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CORPORATE PRIORITIES



**High-quality, Distinctive
Canadian Programming**

Ensure distinctive programming of the highest quality.

Recognise the importance of regional reflection and of the changing face of Canada.

Ensure the sustainability of CBC/Radio-Canada's Canadian schedules.

Efficiency

Demonstrate that CBC/Radio-Canada is a well-managed company and generate cash flow to re-invest in programming.

Creative and Human Resources

Strengthen CBC/Radio-Canada's commitment to all its employees – to those who create and those who support them.

Strategic Partnerships

Position CBC/Radio-Canada to enhance its ability to fulfil its mandate through selective alliances and partnerships.

Collaboration

Reinforce the capacity of CBC/Radio-Canada to work as one integrated company.

Strong Stakeholder Relations

Enhance/strengthen CBC/Radio-Canada's stakeholder relationships.