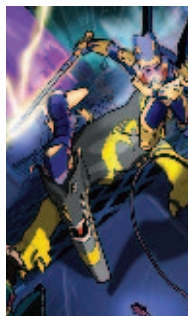
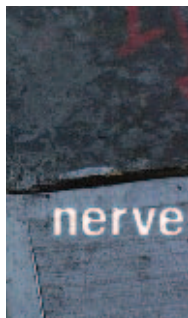


PUBLIC ACCOUNTABILITY

Our year in review



CBC | RADIO-CANADA HAS AN OBLIGATION TO REPORT TO CANADIANS ON THE FULFILLMENT OF ITS COMMITMENTS. THIS IS ACCOMPLISHED USING A VARIETY OF COMMUNICATION CHANNELS AND VEHICLES. FOR EXAMPLE, CBC | RADIO-CANADA ACCOUNTS FOR ITS ACTIVITIES THROUGH THE MINISTER OF CANADIAN HERITAGE TO PARLIAMENT, THROUGH ITS ANNUAL REPORT AND CORPORATE PLAN SUMMARY; TO THE CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION (CRTC) THROUGH YEAR-END REPORTS AND ANNUAL FINANCIAL RETURNS; AND TO STAKEHOLDERS THROUGH TOWNHALL MEETINGS AND CBC | RADIO-CANADA WEBSITES.

JOURNALISTIC STANDARDS AND PRACTICES

CBC | Radio-Canada has an extensive code of Journalistic Standards and Practices. Complaints from the public that are not resolved at the program level to the satisfaction of the complainants are examined and dealt with by the Corporation's two independent Ombudsmen. The role of each Ombudsman is pivotal in strengthening the national public broadcaster's accountability and transparency to Canadians. The Ombudsmen can be reached at: The Ombudsman, English Networks, CBC | Radio-Canada, PO Box 500, Station A, Toronto ON M5W 1E6 (ombudsman@cbc.ca); and Bureau de l'ombudsman, Services français, CBC | Radio-Canada, CP 6000, Montréal QC H3C 3A8 (ombudsman@radio-canada.ca).

Other international news organisations such as the BBC, France 2 Télévision and *The New York Times*, have faced controversies in the last few years. For this reason, during 2003–2004 the President and CEO directed the Corporation's Journalistic Standards and Practices Committee to review CBC | Radio-Canada's policies and to ensure the consistent use of CBC | Radio-Canada's code across all of its media lines.

This year, following a year-long examination of the issues, the Committee tabled its report, *Lessons from a Crisis*, with the Board. The report's focus is on measures to strengthen CBC | Radio-Canada's own journalistic standards. CBC | Radio-Canada is proud to set a new benchmark for Canadian journalism that will, in effect, raise the bar for all Canadian media.

CORPORATE POLICY ON DISCLOSURE OF WRONGDOINGS

In 2004–2005, the Corporation adopted and began implementation of its Corporate Policy on Disclosure of Wrongdoings (the Whistleblower Policy). The Policy, created in parallel to the federal Government's proposed whistleblower legislation concerning the disclosure of wrongdoing in the public sector, was approved by the Board of Directors in Autumn 2004. The Corporation's policy is intended to ensure increased transparency, accountability, financial responsibility, and ethical conduct, and to ensure that employees who would disclose wrongdoing are afforded effective protection from reprisal. To further enhance the integrity and credibility of the policy and its processes, the Corporation has appointed an Independent Officer who will receive, record and review any disclosures of wrongdoing.

Photos top to bottom:

1. *nerve*, CBC Television and CBC.ca
2. *Dragon Booster*, CBC Television
3. *Surprise! It's Edible Incredible!*, CBC Television
4. Valérie Letarte, *275-allô/ados-radio*, Première Chaîne, Radio de Radio-Canada
5. Dominique Demers, *Dominique raconte...*, Télévision de Radio-Canada
6. *Watatatow*, Télévision de Radio-Canada