



Reflecting Diversity and Serving Our Communities

Canada is a vast country encompassing many diverse peoples, regions and points of view. As the national public broadcaster, CBC/Radio-Canada seeks to reflect that in our programming and our community events. We invest in the regions by posting journalists in nearly 70 towns and cities to allow in-depth coverage of the local issues that matter to audiences. We broadcast in English and French, and in eight Aboriginal languages across the North. Regional stations sponsor local cultural events and seek out new voices to comment on issues of the day.

- CBC Television's Express Diversity project seeks to better represent the diverse faces, voices and lives of contemporary Canadians. Programmers review their practices to ensure broad representation from freelancers, guests, columnists, and regular contributors, and develop opportunities for emerging and established talent. This initiative led to a nationwide competition for a new Canadian serial drama.
- *Mix Flicks*, a CBC Television initiative, called for stories of cultural fusion and confusion from independent filmmakers in Canada. Nineteen short films were developed and produced over two years.
- The Prairie Aboriginal Content Unit was established to produce programming for Radio and Television.
- *Legends* travels to remote Aboriginal communities, where the language is at risk, to record elders telling stories in their original tongue. The stories are then produced as dramas in two languages. Already, ten languages and locations have been recorded.
- The *National Aboriginal Achievement Awards*, created to celebrate and promote positive role models for Aboriginal youth, were broadcast from Calgary in June and co-hosted by Tom Jackson and Rita Coolidge. CBC/Radio-Canada has been an active partner and co-producer from the beginning.
- CBC Radio's New Voices project has introduced thousands of new perspectives to daily Radio programs, and made them the focus of shows such as *Outfront*.
- *My Indian Brother*, a Radio play written and produced by a young Métis Associate Producer at CBC Radio in Saskatchewan, was recorded in front of a live audience and aired in a number of regions.
- *Urban Nation*, a special summer Radio series produced in Winnipeg with production assistance from Regina, focused on urban Aboriginal culture and issues.
- CBC Radio Vancouver launched a cookbook contest to gather recipes reflecting the Flavours of Vancouver. Partners included Vancouver Community College, the largest provider of ESL courses in B.C., *The Canadian Immigrant Magazine* and other organisations that work with new Canadians.
- Regional Radio stations continue to conduct regular stakeholder meetings with key community players to ensure that their programming is reflective of their evolving communities.
- CBC/Radio-Canada's English, French, Television and Radio services sponsor, support and cover many community events throughout the year across the country.
- Highlights include everything from major jazz festivals in urban centres, to smaller, grassroots organisations that would receive little or no publicity if not for CBC/Radio-Canada. These annual events, such as musical and cultural festivals, literary and artistic competitions, and holiday fundraisers, serve to increase the profile of our services in the community while helping others.
- Last holiday season, the Tree of Hope Radiothon in Moncton encompassed 14 hours of broadcasting live from Dieppe Community College. Portions were aired on CBC Radio and on Télévision de Radio-Canada and the event raised more than \$1 million for the Dr. Léon Richard Oncology Centre in Moncton.
- Also during the holidays, the Grande Guignolée des Médias took place on December 9th, when staff from seven Quebec regions hit the streets simultaneously to collect donations for a variety of local charities. This event was founded by Radio-Canada in the 1980s but has since become open to all local media. In 2004, approximately \$750,000 was raised.



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- The annual reading of Charles Dickens' classic tale, *A Christmas Carol*, is a CBC Radio initiative that grew from one public reading in Toronto in 1990. Now, Radio personalities are involved in more than 100 readings across the country, raising money for a local charity. This year alone, CBC Radio's readings of *A Christmas Carol* across the country raised over \$211,000 for local charities.
- In 2004, CBC/Radio-Canada developed a fully costed strategy on how it could deliver increased local and regional programming to Canadians, as requested by the Standing Committee on Canadian Heritage. The strategy went to the Minister of Canadian Heritage, and the Government indicated that it would direct the CRTC to ensure that Canadians from communities of various sizes have access to an appropriate level of local and regional News and Current Affairs programming from a variety of sources.