

CBC/Radio-Canada in the Community



An important member of Canadian community life.

CBC/Radio-Canada's efforts to reach Canadians go far beyond our broadcasts. By bringing citizens together to share and enjoy their culture and by helping others in need, regional outreach activities help us stay connected to the communities we serve. Again this year, we initiated, supported and actively participated in hundreds of community festivals, celebrations, literary and talent competitions, and fundraising events for charity across Canada.

Community Engagement

This year, CBC/Radio-Canada again reached out to Canadians through hundreds of community fora and discussion groups, open houses and high-profile talent competitions. For example:

In the third edition of *Canada Reads* on CBC Radio One, we invited readers, school teachers, library associations, and book clubs to enjoy and help promote reading in Canada. Audience response was tremendous and the winning title, *The Last Crossing*, by Guy Vanderhaeghe, quickly climbed the bestseller lists, bringing much-needed donations to the ABC CANADA Literacy Foundation. Radio-Canada's *Le Combat des livres* and CBC Radio's *Poetry Face-off* were other excellent examples of our work to promote Canadian talent in a way that benefits the community.

In *Foreign Correspondents Forum/Forum des correspondants*, our foreign News correspondents met with audiences in Toronto, Montréal and Calgary to offer their insights and to answer questions on important international stories and issues. This year's sessions were broadcast on CBC Newsworld and RDI.

CBC Vancouver launched *Think Vancouver*, a multi-media project designed to inform and engage audiences around a central theme. Working with many partners in the community, the program explored what "home" meant in the Lower Mainland through investigative stories, music concerts, public debates, and on-location broadcasts.

CBC Calgary engaged local residents in monthly discussions of current topics such as *Poverty and Panhandling: How Well does Calgary Cope with its People Living on the Edge?*

About 2,000 people attended a CBC Windsor Open House, which gave local citizens a chance to meet on-air personalities and view programming exhibits. Similar open houses were held in Saskatchewan, Thunder Bay and across the country. They represent an excellent way for our regional services to connect with the communities they serve.

In *Ottawa Matters*, CBC Television, CBC Radio and New Media services in Canada's National Capital presented a month-long series of stories about the nature of work.



Community Festivals and Celebrations

This year, CBC/Radio-Canada participated in and broadcast from hundreds of community celebrations and festivals across Canada. For example:

During the *2004 East Coast Music Awards*, our Atlantic Television and Radio teams broadcast live from Mile One Stadium in St. John's. In their most ambitious "remote" ever, CBC Atlantic also travelled to Ottawa for the National Arts Centre festival, *Atlantic Scene*, which featured 12 days of performances by over 400 Atlantic artists.

CBC teams in Ottawa broadcast the ninth annual *Easter Sunrise Celebration* live from the National Gallery of Canada.

CBC Television in Manitoba sponsored the 2004 NSI Film Exchange Canadian Film Festival, Canada's only 100 per cent Canadian film festival.

CBC Radio One and the Chaîne culturelle de Radio-Canada featured on-location broadcasts from a wide variety of cultural events, including the Vancouver and Montréal Jazz Festivals, the Winnipeg Comedy Festival and the Blue Metropolis International Literary Festival/Metropolis Bleu in Montréal.

Community Fundraising

Our regional teams assisted those most affected by the big regional stories this year:

For the families of flood-ravaged Badger, CBC Newfoundland broadcast a special relief concert and raised some \$500,000.

For victims of the forest fires in and around Kelowna, our British Columbia services organised a *Fire Relief Benefit Concert* and *On-Air Appeal* to raise money.

Working closely with the Isaac Walton Killam Children's Hospital, CBC Halifax produced a video and CD as part of the *Read to Me* program. The highly successful program has gained national attention and may go national in future years.

In the *Arbre de l'espoir* radiothon, Radio de Radio-Canada Moncton raised more than one million dollars for the Centre d'oncologie Léon-Richard.

Virtually all of our regional teams are active supporters of annual food bank drives, using their broadcast platforms to promote the events and often accepting donations at local CBC/Radio-Canada offices. This year, CBC British Columbia alone raised over \$200,000. In Québec, CBC/Radio-Canada services participated in the media's food drive and helped raise nearly \$300,000. In Nova Scotia, CBC Radio efforts brought in almost 2,000 kilograms of food and over \$100,000. In Calgary, we joined forces with Petro-Canada to raise \$450,000 for the Calgary Inter-faith Food Bank.

CBC/Radio-Canada teams also actively supported the annual United Way Health Partners/Centraide-Partenaire Santé campaign, raising considerable amounts of money. For instance, this year, the Maison de Radio-Canada in Montréal brought in \$243,500.

