



News and Current Affairs



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CBC/Radio-Canada continues to be Canada's trusted source for news and current affairs, bringing a uniquely Canadian perspective to regional, national and international happenings that affect our lives.

CBC/Radio-Canada is Canada's largest news organisation, employing over 800 people in different journalistic functions, in Canada and abroad. It is the only news organisation with a presence throughout the country, operating in both official languages, and the only journalistic institution to place French-language journalists west of Ottawa. CBC/Radio-Canada's regional operations provide Canadians in all parts of the country with news about events throughout Canada.

CBC/Radio-Canada Radio and Television reporters are located in nearly 70 locations across Canada. In 2001, English Television opened nine News bureaus, including those in Bathurst, Inuvik, Kelowna, Kitchener and Thompson opened by CBC Newsworld. French Television also opened 10 new bureaus, notably in Caraquet, the Magdalen Islands, Kingston, Sudbury and Whitehorse. Additional mobile News trucks were purchased for RDI operations in Ontario, the West and in the Jonquière region.

CBC/Radio-Canada operates 11 international bureaus: in New York, Washington and Mexico, covering the Americas; in London, Paris and Moscow, covering Europe; in the Ivory Coast, covering Africa; and in Jerusalem, Cairo, Bangkok and Beijing, covering the Far and

Middle East. Most of the foreign correspondents in these bureaus file in both official languages for CBC/Radio-Canada's Radio and Television services. This resource capacity significantly boosted our ability to deliver more value and a broader range of stories and background context to Canadians during the crisis in Afghanistan this year when four of our foreign correspondents filed for both English and French Television and Radio networks.

This year, CBC Newsworld produced over 1,500 live programs and live inserts including those covering Nelson Mandela's visit to Canada to become an honorary citizen; Canadian troops and ships leaving for Afghanistan; the final Walkerton water report; and, the death of Princess Margaret. These and other topics were also covered by RDI this year in programs such as *Le Téléjournal / Le Point* and *Grands Reportages*.

In 2001-2002, CBC Radio provided Canadians with 900 hours of unique newscasts, documentaries, current affairs interviews and discussion, and commentary each week. This year, *World Report* reached almost two million Canadians in its weekly and weekend reports on Radio One and Radio Two; *The World at Six* reached 900,000 on Radio One and 300,000 on Radio Two

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1. Stéphan Bureau, *Le Téléjournal / Le Point*, French TV, RDI; 2. Wendy Mesley, Diana Swain, *CBC News: Disclosure*, English TV, CBC Newsworld; 3. Jean Dussault, *La Tribune du Québec*, Première Chaîne; 4. Judy Maddren, *World Report*, Radio One, Radio Two; 5. Peter Mansbridge, *The National*, English TV, CBC Newsworld; 6. Michaëlle Jean, *Grands Reportages*, RDI; *The Passionate Eye*, *Rough Cuts*, CBC Newsworld.



(BBM Fall 2001). Local Morning shows such as *The Early Edition* (Vancouver), *Information Radio* (Winnipeg), *Metro Morning* (Toronto), and *Island Morning* (Charlottetown) together were heard by over two million Canadians each week (BBM, Fall 2001). *This Morning*, with host Shelagh Rogers, reached over 1.4 million Canadians each week (BBM Fall 2001).

CBC Radio began to integrate its regional and network information resources through greater operational consolidation where the needs of the regional audiences could be fully addressed, as in Toronto. There were also experiments in greater cooperation with English Television to provide more comprehensive regional and content coverage in shared bureaus and, as in Winnipeg, with integrated Radio-Television newsrooms.

French Radio's News services continued to enjoy an excellent reputation for the quality of their information, the credibility of their journalists, and the relevance of the stories presented. The creation of a Radio current affairs department made it possible to integrate over 300 hours of new content into broadcasts.

French Radio opened two new journalistic bureaus in 2001, in Rio de Janeiro and Jerusalem, which will expand coverage of events considerably.

Sans frontières again this year presented national and international information and in-depth analysis in order to provide listeners with extensive detail for an understanding of current events. *Sans frontières* was awarded the 2001 Radio Prize for best special (hosting and information) for its September 11th, 2001, program.

Radio Canada International (RCI) this year added 365 hours of original programming in Russian and 810 hours of programming in Arabic, in the wake of the events of September 11th.

Our Corporate websites, *cbc.ca* and *radio-canada.ca*, continued to deliver up-to-date information on local, regional, national, and international events, 24-hours a day, with access from any part of the country. These websites were the top media News sites used by Canadians in September 2001 (Media Metrix). The average monthly unique home audience (2+) between August 2001 and February 2002 (with home excluding work and school) was: *radio-canada.ca*, 792,000; and *cbc.ca*, 961,000. The average monthly unique home audience (2+) in September 2001 had a combined total of 1,831,000. News and information can also be received instantly on wireless devices through various media partnerships.

Early in 2002, CBC/Radio-Canada New Media launched its affiliates program to create a network of partners. New Media continued to exploit the benefits of convergence and further the integration between our traditional media and New Media. New Media also developed Wink interactive Television services for CBC News, as well as current affairs multimedia projects involving Radio, Television and New Media.

New Programs and Hosts

As part of its transformation to a more public broadcaster, CBC News launched two programs this year. *CBC News: Sunday* (on CBC Television Sunday mornings and on CBC Newsworld Sunday evenings) is a two-hour weekly current affairs and information magazine hosted by Carole MacNeil and Evan Solomon. Focusing on politics, media, ethics, and spirituality through interviews and documentary-style field pieces, the program goes beyond reporting events to examine the personal motivation and values of the people in the news. *CBC News: Disclosure* (on CBC Television

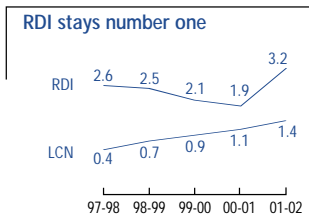
Tuesday evenings and on CBC Newsworld Sunday afternoons), hosted by Wendy Mesley in Toronto and Diana Swain in Winnipeg, brings a contemporary edge and style to CBC's proud tradition of investigative journalism. Past episodes of both programs can be seen on the *CBC News: Sunday* and *CBC News: Disclosure* websites on *cbc.ca* whenever a viewer chooses.

Sharon Lewis became the new host of CBC Newsworld's current affairs debate program, *counterSpin*, now in its fourth season. Sharon Lewis moderates an hour of passionate, knowledgeable argument about the big political and cultural issues facing Canada and the world.

French Television's noon News program was revised this year. Renamed *L'Heure du Midi*, the bulletin was extended by a half-hour to include regional News produced in Montreal and Quebec City for a Quebec audience and in Ottawa and Moncton for other audiences. The four French Television stations in Western Canada extended their supper hour News bulletins to include public affairs coverage.

This year, a new innovative weekly magazine, *5 sur 5*, hosted by Bernard Derome, was launched as a collaborative effort between New Media and Radio-Canada Information services. This program examines subjects suggested by its audiences who pose their questions to a network of cameras in public places from Caraque to St-Boniface. Television and multimedia teams work together in the same locations. Among the objectives of the program are the construction of a platform permitting the public to express itself and to influence the content of the program; and the creation of an instrument for the democratisation of information.

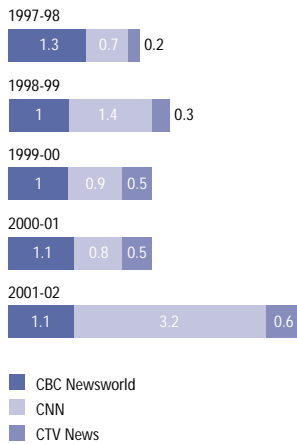




September – March
Source: Nielsen Media Research

CBC Newsworld, leader among Canadian News Services

Audience Share (per cent) 24 Hours



September – March
Source: Nielsen Media Research



The Chaîne culturelle also introduced new programs and hosts in 2001, including *Salut Garneau !*, with Richard Garneau, a morning program notable for its originality and unique musical content. Also, the cultural program, *Aux arts, etc.*, with Johane Despins, informed its listeners about happenings in music, the performing arts, films, and literature.

On the Première Chaîne, the program *C'est bien meilleur le matin* with host René Homier-Roy, offered its listeners something out of the ordinary, where rigorous information was provided with humour by a truly unusual team. The network program *Indicatif présent* with Marie-France Bazzo is a socio-cultural program covering society's major trends. Finally, *Sans frontières*, an afternoon information program, provided an accurate picture of the daily news.

Special Programming

Now in its second season, *CBC News Big Picture* focuses on a subject of broad interest to Canadians and deals with it through documentaries, special reports, interviews, and panel discussions on CBC News, Current Affairs, CBC Newsworld and on-line programming over one or more days. Topics this season have included: *Inside Canada's Prisons*; *Sky Blues* (the problems in Canada's airline industry); *The Kindness of Strangers* (why volunteering is on the decline); *Coping With Uncertainty* (the Canadian economic outlook); and *Four Months Later* (the aftermath of September 11th).

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The Big News Events of the Year

September 11th

Rarely has the role of CBC/Radio-Canada been more evident than on September 11th and in the weeks that followed. Canadians turned to our services in phenomenal numbers, as they usually do in times of crisis, because they want a Canadian perspective on events. Canadians know the importance of having respected Canadian journalists on the scene and around the world to help everyone understand.

Our coverage has been praised both at home and abroad for its informed, respectful and balanced treatment. The figures speak for themselves. On September 11th, the reach for English Television, French Television, CBC Newsworld, and RDI combined was 16 million, while the reach for Radio One, Radio Two, the Première Chaîne, and the Chaîne culturelle combined was four million. RCI's journalistic coverage, which aired on every continent, had impressive audience figures around the world. English Television's coverage was picked up by the USA Cable Network and carried to 80 million homes throughout the United States. CBC News also provided the pool coverage of the Canadian memorial service on Parliament Hill, which was picked up by every Canadian broadcaster, including those not generally airing news. Radio-Canada's signal was available on TV5 Monde as well, which quadrupled its audience during these events.



English Television began live full coverage shortly after the events on the morning of September 11th and stayed on the air continuously for the next two days with special programming and extended editions of *Canada Now*, *CBC Morning*, and *The National*. In the days following, the network continued with extended news programming and *CBC News Specials*, broadcast without commercial breaks. Overall audiences to *The National* in the weeks following September 11th jumped 36 per cent (compared to the weeks before), proving that Canadians trust and seek out CBC/Radio-Canada for important information.

Coverage on CBC Newsworld was continuous from 0845ET Tuesday, September 11th, to 2300ET Sunday. The first 91 hours were commercial-free. CBC Newsworld reached 9.4 million viewers the week of September 10-16, receiving its highest weekly share of the year, of 2.8 per cent. A second high occurred a few weeks later, during the week of October 8-14, when U.S. bombing began in Afghanistan. The reach that week was 7.4 million.

A *CBC News Special* documentary by Terence McKenna revealed new information on the Canadian connection to the bin Laden network. In a remarkable special documentary report, *Inside CBC News: Voices of War*, English Television News foreign correspondents went beyond the military aspects of the campaign to offer intimate anecdotes and impressions of a ravaged country and desperate people.

French Television also began live coverage of the events shortly after they occurred and carried special uninterrupted coverage for two days simultaneously with RDI. In all, French Television presented close to 60 hours of special programming describing the impact of the terrorist attacks and the beginning of the American retaliation in Afghanistan. RDI provided exhaustive coverage of the events, in addition to offering programs and documentaries that looked for answers to the big questions raised by these events. During the week of September 10-16, RDI achieved a historical audience share of 9.9 per cent, a record for a Francophone specialty channel.

CBC Radio's and French Radio's feed was carried by National Public Radio in the U.S. and by Radio France at one point or another. During the week of September 10-16, CBC Radio (One and Two combined) had a share of 14.5 per cent (compared with 12.7 per cent over the rest of the Fall survey period). The combined reach of the English Radio service was 4,475,000 for that week (compared with an average 3,888,300).

CBC Radio One was preempted with continuous live coverage on September 11th and for much of the remainder of the week. Hosts Michael Enright, Judy Maddren, Shelagh Rogers, and Bernie McNamee were on air in the morning. *Cross Country Check Up* with Rex Murphy provided Canadians with one of the few national forums to react and share for two days running after

the events. Throughout the Autumn, CBC Radio continued to provide thoughtful coverage of the events and issues.

On French Radio, the events of September 11th generated the broadcast of 750 stories, to which were added 478 reports by foreign correspondents, hundreds of stories from the regional stations and 212 stories by freelance journalists. Worth noting are the specials *Sans frontières* aired on September 11th and in the days following. Journalistic coverage by French Radio was distinguished by its rigorous and relevant analysis of current affairs.

Audience shares for the weeks that followed the events showed a clear advance in audience numbers for French Radio in relation to those for their competitors.

On September 11th, the *Zone Nouvelles* of *radio-canada.ca* was the most consulted French-language website in Canada. Both *cbc.ca* and *radio-canada.ca* presented exclusive multimedia documents to aid their audiences in understanding the history of the conflict and current events. Traffic on *cbc.ca* has more than doubled since September 11th, reaching 3.3 million page views in October 2001, for an average length of visit of approximately 23 minutes.

Canadians can be proud of their public broadcaster. Through CBC/Radio-Canada, a Canadian voice and point of view were heard at home and around the world.



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CBC Newsworld produced its second annual *Generations* program on Remembrance Day as part of The Memory Project partnership, an educational outreach program that unites students with war veterans to tell and preserve their stories.

CBC Newsworld partnered with The Dominion Institute for exclusive Television coverage of the third annual Lafontaine-Baldwin Symposium, this year delivered by Georges Erasmus.

Summit of the Americas

In April 2001, Quebec City hosted the Summit of the Americas. Before the opening of the event, French Television showed *La Marche des Amériques*, an exhaustive analysis of the relevant issues and implications. French Television and RDI presented complete coverage of the actual Summit and the happenings on the street outside of it as well. CBC News also provided comprehensive coverage of the Quebec City gathering, including broadcasting of the closing gala, *Rhythm of the Americas*, presented on French Television under the title *Amérythmes*.



Science, Technology, Health

In 2001-2002, RDI introduced a new daily program produced in Quebec, *Bulletin de santé*. Shown Monday to Friday from 11:30 a.m. to noon, *Bulletin de santé* looks at all aspects of health.

For the 14th season, French Television presented the program *Découverte*, a complete magazine program dealing not only with scientific questions, but also with their social, political and even moral impact. This program had a weekly average of 550,000 viewers in 2001-2002. The program on January 20, 2002, which presented special features on Ecstasy and Parkinson's disease, peaked with close to 800,000 viewers.

The Première Chaîne broadcasts a weekend program entitled, *Les Années lumière*. Twice daily during the week, two *Info-science* bulletins are also offered to listeners.

As part of the *CBC News Big Picture* series, English Television, CBC Newsworld and *cbc.ca* presented *Curing Health Care*. This presentation combined live coverage of the first day of the inquiry into health care in Canada with live reports from hospitals in Sudbury and Halifax, and taped reports from the health front across the country.

Evan Solomon this year looked at the extraordinary ideas and lives of some of the most influential contemporary innovators in a special series co-produced by CBC Newsworld and PBS. *Health Matters* with Norma Lee MacLeod, also on CBC Newsworld, focused on health news and issues.

On English Television, the award-winning science program, *The Nature of Things* with David Suzuki, now in its 42nd season, broadcast sometimes controversial stories about technology, the environment and the world of science.

Now in its 26th year, CBC Radio's *Quirks and Quarks* continued to provide the highest quality in provocative and entertaining science journalism in Canada. *Quirks and Quarks* has an 11 per cent share of Radio listening and reaches close to 500,000 Canadians each week (BBM Fall 2001).

Scientific, technology and health issues are a regular part of CBC Radio regional and network programs, including *This Morning, As It Happens*, and *The World at Six*. *to.dradio.com*, which returned for a summer run in 2001, is an interactive live program about new technology and Canadians, hosted out of Vancouver simultaneously on Radio and via the Internet by futurist Tod Maffin.

