



## Children and Young Adults



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1. Dominique Demers, *Dominique Raconte...*,  
Télévision de Radio-Canada

2. *The Blobheads*, CBC Television



CBC/Radio-Canada has long provided the children of this country with programs that delight, inform and offer a window on Canadian values and accomplishments.

We are Canada's leading source of non-violent, commercial-free programming for the next generation. Our selection of stimulating and interactive programming provides young people with a reflection of the broad diversity of the Canadian experience.

In 2003-2004, CBC Television launched *Kids' CBC*, a new brand for the network's programming for children. The emphasis in this rebranding and the *Kids' CBC* programming is on the interaction, interconnection and interplay among viewers and website visitors, and between them and CBC. The *Kids' CBC* brand is a natural extension of the highly recognised and valued CBC Television brand. It is also the Corporation's promise of programming that is trusted, fun, innovative, and smart. The launch brought a new version of the CBC logo, the return of many favourite programs, and the addition of new programs and initiatives on-air and online. More exciting initiatives are planned for next year.

This year, Télévision de Radio-Canada again provided high-quality programming for children, each day of the week. For 2004-2005, the network will boost its weekend schedule by adding new programming for children. Beginning in January 2005, the network will further strengthen its programming for adolescents, adding a dramatic comedy weekday afternoons.

Throughout the 2004-2005 programming season, Télévision de Radio-Canada's Children and Family unit will participate in the network's exercise to reposition itself in today's competitive television environment, in order to ensure that it is providing the best public broadcasting service to its audiences, and to plan for future seasons. Radio de Radio-Canada continued to provide unique and very popular programs for children and adolescents this year, designed to explore and boost their understanding of their own lives as well as those of children around the world.

CBC/Radio-Canada also provides a vast amount of programming for young adults, geared to their cultural and intellectual interests and via their choice of technology for receiving that programming. The close integration of our New Media, Radio and Television production teams allows us to offer new and innovative content, interactive features and various platforms for emerging talent. It also helps us to reach youth audiences, who generally are more difficult to reach through traditional media only. For 2004-2005, key objectives for our New Media platforms include maintaining their position as leader in Canadian youth services, furthering the development and showcasing of Canadian talent, providing more interactive content, supporting and complementing our Radio and Television services, and further strengthening the Corporation's Internet-based programming.

For more information, please see:  
[cbc.radio-canada.ca/htmen/highlights/children.pdf](http://cbc.radio-canada.ca/htmen/highlights/children.pdf)



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3. Catherine Pogonat, *Bandeapart.fm*

4. Sharon Lewis, Host, *ZeD*,  
CBC Television





In today's complex world, children benefit from our safe, non-commercial programming that delivers Canadian stories and reflects their interests and culture. Young adults appreciate our multi-platform programming because it intrigues, takes risks, and provides them with opportunities to show their own creative work to other Canadians.