs**

In 2008–09 we built upon the new capability of our website to showcase key CBC radio and television programs from the past seven decades. A broad selection of programs from both services were packaged and launched, based in part on suggestions generated by site users.

In all, 17 new programs were featured, and 7 more are still in production. We were also able to complete work on several programs that had been digitized the previous year but had not yet been written and launched. Two programs, *Ideas* and *Wonderstruck*, presented significant unexpected copyright problems, and only a sampling has been launched to date.

#### **1) 90 Minutes Live (1976–78)**

CBC Television convinced journalist Peter Gzowski to front this late-night talk show after the success at the helm of CBC Radio's *This Country in The Morning*. In 1976, late-night talk shows were new territory for CBC Television, and the show was panned from the start. But Gzowski soldiered on for two seasons, interviewing a host of personalities including Wayne Gretzky, Stan Lee, Iggy Pop and Foster Hewitt. Highlights included Robin William's comedy improv and Karen Kain teaching Gzowski a ballet lift. Created by Peter Herrndorf, the 11:30 p.m. show ended in 1978.

#### **2) Distinguished Canadians (1971–72)**

*Distinguished Canadians* was a weekly series featuring an interview with an outstanding Canadian. The guests were from a variety of disciplines: science, the arts and humanities, education, politics and religion. Ain Soodor produced the program.

#### **3) Fireside AI (1976–93)**

Alan Maitland auditioned for the CBC as a singer in 1947. But he was hired as an announcer, and stayed for 46 years, contributing to programs such as *On the Move*, *Children's Stories*, *Action Set*, *Centennial Diary*, *Matinee* and more. In 1974 he joined *As It Happens* as co-host. During that time he became known affectionately as Fireside AI and Front Porch AI, tempting listeners to pull up a chair to the fire or on the porch (depending on the season) and listen. He read stories by a long list of authors, and they were a delight for audiences, whether the story was a humorous or a poignant one. His reading of *The Shepherd*, by Frederick Forsythe, has become a Christmas Eve tradition on *As It Happens*.

#### **4) Front Porch AI (1990–93)**

Alan Maitland auditioned for the CBC as a singer in 1947. But he was hired as an announcer, and stayed for 46 years, contributing to programs such as *On the Move*, *Children's Stories*, *Action Set*, *Centennial Diary*, *Matinee* and more. In 1974 he joined *As It Happens* as co-host. During that time he became known affectionately as Fireside AI and Front Porch AI, tempting listeners to pull up a chair to the fire or on the porch (depending on the season) and listen. He read stories by a

long list of authors, and they were a delight for audiences, whether the story was a humorous or a poignant one. His reading of *The Shepherd*, by Frederick Forsythe, has become a Christmas Eve tradition on *As It Happens*.

#### **5) Impressions (1973–74)**

A summer series from the early 1970s, each week of *Impressions* featured Ramsay Cook in conversation with a prominent Canadian. The CBC Digital Archives has selected nine episodes from the series featuring rare and unfiltered conversations with some of Canada's most creative people. The producer of *Impressions* was Judith Walle, and the executive producer Ain Soodor.

#### **6) Mansbridge One on One (1999–2003)**

Peter Mansbridge is considered by many to be one of the most trusted faces in Canadian news. In his half-hour interview program called *Mansbridge One on One*, which still airs on CBC TV, the renowned anchor and journalist speaks with fascinating people from all walks of life. Since it began airing in 1999, Mansbridge has interviewed politicians, business leaders, authors, activists, artists, journalists, and an eclectic variety of other various notable newsmakers. The CBC Digital Archives features 10 complete episodes from the first four seasons of the program (1999–2003), along with a selection of shorter excerpts from throughout the show's history.

We continue to add new and previously encoded episodes of *Mansbridge One-on-One*, including: Jean Chrétien, Lewis Mackenzie, Lorie Kane, Paul Cellucci, Arthur Kent, Preston Manning, Jean Charest, Allan Gregg, Sheila Copps and more.

#### **7) Marketplace (1974–75)**

Shoddy products and shady businesses: these were the enemies of CBC TV's *Marketplace*, a half-hour program that stood up for the Canadian consumer. Beginning in 1972, Stompin' Tom Connors sang the theme as hosts Joan Watson and George Finstad presented a lively parade of product tests, safety alerts and money advice. CBC Digital Archives presents ten episodes from 1974 and 1975, a period when *Marketplace* regularly drew over 1.7 million weekly viewers.

#### **8) Morningside Children's Book Panels (1982–93)**

Beginning in the fall of 1982, the members of the children's book panel, which became a holiday tradition, provided listeners with a guide through the new stack of books available each year. CBC Archives has selected six episodes to feature, and among the many titles and authors you may find some old friends or discover some new ones. So whether you're off to the library, bookstore, or doing some online buying, you too can take inspiration from their choices.

#### **9) Our Native Land (1970–85)**

On Saturday afternoons for 21 years, dedicated listeners would "get their bannock and tea," and tune into CBC Radio for news from *Our Native Land*. The first—and so far only—national radio program focused on native issues and cultures, it chronicled the rejuvenation of native literature, art, culture and political activism beginning in 1965. Hosts included Johnny Yesno, Bernelda Wheeler, Albert Angus and Brian Maracle, who were part of the all-aboriginal production team.

#### **10) Showdown (1978)**

Starting in 1974–75, *Showdown* added a fresh twist to CBC's *Hockey Night in Canada* telecasts. This intermission feature presented innovative competitions featuring current and former NHL superstars. Lanny MacDonald, Johnny Bower, Börje Salming and Chico Resch are just a few of the hockey greats competing in the 1978 series of one-on-one matchups and mini-games featured here. Offence or defence, old-timers or current greats, *Showdown* has something for all hockey fans.

#### **11) Something to Say (1969–70)**

Billed as "a series of profiles of contemporary performers," this summer radio series ran two seasons (1969–70). *Something to Say* presented a variety of guests talking about their careers

and featured samples of their work. The guest list was international in scope and included Canadian artists.

#### **12) Tabloid (1955–60)**

It was a public affairs show with a variety feel. *Tabloid's* jovial first host Dick MacDougal and weatherman Percy Saltzman cracked so many jokes that some viewers complained they weren't serious enough. Debuting in 1953 as "a program with an interest in anything that happens anywhere," technology in TV's early days meant "everywhere" was Toronto. Powerhouse Ross McLean produced the show and hosts Elaine Grand and Joyce Davidson broke ground for female broadcasters. It was renamed *701* in 1960. CBC Archives presents nine of the very best episodes.

#### **13) Take 30 (1964–71)**

It was afternoon TV for homemakers, but *Take 30* assumed women's interests went beyond recipes and child rearing. The program aired from 1962 to 1984, but may be best remembered for its late '60s/early '70s era with hosts Adrienne Clarkson and Paul Soles. The CBC Digital Archives has over 60 clips from *Take 30*, plus 12 complete shows from 1964 to 1971 with celebrity interviews and topics including teen sex, censorship, pornography and the back-to-the-land movement.

#### **14) Undercurrents (1998–2001)**

Praised by the *Globe and Mail* as "a breath of fresh air" for CBC TV, *Undercurrents* explored marketing, technology and media with a unique energy, wit and visual flair. From its debut in 1995, co-creator and host Wendy Mesley led a talented young team of reporters who looked at the pros and cons of our pervasive media and high-tech culture. The show ran for just six seasons, but won numerous awards and praise. The CBC Digital Archives brings you a selection of episodes from the later seasons of *Undercurrents*.

#### **15) Wonderstruck (1986)**

This science show for tweens was "curious about, well, everything!" Host Bob McDonald and his team of guest scientists illuminated the theory behind everything from ice skating, to aliens, to sex. Produced by Liz Fox, the show ran from 1986 to 1992. From the archives: eight first season episodes.

#### **16) Writers & Company (1991–98)**

Highlighting books and their authors, new works and old classics, fiction and non-fiction, the CBC Radio program *Writers and Company* is devoted to the world of reading. Hosted by thoughtful and knowledgeable broadcaster Eleanor Wachtel since its creation in 1991, the program features the best in the written word from Canada and around the world. CBC Digital Archives presents a selection of 12 programs from the 1990s.

#### **17) Youth Special (1961–64)**

*Youth Special* was produced in Montreal in the early 1960s. It was a program for young people aged 18 to 24. Interviews include Jackie Robinson, Leonard Cohen and Norman Jewison.

#### **18) Beyond Reason (1977–79) (in production)**

On what began as a 1977 summer replacement for *Front Page Challenge*, resident expert Allen Spraggett and moderator Bill Guest presided over a panel of psychic experts whose task was to guess the identities of mystery guests, using their specialized powers. The panellists included astrologer Geoff Gray-Cobb of Vancouver, clairvoyant Irene Hughes of Chicago, palmist Marcel Broekman of New York and graphologist Marilyn Rossner of Montreal. The program continued through the regular seasons during 1978 and 1979. Paul Soles replaced Guest and Spraggett for the final season.

#### **19) Country Canada (1954–2006) (in production)**

*Country Canada / Country Calendar* has captured the changing landscape of Canada's rural communities for over 50 years. The longest running show on Canadian television, every Sunday afternoon it documents rural realities. From intimate portraits of fishery communities on the brink, to Alberta ranchers fighting off suburban encroachment, from profiles of Greenpeace activists to interviews with seal hunters, it offers a moving picture of the country's rural enclaves. Beginning as a regional show called *Country Calendar* in 1954, it made its network debut in 1975 with a new name and format. Hosts have included Ron Neily, Laurie Jennings, Glen Powell, John O'Leary, Sandy Cushon and Reg Sherren.

**20) *Ideas* (1965–2008) (in production)**

Billed as a series prepared for people who just enjoy thinking, its mandate has changed little since the 1965 debut of *Ideas*. CBC Radio's first documentary series, *Ideas* is also its most successful. Over 400,000 listeners tune in weeknights to hear hour-long documentaries covering everything from Socrates, to the concept of "the other", to clowns. Every year since its debut, *Ideas* hosts The Massey Lectures, where leading thinkers explore contemporary issues. Hosts have included Ken Haslam, Russ Germain, Lister Sinclair and Paul Kennedy. We continue to work on rights clearances for selected episodes.

**21) *Identities* (1972–83) (in production)**

Debuting in 1971, the first *Identities* show was titled "Melting Pot or Cultural Mosaic?" And so began the weekly debate on Canadian immigration and identity. The one-hour afternoon show examined how immigrants have shaped Canada, from fortune telling to wine making, from holidays to agriculture, from music to ghettos. It explored the challenges of adapting to Canadian life; one show looked at immigrants-turned-emigrants returning to the motherland. Running until 1985, show hosts included Andrew Szende, Luboymr Mykytiuk, Warren Davis, Margaret Pascu and Doug McIlraith. Producers included Ross Porter, Richard Osicki, Geraldine Sherman, Mary Ann Hammond and Barbara Utek.

**22) *Reach For the Top* (1965–84) (in production)**

A 30-minute quiz show pitting two teams of four high school students in a battle of brains. Quizmasters have included Warren Davis (1965–66), Alex Trebek (1966–73), Jan Tennant (1973–83), Bob Karstens (1983–84) and Sharon Dunn (1984).

**23) *Rex Murphy's Essays* (2004–08) (in production)**

Rex Murphy was born and raised near St. John's, Newfoundland, where he graduated from Memorial University. In 1968, he went to Oxford University as a Rhodes Scholar. Afterwards, returning to Newfoundland, he soon established himself as a quick-witted and accomplished writer, broadcaster and teacher. As well as hosting CBC Radio's *Cross Country Checkup*, Rex Murphy contributes weekly TV essays on diverse topics to CBC TV's *The National*. We are preparing 16 of his favourite rants, as selected by researchers for *The National*.

**24) *Schlesinger* (1995–99) (in production)**

For four seasons, veteran foreign correspondent Joe Schlesinger hosted a weekly look at international politics for CBC Television. In the first season, the show travels the globe to look at fishing wars, terrorism, the monarchy, unemployment and Swiss banks, and Schlesinger looks at leaders from Aristide to Clinton, Hussein to Mandela.



**Table 4 Radio-Canada Program Collection Digitized in 2008–09: Running Times**

| Titre de l'émission                    | Clips télé | Durée télé      | Clips radio | Durée Radio    | Total     | Durée totale :  |
|--|------------|-----------------|-------------|----------------|-----------|-----------------|
| <u>Bye Bye</u>                         | 5          | 0:05:14         |             |                | 5         | 0:05:14         |
| <u>L'heure des quilles</u>             | 5          | 2:01:05         |             |                | 5         | 2:01:05         |
| <u>Femme d'aujourd'hui</u>             | 8          | 3:50:22         |             |                | 8         | 3:50:22         |
| <u>La semaine verte</u>                | 1          | 0:12:07         |             |                | 1         | 0:12:07         |
| <u>Montréal ce soir (Mon quartier)</u> | 10         | 0:47:09         |             |                | 10        | 0:47:09         |
| <u>Le père Legault écoute</u>          |            |                 | 1           | 0:22:34        | 1         | 0:22:34         |
| <u>Le Sel de la semaine</u>            | 5          | 5:45:02         |             |                | 5         | 5:45:02         |
| <u>Télémaq</u>                         | 8          | 2:59:54         |             |                | 8         | 2:59:54         |
| <u>Un homme vous écoute</u>            |            |                 | 8           | 1:46:12        | 8         | 1:46:12         |
| <u>Famille d'aujourd'hui</u>           | 8          | 3:50:22         |             |                | 8         | 3:50:22         |
| <b>Total</b>                           | <b>50</b>  | <b>19:31:15</b> | <b>9</b>    | <b>2:08:46</b> | <b>59</b> | <b>21:40:01</b> |

**Table 5 CBC Program Collection: Running Times**

| Show title                               | TV clips   | TV duration     | Radio clips | Radio duration  | Total clips | Total duration  |
|--|------------|-----------------|-------------|-----------------|-------------|-----------------|
| <u>Take 30</u>                           | 13         | 5:38:00         |             |                 | 13          | 5:38:00         |
| <u>Writers &amp; Company</u>             |            |                 | 12          | 8:33:29         | 12          | 8:33:29         |
| <u>Mansbridge One on One</u>             | 11         | 4:06:06         |             |                 | 11          | 4:06:06         |
| <u>Showdown</u>                          | 6          | 0:40:29         |             |                 | 6           | 0:40:29         |
| <u>Tabloid</u>                           | 9          | 3:41:06         |             |                 | 9           | 3:41:06         |
| <u>Front Porch AI</u>                    |            |                 | 6           | 1:35:18         | 6           | 1:35:18         |
| <u>Fireside AI</u>                       |            |                 | 6           | 0:37:34         | 6           | 0:37:34         |
| <u>Wonderstruck</u>                      | 8          | 1:50:47         |             |                 | 8           | 4:50:47         |
| <u>Marketplace</u>                       | 10         | 4:14:30         |             |                 | 10          | 4:14:30         |
| <u>Distinguished Canadians</u>           | 13         | 5:54:26         |             |                 | 13          | 5:54:26         |
| <u>Youth Special</u>                     | 2          | 0:20:43         |             |                 | 2           | 0:20:43         |
| <u>Undercurrents</u>                     | 17         | 6:06:07         |             |                 | 17          | 6:06:07         |
| <u>Our Native Land</u>                   |            |                 | 21          | 11:44:16        | 21          | 11:44:16        |
| <u>90 Minutes Live</u>                   | 4          | 0:44:50         |             |                 | 4           | 0:44:50         |
| <u>Impressions</u>                       | 8          | 3:29:43         |             |                 | 8           | 3:29:43         |
| <u>Beyond Reason (in production)</u>     | 0          | 0:00:00         |             |                 | 0           | 0:00:00         |
| <u>Something to Say</u>                  |            |                 | 6           | 3:45:56         | 6           | 3:45:56         |
| <u>Morningside children's book panel</u> |            |                 | 6           | 2:34:37         | 6           | 2:34:37         |
| <u>Ideas (awaiting right clearance)</u>  |            |                 | 15          | 15:00:00        | 0           | 15:00:00        |
| <b>Total digitized 2008–09</b>           | <b>101</b> | <b>36:46:47</b> | <b>72</b>   | <b>43:51:10</b> | <b>173</b>  | <b>83:37:57</b> |

### 7.3 Topics

To keep pace with Canadian news and current affairs, as well as to benefit from greater visibility for the sites and their content, we produced far more topics than planned. The 2008–09 business plan called for us to produce between 8 and 10 topics, but we significantly exceeded that objective: we produced a total of 77 topics, including 40 in French, totalling 73 hours of Radio and TV archives (see Table 6), and 37 in English, totalling 77 hours (see Table 7). Overall, 150 hours of archival materials were used to produce the thematic topics.

Topics were developed to put current events into historical perspective for Canadian audiences as well as to commemorate significant events such as the 400th anniversary of Quebec City, the 75th anniversary of the Montreal Symphony Orchestra, Gilles Vigneault's 80th birthday, and the 10th anniversary of astronaut Julie Payette's first space mission, to name a few.

At the time of writing, a number of topics are still in the planning stages and will be produced during the summer and fall of 2009. These include topics on the 30th anniversary of the Montreal Jazz Festival, the 40th anniversary of the Apollo XI moon landing, and the 20th anniversary of the fall of the Berlin Wall.

Following the completion of the new types of content required for the sites' redesign in spring 2008, we returned to a focus on our thematic topics as a key way of presenting information in coherent, chronological fashion. Many of these topics were dictated by events and people in the news, while others were generated in conjunction with other departments of CBC.ca, CBC Radio and CBC Television.

### 7.4 Updates to existing topics

Of course, to ensure the long-term relevance of our topics, we update them periodically with new documents that provide context on their evolution. A few examples from the Radio-Canada site include:

[Le Saguenay sous les eaux](#)

[Dossier Élections Colombie-Britannique](#)

[Paroles d'auteurs: Dominique Demers](#)

Throughout the year, we monitored and updated topics that continued to have relevance to stories and themes in the news, added several clips and updated the text with information that occurred since they were written.

On the CBC Digital Archives site, 10 topics featured text-only updates, including Henry Morgentaler, the CN Tower, Stephen Truscott, Air India and several politicians featured in our *Guess Who?* section.

New clips were added to existing topics. Among the subjects added were the residential schools apology, the Melissa Fung kidnapping, and four new clips celebrating Nunavut's 10th anniversary as well as its most recent election.

#### 7.4.1 Thematic groupings

As in past years, we created new topics using existing archive clips. These groupings allow us to enhance the presentation of the Archives and create new contexts for existing material, especially when important events or anniversary celebrations occur. In most cases, new clips are added to enhance the existing selection.

Examples on the Radio-Canada Archives site include:

[Femmes, le long chemin vers l'égalité](#) (7 clips added to the existing selection)

[Bernard Derome, au cœur de l'information](#) (7 clips added to the existing selection)

Mamans pour la vie (8 clips added to the existing selection)

On the English side, we created 6 new topics by collecting and contextualizing existing site clips (and sometimes adding new clips as well.) Among these collections are subjects like Canada's newest senators, minority governments and a look back at the year 1959 on its 50th anniversary:

A Celebration of Aboriginal Heritage

Celebrating 1959

Celebrating Canada Day

Gordie Howe: Mr. Hockey

Making the Mosaic: Multiculturalism in Canada

Mike Duffy

Minority Report: Governing by Minority in Canada

Pamela Wallin

Peter Stursberg (in production)



**Table 6 Radio-Canada Archival Topics 2008–09 (including updated thematic groupings)**

| Titre du dossier  | Clips tv   | Durée tv        | Clips radio | Durée radio     | Total clips | Total durée     |
|---|------------|-----------------|-------------|-----------------|-------------|-----------------|
| Québec, histoire d'une ville  | 15         | 1:53:57         | 2           | 0:27:11         | 17          | 2:21:08         |
| 50 ans de réalisation à Radio-Canada  | 11         | 3:48:49         | 6           | 3:51:55         | 17          | 7:40:44         |
| L'OSM de Montréal 75 ans d'histoire   | 5          | 0:59:53         | 8           | 1:09:41         | 13          | 2:09:34         |
| Artistes pop des années 1980 : destination Montréal (projet)                  | 9          | 0:42:56         | 0           | 0:00:00         | 9           | 0:42:56         |
| Bed-in de John et Yoko à Montréal   | 7          | 0:20:45         | 2           | 0:11:18         | 9           | 0:32:03         |
| Bernard Derome, au cœur de l'information                                      | 7          | 1:10:57         | 0           | 0:00:00         | 7           | 1:10:57         |
| Centenaires exceptionnels   | 12         | 1:31:11         | 0           | 0:00:00         | 12          | 1:31:11         |
| Cinq Coupes Stanley de suite pour le Canadien (hockey)                        | 5          | 0:20:59         | 0           | 0:00:00         | 5           | 0:20:59         |
| Crises économiques au 20e siècle  | 5          | 0:59:09         | 0           | 0:00:00         | 5           | 0:59:09         |
| Darwin et l'évolution des espèces   | 5          | 0:54:51         | 4           | 0:56:11         | 9           | 1:51:02         |
| Débats d'hier, toujours d'actualité   | 10         | 2:58:29         | 0           | 0:00:00         | 10          | 2:58:29         |
| Dossier : Les meilleurs hockeyeurs québécois                                  | 7          | 1:09:34         | 0           | 0:00:00         | 7           | 1:09:34         |
| Université de Montréal (projet) hockey Vendredi nostalgie - Fusion LNH et AMH | 1          | 0:06:31         | 0           | 0:00:00         | 1           | 0:06:31         |
| Julie Payette, astronaute   | 8          | 2:35:41         | 2           | 0:22:03         |             | 2:57:44         |
| Mamans pour la vie  | 7          | 0:55:08         | 1           | 0:34:42         | 8           | 1:29:50         |
| Mur de Berlin (projet)  | 14         | 3:54:16         | 6           | 1:45:57         | 20          | 5:40:13         |
| Élections fédérales   | 4          | 0:41:52         | 1           | 0:15:59         | 5           | 0:57:51         |
| Afrique-Canada (projet)   | 2          | 0:14:31         | 2           | 0:09:35         | 4           | 0:24:06         |
| Félix Leclerc, sa plume et sa guitare   | 9          | 0:59:00         | 13          | 1:15:58         | 22          | 2:14:58         |
| Front commun (projet)   | 11         | 4:07:14         | 0           | 0:00:00         | 11          | 4:07:14         |
| Gilles Vigneault chante son pays  | 8          | 2:36:23         | 4           | 1:27:39         | 12          | 4:04:02         |
| Haïti, un pays à la dérive  | 8          | 2:19:33         | 0           | 0:00:00         | 8           | 2:19:33         |
| Joueurs immortels des Canadiens (hockey)                                      | 9          | 0:25:23         | 0           | 0:00:00         | 9           | 0:25:23         |
| Lauréat 2009 des prix du gouverneur général                                   | 4          | 0:52:29         | 4           | 1:02:25         | 8           | 1:54:54         |
| Le long chemin vers l'égalité   | 7          | 2:49:04         | 0           | 0:00:00         | 7           | 2:49:04         |
| Le passé des chefs  | 5          | 0:27:55         | 0           | 0:00:00         | 5           | 0:27:55         |
| Les équipes éphémères des années 1970 (hockey)                                | 6          | 0:15:38         | 0           | 0:00:00         | 6           | 0:15:38         |
| Moyen-Orient (projet)   | 7          | 1:37:29         | 0           | 0:00:00         | 7           | 1:37:29         |
| Nos correspondants en Chine   | 19         | 1:18:10         | 0           | 0:00:00         | 19          | 1:18:10         |
| Paul Martin   | 7          | 0:43:08         | 1           | 0:06:02         | 8           | 0:49:10         |
| Pékin 2008 : nos espoirs olympiques   | 14         | 1:18:26         | 2           | 0:10:02         | 16          | 1:28:28         |
| Politiciens en devenir  | 12         | 1:32:51         | 0           | 0:00:00         | 12          | 1:32:51         |
| Présidents américains en visite au Canada                                     | 7          | 0:49:10         | 1           | 0:06:52         | 8           | 0:56:02         |
| Regards sur la vieillesse   | 4          | 1:35:05         | 2           | 0:29:15         | 6           | 2:04:20         |
| Noëls d'antan   | 17         | 2:07:38         | 0           | 0:00:00         | 17          | 2:07:38         |
| Les futurs chefs  | 4          | 0:37:25         | 0           | 0:00:00         | 4           | 0:37:25         |
| Syndicalistes d'influence   | 3          | 1:10:38         | 0           | 0:00:00         | 3           | 1:10:38         |
| L'Imaginaire de Michel Tremblay   | 10         | 0:58:59         | 10          | 1:52:54         | 20          | 2:51:53         |
| Nouvelle-Écosse : à la recherche d'électeurs                                  | 6          | 0:14:47         | 0           | 0:00:00         | 6           | 0:14:47         |
| Claude Léveillé, un artiste au piano  | 4          | 0:42:44         | 2           | 0:20:32         | 6           | 1:03:16         |
| Le quartier de mon enfance  | 15         | 1:16:33         | 0           | 0:00:00         | 15          | 1:16:33         |
| <b>Total dossiers Archives</b>  | <b>334</b> | <b>56:25:01</b> | <b>73</b>   | <b>16:36:11</b> | <b>397</b>  | <b>73:01:12</b> |

**Table 7 CBC Archival Topics 2007–08**

| Clip title  | TV clips | TV duration | Radio clips | Radio duration | Total clips | Total duration |
|---|----------|-------------|-------------|----------------|-------------|----------------|
| <a href="#">BC 150: 'Splendour without diminishment'</a>            | 7        | 1:53:27     | 3           | 0:44:54        | 10          | 2:38:21        |
| <a href="#">Swissair 111: 'Joined to the sea and the sky'</a>       | 6        | 0:38:07     | 0           | 0              | 6           | 0:38:07        |
| <a href="#">Politics and the Olympics</a>                           | 5        | 0:38:51     | 6           | 1:35:35        | 11          | 2:14:26        |
| <a href="#">Campaigning for Canada</a>                              | 3        | 0:27:12     | 1           | 0:03:15        | 4           | 0:30:27        |
| <a href="#">Meet the Leaders</a>                                    | 5        | 0:24:33     | 0           | 0              | 5           | 0:24:33        |
| <a href="#">Fumbles and Stumbles: Eight Great Election Gaffes</a>   | 5        | 0:14:03     | 0           | 0              | 5           | 0:14:03        |
| <a href="#">Leaders' Debates 1968-2006: Arguing for Canada</a>      | 22       | 23:39:38    | 0           | 0              | 22          | 23:39:38       |
| <a href="#">India: Colonial Past, Global Future</a>                 | 4        | 0:57:28     | 4           | 0:47:03        | 8           | 1:44:31        |
| <a href="#">Last Call: Canadians and Alcohol</a>                    | 7        | 1:50:29     | 4           | 1:28:47        | 11          | 3:19:16        |
| <a href="#">The Arcade Age</a>                                      | 6        | 0:44:20     | 0           | 0              | 6           | 0:44:20        |
| <a href="#">The Birth of Bond</a>                                   | 5        | 0:54:11     | 1           | 0:08:47        | 6           | 1:02:58        |
| <a href="#">Montreal Canadiens at 100</a>                           | 12       | 0:30:52     | 0           | 0              | 12          | 0:30:52        |
| <a href="#">Buffy Sainte-Marie: Creative Native</a>                 | 2        | 0:26:53     | 0           | 0              | 2           | 0:26:53        |
| <a href="#">International Drug Trafficking (in production)</a>      |          |             |             |                | 0           | 0:00:00        |
| <a href="#">Forensic Science (in production)</a>                    |          |             |             |                | 0           | 0:00:00        |
| <a href="#">Canada Reads 2009 from the CBC Digital Archives</a>     | 11       | 1:04:01     | 10          | 2:09:50        | 21          | 3:13:51        |
| <a href="#">Addressing the Nation</a>                               | 4        | 0:27:05     | 2           | 0:14:55        | 6           | 0:42:00        |
| <a href="#">Holiday Treats</a>                                      | 11       | 0:57:04     | 3           | 0:12:53        | 14          | 1:09:57        |
| <a href="#">The stock market: bulls, bears, booms and busts</a>     | 9        | 1:03:47     | 1           | 0:13:05        | 10          | 1:16:52        |
| <a href="#">Meet the Macintosh</a>                                  | 1        | 0:03:02     | 3           | 0:11:46        | 4           | 0:14:48        |
| <a href="#">Swearing In: U.S. Presidential Inaugurations</a>        | 5        | 2:23:17     | 6           | 1:00:44        | 11          | 3:24:01        |
| <a href="#">Personal Debt in Canada</a>                             | 6        | 0:27:50     | 4           | 1:19:28        | 10          | 1:47:18        |
| <a href="#">Charles Darwin and the origins of evolution</a>         | 6        | 1:11:51     | 8           | 1:33:34        | 14          | 2:45:25        |
| <a href="#">Buy Canadian</a>  | 3        | 0:10:01     | 2           | 0:08:52        | 5           | 0:18:53        |
| <a href="#">On the Dole: Employment Insurance in Canada</a>         | 9        | 1:50:48     | 3           | 1:33:40        | 12          | 3:24:28        |
| <a href="#">Canada's Nobel Laureates</a>                            | 2        | 0:19:34     | 1           | 0:39:23        | 3           | 0:58:57        |
| <a href="#">Mr. President Goes to Ottawa (update)</a>               | 2        | 0:07:16     | 0           | 0              | 2           | 0:07:16        |
| <a href="#">CBC Book Club - 'The Book of Negroes'</a>               | 3        | 0:11:59     | 4           | 0:48:21        | 7           | 1:00:20        |
| <a href="#">2009: Year of the Gorilla</a>                           | 5        | 0:38:28     | 5           | 0:57:39        | 10          | 1:36:07        |
| <a href="#">Canada Reads: Authors, Advocates and Awards</a>         | 1        | 0:25:45     | 13          | 4:59:24        | 14          | 5:25:09        |
| <a href="#">Stephen Hawking</a>                                     | 1        | 0:13:46     | 3           | 0:38:09        | 4           | 0:51:55        |
| <a href="#">The 2009 Governor General's Performing Arts Awards</a>  | 1        | 0:10:25     | 6           | 1:54:27        | 7           | 2:04:52        |
| <a href="#">Pierre Berton: Canadian Icon and Iconoclast</a>         | 5        | 0:33:48     | 0           | 0:00:00        | 5           | 0:33:48        |
| <a href="#">Hot Docs 2009 honours Ron Mann and Alanis Obomsawin</a> | 3        | 0:37:11     | 1           | 0:11:53        | 4           | 0:49:04        |
| <a href="#">Cars in Canada</a>                                      | 4        | 0:21:33     | 3           | 0:32:52        | 7           | 0:54:25        |

| Clip title  | TV clips   | TV duration     | Radio clips | Radio duration  | Total clips | Total duration  |
|---|------------|-----------------|-------------|-----------------|-------------|-----------------|
| <u>Chrysler in Crisis</u>                               | 4          | 0:11:42         | 2           | 0:07:50         | 6           | 0:19:32         |
| <u>Canadian Financial Forecasters</u>                   | 9          | 1:27:50         | 2           | 0:08:18         | 11          | 1:36:08         |
| <u>A long-awaited apology</u>                           | 1          | 1:25:11         | 0           | 0:00:00         | 1           | 1:25:11         |
| <u>Playing The Favourite Game</u>                       | 1          | 0:12:20         | 0           | 0               | 1           | 0:12:20         |
| <u>On the Nunavut Campaign Trail (update)</u>           | 1          | 0:23:38         | 0           | 0               | 1           | 0:23:38         |
| <u>Lest We Forget (update)</u>                          | 0          | 0:00:00         | 1           | 0:01            | 1           | 0:01:00         |
| <u>International Correspondents (update)</u>            | 1          | 0:59:31         | 0           | 0               | 1           | 0:59:31         |
| <u>Nunavut's first female premier</u>                   | 1          | 0:02:15         | 0           | 0:00:00         | 1           | 0:02:15         |
| <u>Nunavut: idealism versus reality</u>                 | 1          | 0:03:59         | 0           | 0:00:00         | 1           | 0:03:59         |
| <u>Eva Aariak, a closer look</u>                        | 1          | 0:02:42         | 0           | 0:00:00         | 1           | 0:02:42         |
| <u>Making the Mosaic: Multiculturalism in Canada</u>    | 2          | 0:44:49         | 1           | 0:09:04         | 3           | 0:53:53         |
| <u>Mike Duffy</u>                                       | 0          | 0:00:00         | 1           | 0:05:47         | 1           | 0:05:47         |
| <u>Minority Report: Governing by Minority in Canada</u> | 1          | 0:09:07         | 0           | 0               | 1           | 0:09:07         |
| <b>Total</b>  | <b>204</b> | <b>52:21:39</b> | <b>104</b>  | <b>24:41:15</b> | <b>308</b>  | <b>77:02:54</b> |

### 7.5 C'est arrivé le... / On This Day

As this section was completed in 2008, we merely augmented it with a few clips. In the future, it will be possible to add certain clips used to illustrate an event in the news.

**Table 8 C'est arrivé le... 2008–09**

| Titre du clip   | Clips tv | Durée tv | Clips radio | Durée radio | Total clips | Durée totale |
|---|----------|----------|-------------|-------------|-------------|--------------|
| C'est arrivé le 6 novembre : Non à la république australienne | 1        | 00:02:32 | 0           | 0           | 1           | 00:02:32     |
| 1   | 2        | 00:02:32 |             |             | 1           | 00:02:32     |

**Table 9 On This Day 2008–09**

| Clip Name                     | TV clips | TV duration | Radio clips | Radio duration | Total clips | Total duration |
|-------------------------------|----------|-------------|-------------|----------------|-------------|----------------|
| <u>Barbie makes her debut</u> | 1        | 0:05:07     | 0           | 0              | 1           | 0:05:07        |
| Total                         | 1        | 0:05:07     | 0           | 0              | 1           | 0:05:07        |

## 7.6 Great Interviews / Grandes entrevues

The CBC/Radio-Canada Archives are brimming with unique interviews with people who have had an impact on the local, national or international scene, in every field imaginable. We have identified interviews of exceedingly high value over the years, and digitized a large number of them in 2008–09. Since 2007–08, part of the Radio-Canada *Grandes entrevues* collection has been developed in partnership with the Bibliothèque et Archives nationales du Québec, which is able to host the interview clips on its portal, <http://www.banq.qc.ca>. In many cases, we located more than one major interview per subject. Eventually, all of these invaluable documents will be made available online at the Archives site. A total of 42 hours of French interviews have been digitized.

**Table 10 List of Great Interviews 2008–09**

| Personnalité          | Clips TV | Durée TV | Clips radio | Durée radio | Total clips | Durée totale |
|-----------------------|----------|----------|-------------|-------------|-------------|--------------|
| Henry Kissinger       | 1        | 0:19:59  |             |             | 1           | 0:19:59      |
| Denys Arcand          | 1        | 0:19:15  |             |             | 1           | 0:19:15      |
| Denys Arcand (2)      | 1        | 0:09:08  |             |             | 1           | 0:09:08      |
| Hans Selye            | 1        | 0:19:31  |             |             | 1           | 0:19:31      |
| Jean-Paul Desbiens    | 1        | 0:55:42  |             |             | 1           | 0:55:42      |
| Lionel Groulx         | 1        | 0:09:09  |             |             | 1           | 0:09:09      |
| Madeleine Parent      | 1        | 0:22:20  |             |             | 1           | 0:22:20      |
| Marguerite Yourcenar  | 1        | 0:48:02  |             |             | 1           | 0:48:02      |
| Michel Chartrand      | 1        | 0:28:13  |             |             | 1           | 0:28:13      |
| Paul-Gérin Lajoie     | 1        | 0:28:25  |             |             | 1           | 0:28:25      |
| Pierre Péladeau       | 1        | 0:17:16  |             |             | 1           | 0:17:16      |
| Robert Bourassa       | 1        | 0:26:36  |             |             | 1           | 0:26:36      |
| Soljenistyne          | 1        | 0:02:32  |             |             | 1           | 0:02:32      |
| Charlotte Laurier     |          |          | 1           | 0:14:10     | 1           | 0:14:10      |
| Charlotte Laurier (2) |          |          | 1           | 0:06:49     | 1           | 0:06:49      |
| Guy Sanche            |          |          | 1           | 0:10:59     | 1           | 0:10:59      |
| Guy Sanche(2)         |          |          | 1           | 0:25:46     | 1           | 0:25:46      |
| Jean-Guy Moreau       | 1        | 0:32:54  |             |             | 1           | 0:32:54      |
| Thérèse Casgrain      | 1        | 0:55:22  |             |             | 1           | 0:55:22      |
| A. D'Amour            |          |          | 1           | 0:17:07     | 1           | 0:17:07      |
| A. Parent 1           |          |          | 1           | 0:02:01     | 1           | 0:02:01      |
| A. Parent 2           |          |          | 1           | 0:02:22     | 1           | 0:02:22      |
| Alain Bouchard 1      |          |          | 1           | 0:02:31     | 1           | 0:02:31      |
| Alain Bouchard 2      |          |          | 1           | 0:03:26     | 1           | 0:03:26      |
| Alain Bouchard 3      |          |          | 1           | 0:06:46     | 1           | 0:06:46      |
| Alain Bouchard 4      |          |          | 1           | 0:08:24     | 1           | 0:08:24      |
| Alain Stanké 1        |          |          | 1           | 0:11:40     | 1           | 0:11:40      |
| Alain Stanké 2        |          |          | 1           | 0:14:07     | 1           | 0:14:07      |
| Alain Stanké 3        |          |          | 1           | 0:07:40     | 1           | 0:07:40      |
| André Caillé 1        |          |          | 1           | 0:16:55     | 1           | 0:16:55      |
| André Caillé 2        |          |          | 1           | 0:22:41     | 1           | 0:22:41      |
| Andrée Boucher 1      |          |          | 1           | 0:07:10     | 1           | 0:07:10      |

| Personnalité          | Clips TV | Durée TV | Clips radio | Durée radio | Total clips | Durée totale |
|-----------------------|----------|----------|-------------|-------------|-------------|--------------|
| Andrée Boucher 2      |          |          | 1           | 0:05:31     | 1           | 0:05:31      |
| Andrée Boucher 3      |          |          | 1           | 0:02:00     | 1           | 0:02:00      |
| Andrée Boucher 4      |          |          | 1           | 0:05:43     | 1           | 0:05:43      |
| Andrée Chagnon 1      |          |          | 1           | 0:27:05     | 1           | 0:27:05      |
| Anne-Claire Poirier 1 |          |          | 1           | 0:13:02     | 1           | 0:13:02      |
| Anne-Claire Poirier 2 |          |          | 1           | 0:13:52     | 1           | 0:13:52      |
| Anne-Claire Poirier 3 |          |          | 1           | 0:26:54     | 1           | 0:26:54      |
| Antonine Maillet 1    |          |          | 1           | 0:24:00     | 1           | 0:24:00      |
| Antonine Maillet 2    |          |          | 1           | 0:09:58     | 1           | 0:09:58      |
| Antonine Maillet 3    |          |          | 1           | 0:06:59     | 1           | 0:06:59      |
| Arthur Lamothe1       |          |          | 1           | 0:19:45     | 1           | 0:19:45      |
| Arthur Lamothe 2      |          |          | 1           | 0:05:33     | 1           | 0:05:33      |
| Arthur Lamothe 3      |          |          | 1           | 0:05:23     | 1           | 0:05:23      |
| Arthur Lamothe 4      |          |          | 1           | 0:09:58     | 1           | 0:09:58      |
| Benoît Brouillette    |          |          | 1           | 0:08:02     | 1           | 0:08:02      |
| Bernard Assiwini 1    |          |          | 1           | 0:08:33     | 1           | 0:08:33      |
| Bernard Assiwini 2    |          |          | 1           | 0:17:38     | 1           | 0:17:38      |
| Bernard Belleau       |          |          | 1           | 0:05:13     | 1           | 0:05:13      |
| Bernard Coupal 1      |          |          | 1           | 0:02:48     | 1           | 0:02:48      |
| Bernard Coupal 2      |          |          | 1           | 0:04:04     | 1           | 0:04:04      |
| Bernard Coupal 3      |          |          | 1           | 0:03:45     | 1           | 0:03:45      |
| Bernard Landry 1      |          |          | 1           | 0:19:35     | 1           | 0:19:35      |
| Bernard Landry 2      |          |          | 1           | 0:11:06     | 1           | 0:11:06      |
| Claude Brunet 1       |          |          | 1           | 0:03:28     | 1           | 0:03:28      |
| Claude Brunet 2       |          |          | 1           | 0:03:51     | 1           | 0:03:51      |
| Claude Brunet 3       |          |          | 1           | 0:04:13     | 1           | 0:04:13      |
| Daniel Johnson fils   |          |          | 1           | 0:15:07     | 1           | 0:15:07      |
| Denis Vaugeois 1      |          |          | 1           | 0:09:35     | 1           | 0:09:35      |
| Denis Vaugeois 2      |          |          | 1           | 0:10:29     | 1           | 0:10:29      |
| Denis Vaugeois 3      |          |          | 1           | 0:10:39     | 1           | 0:10:39      |
| Félix Leclerc 1       |          |          | 1           | 0:04:48     | 1           | 0:04:48      |
| Félix Leclerc 2       |          |          | 1           | 0:06:08     | 1           | 0:06:08      |
| Félix Leclerc 3       |          |          | 1           | 0:06:32     | 1           | 0:06:32      |
| Félix Leclerc 4       |          |          | 1           | 0:06:29     | 1           | 0:06:29      |
| Félix Leclerc 5       |          |          | 1           | 0:04:51     | 1           | 0:04:51      |
| Fernand Labrie 1      |          |          | 1           | 0:24:41     | 1           | 0:24:41      |
| Fernand Labrie 2      |          |          | 1           | 0:25:31     | 1           | 0:25:31      |
| Fernand Seguin 1      |          |          | 1           | 0:06:02     | 1           | 0:06:02      |
| Fernand Seguin 2      |          |          | 1           | 0:09:39     | 1           | 0:09:39      |
| Fernand Seguin 3      |          |          | 1           | 0:06:40     | 1           | 0:06:40      |
| Francesco Bellini     |          |          | 1           | 0:25:23     | 1           | 0:25:23      |
| Françoise Sullivan 1  |          |          | 1           | 0:11:11     | 1           | 0:11:11      |
| Françoise Sullivan 2  |          |          | 1           | 0:07:29     | 1           | 0:07:29      |

| Personnalité           | Clips TV | Durée TV | Clips radio | Durée radio | Total clips | Durée totale |
|------------------------|----------|----------|-------------|-------------|-------------|--------------|
| Françoise Sullivan 3   |          |          | 1           | 0:07:54     | 1           | 0:07:54      |
| G. Picard 1            |          |          | 1           | 0:14:30     | 1           | 0:14:30      |
| G. Picard 2            |          |          | 1           | 0:04:57     | 1           | 0:04:57      |
| Georges Sioui 1        |          |          | 1           | 0:10:04     | 1           | 0:10:04      |
| Georges Sioui 2        |          |          | 1           | 0:14:28     | 1           | 0:14:28      |
| Germain Brisson 1      |          |          | 1           | 0:10:22     | 1           | 0:10:22      |
| Germain Brisson 2      |          |          | 1           | 0:05:07     | 1           | 0:05:07      |
| Guido Molinari 1       |          |          | 1           | 0:26:04     | 1           | 0:26:04      |
| Guido Molinari 2       |          |          | 1           | 0:26:35     | 1           | 0:26:35      |
| Guido Molinari 3       |          |          | 1           | 0:19:06     | 1           | 0:19:06      |
| Gustave Lanctôt        |          |          | 1           | 0:08:02     | 1           | 0:08:02      |
| Guy Frégault 1         |          |          | 1           | 0:29:51     | 1           | 0:29:51      |
| Guy Frégault 2         |          |          | 1           | 0:26:12     | 1           | 0:26:12      |
| Hervé Pomerleau 1      |          |          | 1           | 0:19:29     | 1           | 0:19:29      |
| Hervé Pomerleau 2      |          |          | 1           | 0:04:09     | 1           | 0:04:09      |
| Irene Whittome 1       |          |          | 1           | 0:04:13     | 1           | 0:04:13      |
| Irene Whittome 2       |          |          | 1           | 0:14:37     | 1           | 0:14:37      |
| Jacques Genest 1       |          |          | 1           | 0:09:37     | 1           | 0:09:37      |
| Jacques Genest 2       |          |          | 1           | 0:06:16     | 1           | 0:06:16      |
| Jacques Grand'maison 1 |          |          | 1           | 0:25:01     | 1           | 0:25:01      |
| Jacques Grand'maison 2 |          |          | 1           | 0:26:16     | 1           | 0:26:16      |
| Jannette Bertrand 1    |          |          | 1           | 0:17:41     | 1           | 0:17:41      |
| Jannette Bertrand 2    |          |          | 1           | 0:16:47     | 1           | 0:16:47      |
| Jean Campeau           |          |          | 1           | 0:26:24     | 1           | 0:26:24      |
| Jean Doré              |          |          | 1           | 0:13:33     | 1           | 0:13:33      |
| Jean Doré              |          |          | 1           | 0:12:50     | 1           | 0:12:50      |
| Jean-Claude Dupont     |          |          | 1           | 0:11:01     | 1           | 0:11:01      |
| Jean-Jacques Bertrand  |          |          | 1           | 0:03:36     | 1           | 0:03:36      |
| Jean-Jacques Bertrand  |          |          | 1           | 0:02:07     | 1           | 0:02:07      |
| Jean-Paul L'Allier     |          |          | 1           | 0:20:05     | 1           | 0:20:05      |
| Jean-Paul L'Allier     |          |          | 1           | 0:16:16     | 1           | 0:16:16      |
| Jean-Pierre Ferland    |          |          | 1           | 0:05:28     | 1           | 0:05:28      |
| Jean-Pierre Ferland    |          |          | 1           | 0:07:05     | 1           | 0:07:05      |
| Jean-Pierre Ferland    |          |          | 1           | 0:11:52     | 1           | 0:11:52      |
| Jean-Pierre Ferland    |          |          | 1           | 0:07:45     | 1           | 0:07:45      |
| Jean-Pierre Ferland    |          |          | 1           | 0:04:03     | 1           | 0:04:03      |
| Jean-Pierre Ferland    |          |          | 1           | 0:03:46     | 1           | 0:03:46      |
| Jocelyne Garreau       |          |          | 1           | 0:02:25     | 1           | 0:02:25      |
| Jocelyne Garreau       |          |          | 1           | 0:13:34     | 1           | 0:13:34      |
| John Diefenbaker       |          |          | 1           | 0:03:47     | 1           | 0:03:47      |
| John Diefenbaker       |          |          | 1           | 0:03:11     | 1           | 0:03:11      |
| John Diefenbaker       |          |          | 1           | 0:03:08     | 1           | 0:03:08      |
| Laurier Lapierre       |          |          | 1           | 0:12:48     | 1           | 0:12:48      |

| Personnalité                   | Clips TV | Durée TV | Clips radio | Durée radio | Total clips | Durée totale |
|--------------------------------|----------|----------|-------------|-------------|-------------|--------------|
| Laurier Lapiere                |          |          | 1           | 0:06:27     | 1           | 0:06:27      |
| Laurier Lapiere                |          |          | 1           | 0:07:39     | 1           | 0:07:39      |
| Lester B. Pearson              |          |          | 1           | 0:16:49     | 1           | 0:16:49      |
| Lester B. Pearson              |          |          | 1           | 0:08:00     | 1           | 0:08:00      |
| Lester B. Pearson              |          |          | 1           | 0:04:22     | 1           | 0:04:22      |
| Louise Beaudoin                |          |          | 1           | 0:02:30     | 1           | 0:02:30      |
| Louise Beaudoin                |          |          | 1           | 0:25:35     | 1           | 0:25:35      |
| Marcel Dutil                   |          |          | 1           | 0:12:32     | 1           | 0:12:32      |
| Marcel Dutil                   |          |          | 1           | 0:27:11     | 1           | 0:27:11      |
| Marcel Dutil                   |          |          | 1           | 0:07:28     | 1           | 0:07:28      |
| Marguerite Lescop              |          |          | 1           | 0:10:54     | 1           | 0:10:54      |
| Marguerite Lescop              |          |          | 1           | 0:04:30     | 1           | 0:04:30      |
| Marguerite Lescop              |          |          | 1           | 0:14:16     | 1           | 0:14:16      |
| Marguerite Lescop              |          |          | 1           | 0:12:12     | 1           | 0:12:12      |
| Marie-Claire Blais             |          |          | 1           | 0:28:13     | 1           | 0:28:13      |
| Marie-Claire Blais             |          |          | 1           | 0:28:13     | 1           | 0:28:13      |
| Marie-Claire Kirkland-Casgrain |          |          | 1           | 0:09:31     | 1           | 0:09:31      |
| Marie-Claire Kirkland-Casgrain |          |          | 1           | 0:14:54     | 1           | 0:14:54      |
| Marie-Claire Kirkland-Casgrain |          |          | 1           | 0:08:13     | 1           | 0:08:13      |
| Michel Bergeron                |          |          | 1           | 0:07:51     | 1           | 0:07:51      |
| Michel Bergeron                |          |          | 1           | 0:08:38     | 1           | 0:08:38      |
| Michel Bergeron                |          |          | 1           | 0:09:00     | 1           | 0:09:00      |
| Michel Brunet                  |          |          | 1           | 0:07:44     | 1           | 0:07:44      |
| Michel Brunet                  |          |          | 1           | 0:27:25     | 1           | 0:27:25      |
| Michèle Deguire-Thibodeau      |          |          | 1           | 0:18:20     | 1           | 0:18:20      |
| Micheline Dumont               |          |          | 1           | 0:10:09     | 1           | 0:10:09      |
| Micheline Dumont               |          |          | 1           | 0:10:03     | 1           | 0:10:03      |
| Micheline Dumont               |          |          | 1           | 0:08:19     | 1           | 0:08:19      |
| Mircea Steriade                |          |          | 1           | 0:26:34     | 1           | 0:26:34      |
| N. Pottle                      |          |          | 1           | 0:05:23     | 1           | 0:05:23      |
| Nicole Fournier                |          |          | 1           | 0:16:38     | 1           | 0:16:38      |
| Nicole Fournier                |          |          | 1           | 0:10:19     | 1           | 0:10:19      |
| Nicole Fournier                |          |          | 1           | 0:12:30     | 1           | 0:12:30      |
| Omar Aktouf                    |          |          | 1           | 0:15:09     | 1           | 0:15:09      |
| Omar Aktouf                    |          |          | 1           | 0:11:57     | 1           | 0:11:57      |
| P. Renaud                      |          |          | 1           | 0:11:37     | 1           | 0:11:37      |
| P. Renaud                      |          |          | 1           | 0:09:21     | 1           | 0:09:21      |
| Pacifique Plante               |          |          | 1           | 0:13:13     | 1           | 0:13:13      |
| Pacifique Plante               |          |          | 1           | 0:03:16     | 1           | 0:03:16      |
| Pacifique Plante               |          |          | 1           | 0:08:51     | 1           | 0:08:51      |
| Paul Sauvé                     |          |          | 1           | 0:03:46     | 1           | 0:03:46      |
| Paul Sauvé                     |          |          | 1           | 0:05:20     | 1           | 0:05:20      |
| Pierre Bourque                 |          |          | 1           | 0:19:19     | 1           | 0:19:19      |



| Personnalité         | Clips TV  | Durée TV       | Clips radio | Durée radio     | Total clips | Durée totale    |
|----------------------|-----------|----------------|-------------|-----------------|-------------|-----------------|
| Pierre Bourque       |           |                | 1           | 0:14:07         | 1           | 0:14:07         |
| Pierre Ducros        |           |                | 1           | 0:11:01         | 1           | 0:11:01         |
| Pierre Ducros        |           |                | 1           | 0:07:34         | 1           | 0:07:34         |
| Pierre Harvey        |           |                | 1           | 0:10:42         | 1           | 0:10:42         |
| Pierre Harvey        |           |                | 1           | 0:19:47         | 1           | 0:19:47         |
| Pierre Perreault     |           |                | 1           | 0:20:40         | 1           | 0:20:40         |
| Pierre Perreault     |           |                | 1           | 0:23:34         | 1           | 0:23:34         |
| Pierre Perreault     |           |                | 1           | 0:02:09         | 1           | 0:02:09         |
| Pierre Perreault     |           |                | 1           | 0:04:22         | 1           | 0:04:22         |
| Pierre Perreault     |           |                | 1           | 0:07:29         | 1           | 0:07:29         |
| Pierre-Marc Johnson  |           |                | 1           | 0:08:27         | 1           | 0:08:27         |
| Pierre-Marc Johnson  |           |                | 1           | 0:03:35         | 1           | 0:03:35         |
| Pierre-Marc Johnson  |           |                | 1           | 0:15:09         | 1           | 0:15:09         |
| Pierre-Marc Johnson  |           |                | 1           | 0:13:06         | 1           | 0:13:06         |
| Rémi Quirion         |           |                | 1           | 0:06:04         | 1           | 0:06:04         |
| René Angelil         |           |                | 1           | 0:24:22         | 1           | 0:24:22         |
| René Angelil         |           |                | 1           | 0:16:01         | 1           | 0:16:01         |
| Robert Rumilly       |           |                | 1           | 0:20:20         | 1           | 0:20:20         |
| Robert Rumilly       |           |                | 1           | 0:11:06         | 1           | 0:11:06         |
| Robert Rumilly       |           |                | 1           | 0:21:16         | 1           | 0:21:16         |
| Roger Frappier       |           |                | 1           | 0:28:41         | 1           | 0:28:41         |
| Roger Frappier       |           |                | 1           | 0:13:47         | 1           | 0:13:47         |
| Sylvie Bernier       |           |                | 1           | 0:11:42         | 1           | 0:11:42         |
| Sylvie Bernier       |           |                | 1           | 0:10:02         | 1           | 0:10:02         |
| Thérèse Lavoie-Roux  |           |                | 1           | 0:28:29         | 1           | 0:28:29         |
| Thérèse Lavoie-Roux  |           |                | 1           | 0:12:13         | 1           | 0:12:13         |
| Victor Barbeau       |           |                | 1           | 0:26:25         | 1           | 0:26:25         |
| Victor Barbeau       |           |                | 1           | 0:27:56         | 1           | 0:27:56         |
| William-Henri Gauvin |           |                | 1           | 0:04:26         | 1           | 0:04:26         |
| <b>Total</b>         | <b>15</b> | <b>6:34:24</b> | <b>175</b>  | <b>35:26:32</b> | <b>190</b>  | <b>42:00:56</b> |

## 7.7 Individual Archival Documents

To enrich the online archives collection, the new site architecture now lets us present individual archival documents. Not only do these documents enrich the sites' new categories, they also let us respond more quickly to events in the news by highlighting an event or the death of a well-known personality. In other cases, it is the inherent historical value of the document that guides our decision to make it available online.

In 2008–09, 80 clips were digitized for the CBC Digital Archives site, along with 183 for the Radio-Canada Archives site, for a total of more than 40 hours of new content in English and in French.

**Table 11 Individual Documents, Radio-Canada 2008–09**

| Titre du clip  | Clips tv | Durée tv | Clips Radio | Durée clips radio | Total clips | Total durée |
|--|----------|----------|-------------|-------------------|-------------|-------------|
| <a href="#">Yves Thériault, le conteur qui aimait la Côte-Nord</a>               | 1        | 0:14:40  |             |                   | 1           | 0:14:40     |
| <a href="#">Wayne Gretzky : bilan d'une grande carrière</a>                      | 1        | 0:05:27  |             |                   | 1           | 0:05:27     |
| <a href="#">Vincent Lecavalier marque 50 buts</a>                                | 1        | 0:05:11  |             |                   | 1           | 0:05:11     |
| <a href="#">Valérie Letarte à 275-allô</a>                                       |          |          | 1           | 0:21:58           | 1           | 0:21:58     |
| <a href="#">Une victoire bien arrosée</a>  | 1        | 0:17:58  |             |                   | 1           | 0:17:58     |
| <a href="#">Trois Stastny à Québec (hockey)</a>                                  | 1        | 0:11:37  |             |                   | 1           | 0:11:37     |
| <a href="#">Thérèse Lavoie-Roux raconte ses années au pouvoir</a>                |          |          | 1           | 0:40:42           | 1           | 0:40:42     |
| <a href="#">Terence Young réalisateur de James Bond</a>                          | 1        | 0:17:29  |             |                   | 1           | 0:17:29     |
| <a href="#">Superstitions au hockey</a>  | 1        | 0:06:38  |             |                   | 1           | 0:06:38     |
| <a href="#">Steve Penney une étoile filante (hockey)</a>                         | 1        | 0:09:12  |             |                   | 1           | 0:09:12     |
| <a href="#">Stephen Harper à Kandahar (baladodiffusion)</a>                      | 1        | 0:02:29  |             |                   | 1           | 0:02:29     |
| <a href="#">Spectacle mémorable au forum (hockey)</a>                            | 1        | 0:08:01  |             |                   | 1           | 0:08:01     |
| <a href="#">Serge Gauthier, spécialiste de la maladie d'Alzheimer</a>            | 1        | 0:43:39  |             |                   | 1           | 0:43:39     |
| <a href="#">S'attaquer au déficit du Québec</a>                                  | 1        | 0:07:42  |             |                   | 1           | 0:07:42     |
| <a href="#">Rosemary Brown, une femme noire en politique</a>                     |          |          | 1           | 0:03:10           | 1           | 0:03:10     |
| <a href="#">Rod Gilbert des Rangers de NY</a>                                    | 1        | 0:01:30  |             |                   | 1           | 0:01:30     |
| <a href="#">Richard Brodeur, gardien des Canucks</a>                             | 1        | 0:01:10  |             |                   | 1           | 0:01:10     |
| <a href="#">projet) / Jordin Tootoo, un Inuk chez les Predators de Nashville</a> | 1        | 0:02:27  |             |                   | 1           | 0:02:27     |
| <a href="#">Prenez le volant</a>   | 1        | 0:55:31  |             |                   | 1           | 0:55:31     |
| <a href="#">Pourquoi la tragédie de l'Assemblée nationale?</a>                   | 1        | 0:08:07  |             |                   | 1           | 0:08:07     |
| <a href="#">Polytechnique (baladodiffusion)</a>                                  | 1        | 0:08:32  |             |                   | 1           | 0:08:32     |
| <a href="#">Podcast - 25e anniversaire du Cirque du Soleil</a>                   | 1        | 0:05:43  |             |                   | 1           | 0:05:43     |
| <a href="#">Percy Rodriguez</a>  | 1        | 0:10:22  |             |                   | 1           | 0:10:22     |
| <a href="#">Mort tragique d'Ayrton Senna</a>                                     | 1        | 0:02:32  |             |                   | 1           | 0:02:32     |
| <a href="#">Monique Mercure au Festival de Cannes</a>                            | 1        | 0:10:21  |             |                   | 1           | 0:10:21     |
| <a href="#">Michelle Bachelet (Chili)</a>  | 1        | 0:02:10  |             |                   | 1           | 0:02:10     |

| Titre du clip  | Clips tv | Durée tv | Clips Radio | Durée clips radio | Total clips | Total durée |
|--|----------|----------|-------------|-------------------|-------------|-------------|
| <u>Michel Vastel</u>   | 1        | 0:06:54  |             |                   | 1           | 0:06:54     |
| <u>Maurice Druon, l'auteur des rois maudits</u>              | 1        | 0:24:39  |             |                   | 1           | 0:24:39     |
| <u>Massacre de Columbine</u>                                 | 1        | 0:04:38  |             |                   | 1           | 0:04:38     |
| <u>Martin Saint-Louis, meilleur marqueur (hockey)</u>        | 1        | 0:10:09  |             |                   | 1           | 0:10:09     |
| <u>Mario Lemieux, retraité professionnel</u>                 |          |          | 1           | 0:02:50           | 1           | 0:02:50     |
| <u>Mai 68, la révolte des étudiants de Paris</u>             | 1        | 0:23:00  |             |                   | 1           | 0:23:00     |
| <u>Lucien Rivard, un criminel en fuite</u>                   | 1        | 0:06:30  |             |                   | 1           | 0:06:30     |
| <u>L'Opus Dei, un mouvement catholique puissant</u>          | 1        | 0:16:42  |             |                   | 1           | 0:16:42     |
| <u>L'Opus Dei, des fidèles au Québec</u>                     | 1        | 0:06:58  |             |                   | 1           | 0:06:58     |
| <u>L'évasion des frères Statsny (hockey)</u>                 | 1        | 0:15:05  |             |                   | 1           | 0:15:05     |
| <u>Les Québécois en Floride</u>                              | 1        | 0:19:36  |             |                   | 1           | 0:19:36     |
| <u>Les Devils repêchent Martin Brodeur</u>                   | 1        | 0:03:22  |             |                   | 1           | 0:03:22     |
| <u>Les deux passions de Ben Weider</u>                       | 1        | 0:15:27  |             |                   | 1           | 0:15:27     |
| <u>Les débuts du Cirque du Soleil</u>                        | 1        | 0:05:43  |             |                   |             |             |
| <u>Les Canadiens échangent Rod Langway</u>                   | 1        | 0:02:18  |             |                   | 1           | 0:02:18     |
| <u>Les Brésiliens pleurent Ayrton Senna</u>                  |          |          | 1           | 0:02:04           | 1           | 0:02:04     |
| <u>Les Barons de Cleveland (hockey)</u>                      | 1        | 0:01:29  |             |                   | 1           | 0:01:29     |
| <u>Le Tigre dans tous ses états (hockey)</u>                 | 1        | 0:06:29  |             |                   | 1           | 0:06:29     |
| <u>Le Super Bowl, la passion de Jean Séguin</u>              | 1        | 0:10:17  |             |                   | 1           | 0:10:17     |
| <u>Le Silver Dart et les débuts de l'aviation canadienne</u> | 1        | 0:27:51  |             |                   | 1           | 0:27:51     |
| <u>Le Saguenay sous les eaux (ajout au dossier)</u>          | 1        | 0:00:51  |             |                   | 1           | 0:00:51     |
| <u>Le phénomène James Bond</u>                               | 1        | 0:05:05  |             |                   | 1           | 0:05:05     |
| <u>Le Parti rihnocéros</u>                                   | 1        | 0:08:51  |             |                   | 1           | 0:08:51     |
| <u>Le discours d'investiture de Kennedy</u>                  | 1        | 0:03:12  |             |                   | 1           | 0:03:12     |
| <u>Le Clezio, un écrivain engagé</u>                         | 1        | 0:56:08  |             |                   | 1           | 0:56:08     |
| <u>Le Cirque du Soleil en 1985</u>                           | 1        | 0:01:55  |             |                   | 1           | 0:01:55     |
| <u>Le bilan de la réforme Rochon</u>                         | 1        | 0:16:13  |             |                   | 1           | 0:16:13     |
| <u>L'Archevêque avec René Lévesque</u>                       |          |          | 1           | 0:15:02           | 1           | 0:15:02     |
| <u>Lanny McDonald, ailier droit des Maple Leafs</u>          | 1        | 0:01:06  |             |                   | 1           | 0:01:06     |
| <u>La tragédie du vol 111 de la Swissair</u>                 | 1        | 0:04:15  |             |                   | 1           | 0:04:15     |
| <u>La tragédie de Tchernobyl</u>                             | 1        | 0:06:01  |             |                   | 1           | 0:06:01     |
| <u>la publicité électorale</u>                               | 1        | 0:08:36  |             |                   | 1           | 0:08:36     |
| <u>La grippe aviaire</u>                                     | 1        | 0:35:15  |             |                   | 1           | 0:35:15     |
| <u>La grève générale de Winnipeg</u>                         | 1        | 0:23:28  |             |                   | 1           | 0:23:28     |
| <u>La fille de Tolstoï raconte Tolstoï</u>                   | 1        | 0:11:09  |             |                   | 1           | 0:11:09     |
| <u>La fabrication des rondelles (hockey)</u>                 | 1        | 0:06:57  |             |                   | 1           | 0:06:57     |
| <u>La démolition de la dernière cheminée Miron</u>           | 1        | 0:01:47  |             |                   | 1           | 0:01:47     |
| <u>La Coupe Grey aux Alouettes (ajout au dossier)</u>        | 1        | 0:03:36  |             |                   | 1           | 0:03:36     |
| <u>La chaise musicale des entraîneurs</u>                    | 1        | 0:06:40  |             |                   | 1           | 0:06:40     |
| <u>La « French Connection »</u>                              | 1        | 0:01:10  |             |                   | 1           | 0:01:10     |

| Titre du clip   | Clips tv | Durée tv | Clips Radio | Durée clips radio | Total clips | Total durée |
|---|----------|----------|-------------|-------------------|-------------|-------------|
| <u>L'Acadie en fête</u>                                       | 1        | 0:01:39  |             |                   | 1           | 0:01:39     |
| <u>Khmers rouges bourreaux d'un peuple</u>                    | 1        | 0:41:51  |             |                   | 1           | 0:41:51     |
| <u>Johanne Harelle, un mannequin noir à New York</u>          |          |          | 1           | 0:06:26           | 1           | 0:06:26     |
| <u>Jeux électrisants du Super Bowl</u>                        | 1        | 0:01:51  |             |                   | 1           | 0:01:51     |
| <u>Jean Ratelle des Bruins de Boston</u>                      | 1        | 0:03:24  |             |                   | 1           | 0:03:24     |
| <u>Jean Pelletier, maire de Québec (inactif)</u>              | 1        | 0:26:05  |             |                   | 1           | 0:26:05     |
| <u>Jean Pelletier correspondant à Québec (inactif)</u>        | 1        | 0:02:45  |             |                   | 1           | 0:02:45     |
| <u>Jean Alfred, député du Parti Québécois</u>                 | 1        | 0:04:10  |             |                   | 1           | 0:04:10     |
| <u>Henri-Paul Rousseau à la tête de la Caisse de dépôt</u>    | 1        | 0:18:37  |             |                   | 1           | 0:18:37     |
| <u>Hélène Pedneault, un parcours éclectique</u>               |          |          | 1           | 0:08:18           | 1           | 0:08:18     |
| <u>Hélène Pedneault, chroniques délinquantes</u>              | 1        | 0:08:14  |             |                   | 1           | 0:08:14     |
| <u>Guy Lafleur, le démon blond</u>                            | 1        | 0:09:31  |             |                   | 1           | 0:09:31     |
| <u>Grève des professeurs de l'UQAM 1997 (baladodiffusion)</u> | 1        | 0:13:48  |             |                   | 1           | 0:13:48     |
| <u>Gippe aviaire, se préparer au pire</u>                     | 1        | 00:35:15 |             |                   | 1           | 00:35:15    |
| <u>Gilles Villeneuve</u>                                      | 1        | 0:02:16  |             |                   | 1           | 0:02:16     |
| <u>Georges Moustaki</u>                                       | 1        | 0:12:21  |             |                   | 1           | 0:12:21     |
| <u>Gabi Drouin et l'art radiophonique</u>                     |          |          | 1           | 0:06:11           | 1           | 0:06:11     |
| <u>Fusillade à l'Assemblée nationale</u>                      | 1        | 0:04:47  |             |                   | 1           | 0:04:48     |
| <u>Formule 1 : un sport dangereux</u>                         |          |          | 1           | 0:09:02           | 1           | 0:09:02     |
| <u>Fêtes des travailleurs</u>                                 | 1        | 0:04:13  |             |                   | 1           | 0:04:13     |
| <u>Fernand Dansereau, cinéaste</u>                            | 1        | 0:26:12  |             |                   | 1           | 0:26:12     |
| <u>Étranges chandails de hockey</u>                           | 1        | 0:04:46  |             |                   | 1           | 0:04:46     |
| <u>élections québécoises</u>                                  | 1        | 0:12:11  |             |                   | 1           | 0:12:11     |
| <u>Droit de vote des Noirs américains</u>                     | 1        | 0:27:29  |             |                   | 1           | 0:27:29     |
| <u>Difficiles débuts pour les Hurricanes</u>                  | 1        | 0:03:30  |             |                   | 1           | 0:03:30     |
| <u>Diane Hébert, une survivante exceptionnelle</u>            | 1        | 0:02:22  |             |                   | 1           | 0:02:22     |
| <u>Diane Hébert, 15 ans après la greffe</u>                   | 1        | 0:04:53  |             |                   | 1           | 0:04:53     |
| <u>Diana reine des coeurs</u>                                 | 1        | 0:05:47  |             |                   | 1           | 0:05:47     |
| <u>Des cheminées récalcitrantes</u>                           | 1        | 0:02:03  |             |                   | 1           | 0:02:03     |
| <u>Derrière les barbelés de Guantanamo (baladodiffusion)</u>  | 1        | 0:04:08  |             |                   | 1           | 0:04:08     |
| <u>Dédé Fortin, chanteur des Colocs</u>                       | 1        | 0:09:06  |             |                   | 1           | 0:09:06     |
| <u>Crise électorale aux États-Unis</u>                        | 1        | 0:05:35  |             |                   | 1           | 0:05:35     |
| <u>Coupe Stanley 1977 : la consécration</u>                   | 1        | 0:10:21  |             |                   | 1           | 0:10:21     |
| <u>Congédiement de Claude Julien</u>                          | 1        | 0:02:05  |             |                   | 1           | 0:02:05     |
| <u>Claude Berri, les belles heures (projet)</u>               |          |          | 1           | 0:10:15           | 1           | 0:10:15     |
| <u>Céline Galipeau : ses débuts au Téléjournal</u>            | 1        | 0:07:43  |             |                   | 1           | 0:07:43     |
| <u>Canadiens Molson</u>                                       | 1        | 0:02:29  |             |                   | 1           | 0:02:29     |
| <u>Budget Québec 1999 : déficit zéro</u>                      | 1        | 0:14:33  |             |                   | 1           | 0:14:33     |
| <u>Bob Rae, un néo-démocrate au pouvoir</u>                   | 1        | 0:06:22  |             |                   | 1           | 0:06:21     |
| <u>Bob Gainey congédie Claude Julien (baladodiffusion)</u>    | 1        | 0:04:09  |             |                   | 1           | 0:04:09     |

| Titre du clip   | Clips tv | Durée tv | Clips Radio | Durée clips radio | Total clips | Total durée |
|---|----------|----------|-------------|-------------------|-------------|-------------|
| <u>Billy Smith gardien des Islanders de New York (projet)</u>                     | 1        | 0:01:26  |             |                   | 1           | 0:01:26     |
| <u>Betty Goodwin et la condition humaine</u>                                      | 1        | 0:02:30  |             |                   | 1           | 0:02:30     |
| <u>Bernard Voyer conquiert l'Everest</u>  | 1        | 0:02:12  |             |                   | 1           | 0:02:12     |
| <u>Bernard Voyer ascension de l'Everest</u>                                       | 1        | 0:01:47  |             |                   | 1           | 0:01:47     |
| <u>Bernard Parent, gardien étoile des Flyers</u>                                  | 1        | 0:01:47  |             |                   | 1           | 0:01:47     |
| <u>Bernard Arcand, anthropologue</u>  |          |          | 1           | 0:28:28           | 1           | 0:28:28     |
| <u>Ben Weider et le culturisme</u>  | 1        | 0:13:10  |             |                   | 1           | 0:13:10     |
| <u>Arctique : l'incident du Polar Sea (baladodiffusion)</u>                       | 1        | 0:03:01  |             |                   | 1           | 0:03:01     |
| <u>Arctique : l'Incident du Polar Sea</u>   | 1        | 0:02:55  |             |                   | 1           | 0:02:55     |
| <u>Alanis Obomsawin, cinéaste</u>   |          |          | 1           | 0:17:14           | 1           | 0:17:14     |
| <u>Alain Bashung, rockeur mélancolique</u>  |          |          | 1           | 0:13:07           | 1           | 0:13:07     |
| <u>Afghanistan (baladodiffusion)</u>  | 1        | 0:01:58  |             |                   | 1           | 0:01:58     |
| <u>Accident de la Swissair : la fin de l'enquête</u>                              | 1        | 0:02:19  |             |                   | 1           | 0:02:19     |
| <u>80e de Joseph Rouleau</u>  | 1        | 0:20:08  |             |                   | 1           | 0:20:08     |
| <u>60e Israël</u>   | 1        | 0:24:06  |             |                   | 1           | 0:24:06     |
| <u>60e des Droits de l'Homme</u>  | 1        | 0:05:50  |             |                   | 1           | 0:05:50     |
| <u>50e de la Révolution cubaine</u>   | 1        | 0:05:55  |             |                   | 1           | 0:05:55     |
| <u>25e anniversaire du Macintosh</u>  | 1        | 0:02:15  |             |                   | 1           | 0:02:15     |
| <u>20e du Téléjournal</u>   | 1        | 0:04:14  |             |                   | 1           | 0:04:14     |
| <u>20e anniversaire Exxon Valdez (baladodiffusion)</u>                            | 1        | 0:02:45  |             |                   | 1           | 0:02:45     |
| <u>20e anniversaire Exxon Valdez</u>  | 1        | 0:02:27  |             |                   | 1           | 0:02:27     |
| <u>15 août, fête nationale des Acadiens</u>                                       | 1        | 0:01:51  |             |                   | 1           | 0:01:51     |
| <u>(projet) Salon de l'auto 1974</u>  | 1        | 0:01:39  |             |                   | 1           | 0:01:39     |
| <u>(projet) Salon de l'auto 1973</u>  | 1        | 0:12:57  |             |                   | 1           | 0:12:57     |
| <u>(projet) premier bébé de l'année</u>   | 1        | 0:00:35  |             |                   | 1           | 0:00:35     |
| <u>(projet) Pavel Bure et la mafia russe - inutilisable</u>                       | 1        | 0:01:39  |             |                   | 1           | 0:01:39     |
| <u>(projet) Mme Saintex</u>   | 1        | 0:07:48  |             |                   | 1           | 0:07:48     |
| <u>(projet) Les loisirs</u>   | 1        | 0:22:10  |             |                   | 1           | 0:22:10     |
| <u>(projet) Légendes du hockey</u>  | 1        | 0:07:26  |             |                   | 1           | 0:07:26     |
| <u>(projet) Denis Bouchard, Flames d'Atlanta</u>                                  | 1        | 0:01:35  |             |                   | 1           | 0:01:35     |
| <u>(projet) /Coupe Stanley 1993 : Autour de la 24e conquête par les Canadiens</u> | 1        | 0:03:19  |             |                   | 1           | 0:03:19     |
| <u>(projet) /1979: Les Canucks de Vancouver ont 10 ans</u>                        | 1        | 0:03:07  |             |                   | 1           | 0:03:07     |
| <u>(projet) / Une 2e participation pour Robert Picard à un match des étoiles</u>  | 1        | 0:02:39  |             |                   | 1           | 0:02:39     |
| <u>(projet) / Stan Smyl, capitaine des Canucks de Vancouver</u>                   | 1        | 0:01:28  |             |                   | 1           | 0:01:28     |
| <u>(projet) / Stan Mikita, joueur de centre des Blackhawks de Chicago</u>         | 1        | 0:01:41  |             |                   | 1           | 0:01:41     |

| Titre du clip   | Clips tv | Durée tv | Clips Radio | Durée clips radio | Total clips | Total durée |
|---|----------|----------|-------------|-------------------|-------------|-------------|
| (projet) / Serge Savard : un joueur d'exception (Courte biographie en 1977)               | 1        | 0:04:47  |             |                   | 1           | 0:04:47     |
| (projet) / Roger Crozier, gardien de but des Sabres de Buffalo                            | 1        | 0:00:52  |             |                   | 1           | 0:00:52     |
| (Projet) / Robert Picard, défenseur des Capitals de Washington                            | 1        | 0:01:38  |             |                   | 1           | 0:01:38     |
| (projet) / Richard Martin, ailier gauche des Sabres de Buffalo                            | 1        | 0:00:51  |             |                   | 1           | 0:00:51     |
| (projet) / René Lecavalier rend hommage à Michel Normandin                                | 1        | 0:01:37  |             |                   | 1           | 0:01:37     |
| (projet) / Qui est cet entraîneur des Rangers de New York                                 | 1        | 0:01:09  |             |                   | 1           | 0:01:09     |
| (projet) / Qui est ce gardien des Scouts de Kansas City?                                  | 1        | 0:00:35  |             |                   | 1           | 0:00:35     |
| (projet) / Parlons hockey avec Lionel Duval   | 1        | 0:13:10  |             |                   | 1           | 0:13:10     |
| (projet) / Octroi de concessions aux villes d'Ottawa et de Tampa Bay                      | 1        | 0:04:37  |             |                   | 1           | 0:04:37     |
| (projet) / Noël chez un joueur de hockey  | 1        | 0:07:48  |             |                   | 1           | 0:07:48     |
| (projet) / Martin Brodeur : un 1er but pour un gardien québécois #16382 (libre de droits) | 1        | 0:02:28  |             |                   | 1           | 0:02:28     |
| (projet) / Martin Brodeur : un 1er but pour un gardien québécois #16337 (droits)          | 1        | 0:02:57  |             |                   | 1           | 0:02:57     |
| (projet) / Marcel Dionne, centre des Red Wings de Détroit                                 | 1        | 0:01:28  |             |                   | 1           | 0:01:28     |
| (projet) / LNH : Match des étoiles 1956   | 1        | 0:00:57  |             |                   | 1           | 0:00:57     |
| (projet) / Lise Payette, gardien de but du Canadien                                       | 1        | 0:04:24  |             |                   | 1           | 0:04:24     |
| (projet) / Les Red Wings de Détroit remportent la Coupe Stanley 1954                      | 1        | 0:01:59  |             |                   | 1           | 0:01:59     |
| (projet) / Les funérailles de Dan Snyder  | 1        | 0:02:21  |             |                   | 1           | 0:02:21     |
| (projet) / Le trophée Maurice Richard   | 1        | 0:03:27  |             |                   | 1           | 0:03:27     |
| (projet) / La petite histoire des Sénateurs d'Ottawa                                      | 1        | 0:05:36  |             |                   | 1           | 0:05:36     |
| (projet) / La passion du hockey selon Maurice Richard (bio de 1977)                       | 1        | 0:04:44  |             |                   | 1           | 0:04:44     |
| (projet) / Jim Rutherford, Gardien des Red Wings de Détroit                               | 1        | 0:00:51  |             |                   | 1           | 0:00:51     |
| (projet) / Harold Snepsts, défenseur des Canucks de Vancouver                             | 1        | 0:02:41  |             |                   | 1           | 0:02:41     |
| (projet) / Gilles Gilbert, gardien de but des Bruins de Boston                            | 1        | 0:01:36  |             |                   | 1           | 0:01:36     |
| (projet) / Gilbert Perreault, joueur de centre des Sabres de Buffalo                      | 1        | 0:01:17  |             |                   | 1           | 0:01:17     |

| Titre du clip  | Clips tv   | Durée tv        | Clips Radio | Durée clips radio | Total clips | Total durée     |
|--|------------|-----------------|-------------|-------------------|-------------|-----------------|
| (projet) / <u>Entrée des Oilers d'Edmonton dans la LNH</u>                               | 1          | 0:02:12         |             |                   | 1           | 0:02:12         |
| (projet) / <u>Dollard Saint-Laurent est échangé aux Blackhawks de Chicago</u>            | 1          | 0:00:53         |             |                   | 1           | 0:00:53         |
| (projet) / <u>Devinez : Qui est cet entraîneur des Rockies du Colorado?</u>              | 1          | 0:00:44         |             |                   | 1           | 0:00:44         |
| (Projet) / <u>Devinez : Qui est cet ancien gardien de but des Canadiens de Montréal?</u> | 1          | 0:02:41         |             |                   | 1           | 0:02:41         |
| (projet) / <u>Devinez : Qui est ce gardien de but des Rockies du Colorado?</u>           | 1          | 0:00:54         |             |                   | 1           | 0:00:54         |
| (projet) / <u>Devinez : Qui est ce gardien de but des Rockies du Colorado?</u>           | 1          | 0:02:02         |             |                   | 1           | 0:02:02         |
| (projet) / <u>Dave Dryden, gardien des Sabres de Buffalo</u>                             | 1          | 0:00:58         |             |                   | 1           | 0:00:58         |
| (projet) / <u>Coupe Stanley 1993 : un défilé ordonné</u>                                 | 1          | 0:08:50         |             |                   | 1           | 0:08:50         |
| (Projet) / <u>Coupe Stanley 1956 : banquet d'honneur pour les Canadiens</u>              | 1          | 0:01:03         |             |                   | 1           | 0:01:03         |
| (projet) / <u>Cesare Maniago, gardien des North Stars du Minnesota</u>                   | 1          | 0:01:09         |             |                   | 1           | 0:01:09         |
| (Projet) / <u>Brad Park, défenseur des Rangers de New York</u>                           | 1          | 0:02:05         |             |                   | 1           | 0:02:05         |
| (projet) / <u>Bobby Orr, défenseur étoile des Bruins de Boston</u>                       | 1          | 0:01:39         |             |                   | 1           | 0:01:39         |
| (projet) / <u>Autour du 500e but de Frank Mahovlich</u>                                  | 1          | 0:03:20         |             |                   | 1           | 0:03:20         |
| (projet) / <u>Aurèle Joliat, un pionnier du hockey</u>                                   | 1          | 0:10:23         |             |                   | 1           | 0:10:23         |
| (Projet) / <u>Aréna Olympia de Détroit, 1928-1980</u>                                    | 1          | 0:02:50         |             |                   | 1           | 0:02:50         |
| (Projet) / <u>75e anniversaire des Canadiens de Montréal</u>                             | 1          | 0:21:05         |             |                   | 1           | 0:21:05         |
| <u>une nouvelle ligue de hockey russe (hockey)</u>                                       | 1          | 0:02:04         |             |                   | 1           | 0:02:04         |
| <u>L'homme derrière le masque</u>  | 1          | 0:19:47         |             |                   | 1           | 0:19:47         |
| <u>La ligue russe courtise des joueurs de la LNH (hockey)</u>                            | 1          | 0:01:55         |             |                   | 1           | 0:01:55         |
| <b>Total</b>   | <b>170</b> | <b>22:25:24</b> | <b>14</b>   | <b>3:04:47</b>    | <b>183</b>  | <b>25:24:28</b> |

**Table 12 Individual Documents, CBC 2008–09**

| Clip Name   | TV clips | TV duration | Radio clips | Radio duration | Total clips | Total duration |
|---|----------|-------------|-------------|----------------|-------------|----------------|
| <u>Hextall boils over</u>                           | 1        | 0:02:27     | 0           | 0              | 1           | 0:02:27        |
| <u>Broad Street Bullies vs. The Red Army</u>        | 1        | 0:01:41     | 0           | 0              | 1           | 0:01:41        |
| <u>Canadian diver seeks new depths</u>              | 1        | 0:16:25     | 0           | 0              | 1           | 0:16:25        |
| <u>Ultimate: Frisbee fun and fair play</u>          | 1        | 0:02:47     | 0           | 0              | 1           | 0:02:47        |
| <u>Beware, the restaurant critic</u>                | 1        | 0:10:33     | 0           | 0              | 1           | 0:10:33        |
| <u>Meet the real Maria von Trapp</u>                | 0        | 0           | 1           | 0:03:13        | 1           | 0:03:13        |
| <u>Becoming magnificent</u>                         | 1        | 0:06:59     | 0           | 0:00:00        | 1           | 0:06:59        |
| <u>Alex Trebek, bilingual quizmaster</u>            | 1        | 0:05:00     | 0           | 0              | 1           | 0:05:00        |
| <u>The Terry Fox van is found</u>                   | 0        | 0           | 1           | 0:11:15        | 1           | 0:11:15        |
| <u>Ted Kennedy: Troubled and Triumphant</u>         | 1        | 0:21:10     | 0           | 0              | 1           | 0:21:10        |
| <u>Ted Kennedy and the Moral Majority</u>           | 0        | 0           | 1           | 0:03:23        | 1           | 0:03:23        |
| <u>Peter Gzowski gets violent</u>                   | 1        | 0:14:43     | 0           | 0:00:00        | 1           | 0:14:43        |
| <u>Musician at work</u>                             | 1        | 0:06:28     | 0           | 0:00:00        | 1           | 0:06:28        |
| <u>Swingin' Moe Koffman</u>                         | 1        | 0:07:27     | 0           | 0:00:00        | 1           | 0:07:27        |
| <u>Geddy Lee's 'bonus years'</u>                    | 1        | 0:06:20     | 0           | 0:00:00        | 1           | 0:06:20        |
| <u>Robertson Davies, complex Canadian</u>           | 1        | 0:26:47     | 0           | 0:00:00        | 1           | 0:26:47        |
| <u>Getting a read on Dennis Lee</u>                 | 1        | 0:09:59     | 0           | 0:00:00        | 1           | 0:09:59        |
| <u>Telling secrets with Alice Munro</u>             | 0        | 0:00:00     | 1           | 0:30:50        | 1           | 0:30:50        |
| <u>The two Michaels, united</u>                     | 1        | 0:04:00     | 0           | 0:00:00        | 1           | 0:04:00        |
| <u>Pride and glory</u>                              | 1        | 0:01:32     | 0           | 0:00:00        | 1           | 0:01:32        |
| <u>Bill Gates: the modest man from Microsoft</u>    | 1        | 0:06:46     | 0           | 0              | 1           | 0:06:46        |
| <u>The \$7-billion man</u>                          | 1        | 0:14:13     | 0           | 0              | 1           | 0:14:13        |
| <u>Gordon Pinsent on 'Away From Her'</u>            | 1        | 0:11:18     | 0           | 0              | 1           | 0:11:18        |
| <u>Leslie and Erik Nielsen laugh it up</u>          | 0        | 0           | 1           | 0:21:33        | 1           | 0:21:33        |
| <u>John Candy: 'A very happy guy'</u>               | 0        | 0           | 1           | 0:28:21        | 1           | 0:28:21        |
| <u>Jawaharlal Nehru on communism, war and peace</u> | 1        | 0:28:19     | 0           | 0              | 1           | 0:28:19        |



| Clip Name  | TV clips | TV duration | Radio clips | Radio duration | Total clips | Total duration |
|--|----------|-------------|-------------|----------------|-------------|----------------|
| <u>Cuban Revolution</u>                                  | 1        | 0:11:10     | 0           | 0              | 1           | 0:11:10        |
| <u>Experience Jimi Hendrix</u>                           | 1        | 0:07:04     | 0           | 0              | 1           | 0:07:04        |
| <u>Baseball the Beeston way</u>                          | 1        | 0:05:37     | 0           | 0              | 1           | 0:05:37        |
| <u>Alan Borovoy, Canadian civil rights advocate</u>      | 1        | 0:10:43     | 0           | 0              | 1           | 0:10:43        |
| <u>Meeting the Dalai Lama</u>                            | 1        | 0:11:02     | 0           | 0              | 1           | 0:11:02        |
| <u>The one and only Bill Cosby</u>                       | 1        | 0:26:12     | 0           | 0              | 1           | 0:26:12        |
| <u>Dustin Hoffman on becoming a star</u>                 | 1        | 0:28:52     | 0           | 0              | 1           | 0:28:52        |
| <u>Beaver attack!</u>                                    | 0        | 0:00:00     | 1           | 0:06:33        | 1           | 0:06:33        |
| <u>A superstar called Sinclair</u>                       | 1        | 0:01:08     | 0           | 0              | 1           | 0:01:08        |
| <u>Hollywood legend Paul Newman</u>                      | 0        | 0:00:00     | 1           | 0:03:42        | 1           | 0:03:42        |
| <u>Discovering dragon boating</u>                        | 1        | 0:07:34     | 0           | 0              | 1           | 0:07:34        |
| <u>The seductive world of Vladimir Nabokov</u>           | 0        | 0:00:00     | 1           | 0:19:02        | 1           | 0:19:02        |
| <u>Close-up on filmmaker Allan King</u>                  | 0        | 0:00:00     | 1           | 0:32:18        | 1           | 0:32:18        |
| <u>Who is this rookie news anchor? (Robertson/Reuse)</u> | 0        | 0:00:00     | 0           | 0              | 0           | 0:00:00        |
| <u>Clearing the air in the National Archives</u>         | 1        | 0:01:50     | 0           | 0              | 1           | 0:01:50        |
| <u>His father's son: Ted Rogers Jr.</u>                  | 0        | 0:00:00     | 1           | 0:20:01        | 1           | 0:20:01        |
| <u>The bombing of Dresden</u>                            | 0        | 0           | 1           | 0:06:15        | 1           | 0:06:15        |
| <u>First goalie mask</u>                                 | 1        | 0:00:55     | 0           | 0:00:00        | 1           | 0:00:55        |
| <u>50 years after 'Kristallnacht'</u>                    | 1        | 0:03:39     | 0           | 0              | 1           | 0:03:39        |
| <u>Death at Jonestown</u>                                | 1        | 0:10:12     | 0           | 0:00:00        | 1           | 0:10:12        |
| <u>It's a boy! Prince Charles is born</u>                | 0        | 0:00:00     | 1           | 0:02:26        | 1           | 0:02:26        |
| <u>John F. Kennedy slain in Dallas</u>                   | 1        | 0:40:26     | 0           | 0              | 1           | 0:40:26        |
| <u>Skid Row</u>  | 1        | 0:04:34     | 0           | 0:00:00        | 1           | 0:04:34        |
| <u>Nortel, 'a Canadian success story'</u>                | 0        | 0:00:00     | 1           | 0:15:37        | 1           | 0:15:37        |
| <u>George W. Bush's long-delayed visit</u>               | 1        | 0:04:57     | 0           | 0              | 1           | 0:04:57        |
| <u>Ottawa abuzz over Obama</u>                           | 1        | 0:03:35     | 0           | 0              | 1           | 0:03:35        |
| <u>The National Post hits newsstands</u>                 | 1        | 0:02:33     | 0           | 0              | 1           | 0:02:33        |
| <u>Cleaning up after the Exxon Valdez</u>                | 1        | 0:02:28     | 0           | 0              | 1           | 0:02:28        |
| <u>Bunty Lawless wins the 1938</u>                       | 0        | 0:00:00     | 1           | 0:08:59        | 1           | 0:08:59        |

| Clip Name  | TV clips  | TV duration    | Radio clips | Radio duration | Total clips | Total duration  |
|--|-----------|----------------|-------------|----------------|-------------|-----------------|
| <u>King's Plate</u>  |           |                |             |                |             |                 |
| <u>Low Tide Day</u>  | 1         | 0:03:40        | 0           | 0:00:00        | 1           | 0:03:40         |
| <u>Wally Floody and the Great Escape</u>                       | 1         | 0:06:32        | 0           | 0:00:00        | 1           | 0:06:32         |
| <u>Gabrielle Roy: splendour and tragedy</u>                    | 0         | 0:00:00        | 1           | 0:07:12        | 1           | 0:07:12         |
| <u>Twilight of Twitter the clown</u>                           | 0         | 0:00:00        | 1           | 0:06:42        | 1           | 0:06:42         |
| <u>Calling Idi Amin</u>  | 0         | 0:00:00        | 1           | 0:06:53        | 1           | 0:06:53         |
| <u>Canadian seed potatoes take agricultural world by storm</u> | 0         | 0:00:00        | 1           | 0:02:34        | 1           | 0:02:34         |
| <u>The (paper) buck stops here</u>                             | 1         | 0:02:18        | 0           | 0:00:00        | 1           | 0:02:18         |
| <u>Telescope: Donald Sutherland</u>                            | 1         | 0:18:35        | 0           | 0:00:00        | 1           | 0:18:35         |
| <u>Juvenile delinquents become young offenders</u>             | 1         | 0:02:19        | 0           | 0:00:00        | 1           | 0:02:19         |
| <u>The 1939 King's Plate is granted a royal audience</u>       | 0         | 0:00:00        | 1           | 0:36:32        | 1           | 0:36:32         |
| <u>May Day in the era of perestroika</u>                       | 1         | 0:02:34        | 0           | 0:00:00        | 1           | 0:02:34         |
| <u>High school shooting leaves Taber in shock</u>              | 1         | 0:03:07        | 0           | 0:00:00        | 1           | 0:03:07         |
| <u>RFK: Aftermath of an assassination</u>                      | 0         | 0:00:00        | 1           | 0:15:12        | 1           | 0:15:12         |
| <u>Canadian Boer War veterans look back</u>                    | 0         | 0:00:00        | 1           | 0:29:46        | 1           | 0:29:46         |
| <u>Research In Motion stays home</u>                           | 1         | 0:03:51        | 0           | 0:00:00        | 1           | 0:03:51         |
| <u>Hugo Chavez leads Venezuela</u>                             | 1         | 0:05:04        | 0           | 0:00:00        | 1           | 0:05:04         |
| <u>Chunnel of love ... and loathing</u>                        | 1         | 0:13:12        | 0           | 0:00:00        | 1           | 0:13:12         |
| <u>The 'Chunnel' officially opens</u>                          | 1         | 0:02:10        | 0           | 0:00:00        | 1           | 0:02:10         |
| <u>Reflections on the Rape of Nanking</u>                      | 1         | 0:06:41        | 0           | 0:00:00        | 1           | 0:06:41         |
| <u>Is peace possible for Sri Lanka?</u>                        | 1         | 0:23:00        | 0           | 0:00:00        | 1           | 0:23:00         |
| <u>Prince Philip's Operation Tiger</u>                         | 1         | 0:07:10        | 0           | 0              | 1           | 0:07:10         |
| <u>Remembering Bo Diddley</u>                                  | 1         | 0:04:07        | 0           | 0:00:00        | 1           | 0:04:07         |
| <u>Thomas Bata's rise to the top</u>                           | 1         | 0:04:39        | 0           | 0              | 1           | 0:04:39         |
| <u>Remembering master archivist Bill O'Farrell</u>             | 0         | 0:00:00        | 1           | 0:05:52        | 1           | 0:05:52         |
| <u>Ron Lancaster, football hero</u>                            | 0         | 0:00:00        | 1           | 0:04:30        | 1           | 0:04:30         |
| <u>Michael Crichton: scientific storyteller</u>                | 0         | 0:00:00        | 1           | 0:19:18        | 1           | 0:19:18         |
| <b>Totals</b>  | <b>55</b> | <b>8:18:24</b> | <b>25</b>   | <b>5:47:59</b> | <b>80</b>   | <b>14:06:23</b> |

## 7.8 *Guess Who? / Devinez!*

One of the objectives of the redesign was to breathe new life into the content presented on the Archives sites, notably by creating sections that would be more entertaining and interactive.

The idea of the *Guess Who? / Devinez!* section is to test visitors' memory by challenging them to recognize faces or voices from the past in a television archives clip or a sound bite. By clicking on the link, visitors discover a television or radio clip that reveals the identity of the person in question.



### ***Devinez!***

In 2007–08, we found a number of archival clips for this section and continued to add to it each week from June 2008 on. Personalities featured include: Bernard Landry, Charles Taylor, Lysiane Gagnon, James Bamber, Claude Jasmin, Louise Harel, Simon Durivage, Joël Le Bigot, Jean-Paul Lallier, Denis Coderre, and more!

We have invested a great deal of time in building this collection, which brings a smile to users' faces and gives the entire site a lighter side. In 2008–09, we placed 57 such clips online that provide users with a

more entertaining approach to the Archives site content.

### ***Guess Who?***

In March 2008 we launched the new *Guess Who?* feature with the site redesign, and it was an immediate hit.

There are now 34 *Guess Who?* items on the CBC Digital Archives site, including the following: Lorne Greene, Nicholas Campbell, Bill Gates, the Trudeau boys, Victoria Tennant, David Cronenberg, Ben Mulroney, Peter MacKay, Henry Morgentaler, Lloyd Robertson, Jack Layton, Rita MacNeil, Tom Green, William Shatner, Peter Mansbridge, Carol Shields, Bob Rae, Joe Clark, Kim Campbell, Ashley MacIsaac, Kiefer Sutherland, Austin Clarke, Sarah Polley, Céline Dion, René Lévesque, Wayne Gretzky, Lois Maxwell, Alex Trebek, Peter Gzowski, Alanis Morissette, Bill Cosby, Alan Eagleson, Elizabeth May and Michael Ignatieff.

**Table 13 Devinez!—Radio-Canada 2008–09**

| Titre du clip                     | Clips TV | Durée clips TV | Clips radio | Durée clips radio | Total clips | Total durée |
|-----------------------------------|----------|----------------|-------------|-------------------|-------------|-------------|
| Devinez : Jean-Pierre Charbonneau | 1        | 0:01:37        |             |                   | 1           | 0:01:37     |
| Devinez : Alanis Obomsawin        | 1        | 0:00:59        |             |                   | 1           | 0:00:59     |
| Devinez : André Caille            | 1        | 0:04:00        |             |                   | 1           | 0:04:00     |
| Devinez : Arlette Cousture        | 1        | 0:01:24        |             |                   | 1           | 0:01:24     |
| Devinez : Armand Vaillancourt     | 1        | 0:00:25        |             |                   | 1           | 0:00:25     |
| Devinez : Armand Vaillancourt     | 1        | 0:00:09        |             |                   | 1           | 0:00:09     |
| Devinez : Bernard assiniwi        | 1        | 0:01:53        |             |                   | 1           | 0:01:53     |
| Devinez : Bobby Fisher            | 1        | 0:00:20        |             |                   | 1           | 0:00:20     |
| Devinez : Brian Mulroney          | 1        | 0:00:42        |             |                   | 1           | 0:00:42     |
| Devinez : Chantal Hébert          | 1        | 0:00:17        |             |                   | 1           | 0:00:17     |
| Devinez : Claude Charron          | 1        | 0:01:13        |             |                   | 1           | 0:01:13     |
| Devinez : Denise Bombardier       | 1        | 0:00:29        |             |                   | 1           | 0:00:29     |
| Devinez : Denys Arcand            | 1        | 0:00:18        |             |                   | 1           | 0:00:18     |
| Devinez : Emmanuelle Latraverse   | 1        | 0:01:40        |             |                   | 1           | 0:01:40     |
| Devinez : G. Gendron              | 1        | 0:02:41        |             |                   | 1           | 0:02:41     |
| Devinez : Geneviève Bujold        | 1        | 0:00:42        |             |                   | 1           | 0:00:42     |
| Devinez : Gilles Duceppe          | 1        | 0:01:01        |             |                   | 1           | 0:01:01     |
| Devinez : Gilles Duceppe (2)      | 1        | 0:01:41        |             |                   | 1           | 0:01:41     |
| Devinez : Guy Laliberté           | 1        | 0:01:25        |             |                   | 1           | 0:01:25     |
| Devinez : Henri Massé             | 1        | 0:01:31        |             |                   | 1           | 0:01:31     |
| Devinez : Hubert Iacox            | 1        | 0:01:23        |             |                   | 1           | 0:01:23     |
| Devinez : Jack Layton             | 1        | 0:00:34        |             |                   | 1           | 0:00:34     |
| Devinez : Jacques Parizeau        | 1        | 0:01:07        |             |                   | 1           | 0:01:07     |
| Devinez : Jane Fonda              | 1        | 0:02:22        |             |                   | 1           | 0:02:22     |
| Devinez : Jean Coutu              | 1        | 0:00:33        |             |                   | 1           | 0:00:33     |
| Devinez : Jean Doré               | 1        | 0:00:59        |             |                   | 1           | 0:00:59     |
| Devinez : Jean Lemire             | 1        | 0:00:08        |             |                   | 1           | 0:00:08     |
| Devinez : Jean Lemire             | 1        | 0:00:36        |             |                   | 1           | 0:00:36     |
| Devinez : Louise Marleau          | 1        | 0:01:43        |             |                   | 1           | 0:01:43     |

| Titre du clip                    | Clips TV  | Durée clips TV | Clips radio | Durée clips radio | Total clips | Total durée    |
|----------------------------------|-----------|----------------|-------------|-------------------|-------------|----------------|
| Devinez : Louise Vandelac        | 1         | 0:00:35        |             |                   | 1           | 0:00:35        |
| Devinez : Madeleine Poulin       | 1         | 0:00:45        |             |                   | 1           | 0:00:45        |
| Devinez : Madeleine Poulin       | 1         | 0:01:45        |             |                   | 1           | 0:01:45        |
| Devinez : Marie-France Bazzo     | 1         | 0:01:34        |             |                   | 1           | 0:01:34        |
| Devinez : Marie-France Bazzo     | 1         | 0:04:36        |             |                   | 1           | 0:04:36        |
| Devinez : Max Gros-Louis         | 1         | 0:01:48        |             |                   | 1           | 0:01:48        |
| Devinez : Mc Auger               | 1         | 0:01:21        |             |                   | 1           | 0:01:21        |
| Devinez : Michaëlle Jean         | 1         | 0:00:09        |             |                   | 1           | 0:00:09        |
| Devinez : Michaëlle Jean         | 1         | 0:00:18        |             |                   | 1           | 0:00:18        |
| Devinez : Michel Louvain         | 1         | 0:02:30        |             |                   | 1           | 0:02:30        |
| Devinez : Michèle Courchesne     | 1         | 0:00:57        |             |                   | 1           | 0:00:57        |
| Devinez : Nathalie Petrowski     | 1         | 0:00:40        |             |                   | 1           | 0:00:40        |
| Devinez : Noël Grignon           | 1         | 0:09:49        |             |                   | 1           | 0:09:49        |
| Devinez : Normand Brathwaite (2) | 1         | 0:02:01        |             |                   | 1           | 0:02:01        |
| Devinez : P. Edmonston           | 1         | 0:01:10        |             |                   | 1           | 0:01:10        |
| Devinez : Pauline Marois         | 1         | 0:01:24        |             |                   | 1           | 0:01:24        |
| Devinez : Pierre Bourque         | 1         | 0:01:28        |             |                   | 1           | 0:01:28        |
| Devinez : Pierre Petitgrew       | 1         | 0:01:04        |             |                   | 1           | 0:01:04        |
| Devinez : Raymond St-Pierre      | 1         | 0:00:50        |             |                   | 1           | 0:00:50        |
| Devinez : René-Homier Roy        | 1         | 0:04:55        |             |                   | 1           | 0:04:55        |
| Devinez : Robert Guy Scully      | 1         | 0:01:10        |             |                   | 1           | 0:01:10        |
| Devinez : Robert Lepage          | 1         | 0:00:25        |             |                   | 1           | 0:00:25        |
| Devinez : Serge Losique          | 1         | 0:03:34        |             |                   | 1           | 0:03:34        |
| Devinez : Simon Durivage         |           |                | 1           | 0:02:21           | 1           | 0:02:21        |
| Devinez : Stéphane Bureau        | 1         | 0:00:23        |             |                   | 1           | 0:00:23        |
| Devinez : Sylvain Lafrance       | 1         | 0:01:17        |             |                   | 1           | 0:01:17        |
| Devinez : Victor Lévy-Beaulieu   | 1         | 0:01:27        |             |                   | 1           | 0:01:27        |
| Devinez: Édith Butler            | 1         | 0:01:31        |             |                   | 1           | 0:01:31        |
| <b>Total</b>                     | <b>56</b> | <b>1:23:18</b> | <b>1</b>    | <b>0:02:21</b>    | <b>57</b>   | <b>1:25:39</b> |

**Table 14 *Guess Who?*—CBC 2008–09**

| Clip Name                                   | TV clips | TV duration    | Radio clips | Radio duration | Total clips | Total duration |
|---|----------|----------------|-------------|----------------|-------------|----------------|
| Bill Gates Guess Who (text only reuse)      | 0        | 0:00:00        | 0           | 0              | 0           | 0:00:00        |
| <u>Who is this youthful trio?</u>           | 1        | 0:00:53        | 0           | 0              | 1           | 0:00:53        |
| <u>Who is this young lawyer?</u>            | 1        | 0:01:39        | 0           | 0              | 1           | 0:01:39        |
| <u>Who is this serious academic?</u>        | 1        | 0:06:35        | 0           | 0              | 1           | 0:06:35        |
| <u>Who is this bespectacled politician?</u> | 1        | 0:01:01        | 0           | 0              | 1           | 0:01:01        |
| <u>Who is this model child?</u>             | 1        | 0:01:39        | 0           | 0              | 1           | 0:01:39        |
| <u>Who is this devoted young dancer?</u>    | 1        | 0:06:25        | 0           | 0              | 1           | 0:06:25        |
| <u>Can you predict who this young man.</u>  | 1        | 0:09:16        | 0           | 0:00:00        | 1           | 0:09:16        |
| <u>Who is this young actress and.</u>       | 1        | 0:04:19        | 0           | 0:00:00        | 1           | 0:04:19        |
| <b>Totals</b>                               | <b>8</b> | <b>0:31:47</b> |             | <b>0:00:00</b> | <b>8</b>    | <b>0:31:47</b> |

## 8 Copyright

The broader reflection on copyright matters has continued. CBC/Radio-Canada increasingly favours global approaches that, among other things, allow for the inclusion of the Archives in new collective agreements.

### 8.1 Collective Agreements at Radio-Canada

As mentioned in the 2007–08 report, the agreement with Union des artistes came into effect during the year, enabling us to move forward with a great deal of culture content, including several interviews with Quebec actors, including Dominique Michel, Denise Filiatrault and many others. Negotiations are currently under way with the Société des auteurs de radio, télévision et cinéma (SARTEC), and an agreement is expected by 2010. In the meantime, individual agreements were reached in specific instances, for example in the case of the topic on the 50th anniversary of the Radio-Canada producers' association, for which we used episodes of *Bobino*, *Pépinot et Capucine* and *La Sagouine*, among others.

Last year, the CBC/Radio-Canada Law Department reached a global agreement with one of the largest providers of incidental music. Since then, similar agreements have been concluded with other suppliers.

Our copyright adviser continues to play a crucial role in our operations. Given that rightsholders are increasingly aware of their rights, it has become essential to conduct systematic checks of the content of archive materials made available online. Analyzing our archival documents is both a vital and a painstaking procedure that entails recognizing works used in productions (often music), locating old contracts, and tracking down the estates of deceased performers.

Outside of the collective agreements, individual agreements must also be reached with rightsholders.

Following are selected examples of topics for which negotiations were required this year:

#### 1. Topic: Gilles Vigneault, chante son pays (12 clips)

Examples:

Clip: *Les gens de mon pays*

Interprétation de 4 chansons: *Les gens de mon pays*, *Il me reste un pays*, *J'ai planté un chêne* et *C'est le temps avec 4 musiciens AFM*

Clip : *Gilles Vigneault chanteur*.

*Interprétation de Mon Pays et imitation de Gilles Vigneault par l'artiste Jean-Guy Moreau avec 4 musiciens AFM.*

#### 2. Topic: Claude Léveillée, un artiste au piano (6 clips)

Example:

Clip : *Claude Léveillée l'Idole d'une jeunesse*.

*Interprétation de 3 chansons: La Baie des sables, Les radios de mon quartier et Frédéric.*

#### 3. Topic: Félix Leclerc, sa plume et sa guitar ( 22 clips)

Examples:

Clip: *Devos visite le grenier de Félix Leclerc*

Interprétation de 3 chansons: *La prière bohémienne*, *À Pierrot* et *Bal*

#### 4. Topic: L'imaginaire de Michel Tremblay (16 clips)

Example:

Clip : *Les Belles-Sœurs*.

4 artistes invités UDA

#### **5. Un dossier sur le 50<sup>e</sup> anniversaire de l'association des réalisateurs de Radio-Canada. (24 clips)**

À titre d'exemple

**Chez Denise**, téléroman du réalisateur Pierre Gauvreau avec 2 auteurs SARTEC , 21 artistes UDA et 4 musiciens AFM.

**Sur toutes les scènes du monde** émission radio du réalisateur Olivier Mercier Gouin comportant la pièce TIT-COQ de Gratien Gélinas avec l'autorisation d'Anne-Marie Sicotte. Pièce de théâtre en 3 actes écrite en 1948 et interprétée en 1974 par 10 artistes UDA

**Alexandre et le roi** du réalisateur de Miche Greco, émission jeunesse télé avec un auteur SARTEC un musicien AFM et 5 artistes UDA

**Grujot et Délicat** du réalisateur de James Dormeyer, émission jeunesse télé avec un auteur SARTEC un musicien AFM et 6 artistes UDA

#### **6. Topic: Lauréats 2009 des prix du gouverneur général (8 clips)**

Robert Lepage, Edith Butler, Clémence Desrochers et autres artistes UDA

#### **7. Le quartier de mon enfance.**

Les artistes, Claude Dubois, Céline Dion, Marc Favreau, Yvon Deschamps, Mahée Paiement, Jean-Pierre Ferland et autres personnalités, visitent le quartier de leur enfance.

**8. Un clip sur L'OSSITDCHO, un spectacle révolutionnaire** avec Yvon Deschamps, Robert Charlebois et Louise Forrestier, artistes UDA et musicien

#### **8.1.1 Use of Photos**

Most of the still images used to illustrate archive topics or clips on the site are taken from CBC/Radio-Canada "screen grabs." In certain cases, however, we must acquire photos from agencies and pay the related costs.

Example:

The Getty Images agency provided the image of the Quebec Nordiques for the clip **Canadiens-Nordiques une rivalité historique**.

#### **8.1.2 Licences**

Examples:

- The **International Olympic Committee**, via **OTAB** (the **Olympic Television Archive Bureau**) granted us a licence to digitize 4 min 48 sec of highlights from the 2004 Summer Games in Athens, for a period limited to two years, Canada only, for the topic *Jeux olympiques de 1960 à aujourd'hui*.
- The **Orchestre symphonique de Montréal** granted us a licence to digitize filmed sequences of "Firebird Suite" rehearsals for the topic *75e anniversaire de l'Orchestre symphonique de Montréal*.
- **Agence audiovisuel Air France** granted us a licence to digitize images of the Concorde for the clip *Concorde : l'aviation civile à la vitesse du son*.
- The **Bibliothèque et Archives nationales du Québec** granted us a licence to digitize *Une journée à l'Exposition provinciale de Québec*, directed by Maurice Proulx, as part of the topic *Québec, histoire d'une ville*.



- **Les Productions du Sagittaire** granted us a licence to digitize the programs *Déjà 20 ans* and *Le journal du siècle* for inclusion in the topic *l’Affaire Gerda Munsinger*.

### 8.1.3 Collective Agreements at CBC

The Archives website is fortunate to now have agreements with the AFM and the Writers Guild of Canada. As a result of CBC’s efforts with the American Federation of Musicians, the Archives website has continued to include complete programs (as opposed to just program excerpts) containing the performance of musicians.

This year, for the first time, the CBC and the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) successfully negotiated a collective agreement that allows for use of performances by ACTRA members (including performers, singers, dancers, puppeteers, choreographers, etc.) **on the Internet**.

However, this negotiation was not tailored to the specific needs of the Archives website, and ACTRA Internet uses are payable in one-year increments. Although we are delighted with this progress, our practice for the Archives website has traditionally been to put content for this project on the site in perpetuity. With these duration constraints and in light of the costs involved, we have not added new ACTRA content to the site.

This new agreement between CBC and ACTRA does, however, allow the Archives website to make payments to ACTRA performers whose work had been used on the Archives website in 2003, 04, and 05 (with performer permission) in anticipation of an agreement with ACTRA. These clips had been active for periods of one to three years on the understanding that once CBC reached an agreement on Internet use, payment would be forthcoming. They included:

- A vocal quartet performing Glenn Gould’s “So You Want to Write a Fugue” on *Festival* (TV—3 years);
- Nancy White performing a satirical song on *The Nature of Things* (TV—2 years);
- The Singin’ Swingin’ Eight square dancers (including Gordon Lightfoot) on *Country Hoedown* (TV—2 years);
- Karen Kain and Frank Augustyn performing a pas de deux on *90 Minutes Live* (TV—2 years);
- Rich Little playing all the roles in a debate about Canada’s flag on *This Hour Has Seven Days* (TV—2 years);
- Richard Monette performing an excerpt from Michel Tremblay’s *Hosanna* on *90 Minutes Live* (TV—1 year);
- Denise Proulx performing an excerpt from Michel Tremblay’s *Les Belles-Soeurs* on *This Morning Sunday* (TV—1 year);
- Juliette Cavazzi singing “Can’t Help Loving That Man” on *The Juliette Show* (TV—1 year);
- Ray Landry playing the role of Jimmy Carter in an April Fool’s joke broadcast on *Sunday Edition* (Radio—2 years);
- Royal Canadian Airfarce cast members performing a comic sketch about the new host of *Quirks and Quarks* (Radio—2 years);
- Pat Byrne performing “The MS Christmas Seal” on *Between Ourselves* (Radio—6 years);
- Mark Leiren-Young and Kevin Crofton performing “Generation Y” on *Man to Man* (Radio—1 year).

### 8.1.4 Rights Clearance at CBC

We continued our efforts to acquire rights for copyright-protected material used in the CBC clips and programs presented on the Archives website.

In the spring of 2008, the CBC/Radio-Canada Law Department negotiated a general agreement with one of the biggest suppliers of incidental music. This agreement now lets us use on the

Internet any feature/documentary produced after 1995 that contains music clips from this supplier. Similar negotiations are being conducted with other incidental music suppliers.

Our copyright officers analyze the selected archival documents in order to determine the rightsholders and negotiate individual licences for different categories of protected works such as sound recordings, compositions, artworks, photographs, literary works, and so on. Costs can vary, and sometimes rights are granted gratis. The following is a sampling of licences acquired in 2008–09:

- Painting by Arthur Lismer for use as clickable image for clip about Halifax Explosion (gratis);
- Composition by Native artist Willie Dunn for his composition of themes and stings for *Our Native Land*;
- Musical compositions *Je vous aime, ma vie recommence* and *J'ai fait le tour du grand bois* by Edith Butler;
- Various background library music selections.

In addition, some of the licences that were granted to the Archives website at the beginning of its tenure are now expiring. Based on the importance to the site of the item in which the copyright-protected material is used and the cost of renewing rights, some licences were extended. For example:

- Photograph of Sandra Good, who was interviewed by Barbara Frum (one of the “Great Interviews” items);
- Musical compositions *Both Sides Now* and *The Circle Game* by Joni Mitchell, performed in *The Day It Is*.

In the case where the costs did not justify renewal, the clips were either edited or removed from the site entirely.

### **8.1.5 Photo Acquisition and Use, CBC**

The CBC Digital Archives continued to make good use of its agreement with the National Hockey League, which allows for the use of NHL footage, particularly with its offering of television reports and game coverage in our topic on the hundredth anniversary of the Montreal Canadiens.

During the year 2008–09, we continued adding photographs to illustrate radio content on the Archives website. (TV content images are often supplied through the use of a “screen grab” from the item itself.) We have acquired photos through the CBC Reference & Design Library, Libraries and Archives Canada, Flickr and other websites, Torstar, iStock, and Getty Images, and the Canadian Press. Permissions are generally licensed for a fee, are granted gratis or licensed by the photographer, or are used through Creative Commons licences.

## 9 Educational Materials

### 9.1 New Educational Material (Radio-Canada)

In 2008–09, we commissioned 60 new educational topics, bringing the number of such topics in the section Pour les profs to 263. These projects were produced for primary-school (Grade 6), secondary-school (grades 7–12) and college (Grade 12) teachers. We produced three educational topics for each of the following 20 topics. The services of Karine Gottot (Kargomedia) were again retained for this project.

1. Robert Bourassa, premier ministre à tout prix
2. Lucille Teasdale, la médecine comme mission
3. Claude Jutra, une vie en 24 images
4. Pierre Elliott Trudeau, libre et provocateur
5. 6 juin 1944 : les Canadiens débarquent
6. Pour l'amour de l'artisanat
7. Fous de hockey!
8. Les droits territoriaux des autochtones
9. Réinventer la ferme familiale
10. La crosse, un héritage égaré
11. Référendum 1980 : l'avenir du Québec en question
12. Requiem pour la morue
13. Le défi de la différence
14. Tribulations des Chinois au Canada
15. Mètres chez nous, le Canada change de règles
16. Une île, un métro
17. Du poisson au menu!
18. Carnaval de Québec, fête de l'hiver
19. Hydroélectricité : le pouvoir de l'eau
20. L'amiante au banc des accusés

En mai 2009, il y a 263 projets pédagogiques disponibles en français dans la section Pour les profs des Archives de Radio-Canada

### 9.2 New Educational Material (CBC)

The restructuring of our *For Teachers* section was completed in early 2008, allowing us to better promote our existing lesson plans and other pedagogical material. This included a daily CBC Digital Archives homepage promotion spot for these activities, giving it a presence it did not previously have.

A significant investment in new activities was made in 2007, bringing the total to almost 1,000 lesson plans and activities in more than 200 topics. This represents pedagogical material for more than two-thirds of our content. The remaining content was considered to be less suitable for an educational audience, so no new materials were generated in 2008–09.

## 9.2.1 Educational Topics Online

### War and Conflict

- 1) 1939-1945: A Soldier's War
- 2) Cold War Culture: The Nuclear Fear of the 1950s and 1960s
- 3) Continuing the Fight: Canada's Veterans
- 4) D-Day: Canadians Target Juno Beach
- 5) Dr. Gerald Bull: Scientist, Weapons Maker, Dreamer
- 6) Fleeing Justice: War Criminals in Canada
- 7) Forgotten Heroes: Canada and the Korean War
- 8) Life after Auschwitz
- 9) Love and War: Canadian War Brides
- 10) On Every Front: Canadian Women in the Second World War
- 11) One for all: The North Atlantic Treaty Organization
- 12) Peacekeeper to the World
- 13) Peacekeepers and Peacemakers: Canada's Diplomatic Contribution
- 14) Relocation to Redress: The Internment of the Japanese Canadians
- 15) Reports from Abroad: Matthew Halton
- 16) Shadows of Hiroshima
- 17) The 1991 Gulf War
- 18) The Contentious Legacy of Dieppe
- 19) The First World War: Canada Remembers
- 20) The Halifax Explosion
- 21) The Somalia Affair
- 22) Victory! The End of the War in Europe
- 23) Witness To Evil: Roméo Dallaire and Rwanda

### Arts and Entertainment

- 24) Al Purdy, An Uncommon Poet
- 25) Antonine Maillet, Acadian Avenger
- 26) Artists Busted: Censorship in Canada
- 27) Barbara Frum: Pioneering Broadcaster
- 28) Beyond Green Gables: The Life of Lucy Maud Montgomery
- 29) Bright Lights, Political Fights: The Canadian Film Industry
- 30) Canada Tunes In: Radio and TV's Early Years
- 31) David Suzuki: Scientist, Activist, Broadcaster
- 32) Gordon Lightfoot: Canada's Folk Laureate
- 33) Joni Mitchell: All Sides Now
- 34) June Callwood: Canada's Conscience
- 35) Karen Kain, Prima Ballerina

- 36) Leonard Cohen: Canada's Melancholy Bard
- 37) Margaret Atwood: Queen of CanLit
- 38) Margaret Laurence: Canada's Divine Writer
- 39) Marshall McLuhan, the Man and his Message
- 40) Master Storyteller Norman Jewison
- 41) Michel Tremblay: L'enfant terrible of Canadian Theatre
- 42) Mordecai Richler Was Here
- 43) Oscar Peterson: A Jazz Giant
- 44) Peter Gzowski: Voice of Canada
- 45) Ruling the Airwaves: The CRTC and Canadian Content
- 46) The Comics in Canada: An Illustrated History
- 47) The Group of Seven: Painters in the Wilderness
- 48) The Stratford Festival: The First 50 Years

### Politics

- 49) Canada and the Fight Against Apartheid
- 50) Canada's Constitutional Debate: What Makes a Nation?
- 51) Charting the Future: Canada's New Constitution
- 52) Constitutional Discord: Meech Lake
- 53) Creation of Nunavut
- 54) Dief the Chief
- 55) Dr. Henry Morgentaler: Fighting Canada's Abortion Laws
- 56) Ed Broadbent: A Voice from the Left
- 57) Equality First: The Royal Commission on the Status of Women
- 58) Fighting Words: Bill 101
- 59) From Cheers to Jeers: The Mulroney Years
- 60) Georges Erasmus: Native Rights Crusader
- 61) Has Confederation Been Good for Newfoundland?
- 62) Jean Chrétien: From Pool Hall to Parliament Hill
- 63) Jeanne Sauvé, a Woman of Firsts
- 64) Kim Campbell, First and Foremost
- 65) Lester B. Pearson: From Peacemaker to Prime Minister
- 66) Mackenzie King: Public Life, Private Man
- 67) Maurice Duplessis
- 68) Mr. President Goes to Ottawa
- 69) Newfoundland and Labrador Elections
- 70) Northwest Territories: Voting in Canada's North

- 71) Ontario Elections: 20 Tumultuous Years  
 72) Paul Martin: Prime Minister in Waiting  
 73) P.E.I. Elections: Liberal landslides and Tory tides  
 74) Quebec Elections, 1960-2007  
 75) René Lévesque's Separatist Fight  
 76) Rethinking Riel  
 77) Revolution and Evolution in Modern China  
 78) Robert Bourassa: Political Survivor  
 79) Separation Anxiety: The 1995 Quebec Referendum  
 80) Showdown on the Prairies: A History of Saskatchewan Elections  
 81) Sir John A. Macdonald: Architect of Modern Canada  
 82) Sue Rodriguez and the Right-To-Die Debate  
 83) The Battle for Aboriginal Treaty Rights  
 84) The Berger Pipeline Inquiry  
 85) The Great Canadian Flag Debate  
 86) The Man from High River: Joe Clark  
 87) The October Crisis: Civil Liberties Suspended  
 88) The Oka Crisis  
 89) The 'Other Revolution': Louis Robichaud's New Brunswick  
 90) The Road to Bilingualism  
 91) Tommy Douglas and the NDP  
 92) Trudeaumania: A Swinger for Prime Minister  
 93) Trudeau's Omnibus Bill: Challenging Canadian Taboos  
 94) Uncle Louis and Canada's Golden Age  
 95) Voting in Canada: How a Privilege Became a Right
- Economy and Business**  
 96) At Loggerheads: The Canada-U.S. Softwood Lumber Dispute  
 97) Breaking the Ice: Canada and the Northwest Passage  
 98) Canada-U.S. Free Trade Agreement  
 99) Concentration to Convergence: Media Ownership in Canada  
 100) Eaton's: A Canadian Institution  
 101) Fished Out: The Rise and Fall of the Cod Fishery  
 102) Genetically Modified Food: A Growing Debate  
 103) Hog Wild: Canada's Pork Industry  
 104) Pelts, Pups and Protest: The Atlantic Seal Hunt  
 105) Selling Suds: The Beer Industry in Canada  
 106) Sewing Seeds: Clothing Workers Fight For Better Conditions  
 107) Stranger than Fiction: The Bre-X Gold Scandal  
 108) Striking Oil in Alberta  
 109) The Auto Pact: En Route to Free Trade

- 110) The St. Lawrence Seaway: Gateway to the world  
 111) Turbulent Skies: The Air Canada Story  
 112) What's Happening to the Family Farm?

**Lifestyle**

- 113) A Taste of Canada: Our Homegrown Cuisine  
 114) A Woman's Place: Programming for the Modern Homemaker  
 115) Bombardier: The Snowmobile Legacy  
 116) Canada's Wine Renaissance  
 117) Handmade in Canada: The Art of Craft  
 118) Pot and Politics: Canada and the Marijuana Debate

**Society**

- 119) Africville: Expropriating Nova Scotia's Blacks  
 120) Alberta @ 100  
 121) A Lost Heritage: Canada's Residential Schools  
 122) An Inuit Education: Honouring a Past, Creating a Future  
 123) A Tale of Perseverance: Chinese Immigration to Canada  
 124) Boat People: A Refugee Crisis  
 125) Calgary Stampede: Celebrating Canada's Western Heritage  
 126) Canada's New Queen  
 127) Celebrating Canada Day  
 128) Davis Inlet: Innu Community in Crisis  
 129) Death Penalty Debate  
 130) Generation X: Lives on Hold  
 131) Hippie Society: The Youth Rebellion  
 132) James Bay Project and the Cree  
 133) Phil Fontaine: Native Diplomat and Dealmaker  
 134) Religion in the Classroom  
 135) So Long City. Hello Suburbs!  
 136) The 1984 Papal Visit  
 137) The Air India Investigation  
 138) The Long Lens of the Law  
 139) The Montreal Massacre  
 140) The Wrongful Conviction of David Milgaard  
 141) Their Christian Duty: Canadian Missionaries Abroad  
 142) Who Cares For Our Kids?: The Changing Face of Day Care in Canada

**Health**

- 143) Asbestos: Magic mineral or deadly dust?  
 144) Butting Out: The Slow Death of Smoking in Canada  
 145) Chasing a Cure for Diabetes

- 146) 'Comrade' Bethune: A Controversial Hero
- 147) Fighting Infertility
- 148) Influenza: Battling The Last Great Virus
- 149) The Birth Control Pill
- 150) The Birth of Medicare
- 151) The Early Years of the AIDS Crisis
- 152) The Fluoride Debate
- 153) Tuberculosis: Old Disease, Continuing Threat

**Science and Technology**

- 154) Canada Enters the Clone Age
- 155) Canada Says Hello: The First Century of the Telephone
- 156) Canadarm - A Technology Star

**Environment**

- 166) Acid Rain: Pollution and Politics
- 167) Avalanche!
- 168) Canada's Earthquakes and Tsunamis
- 169) Clearcutting and Logging: The War of the Woods
- 170) Devastating Dry Spells: Drought on the Prairies
- 171) Endangered Species in Canada
- 172) Fighting Forest Fires
- 173) Mercury Rising: The Poisoning of Grassy Narrows
- 174) Red River Rising: Manitoba Floods
- 175) The Ice Storm of 1998
- 176) The Ocean Ranger Disaster
- 177) The Saguenay Flood
- 178) The Wrath of Hurricane Hazel
- 179) Troubled Waters: Pollution in the Great Lakes
- 180) What's Eating Canada's Trees?

**Sports**

- 157) Candu: The Canadian Nuclear Reactor
- 158) Computer Invasion: A History of Automation in Canada
- 159) Hydroelectricity: The Power of Water
- 160) Inventing the Internet Age
- 161) Launching the Digital Age: Canadian Satellites
- 162) Marc Gameau: Canadian Space Pioneer
- 163) The Avro Arrow: Canada's Broken Dream
- 164) The Confederation Bridge: P.E.I. Connects
- 165) Trans-Canada Highway: Bridging the Distance
- 181) Canada-Soviet Hockey Series, 1972
- 182) Curling: Sweeping the Nation
- 183) Fair Game: Pioneering Canadian women in sports
- 184) Funding of Amateur Sports
- 185) Getting Physical: Canada's Fitness Movement
- 186) Gilles Villeneuve: Racing at the speed of light
- 187) Gold Medal Athletes - 1948-1968
- 188) Grey Cup: The Fans and the Fanfare
- 189) Lacrosse: A History of Canada's Game
- 190) Major League Baseball Comes to Canada
- 191) Rick Hansen: Man In Motion
- 192) Running Off Track: The Ben Johnson Story
- 193) Terry Fox's Marathon of Hope
- 194) The Crazy Canucks: Canada's Skiing Heroes
- 195) The Legendary #9: Maurice 'Rocket' Richard
- 196) The Spirit of Hockey



## 10 Digitization

In 2008–09, we digitized 340 hours of content in English and French, 287 hours of which have been placed online (see Appendix 1). Our digitization work will continue in 2009 until we reach our initial goal of 500 hours.

From 2002 to 2006, more than 1,000 hours of CBC and Radio-Canada archives materials were digitized and made available on the Internet. From 2006 to 2009, a further 1,200 hours were added, representing more than 3,000 clips in all. The current sites thus contain close to 2,000 hours (1,896 hours, to be precise) of digitized content in both English and French. By year-end, when all digitized material will have been made available online, we hope to offer more than 2,000 hours of programming and no fewer than 13,500 clips in all.

### 10.1 Digitization—Radio-Canada

In April 2007, we entrusted our digitization operations to the post-production department—an arrangement that has proved effective, because we no longer need to invest in hardware or keep a digitization-dedicated resource on staff. This agreement means that we benefit from continually upgraded technology as well as a qualified workforce able to meet our ongoing needs. Since 2007, we have had to pay the post-production team only for the cost of labour and storage of digitized materials.

Over the years, most especially from 2006 to 2008, considerable effort has gone into perfecting and modernizing our production methods when it comes to digitization. At Radio-Canada, the grouping of digitization operations in the post-production department has been extremely beneficial, in that our operations are now much more systematic, and our methods more consistent.

Obviously, content digitized for Web use has a limited lifespan because of the fast-paced evolution of delivery formats and the demand for content of increasingly better quality. Since 2007–08, all television archive documents that are digitized for the Web have also been archived in MPEG-2 format, which gives us the ability to re-encode them in the future. In addition, all materials digitized between 2002 and 2006—and preserved in MPEG-1 (320x240 format)—will have to be re-digitized from their source medium within the next five years because of the rapidly evolving formats. If no dedicated funding is allocated to this work, all of the digitized clips created from 2002 to 2006 may well become obsolete in the very near future.

### 10.2 Digitization—CBC

#### 10.2.1 Hardware/Software

In August 2008 the CBC Digital Archives upgraded its digitization equipment, replacing an old system that had reached the end of its shelf life.

The old PC-based encoding system, which was introduced several years ago near the beginning of the Digital Archives project, used Anystream Agility software. When the hardware broke down and the support contracts expired, we undertook an exhaustive search for a new system that would be more flexible, less expensive, and would nicely integrate with the future workflow of CBC Television and CBC.ca, taking industry best practices into account.

The encoding platform was replaced by a Mac-based system. The Mac computer was already in place for editing with Final Cut Pro software, but new hardware and software was added:

Hardware:

- Aja Kona LHE breakout (capture) card for Mac, which converts videotape to a digital file;
- Aja KL Box, which enables seamless cable connections across all hardware;
- CalDigit 6TB HDONE RAID External Hard Drive, which permits stable and secure storage of hundreds of hours of video footage, audio files and images.

Software:

- Episode Pro, a program that transcodes digital files, converting them seamlessly from one format to another with unique specifications that are geared to the user's needs;
- Transmit, a file transfer (FTP; file transfer protocol) program that easily uploads files to our central server.

The result was a far more sophisticated, efficient and cutting-edge digital workstation that takes the encoding process from start to finish: capture, edit, transcode, upload.

### **10.2.2 Digitization Workflow**

With the Mac-based system and Final Cut Pro editing software (purchased in 2007) the encoding/digitization workflow has become more sophisticated. Digitization now produces files that are higher quality and contain the kind of unique specifications that allow for top quality re-processing (transcoding) in the future—for instance, when and if the Archives move to a new media player.

The old Agility-based system was suitable for our past needs and produced good quality files that could usually be adapted for site purposes. But the system wasn't created to allow the encoder to make changes at different points in the process. With Agility, you literally entered all your information and pressed "go". Files were created, but there was no framework that allowed for edits and alterations.

On the Mac, Final Cut Pro and Episode together create the freedom to alter files: change formats and codecs (compression/decompression settings), choose a different viewing size, improve audio quality and alter audio levels, generate unique and pleasing transitions and fades, add filters, and so on. Final Cut Pro employs a user-friendly timeline that lays out all edits in front of the user. Episode is then used to configure unique files that may be played on various platforms: for instance, online streaming using a Flash-based player or Windows Media Player.

This Mac-based system gives us room to grow along with the emerging technologies, and to ensure that the work done to date can stay online by integrating with current and future CBC.ca technologies.

### **10.2.3 Graphics—CBC**

We have continued to search for and post images that are of the highest possible quality, replacing older and lower-resolution images wherever feasible. The external websites we have utilized for this end include: the National Archives of Canada, Flickr Creative Commons, the Canadian Sports Hall of Fame, Wikipedia, iStockPhoto and BigStockPhoto. We have paid for the images where required and obtained the necessary rights clearance wherever necessary or appropriate.

As a result, we have thousands of high-resolution images that continue to add value and aesthetic quality to our site.

### **10.2.1 Preservation of Archival Materials**

In the process of converting analog material to a digital format for uploading to the website, the CBC Digital Archives has contributed to the ongoing preservation of programs in the CBC Radio and CBC Television Archives.

CBC's coverage of international events got special treatment this year, as several news specials were preserved from film to digital videotape. Among them was the inauguration of U.S. President Richard Nixon in 1969, digitized as part of a topic that included CBC coverage of selected inaugurations going back to FDR in 1941. In 2008–09 one hour of unauditioned radio material was preserved and catalogued through Digital Archives research.



## 11 Technical Improvements and Innovations

Between March and June 2008, our team continued the work begun with the site redesign, completing most of the major project including the advanced search tool and addition of clickable keywords for each topic.

Other projects are in the pipeline, and aim first of all at improving positioning of the Archives within the *Radio-Canada.ca* site. This specific project, now underway, will enable the addition of an audio or video masthead in other sections of the *Radio-Canada.ca* site, e.g., Radio, Information or Jeunesse. This addition will ensure better exposure for the Archives, which will benefit from the significant traffic to those sections.

**Figure 1 Projected implementation of Archives mini-console on *Radio-Canada.ca***



Further improvements were made to the site infrastructure in March 2009, and still more are to come. During the winter, the site servers' memory was expanded, and other operations are underway to upgrade the database.

Lastly, with funding to expire soon, the priority is to ensure the sustainability of the site and its 2,000 hours of digitized content. Consequently, other improvements are planned so as to maximize integration of the Archives' audio and video stock into the *Radio-Canada.ca* audio-video console. This integration will allow for, among other things, addition of pre-roll advertising. On the CBC side, the technology integration plan is at the discussion stage.

## 12 Partnerships

### 12.1 External Partnerships

#### 12.1.1 Bibliothèque et Archives nationales du Québec :

The partnership concluded in April 2007 with the Bibliothèque nationale et Archives du Québec (BAnQ) remains in effect, and is slated to continue through 2011–12. The agreement aims to help create a collection of Radio-Canada audio archives bringing together the words of several outstanding figures in Quebec arts and literature, humanities and social sciences, sports, science and technology, politics, as well as economy and business. On March 17, 2008, an initial milestone in this partnership was reached, with the inauguration of the audio exhibition *Ils ont dit : Moments choisis des archives de Radio-Canada*, designed to provide a sample of these holdings. From March 18 to August 17, 2008, members of the public were invited to visit the main hall of the Grande bibliothèque in Montreal and hear the recorded voices of men and women renowned for their vision, commitment and passion: René Lévesque, Gabrielle Roy, Paul-Emile Borduas, Lucille Teasdale, Maurice Richard and many more.

This large-scale collection brings together the testimonials of 375 major figures, and has been available online through the BAnQ portal since September 2008.

The launch of the exhibition was also intended to highlight the importance of this partnership between the BAnQ and Radio-Canada, two major institutions working together to give the public access to digitized archival content that would otherwise not be available to them..

At the same time, this partnership agreement has enabled us to enrich the Archives site with a sizable bank of great interviews.

#### 12.1.2 Other partnerships

Three other partnerships are currently under discussion, with the Virtual Museum of Canada, Université de Montréal and TV5 Monde.

A further joint venture, with Canadiana.org, is in the negotiation stages. Canadiana appears to be interested in incorporating data from the Radio-Canada Archives and CBC Digital Archives sites into its resource portal on Canadian history and culture. At present, we are seeking the most effective means of sharing our metadata with this organization.

In the meantime, we are continuing to work together with the Canadian Military History Gateway, providing them with [content](#) to populate their military history database.

The CBC team is continuing its collaboration with Learn Alberta.

### 12.2 Internal Partnerships

In 2008–09, a significant proportion of our work was focused on an internal partnership with the Sports section of *Radio-Canada.ca*. This collaborative effort led to the creation of an extensive collection devoted to hockey, which will continue to be rolled out through the end of the current season and until the fall. From December 2008 to June 2009, the Radio-Canada Archives team produced a hockey collection that is updated weekly in [Vendredis nostalgie](#) subsection of the Sports section.

Ties with the Information section have also been strengthened. Members of our team take part in daily news desk meetings, which allows us to respond with greater agility to breaking news.

Increasingly, the Archives have had the opportunity to work in conjunction with other CBC websites. This year that work included partnerships with CBC Sports Online, CBC Entertainment Online, CBC Radio's Canada Reads, and an online project for Kids' CBC.

The partnership with Sports saw us complete a series of clips commemorating the Montreal Canadiens' 100th anniversary. Content highlighting the team's storied history was simultaneously used on the Digital Archives and *CBCSports.ca* sites.

The partnership with Entertainment is ongoing. When the Digital Archives site has appropriate clips or topics, we upload the clips to their media player and they use the clips for cross-promotional purposes with us.

The affiliation with Canada Reads saw us work them at great length this year, to produce full topics beneficial to both departments: the topics are posted on our site and linked directly from their site, and the clips are posted on their site. The topics included Canada Reads 2008 authors, books and advocates; and Canada Reads winners of the past.

For Kids' CBC, the Archives produced clips for a parenting site that has yet to launch.

## 13 Promotion and Marketing

The March 2008 launch of the redesigned Archives sites was supported by a major advertising campaign, which continued until December 2008. Our efforts included the creation of new promotional materials, Radio and TV spots, and workshops for schools. These initiatives were complemented by promotion of the Archives site on social networking sites such as Facebook, YouTube and, more recently, Twitter.

### 13.1 Promotional Materials

To coincide with the launch of the redesign, we refreshed our promotional materials to reflect the sites' dynamic new branding.

**2008 stand:** The series freestanding banner/posters for our stands was entirely refreshed. It includes nine new banner/posters integrated into the stand used at trade shows and other presentation venues. We created extremely attractive new visuals featuring a red backdrop and images of significant events and figures prominently displayed.

**2008 notepad:** We also produced a new notepad with a visual motif based on banners. Colourful and attractive, it includes a set of six trivia questions, the answers to which are found on the site. The notepad, which continues to be highly appreciated and is an excellent calling card, is distributed mainly at public and school events.

**Reference guide for teachers:** We developed a reference guide that is handed out to teachers taking part in the site demonstration workshop. The guide features images of the various sections of the Archives site and examples of content that they can draw from in preparing their learning projects.

**Cotton tote bag:** We continued to distribute the reusable cotton tote featuring the Archives site URL. All students and teachers participating in demonstration workshops in school settings receive a bag as well as a notepad and the workshop guide. The tote is very much appreciated, especially in our eco-aware age, when everyone is concerned about recycling and reuse of items. With this tool, we are therefore assured of exposure for the site via an item that symbolizes sustainability.

### 13.2 Promotional Campaign: Radio, TV, Web

The launch of the redesigned Radio-Canada Archives site was supported by commercial spots that ran throughout the year on Radio (Première Chaîne and Espace musique), TV (Télévision de Radio-Canada and RDI) and the Web (*Radio-Canada.ca*).

- **30-second TV commercial:** We produced a new commercial and began broadcasting it to coincide with the go-live date of the redesigned site. The message focuses on exploring the site and on the diversity of its content, and the target audience is adults and parents.
- **15-second Radio spots:** Radio spots were broadcast to draw listener attention to the following content:
  - ***Devinez!*** featuring celebrities in the days before they gained fame (aired: April-May).
    - The most popular clips, and mystery celebrities (aired: July);
    - Special section on the 75th season of the Montreal Symphony (aired: August);
    - Special section on Gilles Vigneault's 80th birthday (aired: October);
    - Special section on the centenary of Gabrielle Roy's birth (aired: March).
- A campaign, consisting of Web banners in various formats in rotation on the *Radio-Canada.ca* site, featured teaser questions on a variety of Archives topics:

- Combien de chansons compte l'œuvre de Gilles Vigneault? ("How many songs has Gilles Vigneault written?")
- Pourquoi Oscar Peterson a choisi le piano? ("What led Oscar Peterson to choose the piano as his instrument?")
- D'où vient le nom ski-doo? ("Where does the name *ski-doo* come from?")
- Dans quelle ville ont eu lieu les premiers Jeux olympiques à être télédiffusés? ("Which city was the site of the first Olympics broadcast on television?")
- Comment Gabrielle Roy a-t-elle choisi de devenir auteure? ("How did Gabrielle Roy decide to become a writer?")

### **CBC TV Advertisement**

A new television advertisement featuring clips from the CBC Digital Archives was recently produced by CBC's communications department. The commercial debuted in April continues to be featured during programming on CBC's main network and CBC Newsworld.

### **13.3 YouTube, Facebook etc.**

This year, the Radio-Canada Archives decided to harness the power of the social networking phenomenon to promote its content. In January 2008 we created a Facebook page, whose fans now number over 800 and whose popularity has grown consistently ever since.



In November 2008, we created a YouTube channel dedicated to the Radio-Canada Archives, which currently has 145 subscribers. Since its inception, the home page of the channel has been viewed 5,360 times, but some clips have logged more than 7,000 views. A similar channel was also created on Dailymotion.

CBC Digital Archives also established profiles on Facebook (August 2008) and on Twitter (February 2009) to promote the website daily through these popular social networking tools.

Both Facebook and Twitter allow us to attract and engage new site visitors and drive traffic to our website. Through these applications we have been able to alert our audiences daily about new and upcoming features, as well as interact through online comments and conversations.

Our experience with both applications has been very successful. By March 2009, the CBC Archives had

500 Facebook fans and 400 people were following us on Twitter.

## CBC Digital Archives—Facebook page (May 14, 2009)

## CBC Digital Archives—Twitter page (May 14, 2008)

## YouTube

This year saw the Archives begin posting our clips to YouTube. We have carefully selected clips that we determined would be of interest to YouTube viewers and have posted them to the site with the aid of the Video Syndication Unit here at CBC.

The CBC Digital Archives content has its own playlist on the main CBC channel. It can be found here:

[http://www.youtube.com/view\\_playlist?p=F775BB96C7F18C1A](http://www.youtube.com/view_playlist?p=F775BB96C7F18C1A)

As of the time of this writing we have posted 66 clips that have registered in excess of 140,000 page views.

## **Wikipedia**

We continued to generate considerable traffic by adding links to CBC Digital Archives content on Wikipedia wherever appropriate. In 2008–09 we added 75 links, including SwissAir 111, Multiculturalism in Canada and Quebec City at 400, raising our total number of links on Wikipedia to 325.

We have also begun adding our own images on Wikipedia pages for specific items where no other image is available. We have been communicating with Wikipedia moderators to ensure maximum compliance with their standards and regulations.

### **13.4 Conferences, Seminars, Workshops**

#### **Radio-Canada**

En plus d'assurer notre présence en kiosque lors de certains événements publics, nous avons maintenu notre programme d'ateliers en milieu scolaire. Près de 600 enseignants et étudiants ont assisté aux ateliers durant cette période.

Voici l'agenda d'ateliers et colloques auxquels nous avons participé en 2008:

- Kiosque au Salon du livre de Trois-Rivières : 3 au 6 avril
- Kiosque au colloque de l'AQUOPS (Association québécoise pour l'utilisation de l'ordinateur au primaire et au secondaire) Sherbrooke, 2 au 4 avril
- Kiosque au Salon du livre de Québec : 16-20 avril
- Ateliers en milieu scolaire
- 4 avril AQUOPS, colloque annuel à Sherbrooke, enseignants tous niveaux (85 participants)
- 11 avril Commission scolaire de la Montérégie, enseignants primaire/secondaire (50 participants)
- 22 sept. Journée des écoles privées de Montréal (42 participants)
- 23 sept. Journée des écoles privées de Québec (20 participants)
- 20 sept. Journée UQAM - département d'éducation / français langue seconde (25 participants)
- 20 oct. Journée 1 -English Montreal School Board / enseignants en immersion française : 3 ateliers (62 participants)
- 27 oct. Journée 2 -English Montreal School Board / enseignants en immersion française : 3 ateliers (52 participants)
- 3 nov. Journée 3 -English Montreal School Board / enseignants en immersion française : 3 ateliers (65 participants)
- 22 janvier UQAM, 2 ateliers (120 participants)
- 27 mars École secondaire Jean-Eudes : tous les enseignants (70 participants)

Total :

145 étudiants en éducation

446 enseignants



## **CBC**

Over the course of the year, we attended conferences and offered workshops to promote the CBC Digital Archives, including

### **April 2008**

On April 10, CBC Digital Archives partnered with the Archives of Ontario and the City of Toronto Archives to celebrate Archives Awareness Week. We co-hosted a special public seminar featuring Mark Starowicz, Executive Director of the CBC's documentary programming unit, who spoke about the importance of archival materials in media productions.

### **May 2008**

CBC Digital Archives participated in 2008 Doors Open festivities (May 24 and 25), hosted by the Toronto Broadcasting Centre. During the two-day public event, we played clips from our site, distributed promotional materials, and signed up 100 people to our newsletter.

### **October 2008**

On October 24 & 25, 2008, CBC Digital Archives attended the Ontario Association for Geographic and Environmental Education's annual conference. At the event, we manned a busy booth, answering questions about our content, handing out promotional items and subscribing 85 teachers to our newsletter.

### **November 2008**

We returned to the Ontario History and Social Studies' Teachers Association's annual conference on November 7 & 8, 2008 to present a workshop and display our website. Approximately 60 teachers attended our multimedia workshop, and over 100 signed up to our newsletter during the two-day conference.

On November 20, 2008, CBC Digital Archives hosted a delegation of 20 staff members from Beijing Archives, who travelled to Toronto to learn more about the work of Canada's archival community. With the help of a translator, we showed the group our website, and discussed our efforts to promote Canadian history and culture through the Internet.

### **January 2009**

On January 30, 2009, CBC Digital Archives presented a seminar to 85 Ontario Library Association Superconference delegates from across Ontario and Manitoba.

### **March 2009**

On March 25, 2009, we hosted three staff members from NRK, Norway's public broadcaster, who travelled to Canada to learn more about our website and CBC's other archival units. Our team gave the delegation an overview of CBC Digital Archives, demonstrated our the size and scope of our content, as well as discussed the production behind the site.

## **13.5 Cross-promotion**

### **Radio-Canada**

Radio-Canada Archives topics are now regularly cross-promoted with *Radio-Canada.ca*. Examples include:

- Beijing Summer Olympics, August 2008: continuous promotion of the Archives topic on the site dedicated to the Beijing Games, under the banner "Portraits de nos espoirs olympiques," which was linked to the topic of the same name on the Archives site.



- 2008 Paralympics: continuous promotion on the site dedicated to the Games, under the banner “Histoire des paralympiques au Canada,” which was linked to the topic of the same name on the Archives site.
- 75th anniversary of the Montreal Symphony: the special topic created by the Archives team received on-air promotion during the Télévision de Radio-Canada broadcast of the special concert marking the start of the orchestra’s 75th season.
- In January 2009, the redesign of the *Radio-Canada.ca* home page provided an opportunity to give increased visibility to Archive topics; they are now featured on the front page of *Radio-Canada.ca* and updated weekly.
- Information section: Most Archive topics have been integrated into the Info en profondeur subsection of the Information section.
- Musique site: A permanent teaser prompts users to consult the Musique section of the Archives site.
- Sports section: From November through June 2009, the Sports section highlighted the Archive topics on hockey in the Vendredis nostalgie subsection.
- The special Archives topic developed to mark the 200th anniversary of Charles Darwin’s birth and the 150th anniversary of his *Origin of Species* was widely promoted on the *Radio-Canada.ca* home page as well as on Radio-Canada Radio and TV.
- In March 2009, the 100th anniversary of the birth of Gabrielle Roy was an opportunity to promote the Archives topic about her on the *Radio-Canada.ca* Manitoba region pages.
- The recent elections in British Columbia (May 12, 2009) and Nova Scotia (June 9, 2009) represented an opportunity to promote the Archives topics on the history of election campaigns in the two provinces.

## **CBC**

In 2008–09, we continued to cross-promote our content with other parts of CBC’s online operations. The site was featured on several areas of CBC.ca, including:

- CBC.ca homepage (daily topic promotion; special Guess Who? promotion);
- CBCNews.ca/Canada (daily Canadian On This Day promotion);
- CBCNews.ca/World (daily international On This Day promotion);
- *The National* (India, Stock Market, and Personal Debt topics);
- *Quirks and Quarks* (Darwin, Year of the Gorilla);
- CBC Entertainment portal (embedded videos updated weekly, special collaborations for Canada Reads, The Toronto International Film Festival, The Governor-General Awards promotion);
- CBC News: Nortel;
- CBC News: Swine Flu;
- CBC News: Chrysler in Crisis;
- CBC.ca/arts: Leonard Cohen, Comics in Canada, Maria Von Trapp, Felix Leclerc;
- CBC.ca/technology: collaborated on Apple Macintosh and Arcade Age projects;
- CBC News: Remembrance Day 2008;
- CBCLearning.ca.

### 13.6 Weekly Electronic Newsletter

The Radio-Canada Archives weekly e-newsletter now has 5,000 subscribers, and its popularity continues to grow.

The CBC Digital Archives weekly e-newsletter continues to promote our new and existing content in a timely and relevant manner. By March 31, 2009, the number of subscribers to the English edition of the Archives Newsletter had risen to approximately 7,500.

A total of 12,500 subscribers receive the newsletters each week.

### 13.7 Podcasts

#### 13.7.1 Radio-Canada Archives with Bernard Derome Podcast

In January 2009, Bernard Derome agreed to act as spokesperson for the Radio-Canada Archives and narrate a video podcast for the Archives site. Each week, he introduces an archival document in relation with a current news story. Topics have included the Polytechnique tragedy, on the occasion of the release of the theatrical film about the shooting; the 20th anniversary of the *Exxon Valdez* disaster; Bill Clinton's 1995 Ottawa visit, and many others, keyed to events that occurred this past winter and spring. The podcasts are also available on the Radio-Canada Archives YouTube channel.



Archives podcast:

[http://www.radio-canada.ca/baladodiffusion/index\\_emission\\_video.asp?path=tele/archives](http://www.radio-canada.ca/baladodiffusion/index_emission_video.asp?path=tele/archives)

#### 13.7.2 CBC Digital Archives: On Podcast and Sirius Satellite Radio

The CBC Digital Archives continues to collaborate with CBC Radio to produce a weekly audio podcast. The *Rewind* podcast offers free downloadable samples of the best material in the CBC Radio archives.

Archival material featured on the *Rewind* podcast from 2008–09, generated directly by CBC Digital Archives content, includes: homemaking guru Kate Aitken, the 1939 Royal Tour, the end of the Second World War, the debut of *Quirks & Quarks*, speeches from Winston Churchill as well as famous interviews by Barbara Frum and Arthur Black.

The *Rewind* podcast now averages over 2,000 mp3 downloads weekly.

The *Rewind* podcast can be downloaded in mp3 format here:

<http://www.cbc.ca/podcasting/index.html?newsandcurrent#rewind>

It is also available for free subscription on iTunes:

[itpc://www.cbc.ca/podcasting/includes/rewind.xml](http://www.cbc.ca/podcasting/includes/rewind.xml)

*Rewind* is also the title of a daily archives show airing on Sirius Satellite Radio channel 137 and now on CBC Radio One, Thursdays at 2:00 p.m. *Rewind*, on both podcast and radio, is hosted by CBC legend Michael Enright. Both versions of *Rewind* draw heavily on CBC Radio One treasures unearthed and researched by the CBC Digital Archives website team.

### **13.7.3 CBC Digital Archives on CBC Radio**

In the fall of 2008, producer Paul Gorbould and archivist John Corcelli prepared for CBC Radio a proposal for a weekly, five-minute radio program entitled *Canada Lived Here*, a segment based on clips and people discovered through the CBC Digital Archives website.

The focus of *Canada Lived Here* is a series of inspiring stories about Canadians reconnecting with events first seen and heard on CBC in years gone by. Each segment would use a news item as originally reported by CBC, followed by a follow-up interview regarding the event from the specific individual involved or by a friend or relative.

Many of these stories are generated by either requests sent in to the CBC Digital Archives website by site visitors, or by comments sent in by people who have seen themselves or a family member in clips already on the site. In this manner, the feature is sustainable and self-generating. A weekly archival presence on CBC Radio, and the accompanying drivers to the website, would raise the site profile significantly. A pilot is currently in production.

## **13.8 Awards and Recognition**

The March 2008 redesign brought success: the CBC/Radio-Canada Archives sites are now acknowledged as a model both nationally and internationally. Awards received over the past year testify to our high profile among industry peers, and establish the site as one of the most important of its kind in the world.

### **13.8.1 List of awards received**

**April 2008:** Philip M. Hamer and Elizabeth Hamer Kegan Award, Society of American Archivists: the CBC/Radio-Canada Archives received the Philip M. Hamer and Elizabeth Hamer Kegan Award in recognition of their "outstanding efforts" in promoting radio and television archives.

**April 2008:** Webby Award, 2008 Official Honoree, "Broadband."

**May 2008:** EPpy Award. The CBC/Radio-Canada Archives received an EPpy, one of the most prestigious international honours of its kind, given to media-affiliated Internet services.

**June 2008:** Radio-Canada *Salut aux talents* internal award, "*Valeurs publiques*" category.

**October 2008:** Finalist, Pierre Berton Award, "for presenting Canadian history in an informative and engaging manner."

**November 2008:** Finalist, Canadian New Media Awards, "for Excellence in Learning."

**December 2008:** Boomerang Grand Prize.

**April 2009:** The sites won a Focal International Award in Great Britain. These awards honour the use of archival footage on new media applications. The CBC/Radio-Canada Archives sites received the recognition for their user-friendliness and its educational component.

This marked the second time that the sites have won a Focal International Award; the first was in 2006.

**May 2009:** Webby Awards, 2009 Official Honoree, "for Excellence in Education."

## 14 Traffic

The CBC/Radio-Canada Archives site receives an average of 500,000 visits per month (in English and in French). Year in, year out, similar traffic fluctuation trends are noted: there is a drop-off from June to September, followed by a peak period from October to March. These fluctuations are due to the Web use habits of the school population. The relative stability of traffic leads us to believe that over the years, the sites have built a loyal following.

### 14.1 Highlights

Overall, we can report that traffic to the two sites is constant, in the neighbourhood of 500,000 visits per month, as in past years. In 2008–09, the average number of visits was slightly lower because of Google indexing issues that occurred following the go-live date of the redesigned sites in March 2008. In addition, as of fall 2008, traffic resumed an upward trend.

#### Radio-Canada.ca/archives

After a marked drop-off in traffic from March to July 2008, an increase was noted beginning in August, coincident with the Beijing Summer Olympics. In August and September 2008, site traffic was even superior to that recorded for the same period in 2007. In October and November, the number of visits was close to the level recorded during the same months in 2007; while the December visits total exceeded that of December 2007. Traffic for January, February and March 2008 reached almost the same levels recorded for those months during the two previous years. The level of traffic in March 2009 rose by 4.26% versus 2008, from 187,851 to 195,868 visits. In March 2009, the average is 6,318 visits per day, with an average length of visit of 8 to 9 minutes.

A Radio-Canada internal study (Baromètre Internet) reveals that 50% of Web users who visit *Radio-Canada.ca* also take the time to visit the Archives site.

#### CBC.ca/archives

Much the same trends are noted for *CBC.ca/archives*: starting in March 2008 and continuing through late August, site traffic was down, reaching an all-time low of 194,651 monthly visits in August (compared to 203,584 in 2007). As of September, however, traffic began to rise again, though it did not surpass the levels recorded for the same period in 2007. In March 2009, however, the traffic level was up slightly more than 11% compared to March 2008. As of March 2009, the average is 11,172 visits per day, and the average length of a visit is also between 8 and 9 minutes.

We are satisfied with these results, given the nature of the site, which attracts a more specialized type of user.

**Table 15 CBC/Radio-Canada Archives Site Traffic, 2006–09**

| Période                     | RC Visites       | CBC Visites      | Total RC Visites et CBC Visites | Moyenne mensuelle visites RC et CBC |
|-----------------------------|------------------|------------------|---------------------------------|-------------------------------------|
| Avril 2006                  | 217 311          | 381 984          | 599 295                         |                                     |
| Mai                         | 228 741          | 382 601          | 611 342                         |                                     |
| Juin                        | 140 583          | 326 422          | 467 005                         |                                     |
| Juillet                     | 127 904          | 269 343          | 397 247                         |                                     |
| Août                        | 148 149          | 256 419          | 404 568                         |                                     |
| Septembre                   | 225 729          | 347 788          | 573 517                         |                                     |
| Octobre                     | 249 670          | 393 180          | 642 850                         |                                     |
| Novembre                    | 255 727          | 410 151          | 665 878                         |                                     |
| Décembre                    | 187 888          | 282 599          | 470 487                         |                                     |
| Janvier 07                  | 235 870          | 384 932          | 620 802                         |                                     |
| Février 07                  | 227 328          | 371 703          | 599 031                         |                                     |
| Mars 07                     | 250 941          | 392 869          | 643 810                         |                                     |
| <b>Total</b>                | <b>2 495 841</b> | <b>4 199 991</b> | <b>6 695 832</b>                |                                     |
| Moyenne mensuelle 2006-2007 | 207 987          | 349 999          |                                 | 557 986                             |
| Avril 2007                  | 243 497          | 393 900          | 637 397                         |                                     |
| Mai                         | 217 246          | 372 640          | 589 886                         |                                     |
| Juin                        | 150 223          | 292 109          | 442 332                         |                                     |
| Juillet                     | 107 616          | 212 729          | 320 345                         |                                     |
| Août                        | 125 641          | 203 584          | 329 225                         |                                     |
| Septembre                   | 174 428          | 280 231          | 454 659                         |                                     |
| Octobre                     | 210 928          | 344 404          | 555 332                         |                                     |
| Novembre                    | 211 287          | 381 830          | 593 117                         |                                     |
| Décembre                    | 169 509          | 311 647          | 481 156                         |                                     |
| Janvier 08                  | 255 911          | 356 529          | 612 440                         |                                     |
| Février 08                  | 201 336          | 328 890          | 530 226                         |                                     |
| Mars 08                     | 187 851          | 311 017          | 498 868                         |                                     |
| <b>Total</b>                | <b>2 255 473</b> | <b>3 789 510</b> | <b>6 044 983</b>                |                                     |
| Moyenne mensuelle 2007-2008 | 187 956          | 315 793          |                                 | 503 749                             |
| Avril 08                    | 174 022          | 314 947          | 488 969                         |                                     |
| Mai                         | 136 948          | 276 103          | 413 051                         |                                     |
| Juin                        | 128 127          | 231 554          | 359 681                         |                                     |
| Juillet                     | 119 746          | 196 822          | 316 568                         |                                     |
| Août                        | 186 977          | 194 651          | 381 628                         |                                     |
| Septembre                   | 181 273          | 267 714          | 448 987                         |                                     |
| Octobre                     | 195 493          | 319 193          | 514 686                         |                                     |
| Novembre                    | 208 026          | 327 853          | 535 879                         |                                     |
| Décembre                    | 174 761          | 275 101          | 449 862                         |                                     |
| Janvier                     | 219 876          | 305 891          | 525 767                         |                                     |
| Février                     | 205 244          | 298 282          | 503 526                         |                                     |
| Mars                        | 195 868          | 346 328          | 542 196                         |                                     |
| <b>Total</b>                | <b>2 126 361</b> | <b>3 354 439</b> | <b>5 480 800</b>                |                                     |
| Moyenne mensuelle 2008-2009 | 177 197          | 279 537          |                                 | 456 733                             |

## 14.2 Origin of Visitors

Shortly after the redesigned CBC/Radio-Canada Archives sites went live, we noted a drop in traffic. We immediately noticed a significant decline in the number of redirections from Google sites (.ca, .com, .fr, etc.). Re-indexing work was thus begun, which bore fruit: as of March 2009, close to 50% of visitors access the site after a search conducted on Google.com, Google.ca, Google.fr or Google.be.

The other 50% come from:

- The *Radio-Canada.ca* or *CBC.ca* homepage;
- The *Radio-Canada.ca* or *CBC.ca* search engine;
- *Radio-Canada.ca/nouvelles/enprofondeur*; and
- *Wikipedia.en* or *Wikipedia.fr*.

## 14.3 comScore Media Metrix

The data obtained from the comScore Media Metrix report for *Radio-Canada.ca* continue to show lower numbers than those from WebTrends. WebTrends compiles all site visits logged, while comScore Media Metrix is a survey conducted among a small sample of the French-speaking population in Quebec, which explains the occasionally sharp fluctuations in results. In addition, the comScore Media Metrix survey for *Radio-Canada.ca* only consider traffic data for Canadians who access the Internet from home, and not from their place of work, which means that traffic data from schools, among other types of data, are excluded. In the case of *CBC.ca*, however, as of July 2007 the data compiled include people visiting the Archives site from both home and office locations.

**Table 16 Media Metrix Data—Unique Visitors from Home (excludes visits from schools; other workplaces), Radio-Canada Archives Site—April 2008 to March 2009**

| Mois      | Année | radio-canada.ca /archives |
|-----------|-------|---------------------------|
| Avril     | 2008  | 97 000                    |
| Mai       | 2008  | 72 000                    |
| Juin      | 2008  | 68 000                    |
| Juillet   | 2008  | 49 000                    |
| Août      | 2008  | 83 000                    |
| Septembre | 2008  | 89 000                    |
| Octobre   | 2008  | 79 000                    |
| Novembre  | 2008  | 103 000                   |
| Décembre  | 2008  | 79 000                    |
| Janvier   | 2009  | 83 000                    |
| Février   | 2009  | 76 000                    |
| Mars      | 2009  | 67 000                    |
| Moyenne   |       | 78 750                    |

**Table 17 Media Metrix Data—Visitors from home/Visitors from all locations\*—April 2008 to February 2009**

| Mois                         | Année | cbc.ca/archives |
|------------------------------|-------|-----------------|
| Avril<br>(Home)              | 2007  | 233 000         |
| Mai<br>(Home)                | 2007  | 181 000         |
| Juin<br>(Home)               | 2007  | 168 000         |
| Juillet<br>(all locations)   | 2007  | 116 000         |
| Août<br>(all locations)      | 2007  | 180 000         |
| Septembre<br>(all locations) | 2007  | 145 000         |
| Octobre<br>(all locations)   | 2007  | 200 000         |
| Novembre                     | 2007  | NA              |
| Décembre                     | 2007  | 221 000         |
| Janvier                      | 2008  | 248 000         |
| Février                      | 2008  | 197 000         |
| Mars                         | 2008  | NA              |
| <b>Moyenne</b>               |       | <b>157 416</b>  |

\*In July 2007 CBC.ca changed the custom report that generates these numbers from measuring "Home only" to measuring "Home and Work."



## 15 Expense Report

### Expense Report for April 1, 2008, to March 31, 2009

Total spending committed for the period 2008–09 stood at \_\_\_\_\_ including a total contribution of \_\_\_\_\_ from CBC/Radio-Canada.

As at March 31, 2009, CBC/Radio-Canada posted a shortfall of \_\_\_\_\_ to be carried forward to the next fiscal year, which includes an amount of \_\_\_\_\_ carried forward from 2007–08.

The late transfer (March 31, 2009) of the funding amount for 2008–09 obliged CBC/Radio-Canada to keep a tight rein on spending throughout the year. Consequently, we kept staff to a minimum to ensure the project's continuity, and focussed our efforts on maintaining the promotional campaign that had begun immediately after the March 2008 site, and that is still in effect on CBC Television and Télévision de Radio-Canada. The resulting surplus will be used to continue site operations and ensure a smooth transition, to guarantee that the work accomplished to date is sustainable. Projects are underway to this end, including integration of archives materials into the *Radio-Canada.ca* audio-video console.

Other planned projects, including as described video for documentaries and transcription of audio and video materials, were postponed due to the late transfer of funding, and will be reviewed in light of the issues related to sustainability of the site.

As in past years, the contribution from CBC/Radio-Canada covered the project administrative and legal costs (legal services, finance, human resources) as well as the costs of managing, maintaining and promoting the sites.

Table 18 Expense Report, April 1, 2008, to March 31, 2009

| Culture canadienne en ligne (CCEL)   |                 |                      |                      |                      |
|--|-----------------|----------------------|----------------------|----------------------|
| Budget du projet des archives numérisées, SRC-CBC - Fonds Mémoire canadienne       |                 |                      |                      |                      |
| Exercice financier du 1er avril 2008 au 31 mars 2009                               |                 |                      |                      |                      |
| Catégories de dépenses   | Total des coûts | Contribution du PCCE | Contribution CBC-SRC | % des coûts totaux   |
|  |                 |                      |                      | Contribution du PCCE |
| <b>Gestion et administration du projet</b>   |                 |                      |                      |                      |
| Direction  |                 |                      |                      |                      |
| Support administratif et légal SRC   |                 |                      |                      |                      |
| Gestion des droits   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Création de contenu</b>   |                 |                      |                      |                      |
| Médiathécaires   |                 |                      |                      |                      |
| Rédacteurs   |                 |                      |                      |                      |
| Révision linguistique  |                 |                      |                      |                      |
| Ayants droits  |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Création de pages Web (conception, création, intégration et mise à l'essai)</b> |                 |                      |                      |                      |
| Design, intégration, développement   |                 |                      |                      |                      |
| Accessibilité  |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Infrastructure / Matériel</b>   |                 |                      |                      |                      |
| Ordinateurs  |                 |                      |                      |                      |
| Logiciels  |                 |                      |                      |                      |
| Maintenance  |                 |                      |                      |                      |
| Bande passante   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Numérisation / Balayage</b>   |                 |                      |                      |                      |
| Technicien numérisation  |                 |                      |                      |                      |
| Numérisation/transcodage   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Matériel pédagogique</b>  |                 |                      |                      |                      |
| Matériel pédagogique   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Plan de promotion et de commercialisation</b>                                   |                 |                      |                      |                      |
| Relations publiques  |                 |                      |                      |                      |
| Publicité imprimée   |                 |                      |                      |                      |
| Publicité Web  |                 |                      |                      |                      |
| Recherche  |                 |                      |                      |                      |
| Publicité TV-Radio   |                 |                      |                      |                      |
| <b>Total</b>   |                 |                      |                      |                      |
| <b>Total des dépenses</b>  |                 |                      |                      |                      |
| <b>Contribution PCCE</b>   |                 |                      |                      |                      |
| <b>Report des dépenses 2007-2008</b>   |                 |                      |                      |                      |
| <b>Report total au 31 mars 2009</b>  |                 |                      |                      |                      |

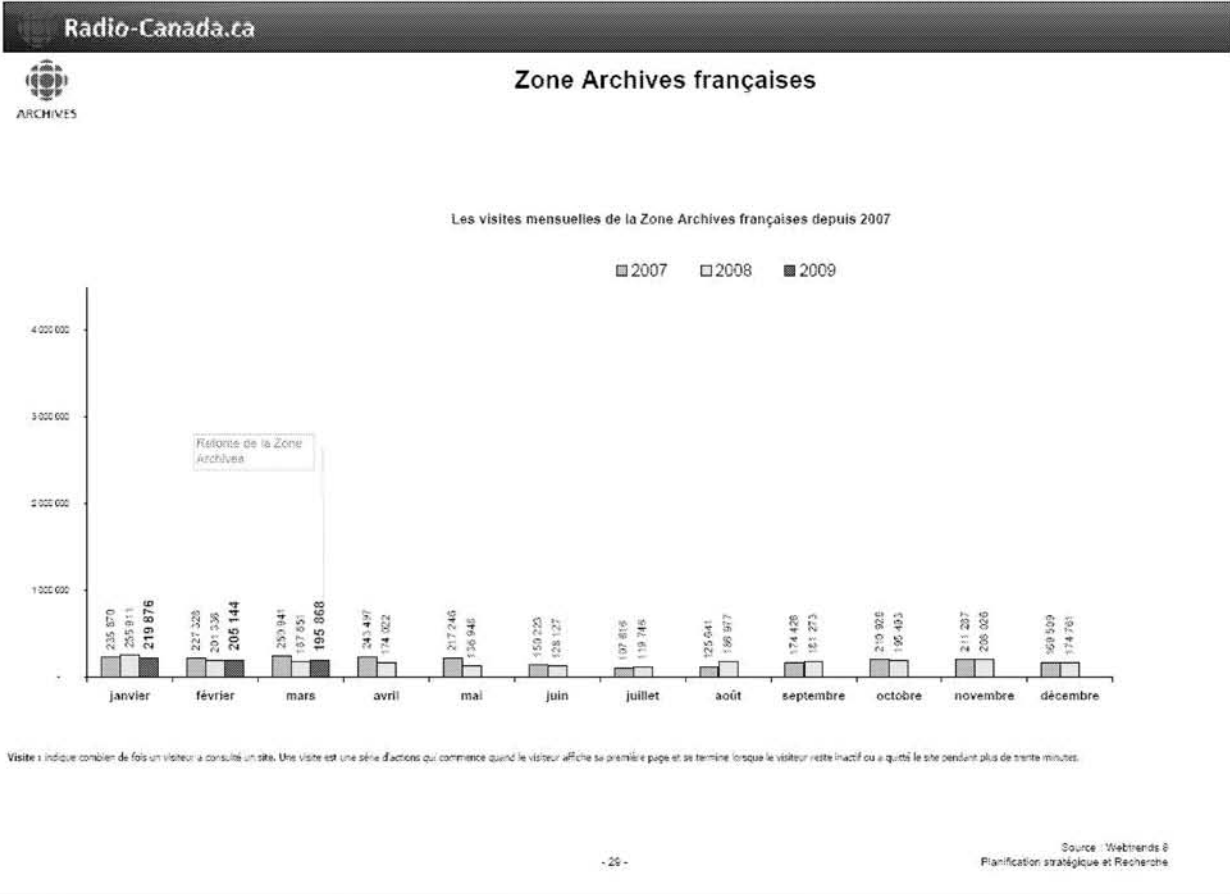
## 16 Conclusion

The funding received under the CCOP Memory Fund has helped make history come alive for members of the public, providing them with a unique window onto their past. After eight years of work by our team, Canadians will have access to more than 2,000 hours of CBC/Radio-Canada radio and television archives by year-end 2009.

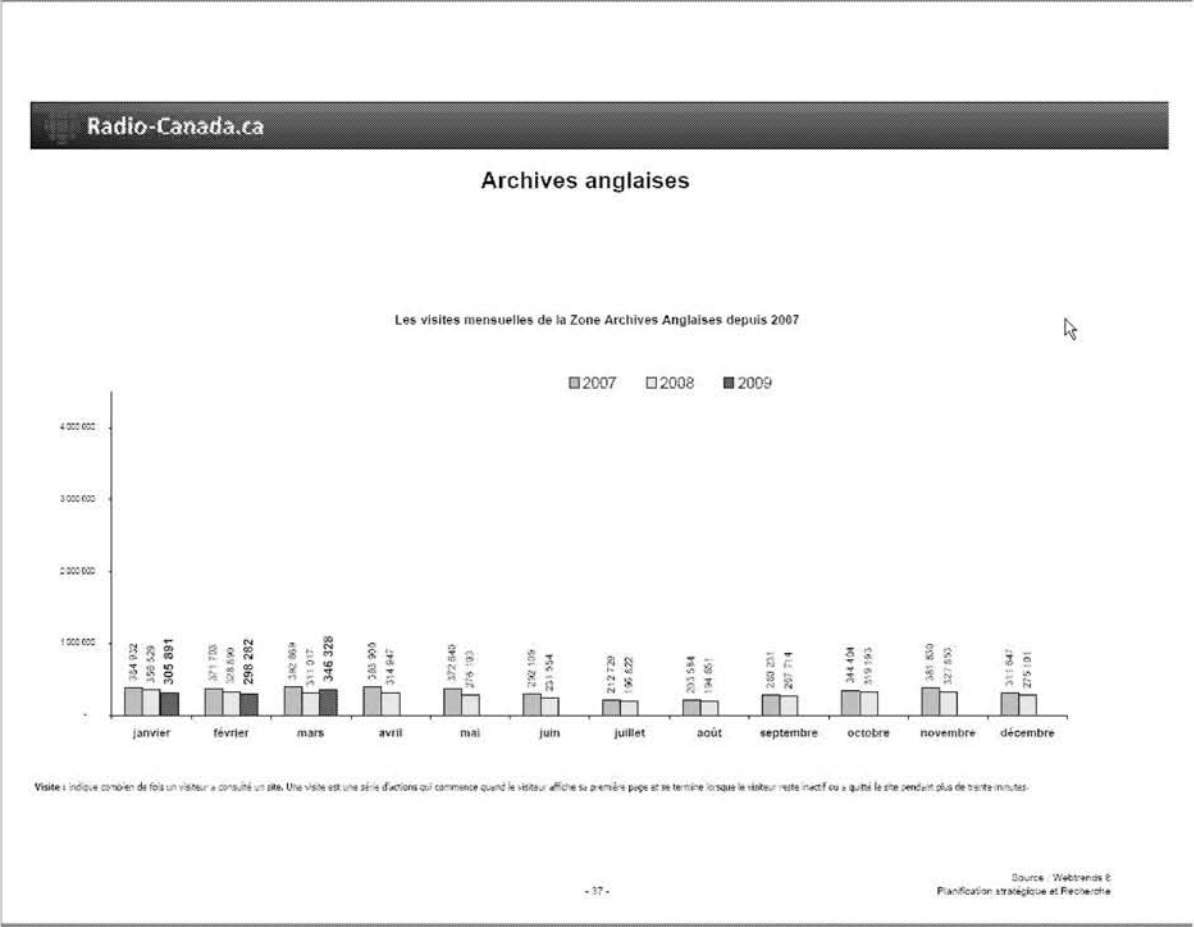
Obviously, we are forced to admit that from now on, it will be difficult to continue that work in the absence of funding from Canadian Heritage. The few thousand hours of content that have been digitized and made available online account for less than 1% of what is in the CBC and Radio-Canada vaults. To maintain a constant stream of content for the sites, we need to be able to dedicate a team to the task for several years to come. We are also very concerned about the durability of the materials already online: the rapidly evolving technologies for delivery of audio and video content on the Web could eventually render obsolete the materials digitized in lower-resolution formats between 2002 and 2007. Our primary concern—now that the program has been abolished—is ensuring the longevity of the Archives sites.

It seems important to us that we continue studying the issue—especially given the fact that the CBC/Radio-Canada Archives sites have carved out an enviable niche for themselves in the industry (witness the many awards they have received over the years) but also because it is a question of respect for our audiences, particularly the members of the school community who regularly make use of the sites.

# 17 APPENDIX I Visits to the Radio-Canada Archives, 2007–09 (source: WebTrends)



18 APPENDIX II Visits to the CBC Digital Archives, 2007–09 (source: WebTrends)



**19 APPENDIX III Summary of CBC/Radio-Canada Archives  
Digitized Content, 2006–09 (in hours and number of clips)**

| Description                              | Télévision       | Radio            | Total numérisé   | Heures en ligne au 2008-2009 | Clips en ligne 2006-2009 |
|--|------------------|------------------|------------------|------------------------------|--------------------------|
| <b>Collections d'émissions</b>           |                  |                  |                  |                              |                          |
| <b>2006-2007</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 144:18:00        | 11:35:00         | 155:53:00        | 155:53:00                    | 129                      |
| Anglais                                  | 128:26:00        | 72:55:00         | 201:21:00        | 201:21:00                    | 230                      |
| <b>Total 2006-2007</b>                   | <b>272:44:00</b> | <b>84:30:00</b>  | <b>357:14:00</b> | <b>357:14:00</b>             | <b>359</b>               |
| <b>2007-2008</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 133:05:04        | 105:26:11        | 238:31:15        | 238:31:15                    | 121                      |
| Anglais                                  | 40:44:30         | 76:12:46         | 116:57:16        | 116:57:16                    | 142                      |
| <b>Total 2007-2008</b>                   | <b>173:49:34</b> | <b>181:38:57</b> | <b>355:28:31</b> | <b>355:28:31</b>             | <b>263</b>               |
| <b>2008-2009</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 19:31:15         | 2:08:46          | 21:40:01         | 21:40:01                     | 56                       |
| Anglais                                  | 39:46:47         | 43:51:10         | 83:37:57         | 65:37:57                     | 177                      |
| <b>Total 2008-2009</b>                   | <b>59:18:02</b>  | <b>45:59:56</b>  | <b>105:17:58</b> | <b>87:17:58</b>              | <b>233</b>               |
| <b>Total émissions 2006-2009</b>         | <b>505:51:36</b> | <b>312:08:53</b> | <b>818:00:29</b> | <b>800:00:29</b>             | <b>855</b>               |
| <b>Dossiers/Topics</b>                   |                  |                  |                  |                              |                          |
| <b>2006-2007</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 26:09:03         | 30:43:54         | 56:52:57         | 56:52:57                     | 242                      |
| Anglais                                  | 20:19:50         | 27:31:49         | 47:51:39         | 47:51:39                     | 396                      |
| <b>Total 2006-2007</b>                   | <b>46:28:53</b>  | <b>58:15:43</b>  | <b>104:44:36</b> | <b>104:44:36</b>             | <b>638</b>               |
| <b>2007-2008</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 23:51:39         | 02:37:42         | 26:29:21         | 26:29:21                     | 77                       |
| Anglais                                  | 04:40:19         | 04:51:35         | 09:31:54         | 09:31:54                     | 100                      |
| <b>Total 2007-2008</b>                   | <b>28:31:58</b>  | <b>7:29:17</b>   | <b>36:01:15</b>  | <b>36:01:15</b>              | <b>177</b>               |
| <b>2008-2009</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 56:25:01         | 16:36:11         | 73:01:12         | 61:08:51                     | 397                      |
| Anglais                                  | 52:21:39         | 24:41:15         | 77:02:54         | 77:02:54                     | 308                      |
| <b>Total 2008-2009</b>                   | <b>108:46:40</b> | <b>41:17:26</b>  | <b>150:04:06</b> | <b>138:11:45</b>             | <b>705</b>               |
| <b>Total dossiers 2006-2009</b>          | <b>183:47:31</b> | <b>107:02:26</b> | <b>290:49:57</b> | <b>278:57:36</b>             | <b>1520</b>              |
| <b>Devinez!/Guess Who?</b>               |                  |                  |                  |                              |                          |
| <b>2006-2007 (en développement)</b>      |                  |                  |                  |                              |                          |
| Français                                 | 00:00:00         | 00:00:00         | 00:00:00         | 00:00:00                     | 0                        |
| Anglais                                  | 00:00:00         | 00:00:00         | 00:00:00         | 00:00:00                     | 0                        |
| <b>Total 2006-2007</b>                   | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>               | <b>0</b>                 |
| <b>2007-2008</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 00:10:30         | 00:00:00         | 00:10:30         | 00:10:30                     | 7                        |
| Anglais                                  | 00:53:29         | 00:11:39         | 01:05:08         | 01:05:08                     | 14                       |
| <b>Total 2007-2008</b>                   | <b>1:03:59</b>   | <b>0:11:39</b>   | <b>1:15:38</b>   | <b>1:15:38</b>               | <b>21</b>                |
| <b>2008-2009</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 1:25:39          | 0:02:21          | 1:28:00          | 1:28:00                      | 57                       |
| Anglais                                  | 0:31:47          | 0:00:00          | 0:31:47          | 0:31:47                      | 8                        |
| <b>Total 2008-2009</b>                   | <b>1:57:26</b>   | <b>0:02:21</b>   | <b>1:59:47</b>   | <b>1:59:47</b>               | <b>65</b>                |
| <b>Total Devinez!/GuessWho 2006-2009</b> | <b>3:01:25</b>   | <b>0:14:00</b>   | <b>3:15:25</b>   | <b>3:15:25</b>               | <b>86</b>                |
| <b>C'est arrivé/ On this day</b>         |                  |                  |                  |                              |                          |
| <b>2006-2007</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 04:34:17         | 10:58:52         | 15:33:09         | 15:33:09                     | 77                       |
| Anglais                                  | 03:19:00         | 02:10:00         | 05:29:00         | 05:29:00                     | 69                       |
| <b>Total 2006-2007</b>                   | <b>7:53:17</b>   | <b>13:08:52</b>  | <b>21:02:09</b>  | <b>21:02:09</b>              | <b>146</b>               |
| <b>2007-2008</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 02:24:57         | 01:21:50         | 03:46:47         | 03:46:47                     | 28                       |
| Anglais                                  | 01:43:53         | 01:11:17         | 02:55:10         | 02:55:10                     | 35                       |
| <b>Total 2007-2008</b>                   | <b>4:08:50</b>   | <b>2:33:07</b>   | <b>6:41:57</b>   | <b>6:41:57</b>               | <b>63</b>                |
| <b>2008-2009</b>                         |                  |                  |                  |                              |                          |
| Français                                 | 0:02:32          | 0:00:00          | 0:02:32          | 0:02:32                      | 1                        |
| Anglais                                  | 0:05:07          | 0:00:00          | 0:05:07          | 0:05:07                      | 1                        |
| <b>Total 2008-2009</b>                   | <b>0:07:39</b>   | <b>0:00:00</b>   | <b>0:07:39</b>   | <b>0:07:39</b>               | <b>2</b>                 |

| Description   | Télévision       | Radio            | Total numérisé    | Heures en ligne au 2008-2009 | Clips en ligne 2006-2009 |
|---|------------------|------------------|-------------------|------------------------------|--------------------------|
| <b>Total C'est arrivé le/OTD 2006-2009</b>                | <b>12:09:46</b>  | <b>15:41:59</b>  | <b>27:51:45</b>   | <b>27:51:45</b>              | <b>211</b>               |
| <b>Clips seuls/ single clips</b>                          |                  |                  |                   |                              |                          |
| 2006-2007   |                  |                  |                   |                              |                          |
| Français  | 00:30:04         | 00:08:12         | 00:38:16          | 00:38:16                     | 5                        |
| Anglais   | 01:39:55         | 02:54:22         | 04:34:17          | 04:34:17                     | 35                       |
| <b>Total 2006-2007</b>                                    | <b>2:09:59</b>   | <b>3:02:34</b>   | <b>5:12:33</b>    | <b>5:12:33</b>               | <b>40</b>                |
| 2007-2008   |                  |                  |                   |                              |                          |
| Français  | 01:02:22         | 00:00:00         | 01:02:22          | 01:02:22                     | 7                        |
| Anglais   | 01:39:55         | 02:54:22         | 04:34:17          | 04:34:17                     | 35                       |
| <b>Total 2007-2008</b>                                    | <b>2:42:17</b>   | <b>2:54:22</b>   | <b>5:36:39</b>    | <b>5:36:39</b>               | <b>42</b>                |
| 2008-2009   |                  |                  |                   |                              |                          |
| Français  | 26:15:20         | 3:48:24          | 30:03:44          | 29:58:13                     | 145                      |
| Anglais   | 8:18:24          | 5:47:59          | 14:06:23          | 14:06:23                     | 80                       |
| <b>Total 2008-2009</b>                                    | <b>34:33:44</b>  | <b>9:36:23</b>   | <b>44:10:07</b>   | <b>44:04:36</b>              | <b>225</b>               |
| <b>Total clips seuls 2006-2009</b>                        | <b>39:26:00</b>  | <b>15:33:19</b>  | <b>54:59:19</b>   | <b>54:53:48</b>              | <b>307</b>               |
| <b>Grandes entrevues / Great interviews</b>               |                  |                  |                   |                              |                          |
| <b>2006-2007 (en développement)</b>                       |                  |                  |                   |                              |                          |
| Français  | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| Anglais   | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| <b>Total 2006-2007</b>                                    | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>    | <b>0:00:00</b>               | <b>0</b>                 |
| 2007-2008   |                  |                  |                   |                              |                          |
| Français  | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| Anglais   | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| <b>Total 2007-2008</b>                                    | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>    | <b>0:00:00</b>               | <b>0</b>                 |
| 2008-2009   |                  |                  |                   |                              |                          |
| Français  | 06:34:24         | 35:26:32         | 42:00:56          | 07:32:08                     | 20                       |
| Anglais   | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| <b>Total 2008-2009</b>                                    | <b>6:34:24</b>   | <b>35:26:32</b>  | <b>42:00:56</b>   | <b>7:32:08</b>               | <b>20</b>                |
| <b>Total Grandes entrevues/Great interviews 2006-2009</b> | <b>6:34:24</b>   | <b>35:26:32</b>  | <b>42:00:56</b>   | <b>7:32:08</b>               | <b>20</b>                |
| <b>Art de vivre / Lifestyle</b>                           |                  |                  |                   |                              |                          |
| <b>2006-2007 (en développement)</b>                       |                  |                  |                   |                              |                          |
| Français  | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| Anglais   | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 0                        |
| <b>Total 2006-2007</b>                                    | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>    | <b>0:00:00</b>               | <b>0</b>                 |
| 2007-2008   |                  |                  |                   |                              |                          |
| Français  | 03:18:00         | 00:43:00         | 04:01:00          | 04:01:00                     | 27                       |
| Anglais   | 02:38:00         | 02:17:00         | 04:55:00          | 04:55:00                     | 29                       |
| <b>Total 2007-2008</b>                                    | <b>5:56:00</b>   | <b>3:00:00</b>   | <b>8:56:00</b>    | <b>8:56:00</b>               | <b>56</b>                |
| 2008-2009   |                  |                  |                   |                              |                          |
| Français  | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 00:00:00                 |
| Anglais   | 00:00:00         | 00:00:00         | 00:00:00          | 00:00:00                     | 00:00:00                 |
| <b>Total 2008-2009</b>                                    | <b>0:00:00</b>   | <b>0:00:00</b>   | <b>0:00:00</b>    | <b>0:00:00</b>               | <b>00:00:00</b>          |
| <b>Total Art de vivre 2006-2009</b>                       | <b>5:56:00</b>   | <b>3:00:00</b>   | <b>8:56:00</b>    | <b>8:56:00</b>               | <b>56</b>                |
| <b>2006-2007</b>  |                  |                  |                   |                              |                          |
| Total numérisé français 2006-2007                         | 178:49:24        | 54:08:58         | 232:58:22         | 232:58:22                    | 480                      |
| Total numérisé anglais 2006-2007                          | 156:22:45        | 107:48:11        | 264:10:56         | 264:10:56                    | 759                      |
| <b>Total 2006-2007</b>                                    | <b>335:12:09</b> | <b>161:57:09</b> | <b>497:09:18</b>  | <b>497:09:18</b>             | <b>1239</b>              |
| <b>2007-2008</b>  |                  |                  |                   |                              |                          |
| Total numérisé français 2007-2008                         | 163:52:32        | 110:08:43        | 274:01:15         | 274:01:15                    | 267                      |
| Total numérisé anglais 2007-2008                          | 52:20:06         | 87:38:39         | 139:58:45         | 139:58:45                    | 355                      |
| <b>Total 2007-2008</b>                                    | <b>216:12:38</b> | <b>197:47:22</b> | <b>414:00:00</b>  | <b>414:00:00</b>             | <b>622</b>               |
| <b>2008-2009</b>  |                  |                  |                   |                              |                          |
| Total numérisé français 2008-2009                         | 110:14:11        | 58:02:14         | 168:16:25         | 121:49:45                    | 656                      |
| Total numérisé anglais 2008-2009                          | 107:38:08        | 109:46:56        | 175:24:08         | 157:24:08                    | 574                      |
| <b>Total 2008-2009</b>                                    | <b>217:52:19</b> | <b>167:49:10</b> | <b>343:40:33</b>  | <b>279:13:53</b>             | <b>1230</b>              |
| <b>Total 2006-2009</b>                                    | <b>769:17:06</b> | <b>527:33:41</b> | <b>1254:49:51</b> | <b>1190:23:11</b>            | <b>3091</b>              |