





# REGIONAL REFLECTION, DIVERSITY AND SERVING THE COMMUNITY →→

As Canada's national public broadcaster, CBC | Radio-Canada creates and broadcasts high-quality programming that reflects the country's different regions and its increasing diversity and evolving culture. The Corporation also maintains a strong presence in communities. CBC | Radio-Canada's strategic priorities support this emphasis.

CBC | Radio-Canada invests in the regions by posting journalists in nearly 70 Canadian communities and covering, in-depth, the local and regional stories that matter to audiences; featuring local speakers and perspective; and sharing stories with national audiences, to connect citizens across the country.

We are the only Canadian broadcaster to air programs in English and French across the country, in eight Aboriginal languages in the North, in nine languages around the world on Radio Canada International, and in eight languages on RCI viva for new and aspiring Canadians.

We continually evaluate our programming to ensure that it meets Canadians' expectations, and we innovate and improve when funding allows. For instance, in January 2007, CBC Television launched nine regional, daytime, lifestyle programs across the country, each exploring and showcasing communities and putting a regional focus on better living for Canadians. CBC Radio added 500 hours of local programming to the schedule this year by expanding drive-home programs to accommodate different needs in different cities. To round out its Arts and Entertainment coverage on regional newscasts, Télévision de Radio-Canada aired *Art circuit*, a magazine devoted to cultural life across the country, live out of Ottawa. Since the Fall of 2006, Première Chaîne has aired a new Sunday afternoon show for listeners in each of the country's main regions. It aims to couple the information citizens need (News, traffic and weather) with a musical line-up that both entertains and expands their horizons.

**Photos page 48, top to bottom:**

*49th and Main*, CBC Television.

*Francoeur*,  
Télévision de Radio-Canada.

Serge Bouchard,  
*Des idées plein la tête*,  
Première Chaîne, Sirius 138.

*Grandmothers' Gathering*,  
International AIDS Conference,  
Toronto, CBC | Radio-Canada.



**Photos, top left to bottom right:**

Yves-G rard M hou-Loko, *Caf -show*, Premi re Cha ne.  
*Grandmothers' Gathering*, International AIDS Conference, Toronto, CBC|Radio-Canada.  
 Jacques Bertrand, *Macadam Tribus*, Premi re Cha ne, Sirius 138.  
*the fifth estate*, CBC Television, CBC Newsworld.  
 Sheila Rogers, *Sounds Like Canada*, CBC Radio One, Sirius 137.  
 Jian Ghomeshi, *Q*, CBC Radio One, Sirius 137.

To ensure that we reflect contemporary Canada on-screen and behind-the-scenes, we have a number of initiatives, including the following:

- In early 2007, CBC Television's *Express Diversity*, CBC Radio's *Diversity: Reflecting Canada Today* and Human Resources' *Diversity* plan were joined to create *Diversity Advantage*, which describes the strategic projects and collaborative effort aimed at making CBC Radio and CBC Television the most relevant broadcaster to the most diverse public in Canada's history. Next steps include strategic hiring, programming, community outreach, promotions, and audience growth. Local newsrooms are transforming to better reflect the visible and audible diversity of audiences; while at a network level, Arts and Entertainment and Documentaries are coordinating training and mentoring opportunities for emerging writers and producers of diverse backgrounds. Strides are being made at measuring the on-air reflection of visible diversity, Aboriginal peoples and people with disabilities. A coordinated network and Human Resources plan aimed at increasing Aboriginal coverage and employees is currently in development and considerable efforts will be made towards improving retention of Aboriginal employees.
- CBC Radio's Redevelopment of CBC Radio 2 is designed to accurately reflect Canadian music and musicians for an adult audience, increasing the diversity of artists and musical selections while maintaining a strong commitment to the core classical and jazz audiences.
- Over 30 cross-cultural initiatives involve CBC|Radio-Canada's English and French services, helping to create synergy and foster productive inter-media exchanges while bringing communities closer together and raising awareness of their respective realities. Some of these initiatives take the form of special programming centred on specific themes. For example, the *Canadian Songwriters Hall of Fame* special is an annual bilingual presentation honouring both French- and English-Canadian songwriters, airing on both Espace musique and CBC Radio 2, with hosts from both networks. Other significant initiatives this year included *Hockey: A People's History*; the mini-series, *Ren *; the production and telecast of English versions of Radio-Canada drama series; and arts programming, including the co-produced Governor General's Performing Arts Awards.



- This year, Télévision de Radio-Canada strengthened its reflection of Canada's myriad regional perspectives and characteristics in its News and information service.
- Espace musique brought audiences an even more musically diverse environment through partnerships with cultural communities for events like Le festival du monde arabe and Nuits d'Afrique, and through support for homegrown talent via programs like *Sacré talent!*
- As part of our diversity initiatives, hundreds of CBC|Radio-Canada managers were trained in *Leading Diversity*. Programs will be developed on *Recruiting and Managing for Diversity* and *Chasing Diversity*. All of these initiatives are critical in helping the Corporation to more effectively serve a changing Canada.

For 70 years, CBC|Radio-Canada has been a vital member of the communities we serve. Every day, we are part of Canada's experience, and not just on our airwaves. We seek out programming opportunities by playing an active role in hundreds of community events, festivals, literary and artistic competitions, and fundraising events all over the country. During the 2006 holiday season alone, CBC|Radio-Canada helped collect donations of cash and food for local communities, with a value exceeding \$2.5 million.

In recent years, we have worked to strengthen our integration into the community even more fully, and to boost professional collaboration, resource-sharing and efficiency, by bringing together all of our media lines under one roof in the heart of three communities: Edmonton, Québec City and Ottawa. Our Vancouver and St. John's facilities are being consolidated this year to achieve the same successes, and similar downtown moves for our media lines in other communities are being considered.

We will continue to build strategic partnerships to extend our reach and enhance the range of our services to Canadians. We will also continue to listen to citizens across the country to strengthen relationships with our audiences and to offer programming that remains relevant to them.

Over 30 cross-cultural initiatives involve CBC | Radio-Canada's English and French services, helping to create synergy and foster productive inter-media exchanges while bringing communities closer together and raising awareness of their respective realities.

