ANNUAL REPORT TO THE CRTC

CBC ENGLISH TELEVISION
FOR THE BROADCAST YEAR
2001 / 2002

November 30, 2002

TRACKING THE REGULATORY REPORTING REQUIREMENTS FOR CBC ENGLISH TELEVISION FOR THE BROADCAST YEAR 2001 / 2002

Regular programming was interrupted by a labour dispute which extended from December 6, 2001 through January 2, 2002. Substitute programming was broadcast, Canadian content levels dropped, and it was not possible to maintain regional news programming. Performance against some expectations, measured in average hours per week over the course of the full year, was affected.

Defined Time Periods:		
	Broadcast Day	6 a.m. to Midnight
	Peak Period	7 to 11 p.m.
	Full Day	Sign-On to Sign-Off (typically 6 a.m. to 1:30 or 2 a.m. weekdays in 2001/02).

Subject	Information To Be Filed	Results	Comments
1. Canadian Content **CRTC expectation**: 80% Peak Period, 75% 6 a.m. to Midnight	Evidence of Canadian content levels achieved in the Peak Period and over the Broadcast Day.	86% in the 7-11 p.m. Peak Period 76% over the Broadcast Day	Exceeded
2. Diversity of foreign content **CRTC encouragement**: less U.S. programming	Reduction in U.S. programming	64% of foreign programs were from countries other than the U.S., both in the Peak Period and over the Full Day	Exceeded
3. Drama programming **CRTC expectation**: meet renewal commitment of 5.5 hours per week in the peak broadcast period	Annually, the average weekly number of hours of Canadian drama programming in the Peak Period	5.1 hours / week in Peak Period 38.1 hours / week over Full Day	Substantially met

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4. Entertainment programming **CRTC expectation**: meet renewal commitment of 8.0 hours per week in the peak broadcast period	Annually, the average weekly number of hours of Canadian entertainment programming in the Peak Period	6.2 hours / week in Peak Period 40.4 hours / week over Full Day	Special circumstances this year included Olympics, World Cup Soccer, and the month-long labour disruption
5. Regional production for the network **CRTC expectation**: a minimum of 36 hours / week, excluding news	Annually, the number of hours (excluding news) produced in the regions and broadcast during the day.	39.6 hours / week (Full Day)	Exceeded
6. Priority regional (150 km from Toronto) programming **CRTC expectation**: no target set	Annually, the number of hours of Priority programming produced in the regions and broadcast during the day.	23.0 hours / week (Full Day)	Met
7. Priority regional programming in peak period **Condition of licence**: 5 hours / week in 2001/02	Annually, the number of hours of Priority programming produced in the regions and broadcast during the peak period.	5.2 hours / week including *On The Road Again*, the Stratford Festival, and regionally produced Canadian entertainment awards	Met
8. Foreign feature films	Annually, for non-Canadian feature films		Condition of

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CRTC condition of licence: Prohibition from broadcasting in peak time the most popular non-Canadian films for a period of 10 years following their theatrical release as well as all recently released non-Canadian films. Effective in Year 4 of licence term	broadcast in peak-time during the previous broadcast year: • Film titles; • Dates broadcast; • Canadian theatrical release dates; • Whether appeared in the Variety lists of 100 top grossing feature films in Canada and United States in any of the 10 years preceding their broadcast date		licence becomes effective in Year 4 of licence term. (Begins September 2003)
9. Canadian feature films **Report on activities**	Annually, number of Canadian feature films broadcast in the previous broadcast year.	Broadcast 56 programs (110 hours) in 2001/02 During Fiscal 2001/02 English Television entered into production commitments for 7 Canadian feature films and development commitments for 5 others.	Met Increase over last year
10. Long-form documentaries **Report on activities**	Annually, the number of hours broadcast in peak-time.	173 hours / year in Peak Period, including 149 Canadian hours	Met

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11. Performing arts **CRTC expectation**: • 24 representations of complete or substantially complete performances by Canadian performing arts company • 12 of these in peak period	Annually, number of Canadian performances over the Broadcast Day and in the Peak Period in the previous broadcast year.	28 Canadian performances over the Full Day 20 Canadian performances in the Peak Period	Significantly exceeded
12. Children's programming **CRTC expectation:** 15 Canadian hours / week	Annually, the average weekly number of hours of Canadian programming directed to children (2-11 years), showing separately the number of original Canadian program hours by week.	32.3 hours / week total, 22.5 hours / week Canadian, 3.8 hours/week original Canadian	Significantly exceeded
13. Youth programming **CRTC expectation**: 5 hours per week	Annually, the average weekly number of hours of programming directed to youth (12-17 years).	6.7 hours / week total, 5.0 hours / week Canadian	Met
14. Sports **Report on activities.**	Annually, and separately, for professional and amateur programming: • The number of hours of original and repeat hours broadcast in peak-time; • The number of hours of original and repeat hours broadcast during the day.	Hours / Year: Full Day / Peak Professional Original 500 / 250 Repeat 34 / ___ Total 534 / 250 Amateur Original 600 / 138 Repeat 84 / ___ Total 684 / 138	Met Amateur sports programming constitutes 56% of total Full Day sports hours

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15. Independent production **CRTC encouragement**: 50% target (* excluding News, Public Affairs, and Sports)	Annually, the number of hours of programming acquired from independent producers that was broadcast in peak-time and throughout the day, and showing hours that were produced at regional locations.	Hours / Year: Full Day / Peak All Canadian* 3,108 / 543 Independent 2,230 / 354 Cdn. Regional 1,589 / 309 Indep. Regional 1,157 / 188	Significantly exceeded. 72% of Canadian* is independent. 73% of Regional is independent.
16. Network exchange **CRTC encouragement**: 40 hours / year	Annually, the number of hours of co-produced and/or exchanged programming broadcast during the year on English and French networks.	83.5 hours / year	Significantly exceeded
Regional Programming (General)	One of the principal strategic directions of the English Television Transformation process is the ongoing effort to enhance the level of meaningful regional reflection throughout the schedule – that is, the extent to which viewers in every part of the country see themselves, their stories and their preoccupations reflected on the screen. CBC Television considers local and regional programming to be only one of many ways to achieve local and regional reflection – albeit an important one. Moreover, it considers supper hour newscasts to be only one component of an overall local and regional programming and reflection strategy – although, again, an important one. We believe that it is even more important for the national public broadcaster to ensure that local and regional stories, talents and issues reach national audiences, and that this happens throughout all program genres, in all parts of the schedule. The decisions to reduce local / regional news to a half-hour per weekday, not to add weekend local / regional news, and not to proceed with other contemplated local / regional non-news program series, were made largely for financial reasons. Economies of scale dictate that even modestly funded programs produced at multiple locations are more expensive, per hour on the schedule, than a much better resourced program produced at a single location – whether at the network centre or in a regional location.		

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17. Regional news Programming **CRTC requirement**: CBC commitment of 90 minutes of local news programming Monday to Friday on each regional station.	Performance against renewal commitment.	30 minutes / day on each station. Regional news programming was reconfigured effective October 2000 with the introduction of the *Canada Now* package of 30 minutes of network news and 30 minutes of local news in the 6 to 7 p.m. period.	Priority in dealing with resource limitations is to ensure full and balanced reflection of the regions in national network programming.
18. Regional weekend news **CRTC requirement**: reinstate weekend newscasts beginning in Year 2 of licence term	Annually, the average weekly hours of news programming broadcast during Saturday and Sunday, for each owned and operated station.	As indicated above, local / regional news programming has not been added on Saturdays or Sundays.	
Regional Reflection (General)	Given finite resources but a commitment to ensure meaningful regional reflection throughout the schedule, practical steps are required and have been taken. The Network Programming office now has a Senior Director based in Vancouver. The pattern of production de-centralization begun with the network's *Canada Now* originating from Vancouver has been extended, with *CBC News: Disclosure* originating from Winnipeg. Special mechanisms have been put in place to ensure the development of regional programming. The TransCanada Development fund, resourced at $1 million per year, is now in its second year of operation. As of March 31, 2002 more than 100 development projects had been funded throughout regions, of which more than a third had gone on to some stage of production. 2001/02 saw the creation of the Reflections Fund, resourced at $2 million per year, to provide production dollars for projects in the regions: theme-based projects in which regions contribute components to a network series or special, regional specials to be subsequently run in a network period, and regional specials of particular importance to the region. The six hour-long *TransCanada Comedy Trail* programs in the summer 2002 prime time network schedule resulted from these new approaches to development and production.		

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Regional Reflection, continued	*ZeD*, the network's new late night program of innovation for younger adult audiences, combines several of these new approaches. The *ZeD* unit is based in Vancouver, and the *ZeD* template was created specifically to increase and enhance regional production and reflection. Six full-time video journalists scattered throughout country produce stories to appear on *ZeD* each week throughout season. Several regions are also involved in the taping of original performances in their studios of up-and-coming bands, musicians, dancers, and vocalists that appear on *ZeD* throughout season. It's anticipated that more than 60% of *ZeD's* programming will originate or be acquired in Canada's regions.		
19. Regional non-news Programming CRTC requirement: CBC commitment.	Progress in meeting renewal commitment of 13 original half hours and 13 repeats in Year 1 for each of 9 regional stations (rising to 26 original half hours and 26 repeats in subsequent years).	CBC owned and operated stations taken together broadcast 179 hours of non-news regional programming, about 76% of the committed level for 2001/02.	The priority is full and balanced reflection in national network programming.

A new time period for regionally programmed documentaries was introduced into prime time for summer 2002 (Wednesday evenings from 8 to 9 p.m., beginning in July and extending into September), with separate programming streams for 6 station groupings: Atlantic Canada, Quebec, Ontario, the Prairies, British Columbia, and the North. These documentary streams contributed 42 hours of programming in the 2001/02 Broadcast Year.

Halifax and Vancouver have more opportunities to showcase regional programs because of network scheduling patterns to accommodate time zone differences. Halifax / Atlantic programming included *NFB Shoots East* (12 hours) and *Atlantic Spotlight* (8). Vancouver's programming included *See BC on CBC* (20 hours) and *@ The End* (19).

CBC North was also active, with the summer documentary stream, 13 half hour *Maamuitaau* programs, 13 repeats, the Arctic Winter Games, and a health care forum.

Other regional or single-station non-news programming ranged from local and provincial political events coverage (leadership conventions, debates, elections through current affairs such as the St. John's *Land and Sea* series to charity telethons and regional celebrations such as provincial arts awards.

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20. Closed captioning **Condition of licence**: • 100% news • 90% of overall schedule	Annually, the % of news and non-news programming broadcast with captions.	News is 100% closed captioned; Programming from sign-on to Midnight is 100% captioned; 97% of the Full Day (sign-on to sign-off) schedule was captioned.	Exceeded
The Corporation has made a commitment that by November 1, 2002, it will closed caption all program content on both CBC Television and CBC Newsworld, including live breaking news, promos and commercials produced by the CBC. This represents a significant additional capital and operating investment. As well, CBC will encourage its advertising clients to provide closed captioning of their externally produced advertisements. In another move to increase accessibility by the deaf and hard of hearing to CBC services, CBC English Communications recently installed a dedicated e-mail account and TTY telephone line to deal with their enquiries and concerns, particularly with regard to closed captioning service. These lines receive the same quality of response as all of CBC's other audience relations services, and have been widely promoted in the deaf and hard-of-hearing community.			
21. Descriptive video **CRTC encouragement**: continue activities and report	Annually, a list of programs described for the visually impaired.	4-hour *Trudeau* dramatic mini-series (March 31 and April 1, 2002) broadcast with descriptions as detailed below.	One new project undertaken
CBC paid for video description of its broadcast of the independently produced four-hour mini-series *Trudeau*, which was seen by an average audience of almost two million people. Through arrangements with the National Broadcast Reading Service, the descriptions were broadcast on the Voice Print service to coincide with both the Eastern and Pacific Time Zone releases of the program, thus expanding the potential audience for the descriptions beyond the CBLT Toronto transmitter. There was considerable promotion of this offering, both on and off the air. As well, the home video DVD release of *Trudeau* contains the video descriptions funded by the CBC. We are currently in the process of identifying further video description projects for the coming year. We are also examining technical options and alternatives for carrying the descriptions further through our network distribution and transmission systems. Just beyond the end of the 2001/02 Broadcast Year, in September 2002, *Big Bear* was rebroadcast with the descriptions.			

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Representation and Reflection Concerns (General) • Cultural and ethnic diversity • Aboriginal representation and reflection • Portrayal of women Please see individual sections below for focused initiatives and programming examples.	The challenges of reflecting the cultural and ethnic diversity of Canada, of the special place of Aboriginal peoples, and of the role of women in contemporary Canadian society have much in common. These are some of the specific components of the need to ensure balance, fairness, and range in the reflection and portrayal of all components of Canadian society, regardless of racial, cultural, linguistic, sex role, regional or other differences, disabilities, or religious beliefs. Sensitivity to these issues must run through all programming, and it must be a preoccupation of all programmers, producers, writers, correspondents, and performers. Special, targeted mechanisms and programs focusing directly on racism, negative stereotypes, gender bias, or other forms of discrimination are required and provided, but regular on-going series are equally if not more important. It is essential that the full diversity of Canadian society be reflected day in and day out as a naturally occurring facet of Canadian life in *The National, Canada Now, Life & Times, the fifth estate, Opening Night, On The Road Again,* and *DaVinci's Inquest*. Some examples of how these regular series contribute are listed below. Training, development, and outreach initiatives, renewal seminars, and employee goal setting and performance management processes support the development and production of programming sensitive to multi-cultural, multi-racial, Aboriginal, and sex role portrayal concerns. Development priorities target programming reflecting the experiences of these groups. CBC Television and Radio were founding sponsors and major participants in the first Innoversity Summit in Toronto, May 16 and 17, 2002, devoted to bringing together mainstream media and media-makers, writers, filmmakers, and their colleagues from multicultural communities. As part of this initiative, CBC Television announced the creation of two scholarships, and has brought two people from diverse backgrounds into the News and Current Affairs and Arts and Entertainment departments. CBC News opened five new video-journalist bureaus in under-served regions of Canada in 2001/02. Three of the five video-journalists represent visual minorities. The new CBC News foreign correspondent based in London is of a visual minority. The Joan Donaldson Scholarship program and the CBC's internship program with Canada's journalism schools reflect diversity objectives. The CBC's corporate Help Fund provides financial assistance for on-the-job development opportunities for designated group members.		

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22. Cultural and ethnic diversity **Report on activities**	Annually, a description of progress in meeting commitments with respect to: reflecting multi-racial and multi-cultural society, providing balanced representation, and counteracting negative stereotypes.	To assess coverage of the world conflict surrounding the September 11 attack on America, CBC News established an advisory panel of experts to monitor news stories with particular attention to the tone, language, cultural and religious sensitivities surrounding the military action. Examples of programming reflecting cultural and ethnic diversity: - *Get Set For Life*, the morning programming for pre-schoolers, is hosted by a young woman and a young black man. - *Infomatrix,* the afternoon programming block for youth, is hosted by a young African-Canadian. Visible minorities host the *SmartAsk!*, *SpyNet, and CBC NewsReal* components and *Street Cents*. - Documentary segments on weekly magazines such as *the fifth estate, CBC News: Disclosure, CBC News: Sunday, Venture,* and *Culture Shock* regularly focused on Canada's diverse cultures. - Sports documentaries profiled the first black player in the NHL and young African Canadians trying for success in basketball. - *Jinnah On Crime: Pizza 911* – a new movie based on the true stories of an Indo-Canadian newspaper reporter. - *Must Be Santa* – a movie featuring a tall, young black man as Santa. - *Opening Night* presented "Buried Treasures", a new archival program featuring American Black artists who came to Canada in the 50's and 60's to perform in specials on the CBC, including Ella Fitzgerald, Duke Ellington, Sammy Davis Jr., Della Reese, and Marian Anderson. - Other *Opening Night* programs featured Molly Johnson, Portia White, and Measha Brueggersgosman, all African-Canadian artists. - *Zed* is headed by a Barbados-born executive producer, its editorial staff is 1/3 multicultural, and over 1/3 of its material showcased talent or told stories from Canada's multi-ethnic communities. - Ethnic minorities have principal roles in many CBC series, including *DaVinci's Inquest, Tom Stone, Nothing Too Good For A Cowboy, Our Hero, These Arms Of Mine,* and *Edgemont.* - *World Cup Soccer* and related documentaries were added to the schedule to reach audiences that we may not normally serve.		

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23. Aboriginal representation and reflection **Report on activities**	Annually, a description of progress in meeting commitments with respect to: reflecting special place; providing balanced representation; and counteracting negative stereotypes.	Programming examples: - *The National* featured special documentary reports on native taxation, the B.C. treaty referendum, Cree health problems, Innu filmmakers, northern wind, and northern oil. - *CBC News: Disclosure* presented "Dirty Tricks", highlighting aboriginal issues and secret police tactics. - *CBC News: Sunday* presented "Fort Chipewyan", a three-part series on filming a movie with native youth as stars in northern Alberta. - The animated series *Inuk* features artist Mark Tetro's illustrations and traditional Aboriginal stories for children. - *Longhouse Tales* is an animated children's series featuring Aboriginal stories. - The youth series *Myth Quest* features stories covering a range of different cultures, including Aboriginal cultures. - The third *North Of 60* movie, *Dream Storm,* took viewers further into Aboriginal spirituality than any other program to date. - Repeats of *North Of 60* continued into 2001/02 weekdays at 1 p.m. - *Kick! The Spirit of the Games* focused on two young Northern athletes, from Kimmurut and *Tuktoyaktuk* as they trained and prepared to compete at the Arctic Winter Games. - The Arctic Winter Games opening ceremonies were broadcast live and the competitions received network coverage in 2001/02. - *Paul Brandt: Voices of the North* highlighted the cultural aspects of the Arctic Winter Games in a prime time special. - Tom Jackson's annual *Huron Carole* benefit concert is now a Christmas tradition in communities across Canada and on CBC. - CBC TV is the home of the National Aboriginal Achievement Awards. -		
24. Portrayal of women	Annually, a description of	CBC Television continued its support of the work of Women In Film &	

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Condition of licence: Report on activities.	steps taken to balance the representation and portrayal of women.	Television in 2001/02, and sponsors an award for an emerging female writer consisting of a $5,000 cash prize and assistance from a CBC Executive in Charge of Production. CBC Television's Arts and Entertainment senior management group consists of nine positions (Directors and Creative Heads). Six of the nine incumbents are women. Women occupy prominent roles as hosts and reporters throughout network and regional news and current affairs programs, and as writers, producers, and directors behind the scenes. Programming examples: - *the fifth estate* documentary on "The Murdered Bride" told the story of the murder of a Canadian woman in India at the behest of her conservative Sikh family in B.C. - *CBC News: Disclosure* items included "Wondering Why" – the story of a Muslim woman who was suddenly fired by Ontario's Hydro One shortly after September 11, "Sewing Discontent" – dealing with conditions employees endure at a Honduras garment factory owned by a Canadian company, and "Sex Slaves" – which exposed the exploitation of young Malaysian women being forced into prostitution in Canada. - CBC arts and performance programming and *Life & Times* featured profiles of many prominent Canadian women, including Karen Kain, Maude Barlow, Sandra Schmirler, and Elizabeth Manley. - CBC Television Sports continued increasing coverage of women's sports in 2001/02. - New female sports commentators were introduced for rowing and for the Commonwealth Games, and more women have been added in sports production roles formerly dominated by men. - *Women Warriors*, a ten-part series in conjunction with the Women's Sports Network, featured ten high profile Canadian women athletes.		

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25. Victoria reflection on CBUT Report on activities.	Annually, the extent and nature of the reflection of the Victoria region in CBUT's news and current events programming.	Improvements in the mobility and flexibility of communications and news coverage technologies in recent years have made it easier to capture and reflect Victoria and Vancouver Island in CBUT's programming for British Columbia The integration of the CBC's network and regional news units in British Columbia has consolidated the requirements to cover the provincial legislature, local and regional social and political issues and stories in Victoria, and resource industry and other stories on the Island into an active and vital bureau operation. The CBUT Vancouver *Canada Now* regional news unit maintains two full-time staff positions in Victoria; a Video Journalist and a Legislative Reporter. A full time video circuit links Victoria to the Vancouver studios (and the CBC's national video collection and distribution networks) to facilitate live interviews and the instant filing of stories. The CBUT *Canada Now* program averages about one news story from Victoria each day, and the bureau also accommodates reports, interviews, and event coverage for national programs and for Newsworld. Stories from Vancouver Island are also parts of two weekly hour-long regional documentary series, *Docs On The Coast* and *See BC on CBC*.		