

Greater Efficiencies

A key priority of CBC/Radio-Canada is to demonstrate the improvements made to the management of the Corporation. We present here a few highlights of recent changes aimed at achieving greater efficiencies in our organisation.

Re-engineering Task Force

CBC/Radio-Canada's Re-engineering Task Force was created in December 1999 for the purpose of conducting an extensive examination of the business and programming practices at the Corporation. Looking first at English Television, Transmission and Distribution Assets, Property Management, and Sports, the Task Force is finding ways to use CBC/Radio-Canada's limited resources as efficiently as possible in order to focus on our core competencies and content – distinctive, high-quality Canadian programming.

The motivating spirit which led to the creation of the Task Force has now become a philosophy throughout the Corporation, where efficiencies and improvements are pursued as a matter of course.

Program Distribution Improvements

This year CBC/Radio-Canada launched digital radio services in Vancouver, following previous launches in Windsor, Montreal and Toronto. Digital services now reach a potential audience of well over ten million people. The potential to deliver high-speed data using digital radio transmission has created the opportunity for cross-industry ventures and new strategic alliances.

Corporate Engineering implemented the National Satellite DVC Project which compressed and revamped the entire English Television satellite network internal distribution. This resulted in both savings and cost avoidance of over \$4.0 million annually related to reduced requirements for satellite transponders and associated transmission facilities.

Risk Management

While an established process for risk management and control had been in existence at CBC/Radio-Canada, changes within the annual planning cycle have been introduced this year to improve the identification, evaluation and development of action plans to address key risks. The annual planning cycle commences in the spring with a management strategic review. Business strategies are presented to the Board of Directors in the Autumn, and business plans are presented to the Board of Directors for approval in March. Risk management is an integral part in each of these steps.

Labour Relations

During 2000-2001, CBC/Radio-Canada applied to the Canada Industrial Relations Board for a consolidation of the four industrial bargaining units in the French networks and of the three industrial bargaining units in the English networks in order to enable the networks to produce programming differently and improve the labour relations instability inherent in the current structure.



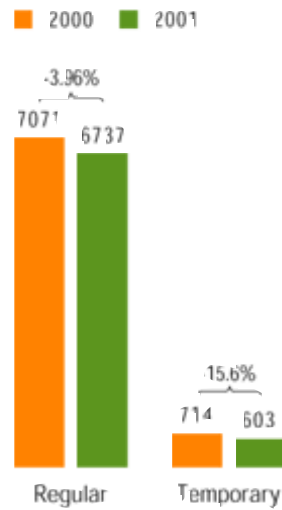
Employment Equity

CBC/Radio-Canada's Help Fund was renewed and supported 30 projects to enable designated group members to receive on-the-job developmental assignments and internships in production, technical and journalistic roles. The Help Fund and English Radio renewed their partnership to attract new and diverse talents under the program, *New Voices*. The French Services internship program was maintained and worked with the Help Fund to optimise resources.

Official Languages

CBC/Radio-Canada maintained its commitment to the development and enhancement of linguistic minority communities through its programming and through continuing and active participation in various official languages fora.

**CBC/Radio-Canada Workforce -
As of April 8, 2001***



* Figures based on data from the closure of the final pay period of fiscal year 2000-2001

