



Peter Gzowski
Morningside
English AM Radio



Bernard Derome
Le Téléjournal
French Television

NATIONAL AND INTERNATIONAL AWARDS

Again this year, CBC programs and personalities were honoured at home and abroad through hundreds of awards and prizes.

For instance:

- English Television received 46 Geminis from the Academy of Canadian Cinema and Television, an International Emmy for *September Songs: The Music of Kurt Weill* and a National News and Documentary Emmy for *Witness: The Plague Monkeys*.
- Fourteen Gémeaux were won by French Television in-house productions. In addition, 11 Gémeaux went to *Omertà*, an independent drama series, and the Gémeau Award for Multiculturalism was given to the mini-series *Steinberg*, both shown on French Television.
- Anne Panasuk, journalist, and Jean-Claude LeFloch, producer, won the Prix Judith-Jasmin for “Dix-huit ans de silence,” presented on the weekly television program *Enjeux*. This story which raised doubt about the drowning of two Montagnais in the Moisie River also won the Television Award at the Media Human Rights Awards.
- The children’s program *Bêtes pas bêtes +* won the Alliance for Children and Television’s Prize for Excellence.
- English radio services received two Gold World Medals, three Silver World Medals and a Bronze World Medal at the New York Awards;
- The Michener Award for Meritorious Public Service Journalism was presented to Michael McAuliffe, English Radio News, for his coverage of the Somalia affair.
- Two Molson Prizes for Journalism were awarded to French Radio hosts: Dominique Payette for her series “Samedi matin à l’aréna,” aired on *275-Allô*; and Yanick Villedieu for his feature on “Super expo-sciences Bell,” broadcast on the weekly program *Les Années-lumière*. The Regroupement Loisirs du Québec awarded its first prize to Bertrand Noël for “Sur la même longueur d’ondes,” also aired on *275-Allô*. In addition, Jacques Lacoursière, host of *J’ai souvenir encore*, Québec City, received the Pierre Berton Award given by the National Historical Society of Canada.
- Peter Gzowski, host of *Morningside*, became the first Canadian journalist to be honoured with a Personal Peabody Award. He was also presented with the Canadian Journalism Foundation Award by Governor General Roméo LeBlanc.
- Bernard Derome was honoured with the Prix Ovation, created especially for him by the International Association of Communications Professionals for the credibility he enjoys among the public after 25 years as host of *Le Téléjournal* on French Television.





Adrienne Clarkson
Adrienne Clarkson Presents
English Television



Stéphane Garneau
Demain la veille
French AM Radio

NEW MEDIA, NEW SERVICES

CBC continues to expand its presence on the World Wide Web, reaching out to Canadians across the country and around the world. Over the last year, CBC has opened new Websites, integrated new technologies, and added numerous online discussion forums.

RADIO SERVICES

On September 26, CBC Radio became the world's first public broadcasting network to offer its programs live on the Internet. Internet surfers can now tune in to CBC Radio and Stereo online, in English and French, by visiting the CBC homepage. The new service has generated tremendous positive response, particularly from Canadians abroad who appreciate the opportunity to stay in touch with what's going on back home.

English Radio also added numerous program sites including *Schubert-Brahms*, *Losing Paradise*, and *Dead Dog Café*.

French Radio set up a Webpage, *Les Bonnes Adresses Internet*, that provides highlights and links to useful Internet sites. Sites were also developed for the popular shows *Demain la veille*, *Les Portes du matin*, and *Les Années-lumière*.

RCI also instituted a 24-hour a day Internet service in all its broadcast languages. Program sound is available in real-time on "RealAudio," programs can be recalled for replay, and written news material is available and updated throughout each day.

TELEVISION SERVICES

On July 3, 1996, CBC Newsworld launched Canada's first television news service with real-time video on the Internet. "Newsworld Online" features major news as it happens with reports, highlights and in-depth background information. This dynamic Internet site on the World Wide Web is also an in-depth and informative guide to CBC Newsworld; the site details Newsworld's live programming, productions, on-air talent, merchandising, corporate operations and management. It also provides a medium for Canadians to discuss the news of the day. Since its inception, Newsworld Online has been one of Canada's most popular sites.

English Television recreated its site to make it more user-friendly and added a number of new destinations including *Adrienne Clarkson Presents*, *Venture*, and *Man Alive*.

French Television continued to enrich its content and added a site covering both amateur and professional sports. This site gives scores and updates, and also provides background information and in-depth analyses.

Through the use of live video and audio, Internet surfers can also see and hear the antics of *Royal Canadian Air Farce*, get technology news from *Branché's* video archives and satisfy their scientific curiosity at *Les Dossiers de Découverte*.

Since spring 1997, le Réseau de l'information (RDI) has been available on personal computer across Canada through DirectPC, a Telesat Canada digital information service. All that is needed to receive, live on the screen, the information broadcast daily on RDI is a 60 cm satellite dish, a communication card and compatible software. This service, the only one of its kind in French, is similar to the one offered by Newsworld.



Don Ferguson, John Morgan, Roger Abbott and Luba Goy
Royal Canadian Air Farce
 CBC Radio/CBC Stereo/English Television

BUILDING PARTNERSHIPS

Partnerships play an important role in new media development at CBC. Internally, cooperation between CBC media lines has led to the development of new Internet projects. Externally, the Corporation has received important development funds and expanded the reach of its content by working with private sector partners.

Over the summer, CBC teamed up with Southam to build Canada's first Olympic Website. This very successful site offered multimedia, games, athlete chat sessions, Olympic standings, and scheduling updates.

Other special projects included the construction of a Website for the B.C. election, special program sites for *The Arrow* and *Peacekeepers*, and Newsworld Online's exclusive multi-media coverage of the Federal Budget.

AUDIENCE RELATIONS

Internet is increasingly used to obtain audience feedback on CBC and its programs. The CBC site also provides a forum for sharing thoughts, ideas and opinions. For example, *The National* set up a special discussion group on "Remaking Canada," and Radio-Canada Sports set up a live sports chat page.

Effective participation and feedback have also greatly increased through the use of electronic mail, message boards and feedback forms.

CANADIANS CARE ABOUT CBC

The results of a national survey conducted by Louis Harris Canada¹ in November 1996 reveal that Canadians care very much about the CBC.

The majority of the 2,000 respondents, chosen to represent Canadians across Canada, felt that CBC has good Canadian news coverage, promotes Canadian talent and is an important element of Canadian culture. Seventy-four percent also agreed that CBC's budget should be maintained or increased.

HOW CANADIANS FEEL ABOUT CBC (Louis Harris Canada poll¹)

	% of Canadians
CBC Programming	
CBC has good news coverage	82
Promotes Canadian talent	74
Important element of Canadian culture	73
Produces good quality programming	72
Presents fair and balanced reports	72
Covers issues and topics not covered by commercial broadcasters	70
CBC Funding	
Funding should be maintained at current level or increased	74
CBC should spend less on administration and more on programs	70
Public Broadcasting in Canada	
Very/Extremely important	58

¹ A division of Thompson Lightstone & Co.
 Note: A complete report on this survey is available from Thompson Lightstone & Co. Ltd., Toronto

Tel.: (416) 922-1140,
 Fax: (416) 922-8014,
 E-mail: ivort@tlcl.com

