



Ian Hanomansing, Norma Lee MacLeod and Kim D'Eon live from 50th anniversary celebrations at the VIA Rail station in Halifax.

Serving Canadians

The Canadian Broadcasting Corporation, Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 *Broadcasting Act*. It is accountable to the Parliament of Canada, reporting annually through the Minister of Canadian Heritage. CBC/Radio-Canada is financed mainly through public funds, supplemented by revenue from various sources including television advertising. CBC/Radio-Canada distributes its programs via satellite, microwave and landline to 104 CBC/Radio-Canada-owned stations, 1,190 CBC/Radio-Canada rebroadcasters, 19 private affiliates and 272 affiliated or community rebroadcasters.

CBC/Radio-Canada: Annual Cost to Canadians

In 2002-2003, the operating cost of CBC/Radio-Canada per Canadian per year was \$29 (less than eight cents a day). This figure is based on the Main Estimates, including the additional \$60 million which is not part of the base budget.

CBC/Radio-Canada reaches out to Canadians through a multitude of platforms:

CBC Radio One, CBC Radio Two, the Première Chaîne and the Chaîne culturelle: four commercial-free national networks with 81 regional stations, broadcasting coast-to-coast-to-coast, in English and in French, offering a unique mix of information, general-interest, music and cultural Radio programs;

CBC Television and Radio-Canada's Télévision française: two national networks with 23 regional stations and 17 affiliated stations, delivering general and special-interest programming in English and in French across the country;

Radio and Television services to northern Canada, in English, French and eight Aboriginal languages;

CBC Newsworld and the Réseau de l'information (RDI): Canada's leading all-News Television services, offering 24-hour News and information, financed entirely by cable subscriptions and advertising revenue;



Marc-André Hébert captures the excitement of *Au Cabaret des refrains*.



CBC/Radio-Canada's annual *Foreign Correspondents*: A big hit with Canadians.

CBC.ca and **radio-canada.ca**: two of the leading Internet services in Canada carrying CBC/Radio-Canada's Radio and Television content, unique New Media programming and corporate information;

Wireless: New Media has led the way in the development of Wireless WAP & SMS messaging services delivering interactive content to PDAs and cell phones;

Radio 3: English interactive programming for youth on the Internet (*120seconds.com*, *newmusiccanada.com*, *justconcerts.com*, *rootsmusiccanada.com*, and *CBCRadio3.com*);

bandeapart.fm: French interactive programming for youth on the Internet (*bandeapart.fm*);

Galaxie: a digital pay audio service offering 45 continuous music channels, 24 hours a day without talk or commercials, reaching 3.25 million subscribers;

Radio Canada International (RCI), one of the most respected shortwave radio services in the world, broadcasting internationally in seven languages; and,

ARTV, **The Documentary Channel** and **Country Canada** (the latter now fully owned by CBC/Radio-Canada), our three specialty Television services launched in partnership with the private sector and extending our reach to Canadians.

CBC Records/Les disques SRC is a leading label in Canada for Canadian classical music. In 2002-2003, this label released 25 new Canadian CDs.



Jacques Rivard and Alain Poirier reporting from Tuktoyaktuk on the Arctic Ocean.



Mira Demontigny, Claude Bellemare and Jean-François Côté brave a chilly winter's night to deliver a December 23rd special broadcast.



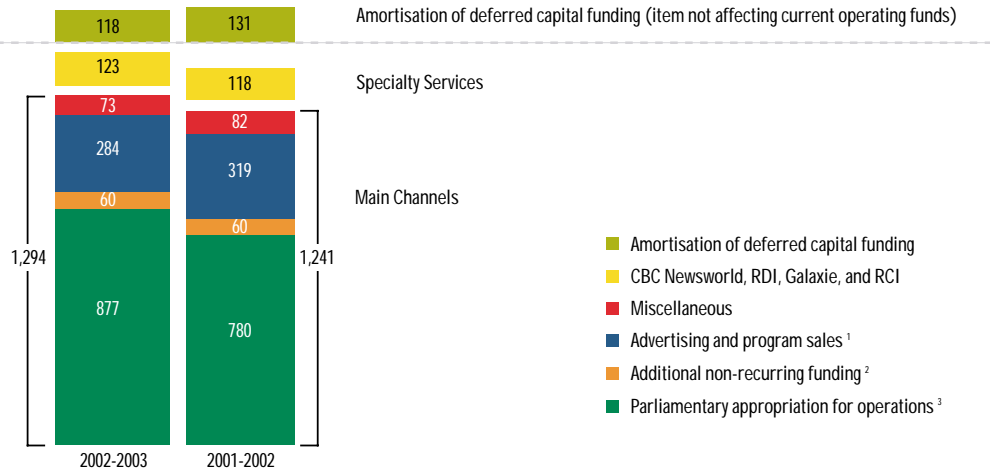
Le *Téléjournal/Le Point* team at the Centre de l'information (Montréal).





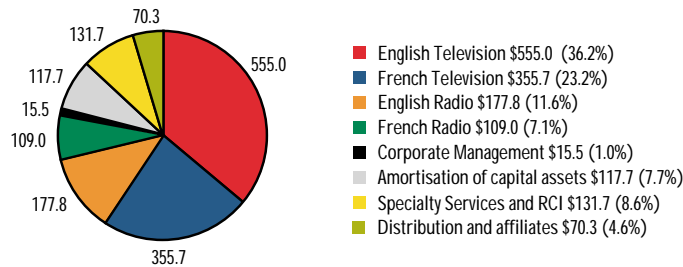
Financial Highlights

Revenues and Operating Sources of Funds – CBC/Radio-Canada (millions of \$)



- 2001-2002 included commercial revenues generated by the Salt Lake City Winter Olympics.
- As in 2001-2002, the federal Government granted CBC/Radio-Canada additional non-recurring funding of \$60 million, in 2002-2003, which was used for developing new programming initiatives.
- 2001-2002 is net of a \$60M re-profiling for future years. 2002-2003 includes \$20M of the re-profiled funds.

2002-2003 Operating Expenditures – 1,532.7 millions of \$ (millions of \$)



*Excluding recovery of income and large corporations taxes



Marie-France Bazzo,
Indicatif présent, French Radio.



Normand Latour, *Des mots et des maux*, French Television.



Alison Duke and Neville Ottey on location
for *Witness*, English Television.

Awards

Year after year, CBC/Radio-Canada programs, personalities and websites are honoured at home and abroad with hundreds of awards; 2002-2003 was no exception.

French Television

French Television received 52 awards and certificates for its in-house productions.

Craftspeople, producers, journalists, hosts, writers, and performers from or associated with French Television took home a total of 48 *Prix Gémeaux*. A few of these programs won in multiple categories:

- **Enjeux**, *Meilleur magazine à caractère social*, *Meilleure recherche : magazine à caractère social ou de service*, *Meilleure animation : magazine à caractère social*, and *Prix du multiculturalisme*;
- **Christiane Charette en direct**, *Meilleur magazine culturel* and *Meilleure animation, magazine culturel*;
- **Zone libre**, *Meilleure série d'information* and *Meilleure réalisation : émission ou série d'information*;
- **Le Téléjournal/Le Point**, *Meilleur journal télévisé*;
- **Découverte**, *Meilleure émission d'information*;

- **Salt Lake 2002**, *Meilleure animation : émission ou série sportive*, *Meilleure émission ou série sportive* and *Meilleure infographie pour une émission ou une série : toutes catégories*, for coverage of the Salt Lake City Winter Olympics. The program also won a *GoldWorld Medal* at the prestigious New York Festivals, in the *Sports Program Opener & Titles* category.

French Television also captured other major awards, including:

- **Culture-choc/Culture Shock** received a *2002 Gold Ribbon Award* from the Canadian Association of Broadcasters;
- The Northeastern Forest Fire Protection Commission honoured **La Semaine verte** with an *Outstanding Service Award*;
- **Enjeux** won a *Judith-Jasmin Award* in the *Presse électronique* category;
- **Découverte** received the *Prize Presented by the Rector of Czech Technical University in Prague for a Foreign Film Presenting New Technologies*, and a Canadian Nurses Association Award of Excellence.



Christiane Charette en direct,
French Television.



Peter Mansbridge, *The National*, English Television
and CBC Newsworld.



Stéphan Bureau, *Le Téléjournal/Le Point*, French Television
and RDI.

A number of reporters and anchors also earned special recognition for their outstanding achievement:

- **Le Point** reporter Valérie Lesage won a *Molson Grand Prize for Recreation Journalism (Television category)*, for her report *Une fête de la pêche très spéciale*;
- Reporter Bernard Drainville, also from **Le Point**, received the Amnesty International *Media Award (video and audio category)*, for his *Colombie vie et mort* reports;
- Michaëlle Jean, reporter and host of **Le Téléjournal/Le Point** (weekend edition), received the *Ordre de la Pléiade* from the Assemblée parlementaire de la Francophonie.

Among English Television's accolades this year were:

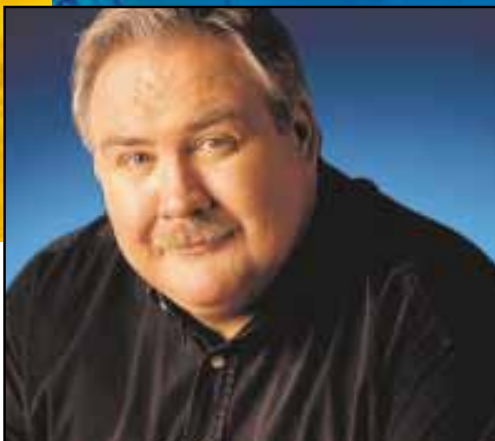
- for **Opening Night**, awards at Banff, the Dance Screen in Monaco, the Golden Prague (Czech Republic), and the International Emmys in New York;
- for **The Nature of Things**, the *Gold UNESCO Award* at the New York Festivals; the program was also named *Best Educational Program of the Year* by the International Health and Medical Media Award, New York;
- *Geminis* for **Witness** (named best documentary series for the third time), **Da Vinci's Inquest**, and **The National's** Peter Mansbridge (his ninth *Gemini Award*);

English Television

In 2002-2003, English Television productions were screened at more international events and recognised more often than ever in the past, winning 288 awards and certificates from 32 festivals and competitions. Clearly the dominant producer and broadcaster of Canadian English-language television, CBC Television bettered last year's performance at the *Geminis*, bringing home 159 nominations translating into 45 *Geminis*.



Yanick Villedieu, *Les Années-lumière*,
French Radio.



Rick MacInnes-Rae, *Dispatches*, English Radio.

- for **A CBC News Inquiry into Health Care: Problems and Cures**, a *2003 CNA Award of Excellence for Health Care Reporting*;
- for **Da Vinci's Inquest**, a *Leo Awards* (British Columbia);
- for two stories produced by **CBC News: Canada Now** in Winnipeg, *Gracie Allen Awards* from the American Women in Radio and TV; and,
- for CBC Newsworld's **Seeing Is Believing**, \$25,000 US at the Hamptons International Film Festival (the largest cash prize in the world for documentaries).

French Radio

Further to the creation of a Working Group on Language Quality on Radio and the *radio-canada.ca* website, French Radio received the *Mérites du français pour la promotion d'une langue de qualité dans les médias et les communications* award from Québec's Office de la langue française.

French Radio also won a number of other awards:

- **Les Affaires et la Vie**, *Merrill Lynch Award*;
- **Les Années-lumière**, *Prix de la communication scientifique* from l'Association des communicateurs scientifiques du Québec;
- **Sans frontières**, *Grand prix Molson du journalisme en loisir*;
- **Indicatif présent** host Marie-France Bazzo, the *Femmes de mérite* award given by the Women's Y Foundation of Montréal;
- Two promos (the *Chaîne culturelle* and *C'est bien meilleur le matin*), the *silver award* at the Promax-BDA in Los Angeles;

- **Mémoires vives** series, *Award of Excellence for Best Technical Production for a Radio Program* at the Shanghai Music Festival.

Radio Canada International

- Radio Canada International reporter Wojtek Gwiazda received a special mention for his report aired on **Canada in the World**, as part of an Asia-Pacific Broadcasting Union competition.

English Radio

English Radio received numerous significant national and international awards, among which were:

- four *GoldWorld Medals* at The New York Festivals for **Dispatches**;
- five *Gabriel Awards* in the *Entertainment/Arts, Short Feature, Religious, News/Information* and *News Story* categories;
- **Belgrade 2001: Back from the Brink** received a *Finalist Award* at the prestigious *Prix Italia*;
- an Opera America *Spotlight on Opera Award* for **CBC Radio Music**;
- two *Grammy Awards* for two recordings in the *Best Jazz Instrumental Solo* and *Best Jazz Instrumental Album* categories; and,
- two *Science in Society Journalism Awards*.



Bob McDonald, *Quirks & Quarks*, English Radio.



Shauna Rolston,
CBC Records/Les disques SRC.

Opening Night — Dracula: Pages from a Virgin's Diary,
English Television.

New Media

CBC/Radio-Canada websites also earned their fair share of honours during the year. The radio-canada.ca site, *Zone Jeunesse*, which attracts over 621,000 visitor sessions and 11.5 million page views per month, won the Boomerangs Award for best youth website for the fourth consecutive year! The site's *World Cup Soccer* section also received a Boomerangs Award for best website – news event category.

Belgrade 2001: Back from the Brink, a site on CBC.ca, won a *GoldWorld Medal* for *Editorial* at the New York Festivals New Media Competition as well as an *EMMA (Electronic MultiMedia Award)* in the *Cultural Expression Category*.

CBC.ca also received a Grand Award for Best Web Site and a *GoldWorld Medal* for *Best Innovative Feature* at the New York Festivals New Media Competition for tuningtheworld.com. This site was also selected as a winner in the *Communication Arts Interactive Design Annual 8*. As well, newmusiccanada.com and 120seconds.com both received *Creative Excellence Awards* at the *International Web Page Awards* in California.

CBC Records/ Les disques SRC

CBC Records/Les disques SRC has built a solid reputation that now extends well beyond our borders. Once again this year, the music world recognised the excellence of Canada's largest publisher of classical music recordings:

- the *Juno Award for Classical Album of the Year (Soloist with Large Ensemble Accompaniment)* and the *Canadian Music Award for Best Classical Album* went to *Max Bruch: Concertos 1 & 3* for violin and orchestra, by Canadian violinist James Ehnes, with the Orchestre symphonique de Montréal conducted by Charles Dutoit;
- the *Prairie Music Award for Outstanding Classical Recording* was won by the album *Klezmer Suite: Music of Sid Robinovitch*, by Finjan, Saxology Canada and Daniel Koulack (banjo), with the Winnipeg Symphony Orchestra led by Bramwell Tovey;
- the album *This Is the Colour of My Dreams*, by cellist Shauna Rolston, with the CBC Radio Orchestra conducted by Mario Bernardi, received a *Pacific Music Award (Best Classical Release, Instrumental Performance)*.



Community Outreach

CBC/Radio-Canada has been an important member of Canadian communities for over 65 years, covering local and regional stories, sponsoring and partnering with cultural groups, and participating in charity events.

Christmas and the Holiday Season

Each year, CBC/Radio-Canada helps to raise thousands of dollars for food banks, shelters for the homeless, and other local charities during the holiday season. Here is a sampling of the many initiatives in 2002-2003:

- Since 1990, English Radio staff has presented dramatic readings of Charles Dickens' *A Christmas Carol*. This year, there were 102 readings in communities across the country which raised a total of \$250,000, bringing this event's grand total since 1990 to approximately \$1.5 million.
- English Radio in New Brunswick raised over \$150,000 for local charities.
- French Radio in the Maritimes helped bring in nearly \$900,000 for the Centre d'oncologie régionale Dr. Georges-L. Dumont.



Easter Seals Telethon 2003: Matt Rainnie and Sara Fraser join Joel Watts, the 2003 Easter Seals Ambassador.

- English Radio in Montréal held its 23rd *Sing In*; over 23 years, this event has brought in nearly \$81,000 for charities.
- French Radio in Montréal, Québec, Chicoutimi, and Ottawa annually participate in *La grande guignolée des médias*.
- English Radio in Ottawa organised an all-day charity event, bringing in \$70,000 in goods and cash.
- English Radio in Toronto held a Christmas Toy Drive with the Toronto Firefighters, and a food drive.
- For food banks, English Radio raised: in Saskatchewan, over \$40,000; in Calgary, in partnership with Petro-Canada, over \$350,000; in British Columbia, \$183,000; and, in Edmonton, staff helped collect 4,000 turkeys (worth over \$80,000).
- CBC Nunavut collected \$1,000 and 20 boxes of food, allowing the Iqaluit food bank to re-open. CBC Yukon collected and distributed food and presents for 25 needy families in their area; and in the Northwest Territories, employees collected for the Yellowknife Food Bank.



Ron Wilson interviews University of Alberta choir director at the CBC 2002 Turkey Drive kickoff (Edmonton).



Dave Murphy captures Easter Sunrise ceremonies (St. John's).



Don Bell reads for CBC's 2002 presentation of *A Christmas Carol* at Horizon Stage (Spruce Grove).

Other Charity Events

- CBC Radio Newfoundland gathered athletic equipment for needy children; organised **A Time for Badger**, a free community concert in Badger for victims of the Badger flood; and in collaboration with English Television produced a live broadcast of **Pay It Forward II**, a benefit concert for the victims of Badger which raised \$400,000.
- English Radio in Halifax participated in a benefit for mature students who are single parents at Saint Mary's University.
- English Radio in Winnipeg collected clothing for a homeless shelter in Winnipeg; participated in a fundraiser for drought-affected farmers in Alberta; and was involved with the Teddy Bear's Picnic for the Children's Hospital Research Foundation.

- English Radio in Edmonton helped collect 5,000 pieces of used sports equipment for needy children.
- CBC Radio in the Yukon and Yellowknife assisted in launching United Way campaigns.
- CBC Newsworld donated more than 100 Newsworld items, such as clothing and bags, in support of non-profit organisations and charities.

Outreach

Foreign Correspondents: Bringing Home the World/Correspondants à l'étranger: ils mettent le monde à votre portée was a significant outreach event at the National Gallery on May 26, 2002. Nearly 3,000 visitors interacted with and learned about our foreign correspondents and the many challenges that they face in their jobs every day. Not only do our journalists track down the story in often confusing or dangerous circumstances, they must also concern themselves with survival details like finding safe shelter, food and water – especially in areas of conflict. Their jobs are risky, but they continue to dedicate themselves to delivering News from abroad and a perspective on how Canadians may be affected. During this event, four townhall-style programs were taped live (for broadcast that day and later), blending Radio and Television correspondents, hosts and production teams in a way unique to CBC/Radio-Canada.

Monique Lacoste at the 2003 *Festival du Voyageur* (Manitoba).





Our media are involved in numerous other outreach activities in their communities, mounting displays, and broadcasting live from unusual locations such as fairs and festivals. A few examples from 2002-2003 are:

- A live remote CBC Radio broadcast in all Aboriginal languages from the Dene National Assembly, Northwest Territories, in July 2002; a live noon program from Whitehorse, celebrating the 30th anniversary of Land Claims in the Yukon; live coverage of the Inuit Circumpolar Conference from Kuujuaq, Nunavut, including the production of dramatic renderings of Inuit legends, capturing these for the first time.
- In Vancouver, collaboration between CBC Radio and Chinese-language Radio for two simultaneous morning shows on location in Chinatown to celebrate Chinese New Year.
- The **Learn at Lunch** series examining issues affecting local communities, organised by English Radio in Winnipeg, Calgary and Edmonton.

Accountability

Each year, English Radio holds well-attended public accountability sessions to hear opinions on its programming and services. Among this year's sessions were those in St. John's, Truro and Halifax, featuring Alex Frame and Adrian Mills.

CBC Newsworld presented **Your View**, a weekly feature in which management, senior production staff and hosts responded to viewers' questions.



CBC North joins the community for Canada Day celebrations.



CBC North's Annual Food Bank drive reflects its strong place in the community.



Jennifer Doucette operates the all-important toteboard during the Easter Seals Telethon (Prince Edward Island).

