



# **CBC News:** Ensuring Balance and Diversity of Voices and Opinions





CBC news

- At CBC News, fairness and balance comprises many different factors, from political perspectives and regional reflection through to gender and ethnic diversity
- To ensure fairness and balance, CBC News has a number of different tools/ processes in place that provide continual input into ongoing decision making about programming direction as well as story selection and approach

## Fairness and Balance

WHAT WE MEASURE	HOW WE MEASURE
<i>Political perspectives</i>	<i>Journalistic Standards and Practices (JSP)</i>
<i>Gender equality</i>	<i>Ombudsman</i>
<i>Diversity of opinion</i>	<i>Daily checks and balances</i>
<i>Diversity of voices</i>	<i>Program reviews</i>
<i>Range of topics</i>	<i>Program logging</i>
<i>Tone of coverage</i>	<i>Audience Research</i>
<i>Framing of subject matter</i>	<i>Election Monitoring</i>
<i>Region Reflection</i>	<i>Content Analysis</i>



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# Journalistic Standards and Practices MISSION



***To act responsibly***

We do not hesitate to correct any mistake when necessary nor to follow-up a story when a situation changes significantly

***To be accountable***

The office of the Ombudsman reviews our practices against the standards set out in these policies. We openly share with the public the research we use to measure the quality and standards of our journalism

***To protect our independence***

We are independent of all lobbies and of all political and economic influence. We uphold freedom of expression and press

***To serve the public interest***

Our mission is to inform, to reveal, to contribute to the understanding of issues of public interest and to encourage citizens to participate in our free and democratic society

***To reflect diversity***

We are committed to reflecting accurately the range of experiences and points of view of all citizens. All Canadians, of whatever origins, perspectives and beliefs, should feel that our news and current affairs coverage is relevant to them and lives up to our Values. We have a special responsibility to reflect regional and cultural diversity



## The Office of the Ombudsman

2618	<i>Total correspondence*</i>
1586	<i>News and Current Affairs</i>
893	<i>General Programming</i>
139	<i>User Generated Content</i>
70	<i>Reviews</i>
10	<i>Rulings against CBC Journalistic Standards and Processes</i>

\*2012-13



Esther Enkin

### Do you have a complaint?

The CBC's Office of the Ombudsman deals with complaints about information programming.

- In 2012-13, a total of 10 rulings were filed against CBC.
- Most dealt with minor inaccuracies of fact, unclear language, or inappropriate context or juxtaposition.
- All were discussed with the individual or team involved.
- None required on-air apologies.



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- CBC News ensures fairness and balance across the range of its program offering
- In some cases, balance is achieved within a specific story or program, while in other cases, it is achieved through the range of programs across the schedule
- CBC News works to achieve balance and diversity of voices and opinions across many different elements...



## How we achieve balance across our News offering

<i>Regional Reflection</i>	Centres of expertise imbedded across the country: investigative unit in Winnipeg, business unit in Calgary. Regional assignment priorities for the network are decided locally.
<i>Cultural Diversity</i>	Specific programs have targets: for example, The National looks for stories of relevance to South East Asian audiences in Vancouver and Toronto. Our newscasts in Manitoba and Saskatchewan target Aboriginal stories and reflection. All programs measured against reflection of diversity (stories and staff).
<i>Political Perspectives</i>	CBC News offers a range of programs that provide different opinions and perspectives . Lang & O'Leary / News Now West designed specifically to expand our perspectives. Power and Politics and At Issue actively balance points of view within each segment. Local contributors from across the country bring differing perspectives to local and network shows (eg Rex Murphy)

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- CBC News incorporates checks and balances into its programming processes on a daily basis
- There are several intersections among the people who are accountable for making editorial decisions on a daily basis - it is a highly collaborative process that values the input from all sources
- Angles are discussed, guests considered and decisions made in the context of the show mandates, the day's news agenda and logistical and resource considerations
- Decisions are made within the context of our JSP and legal requirements



## Daily Checks and Balances

Story Meeting



Assignment and Research Process



In progress check in with reporters and story producers



Vetting and fact checking process



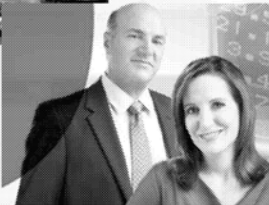
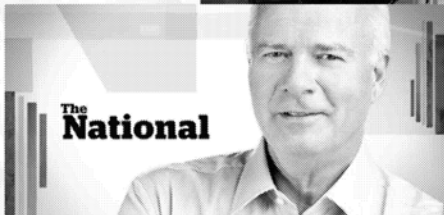
Line-up process



Host



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## Program Review and Evaluation

*Provide forum for daily accountability*

*Improve Programming*

*Align objectives and strategic goals*

*Ensure balance through time*

- All CBC News programs conduct daily / weekly program reviews and post mortems
- This review process ensures regular accountability through editorial meetings and provide a forum for continuous learning for our News teams
- Formal program evaluations generally take place at least once annually for all programs and more often for priorities programs and programs in development





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- CBC News conducts research among its audiences to better understand how its services/programs are perceived among the public
- Some research is conducted on a regular basis as part of our ongoing business cycle
- Other research is conducted on an ad-hoc basis or as needed

## Audience Research

### Regular Tracking Surveys

Conducted throughout the broadcast year to measure public perceptions of some key performance indicators

### Ad hoc Surveys

Conducted on an ad-hoc basis on specific issues/projects (i.e. balance/fairness, news branding etc.)

### Focus Groups

Conducted from time to time on specific issues/projects (i.e. program development/reviews etc.)



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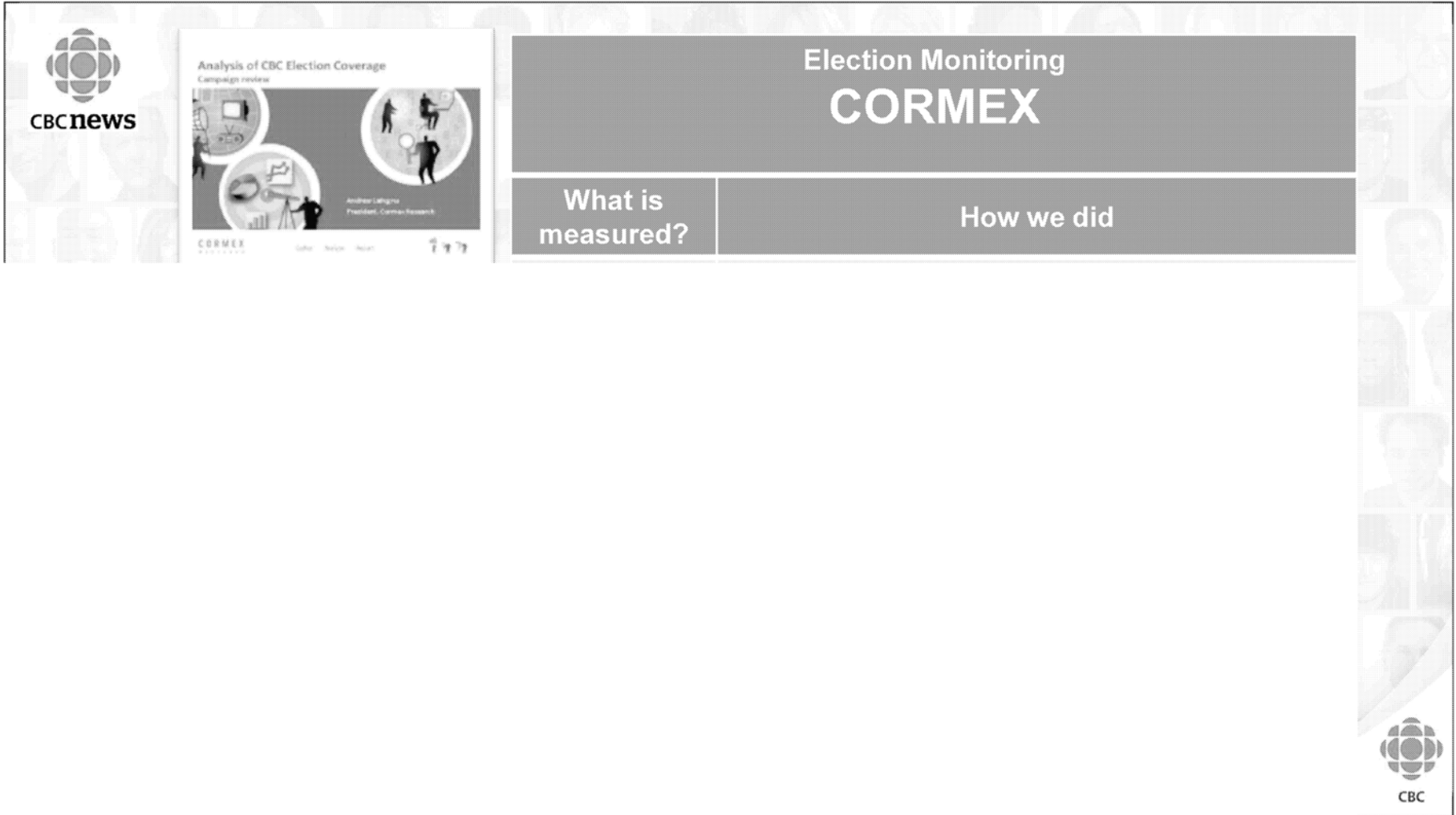




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 <p><b>CBC news</b></p>	<p>Analysis of CBC Election Coverage Campaign review</p>  <p>Andrew Leighton President, Cormex Research</p> <p>CORMEX</p>	<p>Election Monitoring <b>CORMEX</b></p>	
<p>What is measured?</p>	<p>How we did</p>		



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## Canada Votes 2011: Highlights

## Canada Votes 2011: What we learned



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# **CBC Radio:** Ensuring Balance and Diversity of Voices and Opinions

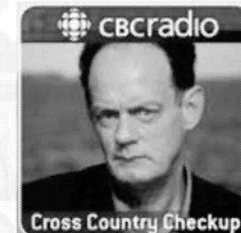




# CBC Radio Current Affairs

## Key Questions:

- *How is News and Current Affairs different?*
- *What does that mean from a programming perspective?*
- *How do we ensure fairness and balance in our Current Affairs programming?*
- *What are the mandates for our Current Affairs Radio programs?*





## **Content Analysis: Erin Research Balance Report 2010**

**Based on separate 25 week samples  
(Nov 9,09 – May 16, 2010)**

**4 Network & 6 Local Current Affairs shows**

**5.5 hours of programming per week**

**1,684 stories & 190 hours of programming**

**Research methods fully transparent**

### **Differences:**

- No outside expert panel consulted**
- No competition measured**



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## Content Analysis: Issues Covered

**Prominence of issues: Current affairs on CBC Radio One and News on CBC radio, television and Internet**



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## Content Analysis: Sources of Stories

Scope of foreign stories in current affairs: CBC Radio One



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## Content Analysis: % Speaking Time Allocated to Govt. & Opposition by Show

Proportion of speaking time for members of the federal government and  
opposition in current affairs: CBC Radio One





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## Content Analysis: Tone of intros and extros - Selected sectors

**Tone of intros and extros for selected sectors – Stories located in Canada: Current  
affairs on CBC Radio One**





# APPENDIX





**Content Analysis:  
Erin Research Balance Report 2010**

Based on separate 25 week samples

6,000 radio news stories

7,500 TV news stories

2,400 internet stories

Measured against competition

Research methods fully transparent

Outside experts





## What was Measured: Balance Across..

Range of Topics Covered

Reflection of Gender & Diversity

Regional Coverage

Coverage of groups of people

National & International Coverage

Political Coverage – time allocated to political parties

Tone of Stories

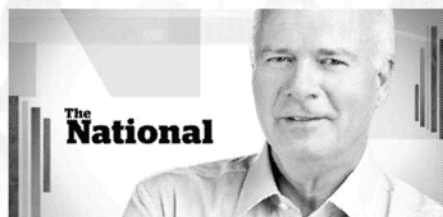
Framing of Stories

**RESULTS OF STUDY WERE PUBLICLY RELEASED**



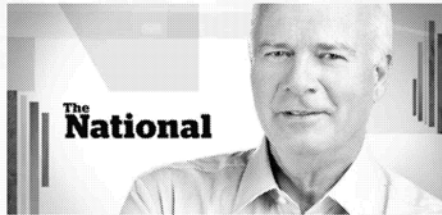
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## Content Analysis: Issues Covered



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## Content Analysis: Government vs. Opposition - Interview Time National television newscasts



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## Content Analysis: Tone of intros and extros Political Figures



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CBC television

# KPI Tracking Survey – CBC TV

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# KPI Tracking Survey – CBC TV News

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# KPI Tracking Survey – CBC Radio

Core= Listen more than once a week n=325 General = Listen but not more than past week n=430 Total = Listeners n=755

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