



Simon Reynolds and Paul Essiembre, *Dominion of the Air/La Conquête des ondes*, English and French Television.



The 50th Anniversary of Television in Canada

On September 6, 2002, CBC/Radio-Canada celebrated a half-century of television. To mark this achievement, we offered a month of special programming, outreach events, and the CBC/Radio-Canada 50th Anniversary VIA Rail Train which visited communities across the country.

It was a worthy celebration of 50 great years. Television has changed our country immeasurably by enabling the communication of ideas, a Canadian perspective on News and Current Affairs, and a platform for Canadian artists across the country. Testimonials from our audiences have confirmed once again that Canadians highly value their national public broadcaster.

Over 70,000 people visited the CBC/Radio-Canada 50th Anniversary VIA Rail Train and joined in community activities. This specially designed Train, which stopped at 21 communities from Vancouver to Halifax, included a CBC/Radio-Canada museum, production facilities and a broadcast studio. There were interactive displays and New Media kiosks at every stop, and special guests and on-air hosts were on-hand to meet visitors and participate in live tapings of local and national programs. Our production facilities across the country held Open Houses, allowing visitors to meet on-air personalities, enjoy local entertainment and watch live Television and Radio broadcasts. Our websites, *CBC.ca* and *radio-canada.ca*, complemented all 50th anniversary activities.

Also for this important anniversary, our English and French Television networks looked back on their years of work and together produced three programs:

- *Dominion of the Air/La Conquête des ondes* (Mark Starowicz's documentary on Canada's national broadcasting system, detailing the fight led by Graham Spry and Alan Plaunt to establish public broadcasting in Canada in the 1930s; simulcast on our French and English networks, September 15, 2002);



Leslie Neilson, *The Joke's On Us!* 50 Years of CBC Satire, English Television.



René Lévesque, former
CBC/Radio-Canada
journalist.



Roger Baulu, Jean Drapeau
and Jacques Normand,
Les Couche-tard,
French Television.



Pépinot et Capucine,
French Television.
Puppets created by
Jean-Paul Ladouceur.

- *A Day in the Life of Canada/24 heures dans la vie des Canadiens* (a portrait of Canadians from all regions during a typical day; filmed in 60 locations across the country and aired on French Television, September 22, and on English Television, September 29, 2002; average minute audience of 500,000 for English Television); and,
- *Concert 2002: 50 Years of CBC Television/Concert 2002 : 50 ans de musique et d'images* (a gala concert hosted by Carole Taylor, Chair of the Board of Directors, featuring the Orchestre symphonique de Montréal; simultaneously broadcast live from Montréal, October 6, 2002, on all four of our Radio and Television networks).
- *Inside Information* (a three-part series about English Television's journalistic activities over 50 years, including *Stories from the War Zone*, *Stories from the Street* and *Stories from the Hill*);
- *Cross Country Checkup* (live from St. John's, a discussion of the future of public broadcasting; simulcast on English Radio, CBC Newsworld and *CBC.ca*, October 6, 2002); and,
- *Big Picture Town Hall* (hosted by Peter Mansbridge, a two-hour special featuring CBC News anchors, correspondents and executives, past and present, answering questions from University of Regina School of Journalism students, September 17, 2002).

English Television prepared 26 hours of anniversary series, documentaries and specials; among them were:

- *The Joke's On Us: 50 Years of CBC Satire* (over 800,000 viewers per minute);
- *Tuning In: Fifty Years on the CBC* (a five-part series hosted by Rick Mercer showing how English Television has shaped Canadian life in each of the five decades since 1952; an average of 500,000 viewers each night);
- *Landed* (a four-part series capturing the experience of becoming Canadian for six new arrivals; filmed across Canada);

Rick Mercer, *Tuning In:
Fifty Years on the CBC.*





CBC/Radio-Canada logo, 1940.



CBC/Radio-Canada logo, 1958.



CBC/Radio-Canada logo, 1966.

French Television broadcast a variety of special programs as well, including:

- *La Grande Aventure de la télévision* (the big moments in Canadian television);
- *L'Été de nos 50 ans* (drama, variety, youth, sports, and information programs delineating the history of our French Television, as chosen by viewers in a contest; broadcast on *Les Beaux Dimanches* during the Summer of 2002);
- *50 ans d'information* (a chronological anthology of important events during the last 50 years);
- *Zone libre : Les 50 ans de la chanson* (the 50 most popular French songs from the last 50 years);
- *L'Enfant de la télé* (a fictional drama by Guy Fournier about Thomas, a child born in 1952, the same year television began); and,
- *La Fabrique de rêve* (50 people relate what television means to them and what they see as its future).

Commemorative books were written and published for the occasion, as well:

- *Here's Looking At Us: Fifty Years of CBC-TV* (Stephen Cole, McClelland & Stewart, 2002); and,
- *Ici Radio-Canada : 50 ans de télévision française* (Jean-François Beauchemin in collaboration with Gil Cimon, Les Éditions de l'Homme, 2002).



Don Messer's Jubilee, English Television, 1959-1969.



This Hour Has Seven Days, English Television, 1964-1966.



CBC/Radio-Canada logo, 1974.



CBC/Radio-Canada logo, 1986.



CBC/Radio-Canada logo, 1992 - Present.

Finally, two celebratory events this year denote the international recognition accorded to our Television programming:

- Her Majesty Queen Elizabeth II and His Royal Highness The Duke of Edinburgh visited the Canadian Broadcasting Centre in Toronto on October 10, 2002, where they were hosted by Carole Taylor, Chair of the Board of Directors, and met English and French Television personalities from our past and present. This joyous event was broadcast live on English Television, CBC Newsworld and RDI, and directly preceded *The Queen's Royal Gala*, a two-hour concert at Roy Thomson Hall, broadcast live on English Television, French Television, and Radio Two. CBC/Radio-Canada has covered every visit by the Queen to Canada during her fifty-year reign, starting with Her Majesty's 1957 visit in which she opened Parliament and gave her first live television address.

- The Museum of Television & Radio, in New York and Los Angeles, presented *O Canada! A Salute to the Canadian Broadcasting Corporation*, a fourteen-week series featuring 40 outstanding Television and Radio programs and representing the accomplishments and particular aesthetics of some of Canada's most well-known actors, directors and journalists.



Denise Filiatrault, Dominique Michel, Roger Joubert, and Réal Béliand, *Moi et l'autre*, French Television.



Veronica Tennant and Earl Kraul, *Romeo and Juliet*, 1965.



The Friendly Giant, 1958-1984, English Television.



Percy Saltzman, *Tabloid*, 1954, English Television.



The Queen's Golden Jubilee visit to the CBC Broadcast Centre in Toronto.