



CBC/Radio-Canada's 2013-2014 Annual Reports to the CRTC

TO:	Board of Directors
MEETING:	January 26 th , 2015
FROM:	Steven Guiton, Vice-President and Chief Regulatory Officer Media Technology Services and Regulatory Affairs
PURPOSE:	Provide Board members with an overview of the highlights of CBC\Radio-Canada's annual report to the CRTC
DATE:	January 20, 2015

SIGNIFICANT POINTS:

On May 28, 2013, the CRTC renewed CBC/Radio-Canada's licences for its French- and English-language television and radio services for a period of five years (CRTC Broadcasting Decision CRTC 2013-263). We are pleased to report that the Corporation has fulfilled virtually all of its conditions of licence in the first year of its licence term ending August 31, 2014. The main outstanding issue is in the area of terms of trade agreements with independent producers.

The following are highlights from our licence renewal decision and our performance:

CBC Television and ICI Radio-Canada Télé are now required to devote 75% of our broadcast day (6am to midnight) and 80% of primetime (7pm-11pm) to Canadian programs. These conditions have been met.

The CRTC imposed a number of conditions of licence which are intended to strengthen CBC/Radio-Canada's role as a pan-Canadian service that reflects and serves the needs of Canadians in both official languages, contributes to Canada's cultural life, plays a valuable role in the lives of children and broadcasts minimum hours of weekly local programming in local markets.

Specifically, the CRTC set a target of seven and nine hours per week for ICI Radio-Canada Télé and CBC Television respectively for national-interest programs (dramas, comedies and documentaries). The CRTC established a floor for children's programming of 15 hours per week in each language. The CRTC imposed a five-hour local programming requirement for our French-language television stations and 7 hours of local programming in non-metropolitan



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markets and 14 hours in metropolitan markets for our English-language television stations. These conditions have been met.

The CRTC requires CBC/Radio-Canada's conventional television stations to: broadcast programs that originate from and reflect the needs of Official Language Minority Communities (OLMCs); ensure that national news and information programming reflect OLMCs; and broadcast minimum levels of weekly OLMC programming – including news programming - from each station. These conditions have been met.

The CRTC requires ICI Radio-Canada Télé to devote 6% of its budget for Canadian programs to independent producers outside Montreal. It also requires CBC Television to devote 6% of its budget for Canadian programs to independent producers in Quebec, averaged over the licence term. In addition, CBC Television is required to spend 10% of its development budget on Quebec. These conditions have been met.

For our radio services, the CRTC requires that we ensure that our networks reflect OLMCs in our national news and information programming. The CRTC also imposed strict conditions of licence requiring CBC/Radio-Canada to broadcast 15 hours per week of French language local programming on CBEF Windsor. These conditions have been met.

For our specialty services, the CRTC requires CBC/Radio-Canada to create programming on the specialty service ICI RDI that reflects the concerns of Canada's principal French-language regions, and allocate a portion of the budget of ARTV to acquiring programming created by independent producers outside Quebec. These conditions have been met.

The decision requires CBC/Radio-Canada to enter into Terms of Trade agreements with the Canadian Media Production Association (CMPA) and L' Association québécoise de la production médiatique (AQPM) by May 28, 2014. Since CBC/Radio-Canada does not completely control the speed and content of these negotiations, the CRTC's deadline has not been met. The CRTC is well aware of the situation, and we are continuing to negotiate with the producer groups and provide the CRTC with updates on the status of our negotiations.

Specifically, CBC and CMPA participated in 3rd party mediation on December 10 and 12, 2014. As a result of the mediation process, the parties have made further progress and have reached agreement on some issues. Most importantly, the parties have agreed to keep talking. CMPA intends to send CBC a revised offer in writing in January 2015.

Radio-Canada and AQPM continue to hold discussions. Overall, the tone of the discussions has changed drastically with the appointment of Marie Collin as the new president of AQPM. Since her arrival, the parties have met face-to-face a number of times and continue to exchange



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concrete proposals in writing to move issues forward. The next meeting is planned for January 29, 2015.

The decision sets out other, more administrative conditions and imposes stricter reporting requirements. For example, the CRTC mandated CBC/Radio-Canada to:

- hold formal consultations with OLMCs in each region of the country at least every two years;
- report to the CRTC on the measures it takes to meet the needs of these communities;
- provide the CRTC with the data on how well OLMCs believe CBC/Radio-Canada serves their interests and needs;
- report annually to the CRTC on all programs that are produced in OLMCs or for their special interests; and
- report annually on the Board of Director's response to the recommendations presented in the Ombudsman's Annual Reports.

CBC/Radio-Canada is required to submit annual reports to the CRTC by November 30th of each year demonstrating compliance with these administrative conditions of licence. These detailed compliance reports have been filed and are publicly available on the CRTC's website as well as CBC/Radio-Canada's corporate website.

The English Services reports can be found here: <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/reports/submissions/crtc-and-lpif-submissions/>

While French Services' reports are found here: <http://www.cbc.radio-canada.ca/fr/rendre-des-comptes-aux-canadiens/rapports/presentations/crtc-et-fapl-presentations/>

A detailed list of CBC/ Radio-Canada's conditions of licence are set out in Appendices 2 through 8 of broadcasting decision CRTC 2013-263 which can be found here:

<http://www.crtc.gc.ca/eng/archive/2013/2013-263.htm>

APPENDIX 1A
OLMC CONSULTATION REPORT
ENGLISH SERVICES



**APPENDIX 1 - 2013–2014 ANNUAL REPORT
FORMAL CONSULTATIONS WITH OLMCs
CBC/RADIO-CANADA ENGLISH SERVICES**

Introduction

As of September 1, 2013, CBC/Radio-Canada has been required under condition of licence to “hold a formal consultation at least once every two years with official language minority communities (OLMCs) located in each of the regions of Atlantic Canada, Ontario, Western Canada, the North and Quebec to discuss issues that affect their development and vitality. For the French-language services, the relevant regions are Atlantic Canada, Ontario, Western Canada and the North. For the English-language services the relevant region is Quebec. Consultations shall include independent producers from OLMCs. The licensee shall report annually on consultations that took place that year and demonstrate how feedback from the consultations was taken into consideration in the Corporation’s decision making process.”

The first formal consultation is scheduled for February 17, 2015. The Corporation will report on this consultation in the 2014-15 annual report to be filed November 30, 2015.

During the first year of the current licence term, CBC has conducted two telephone surveys, in November 2013 and in March 2014, on the OLMC audience perception of the CBC’s television and radio programming. The results of this survey, also filed today with the CRTC, are very positive.

We would like to point out that formal consultations are not the only opportunity for discussion and consultation with OLMCs regarding the Corporation’s English-language services. Our strategy is to keep the dialogue going and strengthen ties with the various organizations and associations representing Quebec’s English-speaking communities. The following are examples of this on-going dialogue. While we recognize that some of these consultations commenced prior to the 2013-2014 broadcast year, we believe it is important to include them in this report, to demonstrate the Corporation’s on-going outreach to Quebec English-speaking communities.

Community Outreach and Partnerships

Quebec Community Groups Network (QCGN) Community Leaders Meeting

On April 24, 2013 Shelagh Kinch, Managing Directors invited QCGN Community Leaders into CBC Montreal to discuss our programming and services. Attendees: Quebec Anglophone Heritage Network, Youth Employment Services (YES), Quebec Federation of Home and School, 4 Korner Resource Centre (Laurentians), Community Economic Development and Employability Corporation (CEDEC). Tangible Results: Debbie Hynes, Communications

Manager conducted two workshops for members: “How to Pitch to Media” to QCGN members on June 15 and to Community Learning Centre members (CLC) on October 24, 2013.

Canada 150/2017 STARTS NOW Conferences

CBC/Radio-Canada, VIA Rail Canada and Community Foundations of Canada, in collaboration with a number of leading organizations across the country, organized a conference series to spark a national conversation about Canada’s upcoming 150th anniversary. As part of the CBC/Radio-Canada initiative, 10 members from the English-language community in Montreal were invited to participate in this conference on May 8, 2013 representing: Quebec Community Groups Network (QCGN), Quebec Drama Federation, Commissioner of Official Languages, Quebec Writers’ Federation (QWF), Quebec Federation of Home and School Associations, Black Theatre Workshop, and TransCanada Corporation. This resulted in ongoing discussions with organizations on how we will participate and potentially partner in 2017 including Quebec Community Groups Network who is developing a series of youth forums.

Burgundy Jazz

CBC Music.ca and Espace.mu partnered with Catbird Productions to present Burgundy Jazz an interactive documentary about Montreal’s black community and its incredible contribution to Jazz history - <http://music.cbc.ca/#/Burgundy-Jazz>. In June, 2013, Stanley Péan, from the radio show *Quand le jazz est là...* (Espace musique) and Sonali Karnick of *All in a Weekend* (CBC Radio One) co-hosted a Burgundy Jazz Cabaret in Little Burgundy community featuring vaudeville-style performances, including jazz legends Norman Marshall Villeneuve, Glenn Bradley and Billy Georgette, in addition to a projection of capsules from the web documentary, and DJ Andy Williams from *Jazz Amnesty Sound System*. Other partners included Radio-Canada, the Canada Media Fund, the Mobile Media Lab at Concordia University; Montreal International Jazz Festival, Arrondissement Sud-Ouest, Georges Vanier Cultural Centre, Corona Theatre, Quartier du Canal, L’Autre Montréal, and Véhicule Press.

CBC Montreal Do Crew

In June 2013, CBC Montreal created an outreach program dedicated to helping community organizations, connecting CBC hosts and personalities with the community and giving our audience members an opportunity to give back. Since then, we have worked alongside over 250 volunteers and 15 different community groups from across the island — groups looking for a little bit of help cleaning up their community centre, lifting boxes, folding clothes and delivering meals to those in need. The Do Crew continues to be a very successful, grassroots way to connect with English-speaking Quebecers.

POP Montréal

In September 2013, CBC Montreal partnered with the independent festival dedicated to supporting and promoting local music artists. As part of our partnership: CBC Radio Q

broadcast live from Montreal, Quebec, highlighting local artists; CBC Montreal recorded three artist symposiums for *Cinq à Six* and CBC Music.ca; and CBC Music and Espace.mu recorded *Ondes* with Patrick Watson (in French only). In 2014, as part of our on-going relationship with POP Montreal, CBC Music broadcast a special free live stream of the Stars performing at Breakglass Studio. We also highlighted local artists on our live blog at cbc.ca/montreal.

Municipal Election

During the 2013 Municipal Election CBC Montreal partnered with McGill University to host a live municipal mayoral candidates' debate. Attended by over 250 English-speaking Montrealers and moderated by CBC News's Andrew Chang, it was the first public English debate to include all four candidates. The community was also asked to submit questions in advance for the candidates that helped inform the questions asked during the debate. The debate was broadcast live on CBC Television, Radio One and streamed at cbc.ca/montreal. CBC also produced an interactive Street Politics map (streetpolitics.cbc.ca), and asked English-speaking Quebecers to tell us what needed to change in their neighbourhoods to win their vote. CBC Montreal worked to get the candidates on the record, responding to questions and featured the audience stories throughout our election coverage. During the provincial election, CBC Montreal's Daybreak also broadcast live on location from Pointe Claire, NDG and Mile End, three key English-speaking neighbourhoods and covered the issues in those communities.

CBC Christmas Sing-In

CBC Montreal organizes this annual charity drive to raise awareness and funds for organizations in Quebec, particularly targeting the English-language minority community. In 2013 year we raised over \$26,000 for Project PAL (<http://www.project-pal.com/>) a bilingual resource centre for people living with mental health challenges. We partnered with the Church of St Andrew and St Paul and Musée des Beaux Arts to host an all-day remote on mental health and also an annual concert. From Angela Murphy, Coordinator, Project PAL: *"Wow! That was truly amazing. The Sing-In was so wonderful, I will never miss this event again! We are more grateful than I can convey and have enjoyed every moment of this collaboration with you."* For our 35th year, we are again partnering with the Church of St Andrew and St Paul and Musée des Beaux Arts in supporting the NDG Food Depot, an organization dedicated to food and food security in English-speaking neighbourhoods (NDG/Cote des Neiges, LaSalle, Verdun, Lachine, St Raymond, St. Henri).

Partnership with the Jeffrey Hale 17th Annual Community Hamper Campaign

In Quebec City, QC, our partnership helped to fill 200 Christmas hampers that were delivered to English-speaking households in the Quebec City region. We worked with the Central Quebec School Board. The class collecting the most donations received a special visit and breakfast with radio host Susan Campbell, broadcast live on Quebec AM. From Ed Sweeney, Central Quebec School Board: *"Thank you on behalf of the Christmas Hamper Campaign. Your extra input and involvement made this year's campaign a little extra special... The Central Quebec*

School Board and the English Community is well served by your efforts and we thank you for what you have done in the past and in advance for all that you will do in the year 2014. CBC Quebec will be continuing this partnership in 2014 and is planning a day of programming as part of our involvement in the Hamper Drive.

Canada Reads

On February 26, 2014, *Homerun* radio show host Sue Smith and her team broadcast live from Indigo Books with Donovan Bailey. The Olympic champion defended the book *Half-Blood Blues* by Esi Edugyan in this year's Canada Reads competition. During the show, we looked at Montreal's special relationship with jazz and examined issues around identity and race with members of Montreal's black community.

Youth and Business Stakeholder Breakfast

On March 26, 2014, Shelagh Kinch conducted a 90-minute consultation with members of the youth and business community in the English-language community of Montreal to discuss CBC's role and get feedback. Attendees included: Monkland Merchants Association, West Island Community Shares, Agence Ometz, Notman House, Channel Mohawk TV, Youth Fusion, Unbounce and Nimonik. Some of the learning from this meeting helped informed our decision to partner with the International Start-up Festival in Montreal (see below for further details).

Working Group on Arts, Culture and Heritage with the English-speaking Communities of Quebec

Debbie Hynes, Communications Manager, and Meredith Dellandrea, Program Manager, Arts and Culture, attended this session on March 31, 2014. This tripartite initiative between the English-speaking communities' Arts, Culture and Heritage Sector; the Interdepartmental Relations and Accountability Directorate; and the Quebec Regional Office of Canadian Heritage aims to provide an opportunity to strengthen cooperation between the English-speaking communities of Quebec and key federal institutions involved in the Arts, Culture and Heritage Sector. It is part of ongoing efforts to promote and encourage a coordinated approach among federal institutions and the English-speaking Communities of Quebec. Tangible results: Meredith Dellandrea has participated in sub-group committee work on public engagement from an artist and business approach. Debbie Hynes, Communications Manager and Meredith Dellandrea, Program Manager, Arts & Culture conducted "Getting Media Attention" workshop to 15 ELAN members. ELAN identified this as a need for its members.

<http://elanartsblog.tumblr.com/post/78682602842/getting-media-attention>. Here's coverage on one of the artist who attended, <http://www.cbc.ca/quebecam/arts-culture/2014/03/17/the-gaspe-peninsula-land-on-the-edge-of-time/index.html#.UysIRPpdZL4.twitter>. Future workshops are planned for January 2015.

Blue Metropolis Literary Festival

From April 30 to May 3, 2014, CBC Radio One (88.5 FM in Montreal) and ICI Radio-Canada Première (95.1 FM in Montreal) invited festival-goers to attend CBC Blue Literary Series/Serie Littéraire Radio-Canada, a cluster of events and conversations with host and authors Pénélope McQuade with Kim Thúy, Shelagh Rogers with Montrealer Heather O'Neill and René Homier-Roy with French author David Foenkinos. Michael Enright sat down with Richard Ford, Eleanor Wachtel chatted with Luis Alberto Urrea, and Paul Kennedy hosted the round-table discussion "Historical Montreal" alongside authors Mark Lavorato, Susan Doherty, and Elaine Kalmann Naves. CBC host Jeanette Kelly did a special edition of her show *Cinq à Six*, on the theme of "Women writing trauma, writing survival." Finally, an exclusive opportunity – at the Espresso Break public author reading, the Anglophone Jane Eaton Hamiton (for *Smiley*) and Francophone Saral Desrosiers (for *Une entrefilet*) recipients of the CBC Short Story Prize and Prix de la nouvelle Radio-Canada were revealed to festival-goers.

Reel Canada National Canadian Film Day - Heritage High School

The province's largest English high school took part in National Film Day on April 29, 2014. CBC News host Debra Arbec and All in a Weekend's Sonali Karnick MCed the day, facilitated and participated in the Q&A with students talking about the film and Canadian cinema.

Concordia University's Digital Journalism Class

Côte-des-Neiges Chronicles was a collaboration between CBC Montreal and the diploma program of the Department of Journalism at Concordia University where students were asked to pitch, research and produce multimedia features for their online class and also for cbc.ca/montreal.

The result was a wide-ranging look at the history of Côte-des-Neiges, its key attractions and the individuals and communities that make up one of Montreal's more diverse neighbourhoods. The final work was posted as a student journalism web feature April 29, 2014 and counted toward the students' final grade. <http://www.cbc.ca/montreal/features/cote-des-neiges-chronicles/>

CEDEC "Love Your Local Business" Contest

CBC partnered with the CEDEC campaign and awards targeting small and mid-size businesses in Quebec. The CEDEC works mainly, but not exclusively, with Quebec's English-speaking audiences. The winning business received commercial time on CBC Television for 4 weeks. Dianne Buckner, host of *Dragons' Den*, emceed the evening. Through this partnership, we have made a commitment to ongoing consultation. Unfortunately, CEDEC will not be holding the awards in 2015. Nevertheless, we are already begun discussions on new partnership ideas for 2015.

Rencontre Internationales du Documentaire de Montréal (RIDM) Cuban Hat “Best English Documentary Pitch”

CBC partnered with Doc Circuit Montréal as part of the third edition of the Cuban Hat Pitch in collaboration with the Cuban Hat Project. The competition, which is open to all Canadians, gives filmmakers the opportunity to benefit from crowd funding, win numerous prizes in both cash and services, and build a community of interest around their project. CBC Montreal’s prize of a professional development day was awarded to Kalina Bertin whose film “Manic” is scheduled for production in late 2014. For the second year in a row, CBC Documentary channel also sponsored the “People’s Choice Award” in November 2014.

QWF, Véhicule Press and Maisonneuve Magazine

The partnership with CBC Quebec provides emerging and established English-speaking writers with a platform to launch, celebrate and promote their work. The CBC Quebec Short Story Competition awards short fiction writers with prizes, publication and recognition. Since the competition began, it has celebrated more than 150 English writers. 2014 gala and awards took place on November 18 and Jeanette Kelly, host of *Cinq a Six* was one of the MCs for the evening.

FIFA World Cup/Soccer Nation

On June 28, 2014 CBC Montreal held Soccer Nation at the parking lot at 3535 boul St-Laurent (North of Sherbrooke), one of 7 events happening across Canada celebrating the beautiful game. A family-friendly bilingual event featured games, activities and a live broadcast of the Brazil vs. Chile and Colombia vs. Uruguay Round of 16 matches from 2014 FIFA World Cup Brazil. CBC Montreal's Frank Cavallaro and Doug Gelevan were on-site to welcome fans to the event.

International Start-up Festival

During this year’s Festival from July 9-12, 2014, CBC Montreal conducted Media Pitch sessions with nearly 50 young entrepreneurs from Montreal and across Canada and networked with 100s of others. The goal was help young entrepreneurs refine their media pitch and to hear their stories. The best pitch over 2-days was interviewed on CBC Homerun, CBC TV and cbc.ca/montreal. Since the Festival, CBC has connected with several members of the start-up business community and have been highlighted on our tech panel. The workshops were “sold out” and had waiting lists on both days. Here’s a link to the winning pitch:

<http://www.cbc.ca/m/touch/canada/montreal/story/1.2704844>. We plan to partner with International Start-up Festival again in 2015.

CBC annual partnership with the Townshipster's Association

The Townshipster's Association is a non-profit community organization representing 42,000 members of the English-speaking community of the historical Eastern Townships. 2014 marked the 35th annual Townshipster's Days and CBC was again the media partner for the event in Coaticook, QC. Quebec AM's Susan Campbell MCed the day's activities as well as conducted a meet and greet.

Programming Initiatives

Quebec English-language Production Council (QEPC)

Shelagh Kinch, Managing Director, met with Kirwan Cox, Arnie Gelbart, Jeremy Spry and Gary Saxe to discuss CRTC's condition of licence and how it relates to Quebec English-language production. QEPC wanted to better understand the new licence decision, how to pitch and who to pitch. Tangible Result: On February 18, 2014, Sally Catto, Executive Director, Commissioned & Scripted Programming; Michelle Daly, Senior Director, Comedy; and Helen Asimakis, Senior Director, Drama met with 20 local independent producers in Montreal. They conducted a 1-hour Q&A followed by a 1-hour individual pitch session. Kenneth Hirsch's **Extraordinary Canadians** has been green lit and is currently in development. It will air on both CBC Television and the *documentary* channel. Extraordinary Canadians was originally pitched at this meeting.

Commissioned & Scripted Programming - Comedy & Drama

The Comedy Department has recently commissioned Specials from Just for Laughs. Michelle Daly, Senior Director of Comedy, attended the Just for Laughs Festival in July 2014 and while there attended individual producer meetings. She also participated in a one-hour pitch session and a panel session on comedy in Canada at the Festival. On August 27 2014, Michelle also attended a meet and greet with Quebec content creators to discuss CBC's ComedyCoup, a new online initiative CBC was launching in association with CineCoup. Approximately 10% of the teams who entered the development accelerator program were from the Province of Quebec.

The Drama Department currently has 3 one-hour drama series; 1 one-hour family series; 2 movies and 1 six-part limited series in development with Quebec-based producers.

CBC is also involved as the exclusive Canadian broadcast partner of Lift-Off Films production of the new English language science fiction series **Ascension**, which recently completed principal photography in Montreal.

CBC Documentary Unit

CBC has recently commissioned production of Roch Brunette's hour-long documentary for The Nature of Things called **Trapped in a Human Zoo** as well as the production of a two-hour Doc Zone special with the working title **Newfoundland Armageddon**, co-produced by Quebec-based Galafilm and Newfoundland producer Morag Loves Company. CBC is also supporting development of a documentary **Every Breath We Take** with Quebec producer Ideacom.

Unscripted Content

A comedic improv "sitcom" format is currently in development with a Montreal-based production company. It combines improv comedy with a sitcom feeling. Using a headset, the director guides each comedian with individual instructions that are unknown to the other cast members. The reaction of the others to a character's cue provides much of the comedy. There is a rotating variety of guests and the audience is kept aware of the hidden dialogue, which is flashed on screen and in the studio.

In addition, a talk show format is currently in development with a Montreal-based production company for production in English Canada. The weekly popular entertainment talk-show/event is a celebration of entertaining and intelligent conversation with the people that everyone is talking about that week. Guests run the gamut from politics to the arts, business, sports, politics and entertainment: virtually anyone who has made their mark either that week or in their lifetimes.

As illustrated above, CBC's outreach is extended to English-language cultural organizations, associations and communities as well as the independent production sector in Quebec. All of these initiatives strengthen our ties with the various organizations and associations representing Quebec's English-speaking communities and demonstrate our commitment to the communities we serve.

APPENDIX 1B
OLMC CONSULTATION REPORT
FRENCH SERVICES



**2013–14 ANNUAL REPORT
FORMAL CONSULTATIONS WITH OLMCs
CBC/RADIO-CANADA FRENCH SERVICES**

Introduction

As of September 1, 2013, CBC/Radio-Canada has been required under condition of licence to “hold a formal consultation at least once every two years with official language minority communities (OLMCs) located in each of the regions of Atlantic Canada, Ontario, Western Canada, the North and Quebec to discuss issues that affect their development and vitality. For the French-language services, the relevant regions are Atlantic Canada, Ontario, Western Canada and the North. For the English-language services the relevant region is Quebec. Consultations shall include independent producers from OLMCs. The licensee shall report annually on consultations that took place that year and demonstrate how feedback from the consultations was taken into consideration in the Corporation’s decision making process.”

This is the report for broadcast year 2013–14 for the Corporation’s French-language services subject to that condition of licence, namely, the radio services ICI Radio-Canada Première and ICI Musique, and the television services ICI Radio-Canada Télé, ICI RDI, and ICI ARTV.

A major public consultation meeting, the first official one since the new condition of licence came into effect, was organized by CBC/Radio-Canada and held in Edmonton on April 29, 2014, for the North and Western Canada regions. A second official consultation was held in Sudbury for the Ontario region on October 22, 2014, and the summary of that meeting will be included in our next report, for broadcast year 2014–15.

This initial report therefore aims to bring to light the different issues raised by the various participants in the official consultation of OLMCs in in the Western and Northern regions, and demonstrate how the Corporation’s decision-making process took into consideration the feedback obtained.

Previous Discussion and Consultation Exercises

We’d like to point out that official consultations like these are not the only opportunity for discussion and consultation with OLMCs regarding the Corporation’s French-language services. Wishing to keep the dialogue going and strengthen its ties with the various organizations and associations representing Canada’s French-speaking communities, the Corporation set up OLMC consultation mechanisms before the condition of licence came into effect.

For example, a regional public meeting was held in Moncton in March 2013, bringing together about 80 representatives from various spheres of activity in New Brunswick, including members of the Société nationale de l'Acadie, independent producers, and the public. In addition, a discussion with fifty-odd partners and representatives was organized in Ottawa in June 2013 as part of the annual general assembly of the Fédération des communautés francophones et acadienne du Canada (FCFA), and a meeting was held in July 2013 with managers from Radio-Canada and the Assemblée de la Francophonie de l'Ontario (AFO).

A meeting was also organized in Windsor in September 2013, and was attended by about 150 Southwestern Ontarians from various circles (education, business, concerned Canadians, community leaders), as well as representatives of the group SOS CBEF Windsor. The meeting was intended to take the pulse of the community after the morning show had been brought back and local newscasts had been created.

Also in 2013, Radio-Canada hosted the Regions' Panel, which included panelists from OLMCs. Moreover, regional management normally participate in over 200 meetings across Canada each year with French-speaking communities outside Quebec, and programming departments maintain business communications with Canadian French independent producers in the rest of the country as well.

Radio-Canada also consulted with the national associations (FCCF, FCFA) on several occasions in the wake of announcements affecting regional services, in an effort to share information and hear reactions.

Lastly, CBC/Radio-Canada also conducted a survey of telephone interviews in November 2013 and March 2014, to gauge OLMC audience perceptions of Radio-Canada's TV and radio services' programming. The results of the survey, which were very positive by the way, are being submitted today to the CRTC with the other annual reports.

Although this report does not concern the various consultations and discussions prior to the official consultation in Edmonton in April 2014, those consultations have also had an impact on Radio-Canada's decision-making process.

1. Description of the Public Consultation Meeting in Edmonton

CBC/Radio-Canada chose Western Canada for its first official Public Consultation Meeting because a meeting had been held in Moncton in March 2013, and another took place in Windsor in September 2013.

Therefore, on April 8, 2014, invitations to attend the meeting were sent out to organizations, members of the Regions' Panel, and independent producers in the two regions. To reach the greatest number of Canadians and certain target groups, such as youth, a multimedia advertising campaign (TV/radio/web) was undertaken which included print ads in French-language weeklies in certain target markets, emails, and sponsored posts on Facebook up until the date of the meeting, namely, April 29.

Before the Public Consultation Meeting, CBC/Radio-Canada management took advantage of the presence of several managers to organize an informal lunch and discussion with a dozen of French-speaking Alberta community leaders (including representatives of the Association canadienne-française de l'Alberta and the Alliance jeunesse et famille de l'Alberta). A morning meeting was also held with Calgary and Edmonton employees, who attended by videoconference. Radio-Canada employees were consulted in their capacity as broadcast artists and professionals working in and serving OLMCs, but also as Canadian citizens.

Public Consultation Meeting Agenda

Although the meeting was held at La Cité francophone d'Edmonton, the general public and associations from all areas of the North and Western Canada were able to take part via webcast in the discussion across a region covering five time zones, as shown in the table on the next page.

The 90-minute meeting focused on the following question: "Radio-Canada today: on the new mediascape, how can the public broadcaster deliver outstanding programming and priority services for French-speaking Canadians living in linguistic minority communities?"

During the first part of the meeting, Radio-Canada management laid the groundwork for the discussion and underscored various issues. The second and main part of the meeting was a discussion period with Canadians. Questions could be submitted beforehand by email, or asked in person or via chat during the webcast.

Agenda by Region (5 Time Zones)

	BC / Yukon	Alberta	Saskatchewan / W. Nunavut	Manitoba / Central Nunavut	East Nunavut
Welcome		6 p.m.			
Formal opening of meeting and remarks by senior managers	6–6:30 p.m.	7–7:30 p.m.	7–7:30 p.m.	8–8:30 p.m.	9–9:30 p.m.
Discussion and question period	6:30–7:30 p.m.	7:30–8:30 p.m.	7:30–8:30 p.m.	8:30–9:30 p.m.	9:30–10:30 p.m.

Although the method used – webcasting – was identical to the one used at CBC/Radio-Canada’s Annual Public Meeting, this meeting presented some technical challenges the Corporation encountered for the first time, given the size the geographical territory served. Certain dilemmas inherent to this type of operation were therefore in order, but generally speaking, the meeting went well and the Corporation is pleased that so many participants attended.

Communications Vehicles Used Beforehand to Promote the Event

The Corporation undertook a multimedia advertising campaign from August 8 to 29, 2014, to invite French speakers and Francophiles to join in the conversation. Here are some examples of vehicles:

- Email invitations and follow-up by telephone in all target markets
- Sustained promo campaign (TV / radio / web and mobile)
- Promotion and sponsored posts on Facebook; Twitter promo
- Interview with senior management, promotion by radio hosts
- Print ads in French-language weeklies (Yukon, AB, SK, MB, NWT, radio spot on Radio Taïga (NWT)
- Lower-third promo on ICI Radio-Canada Télé

Participation

Approximately 440 people accepted CBC/Radio-Canada’s invitation, as specified in the Corporation news release issued the day after the consultation meeting and attached to this report. Of these participants, about 15% came in person, and 85% attended via webcast. Of those on-site in Edmonton, 25% attended as Canadians, and 75% were representing associations.

Interventions

This PCM elicited close to 200 interventions – these were all received and read or heard by the Corporation.

2. Key Issues Raised by Participants

A number of issues and concerns were raised by participants at the meeting. The following are the key issues and concerns:

a) Financial pressures on the Corporation

Some expressed worry about potential reductions to regional services (and repercussions on regional programming), given the budget announcements on April 10, 2014, among other things. Several participants stressed the importance of maintaining, and even enhancing, regional services, and lamented the elimination of the LPIF.

b) Maintenance of quality regional news services

There was concern over reduced regional news resources (for instance, some decried the increase in repeated segments on *Téléjournal Saskatchewan*, which led some participants to prefer CBC). Some issued a reminder of the essential characteristics of a solid news service (credible and independent journalism).

c) Presence of OLMCs across the network

Despite specific consideration and sustained effort on the part of the Corporation – which were in fact recognized by various participants – some lamented that there was still too much focus across the national network on content from and dealing with the realities of Montreal and Quebec, in both news and general-interest programming.

d) Cultural life and presence in the communities

Though all participants recognized the core value of the news service and regional news, some reiterated that it's important that the public broadcaster strengthen its presence in the community life of the various OLMCs, for instance via the arts community (partnerships, talent scouting, etc.).

e) Development of digital offering and accessibility

It's difficult to strike a balance given that digital platforms are being adopted so rapidly. As a public service, CBC/Radio-Canada must adjust its offering to match evolving consumption habits, while also ensuring that it serves as many Canadians as possible. Access to bandwidth is also an issue in certain remote French-speaking regions,

especially in rural areas. That said, several participants recognized the technological challenges of bandwidth accessibility are not the Corporation's domain, but rather that of Internet service providers.

f) Audience renewal (youth)

Radio-Canada constitutes an invaluable identity lever for passing on the French language, especially in minority situations. Some, however, question the organization's strategy for attracting new audiences. Role of digital platforms, content (general-interest and news), and brand affinity.

g) Cultural diversity

Renewal of Canada's French-speaking population relies heavily on immigration. As such, the concerns of these new audiences (some show specific interest in international affairs) differ slightly from those of French-speaking minority communities established in the regions several generations ago. The challenge for the public broadcaster will therefore be to reconcile these varying expectations and deliver a vibrant and unifying lineup with which the various groups can identify and in which they see themselves reflected.

f) Coverage and presence in French across the North

Some participants residing in the Northern regions would like to see more regional content in French (some complain that reports from certain regions in the North suggest there is little local content in French – or none at all).

3. Role in CBC/Radio-Canada's decision-making process

The Corporation carefully noted the various concerns and issues raised by Canadians. For each issue listed above, the following are a few examples of initiatives (programming and organizational) to show that the Corporation has taken the feedback obtained via PCM into account in its decision-making process.

a) Financial pressures on the Corporation

CBC/Radio-Canada's new 2020 strategic plan (*A space for us all*), which was set in motion in June 2014, clearly reaffirms the essential nature of the public broadcaster's regional presence.

This does, indeed, remain a priority, as the following statement from the plan shows: "Local service is at the heart of the public broadcaster's role and remains a top priority for audiences. Local news, in particular, is prized by Canadians. *A space for us all*

reaffirms the importance of a regional presence across the country and commits to being even more local than today, but at less cost.”

The Corporation sees financial pressures, coupled with the explosion of digital platforms and shifting media consumption habits, as a perfect opportunity to rethink how the public broadcaster fulfills its mandate in the regions. The goal is therefore to fully leverage the digital revolution to reaffirm the public broadcaster’s relevance, strengthen its presence, and intensify its relationship with Canadians – all over Canada – all at a lower cost.

The Corporation therefore favours an approach rooted in everyday life in the communities – in the moment – and in faithful portrayal of specific realities unique to Canada’s regions, with a focus on platform complementarity. The Corporation therefore intends to accelerate the transformation it began a few years ago, in an effort to get closer to its audiences in the regions – via mobility, among other things – and become more relevant, while also improving efficiency and respecting its conditions of licence.

b) Maintenance of quality regional news services

As mentioned previously, the 2020 plan reaffirms the public broadcaster’s desire to remain the leading regional news provider. The objective is clear, yes, because it must be acknowledged that continuous news is immediately available on mobile platforms, and TV newscasts production costs are high – this has led the big public and private broadcasters, in Canada and abroad, to begin wondering where news formats are heading.

The Corporation therefore plans to continue implementing its “Good morning to good evening” regional news strategy, which strives to be with Canadians from morning to night by providing local news rooted in the community, in the moment, across all platforms, and with due regard for each community’s personality. Silo-busting and repositioning initiatives have already begun (under the theme “my city now”) based on the notions of proximity, interactivity, agility, and experience. With this in mind, certain initiatives have been undertaken, including the following:

- Talk radio, the ultimate proximity medium, constitutes a major strategic thrust. In addition to the morning and drive-home blocks, in fall 2012 the Corporation added new noon-hour shows to provide local news updates in the major competitive markets. Radio newscast production has also been regionalized.
- The Corporation is continuing its regional website redesign initiative – the project was launched this fall with new pages for ICI Québec and ICI Ottawa-Gatineau. Deployment of regional editions will continue until September 2015, and they will adapt to all screen sizes (smartphone, iPad, etc.). Content will be more effectively organized, and features will be upgraded to better foster a closer bond of proximity with Canadians.

- The Corporation is still reflecting on how best to evolve regional newscasts, and is mindful of the negative comments heard at the Edmonton PCM regarding the news segment repeat model in use on *Le téléjournal Saskatchewan* (2 x 30 minutes).

c) **Presence of OLMCs across the network**

The challenge when it comes to Canada's French-speaking population is a formidable one – deliver a national lineup that speaks to all French Canadians in a context where 85% of the population is concentrated in a single province, and the other 15% are spread over five time zones. In keeping with its public broadcaster's mandate, CBC/Radio-Canada gives special attention to ensuring it reflects the diversity of Canada's French-speaking population.

A concrete, diversified contribution

CBC/Radio-Canada's French Services makes a significant contribution to the reflection of OLMCs in its network programming. There are many forms of reflection, as shown in various conditions of licence, such as the following:

- Newscasts and news programming on R-C's television and radio services must reflect the country's regions and official language minority communities, and promote respect and understanding between them.
- ICI RDI must ensure that at least one-third of original programs and program segments broadcast by RDI each year come from the regions of the Atlantic, Ontario, the West, the North, and Quebec (excluding Montreal).
- ICI Radio-Canada Télé must ensure that it broadcasts over the network at least five hours per week, based on an annual average, of Canadian programming from regions and that at least 6% of its independent production budget is devoted to content made by producers in these regions.
- ICI ARTV must devote at least 20% of its original Canadian production, averaged over the licence term, of the annual budgets to programs produced outside Quebec.

A new direction for TV, radio, and web news delivery

The Corporation is committed to meeting all its conditions of licence each year, because it is well aware that French Canadians living outside Quebec would like to see themselves reflected more in network programming, as was evident in a number of comments during recent consultations. This is why it intends to continue moving forward with its programming strategy, by favouring, in its news among other content, the *Raconter le pays* ("telling the country's stories") approach.

This inclusive approach, which from now on will be applied across television and radio platforms (ICI Radio-Canada Télé, ICI RDI, ICI Radio-Canada Première), involves another component: in addition to developing “local” stories to give them resonance across the country, the public broadcaster strives to show how national issues play out in the various regions of Canada.

In doing so, the public broadcaster hopes to rise above the concept of “reflection” and take it further to become “a window”, with a view to promoting better understanding between the regions across Canada.

Stories must shine a different and enriching regional light on a topic, and speak to all Canadians. Here are some examples of programming this approach has led to:

- Major multiplatform feature story on retirement in Canada: Other than the situation in Quebec, spotlight on Alberta, Ontario, and New Brunswick, where governments are taking sometimes controversial steps to find solutions. Series of reports presenting the diverse array of alternatives.
- National coverage of the New Brunswick election, and spotlight on the shale gas issue, which has become a concern for a great number of people across the country.
- In the aftermath of the debate on the Quebec Charter of Values, presentation of Manitoba’s chosen strategy for welcoming and integrating immigrants.
- Environment and urban planning: special report on green rooftops in Vancouver. A local phenomenon, but perhaps inspiration to Canada’s other urban centres?
- *La semaine verte*: Report on free-market agricultural land in Saskatchewan. Comparison with other Canadian provinces and analysis of consequences.
- Every Friday, on the national *Téléjournal*, reporters across Canada show viewers a little-known side to the city they live in.

An appropriation exercise is underway on editorial teams across Canada. Meetings are held with regional teams and news management to ensure that this new approach is applied by all and that they are planning to make it the core direction for their department.

ICI Radio-Canada Première

More attention is paid to enhancing the OLMCs’ presence in arts and lifestyle programming on talk radio. Here are a few examples:

- *L’heure du monde* provides a daily news roundup including reporters across the country (since August 2013).
- Via stories that resonate nationally, *Médium large* looks at issues specific to certain regions, and regularly welcomes expert guests from outside Quebec.

- Each week, *Culture club* delves into a regional topic (with a guest artist or contributor), as does *PM*.
- The morning show *Dessine-moi un dimanche* now airs across the network, adopting an inclusive hosting approach and developing stories with a national perspective.
- Coming this holiday season: the series *24 heures à...* which presents a slice of life in a Canadian city. Includes stops in Victoria, Calgary, Winnipeg, and Halifax. Episodes produced by local teams in tandem with the network. Important: this project strives to include youth and promotes the development of radio production expertise.

ICI Radio-Canada Télé

OLMCs' presence is more and more visible in primetime arts and variety programming. In addition to airing special events, we've done the following:

- *Un air de famille*: Each week, close to 1 million viewers watch families from across the country gather to enjoy singing together. They receive assistance from their community, which mobilizes efforts to win the family votes. All platforms in Radio-Canada's regional stations are also fully leveraged. Over the past two seasons, eight families from outside Quebec have appeared on the show.
- *La petite séduction* takes viewers into communities across Canada. Municipalities visited outside Quebec in 2014: Canmore (Alberta), Yellowknife, (Northwest Territories), and Atholville, (New Brunswick). Coming in 2015: St. John's, (Newfoundland), Sudbury, (Ontario) and Lafontaine (Ontario).
- *Entrée principale* is now fully devoted to the arts on Fridays, showcasing activities across Canada thanks to enhanced collaboration between researchers and driving forces in the arts communities.
- *Qui êtes-vous?* Season 2 premieres in December 2014. This documentary series takes the audience to various regions as celebrities try to piece together their family history.
- *Quelle histoire* is a new daily show produced in Ottawa that provides a clear reflection of French Canadian life across the country. The Corporation helped develop the concept, and assisted with casting and getting the show on the air.
- Sochi 2014 Winter Olympics | *Je reviens chez nous* ("I'm coming home"): A series of reports profiling athletes on the Canadian Olympic team and their hometown.

Radio-Canada also airs a number of programs from OLMCs across the network – they are listed in the reports submitted today about the new television conditions of licence. Radio-Canada intends to continue its efforts to better reflect the regions on its network programs: a number of projects in development bear witness to this.

ICI ARTV

ICI ARTV is proud to provide exceptional support as a specialty service focused on showcasing the Canadian arts scene.

In addition to devoting at least 20% of its production budgets to content made outside Quebec, including the new documentary series *Rendez-vous*, which travels all over the country, ICI ARTV's general programming reflects Canada's vibrant arts scene. It covers and airs a wide range of events like the Gala des Prix Trille Or, Soirée des Éloizes, Festival du Voyageur, and TIFF. It also profiles French-Canadian creators. Of the six visual artists featured on the new ICI ARTV show *Les contemporains*, two are from outside Quebec (British Columbia and Ontario).

ICI ARTV intends to continue moving in this direction.

ICI Musique (Radio and Web)

ICI Musique also pays special attention to enhancing the French Canadian presence. In addition to reflecting the vitality and vibrancy of the French-language Canadian music scene, ICI Musique provides an exceptional showcase for Canada's Francophone artists, who enjoy exposure across the country.

Some recent initiatives:

- The program *Vraiment top* about Canadian cities, live from Le Festival du Voyageur;
- Live music sessions and exclusive pre-release performances by Francophone artists (Radio Radio, Lisa Leblanc, Hay Babies, etc.);
- Acadian web radio station; others are being developed for Ontario and Western Canada.

Recent financial pressures have led the music radio service to reduce live recordings across Canada, including the Montreal area, but ICI Musique plans to continue working in the following areas:

- Support for Canadian artists
- Reflection of musical diversity
- Talent scouting (among other things, it will continue with its *Révélation de Radio-Canada* program)

d) Cultural life and presence in the communities

The Corporation has carefully noted certain consultation participants' desire to see Radio-Canada strengthen its presence in community life across Canada, including through the arts (partnerships, talent scouting, etc.). Included in French Service programming priorities and as indicated in the 2020 plan: "Continuing to support and evolve talk radio

that is rooted in the community and creates a sense of “being at home.” The following are a few examples of initiatives tied into this strategic direction:

- In line with the *Bonjour à bonne nuit* strategy and the *Ma ville, maintenant* positioning, the morning show mandate has been reviewed to ensure that content is even more rooted in its community. Active usage of social media to strengthen the feeling of being at home in communities.
- Partnerships: given the financial context, we are currently reflecting (in tandem with the communities) on how to better target the most promising cultural partnerships. Examples: renewal of partnerships with Chant’Ouest (Western Canada), Le Gala des prix Trille Or (Ontario), and Les Éloizes (Acadia) to scout, develop and promote vocal talent.
- Music: Collaboration with over 150 cultural organizations for nominations for the Révélation de Radio-Canada programs. Collaboration with certain venues and festivals (NAC in Ottawa, Le Festival du Voyageur, Coup de cœur francophone, etc.) to provide guest spots for artists and encourage them to engage with the public.
- Literary strategy: Currently reflecting on how to better structure public broadcaster action, increase its impact force, and ensure better consistency with its offering. All that, and also reflecting the vibrancy and diversity of the literary scene across Canada and putting the general public at the core of all action.

e) Development of digital offering and accessibility

As mentioned earlier, CBC/Radio-Canada’s 2020 plan stresses the importance of continuing the digital strategy initiated over the past few years. The idea is to accelerate the transformation, especially where regional news is concerned:

- Continuation of the *Bonjour à bonne nuit* strategy and the *Ma ville, maintenant* positioning (directly in line with this direction);
- Deployment by September 2015 of regional editions of ici.radio-canada.ca, for all screen sizes.

The Corporation is well aware that access to bandwidth remains an issue in certain remote French-speaking regions, especially in rural areas. It reiterates, however, that bandwidth accessibility is not its domain, but rather that of Internet service providers.

f) Audience renewal (youth)

The Corporation recognizes that Radio-Canada constitutes an invaluable identity lever for passing on the French language in minority situations. With this in mind, the

Corporation places very special importance on building loyalty and renewing its young audiences across its platforms, as certain standout initiatives demonstrate:

- Continuation of the JEUN'INFO program in all Western regions in 2014–15. For the *Téléjournal* newscasts, a new group of high school students will be invited to take up the journalism challenge.
- *Francophones des Amériques : leaders de demain* – Discussion panel with facilitator Geneviève Morin (*Téléjournal Manitoba*) in June 2014 at Université de St-Boniface in Winnipeg as part of the fourth annual Forum des jeunes ambassadeurs de la Francophonie des Amériques. Topics included: teaching, progress achieved, and the future of French in the Americas. Featured in a special aired in Western Canada in August.
- Renewal of the Sunday morning youth program *ONIVA!*, produced in cooperation with Grade 6 students from Western Canada and Ontario.
- Curio: Digital platform launched in 2013 that provides students and teachers with access to the best CBC and Radio-Canada educational content, commercial free. The Corporation would like to continue developing Curio by strengthening its ties in the Canadian educational environment and various organizations like the Association canadienne d'éducation de langue française (ACELF).

g) Cultural diversity

Here are a few examples of unifying initiatives aiming to reflect the vibrant cultural diversity existing outside Quebec, namely documentary projects currently being made by regional independent producers:

- *Franco-boom en Alberta*: A look at the growth of the Franco-Albertan community;
- *Fransas quoi*: Profiles of Franco-Saskatchewanians, relations with the Metis community, and repercussions of immigration from Africa.
- *Un musée pour l'humanité*: A look at the early stages of the Canadian Museum of Human Rights (opened in September 2014).
- *La cloche de Batoche*: Locals celebrate the transfer back to them of the Bell of Batoche and its symbolic importance to French speakers in Western Canada.

In addition, a series was broadcast in summer 2014 in the four Western provinces (5 episodes):

- *Je suis Michif* – Young Metis Aimée Craft from Red River, who is descendant of Louis Riel, ventures out to meet other Metis in Canada to gain a better understanding of the community's history, identity, rights, culture, and future.

As mentioned earlier, representation of cultural diversity is a concern across the organization. Following are a few examples of corporate initiatives undertaken by French Services:

- Promotion of the Mosaïka directory (An internal tool listing hundreds of diversity experts to be consulted on a variety of topics; available to journalists, researchers, etc.)
- Engagement in June 2014 of two Aboriginal interns (radio news)
- Coming in February 2015: Second edition of the Auditions de la Diversité, an initiative aiming to seek out new diversity talent for TV, in association with Diversité and Théâtre du Quat'sous (first carried out in February 2014).

Lastly, RCI.net takes a unique look at Canadian diversity: the website *Autochtones, l'autre histoire* received an award this past June at the Gala des Lys de la diversité (an event organized by MédiaMosaïque).

h) Coverage and presence in French across the North

The Corporation is currently assessing how to best balance its coverage in French across the North. It plans to further capitalize on digital platforms and increase collaboration between English and French Services to optimize coverage across this vast territory.

4. Feedback on the Consultation's Format

The Corporations took into account the compliments and criticism it received on the format chosen for consultation – as regards the technical aspect, for instance. There were certain limitations related to webcasting, because access to sufficient bandwidth was an issue for some participants in remote areas.

The Fédération des communautés francophones et acadienne (FCFA) also made recommendations to improve the next major Public Consultation Meeting, held in Sudbury, Ontario on October 22 and 23, 2014.

Recommendations included working prior to the event with the FCFA, FCCF and AFO to set up a meeting with representatives of Francophone community associations concerned with our services in Ontario; reviewing the evening's agenda to allow more time for participants to speak; and the importance of planning for an alternate solution for remote areas to overcome the technological hurdles associated with webcasting.

The Corporation is very appreciative of this valuable feedback, and took it into consideration in preparing the Sudbury consultation. The Corporation did work closely with national associations – especially the AFO – to organize the Ontario region PCM. The agenda was changed to optimize discussion time with participants and the various

stakeholders. The Sudbury PCM was a success. That consultation will be fully reviewed in the upcoming 2014–15 report, as will the Moncton consultation in spring 2015, covering the Atlantic region.

Conclusion

Generally speaking, the Corporation received praise for holding this initial Public Consultation Meeting in Edmonton, which gave Canadians the opportunity to express their thoughts about their public broadcaster via an official consultation process. Moreover, considering the technological challenges related to organizing an event like this across five time zones, the Corporation is especially proud of the level of participation achieved. The Corporation intends to pursue with great interest its invaluable conversation with Canadians living in OLMCs.

ASSEMBLÉE DE CONSULTATION PUBLIQUE

Près de 440 personnes sur place et sur le web

Le mercredi 30 avril 2014 – Hier, près de 440 francophones et francophiles de l'Ouest ainsi que des trois territoires du Nord ont répondu à l'invitation de l'équipe de la direction de Radio-Canada de participer à l'assemblée publique de consultation (APC) à Edmonton.

L'objectif de cette rencontre était d'informer sur les services et les défis rencontrés par le radiodiffuseur public dans le nouvel univers médiatique, mais surtout d'échanger avec les citoyens. ©



Les commentaires et les questions soulevés lors de cette conversation aideront la direction à mieux cerner les besoins et à éclairer leurs décisions. Ce fut une soirée très animée. Sur place et sur le web, les participants se sont exprimés sur une variété de sujets importants. Tous les commentaires et toutes les questions soulevés par les citoyens de

l'Ouest et du Nord sont remis à la direction qui va s'en servir pour sa réflexion sur le prochain plan stratégique du radiodiffuseur public pour les cinq années à venir.

Les membres de la direction présents sur place étaient : Pierre Guérin, directeur régional, Ouest du Canada, Patricia Pleszczynska, directrice générale des Services régionaux et d'ICI Radio-Canada Première, Michel Cormier, directeur général de l'Information et RDI et Marie-Claude Dupont, directrice de la programmation régionale.

L'APC est une séance de consultation officielle qui doit avoir lieu par condition de licence dans chacune des grandes régions au moins tous les deux ans afin de discuter des enjeux qui influencent l'essor et la vitalité des communautés de langue officielle en situation minoritaire. La prochaine Assemblée publique de consultation se tiendra en Ontario à l'automne prochain.

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Renseignements

Yolaine Dupont

Chef des communications régionales Alberta, Colombie-Britannique et Yukon

yolaine.dupont@radio-canada.ca | 780-468-7858

APPENDIX 2
OLMC SURVEY

CBC  Radio-Canada

Appendix 2 - What do People Living in OLMCs Think of CBC/Radio-Canada's Television and Radio Programming?

At the CRTC's hearing to renew our radio and television licences, CBC/Radio-Canada agreed to provide the CRTC with an annual update summarizing the perceptions of our radio and television services among persons living in Official Language Minority Communities (OLMCs).

The data were collected via two surveys that CBC/Radio-Canada currently conducts each year as part of the measurement framework monitoring our success in implementing *Strategy 2015*. These high-quality tracking surveys are conducted twice a year in November and March via telephone. They utilise a large representative sample of the adult Canadian population (with 1,200 Anglophones and 1,200 Francophones in each wave) and have a high response rate, of at least 25 per cent.

However, even with a sample of 2,400 Anglophones and 2,400 Francophones annually, the number of respondents who live in OLMCs was not large enough to provide data that can be tracked accurately from year to year. As a consequence, starting in Fall 2013, CBC/Radio-Canada has surveyed additional Anglophones and Francophones who live in OLMCs in each wave of the survey, according to the following specifications:

- Gathered an equal number of respondents from each survey wave – about 150 Anglophones and 150 Francophones using at least one of CBC/Radio-Canada's services;
- Defined and selected the OLMC sample using Statistics Canada Census Dissemination Areas. Selected areas where 30% or more of the population speaks the official language as a minority language most often in the home;
- Asked respondents about their usage of each CBC/Radio-Canada service, but only the results for our main television and radio services overall are reported annually; and
- Asked respondents whether they used CBC/Radio-Canada's radio and television services in the past month, and, if so, to what extent they agreed (using a ten-point scale) that the programming:
 - Is of high quality,
 - Is different from that offered by others,
 - Reflects the regions of Canada,
 - Reflects their region,
 - Reflects the multicultural nature of Canada, and
 - Reflects their culture.

In total, the OLMC samples are comprised of 573 respondents (273 Francophones and 300 Anglophones using either CBC/Radio-Canada's main television or radio services). In a survey of this size, the margin of error for Anglophones and Francophones is +/- 5.7%, 19 times out of 20.

The data presented below compare the perceptions of Anglophones and Francophones living in OLMCs with the perceptions of Anglophones living outside Quebec and Francophones living in Quebec.

How do Anglophones Living in OLMCs Feel About the Main Radio and Television Services Provided by CBC?

Eight out of ten Anglophones living in OLMCs either watch CBC Television or listen to CBC Radio One in a typical month (80%), a result in line with what we observed among the Anglophones living outside Quebec (78%).

The vast majority of Anglophones living in OLMCs believe that CBC’s programming offers original, innovative, quality Canadian content that reflects and draws Canadians together. Moreover, for most indicators, Anglophones living in OLMCs tend to have a similar or more positive perception vis-à-vis CBC’s radio and television programming than Anglophones living outside Quebec.

Virtually all Anglophones – whether living in OLMCs or not – recognize the high quality of our programming and its ability to reflect the regions of Canada. Most importantly, Anglophones living in OLMCs feel that CBC’s radio and television programming does a better job reflecting their region than Anglophones living outside Quebec, 76% and 66% respectively. However, the reverse is true with respect to the indicator "reflects my culture" (57% versus 66%).

CBC's Main Television and Radio Programming...*	Anglophones Living in OLMCs	Anglophones Living outside Quebec	Differences (Percentage Points)
Is of high quality	90%	88%	+2
Is different from that offered by others	74%	74%	0
Reflects regions of Canada	91%	88%	+3
Reflects my region	76%	66%	+10
Reflects diversity	85%	83%	+2
Reflects my culture	57%	66%	-9

Source : Mission Metrics (2013-2014)

* Percentage of Anglophones using CBC Television and/or CBC Radio One who agree that the programming is... (i.e. who gave a score of 6 to 10 on a 10-point scale).

Legend

Statistically significant differences:

Lower

Higher

How do Francophones Living in OLMCs Feel About the Main Radio and Television Services Provided by Radio-Canada?

Nearly eight out of ten Francophones living in OLMCs either watch ICI Radio-Canada Télé or listen to ICI Radio-Canada Première in a typical month (76%), a slightly lower result than what we observed among Francophones living in Quebec (85%).

The vast majority of Francophones living in OLMCs believe that Radio-Canada’s programming offers original, innovative, quality Canadian content that reflects and draws Canadians together with 71% or more agreeing with each indicator measured.

As with the overall Francophone population, Francophones living in OLMCs tend to have a very positive perception of Radio-Canada’s television and radio services. For five of the six indicators measured, results recorded among Francophones living in OLMCs match the very high results recorded by Francophones living in Quebec, while only a small variance is observed for the metric "reflects my region".

ICI Radio-Canada's Main Television and Radio Programming...*	Francophones Living in OLMCs	Francophones Living in Quebec	Differences (Percentage Points)
Is of high quality	94%	91%	+3
Is different from that offered by others	78%	81%	-3
Reflects regions of Canada	86%	87%	-1
Reflects my region	71%	77%	-6
Reflects diversity	78%	81%	-3
Reflects my culture	78%	81%	-3

Source : Mission Metrics (2013-2014)

* Percentage of Francophones using ICI Radio-Canada Télé and/or ICI Radio-Canada Première who agree that the programming is... (i.e. who gave a score of 6 to 10 on a 10-point scale).

Legend Statistically significant differences: Lower Higher