

## Regional Reflection



*Regional diversity is a defining characteristic of Canada and its reflection in our programming is a priority.*

CBC/Radio-Canada plays a vital role in the lives of Canadians living in every region of the country. We are a lifeline during times of crisis and a comforting voice, year round. Our regional services reflect local and regional interests. Our national networks highlight regional stories and perspectives and showcase regional talents, thereby connecting Canadians from one region to another. Over the past few years, we have made regionally reflective content and regional production a specific priority. As a result, over 60 per cent of the Canadian content we air is regional in nature.

CBC/Radio-Canada is proud to serve Canadians through news gathering, broadcast and production capabilities in every province and territory, and by actively participating in a wide range of community events. In 2003-2004, our Radio, Television and New Media services featured a wide range of regional programming for local, regional and national audiences.

CBC Radio One and CBC Radio Two hosts, reporters and programmers delivered over 55,000 hours of broadcast material in 49 locations across Canada. Almost 75 per cent of that content was produced in the regions. Another 6,630 hours of content was produced for the national networks, including programs like *Weekender* (Halifax), *Richardson's Roundup* (Vancouver), and *Saturday Night Blues* (Edmonton). From its new base in Vancouver, CBC Radio One's *Sounds Like Canada* took audiences to the

communities and people who make this country so diverse, complex and exciting. This brought regionally produced programming to 85 per cent of the total programming produced by CBC Radio One and CBC Radio Two last year. Only about 15 per cent of CBC Radio programming was produced in Toronto for national presentation. As in the past, established network programs such as *In Performance*, *The Vinyl Café* and *Madly Off In All Directions* featured material garnered from regional touring and performance activities.

The Première Chaîne and the Chaîne culturelle de Radio-Canada also offered thousands of hours of information and entertainment programming for local and regional audiences from more than 34 broadcast locations across Canada. Radio de Radio-Canada boasts 20 stations from Halifax to Vancouver, 19 daily morning shows and 18 drive-home programs. It has always given pride of place to regional content and regional reflection, with a very high percentage of its programming being produced in the regions (over 85 per cent). Radio-Canada's regional services contributed daily morning shows and more than 3,000 regional inserts to the national network. Regionally produced content on the Première Chaîne included *D'un soleil à l'autre* (Québec), *La Nuit, la vie* (Vancouver), *Plaisirs de la nuit* (Rimouski), *Y a pas de presse* (Québec), *J'ai souvenir encore* (Québec), *Le Mélange des genres* (Ottawa), and *Au Détroit de la nuit* (Windsor). The Chaîne culturelle's regional program offerings included *L'Échappée belle* (Québec), *Ici Vancouver*, *Silence... on jazz!*, and *Les lieux qui chantent* (all from Vancouver).



The Première Chaîne de Radio-Canada was awarded four new frequencies during the year – in Trois-Rivières, Ville-Marie, La Tuque, and Victoria, allowing it to further strengthen its regional roots. As well, to mark the inauguration of its new frequency in Trois-Rivières, Radio de Radio-Canada launched its all-new morning show for area listeners. The Chaîne culturelle, meanwhile, continued its expansion with the opening of 11 new transmitters across Canada.

CBC Television featured a wide range of regionally produced series and specials. *Trans Canada Comedy Trail*, for example, presented four regional comedy specials – *I Dig BC*, *Prairie Punchlines*, *Crossing the Main*, and *Buddy Wasiname & the Other Fellers*. The network's two-hour music special, *Atlantic Wave*, introduced Canadians to eight exceptionally talented musical acts from Eastern Canada. As well, some 75 regionally based independent production companies made documentaries, dramas and children's programs for the network. The network's top drama, *Da Vinci's Inquest*, for example, was produced in Vancouver by Barna-Alper Productions. The new youth series, *Chilly Beach*, came from Sudbury's March Entertainment, and the new political drama, *Snakes and Ladders*, originated from Halifax.

This year, Télévision de Radio-Canada boosted its selection of regional content with the addition of several new regionally produced dramatic series, including *Le Bleu du ciel* (Bas-Saint-Laurent) and *Samuel et la mer* (Acadia). In News, *Ça vaut le détour!* was devoted to bringing the best regional reports to national attention. Other programs, such as *Zig Zag* (Winnipeg), *Le Jour du Seigneur* (Ottawa), and *Second regard* and *La Semaine verte* (Québec City) all featured regionally reflective content from across Canada.

*CBC.ca* and *Radio-Canada.ca* featured a wide range of regional content, both nationally and on the 17 regional sites that feature regional News and local programming information. In addition to providing detailed provincial election coverage in most provinces, the sites also offered a wide range of special content reflecting local happenings and issues.

In *Francophonix*, for example, *CBC.ca* teamed up with our English and French services to present hours of material from a Toronto-based celebration of Francophone music, food, film, art, and stories from around the world. Other regional website content included *To the Last Fish: The Codless Sea* (Newfoundland), *Journey to Kenya: 25 Years of Helping Farmers* (Prince Edward Island) and the *Edmonton Fringe Festival*.

