



Children and Youth

Children have many different interests and skills, and for that reason, CBC/Radio-Canada offers a broad range of programming options for all ages and levels. For generations, CBC/Radio-Canada has been an important part of growing up in Canada. With characters and situations that speak to this challenging society we live in, while still allowing children to be children, CBC/Radio-Canada's programs are fun and enjoyable, and present different points of view. Attachments are formed to the shows, which help to educate and stimulate young minds constantly looking for a way to connect and relate to their environment.

- *Kids' CBC* is CBC Television's preschool block, and number one in Canada, weekdays from 7:00 a.m. to noon.
- The *Kids' CBC* season kicked off with the *Get Set for Life Tour*, starring hosts Patty and Dot, and Clifford the Big Red Dog. The Tour stopped at a dozen Canadian locations between September and December and attracted 15,000 people.
- Télévision de Radio-Canada offers 25 hours of youth programming per week, ranging from preschoolers to adolescents. Favourites include *Watatatow* and *Têtes @ Kat*.
- *nerve*, a provocative four-part youth culture series on CBC Television, presented social and personal issue stories.
- Radio de Radio-Canada's program *275-allô/ados-radio* gives young people a forum to exchange ideas and thoughts on-the-air about issues that concern them.
- The host of *275-allô/ados-radio*, Valérie Letarte, received a special honour of merit from the Conseil pédagogique interdisciplinaire du Québec for her quality of language, and the positive influence her program has on youth.
- The *Radio-Canada.ca* youth website, *Jeunesse*, continued to actively collaborate with educators, and published a guide showing teachers where to find content on *Radio-Canada.ca* suitable for use in the classroom.
- Monthly traffic to *Jeunesse* reached more than 301,000 unique visitors.
- *Jeunesse* launched a competition called *Passion Musique*, in collaboration with the Orchestre Métropolitain de Montréal. The competition was designed to familiarise youth with classical music and culminated in a huge daytime concert given by 3,000 children.
- Traffic to the *CBC.ca Kids'* website has more than doubled since 2002-2003, reaching more than 200,000 unique visits each month.