



VISION, MISSION, VALUES →→

VISION

- Connecting Canadians through compelling Canadian content.

MISSION

- To create audacious, distinctive programming. Programs designed to inform, enlighten and entertain. Programs that reflect Canadians and Canada's regions. Programs that help tie the country together and explain great national and international events. Programming in all genres, with emphasis on News and Current Affairs, drama and culture; and not forgetting our special responsibility to children.

CORE VALUES

- Serving the Canadian Public
- A Culture That Is Driven to Achievement
- A Creative Organisation in Continuous Renewal
- Working Together



Photos, top left to right:
Canada Reads, CBC Radio One (photo: Dona Acheson).
Radio-Canada.ca.
Adrienne Arsenault, CBC News.
This Hour Has 22 Minutes, CBC Television.
Anthony Germain in Beijing, CBC Radio One, CBC News.
Dany Turcotte, Guy A. Lepage, *Tout le monde en parle*, Télévision de Radio-Canada.