

CBC/Radio-Canada in the Community



CBC/Radio-Canada has been an important member of the Canadian community for nearly 70 years, covering local and regional stories, sponsoring and partnering with cultural groups, and participating in charity events. Most importantly, our community outreach efforts support the Corporation's strategic priorities related to providing distinctive high-quality programming, regional reflection, undertaking selective alliances and partnerships, and enhancing and strengthening our stakeholder relationships. By participating in local activities, we get insight into what is important to communities. Initiating or involving ourselves in concerts, festivals and literary award galas allows us to showcase established and new talent. When we participate in fundraising activities, such as raising thousands of dollars for foodbanks and homeless shelters each holiday season, we recognise our role in bringing together citizens for common causes. Through regional

and national broadcasts, we connect communities to each other across the country. Our outreach activities allow us to enhance our relationships and create a greater dialogue with communities. We will continue to develop our outreach activities in communities across the country.

The Board of Directors holds each of its meetings in different Canadian cities and makes a point of meeting with local stakeholders, decision-makers, business and cultural representatives to hear their views on our programming and directions. This type of community outreach provides an opportunity for valuable exchange and dialogue and is also a part of the Corporation's public accountability strategy.

For more information, please see:
cbc.radio-canada.ca/htmen/highlights/outreach.pdf
cbc.radio-canada.ca/htmen/highlights/regional.pdf

