



MEASURING DIVERSITY OF VOICES

TO:	Board of Directors
MEETING:	June 18, 2014
FROM:	Louis Lalande, Executive Vice-President of French Services and Michel Cormier, General Manager, News and Current Affairs
PURPOSE:	Measuring Diversity of Voices
DATE:	June 4, 2014

SIGNIFICANT POINTS:

- None

MEASURING DIVERSITY OF VOICES

	French Services	English Services
WHAT we measure...	<ul style="list-style-type: none"> • Geographical diversity (Regional reflection) <ul style="list-style-type: none"> ○ # and length of items from outside Montreal ○ Spectrum of topics: int., nat., prov. • Weight of political opinions <ul style="list-style-type: none"> ○ frequency of appearances, sorted by political party • Number and frequency of topics covered (classified in app. 20 categories) • Cultural diversity (# and proportion) 	<ul style="list-style-type: none"> • Geographical diversity (Regional reflection) <ul style="list-style-type: none"> ○ #s of items outside of Toronto ○ # of items by location • Weight of political opinions <ul style="list-style-type: none"> ○ frequency of appearances, sorted by political party. • Specific story coverage analysis (eg. Right to Die, Rob Ford) – analysis of balance of coverage • Cultural diversity (# and proportion)
WHERE we measure...	<ul style="list-style-type: none"> • Targeted news and current affairs programs, Network: <ul style="list-style-type: none"> ○ News, Television: Téléjournal, 10 p.m. ○ News, Radio: National newscast, 5 p.m. ○ Current affairs, Television: Les coulisses du pouvoir ○ Current affairs, Radio: L'heure du monde Regional: <ul style="list-style-type: none"> ○ Morning Radio Montreal: C'est pas trop tôt ○ Afternoon Radio Montreal: Le 15-18 ○ News Television Montreal: Le TJ Grand Montréal ○ News Television National: RDI Économie 	<ul style="list-style-type: none"> • Targeted news and current affairs programs, network and regional <ul style="list-style-type: none"> ○ The National, World Report, World at 6, News Network (Geographical reflection) ○ The National, local news, local morning radio, World Report, TV Current Affairs, CBC News Now (Cultural diversity through ECHOS) ○ The National, World at 6, Power and Politics, The House, elections (Political coverage)

<p>WHEN we measure...</p>	<ul style="list-style-type: none"> • 13 weeks, fall programming (October 1 to December 31) • 13 weeks, winter programming (April 1 to June 30) • Daily reporting by programmers through iNews (cultural diversity, geographical diversity) • Periodic content analysis (specific stories) • Commissioned analysis of election coverage – federal • Internal analysis of election coverage - provincial 	<ul style="list-style-type: none"> • 13 weeks, fall programming (October 1 to December 31) (political diversity) • 13 weeks, winter programming (April 1 to June 30) (political diversity) • Daily reporting by programmers through iNews (cultural diversity, geographical diversity) • Periodic content analysis (specific stories) • Commissioned analysis of election coverage – federal • Internal analysis of election coverage - provincial
<p>HOW we measure...</p>	<ul style="list-style-type: none"> • Data and reports produced by the Archives department • ECO (Cultural diversity on air and in production teams) • Assessment reports from independent citizens groups for election campaign coverage 	<ul style="list-style-type: none"> • Data and reports produced by logging and analysis by program teams • ECHOS rating yearly snapshot of on air and production teams • Study reports from independent research firms for federal elections
<p>HOW we ensure diversity of voices and opinions on a daily basis...</p>	<ul style="list-style-type: none"> • Daily Oversight from Director, Diversity and Audience Relations • Rigorous adherence to and training around JSP • Rigorous daily processes of checks and balances, active conversation and diverse inputs into: <ul style="list-style-type: none"> ○ Assignment decisions and planning ○ Treatment decisions (focus, frame, angles, subjects) ○ Vetting and fact checking ○ Line-up and importance/weight of stories • Red flag process adds a layer of oversight for especially sensitive/controversial stories • Corrections and clarifications policy 	<ul style="list-style-type: none"> • Daily oversight from Director of Standards and from Training and Director of Journalistic Accountability. • Rigorous adherence to and training around JSP • Rigorous daily processes of checks and balances, active conversation and diverse inputs into: <ul style="list-style-type: none"> ○ Assignment decisions and planning ○ Treatment decisions (focus, frame, angles, subjects) ○ Vetting and fact checking ○ Line-up and importance/weight of stories • Red flag process adds a layer of oversight for especially sensitive/controversial stories • Corrections and clarifications policy

<p>HOW we assess achievement of our goals...</p>	<ul style="list-style-type: none">• Perception survey included in the semi-annual report card• Audience feedback• Ombudsman process• Other research as needed• Program reviews• Annual performance objectives process	<ul style="list-style-type: none">• Perception survey included in the semi-annual report card• Audience feedback• Ombudsman process• Other research as needed• Program reviews• Annual performance objectives process
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