

CBC/RADIO-CANADA

**RESULTS-BASED STATUS REPORT
ON THE IMPLEMENTATION OF SECTION 41
OF THE OFFICIAL LANGUAGES ACT
2005-06**

General information

Federal agency: Address: Website:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, Ontario K1Y 1E4 www.cbc.radio-canada.ca
Minister responsible:	Bev Oda
Senior official(s) responsible for implementing Part VII of the OLA:	George C.B. Smith, Senior Vice-President, Human Resources and Organization
Mandate of the federal agency (4 to 5 lines):	CBC/Radio-Canada is the national public broadcaster whose mandate is to offer quality radio and television programming that is distinctly Canadian. This programming must reflect Canada as a whole and portray the country's regional diversity while meeting the special needs of regions.
National coordinator responsible for implementing section 41 Full title: Mailing address: Email:	Charles Vallerand, Director, Corporate Affairs, French Services 1400 René-Lévesque Blvd. East Montreal, Quebec H2L 2M2 Charles.Vallerand@Radio-Canada.ca

CBC/RADIO-CANADA

Summary of main results achieved

Through its mandate laid out in the 1991 Broadcasting Act, CBC/Radio-Canada contributes actively to enriching the cultural and democratic life of Canadians in both official languages. It is committed to offering programming that informs, enlightens and entertains through conventional broadcasting means and through new technology platforms. CBC/Radio-Canada constantly seeks new ways to play its distinctive role and to broaden its offerings to Canadians. In the past year, it has had a hand in setting up satellite radio, providing English- and French-speaking artists nationwide with wider coverage in Canada and the United States. Recently, it has acquired the specialty channel the Documentary Channel so that it can keep Canadians better informed by delving into topical issues that appeal to their sense of values.

Summary of main results achieved

A. AWARENESS

Ottawa Broadcast Centre: We continue to integrate technical production teams from CBC and Radio-Canada in radio and television. Intensive language training is provided so that all on-air and off-air personnel can become functionally bilingual.

Language training: We have selected a single supplier for language training countrywide. This results in considerable savings and a common methodology based on a more accurate assessment of an employee's level of language skills and the degree of bilingualism sought according to the employee's position.

Internships: Internships are offered in all regional stations in the French network and by CBC in Quebec and in the Ottawa-Outaouais region. Through contact with the younger (often bilingual) generation, we renew our energy and the way we fulfil our public service mandate. The internships are organized in conjunction with educational institutions. In Alberta, we welcomed a student from the Cégep de Jonquière, who discovered life and employment in a minority environment. On CBC Radio, the Gzowski national internship program included another student from McGill University this year.

International co-operation within the Francophonie: This is one way to teach production teams about the realities of other immigrant francophone communities. For example, the regional station in Manitoba produced daily radio programs on the Jeux de la Francophonie in Niamey as part of an international team.

B. CONSULTATIONS

National and regional organizations: Senior managers and representatives from regional stations take part in most general meetings and other large get-togethers of national and regional francophone associations, such as the annual general meeting of the FCCF in Saskatoon and the FCFA in Vancouver. This year, a large radio and television delegation and Renaud Gilbert, the ombudsman for French Services, attended the celebrations in Ottawa of the 30th anniversary of the FCFA's founding.

FCCF: Several members of Radio-Canada management attended the annual general meeting in Saskatoon in June. They also took part in the annual meeting to update the agreement for the development of francophone arts and culture in Canada, which was held in Ottawa in September 2005.

C. COMMUNICATIONS

Over 700 partnerships: French Services has set up partnerships countrywide (half of these are outside urban areas), often with organizations representing cultural communities living as minorities. For example, we supported the second Haitian Masquerade Ball to assist La Reine Soleil Foundation. The ball, held last February at the Great Thomson Hall in Toronto, attracted a hundred people. Furthermore, Radio-Canada had an active role in Francofièvre, a concert held for young people marking the launch of a coalition promoting the French language and francophone culture in Saskatchewan.

Remote broadcasts in front of live audiences: To celebrate the Alberta Centennial, radio programming was to be broadcast entirely from five locations in Alberta (Lethbridge, Canmore, Red Deer, Bonnyville and St. Paul) over the week coinciding with the date of the province's founding. The broadcasts were

postponed because of a labour dispute. Télévision de Radio-Canada took part in the Bonnyville remote broadcast.

Public access to our services: We are providing new means of accessing our services, in particular the broadcast of RDI in airports in Ottawa and Toronto. Visitors to the Vancouver Francophone Cultural Centre can enjoy Télévision de Radio-Canada (British Columbia) thanks to a television set placed in the lobby.

Francophonie week: For the third year, we invited 300 to 350 people from different cultural communities in Toronto to a get-together to celebrate Francophonie Week.

D. COORDINATION AND LIAISON

IPOLC: With Telefilm and the NFB, we co-produced two drama shorts to be aired on the Radio-Canada network and in prime time on our regional stations in 2006–07. The first short, *Un bon gars* from Productions Phare-Est (Moncton), was written by Éric Cormier (Moncton) and directed by Laurence Veron (Winnipeg). The second, *Rebus* from Productions Rivard (Winnipeg), was written by Pascal Boutroy (Winnipeg) and directed by Sylvie Peltier (Vancouver).

AnimAcadie competition with the NFB's Acadia Studio: This is the third year for this competition for young people developing short scripts for animated films. The winners will make their film with the team from the NFB and an independent producer. The films are shown at the Festival international du cinéma francophone en Acadie and on our airwaves.

Promoting Canadian cinema outside Quebec with Telefilm: As part of our program to support homegrown cinema and our efforts to extend our culture to francophones across Canada, Télévision de Radio-Canada, together with Telefilm Canada and Alliance Atlantis Vivafilm, has begun presenting our recently funded films in commercial theatres outside Quebec.

E. FUNDING AND PROGRAM DELIVERY

Cross-cultural programming: There are many documentary projects co-produced by CBC 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. On radio, over 40 projects have been produced, with special focus on the centennials of Alberta and Saskatchewan.

Closed-captioning: An agreement has been reached with La Cité collégiale in Ottawa to set up a program to train specialists needed for closed-captioning an increasing number of live broadcasts. At the same time, we are converting from automated systems to a technology that performs better.

Promoting our partners and their activities: Regional stations and the English and French networks are devoting major resources to producing promotional campaigns and public service announcements broadcast on our airwaves within partnerships forged with community groups, cultural events, fundraisers and other causes interesting communities. This is the case for CBC in Quebec, which supports Harvest Montreal, Sun Youth and Literacy Partners of Quebec.

Broad access to complementary services: CBC/Radio-Canada is working far beyond its mandate stated in the Broadcasting Act to make specialty television and new media services available in English and French to complement its basic services. These specialty services include RDI, Newsworld, ARTV, Country

Canada, the Documentary Channel, CBC.ca, Radio-Canada.ca, Galaxie, Sirius and podcasts. The Corporation is still concerned that many of its local services aren't always available in certain regions to satellite subscribers.

For example, RDI and Newsworld are the country's most widely broadcast specialty services in French and English, reaching at least 90% of the 10.8 million cable and satellite subscribers. A special subscription rate is offered to Newsworld subscribers in francophone markets to favour access to the service. The same principle applies for RDI outside Quebec.

F. ACCOUNTABILITY

Contributing to the FCCF study on the positioning of the Canadian Francophonie in major federal cultural institutions: In addition to the present report and other statutory reports (CRTC, annual report and such), Radio-Canada (radio and television) has agreed to produce a report for the year 2004–05 for the purposes of the study on the positioning of the Canadian Francophonie in major federal cultural institutions and to submit this report to the FCCF in September 2005.

In its introduction, Radio-Canada explains that this report cannot outline all its investments in arts and culture outside Quebec. A comparative analysis of these data and those for 2002–03 shows that Radio-Canada has maintained its overall commitment. Mobilizing our resources to repeat this manual compilation for the year 2005–06 would lead us to the same conclusions.

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Communication plan

Distribution list

Internal:

- Senior management and vice-presidents of the media lines.
- Managers responsible for communications and partnerships.
- Regional directors of radio and television.
- Regional communications managers.
- Intranet site for all employees.

External:

- Regions' Panel.
- Members of the Committee of Deputy Ministers on Official Languages.
- Members of the House of Commons Standing Committee on Official Languages.
- Members of the Senate Standing Committee on Official Languages.
- Commissioner of Official Languages.
- OLMC groups and organizations.

The exact website for the Corporation's status report (www.cbc.radio-canada.ca) is in the section Corporate Documents and Policies.