



Gregory Charles,
Culture Shock/Culture-choc,
CBC Newsworld and RDI.

Building on Our Success

Our media have focused on fundamentally improving their services to Canadians in the last few years. A major goal has been to transform the Corporation into a true public broadcaster offering high-quality programming that cannot be found elsewhere and that brings exceptional value to its audiences. The Corporation has challenged itself to produce more distinctive Canadian programming that is regionally representative and that reflects the increasingly multicultural make-up of this country.

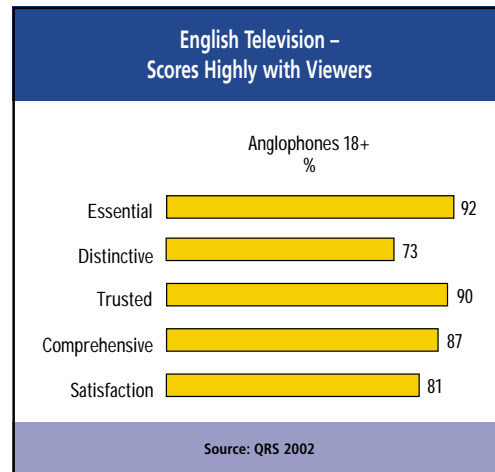
English Television

English Television began a comprehensive transformation of its programming three years ago. The goal is to increase the real and perceived value of English Television to Canadians, by putting the "public" back into public television.

This continuing transformation includes a variety of exciting initiatives such as:

- A complete renovation of the prime-time schedule, organising it around broad themes and introducing hosted segments.
- A revitalisation of **The National** and the creation of an integrated national/local supper hour newscast, **CBC News: Canada Now**.

- New information programs created, such as **CBC News: Sunday** and **CBC News: Disclosure**; recently, **CBC News: Morning** was revitalised and a new noon-hour newscast, **CBC News: Today**, was added.
- Building on the phenomenal success of **Canada: A People's History/Le Canada : Une histoire populaire**, English Television expanded its commitment to the production of original, thoughtful, in-depth documentaries.
- In entertainment programming, a focus on high-impact programs telling Canadian stories and reaching large audiences: our **Trudeau** mini-series attracted almost two million viewers; **Random Passage** drew over a million.





Lisa Taylor, *The Docket*,
CBC Newsworld.



- Our sports programs continue to set ratings records; we are devoting more air-time and resources than ever to high-performance amateur sports.
- An expanded commercial-free morning children's block, now number one in its age group; and a new late-night, interactive program called **ZeD** for young adults.
- The creation of **Opening Night**, a weekly, two-hour, prime-time, commercial-free showcase for the performing arts.

CBC Newsworld

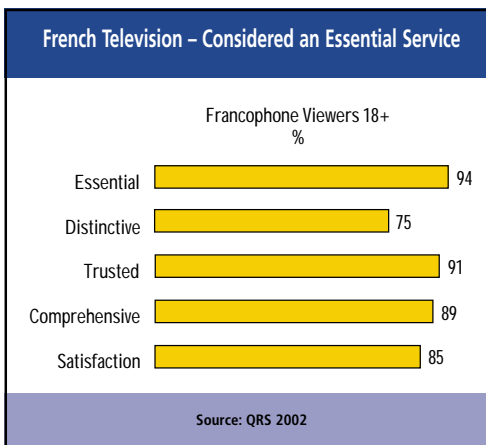
CBC Newsworld is carried in more than nine million subscriber homes across the country. Between April 2002 and the end of February 2003, its share was one per cent, which remains higher than any other Canadian News network. The average monthly reach was 5.9 million among people two years of age and older.

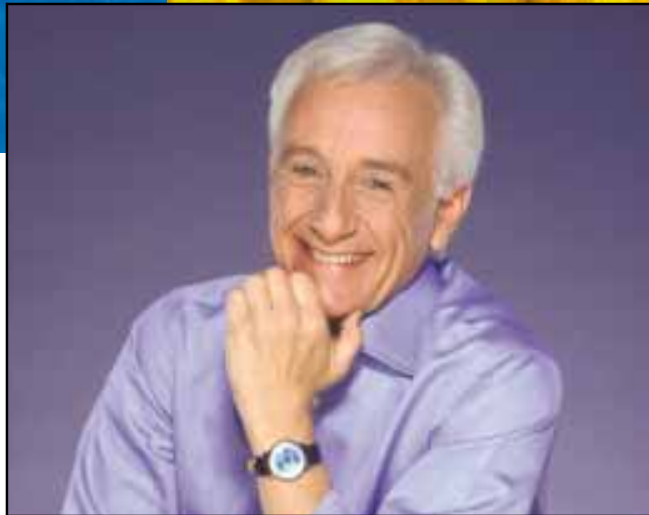
CBC Newsworld broadcast about 1,500 live events this year, in addition to its regular programming. New programs included **CBC News: Inside Media**, **The Docket**, **CBC News: World View**, and **CBC News: Morning**, all of which are discussed further in this Annual Report. Other changes included a new host for **counterSpin** and the launching, in February 2003, of **CBC News: Today**, a series of weekday half-hour in-depth newscasts at 11:00 a.m., noon, 1:00, 2:00 and 3:00 in the afternoon. As well, the network created an additional **Politics** program with host Don Newman at 10:30 a.m. weekdays.

French Television

A New Plan for A New Direction

This year, French Television announced a bold new plan for its own transformation, under the title, **Radio-Canada: We explore with you**. With the experience of half-a-century of programming that has shaped our cultural history, French Television now intends to refocus its mission on public service programming in order to become, more than ever before, the network that best serves the country's Francophone population.



Gilles Gougeon, *La Facture*, French Television.

This transformation will begin in Autumn 2003 and consolidate in 2006. New programs, which will be developed and introduced gradually, will be appealing, credible, innovative, exciting, and open to the world. French Television intends to “do more exploring”, take risks and produce high-impact programming that is distinct from other French-language private sector programming in Canada. French Television will offer more international and national News and Current Affairs; innovative drama from new writers; promising artists from the arts and cultural sectors; more amateur sports; and high-quality films.

Most of French Television’s new programs in 2002-2003 illustrate the future public service direction of the network. For instance:

- **L’Épicerie** and **Justice**, two weekly Current Affairs programs.
- **Bunker**; **le cirque**; **L’Auberge du chien noir**; and **Rumeurs**; fictional series.
- **Adrénaline**, a new weekly two-hour sports program.

French Television’s plan also includes working more closely with other CBC/Radio-Canada media components; creating stronger regional presence; upgrading production facilities; and efficiently managing physical and financial resources.

Beginning next season, French Television’s audiences will begin to see the results of this important transformation.

Regional Improvements this Year

French Television this year opened four new journalistic bureaux in Québec – in Îles-de-la-Madeleine, Drummondville, Carleton, and Abitibi – allowing it to increase its presence and News-gathering in these regions. French Television also inaugurated three regional Newsrooms in Trois-Rivières, Sherbrooke and Jonquière under a partnership with the private sector in which French Television has complete editorial control in its broadcasts and increases its service to these regions.

RDI

RDI continued to provide its audiences with excellent live coverage of breaking stories, as well as regular News and Current Affairs programming with a roster of experienced hosts and journalists.

Among RDI’s new programs this year were:

- **Le monde**, a daily bulletin of international News;
- **RDI en direct**, a Sunday afternoon program providing a cultural overview of different regions.



Documentaries were an important aspect of RDI's programming, covering a variety of subjects including those related to the conflict in Iraq. Regional coverage remained a priority as well, helped along by the addition of satellite trucks in Toronto, Winnipeg and Saguenay-Lac-Saint-Jean.

Some of RDI's programming this year resulted from partnerships, such as:

- **Prince de la guerre, seigneurs de la paix** (a film by Canadian filmmaker, Katia Jarjoura, and a co-production with Program 33, France); and,
- **Beyrouth, l'histoire d'une reconstruction** (a co-production with Canadian filmmaker, Yves Bernard).

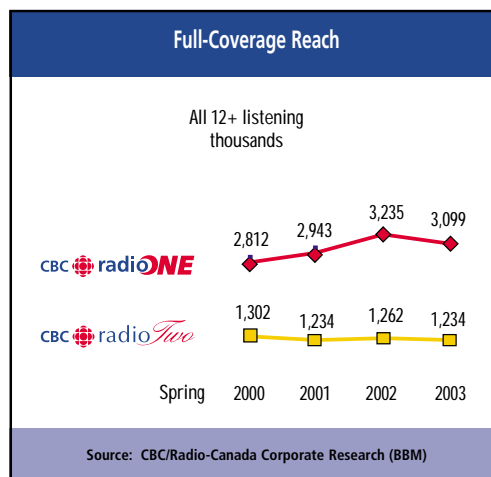
English Radio

English Radio's Program Development initiative, begun in Fall 2001, yielded solid results in 2002-2003. On Radio One, there was strategic redevelopment of the weekday morning schedules at the network and regional levels:

- **Sounds Like Canada**, a new 10:00 a.m. to noon program hosted by Shelagh Rogers, was launched in October 2002 and will be redesigned and relaunched in September 2003 with Shelagh Rogers hosting from Vancouver. This move will allow increased regional representation.
- **The Current**, another new program (running from 8:30-10:00 a.m.), with host Anna Maria Tremonti, began in November 2002.

Morning Shows across the country were revised to better address local listeners' interests and changing population needs, and to provide more regional input into the two new network programs. Starting in January 2003, a new ten-minute local information segment was added, to positive feedback. Fall 2002 shares for local morning shows across the country were up one share point overall from last year to 13 per cent.

Toronto and Vancouver morning shows were re-designed to better reflect the diversity and wide range of listener interests in the two largest English-speaking cities. New on-air and production talent from Black, Asian and other communities were given significantly greater on-air prominence. The Fall 2002 share in Vancouver was up two points over last Fall to 12 per cent in the time period. Toronto's morning share was nine per cent which was up over historical levels but down from last Fall's 11 per cent.



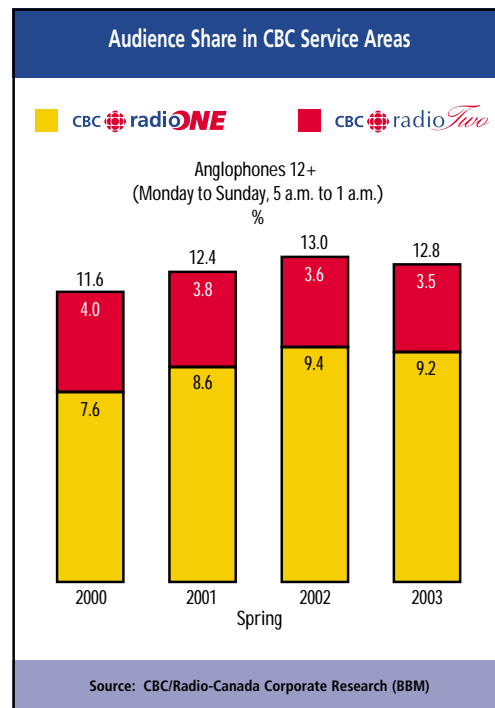
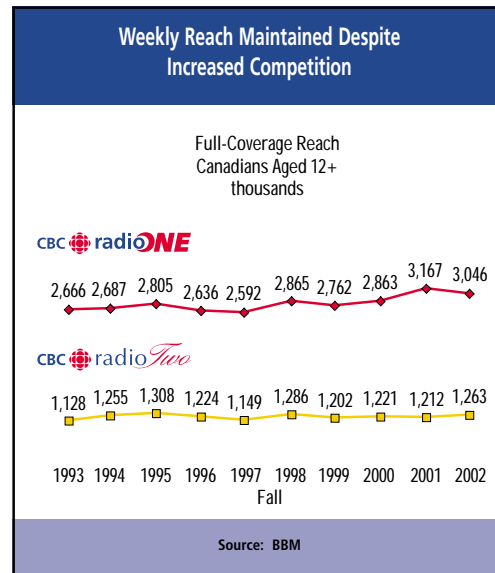


The goals of these program changes have been delivered: to better reflect local listeners' interests, lifestyles and changing population needs; to provide programs featuring improved journalism, and a wider range of content; and to provide more regional input into the two new network programs.

Radio One made other exciting program and host changes this year to reflect the principles of quality, innovation and relevance that are a part of English Radio's program development:

- There were new Saturday programs: **That Saturday Show**, with Peter Brown, beginning in October 2002; and **Grooveshinny**, launched in February 2003 with host Brent Bambury (invited guests compete with professional musicians in their knowledge of music of all genres).
- **Definitely Not the Opera (DNTO)**, Saturday afternoons, gained new host, Sook-Yin Lee.
- **Richler on Radio**, Friday nights with host Noah Richler, presented a selection of the week's best programming from Radio One and Radio Two.
- **World Watch**, an expanded weekday National News broadcast, aired weeknights beginning in February 2003.

In order to be more responsive to events of the day, Radio One's schedule is now pre-empted on a more regular basis, and CBC Radio News has developed the capacity to be live-on-the-air within minutes of a breaking story.





Anna Maria Tremonti, *The Current*,
English Radio.



Radio Two also made certain program changes and piloted new approaches such as providing local information, more diverse music, and shared events with Television. A new program was added this year: **The Singer and the Song**, with host Catherine Belyea.

New audio themes were introduced for Radio One and Radio Two in January 2003. These themes both announce the opening of programs and link English Radio programming aurally.

Audience metrics show that audience usage and satisfaction levels were increased or maintained in 2002-2003:

- The combined Radio One and Radio Two share for Spring 2002 was a record 13 per cent; and, in Fall 2002, 12.3 per cent.
- The unduplicated Radio One and Radio Two reach was a record 3.9 million in Spring 2002 and 3.8 million in Fall 2002.
- QRS Satisfaction levels in 2002 remained at 86 per cent+ for listeners to Radio One and Radio Two.

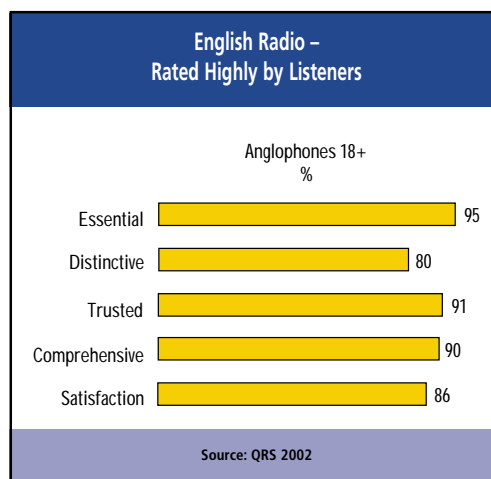
Radio Two coverage was extended significantly in 2002-2003:

- New transmitters were opened in Mulgrave, Nova Scotia, and Corner Brook, Newfoundland to meet specific CRTC requirements.
- New transmitters were launched in Québec City and Sherbrooke.

- The CRTC gave licensing approval to three new Ontario transmitters in December 2002 (Orillia, Owen Sound and Huntsville), to be implemented in 2003.
- Applications for Red Deer, Alberta, and Chilliwack, British Columbia, are under consideration by the CRTC.

Peter Gzowski Radio Internships

On March 4, 2003, the first four interns for the CBC Radio Peter Gzowski Internships were announced. Interns will receive a week of training in the basics of radio production at the Canadian Broadcasting Centre in Toronto, before moving to a different location to learn about the craft of making great radio. This program is a partnership between CBC Radio and Memorial, McGill, Trent, and Simon Fraser universities.





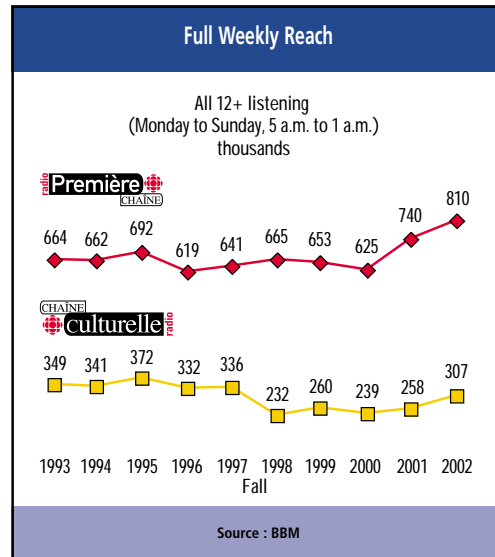
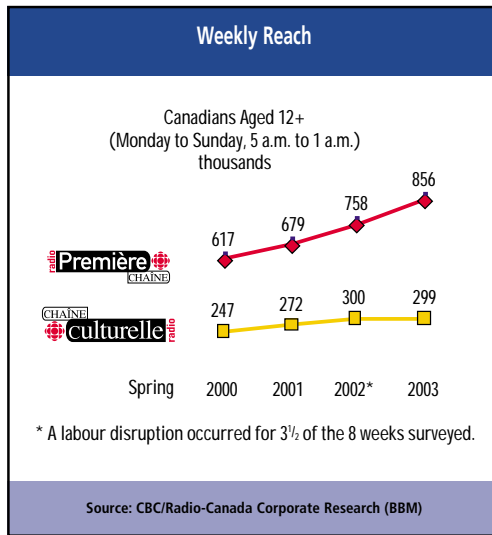
French Radio

With 1,026,000 listeners each week this Spring, French Radio had its highest listenership since records were kept, starting in the mid-1980s. The Première Chaîne obtained an 11.5 per cent share of French radio audiences, among those Francophones it serves, as compared to 10.0 per cent in Fall 2002. The audience share results for 2002-2003 are 25 per cent higher than those in 2001-2002, and 66 per cent higher than they were 10 years ago in 1992-1993. The Première Chaîne had 856,000 listeners each week in Spring 2003, its highest recorded reach since Spring 1985.

The Chaîne culturelle attracted a 2.2 per cent audience share this year, with 299,000 listeners each week, maintaining its share from the previous Fall.

The Première Chaîne and the Chaîne culturelle are able to reach 98 per cent and 86 per cent, respectively, of Francophones in Canada. Our French Radio is truly a vital link for Francophones. With new transmitters for the Chaîne culturelle in Vancouver, Matane and Fredericton, that link was strongly reinforced this year. Additional transmitters will be in operation in other locations in the near future.

For the last three years, French Radio has focused on three priorities: programming that is open to the world, regional reflection and talent development.





René-Homier Roy, *C'est bien meilleur le matin*, French Radio.

Distinct, High-quality Programming

French Radio again this year produced a number of notable programs:

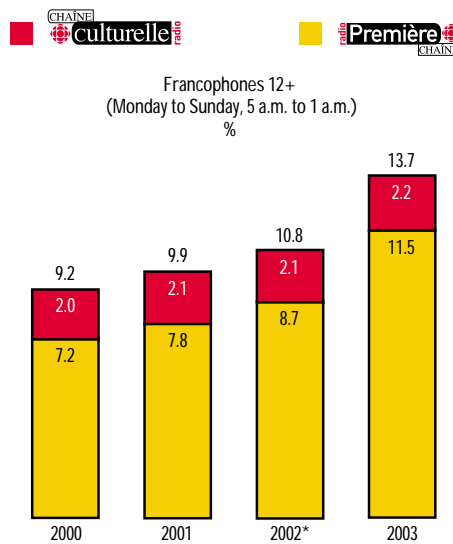
- A remarkable series about René Lévesque in Autumn 2002.
- In March 2002, a live broadcast from Israel of **Sans frontières** about the Israeli-Palestinian conflict.
- Michel Tremblay's **Au tour de Nana**, in Autumn 2002.

Regional Reflection

Regional stations of French Radio produce more than 42 per cent of their broadcasts. The proportion of regional programming broadcast on the national network is 36 per cent.

There has been an increase in program exchange and partnerships between regional stations in Québec and other provinces. With the expansion of the Chaîne culturelle, there has been an increase in production in the regional stations in Winnipeg and Vancouver for broadcast on the national network.

Audience Share in Radio-Canada Service Areas



* A labour disruption occurred for 3 1/2 of the 8 weeks surveyed.

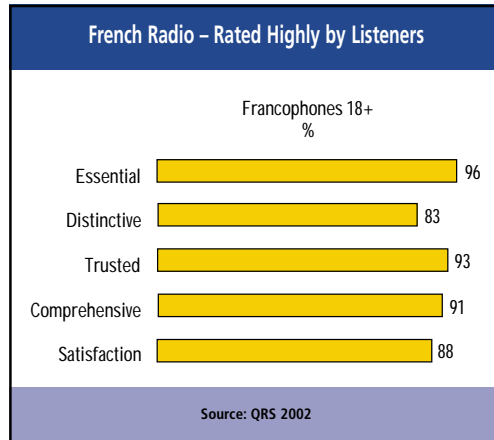
Source: CBC/Radio-Canada Corporate Research (BBM)

International Partnerships

French Radio maintains a number of international partnerships with French-language radio networks. In 2002-2003, French Radio was involved with producing certain programs with its partners for broadcast at home and abroad:

- **La Radio fête Gilles Vigneault**, a project initiated by the Radio francophones publiques (RFP), brought together numerous musicians to interpret Vigneault's songs.
- There were exchanges of jazz programs with FIP, one of Radio France's channels.





- Radio Canada International has 300 Radio partners internationally and broadcasts in seven languages, providing a window on Canada for the world.

New Media

This was a record-breaking year for New Media:

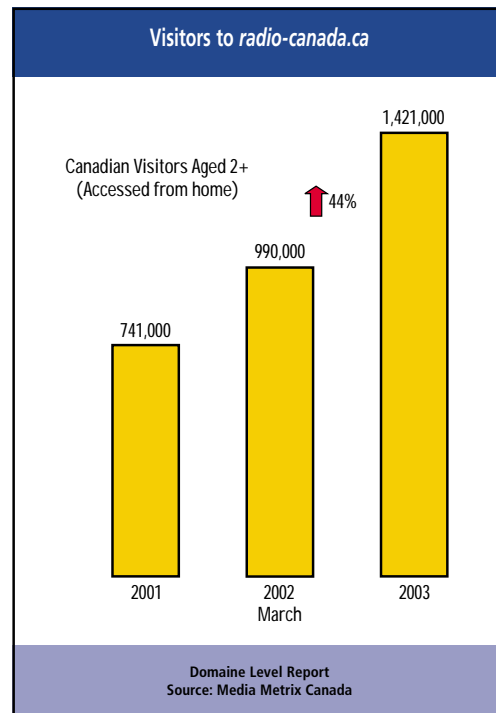
- **CBC.ca** is one of the top five broadcast and media websites used by Canadians. Its audience increased by 53 per cent, rising from 1,064,000 unique visitors in March 2002, to 1,632,000 unique visitors in March 2003 (at home users only, aged 2+).
- **radio-canada.ca** saw the number of its unique visitors grow by 44 per cent, attracting close to 1,500,000 Internet users in March 2003. Moreover, **radio-canada.ca** reached 30 per cent of French Internet users in Canada (at home users only, aged 2+).

Archives

This year, our New Media services launched the CBC/Radio-Canada Archives website.

The most memorable moments in Canadian Radio and Television coverage over the last seven decades are now accessible online in both English and French. There are nearly 100 dossiers, more than 3,150 clips and 380 hours of audio and video content.

This project represents an important collaboration between New Media, Television, Radio, and Archives. It is funded by the Canadian Culture Online Program of Canadian Heritage.



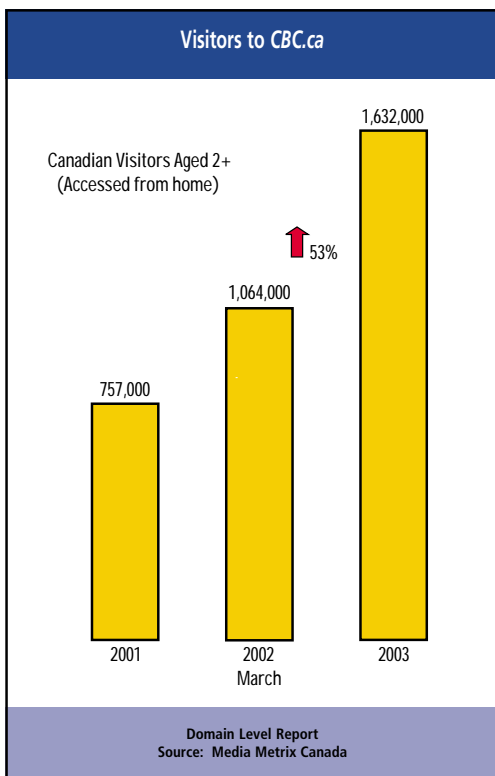


Wireless

Our New Media services have been offering Wireless WAP & SMS messaging services to PDAs and cell phones since the Summer of 2000. We have featured interactive voting via wireless SMS during the Grey Cup and Nokia Brier broadcasts. Our partners include major carriers such as Bell Mobility, Rogers AT&T, Telus Mobility, Fido, Aliant, AvantGo, Zero Gravity, ZIM, and Mazingo.

New Media Partnering

Partnerships account for 20-25 per cent of all traffic to **CBC.ca** and **radio-canada.ca**. There are approximately 30 partners in total. Partnerships provide brand extension and promotion of **CBC.ca** and **radio-canada.ca**.



Affiliates Program

The Affiliates Program has been a great success story. It was launched in January 2002 and, as of February 2003, had 895 active affiliates, up 450 per cent in one year. Sites can self-subscribe for free CBC/Radio-Canada headlines, helping us to extend our brand and bring visitors back to **CBC.ca** and **radio-canada.ca**.

Corporate Activities

Two of this year's activities relate to cultural diversity, and a refined measurement of our audiences' response to our programming, in line with the values of a public broadcaster.

Cultural Diversity

Canada's population has a changing multicultural face. We are cognisant that our programming and on-air and behind-the-scenes employee membership need to keep pace with this change.





Programming

In addition to special programs on issues such as racism and discrimination, our regular News and Current Affairs programs on Television look at the full diversity of Canadian society. A number of French Television's dramas feature multicultural characters and situations, and one-third of the material shown on English Television's **ZeD** showcases talent or tells stories from Canada's multi-ethnic communities. Our children's programming also includes multicultural themes.

This year, English Radio in Toronto presented several programs dealing with multicultural issues: **The 99.1 Comedy Night: Accent on Toronto** (featuring comedians from various ethnic backgrounds); **Poetry Night at the Hughes Room** (poets from diverse ethnic backgrounds); a special series on the Asian community in Toronto; the Jamaica Connection series; and **Underground Toronto** (Black history).

People

The multicultural make-up of Canadian society is reflected in our choice of on-air hosts, journalists and actors. Visible minority hosts and actors can be seen on many of our programs and behind-the-scenes of such programs as **Hockey Night in Canada** and **ZeD** are directors, creative teams and technicians who also represent the multicultural face of the country.

To support the production of inclusive and unbiased programming, the Corporation undertakes or participates in training and development initiatives, such as:

- The Corporate Help Fund (on-the-job developmental opportunities for designated group members);
- Significant investment in training, development and mentoring of Inuit staff for reporter/editor positions in Television by CBC North;
- Innoversity Summit (bringing together mainstream media with writers and filmmakers from multicultural communities for the purpose of encouraging the creation of new programming reflecting the diverse experiences of a changing Canada).
- Radio-Canada's Internship Program (a targeted program providing internships in production and support roles).
- The CBC Newsworld Joan Donaldson Scholarships: for 2003, awarded to eight journalism students from across Canada in recognition of their demonstrated commitment to the ideals of public interest journalism, their academic achievement and community involvement; a \$2,000 cash award, special training and an intensive four-month internship with CBC News.
- English Radio has funded a New Voices initiative for the past five years to develop over 3,000 freelancers, contributors and performers who have enhanced the reflection of Canada's diversity on our airwaves.



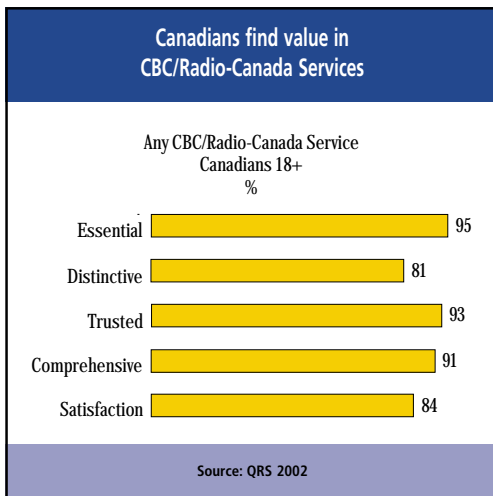


Qualitative Measures

As we are transforming CBC/Radio-Canada into a more clearly defined public service broadcaster, we are measuring our success in this endeavour in two different ways. All public and private networks collect quantitative data. Concurrent with Canadians' increased access to even more viewing choices, this year, usage of our English and French Television services has been affected. Despite increased competition, however, our English Radio services maintained their record-level audiences, while our French Radio services attained record-setting audiences. Growth in the usage of **CBC.ca** and **radio-canada.ca** continued to outpace growth in the overall usage of the Internet.



Shelagh Rogers, *Sounds Like Canada*, English Radio.



Our other measurement is in terms of the public value we bring to our audiences. In a high-quality survey, representative of the Canadian population (aged 18 years and older), CBC/Radio-Canada received very high scores. Here are the results:

- 95 per cent say that it is **essential** that CBC/Radio-Canada Television/Radio is available to Canadians.
- 81 per cent say we provide a **distinctive** service, offering programs that are not on any other television or radio service.
- 93 per cent **trust** News and information on our services.
- 91 per cent count on our Television/Radio to give complete, **comprehensive**, News coverage.
- 84 per cent are **satisfied** with the programming on our services.

We are very pleased with how Canadians rated us this year. We believe that we are on the right track with our transformation to a more clearly defined national public broadcaster.

