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1. Patrick Brown

2. Azeb Wolde-Giorghis

## CBC/Radio-Canada on the International Scene

Canadians have entrusted CBC/Radio-Canada with an international mission – to increase understanding of Canadian values, culture, and social and economic life as a means of boosting Canada’s influence and contributions on the world stage.

CBC/Radio-Canada is widely considered one of the world’s best international broadcasters. Available on all continents through Radio Canada International, TV5 Monde, Canal 5, Newsworld International, and through agreements with other nations’ public broadcasters, we have built a strong reputation for the quality of our programming. We have also consistently demonstrated our willingness to share expertise and to become involved in issues facing cultural institutions worldwide.

In a globalised world, Canada’s role on the international stage is more crucial than ever. To help ensure Canada’s continuing contribution to solutions for the world’s major political, economic, social, and cultural issues, CBC/Radio-Canada has developed an international policy focusing on cultural diversity, the Francophonie, journalistic excellence, and technological expertise. The policy’s strategic objectives are to communicate Canadian values (such as democracy, journalistic freedom, cultural diversity, tolerance, and equality); provide knowledge about Canada; showcase Canadian artists and producers; transfer Canadian technological and programming expertise; and provide a consistent presence for Canada and for Canadians abroad.

### CBC/Radio-Canada Programming Abroad

- › CBC Radio’s *As It Happens* is heard on 84 stations in the US. CBC Radio expects to announce further agreements for the international broadcast of many of its programs, next fiscal year, disseminating a Canadian perspective abroad.
- › Newsworld International brings CBC Newsworld programming to over 15 million households in the United States.
- › In May 2003, CBC/Radio-Canada became a partner in TV5 Monde, available in 203 countries worldwide.
- › Through Canal 5 in France, we reach substantial European audiences.
- › CBC/Radio-Canada programming is also sold to other countries’ broadcasters.
- › CBC Radio and Radio de Radio-Canada exchange hundreds of recorded concerts with 80 international radio networks each year. Canadian performers and composers are promoted abroad and audiences at home enjoy the international music scene.



## Radio Canada International

Radio Canada International (RCI) is CBC/Radio-Canada's international radio service, broadcasting in nine languages via satellite, digital and analog shortwave, the Internet, and local radio stations in over 75 countries.

### 2003-2004: A YEAR OF REPOSITIONING

In March 2003, the Government of Canada redefined the mandate of Radio Canada International – to produce and broadcast programs specifically designed to better acquaint foreign audiences with Canada, its values, and its social, economic and cultural life.

To fulfil its new mandate, in September 2003, RCI presented its five objectives to the Department of Canadian Heritage and the Department of Foreign Affairs and International Trade: to clearly target its international audiences; to promote Canadian talent abroad; to provide more insight into important Canadian and international issues for foreign audiences; to increase partnership activities; and to leverage the strength of the CBC/Radio-Canada group.

In December 2003, CBC/Radio-Canada's Board of Directors approved RCI's repositioning plan. Announced in February 2004, this plan was implemented in time for the programming season at the end of March 2004.

RCI has already met some of the plan's objectives. Since November 2003, RCI has strengthened its promotion of Canadian talent abroad, especially music and song. It broadcasts via: satellite – on three broadcast services available in Europe, North Africa and the Middle East, 24 hours a day, seven days a week, in English and French; digital shortwave (DRM) – providing an audio quality comparable to FM; and the Internet, at *RCInet.ca*, drawing 50,000 visitors a month. In addition, RCI has

redoubled its efforts to form alliances with the main international broadcasters so as to increase its penetration in selected target markets. As of March 2004, RCI has 350 partner stations worldwide, which rebroadcast segments of RCI's programming and *à-la-carte* products tailored for foreign audiences.

In summary, this year, RCI significantly expanded its reach around the world, added a ninth broadcasting language (Portuguese for Brazilian listeners), and boosted its distribution by 65 per cent.

### SHARING OUR EXPERTISE

CBC/Radio-Canada also plays a significant role in sharing its expertise with international broadcasters. This year, we participated actively in 20 major international broadcasting organisations and in a wide range of international conferences to publicise and share Canadian broadcasting expertise.

Training in broadcasting is a major aspect of the Corporation's international activities. We provide Canadian expertise in such fields as journalistic excellence, governance, and production and broadcast distribution, particularly in aid of developing countries attempting to establish an effective media that can fully participate in the democratic process. To better coordinate the Corporation's many international training activities, and to ensure efficiency and the maximum effectiveness of those activities, the Corporation has established the self-funding Canadian Institute for Training in Public Broadcasting/*Institut canadien de formation en radiodiffusion publique*.

Our international activities this year also included many production and distribution partnerships which helped us forge solid alliances that foster large-scale international co-productions.

Through all of the Corporation's international activities, we bring the world to Canadians and Canadians to the world.



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3. Don Murray

4. Ginette Lamarche

5. Paul Workman

6. Michel Cormier

