



2014 ANNUAL PUBLIC MEETING

TO:	Board of Directors
MEETING:	June 17 & 18, 2014
FROM:	Bill Chambers, Vice-President, Branding, Communications and Corporate Affairs
DECISION SOUGHT:	Approval of proposal A or B for the 2014 Annual Public Meeting
NEXT STEPS:	Organize the 2014 APM in a CBC/Radio-Canada western region or in conjunction with the board of directors' meeting.
DATE:	Thursday, June 5, 2014

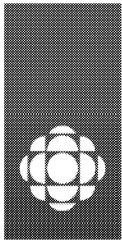


A1. CONTEXT

- CBC/Radio-Canada is proposing two options for its next Annual Public Meeting (APM). Both options include a public event to engage in dialogue and conversation with Canadians;
- Canadians will be able to attend the Annual Public meeting in person;
- We have provided a budget estimate with the production of a live webcast. We feel that this is extremely important in extending our reach with Canadians. Both options could be done without.

- Questions from the public will be in person (on-site), by email and using social media;
- Footage of APM to be archived on the Corporate website available for those wanting to consume the information after the fact;
- Both options meet the Treasury Board requirements for APM's.

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A2. KEY DECISION ELEMENTS

- **OPTION A** – November 2014, **TBC** – APM to be held in a CBC/Radio-Canada region (Regina, Calgary or Edmonton).
 - Corporate overview by the Chair, President and CEO and CFO;
 - Discussion/presentation panel – CBC/Radio-Canada local on-air personalities;
 - Question period (on-site and by e-mail);
 - Reception
 - ◆ Small informal reception
 - Budget
 - ◆

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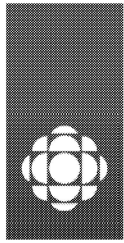
A3. KEY BENEFITS, IMPACTS AND RISKS

■ Benefits **OPTION A**

- Host the event in **partnership** with a local organization: we could explore; Universities, Colleges, Museum or other;
- Live audience includes local public and stakeholders (target youth, business, multicultural communities);
- Hosting the APM in a region demonstrates the importance and commitment to the regions;
- Opportunity to promote who we are and what we do through the participation of local talent;
- Past APMs have taken place in Ottawa, St. John's and in Toronto and have never been produced in Western Canada;
- Approach is standard with how other Crowns or Agencies manage their APM's.

■ Strategic consideration

- There might not be a CBC/Radio-Canada studio available in the region that is large enough to accommodate a live studio audience;
- Technical infrastructures and production crew might not be available on-site. Will have to bring in crew from larger centre and/or rent production equipment; this will increase our overall costs;
- It could be difficult to attract French-speaking communities in the regions we are proposing.



A2. KEY DECISION ELEMENTS

- **OPTION B** – November 19-20, 2014 (TBC) – Live in-studio event with webcast APM to be held in conjunction with November Board Meeting scheduled to take place in Montreal
 - Corporate overview by Chair, President and CEO and CFO;
 - Discussion/presentation panel – CBC/Radio-Canada local and national on-air personalities;
 - Question period (on-site and by e-mail);
 - Reception
 - ◆ Informal reception
 - Budget
 - ◆

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A3. KEY BENEFITS, IMPACTS AND RISKS

■ Benefits **OPTION B**

- Hosting the APM in a studio in Montréal will allow us to reduce our costs (no rental of production equipment, most of the infrastructure is already on-site);
- Live audience includes local public and stakeholders;
- Promote who we are and what we do through the participation of local/national talent;
- This approach is standard with how other Crowns or Agencies manage their APM's.

■ Strategic consideration

- Based on our experience in managing past APMs in larger centers, it's a challenge to attract the public to attend in person;
- Reaching a diverse audience to participate and ensure a conversation on a broad range of topics might be more difficult.



A4. SUCCESS MEASURES

- Event success depends on a number of factors, including overall theme for APM (including panel discussion), venue and partnership with local organisation, public engagement (on-site and online) prior to and at the event, and adherence to planning deadlines.
- On-site participation: number of attendees and questions.
- Online participation: number of questions received on-line before the event; social media participation and coverage, number of Canadians who will consult the archives.
- Media coverage analysis.
- Key Performance Indicators (KPI): local and national exposure; success in reaching target audience; brand enhancement (reach, experience for our target audience, impact or results).



A6. RESOLUTION

- That the 2014 Annual Public Meeting be held in conjunction with the Board's November 19 and 20, 2014 meetings in Montreal, and that its specific date, time and format be determined by the President and CEO in consultation with the Chairperson of the Board.