



DIVERSITY OF VOICES

TO:	CBC/Radio-Canada Board of Directors
MEETING:	June 17–18, 2014
FROM:	Louis Lalande, Executive Vice-President, French Services
SUBJECT:	Diversity of voices – French Services
DATE:	May 21, 2014



CONTEXT

- Radio-Canada is mandated to ensure that diversity is reflected in its programming.
- Radio-Canada's News department has implemented an internal tracking and control mechanism that provides a broader vision for measuring its actions to foster diversity of voices.
- During a presentation to the Board of Directors on November 26, 2013, Radio-Canada committed to reporting twice a year to the Board of Directors – this report is the first.



DIVERSITY OF VOICES – METHODOLOGY

- The data was collected for four programs aired nationally:
 - The 5 p.m. *Radiojournal* – radio
 - *L'heure du monde* – radio
 - The 10 p.m. *Téléjournal* – TV
 - *Les coulisses du pouvoir* – TV
- Data was gathered via census by the French Services Archives department for the period of October 1 to December 31, 2013.
- Four analysis criteria were used for this report:
 - Regional contributions
 - Geopolitical analysis of topics
 - Topics covered
 - Distribution of political appearances



REGIONAL CONTRIBUTIONS

- What are regional contributions?
 - Regional contributions are distributed based on the provenance of the journalist covering the story.
 - Reports produced in the regional centres are included in regional contributions.
 - The topic being covered is not considered.
 - Contributions by journalists reporting to Montreal are counted as network contributions, even if the stories involve regional topics.



REGIONAL CONTRIBUTIONS

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1



GEOPOLITICAL ANALYSIS OF TOPICS

- What is geopolitical analysis of topics?
 - Topics are coded based on the geopolitical zone covered.
 - An **International** topic involves a country other than Canada, or the entire world.
 - A **National** topic involves Canada or a link or comparison between Canada and another country, one or more provinces, or one or more provinces and one or more countries.
 - A **Provincial** topic involves one or more provinces other than Québec, or a link between a province other than Québec and one or more other countries.
 - A **Québec** topic involves Québec or a link between Québec and one or more provinces, one or more other countries, Canada or the federal government, or a link between Canada, Québec, and one or more other countries.
 - A **Québec topic (regional reflection)** involves one or more regions of Québec or specifically the Montreal area, including a link between a region and one or more other countries.



GEOPOLITICAL ANALYSIS OF TOPICS COVERED

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1

- International
- National
- Provincial (except Québec)
- Québec (excl. regional reflection)
- Québec (regional reflection)



ANALYSIS BY TOPIC COVERED

- How is analysis by topic covered determined?
 - The subject matter of programs is coded by the topic covered.
 - 21 topics are identified; the following ones were covered most frequently in the designated period: Politics, Business, Urban Affairs, Justice, Cultural Affairs, Social, Environment, Transportation, Energy, Sports and Leisure, and Health.



ANALYSIS BY TOPIC COVERED

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1



DISTRIBUTION OF POLITICAL APPEARANCES

- How is distribution of political appearances determined?
 - The number of times politicians or members of political parties appear is counted for each program.
 - People affiliated with a political party must say something on air, i.e., simply bringing up a political party would not count.



DISTRIBUTION OF POLITICAL APPEARANCES

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1



DISTRIBUTION OF POLITICAL APPEARANCES – FEDERAL

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1

- Conservative Party of Canada
- NDP (Canada)
- Liberal Party of Canada
- Independent (Canada)
- Bloc québécois
- Green Party of Canada



DISTRIBUTION OF POLITICAL APPEARANCES – PROVINCIAL

OCTOBER 1 TO DECEMBER 31, 2013

s.21(1)(b)

s.68.1

- Parti québécois
- Parti libéral du Québec
- Coalition avenir Québec
- Québec solidaire
- Option nationale
- Outside Québec



CONCLUSIONS

s.21(1)(b)

s.68.1

- Radio-Canada ensured that diversity was adequately reflected in its national news programs over the designated period.
 - of contributions originated from the regions, exceeding the level required by Francophones in Canada.
 - With a total percentage of regional topics involving Québec and other provinces are given substantial prominence on national news programs, with coverage balanced equally between Québec and the other provinces
 - Geopolitical distribution of topics is also balanced between regional national , international and Québec
 - There is also balanced representation when it comes to political appearances: federal, and provincial.
 - Representation of federal and provincial political parties reflects the distribution of federal and Quebec elected officials.