



Alexa Petrenko
Chamber Music at Noon
CBC Stereo



60th anniversary celebrations in Toronto

ENGLISH RADIO HIGHLIGHTS

SCHEDULE CHANGES, SPECIALS

The most noticeable changes to this year's programming lay in the weekday CBC Stereo schedule which included four new programs and new roles for CBC hosts:

- *Chamber Music at Noon* — Alexa Petrenko hosted this new one-hour daily program featuring ensembles from across the country;
- *Radio Concert Hall* — Peter Tiefenbach hosted this new daily three-hour program combining the best of recorded concerts from Canada and around the world;
- *Encore* — Katherine Duncan presented the best concerts heard earlier on CBC Stereo programs;
- *As You Like It* — A new daily two-hour program combining musical requests, poems and stories woven together by poet and raconteur Bill Richardson.

In addition, *The Arts Tonight*, a wide-ranging daily music and arts program, became a tightly focused 30-minute arts journalism magazine.

SCHEDULE BREAKDOWN BY PROGRAM TYPES

CBC English Radio	
	%
News	27
Regional Programs	27
Current Affairs/Features	21
Music/Arts	14
Spoken Word Performance	11

CBC English Stereo	
	%
News	8
Regional Programs	1
Music/Arts	90
Spoken Word Performance	1

Note: Based on a typical week of 168 hours, 1996-1997 season

To commemorate CBC's 60th Anniversary, English Radio collaborated with communities across Canada to plan celebrations and programming specials. These included a wealth of special programming, open houses and a multitude of community-based events. During the two-day open house held at the Canadian Broadcasting Centre in Toronto, more than 60,000 people turned up to attend the live broadcast of numerous shows and reminisce about 60 years of CBC programming.



Peter Tiefenbach
Radio Concert Hall
CBC Stereo



Katherine Duncan
Encore
CBC Stereo



Bill Richardson
As You Like It
CBC Stereo

AUDIENCES

The spring 1997 BBM ratings showed substantial share increases for both the English Radio and Stereo networks.

Radio captured an 8.4% share of the English-speaking audience, up almost half a share point in six months and almost a full share point from a year ago. In fact, it is the best performance achieved by the network since spring 1992.

CBC Stereo's share increased by half a share point, to 3.4% over the fall 1996 survey, to reach its second highest share performance in recent years.

The two services combined reached almost 3.5 million people, or 17% of the anglophone population of Canada.

AUDIENCE SHARES, CBC ENGLISH RADIO/STEREO					
	Spring 95	Fall 95	Spring 96	Fall 96	Spring 97
	%	%	%	%	%
Radio	7.8	7.8	7.5	8.0	8.4
Stereo	3.6	3.3	3.2	2.9	3.4
Radio/Stereo	11.4	11.1	10.7	10.9	11.8

Note: Based on anglophone listening in areas serviced by a CBC station
Source: CBC Research (BBM)

NEW MEDIA

In the area of new media, CBC Radio continued to expand its site on the Internet and launched 24-hour live online audio of CBC Radio and CBC Stereo services. Thanks to this new technology, listeners worldwide can now tune in to CBC Radio live. (See also New Media, New Services, p. 32).

STRATEGIC DIRECTIONS

By April 1998, English Radio's annual operating expenditures will be significantly less than in April 1995. About one third of the budget cuts are being achieved through the introduction of new work methods, new technology and organizational changes. The other two-thirds involve changes to programming. The new budget level reflects the federal government's infusion of \$10 million per year in additional funding for the CBC's English-and French-language radio services, \$6 million of which was directed to English Radio.

To streamline management and improve efficiency, information programming, including current affairs and features, was consolidated into one department.

The two complementary national networks, CBC Radio and CBC Stereo, are being maintained. However, both schedules will undergo substantial changes in September 1997.

At the local and regional levels, no stations were closed, and all local/regional time periods have been maintained, although there will be regional consolidation of local programming in some parts of the country.

Regional reflection on the networks remains a priority. An important development which began in 1996-1997, one that will be expanded in the coming year, is to integrate local, regional and national information more fully throughout the day and week.





Jean Racine
Le Dépanneur
French AM Radio



Louise Chartrand
Tout ça pour une chanson
French AM Radio



René Homier-Roy
C'est bien meilleur le matin
French AM Radio

FRENCH RADIO HIGHLIGHTS

SCHEDULE CHANGES, SPECIALS

Both summer and regular season programming set aside plenty of air time for the CBC's celebration of its 60th anniversary across the country. Several celebratory events and specials were presented in cooperation with CBC English Radio.

In order to reflect the regions to the country, an increasing number of network programs were regionally-produced. For example, from Sept-Îles, airing of the midnight mass in Montagnais enabled listeners throughout the country to be introduced to Innu culture.

SCHEDULE BREAKDOWN BY PROGRAM TYPES

CBC French AM Radio	%
News	15
Regional Programs	24
Music	12
Current Affairs	8
Culture and Society	19
Religion, Reflection, Science, Economy, Youth	11
Sports	11
CBC French FM Stereo (la Chaîne culturelle)	%
Music	76
Culture	10
Literature, Theatre, History, Cinema	8
News	6

Note: Based on a typical week of 168 hours, fall 1996.

New programs added to the AM schedule for the 1996–1997 season included:

- *Le Dépanneur*, a daily magazine on consumer, health and environmental issues, hosted by Jean Racine;
- *C'est bien meilleur le matin* (CBF), seven hours of general and cultural information with René Homier-Roy, Saturday and Sunday mornings; and
- *Tout ça pour une chanson*, with host Louise Chartrand, an opportunity for young performers to be heard throughout the country.

New FM Stereo programs included:

- *Le Quai des livres*, a review of francophone literature in Canada, with host Serge Bureau;
- *Coup de théâtre*, interviews with playwrights and creators involved in theatre, with host Winston McQuade;
- *Liaisons torontoises*, a look at artistic and cultural activities, mainly in Toronto, and occasionally from other parts of the country;
- *Séries diverses*, a selection of high quality radio documentaries.

As always, French Radio recorded numerous artistic and cultural events, such as book fairs, festivals and theme days, in addition to organizing and airing competitions designed to foster development of Canadian talent.



Winston McQuade
Coup de théâtre
French FM Stereo
(la Chaîne culturelle FM)



Serge Bureau
Le Quai des livres
French FM Stereo
(la Chaîne culturelle FM)



Marie-Andrée Michaud
Liaisons torontoises
French FM Stereo
(la Chaîne culturelle FM)

AUDIENCE SHARES, CBC FRENCH RADIO/STEREO

	Spring 95 %	Fall 95 %	Spring 96 %	Fall 96 %	Spring 97 %
Radio	6.7	6.7	6.2	6.0	6.6
Stereo	2.8	3.0	2.6	2.5	3.1
Radio/Stereo	9.5	9.7	8.8	8.5	9.7

Note: Based on francophone listening in areas serviced by a CBC owned station

Source: CBC Research (BBM)

AUDIENCE SHARES

Results of the Spring 1997 BBM surveys showed substantial increases in the shares of both the AM and FM networks.

The AM network obtained a 6.6% share of the francophone audience, up more than half a share point from fall 1996, and the FM network showed its best performance ever, with 3.1%.

PARTNERSHIPS, NEW MEDIA

French Radio created a new department, Diversification and Partnerships, to demonstrate its openness to outside partnerships. This initiative gave rise to several collaborative efforts, including the Bourse Yves-Thériault, intended to promote the development of writing for radio, in cooperation with the Théâtre d'aujourd'hui.

By becoming available on the Internet with live broadcasts, French Radio has clearly declared its intention to be part of the new media scene. (See New Media, New Services, p. 32)

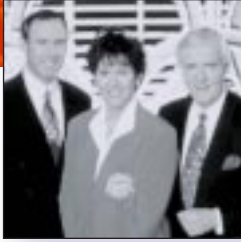
STRATEGIC DIRECTIONS

In order to reduce the impact of the budget cuts on its regional services, French Radio undertook an administrative reorganization that enabled it to maintain a local presence in all the regions, seven days a week. It also plans to enrich journalistic coverage and program content, and to maintain or increase the presence of the regions on the national networks.

With regard to the networks, French Radio reiterated its intention to maintain two networks—cultural and general interest—and to accentuate the distinct role of each one.

So as to ensure greater synergy among producers, French Radio amalgamated management of the AM network, the FM Stereo network and the regions.





Ron MacLean, Terry Leibel, Brian Williams
hosts, *Summer Olympics* in Atlanta



Brooke Johnson
Dangerous Offender



Gabriel Hogan, Larisa Laskin,
Jeremy Ratchford
Peacekeepers

ENGLISH TELEVISION HIGHLIGHTS

SCHEDULE CHANGES, SPECIALS

As announced last year, English Television proceeded with the Canadianization of its prime time schedule, and replaced 2.5 hours per week of American network programs. New Canadian series introduced in the schedule included:

- *Wind At My Back*, a drama series about a young mother struggling to keep her family together in the harsh 1930s;
- *Black Harbour*, a drama series about a woman returning to her native Nova Scotia due to a family crisis;
- *Gullages*, a comedy and drama series set at a taxi stand in St. John's, Newfoundland;
- *The Newsroom*, a comedy series set in a big-city television newsroom; and
- *Life and Times*, a series of portraits of well-known Canadians.

Another key element in the Canadianization process was the creation of a highly successful Canadian comedy lineup on Monday nights featuring *Royal Canadian Air Farce*, *Just for Laughs*, *This Hour Has 22 Minutes* and *The Newsroom*.

As in past years, the Sunday evening 8 to 10 period featured a strong mix of Canadian movies, mini-series, variety specials and documentaries including:

- *The Arrow*, a four-hour mini-series tracing the story of Canada's attempt to build a leading edge jet warplane;
- *Giant Mine*, a movie based on a neighbour against neighbour strike at a Yellowknife mine;
- *Dangerous Offender*, a movie about the first Canadian woman sentenced as a dangerous offender;
- *Peacekeepers*, a movie about Canadian troops on a peacekeeping mission in Croatia;
- *Dawn of the Eye*, a CBC/BBC documentary series tracing the evolution of the news camera.

English Television's coverage of the Centennial Olympic Games in Atlanta, July 19 to August 4, 1996, averaged 14 hours a day for 17 consecutive days. This main network coverage was supplemented by special highlights packages on CBC Newsworld. The quality and style of the coverage were critically acclaimed and this enthusiasm was reflected in the size of the audiences. This major success also helped boost confidence and morale for the service and its employees.

In addition, both the *Olympics* and the successful *World Cup of Hockey* series were used to promote the new Canadian programs of the regular 1996-1997 season.

CANADIAN CONTENT

As in past years, CBC is still the only English language Canadian broadcaster which schedules a significant amount of Canadian programming in prime time.

With the Canadianization of the prime time schedule in fall 1996, prime time Canadian content during the regular season reached 88%. For fiscal year 1996-1997, average prime time Canadian content rose to 85%, up two points from last year.

CANADIAN CONTENT, CBC ENGLISH TELEVISION Season to the end of March (%)

	95-96	96-97
Full day	62	65
Prime Time (7-11 p.m.)	84	88

Note: Excluding special CRTC credits

Source: CBC Research

AUDIENCES

Despite important budget reductions and the replacement of popular prime time American series with new Canadian programs in fall 1996, average prime time audiences for the regular season were maintained.



Rita Rudner
Just For Laughs



Cynthia Belliveau
Wind At My Back



Tanya Allen, Peter Keleghan, Ken Finkleman, Karen Hines, Mark Farrell
The Newsroom

It is also encouraging to see that, despite the continuing introduction of new services competing for viewer attention, English Television increased its prime time audience share from 11.7% to 12.8% for fiscal year 1996–1997. This increase is due in part to the critically acclaimed coverage of the *Summer Olympics* in Atlanta and the *1996 World Cup of Hockey*.

PRIME TIME AUDIENCE SHARES, ALL ENGLISH SERVICES
April–March, 7–11 p.m. (%)

	95–96	96–97
CBC Television	11.7	12.8
Other non-pay Canadian	44.0	42.6
Pay/Specialty *	19.6	19.6
U.S.	24.8	24.3

* Including Newsworld
Source: CBC Research (A.C. Nielsen)

NEW VENTURES, NEW MEDIA

Partnering has become standard procedure for much of English Television’s programming. The growth of the Canadian independent production sector has expanded opportunities, and the active participation of Telefilm Canada, the provincial film development agencies and the Cable Production Fund has accelerated the trend. The government’s special funding of the consolidated Canada Television and Cable Production Fund, announced in 1996–1997, was welcome support.

High profile international coproductions include the movie *Lyddie* (with BBC), and the mini-series *Ekbaya* (with the South African Broadcasting Corporation). The children’s program *Wimzie’s House*, introduced in October 1996, is a cross-cultural initiative between CBC’s French and English television networks.

Program units across the main network and CBC Newsworld extended their use of Internet to provide additional information to viewers and gather reactions to programs. (See also *New Media, News Services*, p. 32)

TOP CANADIAN PROGRAMS, ENGLISH TELEVISION
Season to the end of March 1997

	Average Audience (000)
Grey Cup Game 96	3,429
1996: Year of the Farce	2,273
World Cup Hockey	2,074
This Hour Has 22 Minutes (New Year’s Eve Special)	1,838
Dangerous Offender	1,621
Dave Broadfoot	1,613
Martini and Underhill	1,561
Juno Awards	1,467
Labatt Brier	1,444
Promise the Moon	1,433

Note: All programs are specials
Source: CBC Research (A.C. Nielsen)

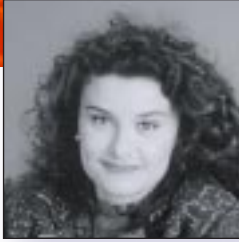
STRATEGIC DIRECTIONS

The overall strategy for English Television, approved by the Board of Directors, requires that English Television complete both its outstanding financial reductions and the Canadianization process begun in 1996–1997.

Realization of this strategy involves some delicate balancing because the reductions are substantial and replacement of the remaining 1,000 hours or so per year of commercially successful American programming in the daytime schedule will be costly.

However, the critical and audience successes of the 1996–1997 prime time schedule provided clear evidence that Canadians want and will support a public broadcasting service that is truly Canadian. Currently, the Canadianization process is scheduled for completion by fall 1998.





Chantal Fontaine
Virginie



Catherine Sénart
Marguerite Volant



Patrice L'Écuyer
L'Écuyer

FRENCH TELEVISION HIGHLIGHTS

SCHEDULE CHANGES, SPECIALS

In fall 1996, 21% of the schedule consisted of new programs including:

- the daily series *Virginie*, which depicts the busy life of a high school teacher;
- the major drama series *Marguerite Volant*, set in the New France of 1763–1765;
- the weekly in-house drama *Bouscotte*, the stormy saga of two contemporary families in the Lower St. Lawrence area; and
- the arts magazine *Vie d'artiste*, which focuses entirely on artists.

Several memorable events were given special coverage on the basic network and the Réseau de l'information. For instance, 204 hours were dedicated to the Olympic Games in Atlanta. The opening ceremony alone drew an audience of 1.4 million.

On two occasions, the five French-language television broadcasters joined forces to present *Tous unis contre le SIDA*, a variety show interspersed with individuals' personal stories, and *De concert avec le Saguenay*, a benefit concert to raise funds for flood victims in northeastern Quebec. This broadcast drew 1.1 million viewers.

TOP CANADIAN PROGRAMS, CBC FRENCH TELEVISION Season to end of March 1997

	Average Audience (000)
La Petite Vie	2,414
Bye Bye 96 ¹	2,184
Urgence II	1,783
Gala de l'ADISQ ¹ (BD*)	1,352
Sous un ciel variable	1,318
Les Orphelins de Duplessis ¹ (BD*)	1,312
4 et demi	1,280
Les Héritiers Duval	1,259
Céline Dion ¹ (BD*)	1,240
Bouscotte	1,219

¹ Special

* Les Beaux Dimanches

Source: CBC Research (A.C. Nielsen)

CANADIAN CONTENT

CBC French Television still offers more Canadian programs than other francophone broadcasters. This year, Canadian content remained steady at 84% during prime time and 76% for the day overall. CBC French Television also distinguishes itself from other conventional broadcasters by the type of programming it offers.

PROGRAM MIX, CONVENTIONAL FRENCH TELEVISION BROADCASTERS

Broadcast by Program Types (%)	R-C	TVA/TQS
Youth	71	29
Canadian Drama	64	36
Magazines	53	47
Arts, Culture, Documentaries	49	51
Variety, Games	48	42
Sports	45	55
News	35	65
Talk-shows	24	76
Movies	22	78
Foreign Programs	21	79
Analysis, Commentary	20	80
Infomercials, other	0	100

Note: Based on a typical week, fall 1996

AUDIENCES

French Television's share of francophone viewing over the full day increased nearly 2 percentage points, from 19.0% in 1995–1996 to 20.7% in 1996–1997.

In response to diminishing audiences in recent years, French Television altered its daytime network programming schedule to include repeats, beginning in January 1997, of three popular television serials, *Les Belles Histoires des pays d'en haut*, *Poivre et sel* and *Marilyn*. Also, programs for preschoolers were moved from 9 a.m. to 3 p.m. This proved to be a winning strategy; French Television's share between 9 a.m. and 5 p.m. increased from 13% in fall 1996 to 20% in winter 1997.

French Television's prime time audience share increased from 23.5% to 24.9%. The comedy *La Petite Vie* attracted



Pierre Granger
Ce soir in Ontario/Outaouais



Jean-Pierre Masson and Andrée Champagne
Les Belles Histoires des pays d'en haut



Gilbert Sicotte(seated), Louise Laprade,
Yves Soutière and (front) Julien B. Pelletier
Bouscotte

as keen a following as ever, with average audiences of 2.6 million for new episodes and 2 million for episodes aired for the third time. Apart from the six most popular drama series—four of which are in-house productions—listed in the table on the preceding page, *Marguerite Volant* attracted an average audience of 1.1 million, the consumer magazine *La Facture* nearly doubled its audience and *L'Écuyer* was first among all talk-shows on French television stations.

PRIME TIME AUDIENCE SHARES

Among francophone viewing
7–11 p.m., April – March (%)

	95–96	96–97
Radio-Canada	23.5	24.9
Other French non-pay	46.1	45.5
French Pay/Specialty*	10.6	10.5
English Services	17.9	17.1
Others	1.9	2.1

*Including RDI

Source: CBC Research (A.C. Nielsen)

NEW PARTNERSHIPS

In order to provide all francophones in Canada a broader range of youth and cultural programs, CBC French Television reached an agreement with Télé-Québec. The agreement provides for the pooling of financial resources, access to shared inventories and harmonized program schedules.

CBC French and English Television, TSN and RDS concluded an agreement that ensures production and broadcast for the next three years of Canada's Formula 1 Grand Prix race in Montreal. French Television, chosen as host broadcaster, will produce the telecast.

In order to strengthen regional CBC French Television production, a number of initiatives were taken to promote partnerships with regional producers. By the end of the fiscal year, several projects were already under way, including two Ontario series, the magazine *Vie de chalet* and *Chez nous*, which features new Canadian talent and the arts scene.

French Television's association with francophone television broadcasters in the international TV5 service has extended distribution of its programs to some 100 countries on five continents. As a result, Radio-Canada's presence in the various TV5 schedules increased from 1,296 hours in 1995–1996 to 1,757 hours in 1996–1997.

STRATEGIC DIRECTIONS

As a result of the overall reduction in resources, French Television reviewed its activities, operations and organization at both the network and regional levels.

The network continues to give priority to strong cross-Canada news and information, solidly anchored in the regions.

The regional teams still produce reports and information programs for the networks, local and regional public debates, and specials marking major events in their communities. However, regional stations, except the Québec City one, now produce fewer series for the networks. In the West, the four *Ce soir* news and current affairs programs were maintained, but production methods were streamlined.

In order to meet the different needs of Ontario and Quebec audiences, the Ottawa station airs two separate newscasts during the first 20 minutes of the one-hour *Ce soir*.

In Acadia, the Moncton station has maintained its infrastructures for producing regional and network programs, but its facilities will be opened to independent producers.

Nationally, news programs, formerly free of advertising, will now be open to the sale and broadcast of commercials, thus ending a long tradition. French Television also plans to broaden its collaboration with independent producers and to define its strategy more clearly, as both producer and broadcaster.





Michael Ignatieff
Ignatieff



Alison Smith
The Lead



Pamela Wallin
Pamela Wallin Live

NEWSWORLD HIGHLIGHTS

SCHEDULE CHANGES, SPECIALS

Newsworld was Canada's exclusive Olympic cable network in Atlanta, broadcasting more than 102 hours of live programming including hourly 15-minute highlight packages plus live phone-in programs and news shows. Newsworld also provided live coverage of the Atlanta bombing during the Games.

Other major events covered this year include the Federal Budget, the Somalia Inquiry, the homecoming of double Olympic gold medalist Donovan Bailey and coverage of the funeral of China's Deng Xiaoping.

Political satire came to Newsworld in the fall of 1996 with the debut of the popular *Royal Canadian Air Farce* and *This Hour Has 22 Minutes* scheduled back-to-back on Tuesday night between 10 and 11 p.m. This new hour of programming, also aired on Sunday night, kept viewers up-to-date with weekly politics and news with an edge. In March 1997, the Canadian Radio-television and Telecommunications Commission ordered Newsworld to remove the two programs from the schedule. The network has applied to amend its licence in order to carry the programs next fall.

Newsworld continued to strengthen its sports presence, launching the 30-minute *National Sports on Sunday*, an addition to the network's popular nightly sports show, *National Sports*, with Tom Harrington.

On weekends, the network launched *Ignatieff*, a wry and insightful half-hour talk-show produced by the network in London and hosted by well-known author and critic Michael Ignatieff.

Newsworld partnered with Canadian Geographic Magazine to produce *Geographic Journal*, a one-hour documentary special that took viewers on a journey of discovery across Canada.

Returning series included popular shows such as *Pamela Wallin Live*, *The Lead*, *The National*, *Sunday Morning Live* and the noon hour phone-in show *Benmergui Live*.

On July 3, 1996, Newsworld launched "Newsworld Online," Canada's first television news service with real-time video on the Internet. (See *New Media, New Services*, p. 32.)

The Federal Budget was Newsworld Online's first multi-media coverage of a major news event, registering over 200,000 hits during a 24-hour period, a 500% increase in the Website's normal hourly traffic.

AUDIENCES

Newsworld continues to prosper in the face of increased competition and business pressures. The average weekly reach for the 1996-1997 season was seven million viewers with a share of audience at 1.2%.

DISTRIBUTION

Reaching over 7.4 million cabled homes, CBC Newsworld is available more widely than any other cable network in Canada.





Pierre Nadeau
Le Journal du siècle



Marie-Claude Lavallée
Le Journal RDI



Jimena Vergara
Trajectoires

RÉSEAU DE L'INFORMATION HIGHLIGHTS

SCHEDULES CHANGES, SPECIALS

The Réseau de l'information is the first French-language all-news network in America. Around the clock, seven days a week, RDI airs newscasts every hour on the hour, and headlines on the half-hour. Roughly one-third of its daily air time is dedicated to 10 newscasts produced in French from over 32 Canadian locations.

Last year, RDI aired more than 500 live specials covering major events of interest to Canadians, at home and abroad.

For example, the Réseau de l'information was recognized as the major source of news and information during the floods in the Saguenay area and northeastern Quebec. It achieved a market share of 5.6% and a reach of 3.1 million viewers, whereas its average market share is 2.2% and its reach, 2.5 million.

Other events that received special coverage included the explosion of TWA flight 800, as well as the funeral of former Quebec Premier Robert Bourassa.

To answer viewer needs, RDI continues to offer a daily wrap-up of the day's news at 9 p.m., in a revamped edition of *Le Journal RDI*, anchored by Marie-Claude Lavallée, from Monday to Friday, and by Claudine Bourbonnais, on Saturdays and Sundays.

Every evening at midnight, RDI now presents a repeat of *Le Téléjournal*, and once a week, viewers can tune in to *Le Journal du siècle*, a review of major events of the last few decades.

RDI also helps to develop and promote Canadian artists through regular programs such as *Entrée des artistes*, *Montréal en spectacle*, *Espace libre* (Ontario/Outaouais) and *Trajectoires* (Atlantic). In addition, RDI entered in a partnership with the Conseil québécois du théâtre to promote francophone theatre.

NEW MEDIA

In addition to ensuring a daily presence on the Internet, RDI is now available on PC throughout Canada. (See New Media, New Services, p. 32)

DISTRIBUTION

RDI is now accessible to 6.75 million cable subscribers in Canada, that is, 1.75 million in Quebec and 5 million outside.





Mike Jadayel, technician, shortwave monitoring station, West Carleton.

RADIO CANADA INTERNATIONAL HIGHLIGHTS

Radio Canada International is Canada's voice abroad. In operation for over half a century, RCI is mandated to increase international awareness of Canada and reflect the Canadian identity and regional diversity.

PROGRAMMING

In 1996–1997, Radio Canada International broadcast on shortwave 182.5 hours of programming per week, in seven languages (English, French, Arabic, Chinese, Russian, Spanish and Ukrainian) to North and South America, the Caribbean, Africa, the Middle East, Europe, Asia, Ukraine and the other countries of the former Soviet Union.

On a weekly basis, RCI's programming is made available in different locations around the world, as follows: 28 hours in English and 7 hours in French to Latin America, 45.5 hours in English and 26.5 hours in French to the Caribbean, 43 hours in English and 24 hours in French to the United States; 16.5 hours in English and 20 hours in French to Europe; 14 hours in English and 17.5 hours in French to Africa; 14 hours in English and 7 hours in French to Asia and the Indian subcontinent; and 17.5 hours in English and 21 hours in French to the Middle East.

Material specifically targeted for Canadians abroad, consisting of the most popular CBC-Radio-Canada network programs, was broadcast to all target areas and totalled 43 hours a week in English and 17 hours a week in French. Each week, RCI also broadcast 14 hours in Russian, 14 hours in Ukrainian, 7 hours in Chinese (Mandarin), 1/2 hour in Cantonese, 9.5 hours in Spanish, 10.5 hours in Arabic, and 5 hours in Creole to Haiti.

In addition, RCI provided 24-hour a day multilingual satellite services to Europe (Eutelsat-Hotbird), Africa (Intelsat 707), Asia (AsiaSat 2), and started a similar service on PanAmSat 3 for South America in spring 1997. Besides home reception, many broadcasters downlink portions of the satellite service and rebroadcast it in real time on their local domestic stations.

RCI also instituted an Internet service in all its broadcast languages along with Realaudio. (See *New Media, New Services*, p. 32)

RCI provided English and French language lessons based on the Canadian reality to dozens of radio stations in Russia, Ukraine and other former Soviet republics, China, Arab countries, Vietnam, Cambodia, Laos, and to stations in most Latin American countries.

RCI also sent Canadian recorded 'pop' music to nearly 300 stations around the world, and recorded programming material in seven languages to another 200 or more stations. RCI coproduced a series of programs for broadcast on the national domestic network in China with an estimated audience of more than 200 million, becoming the only foreign broadcaster actually allowed to broadcast from within China.

Reflecting its long relationship with the Department of National Defence, RCI continued to provide 24-hour satellite radio service for Canadian Forces in the Golan Heights, Croatia and Bosnia, Haiti, and NATO bases in Germany, Belgium, and the Netherlands. Programming featured material from the CBC's French and English domestic networks, live coverage of hockey, baseball and football games and the daily RCI-produced *Report to Peacekeepers/Magazine des Casques Bleus*, which was also broadcast on shortwave for other military personnel, such as sailors on duty in the Adriatic off the former Yugoslavia and others off Haiti, outside the Department of National Defence bases.

FUNDING

Radio Canada International again narrowly escaped closure this year. On December 6, 1996, because the one-year Government/CBC cost-sharing agreement for funding RCI was nearing its end and had not been renewed, layoff notices were issued to all RCI employees effective April 1, 1997. On December 12, however, those notices were withdrawn with the announcement from the government that it would provide funding for RCI for 1997–1998.



CBC'S MISSION ... IN 1996-1997

*“The Canadian Broadcasting Corporation is a public resource,
owned by all Canadians.*

*Our services, in English and in French, inform, enlighten
and entertain.*

*We contribute to Canadians' shared national consciousness by
celebrating Canada's cultural and regional diversity, building
bridges between our official language communities and helping
our citizens take full part in the country's life.*

*We create, procure and present distinctive high quality Canadian
programs and offer the best from around the world.”*

*The following examples illustrate how our media services carried out CBC's mission
in the course of the year.*