

## CBC/RADIO-CANADA

Detailed action plan and status report

### A. AWARENESS (in-house activities)

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
<p>Ensure coherent and relevant dealings with OLMCs by all our departments.</p>	<ul style="list-style-type: none"> <li>- National tour presents our strategic directions to employees.</li> <li>- Forum of a hundred senior managers from our English and French networks compares different market realities.</li> <li>- Board meetings move to different Canadian cities. Leaders of English and French communities are met.</li> <li>- CBC's regional station in Quebec uses data from Statistics Canada and Canadian Heritage to provide heads of programming with a demographic profile.</li> </ul>	<ul style="list-style-type: none"> <li>- Realities and expectations of OLMCs considered at all corporate levels.</li> <li>- Relevance of co-production projects between our English and French radio and television networks.</li> <li>- Close collaboration between network programming and regions.</li> <li>- Programming able to integrate and reflect communities.</li> </ul>

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### B. CONSULTATIONS (sharing ideas and information with OLMCs)

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
<p>Ensure regular dialogue with interested groups and minority communities to favour mutual understanding of realities and development priorities.</p>	<ul style="list-style-type: none"> <li>- Senior management of French Services takes an active part in the Regions' Panel with discussions expanded to include radio and new media issues.</li> <li>- Regional program directors meet regularly with independent producers.</li> <li>- Our departments serving the Toronto-Windsor corridor consult school boards in southeastern Ontario.</li> <li>- CBC's regional station in Quebec keeps a community calendar and a database of non-profit organizations to begin talks leading to the development of programming and events.</li> </ul>	<ul style="list-style-type: none"> <li>- Advisory opinion from the panel on French Services' directions and projects.</li> <li>- Independent productions developed and broadcast.</li> <li>- Training and information programs designed for youth.</li> <li>- Quality and scope of CBC's relations with the community.</li> </ul>

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### C. COMMUNICATIONS (transmitting information to OLMCs)

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
<p>Promote the distinctive public service role that the Corporation plays for people all across Canada and, in a very active way, with OLMCs.</p>	<ul style="list-style-type: none"> <li>- Common guidelines on partnerships are adopted by all of French Services to square with corporate positioning and program positioning.</li> <li>- In schools in the four western provinces, campaigns promote the youth programs on radio and television deemed most relevant by the academic community.</li> <li>- We support francophone song on all our platforms by promoting the Festival international de la chanson de Granby (several finalists come from regional song competitions).</li> <li>- Young people are trained to use our youth websites and archives.</li> </ul>	<ul style="list-style-type: none"> <li>- The most relevant partnerships given greater worth.</li> <li>- Ability to interest francophone youth from OLMCs in services designed for them, including those on our new platforms.</li> <li>- Emerging francophone singer-songwriters promoted nationally.</li> </ul>

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### D. COORDINATION AND LIAISON (internal coordination and liaison with other government institutions)

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
<p>Make a powerful impact by pooling the resources and expertise of government institutions mandated to support the cultural development of OLMCs.</p>	<ul style="list-style-type: none"> <li>- IPOLC: The second part of a three-year program is underway with Telefilm, the NFB and Canadian Heritage. Two of three projects selected last year will be produced. The third and final year of the competition will be launched.</li> <li>- Post-Input, a project with the NFB, brings together producers, students and Radio-Canada professionals in Moncton to discuss the world's best public television productions. Post-Inputs will be held in Ottawa and Winnipeg as well.</li> <li>- CBC and the NFB encourage emerging filmmakers. For the third year, the DocShop competition brings the best documentaries by college and university students to CBC's airwaves.</li> </ul>	<p>Emerging filmmakers supported and production creativity developed in OLMCs.</p>

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### E. FUNDING AND PROGRAM DELIVERY

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
<p>Improve services offered to OLMCs by deploying resources better and making use of new media.</p>	<ul style="list-style-type: none"> <li>- We have a new approach to covering and integrating local news in the continuous stream of information airing on RDI and the main network.</li> <li>- French Services are integrated so that resources are better deployed and services offered to citizens are improved.</li> <li>- We favour a proactive approach to developing new media to better serve Canadians wherever and whenever service is needed.</li> <li>- Once again this year, programming elements reflecting Canada's francophone reality and produced by our <i>Francofile</i> unit will enhance programming across our English network.</li> <li>- Together with English community radio in Quebec, CBC is looking into partnerships, training and tools for measuring audiences.</li> </ul>	<ul style="list-style-type: none"> <li>- Local news integrated with major news items.</li> <li>- Number and quality of opportunities for featuring regional content on different platforms.</li> <li>- Regional content and access to it increased on new platforms.</li> <li>- Programming elements on the francophone reality included and positioned within CBC programs.</li> <li>- Communities bolstered through stronger community radio.</li> </ul>

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### F. ACCOUNTABILITY

Main expected results	Main activities planned to achieve expected results	Indicators to measure results
Provide greater coherence in the presentation of internal and external plans and reports.	<ul style="list-style-type: none"><li>- Following the special examination by the Office of the Auditor General, performance indicators are harmonized for all our departments (annual report, board documents, management plan).</li><li>- We are gearing up for the review of the Canadian television industry by a Canadian Heritage committee and the CRTC in preparation for the renewal of all CBC/Radio-Canada licences.</li></ul>	<ul style="list-style-type: none"><li>- Key performance indicators simplified and clarified.</li><li>- CBC/Radio-Canada's ability to assert its relevance and distinctive nature as Canadian society evolves and television and radio undergo rapid changes.</li></ul>

## CBC/RADIO-CANADA

### Detailed status report

#### A. AWARENESS (in-house activities)

<u>Main expected results for the period covered by the action plan</u>	<u>Main activities carried out for the year covered by the status report</u>	<u>Progress (results) achieved for the year covered by the status report</u>
Ensure coherent and relevant dealings with OLMCs by all our departments.	<ul style="list-style-type: none"> <li>- Continue to integrate technical production teams from CBC and Radio-Canada (radio and television) at the Ottawa Broadcast Centre.</li> <li>- Select a single supplier for language training countrywide, resulting in considerable savings.</li> <li>- Welcome young interns (often bilingual) to our regional stations to renew our energy and the way we fulfil our public service mandate.</li> <li>- Favour international co-operation within the Francophonie as a way to teach production teams about the realities of other immigrant francophone communities.</li> </ul>	<ul style="list-style-type: none"> <li>- All on-air and off-air staff functionally bilingual in designated positions.</li> <li>- Common methodology based on a more accurate assessment of an employee's level of language skills and the degree of bilingualism sought.</li> <li>- Interns in relief positions to obtain a better understanding of employment realities in a minority environment.</li> <li>- Quality and frequency of exchanges.</li> </ul>

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### B. CONSULTATIONS (sharing ideas and information with OLMCs)

Main expected results for <u>the period covered by the action plan</u>	Main activities carried out for <u>the year covered by the status report</u>	Progress (results) achieved for <u>the year covered by the status report</u>
<p>Ensure regular dialogue with interested groups and minority communities to favour mutual understanding of realities and development priorities.</p>	<ul style="list-style-type: none"> <li>- Senior managers and representatives from regional stations take part in general meetings and other large get-togethers of national and regional francophone associations.</li> <li>- The parties that signed the agreement for the development of francophone arts and culture in Canada met in Ottawa in September 2005 (initiated by Canadian Heritage).</li> </ul>	<ul style="list-style-type: none"> <li>- Regular, quality dialogue for a mutual understanding of the challenges and realities.</li> <li>- Different parts of the agreement implemented to meet the deadlines set and satisfy the targeted groups, particularly in music and song.</li> </ul>



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### C. COMMUNICATIONS (transmitting information to OLMCs)

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<p>Promote the distinctive public service role that the Corporation plays for people all across Canada and, in a very active way, with OLMCs.</p>	<ul style="list-style-type: none"> <li>- Renew over 700 partnerships set up by French Services countrywide (half of those outside urban areas), often with organizations representing cultural communities living as minorities.</li> <li>- Use remote broadcasts in front of live audiences as a way to be present in the community during important events.</li> <li>- Provide new means of accessing our services, in particular the broadcast of RDI in airports in Ottawa, Toronto and Montreal.</li> <li>- Meet with 300 to 350 people from different cultural communities in Toronto as part of Francophonie Week.</li> </ul>	<ul style="list-style-type: none"> <li>- A boost to Radio-Canada's unique role as a driving force behind the cultural and democratic life of OLMCs thanks to alliances with a wide array of partners.</li> <li>- Active involvement of the public, reflecting the close ties between Radio-Canada and its audiences.</li> <li>- Radio-Canada's well-known efforts to inform the public through new media, whenever and wherever possible.</li> <li>- Level of participation and relevance of exchanges.</li> </ul>

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### D. COORDINATION AND LIAISON (internal coordination and liaison with other government institutions)

Main expected results for <u>the period covered by the action plan</u>	Main activities carried out for <u>the year covered by the status report</u>	Progress (results) achieved for <u>the year covered by the status report</u>
<p>Make a powerful impact by pooling the resources and expertise of government institutions mandated to support the cultural development of OLMCs.</p>	<ul style="list-style-type: none"> <li>- IPOLC: With Telefilm and the NFB, we co-produced two drama shorts within the independent sector outside Quebec. The shorts were written and directed by grant holders specially trained at INIS (first part of IPOLC).</li> <li>- Third year of the AnimaAcadia competition with the NFB's Acadia Studio. Young people developed and produced short scripts for animated films.</li> <li>- Films recently funded within our program to support Canadian cinema were promoted outside Quebec in association with Telefilm and Alliance Atlantis Vivafilm.</li> </ul>	<ul style="list-style-type: none"> <li>- Broadcast on the Radio-Canada network and in prime time on our regional stations in 2006–07.</li> <li>- Winning films shown at the Festival international du cinéma francophone en Acadie and on Radio-Canada.</li> <li>- Tickets sold for the film <i>Le survenant</i>, which opened in areas of Northern Ontario, in Cornwall and in areas of New Brunswick in May 2005. <i>Aurore</i> opened in Winnipeg in August 2005, followed by <i>Maurice Richard</i> in many Canadian cities over the winter and spring of 2006.</li> </ul>

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### E. FUNDING AND PROGRAM DELIVERY

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<p>Improve services offered to OLMCs by deploying resources better and making use of new media.</p>	<ul style="list-style-type: none"> <li>- “Cross-cultural” projects co-produced by Newsworld and RDI, which, more than any other specialty channels in Canada, are committed to helping our country’s anglophones and francophones understand one another and to promoting the key role played by Quebec within Confederation.</li> <li>- Agreement reached with La Cité collégiale in Ottawa to set up a program to train specialists needed for closed-captioning live broadcasts.</li> <li>- Our partners and their activities promoted by our regional stations and our network, which devote major resources to producing campaigns broadcast on our airwaves.</li> <li>- Broad access to specialty services (RDI, Newsworld, ARTV, Country Canada, the Documentary Channel, CBC.ca, Radio-Canada.ca, Galaxie, Sirius, podcasts and more) to complement our basic services.</li> </ul>	<ul style="list-style-type: none"> <li>- Full use of cross-cultural funds, relevance of projects and ratings success.</li> <li>- Eventual increase in the number of live broadcasts with quality closed-captioning.</li> <li>- Visibility of community groups, cultural events, fundraisers and other causes interesting communities.</li> <li>- Level of subscriptions and ratings for these complementary services.</li> </ul>

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### F. ACCOUNTABILITY

Main expected results for <u>the period covered by the action plan</u>	Main activities carried out for <u>the year covered by the status report</u>	Progress (results) achieved for <u>the year covered by the status report</u>
Provide greater coherence in the presentation of internal and external plans and reports.	Contribute to the FCCF study on the positioning of the Canadian Francophonie in major federal cultural institutions.	Radio-Canada investments (radio and television) in the arts and culture outside Quebec measured in 2002–03 and 2004–05.