

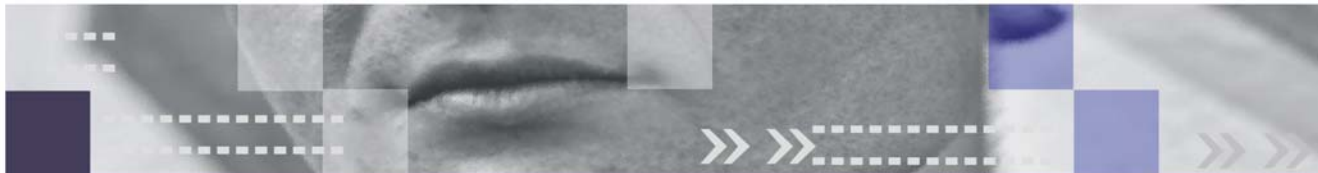


Canadian Radio-television and  
Telecommunications Commission

Conseil de la radiodiffusion et des  
télécommunications canadiennes

CRTC  
ACTION PLAN  
2006-2009

# Official Languages



Implementation of  
section 41 of the  
*Official Languages Act*

Canada





Canadian Radio-television and  
Telecommunications Commission

Conseil de la radiodiffusion et des  
télécommunications canadiennes

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31 July 2008

Judith A. Laroque  
Deputy Minister  
Canadian Heritage  
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Gatineau, Quebec  
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Dear Deputy Minister:

I am very pleased to send you the second action plan of the Canadian Radio-  
television and Telecommunications Commission following its designation under  
section 41 of the *Official Languages Act* (OLA) on 22 August 2003.

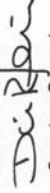
As you will see, this plan shows the Commission's commitment to continue,  
within the limits of its mandate, its efforts to enhance the vitality of the English  
and French linguistic minority communities in Canada and to support and assist  
their development, as well as to foster the full recognition and use of both English  
and French in Canadian society.

The Commission consulted the representatives of official language minority  
communities in the development of this plan. These consultations were a  
continuation of those held during the elaboration of the Commission's first action  
plan.

I wish to bring to your attention the fact that the Commission was the subject of  
an audit by the Office of the Commissioner of Official Languages concerning the  
implementation of section 41 of the OLA during the fiscal year 2005-2006. The  
Commission will be submitting in the near future a response to the report of the  
Office of the Commissioner of Official Languages that will include a revised  
action plan.

Sincerely,

Diane Rhéaume

  
Secretary General  
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**CRTC**

**Action Plan 2006-2009**

**Implementation of section 41 of the *Official Languages Act***

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|   | amended). Its telecommunications regulatory powers are derived from the <i>Telecommunications Act</i> (S.C. 1993, c. 38, as amended) and the <i>Bell Canada Act</i> (S.C. 1987, c.19 as amended).  |
| National coordinator responsible for implementation of section 41:<br>Exact title:<br>Mailing address:<br><br>E-mail address: | <b>Véronique Lehoux</b><br>Director, Planning and Priorities<br>CRTC<br>Ottawa, Ontario<br>K1A 0N2<br><br>veronique.lehoux@crtc.gc.ca  |
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## Summary of main expected results

For the years 2006-2009, the CRTC plans to achieve, within the limits of its mandate, several objectives in the following categories: awareness, consultation, communications, co-ordination and liaison, and accountability. As an administrative tribunal, the CRTC does not manage programs or services, nor does it fund activities, but several of its activities contribute to implementation of section 41 of the *Official Languages Act* (OLA).

With regard to awareness, several activities are planned—for example, information sessions with employees and senior management on how to integrate section 41 of the OLA into day-to-day CRTC operations, and on the needs and priorities of the official language minority communities (OLMCs).

Consultations with the OLMCs are planned so that they can make their needs and priorities known to the CRTC, in particular through the national co-ordinator.

With regard to communications, the objective is to provide the OLMCs with up-to-date and relevant information on CRTC activities. Also, during the year, the national co-ordinator will decide whether an Internet page should be created that would address CRTC activities related to the two objectives set out in section 41 of the OLA, i.e. to enhance the vitality of English and French linguistic minority communities in Canada and support and assist their development, and to foster the full recognition and use of English and French in Canadian society.

In addition, over the next three years, the Commission will proceed with a review of various broadcasting policies, as stipulated in the CRTC's 2006-2009 work plan published on April 28, 2006. In connection with this review, a public process of written observations and hearings will enable the official language communities and the general public to make their concerns known to the Commission.

Several CRTC activities, such as the issuing, renewal and amendment of licences, the development of policy guidelines and the regulation and monitoring of all aspects of the Canadian broadcasting system, which are pursuant to the *Broadcasting Act*, as well as some of the activities pursuant to the *Telecommunications Act*, contribute to attaining the objectives set out in section 41 of the OLA.



For example, the Commission's day-to-day operations, where applicable, allow for attaining the following objectives: promotion of access to broadcasting services in minority markets, encouragement of the efforts of broadcasting licensees to increase production and broadcasting of regionally produced programming and, lastly, promotion of the full recognition and use of English and French in Canadian society.

In accordance with the accountability requirements, a detailed review of the CRTC's activities will be submitted to Canadian Heritage.

**A. Awareness (internal activities)**

| <b>Main expected results</b>   | <b>Main activities planned in order to achieve expected results</b>   | <b>Indicators to measure results</b>   |
|--|---|--|
| <p>Employees and senior management are aware of the importance of promoting Canada's bilingual nature.</p> | <ul style="list-style-type: none"> <li>• Awareness and information sessions for employees and senior management to elaborate on the obligations to the implementation of section 41 of the OLA (promoting the full recognition and use of English and French in Canadian society) at the CRTC.</li> <li>• Organization of activities to promote full recognition of English and French in Canadian society.</li> <li>• Draft internal guidelines on official languages that take into account the CRTC's obligations under section 41 of the OLA (promoting the full recognition and use of English and French in Canadian society), within the limits of the CRTC's mandate.</li> <li>• Integrating into the orientation sessions for new CRTC employees information on the implementation of section 41 of the OLA (promoting the full recognition and use of English and French in Canadian society).</li> </ul> | <ul style="list-style-type: none"> <li>• 400 CRTC employees made aware through annual information workshops presented by the co-ordinator and her team.</li> <li>• At least 26 English Fridays/French Fridays.</li> <li>• The CRTC will develop draft internal guidelines on official languages that will take into account its obligations under section 41 of the OLA.</li> <li>• All new employees are aware of the implementation of section 41 of the OLA.</li> </ul> |

|   |  |   |
|---|--|---|
|   | <ul style="list-style-type: none"> <li>• Increasing the regional offices' awareness of implementation of section 41 of the OLA at the CRTC and of Bill S-3.</li> </ul>   | <ul style="list-style-type: none"> <li>• During the years 2006-2009, all the regional offices will have received information and updates concerning the implementation of section 41 of the OLA at the CRTC, and concerning Bill S-3.</li> </ul>  |
| <p>Employees and senior management are aware of the importance of enhancing the vitality of English and French linguistic minority communities in Canada and of supporting and assisting their development.</p> | <ul style="list-style-type: none"> <li>• Awareness and information sessions for employees and senior management to elaborate on the obligations in relation to implementation of section 41 of the OLA (enhancing the vitality of English and French linguistic minority communities in Canada and supporting and assisting their development) at the CRTC.</li> <li>• Draft internal guidelines on official languages that take into account the CRTC's obligations under section 41 of the OLA (enhancing the vitality of English and French linguistic minority communities in Canada and supporting and assisting their development), within the limits of the CRTC's mandate.</li> <li>• Integrating into the orientation sessions of new CRTC employees of section 41 of the OLA (enhancing the vitality of English and French linguistic minority communities in Canada and supporting and assisting their development).</li> </ul> | <ul style="list-style-type: none"> <li>• 400 CRTC employees made aware through annual information workshops presented by the co-ordinator and her team.</li> <li>• The CRTC will develop draft internal guidelines on official languages that will take into account its obligations under section 41 of the OLA.</li> <li>• All new employees are aware of the implementation of section 41 of the OLA.</li> </ul> |

|   |   |  |
|---|---|--|
|   | <ul style="list-style-type: none"> <li>• Distribution of <i>Bulletin 41-4.2</i>.</li> </ul>   | <ul style="list-style-type: none"> <li>• Electronic distribution of the bulletins to the CRTC sectoral co-ordinators and directors.</li> </ul>                                     |
| Better identification of the communities' priorities.   | <ul style="list-style-type: none"> <li>• Organization of activities to increase employees' and senior managers' awareness of the importance of enhancing the vitality of English and French linguistic minority communities in Canada and supporting and assisting their development, and information gathering for better identifying the OLMCs' realities through a working group.</li> </ul> | <ul style="list-style-type: none"> <li>• Presentations by OLMC representatives to CRTC employees and senior management (five presentations over the three-year period).</li> </ul> |
| The sectoral co-ordinators are informed of their role and contribute to increasing employees' awareness, both at headquarters and in the regions. | <ul style="list-style-type: none"> <li>• Information sessions for the sectoral co-ordinators.</li> </ul>  | <ul style="list-style-type: none"> <li>• At least two meetings a year.</li> </ul>  |

## B. Consultation

Note: Generally, in connection with its activities, including development of policy guidelines and processing of applications for issuing of new licences or renewal or amendment of broadcasting licences, and when its regulations are being amended, the CRTC invites all Canadians to participate in its public processes, which take the form of public hearings or public notices. The Commission's processes are announced through public notices in various ways, including on the Web site and in advertisements in major newspapers and community newspapers in the regions involved.

| <b>Main expected results</b>  | <b>Main activities planned in order to achieve expected results</b>   | <b>Indicators to measure results</b>   |
|---|---|--|
| <p>The OLMCs have forums for, with CRTC representatives, expressing their priorities.</p>   | <ul style="list-style-type: none"> <li>• Creation of an OLMC working group for exchanging information.</li> <li>• Participation in various formal and informal consultations of OLMCs, co-ordinated by the CRTC, Canadian Heritage and/or other departments or central agencies.</li> <li>• Encouraging opportunities for meetings between the advisors and employees of the CRTC and OLMCs.</li> <li>• Encouraging and increasing opportunities for contact with OLMCs at annual general assemblies and/or at events.</li> </ul> | <ul style="list-style-type: none"> <li>• Year 1: creation of the working group.</li> <li>• Years 2 and 3: annual meetings held.</li> <li>• Participation by the CRTC in at least two consultations a year with the OLMCs to exchange information with them.</li> <li>• At least two annual meetings of this kind that result in exchanges of information with OLMCs.</li> <li>• Participation by the CRTC at least twice a year to exchange information with the OLMCs.</li> </ul> |
| <p>The OLMCs have the opportunity to participate in the policy development processes and in the consultation processes for decision making.</p> | <p>At public consultations, encouraging the OLMCs to participate in order to make known their priorities.</p> <p>At public processes initiated by the CRTC, encouraging the OLMCs to participate in order to make known their priorities and concerns.</p>  | <p>The OLMCs are informed of upcoming CRTC public processes and are encouraged to participate in them.</p>   |

### C. Communications

| Main expected results   | Main activities planned in order to achieve expected results   | Indicators to measure results   |
|---|--|---|
| <p>The OLMCs receive up-to-date information on CRTC activities.</p>                   | <ul style="list-style-type: none"> <li>• Using <i>Bulletin 41-42</i> of the Department of Canadian Heritage to inform OLMCs of the CRTC's activities.</li> <li>• Publication of public notices in newspapers, on Web sites and so on.</li> </ul>   | <ul style="list-style-type: none"> <li>• At least three articles published over the three years of the implementation of the plan.</li> </ul> |
| <p>The OLMCs are able to obtain information on CRTC activities from the Web site.</p> | <ul style="list-style-type: none"> <li>• Creation of a Web page for the OLMCs on the CRTC site to inform them of upcoming public processes that might interest them (caveat that the information is not exhaustive and that, for complete information, it is necessary to visit the CRTC Web site).</li> </ul> | <ul style="list-style-type: none"> <li>• If necessary, make updates to the Web page for the OLMCs.</li> </ul>                                 |

#### D. Coordination and liaison

| Main expected results  | Main activities planned in order to achieve expected results  | Indicators to measure results   |
|--|---|---|
| Better co-ordination of the implementation of section 41 of the OLA at the CRTC.   | <ul style="list-style-type: none"> <li>• Creation of a network of co-ordinators at the CRTC.</li> </ul>   | <ul style="list-style-type: none"> <li>• Designation of sectoral co-ordinators at the CRTC.</li> <li>• Improved collaboration with the OLMCs.</li> </ul>  |
| The national co-ordinator and the sectoral co-ordinators are able to integrate the information received in connection with various interdepartmental meetings. | <ul style="list-style-type: none"> <li>• Participation in the meetings of the network of national co-ordinators responsible for implementation of section 41 of the OLA.</li> <li>• Participation in the ministerial conferences on Francophone affairs.</li> <li>• Participation in interdepartmental working groups on culture organized by PCH.</li> </ul> | <ul style="list-style-type: none"> <li>• The participation in at least three of the aforementioned meetings/ conferences/working groups.</li> <li>• Enhancing the CRTC information base on any subject related to implementation of section 41 of the OLA.</li> </ul> |

#### E. Funding and program delivery

Not applicable to the CRTC

## F. CRTC activities that contribute to implementation of section 41 of the OLA

Note: As an administrative tribunal, the CRTC does not manage programs or services, nor does it fund activities. However, the CRTC, in the carrying out of its broadcasting mandate, issues, renews or amends broadcasting licences, develops policy guidelines, and regulates and monitors all aspects of the Canadian broadcasting system. These activities are pursuant to the *Broadcasting Act*. Also, the Commission exercises the powers and performs the duties conferred on it by the *Telecommunications Act* (TA) so as to achieve the Canadian telecommunications policy objectives and ensure that the services and tariffs of Canadian common carriers are in compliance with section 27 of the TA. Several of these activities contribute to achieving the objectives set out in section 41 of the OLA. The following list is not exhaustive.

| Main expected results  | Main activities planned in order to achieve expected results  | Indicators to measure results  |
|--|---|--|
| Promotion of access to official language broadcasting services in minority communities.  | In the carrying out of its mandate, the holding of public hearings concerning the issuing, renewal and amending of broadcasting licences, and the holding of public hearings that result in the development of policy guidelines and other decisions. | The OLMCs have ways to make their voices heard and to be present in the community.<br><br>Broadcasting services in minority communities have a tool for promotion in minority communities. |
| Encouragement for the efforts of broadcasting licensees to increase production and broadcasting of programs produced in the regions. | In the carrying out of its mandate, the holding of public hearings concerning the issuing, renewal and amending of broadcasting licences, and the holding of public hearings that result in the development of policy guidelines and other decisions. | Those who work in broadcasting in the OLMCs have more employment opportunities.<br><br>These measures give the OLMCs a window in the broadcasting industry.                                |
| Promotion of the full recognition and use of English and French in Canadian society.   | In the carrying out of its mandate, the holding by the CRTC of public hearings concerning the issuing, renewal and amending of broadcasting   | These measures contribute to promotion of Canada's linguistic duality and to use of English and  |



|  |   |                             |
|--|---|-----------------------------|
|  | licences and the holding of public hearings that result in development of policy guidelines and other decision. | French in Canadian society. |
|--|---|-----------------------------|

**G. Accountability**

| <b>Main expected results</b>  | <b>Main activities planned in order to achieve expected results</b>   | <b>Indicators to measure results</b>  |
|---|---|---|
| Status Report.  | <ul style="list-style-type: none"> <li>Using the performance measurement tool for preparation of the annual status report.</li> </ul> | <ul style="list-style-type: none"> <li>Extent of the progress made in implementation of section 41 of the OLA.</li> </ul> |
| The CRTC's three-year plan takes into account the implementation of section 41 of the OLA.                | <ul style="list-style-type: none"> <li>Three-year plan.</li> </ul>  | <ul style="list-style-type: none"> <li>Inclusion in the three-year plan.</li> </ul>                                       |
| The CRTC's Report on Plans and Priorities takes into account the implementation of section 41 of the OLA. | <ul style="list-style-type: none"> <li>CRTC's Report on Plans and Priorities.</li> </ul>  | <ul style="list-style-type: none"> <li>Inclusion in the CRTC's Report on Plans and Priorities.</li> </ul>                 |

## Communication plan

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