



Joseph Motiki, *POV Sports* on CBC,  
English Television and CBC.ca.



## Children and Young Adults

**CBC/Radio-Canada is Canada's leading source of high-quality, educational and commercial-free content for Canada's next generation.**

CBC/Radio-Canada has always considered excellent programming for Canadian children and young adults a priority in its schedule. We are proud of our traditions and role in contributing to the social growth and enlightenment of the next generation. In recent years, we have branched out with innovative multi-platform programming focusing on the interests of young adults.

The provision of excellent programming for Canada's young people is one aspect of our strategic priority for 2002-2003 to deliver distinctive programming of the highest quality. This year again, our media services provided thoughtful, respectful, non-violent, and entertaining programming for young people, much of it commercial-free. Featured actors and hosts, representing Canada's diverse cultural population, provided a mirror to their audiences and a sense of welcome inclusion.

### Programming for Children

In 2002-2003, English Television provided 43 hours per week of regular programming for children and youth (over 2,000 hours per year), 38 hours per week of which were commercial-free.

**Get Set for Life**, weekday mornings, focused on the social, intellectual and emotional development of children aged 2-5. It is a commercial-free block with popular hosts, Alyson and Michael. Programs include:

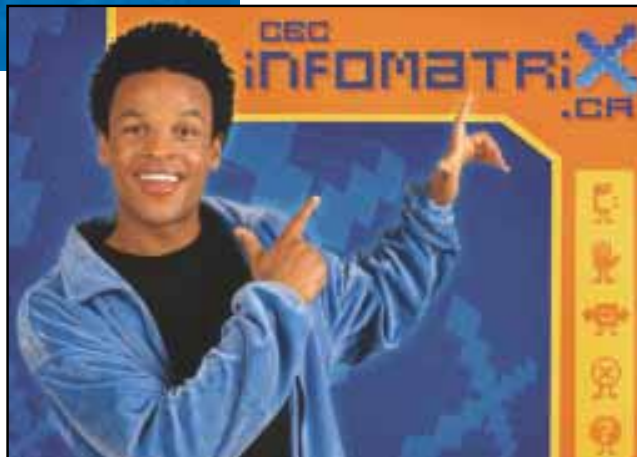
- **Arthur, Babaloos, Clifford the Big Red Dog, Dragon Tales, Franklin, Inuk, Little Bear, Mr. Dressup, Mumble Bumble, Rolie Polie Olie, The Hippo Tub, Co., Tiny Planets, and Zoboomafoo.**

**Get Set for Life** also introduced new programs:

- **The Save-Ums!**: Three-dimensional animated super heroes help prepare preschoolers for their role in the 21<sup>st</sup> century while teaching them the principles of cause and effect, co-operative play and critical thinking.
- **Me Too!**: Preschool protagonists live out their daily adventures with family, friends and neighbours, exploring such experiences as a first haircut, clean-up time and an argument with a friend. This program is also seen on French Television under the title, **Moi**.

English Television relaunched **CBC InfomatriX**, its innovative, commercial-free after-school and Saturday morning programming block for 8-12-year-olds. Anthony McLean hosts programs concerning current culture across the country, and





Anthony McLean,  
CBC Infomatrix,  
English Television and CBC.ca.

- **Edgemont**, a critically acclaimed teen drama series set in Vancouver, returned for its third season.
- Other continuing programs included: **Pelwick**, **Music Works** and **The Simpsons**.

This year, New Media launched an improved online **CBC.ca** zone for children and youth, integrating all existing online content for these groups. Websites offer games, contests, program information, and resources for parents.

French Television offered 26 hours of programming for children each week, in 2002-2003, 23 of which were commercial-free. Over the course of this year, French Television offered a total of 1,272 hours of children's programming.

French Television broadcast a variety of children's programs this season, including:

- **0340**, **Amandine Malabul**, **La Cour de récré**, **La Princesse Astronaute**, **Les Chatouilles**, **Les enfants du feu**, **Les Frimousses**, **Les Hoobs**, **Petite étoile**, **Rouli-roulotte**, **Sagwa**, **Sciences point com** and **Titi & Grosminet mènent l'enquête**.

invites his audience to explore **CBC Infomatrix's** websites on **CBC.ca**. Programs on **CBC Infomatrix** include:

- **CBC News.Real**, **CrashZone**, **Daring and Grace**, **Incredible Story Studio**, **MythQuest**, **Reboot** and **Worst Witch**.

**CBC Infomatrix** introduced several new and exclusive programs in 2002-2003:

- **Ace Lightning**: A comedy series combining live action with CGI animation in which a video game hero "comes to life" and teams up with a 13-year-old boy to battle evil.
- **POV Sports on CBC**: Host Joseph Motiki presents Canada's amateur athletes.
- **CBC SPYNet**: Viewers follow a fictional super spy on her top-secret adventures, and can join Spy School on the program's interactive website.

**CBC Infomatrix** and CBC English Radio drama this year co-produced **Ice**, a fantasy set in a futuristic world of conflict between human and robotic hockey players, for broadcast on **Hockey Night in Canada**.

English Television continued its outstanding regular programs for teenagers:

- **Street Cents**, in its 14<sup>th</sup> season, is the only television consumer program for young people in North America. Produced in Halifax with field reports from across the country, **Street Cents** won its sixth Gemini award in 2002-2003.

Dominique Payette,  
275-A116, French Radio.





One of its very popular programs, returning for its second season, was **Ayoye!**, about a family of extra-terrestrials adapting to life on Earth.

The children's program, **Clan destin**, produced by French Television in Edmonton in conjunction with teams in Saskatchewan and Manitoba, results from an interprovincial partnership that enriched the lives of hundreds of young people attending French schools in the four Western Provinces. In 2003, it won the Alberta Motion Picture Industries Association (AMPIA) award for Best Children's Program.

French Television also presented new programs this year:

- **Sofa** gives the floor to young viewers across the country to speak their mind via webcams in Moncton, Ottawa, Winnipeg, and Vancouver.
- **Moi**, designed for preschoolers, explores daily lives and experiences with family, friends and neighbours. This program is also seen on English Television under the title, **Me Too!**

French Television also presented special programming for children, including:

- **1 000 fois Watatatow**: in March 2003, **Les Beaux Dimanches** celebrated the 1,000<sup>th</sup> episode of **Watatatow** – a daily **téléroman** for adolescents. For the occasion, French Television staged a spectacular variety show combining archival material from the program's 12 years on air, music and dance.
- **Spéciale 0340: Intimidation**, hosted by Katerine-Lune Rollet, explored ideas on how to prevent or stop intimidation among young people.

French Television's programs for children are complemented by New Media's **Zone Jeunesse** websites on **radio-canada.ca**. The **Zone Jeunesse** has maintained its position in French Canada as leader among children aged six to 12. Our websites offer parent and teacher resources, contests and games, as well as adventures with a virtual band of friends called **Fd6 (Filière des six)**.

RDI's programs for youth this year included:

- **RDI junior** (6:00 p.m. weekdays) and **Bulletin des jeunes** (Saturday mornings), tailored to the age of their audiences, explain Current Events and invite children to learn about cultural diversity throughout Canada as well as life in different countries.

French Radio offers approximately five hours of commercial-free programming for children each week. Some examples are:

- **275-Allô** and **Ados-Radio autour du monde**, weekday evenings on the Première Chaîne, are hosted by Dominique Payette. **275-Allô** provides a platform for young people to ask questions and exchange ideas. **Ados-Radio autour du monde** looks at life in Tunisia, Lebanon and Morocco.
- French- and English-language courses for children, incorporating Canadian stories, are produced and broadcast by Radio Canada International and made available by our New Media services on RCI's website, **rcinet.ca**.

The Save-Ums!, English Television.





Daniella Evangelista, Vanessa King and Elana Nep,  
*Edgemont*, English Television.



New Media enables our networks to create intriguing, educational websites that support and add value to our programming for children and young adults. Some examples of New Media's unique contributions for these groups this year are:

- Several new games, **Habille la Fd6**, **Cauchemars**, **La Foire aux mystères** (which incorporates animation, voice and interactivity) and a special feature, **Coupe du monde de soccer**.
- A new column, **For the Kids**, giving an experienced hockey Dad's perspective on the world of children's hockey.
- The launching of a partnership with **PetitMonde**, family and youth's portal.

### Programming for Young Adults

- **SmartAsk!**, a joint venture involving English Television, English Radio and **CBC.ca**, is a multimedia quiz show for high-school students. For its second season, **SmartAsk!** invited 128 teams from across the country to compete live in regional playoffs on English Radio in September 2002. The 64 winning schools competed in the national championships on English Television beginning in December 2002. The show's interactive website featured audience forums, a web version of the game and an opportunity for teens to suggest questions for the show.
- **ZeD**: English Television and **CBC.ca** relaunched **ZeD**, a late-night innovative and interactive program from Vancouver showcasing emerging Canadian film and performance talent and content from interesting sources including the audience itself. This series was piloted to great success last year. The new host of **ZeD** is Sharon Lewis.

- **Culture Shock/Culture-choc**: CBC Newsworld and RDI again jointly commissioned 22 new episodes of this Saturday evening program – an award-winning independent production seen simultaneously in English and French on our Television networks, hosted by Gregory Charles and featuring young bilingual video journalists exploring different customs, traditions and lifestyles of Canadians.
- Radio 3 presented all-Canadian programming without commercials on our free Internet Radio websites:
  - **CBCRadio3**: Canadian music and modern media.
  - **120seconds.com**: Canadian fiction, true stories, music, and film.



*Ayoye!*, French Television.





Catherine Pogonat, *bandeapart.fm*,  
French Radio.

- **justconcerts.com:** interviews, photos and audio and video coverage of Canada's best studio and onstage performances from clubs, concerts and festivals across Canada; also heard on Radio Two, Saturday nights.
- **newmusiccanada.com:** Canadian independent music (hip hop, rock, pop, soul, electronic, dance).
- **rootsmusiccanada.com:** folk, Celtic, bluegrass, Aboriginal, Francophone, country, and world beat independent music.
- **bandeapart.fm:** French Radio's highly successful platform for alternative and emerging Canadian music talent, is available on the Première Chaîne, Galaxie, ARTV, and the Internet (including on a **bandeapart.fm** website in France where no equivalent exists).
- Radio Two broadcast regular programs this year:
  - **Brave New Waves:** Canada's underground music and culture.
  - **RadioSonic:** new music and voices recorded live, on-location, and in exclusive studio sessions.
- **Up and Coming:** a Radio One and Radio Two series hosted by Jon Kimura Parker and featuring Canadian classical musicians under the age of 19; live concerts were held in Wolfville, Montréal, Toronto, Edmonton, and Langley.
- **The Big Break:** In partnership with five campus radio stations in Halifax, Montréal, Ottawa, Winnipeg, and Vancouver, Radio One auditioned youth bands from across Canada for the chance to appear in live segments on **Definitely Not the Opera**.
- **The Great Canadian Music Dream:** This was a very successful joint venture between English Television and Radio Two, and the biggest cross-Canada music talent search in the Corporation's history. After five regional qualifying one-hour shows aired in January and February 2003 (recorded in Halifax, Montréal, Toronto, Winnipeg, and Vancouver), audiences voted for their favourite act by ballot – in person, online or via telephone. Semifinalists performed in a live-to-air finale in February 2003, with all programs being hosted by Jian Ghomeshi. Painted Daisies won the great Canadian music dream – a one-hour special on English Television and Radio Two next year.

Maestro and Jian Ghomeshi,  
*The Great Canadian Music Dream*,  
English Television.

