



### News and Current Affairs

In times of crisis and of celebration, Canadians turn to CBC/Radio-Canada for the most reliable, up-to-the-minute News and Current Affairs coverage in the country. Every day, millions of Canadians expect, and receive, Canadian stories and perspective from hundreds of journalists and producers located in nearly 70 communities around the country and in 13 international bureaux. CBC/Radio-Canada comes to Canadians via Radio, Television, Internet, and wireless devices – where, when and how they want to experience it.

#### General Highlights

- 86 per cent of Anglophones surveyed agreed with the statement, “CBC gets the News to Canadians where they are, when they need it.”
- 2004 Federal Election marked the first time that CBC News’ election coverage was fully integrated on Radio, Television, CBC Newsworld, and *CBC.ca*.
- Other successful co-productions covered the Iraq conflict, the US election, the Asian tsunami, and the 60<sup>th</sup> anniversary of D-Day.
- Bilingual collaboration: Radio de Radio-Canada and CBC Radio journalists created several special bilingual series, including *Afghanistan*, and *Haiti: A Country Never Dies/Un pays ne meurt jamais*.

#### CBC Television and CBC Newsworld Highlights

- More than 130 national and international awards for programming.
- On Federal Election night 2004, CBC Television and CBC Newsworld outdrew the competition, peaking at 2.3 million viewers in the crucial hour after the polls closed.
- Surveys showed Canadians ranked CBC Television and CBC Newsworld number one in election coverage, as the most trusted source of election News, having the most balanced and objective election coverage, and in telling election stories of greatest relevance to citizens.
- Successful new program launches included *CBC News: Sunday Night* with Carole MacNeil and Evan Solomon, *CBC News: The Hour* with George Stroumboulopoulos, *Au Courant* with Mitsou G elinas, and *CBC News: Correspondent*.

#### CBC Radio Highlights

- CBC Radio won more than 100 national and international awards, including the Prix Italia for *Voice Box & Flute*, produced for *Outfront*, and investigative journalism pieces *Faint Warning*, about adverse drug reactions, and *High Stakes – Canada’s Addiction to Gambling*, and *Rotten Apples*, a documentary on police corruption.
- CBC Radio One ratings grew by 10 per cent between Fall 2003 and Fall 2004, and 14 of CBC Radio One’s regional morning shows are number one or two in their markets.
- Satisfaction levels for CBC Radio One are at 93-96 per cent across Canada.

#### CBC.ca and Radio-Canada.ca Highlights

- *CBC.ca* is the top News and media site most used by Canadians.
- *CBC.ca* broke site records for daily page views during the Federal Election – more than nine million views on Federal Election Day 2004. Users could track results of individual ridings in real time, and Canadians outside the country could get election coverage from a trusted source, along with live streaming of the Television and Radio specials, and News and analysis.
- *Radio-Canada.ca* is number one among Francophone media sites, with a 29 per cent jump in unique visitors compared to one year earlier.
- *Radio-Canada.ca* on the Prix Boomerang for best general portal site. It recognises the best Internet and multimedia productions created in Quebec.



### News and Current Affairs (continued)

#### Télévision de Radio-Canada and RDI Highlights

- Consolidation of Télévision de Radio-Canada's Newscasts under the banner of *Le téléjournal* led to a three-point rise in audience share figures across the board, and a five-point jump in evenings.
- Forty hours a week is devoted to information, much more than the other players in the marketplace.
- Télévision de Radio-Canada's investigative exposé into infections in Quebec hospitals resulted in the Quebec health department implementing a series of preventive measures in the province's health care facilities.
- Réseau de l'information de Radio-Canada (RDI) celebrated its tenth anniversary with a spectacular publicity campaign that got the entire city of Montreal talking.

#### Radio de Radio-Canada Highlights

- Première Chaîne achieved an audience of one million listeners for the first time ever in the Spring 2005 ratings survey. The combined listenership for both Radio de Radio-Canada services was 1.17 million listeners.
- More than 22 major awards for Radio de Radio-Canada.
- Radio de Radio-Canada reaches 98 per cent of Canada's Francophone population, the only public Radio service in the world to broadcast in French across an entire continent.
- Radio de Radio-Canada produced an important ten-part series on Africa. *Réconciliation* explored the results of reconciliation processes in African countries torn apart by war and ethnic conflict.