



CORPORATE PRIORITIES →→

- Ensure distinctive programming of the highest quality on all delivery platforms.
- Recognise the importance of regional reflection and of the changing face of Canada.
- Ensure the sustainability of CBCIRadio-Canada's Canadian schedules.
- Demonstrate that CBCIRadio-Canada is a well-managed company and generate cash flow to re-invest in programming.
- Strengthen CBCIRadio-Canada's commitment to all its employees – to those who create and those who support them.
- Position CBCIRadio-Canada to enhance its ability to fulfil its mandate through selective alliances and partnerships.
- Reinforce the capacity of CBCIRadio-Canada to work as one integrated company.
- Enhance/strengthen CBCIRadio-Canada's stakeholder relationships.



Photos, bottom left to right:
 Christine Birak, *CBC News at Six*,
 CBC Television.
Randy Bachman's Vinyl Tap,
 CBC Radio One, Sirius 137.
 Joanne Prince, *Le radiojournal*,
 Première Chaîne, Sirius 187.

