



## NEWS AND CURRENT AFFAIRS

*The programming year*



**JOURNALISTIC EXCELLENCE 24 HOURS A DAY.**

**CANADIAN STORIES AND PERSPECTIVE.**

**SERVICE – WHERE, WHEN AND HOW CANADIANS WANT IT.**



CBC | RADIO-CANADA OFFERS CANADIANS RELIABLE, UP-TO-THE-MINUTE NEWS COVERAGE OF DOMESTIC AND INTERNATIONAL EVENTS VIA RADIO, TELEVISION, INTERNET, AND WIRELESS DEVICES. WITH THEIR CHOICE OF WHERE, WHEN AND HOW TO RECEIVE THE NEWS, AUDIENCES TRUST OUR JOURNALISTS IN NEARLY 70 CANADIAN COMMUNITIES AND 13 INTERNATIONAL BUREAUX TO KEEP THEM INFORMED AND TO DELIVER THE RIGHT INFORMATION, FAST. OUR NEWS SERVICES SET A HIGH STANDARD FOR CANADIAN JOURNALISM BY BREAKING THE NEWS, PROVIDING CONTEXT AND ANALYSIS, AND STAYING WITH UNFOLDING STORIES. NO OTHER BROADCASTER FULLY COVERS THE COUNTRY IN ENGLISH AND FRENCH AND EIGHT ABORIGINAL LANGUAGES, BRINGING CANADIANS THE STORIES THAT BIND THEM FROM COAST-TO-COAST-TO-COAST.

The CBC News integration project, begun two years ago, has as its goal to enhance the quality and quantity of national, regional and international News coverage through the sharing of information, ideas and resources across CBC Radio, CBC Television, CBC Newsworld, and *CBC.ca*, while preserving the editorial integrity and identity of each one. Successes this year included extensive coverage of the 2004 federal election, conflict in Iraq, US election, and the tsunami in South Asia. In 2005-2006, the networks will continue to build on the successes of CBC News integration.

### CURRENT AFFAIRS RENEWAL AND THE CBC NEWS STUDY

Current Affairs renewal and program development on CBC Television and CBC Newsworld brought high-impact topical specials and series this year, and miniseries' development for next year. Exciting programs were launched, including the challenging and engaging *CBC News: The Hour* with George Stroumboulopoulos; and the lively, provocative *Au Courant*, with Mitsou Gélinas.

Last year's CBC News Study is shaping strategy for 2005-2006 and beyond for CBC News, Current Affairs and CBC Newsworld, CBC Radio, and CBC News Online. The study was undertaken to learn what Canadians want from the media's News services. In future, to serve Canadians better and reinforce the Corporation's reputation as industry leader, CBC News will broaden its content, views and voices, update its style, and increase international coverage. CBC Television will translate the study's findings into programs, by building on *CBC News: The National's* strengths; piloting regional *CBC News: Canada Now* shows in three locations; and enhancing all of the networks' News programming. CBC Newsworld will provide more live News throughout the day, with documentaries and Current Affairs in the evenings.

Photo top left:  
The Great Terry Fox 1958-1981.  
Photo credit: Gail Harvey

Photo right:  
Photos of missing people posted outside a hospital after the December 26, 2004 tsunami in South Asia. CBC | Radio-Canada's English and French Radio, Television and New Media services brought Canadians the most up-to-date coverage of this event. Photo credit: Dermot Tatlow

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### TÉLÉVISION DE RADIO-CANADA'S SUCCESSFUL REPOSITIONING

Two years ago, Télévision de Radio-Canada began its very successful repositioning in the competitive French-language market by refocusing its mission on public service and presenting programming open to the world and to different perspectives; credible, bold, and audacious.

In News and information, this repositioning led to the consolidation of all newscasts, including the 13 regional supper-hour programs, under a single banner: *Le téléjournal*. There were over 40 hours of weekly informational programming, a level unequalled in its history, which included 12 Public Affairs programs. A notable addition was *simondurivage.com*, which uses technology to connect live with participants by telephone and Internet.

In October 2004, Télévision de Radio-Canada's credibility was illustrated when *Le téléjournal* aired an exclusive report on the findings of an investigation into infections in Quebec hospitals, led by the science program *Découverte*. The investigation resulted in the Quebec health department implementing a series of preventive measures in the province's health care facilities.

By Spring 2005, Télévision de Radio-Canada had consolidated viewership for its News and information programs and regional newscasts, produced in five national and 29 regional bureaux. Between



Winter 2004 and Winter 2005, audience shares for *Le téléjournal/Le point* rose from 14.6 to 18.7 per cent for its 10:00 p.m. edition, and from 12.6 to 15.8 per cent for its 10:30 p.m. edition (BBM).

In 2005-2006, Télévision de Radio-Canada will continue to deliver highly credible News and information programming through a wide range of platforms, programs and approaches reflecting a variety of paces and myriad colours.

Réseau de l'information de Radio-Canada (RDI), the Corporation's French-language 24-hour all-News network, celebrated its tenth anniversary this year. RDI is now completely

integrated into Télévision de Radio-Canada's operations, creating efficiencies through the sharing of resources, programming and expertise, and allowing for more, high-quality coverage.

### OUR RADIO NETWORKS DELIVER TRUSTED, INNOVATIVE PROGRAMMING

For almost 70 years, our public service Radio networks have provided Canadians with trusted, comprehensive and balanced News and Current Affairs programming and a unique forum for a wide range of viewpoints. As Canada has evolved, within our budgetary limits our networks have responded to accurately reflect regions, diversity and demographics of contemporary audiences by introducing new voices, ideas, innovation, and a flexible schedule for breaking News.

Canadians have responded: Radio de Radio-Canada's Première Chaîne achieved an audience of one million for the first time, remaining in first place in Montreal on weekday and weekend mornings (Spring 2005 BBM). CBC Radio One continued its trend of improvement over the last two years, growing 10 per cent between Fall 2003 and Fall 2004 (BBM), led in part by the strength of regional morning shows (14 are number one or two in their markets, including Toronto - the largest and most competitive market in

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Canada), and fueled by the network's commitment to the strategy of reflection and diversity of each community in which it broadcasts.

CBC Radio is present in over 50 Canadian communities, creating local, regional and national programs that explore different perspectives, opinions and events. CBC Radio is furthering News integration across the country and continuing to develop its News programming – expanding the range of *World Report* and *The World At Six*; adding a national arts reporter and new business reporters – as informed by the results of the CBC News Study. CBC Radio's objectives for 2005-2006 are network growth; regional roots; reflection and diversity in voice and perspective; and realising and redirecting all possible efficiencies to programming.

Radio de Radio-Canada is firmly rooted in Canada's communities as well. With 20 production centres and 14 regional News bureaux across the country, it is the most comprehensive French-language News network on radio in Canada. In addition to News, it offers eight hours of Public Affairs, 12 hours of Current Affairs and numerous prime-time interviews each week. The network reaches 98 per cent of Canada's Francophone population, and it is the only public radio service in the world to broadcast in French across an entire continent.

Radio de Radio-Canada announced a repositioning plan in May 2004 that included strengthening regional reflection and arts and culture programming on the Première Chaîne – the network's dedicated News and information service, delivering regional, national and international News and information and Current Affairs.

In 2005-2006, Radio de Radio-Canada will reinforce the positioning of the Première Chaîne, further strengthening regional reflection and maintaining audience levels.

**NEW MEDIA HELPS US REACH MORE CANADIANS**

New Media augments the Corporation's services and helps us reach more Canadians – allowing them to receive News, whenever they want it, whether inside or outside of Canada. Again this year, *CBC.ca* and *Radio-Canada.ca* were among the top three news and media sites most used by Canadians.

Photo left:  
Peter Mansbridge with school children in Cape Dorset, Nunavut, *CBC News: The National*, CBC Television and CBC Newsworld

Photos above top to bottom:

1. Carole MacNeil and Evan Solomon, *CBC News: Sunday* and *CBC News: Sunday Night*, CBC Television and CBC Newsworld
2. George Stroumboulopoulos, *CBC News: The Hour*, CBC Newsworld
3. Barbara Smith and Bernie MacNamee, *The World at Six*, CBC Radio One and CBC Radio Two
4. Céline Galipeau, *Le téléjournal/Le point*, Télévision de Radio-Canada and RDI
5. Bernard Derome, *Le téléjournal/Le point*, Télévision de Radio-Canada and RDI
6. René Homier-Roy, *C'est bien meilleur le matin*, Première Chaîne, Radio de Radio-Canada

This year, our English and French News services for Television, Radio and New Media again worked together to produce regular and special News, information and documentary programming of interest to all Canadians. Following the Corporation's most fully integrated cross-media and cross-cultural journalistic coverage for the 2004 federal election, plans are underway for an exchange between the News departments of CBC and Radio-Canada during the next federal election, to strengthen collaborative efforts and the sharing of information for better coverage for Canadians.

The Corporation released its fully costed strategy for improving Canadians' access to local and regional public broadcasting services, with increased coverage of local and regional News, culture and current events. The plan, presented to the Minister of Canadian Heritage in December 2004, was developed in response to a request last year by the House of Commons Standing Committee on Canadian Heritage. We await the Government's decision on funding this plan, which would be implemented over three years.