



Programming Highlights

At all times, the CBC strives for programming excellence.

For the CBC, the quest for programming excellence means an on-going commitment

to provide relevant, reliable and meaningful

services that reflect

the diversity of Canada to Canadians and to the world —

services that will continue to be

recognized by Canadians as unique and essential.



English Radio

This has been an historic year for CBC English Radio: a year of tremendous change balanced by continuity. One of the most noticeable changes was the renaming of CBC Radio and CBC Stereo to CBC Radio One and CBC Radio Two. This name change was intended to differentiate clearly between the two networks, now that many CBC AM stations are broadcasting on FM frequencies. The networks maintained their respective emphasis on information and performance programming.

CBC Radio marked another world premiere with the broadcast of its six-part comedy drama *The Skid* produced using a new digital technique called 5.1 Surround Sound (the new DVD and digital broadcast standard).

CBC Radio also broadcast outstanding coverage of many major stories including the Winter Olympics from Nagano, Japan, the Canadian Federal Election, the ice storm in Quebec and Eastern Ontario, the Manitoba flood and the events surrounding the death of Diana, Princess of Wales (see p. 39, 40).

SCHEDULE CHANGES, SPECIALS

One of the main changes to this year's schedule was the introduction of *This Morning*, which replaced *Morningside* and *Sunday Morning* on Radio One. This three-hour program, heard Sunday to Friday, is hosted by Michael Enright and Avril Benoit.

Among the many new programs on Radio One and Radio Two are:

- *Take Five*, a five-hour program that blends classical music, interviews, readings and stories, with host Shelagh Rogers;
- *Richardson's Roundup*, a mid-afternoon program hosted by Bill Richardson;
- *Peter Gzowski's Forum*, a conversation about politics, economics and society;
- *Radiosonic Saturday Night*, an exploration and discovery of contemporary music with hosts Leora Kornfeld and David Wisdom; and,
- *Wired for Sound*, an innovative travelling radio show hosted by a variety of musicians and music lovers.

In addition, well-known broadcast journalist Mary Lou Finlay replaced Michael Enright as host of *As It Happens*.

Schedule Breakdown by Program Types

CBC Radio One	%
News	27
Regional Programs	27
Current Affairs/Features	21
Music/Arts	14
Spoken Word Performance	11
CBC Radio Two	%
Music/Arts	90
News	8
Regional Programs	1
Spoken Word Performance	1

Note: Based on a typical week of 168 hours, 1997-1998 season

REGIONAL REFLECTION

The amount of regional coverage on both networks was maintained and even increased, in part because of the federal government's transfer of \$6 million to CBC's English radio services.

On Radio One, that additional money meant all local and regional time periods were maintained, and weekday noon and afternoon shows were revitalized. In addition, network programming was decentralized to reflect all parts of Canada. Programs originated from 34 communities across the country, and plans are underway to introduce local service in Victoria, British Columbia, and London, Ontario.



Michael Enright, Avril Benoit
This Morning
Radio One



Shelagh Rogers
Take Five
Radio Two



Bill Richardson
Richardson's Roundup
Radio One

The new schedules integrated more local information in national time periods, and more national information in local and regional periods through an expanded syndication service.

On Radio Two, local arts information was heard throughout the day, and a half-hour daily national arts magazine was broadcast on both networks. Also on both networks, blended hourly newscasts incorporated local, regional and national stories, and major newscasts were added at 9 a.m. and noon.

CROSS-CULTURAL INITIATIVES

Programs such as *C'est la vie* and *À Propos* were designed to reflect Francophone culture to Anglophone Canadians.

Special efforts were made to recruit new voices that represent the diverse nature of contemporary Canada. For example, Avril Benoit, co-host of *This Morning*, is a young bilingual broadcast journalist with extensive experience in both the private and public sector.

In addition, CBC Radio and Radio-Canada opened a joint bureau in Bathurst, New Brunswick, to cover the northern part of the province and exchanged bilingual staff in several locations.

In Quebec City, CBC Radio and Radio-Canada are involved in a multi-media co-production with the Musée de l'Amérique française to present audiovisual dramas about moments in history.

REFLECTING CANADA'S CHANGING DEMOGRAPHICS

To better serve Canada's changing demographics, special initiatives were undertaken. For example:

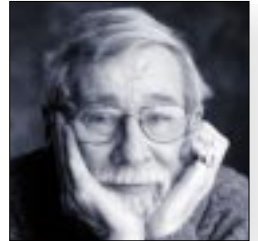
- a week of special programming to mark the 50th anniversary of the creation of Israel;
- a month-long celebration of Black History Month;
- special programming to celebrate 50 years of Indian independence;
- reports, documentaries, and the live broadcast of the hand-over of Hong Kong to China.

SHOWCASING CANADIAN TALENT

English radio services continued to play a key role in supporting and developing creative and performance talent. For example:

- the new weekly program *Out Front* used a variety of formats — short documentaries, performance, poetry — to bring emerging artists to a national audience;
- the new comedy series *Madly Off in All Directions* travelled across the country to showcase all kinds of comedic local talent;
- *Symphony Hall*, Radio Two's showcase for Canadian orchestras and musicians, presented an eclectic mix of music from large and small centres;
- the Winnipeg New Music Festival was featured on several Radio Two programs;
- *The Music Room*, with host Eric Friesen, invited well-known and not-so-well-known musicians to talk about their lives and music;
- *The Arts Today*, with Erika Ritter, offered a daily in-depth look at the arts in Canada and around the world.

(continued)



Peter Gzowski
Peter Gzowski's Forum
Radio One



David Wisdom, Leora Kornfeld
Radiosonic Saturday Night
Radio Two



Bernard Saint-Laurent
C'est la vie
Radio One



Mary Lou Finlay,
Barbara Budd
As It Happens
Radio One



Lorne Elliot
Madly Off In All Directions
Radio One/Radio Two



Lindy Thorsen
The Noon Edition
Radio One, CBC Saskatchewan

- *OnStage/OnStage at the Gould* presented the very best Canadian and international artists live in concert from Europe and from the Glenn Gould Studio in Toronto;
- with the Black Cultural Society of Nova Scotia, jointly produced a double CD of contemporary music and archival material;
- the Canadian Literary Awards, sponsored in part by CBC English Radio services, awarded cash prizes of \$10,000 to the winners in each of three categories.

PROGRAMMING PARTNERSHIPS

CBC English Radio set up a syndication service that included coverage, highlights and commentaries from the Winter Olympics in Nagano, to 33 commercial stations across the country. This service covered the cost of CBC Radio's coverage of the Games.

The CBC morning show in Calgary, *The Calgary Eyeopener*, is being carried as part of a split screen venture on Shaw Cable. One part of the screen shows the program; another, various local traffic locations; a third, the weather; and the fourth, news headlines from CBC Radio.

AUDIENCES

The spring 1998 BBM ratings showed the combined share of listening to Radio One and Radio Two was up 0.4 points from fall 1997.

Radio One captured a 7.8% share of the anglophone audience aged 12 plus, while Radio Two obtained a 3.3% share, up 0.3 points from fall 1997.

Audience Shares of CBC English Radio

	Spring 1996 %	Fall 1996 %	Spring 1997 %	Fall 1997 %	Spring 1998 %
Radio One	7.5	8.0	8.4	7.7	7.8
Radio Two	3.2	2.9	3.4	3.0	3.3
Radio One and Radio Two	10.7	10.9	11.8	10.7	11.1

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

Source: CBC Research (BBM)



French Radio



7 jours à la fois avec Michel Lacombe
Première Chaîne

The most significant event of 1997–1998 was the move of the Montreal and Quebec City AM stations to the FM band. AM Radio, now known as “Première Chaîne”, took advantage of this transition to reach out to young listeners who are more likely to listen to the FM band. The Première Chaîne also focused on offering livelier, well researched information programs, and entertainment and public service programs in tune with present day needs.

The Chaîne culturelle, for its part, strengthened its unique position as a radio service that produces and broadcasts music while also encouraging creativity and reflection.

French Radio as a whole also increased its regional content and coverage, in large part with the help of the federal government’s additional funding of \$4 million.

SCHEDULE CHANGES AND SPECIALS

The dozen or so new features on the Première Chaîne included the following:

- *7 jours à la fois avec Michel Lacombe*, a weekly review of national and international current affairs;
- a sports magazine, *Les Jeux sont faits*, with Michel Desautels;
- *Par les temps qui courent*, a weekly magazine for listeners in their fifties, with Jean-François Doré;
- *Cl@ir et Net*, a magazine offering services, information and commentary on the development of digital culture;
- *Dans le secret des dieux*, a magazine dealing with religious topics and hosted by Thérèse Miron.

275-Allô, which is both a mini-magazine and phone-in program for young people aged 6 to 12, now makes room, in the second part of the show, for those aged 13 to 15. Dominique Payette recently took over hosting duties.

Teens and young adults are also offered *Macadam tribus*, where Jacques Bertrand and his team comment on current events and on life in general, in a very informal and relaxed atmosphere.

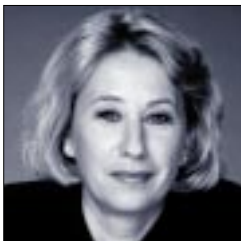
The series *Les Grandes Soirées de la Chaîne culturelle FM* continues to combine music, theatre, literature, art, cinema and fiction. The concerts in this series are now presented at set times: 8:00 p.m. on Monday, Tuesday, Wednesday and Friday; and 9:30 p.m. on Saturday and Sunday. In addition, the FM service has included in its schedule *Hebdo-culture*, a complete survey of the week’s cultural activities, with Anne Morency.

Another addition is *Paysages littéraires*, where host Stéphane Lépine talks about literature from Quebec and other parts of the world.

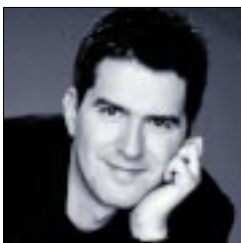
Five nights a week, la Chaîne culturelle tunes in to *ClassicMasters*, *AllBaroque*, *ChamberMusic*, *PopClassics* and *JazzMasters*, five of the 30 channels on Galaxie, CBC’s new continuous music network (see p. 34).

Université@radio.net, a series of university-level courses and programs broadcast on both the Chaîne culturelle and the Internet, was a world première resulting from a partnership between Radio-Canada and the Université du Québec à Montréal.

Like all CBC services, French Radio played a vital role during the major events that occurred this year in Canada and other parts of the world (see p. 39, 40).



Anne Morency
Hebdo-culture
Chaîne culturelle



Stéphane Garneau
Cl@ir et Net
Première Chaîne

Schedule Breakdown by Program Types

Première Chaîne	%
Regional Programs	24
Culture and Society	19
Spirituality, Reflection, Science, Economy, Youth	17
News	16
Music	14
Current and Public Affairs	7
Sports	3
Chaîne culturelle	%
Music	82
Culture	8
News	6
Literature, Theatre, History, Cinema	4

Note: Based on a typical week of 168 hours, fall 1997

(continued)





Jean-François Doré
Par les temps qui courent
Première Chaîne



Louise Chartrand
Sur scène avec...
Première Chaîne



Stéphane Lépine
Paysages littéraires
Chaîne culturelle

REFLECTING THE REGIONS AND THE FRANCOPHONE WORLD

This year, more than ever, la Première Chaîne made room on the network for its 16 regional stations. For example, the new program *Bande à part* from Moncton presented the major trends in Canadian and foreign alternative music.

La Première Chaîne also devotes a large portion of its schedule to regional and local programming. This year, about 20 programs were added to the schedule. They include:

- in the Atlantic provinces, *Interactif*, which offers thorough discussion of current issues and a phone-in program;
- in Manitoba, *Mag Ouest*, which deals with social trends, cultural affairs and issues of interest to Francophones living in the West;
- in Saskatchewan, *Jour de plaine*, which offers a daily review of regional current events for Francophones living in the West.

The weekly magazine *Tournée d'Amérique*, aimed specifically at Francophones, added a cross-Canada phone-in component to its menu. Participants included morning show hosts from the regional stations and some colleagues from Radio France.

CBC French Radio is also widely broadcast in other countries, through Radio Canada International and the Communauté des radios publiques de langue française (CRPLF).

CROSS-CULTURAL PROGRAMMING

CBC's Radio services are devoting more and more time to programs that help link the country's different cultures. For example:

- *Vu de Toronto*, hosted by Toronto musician Claude Naubert, deals with the social and cultural trends of the Canadian metropolis;
- *Anglosong*, produced in Winnipeg, makes Anglophone musical culture known to Francophones; and,
- *Le Monde à Lanvers*, originating in Vancouver, reflects British Columbia's ethnic diversity and the cultural and social trends of the west coast.

English and French Radio services also co-produced and broadcast English and French versions of *Apatride*, a radio drama, live from the Glenn Gould Studio in Toronto.

SHOWCASING CANADIAN TALENT

French Radio continues to play a key role in the cultural life of the country, supporting and developing Canadian creative and performing talent, and showcasing it before a national audience. In addition to the cultural programs mentioned earlier, this year's schedule included *Sur scène avec...*, hosted on stage by various well-known and lesser-known artists, and *Info-culture* and *Midi-culture*, daily news bulletins on national cultural affairs.

French Radio also reflects various regional cultural activities throughout the country. For example, la Chaîne culturelle covered a number of different book fairs, and when Rimouski celebrated its tercentenary, the public reading *Dire longtemps, dire loin* attested to the richness of literary production in the Bas-Saint-Laurent region.

NEW PARTNERSHIPS

Most of French Radio’s broadcast partnerships are in the artistic and cultural field. For example:

- in cooperation with the Académie québécoise du théâtre, la Chaîne culturelle and French Television simultaneously broadcast *La Soirée des masques*, a gala honouring theatrical performance;
- la Chaîne culturelle participated in the creation of the Prix Opus music competition, sponsored by the Conseil québécois de la musique;
- 10 shows featuring new artists were broadcast live from Café Hydro-Québec, in conjunction with the program *Sur scène avec...*;
- the program *L’Embarquement* served to officially launch “les Journées de la culture” held in all regions of Quebec.

French Radio also has numerous partnerships with recording and publishing companies.

AUDIENCES

The results of the spring 1998 BBM surveys showed La Première Chaîne and la Chaîne culturelle combined obtained a 10.8% share of the Francophone audience. La Première Chaîne obtained 7.8%, its best performance since 1988, and la Chaîne culturelle, 3.0%, one of its best shares ever.

Audience Shares of CBC French Radio

	Spring 1996	Fall 1996	Spring 1997	Fall 1997	Spring 1998
	%	%	%	%	%
Première Chaîne	6.2	6.0	6.6	7.1	7.8
Chaîne culturelle	2.6	2.5	3.1	2.9	3.0
Combined	8.8	8.5	9.7	10.0	10.8

Note: Data based on Francophone listening in areas serviced by a CBC station

Source: CBC Research (BBM)

STRATEGIC DIRECTIONS

In 1997–1998, French Radio focused on informing people about the distinctive roles of the general-interest network (la Première Chaîne), the cultural network (la Chaîne culturelle) and the regional production centres, with a view to increasing the number of listeners and promoting CBC’s public service mandate. To meet this objective, it encouraged the development of a variety of on-air and Internet services, increased its visibility through external communication activities, and participated in major discussions concerning the media in general, and radio in particular.

It also continued to extend the coverage of its two networks across Canada, and worked on implementing digital radio.



Pierre Landry
Bande à part
Première Chaîne



Colette Mersy
Info-culture
Première Chaîne



Jacques Bertrand
Macadam tribus
Première Chaîne



English Television



Don McKellar
Twitch City

English Television's main programming emphasis throughout 1997–1998 was the Canadianization of its schedule: strengthening the Canadian programming in prime time, and beginning to convert the daytime schedule. This daytime process began with the replacement of a weekday U.S. soap opera with repeats of the Canadian dramatic series *E.N.G.* Much of the work done during the year focused on youth and other programming for daytime periods, to be introduced in the fall of 1998.

Canadian Content, CBC English Television

Season to end of March (%)

	1996–1997	1997–1998
Full Day	65	74
Prime Time (7–11 p.m.)	88	91

Note: Excluding special CRTC credits

Source: CBC Research



Sarah Polley, Tanya Allen
White Lies

English Television's most obvious success story of 1997–1998 was the Olympic Winter Games coverage from Nagano, Japan. The network presented 275 hours of quality programming over 16 days, in some cases broadcasting nearly 24 hours a day. Along with positive viewer response and praise from international critics, the Games garnered impressive audience numbers. The first week gave CBC an audience share of 28.2% (see also p. 40).

SCHEDULE CHANGES AND SPECIALS

New prime time Canadian series and specials included:

- *Twitch City*, a six-part serio-comic series set in Toronto's Kensington Market;
- *It's a Living*, a Winnipeg-produced look at the world of work;
- *Moving On*, a half-hour magazine program about people with disabilities;



Ken Finkleman
More Tears

- *More Tears*, a long-awaited project from Ken Finkleman which rapidly achieved critical acclaim;
- *Riverdale*, CBC's first prime time soap opera, which follows the intertwined lives of the residents of Toronto's Riverdale community.

The year also saw major news specials such as the Federal Election, the Manitoba floods, the ice storm in Quebec and Eastern Ontario, the funeral of the Princess of Wales and the hand-over of Hong Kong (see p. 39).

In addition to the full slate of regular information programs and documentary series, specials included the award-winning *Gerrie & Louise* and *Hollywoodism: Jews, Movies and the American Dream*. English Television also presented *Documentary Festival: Five Nights of Outstanding Documentaries*, running for a week in March, showcasing documentaries from across Canada.

Canadian movies and mini series featured this past year included:

- *White Lies*, the compelling story of a suburban teenager who becomes attracted to the white supremacist movement;
- *Nothing Too Good for a Cowboy*, a romantic comedy about a Vancouver debutante and a cowboy on the eve of the Second World War;
- *The Planet of Junior Brown*, Clement Virgo's extraordinary story of music, friendship and imagination, starring newcomer Martin Villafana as a lonely, overweight teenage musical prodigy;
- *Major Crime*, a taut two-part crime drama starring Michael Moriarty (*Law & Order*), David Cubitt (*Traders*), Nicholas Campbell and Megan Follows (*Anne of Green Gables*);
- *Platinum*, a fast-paced look at the music industry;
- *Pit Pony*, a movie about a schoolboy's courage in a turn-of-the-century Cape Breton coal mine;



- *Nights Below Station Street*, a heart-warming and humorous story of 15-year-old Adele Walsh dealing with the challenges of adolescence and family while hiding the fact that she is pregnant;
- *The Sleeproom*, a riveting mini-series which dramatizes the true story of secret CIA-sponsored brainwashing experiments in Canada during the late 1950's.

REGIONAL REFLECTION

A special English Television project focused on the re-design of the regional supper hour and late night news programs, to differentiate CBC services from those provided by private sector stations and to reduce costs. By year's end, all regions had made the necessary budget adjustments and the new programming formats had been introduced at most locations. The remaining on-air changes will be completed by September 1998.

REFLECTING CANADA'S CHANGING DEMOGRAPHICS

Through cast and content, mainstream CBC programming reflects the multicultural nature of Canada. Programs like *The Rez*, *North of 60*, *Comics!*, *Straight Up*, and *Riverdale* all contribute to a shared national identity without being specifically "ethnic."

CBC Television also produces focused programming, celebrating Canada's diverse cultural mosaic:

- *All My Relations*, a weekly Aboriginal newsmagazine;
- *The National Aboriginal Achievement Awards*, honouring outstanding individuals from aboriginal communities;
- *Thick & Thin*, a comedy special featuring a predominantly black cast;

- *Adrienne Clarkson Presents: The Spirit of Africville*, the story of one of Canada's oldest black communities in Nova Scotia, told through music, archival footage and interviews.

During 1997–1998, work began on the ambitious English and French Television production, *A People's History of Canada/Une histoire populaire du Canada*. The 30-part series of one-hour episodes is scheduled for broadcast beginning in the fall of 1999.

SHOWCASING CANADIAN TALENT

New and returning programs promoting creative and performance talent included:

- *The Nine O'Clock Show*, a new variety series featuring both new and established Canadian talent;
- *Comics!*, a venue for Canadian comedians;
- *The Governor General's Performing Arts Awards Gala*, celebrating six outstanding Canadian performing artists;
- *Tom Cochrane — Solo*, the first in a series of performance specials showcasing Canadian musical talent, both famous and up-and-coming artists;
- *Straight Up*, inspired by real-life experiences of today's teens and written by new Canadian talent, many of whom are graduates of the Canadian Film Centre;
- *The East Coast Music Awards*, a gala presentation celebrating musical talent in the Atlantic provinces.

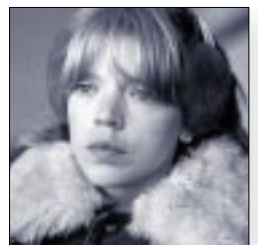
(continued)



Mike Beauregard, Diana Swain, Sandi Coleman
24 Hours
Supper hour news program.
CBC Manitoba



Michael Moriarty
Major Crime



Liisa Repo-Martell
Nights Below Station Street

PROGRAMMING PARTNERSHIPS

CBC English Television and WIC Entertainment shared the Canadian broadcast windows of the drama series *Emily of New Moon*, an adaptation of the Lucy Maud Montgomery novels.

CBC English Television also entered into an innovative arrangement to jointly broadcast the award-winning series, *Traders*. The CanWest Global System sub-licensed 22 episodes of *Traders* to the CBC, allowing CBC to increase Canadian content in primetime, and increasing audiences for this drama series.

The Global Television Network and CBC are pooling their resources to develop a half-hour comedy show, with production tentatively scheduled to begin in 1999–2000.



Patrick McKenna, Sonja Smith
Traders

AUDIENCES

With the arrival of new pay/specialty channels in September 1997, most English television broadcasters saw their market share decrease. However, CBC's all day share actually increased from 9.6% to 9.8%, and its prime time share decreased by only 0.5 share points.

Prime Time Audience Shares

All English Services
Regular season to end of March, 7 – 11 p.m. (%)

	1996–1997	1997–1998
CBC English Television	11.3	10.8
Other non-pay Canadian	45.5	42.5
Pay/Specialty*	19.5	26.3
U.S.	23.7	20.4

* Including CBC Newsworld

Source: CBC Research (A.C. Nielsen)



Tom Cochrane
Solo



Mark Taylor, Milton Barnes,
Merwin Mondesir
Straight Up

Top Canadian Specials, CBC English Television

Regular season to mid-April 1998 (%)

	Average Audience (000)
Grey Cup Game	2,539
Olympic Opening Ceremonies	2,465
Céline Dion Special	1,834
Anne Murray Special	1,718
Juno Awards	1,678
1997: Year of the Farce	1,655
NHL Hockey All Star Game	1,654
Olympic Closing Ceremonies	1,415
Rick Hansen Special	1,346
Just for Laughs	1,185

Source: CBC Research (A.C. Nielsen)

STRATEGIC DIRECTIONS

English Television continued to reduce personnel and other costs in accordance with the operating strategy approved by the Board of Directors for managing the Corporation's funding reductions.

The strong network programming schedule presented in 1997–1998 was made possible in part by the special funding provided by the Canada Television and Cable Production Fund. This support was important for movies and mini-series, dramatic series such as *Wind At My Back*, *Black Harbour*, *Riverdale* and *North Of 60* as well as documentary series such as *Life & Times* and *Witness*.

Better than anticipated advertising revenue performance also helped to maintain the quality of network programs provided.



French Television



Luc Picard, Isabel Richer
L'Ombre de l'épervier



Andrée Boucher,
France Castel, Michel Dumont
La Part des anges



Emmanuel Bilodeau, Louise Portal
Le Volcan tranquille



In 1997–1998, French Television's objectives included consolidating news/public affairs and drama; renewing youth and arts programming; encouraging the development of new talent; improving daytime programs; developing new formats; providing a better reflection of Canadian life in information programs; increasing partnerships and, with English Television, developing new projects to reflect the country's realities.

SCHEDULE CHANGES, SPECIALS

Among the new programs on the schedule were eight drama series, including:

- *L'Ombre de l'épervier*, an adaptation of the novel by Noël Audet, which tells the story of a Gaspé peninsula family;
- *Sous le signe du lion*, an adaptation of the work by Françoise Loranger presented on CBC French Television in 1961;
- the second *Omertà* series, which plunged us into the criminalized world of bikers;
- *Un gars, une fille*, a new comedy show concept, whose rights have already been sold in English Canada, the U.S. and a dozen European countries;
- *La Part des anges*, innovative in its use of special effects;
- *Jamais sans amour*, from the well known author Janette Bertrand, replacing *Les Grands Films* on Friday evenings;
- *Maman chérie*, an adaptation of the Australian series *Mother and Son*.
- *Le Volcan tranquille*, the third in a trilogy from Pierre Gauvreau, situated in Montreal at the end of the Second World War.

For young viewers, five new programs were introduced, including *Petite étoile*, a year 2000 fantasy for very young children; *La Boîte à lunch*, intended for preschoolers and produced in cooperation with the English network; *Rouli-Roulotte*, featuring a group of very likeable street performers, and *Franc-Croisé*, a quiz that tests the imagination, vocabulary and general knowledge of young people between 8 and 12 years of age.

On the weekend schedule, two new cultural series: *De bouche à oreille*, offering 90 minutes of varied arts reports, and *Chez nous*, an Ottawa production featuring Francophone performers and personalities from around the country.

In addition to regular special coverage (Remembrance Day, Canada Day), 1997–1998 offered numerous opportunities for coverage of exceptional events calling on all CBC services (see p. 39, 40).

CANADIAN CONTENT AND PROGRAM OFFER

During fiscal year 1997–1998, Canadian content rose from 84% to 85% in prime time and from 76% to 78% for the day as a whole. Furthermore, CBC French Television is the only conventional service offering complete coverage of the country's current affairs. It also offers the most Canadian drama, arts, culture and youth programs.

(continued)



Yvon Leblanc, Lucie Bergeron
La Semaine verte



France Beaudoin
Ce soir Ontario

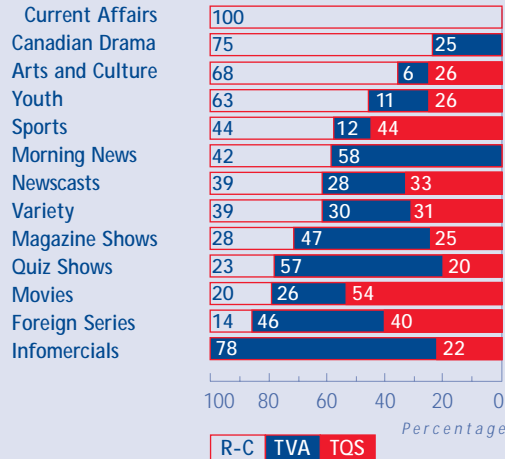


Gérard Poirier, Monique Mercure
Tartuffe

Programming Offered by Conventional French Language Broadcasters in Canada

Broadcast by program type (%)

Analysis of National



Note: Based on a typical week, fall 1997

REGIONAL REFLECTION

To reflect Canada in all its diversity, several network programs on the basic channel present segments or features from the regions. They include: *Le Téléjournal*, *Le Point*, *La Semaine verte*, *La Facture*, *Branché* and *L'Accent francophone*. The regions are also well represented daily on the Réseau de l'information (see p. 32).

In their respective communities, the regional stations remain very close to their audiences' needs, in both public affairs and cultural activities. Among this year's regional innovations:

- CBC French Television in Atlantic Canada produced and aired four films in cooperation with the NFB;
- Quebec City/Eastern Quebec presented four new summer magazine programs: *Aventure nature*, *Ça c'est des vacances*, *Bouffe au jardin* *Cataraqui* et *Folies d'été*;

- Ontario-Outaouais extended its *Ce soir* programs in Quebec and Ontario by 10 minutes, and introduced the cultural magazine *Expresso* and the information magazine *Ce soir en couleur*;
- the series *Des premières nations*, produced in Alberta, was broadcast on all stations outside Quebec.

A major breakthrough in the eastern part of the country: since February 1998, Francophones in Newfoundland finally have access to *Ce soir Atlantique* instead of *Ce soir Montréal*. All Francophone and Acadian communities now receive a daily picture of current affairs in their region.

REFLECTING CHANGING CANADIAN DEMOGRAPHICS

French Television has developed an action plan to enhance on-air portrayal of members of visible minorities. This plan includes production of a directory listing important media figures from the various cultural communities.

Furthermore, all drama programs taking place in urban settings now have characters from visible minority communities. These include:

- *Virginie*, a Black student, an Arab student and a Vietnamese teacher;
- *4 et demi...*, an Italian woman, an Italian man, a Vietnamese woman and a baby of Chinese origin.

ARTS, CULTURE AND NEW TALENT

Les Beaux Dimanches continues to be the cornerstone of French Television's artistic and cultural programming. From among some 60 programs presented this year, there were *Les Ailes du feu* (music), *Le Tartuffe* (theatre), *Satie et Suzanne* (dance and theatre), *Convenances et connivences* (winning work in the Concours de scénarios de Radio-Canada), *L'Acadie à la belle étoile* (variety), *Le Siècle de Rose Ouellette : La Poune* (documentary).

NEW PARTNERSHIPS

Under an agreement between CBC French Television and Télé-Québec, Francophones outside Quebec can now view two events aired by Télé-Québec: *La Dictée des Amériques* and *La Francofête*, taped during the Semaine internationale de la francophonie.

The international network, TV5, to which CBC French Television supplied 1,507 hours of programming in 1997-1998, is now available throughout the U.S.

In the regions, partnerships with local organizations and independent producers increased considerably, and will continue to develop in the coming years.

Among the programs or series of programs broadcast by French Television this year, 21 were funded in part by the Canada Television and Cable Production Fund.

AUDIENCES

Despite the arrival of several specialty channels in the fall of 1997, CBC French Television maintained its audience base. Its all-day share increased from 25.6% to 25.8%, and its prime time share decreased by only 0.3 share points.

Prime Time Television Audience Shares

Among Francophones, 7 – 11 p.m.
Regular season to end of March (%)

	1996-1997	1997-1998
Radio-Canada	26.1	25.8
Other French non-pay	45.7	41.1
French pay/specialty*	10.1	10.8
English Services	16.1	20.1
Others	2.0	2.2

* Including RDI

Source: CBC Research (A.C. Nielsen)

Top Canadian Programs on CBC French Television

Regular season to end of March 1998

	Average Audience (000)
La Petite Vie (reprise)	1,732
Omertà II	1,682
L'Ombre de l'épervier	1,654
30 fois Bye Bye*	1,636
4 et demi...	1,424
Gala de l'ADISQ*	1,244
Gala des Prix Gémeaux*	1,213
Nagano 98 – Ouverture*	1,177
Bouscotte	1,111
Sous le signe du lion	997

* Single program or special

Source: CBC Research (A.C. Nielsen)

STRATEGIC ORIENTATIONS

French Television renewal and reorganization operations were carried out as planned.

French Television also sought to consolidate its brand image and to increase its enjoyment level among various groups that may affect its future.

Finally, in its management, as well as in its relations with employees and unions, it has focused on cooperation, openness and transparency.



Isabelle Brossard, Robert Brouillette, Robert Lalonde
4 et demi...



Michel Côté, Michel Dumont, Luc Picard
Omertà II



Danielle Proulx, Jacques Godin
Sous le signe du lion



CBC Newsworld



Nancy Wilson
The Money Show



Christina Pochmursky,
Leannie Lee, Dan Leger,
Pat Bolland, Nancy Wilson;
sitting, front. Susan Reisler
Newsworld Business News



Laurie Brown
On the Arts



CBC Newsworld is Canada's 24-hour all news and information specialty network providing more hours of live programming, live news specials and live in-depth news analysis than any other English-language service in Canada.

LIVE COVERAGE

In 1997–1998, Newsworld's extensive live coverage included: the events surrounding the death of Diana, Princess of Wales; the ice storm in Quebec and Eastern Ontario; the Queen's visit to Canada; the events celebrating the 500th anniversary of Cabot's landing in Newfoundland; the Manitoba floods; the Federal Election, the British general election; and the hand-over of Hong Kong.

Newsworld was English Canada's 1998 Winter Olympics specialty network, broadcasting more than 102 hours of programming from Nagano, Japan. Newsworld featured live coverage of the opening and closing ceremonies, plus highlights of the games every hour on the hour, 24 hours a day. In addition, Newsworld offered a half-hour daily Olympic information program, hosted by Ian Hanomansing.

NEW AND RETURNING PROGRAMS

In the fall of 1997, Newsworld launched six new business shows to provide viewers with the most comprehensive source of live business news programming. The biggest addition was *Newsworld Business News* (NBN), a series of four live daily shows covering international markets around the clock in Asia, Europe and North America. Also debuting were two weekly shows – *The Money Show*, an authoritative and practical consumer guide to personal finance, and *Newsworld Business News: Weekly*, a half-hour wrap-up of the business week, with a look at the week ahead.

Newsworld also launched three new shows from its studios in Calgary. In the afternoon, the daily two-hour program *Dayside* provides viewers with an eclectic mix, from the top national and international news to offbeat stories from across the country. In the evenings, *Anne Petrie's Talk TV* offers a one-hour live national phone-in show which encourages viewers to share their views on a wide variety of subjects. And on the weekend, *Life Signs*, Newsworld's new medical show, explores advances in medical technology and features personal stories of courage and hope as people struggle to overcome illness and disease.

To offer more in-depth sports journalism, *Newsworld Sports Journal*, with anchor Tom Harrington, was introduced on Sundays.

Popular returning shows included *The National* in its new 9 p.m. (ET) slot, *Pamela Wallin*, *The Lead*, *Big Life*, *Politics*, *Sunday Morning Live* and *Benmergui Live*. As the new host of *On The Arts*, Laurie Brown brought an upbeat look to the liveliest arts show on television.

In January 1998, CBC Newsworld launched *Hot Type*, a half-hour show that explores the ideas found in the multifaceted world of print — from books, newspapers and magazines to song lyrics and Internet chat rooms.

On weekends, Newsworld continued to offer superior Canadian and international documentaries on both the *Rough Cuts* and *The Passionate Eye* series. *Rough Cuts*, CBC Newsworld's home for Canadian documentaries, recently surpassed the seven million-dollar mark in Canadian documentary production. Over the past five seasons, *Rough Cuts* has commissioned 62 documentaries from coast to coast and worked with independent filmmakers in every province of the country.

More than 90% of Newsworld's schedule is Canadian programming.

AUDIENCES AND DISTRIBUTION

Newsworld continues to prosper in the face of increased competition and business pressures. The average weekly reach for the 1997-1998 season was maintained at 7 million, while the audience share increased to 1.3%. This is attributable to the extensive coverage of live events and breaking news, led by the 4.2% audience share in the week covering the death of Diana, Princess of Wales, and 1.8% share during comprehensive live coverage of the Hong Kong hand-over.

The Federal Leaders Debate in French on May 13 brought in 1,107,000 viewers over the course of the evening, and more than 1,009,000 viewers tuned in for the live coverage of the election results on June 2.

Newsworld Online, the Newsworld Internet website, is now in its second year, offering a Canadian perspective on the news of the day. Once again Newsworld Online offered exclusive multimedia coverage of the Federal Budget.

Reaching almost 8 million homes, CBC Newsworld is available more widely than any other specialty network in Canada.



Evan Solomon
Hot Type





Le Réseau de l'information



Daniel Poirier
L'Atlantique en direct

Still pursuing the path which has ensured its success up to now, the Réseau de l'information has placed more emphasis on regional coverage by adding 30 minutes to the current affairs magazines *Le Québec en direct* and *L'Atlantique en direct*, and by offering an additional newscast, *L'Édition québécoise*, at 11 p.m.

Le Monde ce soir, now a one hour magazine hosted by Michel Viens at 7 p.m., has a revised mandate, namely to take an in-depth look at the hottest issues in national and international current affairs. In addition, a new morning newscast, *RDI Express*, greets viewers as they start their day.

RDI's programming structure has remained the same and has kept the flexibility required not only to allow for special broadcasts, but also to structure programming around major events.



Christine Fournier
L'Édition québécoise

REFLECTION OF THE COUNTRY AND THE FRENCH-SPEAKING WORLD

RDI regularly reflects the reality of Francophones in all parts of Quebec, Canada and the French-speaking world by means of magazine shows such as *En direct* from Canada's four major regions; *Le Canada aujourd'hui* in the West, in Ontario and in the Atlantic Provinces; *Impact*, which analyzes Ontario's most important issues; *Horizons francophones*, which presents coverage of Francophone countries on every continent; and the high-profile *Journal de France 2*.



Michel Viens
Le Monde ce soir

AUDIENCE

In spite of the proliferation of specialty channels and the arrival of the competing Le Canal Nouvelles (LCN), RDI is the only French-language specialty channel whose audience increased in the fall of 1997, rising from a 2.2% to a 2.6% market share. *Le Journal RDI* is the most watched regular program, with an average audience of 96,000, or 23,000 viewers more than last year.

This year again, it was the specials linked to tragic events that earned RDI its largest audiences. Furthermore, the special program development strategy, which goes beyond the simple

recording of an event, to include the airing of documentaries, in-depth interviews and phone-in programs, has contributed to the increase in RDI's market share.

French Specialty Television Market Shares

Among Francophones, 6 a.m. – 6 a.m., Sept. – March (%)

	1996–1997	1997–1998
RDI	2.2	2.6
Canal Famille	3.9	2.4
Télétoon		2.4
RDS	2.8	2.1
Canal D	2.5	1.6
TV5	1.1	0.8
Canal Vie		0.7
Musique Plus	0.8	0.6
Le Canal Nouvelles		0.4
Musimax		0.3
Météo Média	0.6	0.4

Source: CBC Research (A.C. Nielsen)

Top Specials Aired on RDI

April 1997 – March 1998

	Average Audience (000)
Les Éboulements (1)	255
Hommage à M.-S. Tougas	249
La Reconstruction (verglas)	239
Témoignage, M.-S. Tougas	236
Décès de la princesse de Galles	229
Inondations au Manitoba	167
Les Éboulements (2)	164
Champion de F1	162
Conférence P. L'Écuyer/G. Lepage	157
La Reconstruction, jour 9	147

Source: CBC Research (A.C. Nielsen)

DISTRIBUTION

Of the 110 Francophone communities outside Quebec deemed to be priorities by Heritage Canada, RDI now reaches 70 of them, compared to 43 last year.

Moreover, RDI is now distributed to 37,000 ExpressVu subscribers and 50,000 StarChoice subscribers. In all, RDI is accessible to 7 million cable subscribers in Canada: 2 million in Quebec and 5 million outside Quebec.

PARTNERSHIPS

RDI has strategic alliances with its partner, CBC Newsworld, and such services as CNN, France Télévision, RFO, SSR, RTBF and Euronews.



Geneviève Asselin
Le Journal RDI



Radio Canada International



Signing of rebroadcasting agreement between RCI and IMER. Left to right.: Robert O'Reilly, Executive Director, RCI; Sandra Fuentes Berain, former Mexican Ambassador to Canada; Carlos Lara Sumano, President of IMER.

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 Canadian identity and culture.

SERVICES OFFERED

As well as its shortwave broadcasts in seven languages (English, French, Ukrainian, Russian, Arabic, Spanish and Chinese) to Europe, Asia, Latin America, the Caribbean, the Middle East, Africa and the United States, RCI provides:

- multilingual satellite services to Europe, Africa, Asia and South America;
- an Internet service in all its broadcast languages;
- pre-recorded English and French language lessons;
- recorded Canadian "pop" music and other program material to many foreign radio stations; and,
- special radio services for Canadian Forces on various UN or NATO duties around the world.

Among this past year's highlights was the launch, in Hanoi, of an English and French language course on business, coproduced with the radio service La Voix du Vietnam.

REBROADCASTING AGREEMENTS

An agreement was signed with the Instituto Mexicano de la Radio to rebroadcast RCI's Spanish programs in Mexico through the Panamsat satellite. Agreements were also signed with radio stations in Kirghizistan and Siberia to rebroadcast RCI's signal through AsiaSat.

NEW FINANCING, NEW STRUCTURE

In August 1997, the Minister of Foreign Affairs, Lloyd Axworthy, and the Minister of Canadian Heritage, Sheila Copps, announced that the Government of Canada would be assuring stable and ongoing funding of \$15.5 million per year to RCI starting in 1998-1999. In addition, they announced, in February 1998, that the Government will be providing \$15 million over three years for infrastructure improvements.

As a result of this new vote of confidence, RCI underwent a thorough reorganization which will allow it to carry out its mandate more efficiently. For example, RCI was able to cover, in its seven broadcast languages, most of the international events which Canada attended in the course of the year.





Galaxie

As planned, Galaxie, CBC's new continuous digital audio music service, went on the air in the fall of 1997.

A complement to traditional radio, Galaxie offers 30 continuous music channels with outstanding sound quality aired 24 hours a day, free of commercials or any spoken content. The best music programmers in Canada pool their talents to design the programming for each of Galaxie's channels and ensure it is kept up to date.

Available by satellite and cable, the Galaxie signal can be received with any audio input jack on a stereo system previously hooked up to a digital decoder or on the FM band for conventional cable systems. Plans are being made for data to be displayed eventually on television screens, such as the title of the selection, the name of the artist and the composer, and the title and reference number of the recording being heard.

Galaxie's mission is to promote Canada's creators and performers, along with others, and to generate new revenue for CBC's radio networks.

Galaxie

30 music channels providing the following services:

- 7 pop music channels
- 4 rock music channels
- 3 country music channels
- 5 eclectic music channels
- 5 classical music channels
- 4 jazz channels
- 2 children's music channels

To find out more:

Internet site <http://www.galaxie.ca>
E-mail information@galaxie.ca



New Media



Jean-Hugues Roy, Sophie Lambert, Stéphane Ethier
Branché
French Television



Alex Carter, Roberta Jenkins, Geraint Davies
Black Harbour
English Television



This year, CBC consolidated its leadership position on the Internet in Canada. Winners of several prizes, including the Technological Innovation Grand Prize given by the Multi-media and Info-Highways International Market, CBC sites have received repeated recognition for their effectiveness and the interest they have stimulated among audiences both at home and abroad. A flexible structure bringing together representatives of all CBC components coordinates and guides development of the Corporation's Internet products for the entire country.

RADIO AND TELEVISION SITES

Several radio and television programs inaugurated or upgraded their Internet sites. These sites, which are sometimes developed to promote programs, such as the television program *Black Harbour* or the radio program *Le Dépanneur*, enable Internet surfers to find out about or recall the existence of a program aired on a traditional CBC media.

In addition, more and more sites offer complementary information or allow surfers to express their opinions or have discussions with other surfers. Good examples are the sites dedicated to the radio program *The House* and the television program *Branché*.

INDEPENDENT INTERNET SITES

CBC has also developed sites during the past year designed exclusively for distribution on the Web. They make further use of content developed for television or radio by combining elements and adding an interactive dimension.

The *Site nouvelles*, launched a few weeks before the federal election in 1997, quickly won the unanimous support of Internet users. This site alone accounts for close to half of all visits to the CBC Francophone sites. Among young Canadian Anglophones, *CBC4KIDS*, developed exclusively for young Internet users, has proven to be extremely popular. Numerous other sites, such as *Info-culture* and *La Passion du sport*, have been developed along these lines, and many more are bound to be created next year.

THE CORPORATE SITE

In January 1998, CBC added a corporate site, providing general details about the Corporation, the full Annual Report, CRTC submissions, press releases, speeches by senior management, the main CBC policies and a discussion forum. All information is presented in English and French.

SPECIAL PROJECTS

In addition to projects developed within CBC, partnerships have made it possible to create sites associated with special events.

Thus, in partnership with Sympatico, special coverage of the federal election campaign was made available on the Internet, culminating with the real-time announcement of the results on election night. By accessing this site, Internet users were able to obtain accurate information about the national results, in addition to the results in each province and riding. It was also possible to hear and see, live on the Internet, the election coverage being aired on radio and television. Besides the results, RCI provided information about Canada and its electoral system so foreign listeners could put the events into perspective.

The experience was repeated for coverage of the Nagano Olympic Games, in partnership with Sympatico and companies belonging to the Stentor group. This brilliant coverage met with great success, making CBC the reference source par excellence on the Olympics in Canada. Furthermore, there was a record number of visits made to the CBC Olympic sites, making them the most frequently visited sites in Canada.

Where to find us:

English Networks: cbc.ca
French Networks: radio-canada.ca
Corporate Site: cbc.radio-canada.ca



Shared National Consciousness and Identity

The CBC is one of Canada's central cultural institutions. Its mandate is to inform, enlighten and entertain. It must also reflect Canada and its regions, the different needs and circumstances of each official language community, and the increasing multicultural character of the country. In addition, the Corporation must provide services of equal quality in both official languages everywhere in Canada.

Although the CBC's role has evolved over the years, it must still provide important leadership in the cultural life of the country. As programming and information proliferate in an industry dominated by the private sector, CBC is more than ever required to promote and support high-quality Canadian programming in English and in French.

With the help of external sources such as the Canadian Cable and Television Production Fund, English Television will be able to complete the Canadianization of its full schedule by September 1998, and French Television will be able to maintain a high volume of internal productions, mainly drama.

Thanks to the federal government's injection of \$10 million annually to CBC's radio services, all four radio networks have been redesigned and revitalized, and new ways are being found to maintain the cultural role of the French and English Stereo Networks (la Chaîne culturelle and CBC Radio Two).

To ensure that we reflect the increasing diversity of the Canadian population, our journalistic coverage must present facts and viewpoints from the country's different regions. We should also use our resources to create links between various communities, feature personalities and works that genuinely reflect Canada, and carry out program exchanges between French and English media and with outside partners.

CBC programs must also appeal to Canadians and make them proud; they must be interesting enough to transcend the group from which they come and appeal to other elements of Canadian society. Besides being appealing, CBC programs must reach as many people as possible, in Canada and around the world. This means ensuring our presence in all English and French distribution channels (e.g. cable, satellite, the Internet) through innovative projects, alone or in cooperation with outside partners.

While carrying out this effort to create and disseminate culture through its various media, the Corporation often has to conciliate two apparently contradictory elements of its mandate. As both a federal institution and a press undertaking, it must provide information that is as impartial and as complete as possible. It must encourage an informed and civil debate without taking sides. As a bilingual and bicultural institution, the CBC must be careful not to exacerbate the tensions that divide the country.

The CBC has often been recognized as a microcosm of Canada, one in which Francophones and Anglophones can work toward common goals in an atmosphere of mutual respect. The existence of a federal institution enabling members of each group to express their pride and to share it with their fellow citizens within a Canadian framework must be protected and reinforced. The CBC, along with the rest of the country, must also open itself to the valuable contributions of Canadians of all cultural backgrounds.

The free flow of information, a healthy regard for democracy and respect for people and ideas are the instruments that can help bring citizens together. They also provide the best way of protecting the basic principles and values that have shaped the development of this country.

The CBC has often been recognized as a microcosm of Canada, one in which Francophones and Anglophones can work toward common goals in an atmosphere of mutual respect.



The Sleeproom/Le Pavillon de l'oubli
CIA-sponsored brainwashing experiments in Canada during the late 1950s.
Starring: *Eric Peterson*
English TV/French TV



The Governor General's Performing Arts Awards/Les Prix du Gouverneur général pour les arts de la scène
An annual tribute to Canadian artists.
Hosts of 1997 edition:
Buff Ste-Marie, Jean-Pierre Ferland
English TV/French TV



Canada Day/La Fête du Canada
Live from Parliament Hill in Ottawa, an annual celebration broadcast across Canada on CBC's English and French radio and television networks.



L'Accent francophone
Weekly magazine for and about Francophone communities outside Quebec.
Host: *François Dubé*
French TV/RDI



La Soirée des masques
Annual gala celebrating theatrical creators and performers in Quebec.
Hosts: *Marcel Leboeuf, Dominique Guérin*
French TV/Chaîne culturelle



Emily of New Moon/Émilie de la nouvelle lune
Set on the coast of Prince Edward Island, drama series adapted from Lucy Maud Montgomery's novels.
Starring: *Martha MacIsaac*
English TV/French TV



Tournée d'Amérique
Weekly magazine and cross-Canada phone-in aimed specifically at Francophones in and outside Canada.
Host: *Marie-Hélène Poirier*
Première Chaîne



Vu de Toronto
Weekly magazine focused on the social and cultural trends of the Canadian metropolis.
Host: *Claude Naubert*
Première Chaîne



Midi-culture
Daily national magazine depicting cultural activities and artists across the country.
Host: *Francine Moreau*
Chaîne culturelle



Trajectoires
Weekly magazine underlining the contribution of Acadian artists and performers to Canadian culture.
Host: *Jimena Vergara*
RDI

Shared National Consciousness and Identity (continued)



Courants du Pacifique
A reflection of the cultural vitality in British Columbia.
Host: Joyce Janvier
RDI



The Great Eastern
Newfoundland's cultural magazine heard across Canada.
Host: Paul Moth
Radio One/Radio Two



The National
The day's top news stories from across Canada and around the world.
Chief Correspondent and host: Peter Mansbridge
English TV/CBC Newsorld



A Propos
The best recordings from Francophone Canada, with special emphasis on the Quebec music scene.
Host: Jim Corcoran
Radio One



The House
Weekly examination of Canadian politics offering a unique view of national issues.
Host: Jason Moscovitz
Radio One



Pacific Rim Report
Business and news magazine reflecting the Pacific Rim.
Host: Ian Hanomansing
CBC Newsworld



The Rez
A comedy/drama reflecting the lives of young Native Canadians.
Starring: Ryan Black, Darrell Dennis
English TV



Céline Dion: The Concert
A state-of-the-art concert interwoven with behind the scenes explorations of this Quebec singer's rise to stardom.
English TV



On the Road Again
Humorous and heartwarming stories about Canadians coast-to-coast. From left to right: host Wayne Rostad with Karl and Cheryl Allward, Banff, Alberta.
English TV, Ottawa



Native Voices: Our Spirit Sings
Broadcast on the full English TV network, a Canada Day special celebrating the colourful culture and tradition of native peoples in Western Canada.
English TV, Edmonton

WHEN MAJOR EVENTS OCCUR ...

This year more than ever, Canadians relied on CBC for information on major events at home and abroad:

- tragic events, such as the death of the Princess of Wales, the Manitoba flood, the ice storm in Quebec and Eastern Ontario, and the bus crash at Les Éboulements;
- political events, like the Canadian Federal Election, the British general election, and the hand-over of Hong Kong to China;
- and events calling for celebrations, such as the opening of the Confederation Bridge to Prince Edward Island, the 500th anniversary of Cabot's landing in Newfoundland; and, of course, the Winter Olympics in Nagano, Japan.

On such occasions, CBC's network and regional television and radio services, English and French, work together, and sometimes in partnership with the private sector, to provide Canadians with accurate and up-to-date information.

For example, during the Federal Election campaign, CBC, Radio-Canada, CTV, TVA and Global formed a consortium to produce and broadcast the Leaders' Debate and share general campaign images. For the first time ever, all CBC services broadcast Election Night from Parliament Hill; an overwhelming production and audience success which drew 3.5 million viewers and listeners to CBC.

During the Manitoba flood, CBC Radio staff in Winnipeg worked around the clock to produce an extraordinary three weeks of special coverage. A special network program, the *Red River Rally*, broadcast on *Morningside*, raised \$2 million to aid the victims.

In an unprecedented joint broadcast organized by CBC Montreal, three English speaking and two French speaking private radio hosts joined CBM to broadcast their morning shows live from a single location to raise money for the flood victims in Manitoba. In addition, the French Radio youth program *275-Allô* organized a book drive which resulted in more than 64,000 books for the French-language primary schools of Manitoba touched by the flood.

Throughout the January ice storm, CBC reporters in Quebec and Ontario worked relentlessly to provide vital information about weather conditions, emergency services and living resources. For example, French Radio set up *Radio-Service-Montérégie*, a new temporary radio service where people could phone at all times to ask for information or for help.

During the week of August 30 to September 6, all CBC services offered extensive coverage of the events surrounding the death of the Princess of Wales.

But CBC was also there for events worth celebrating like the 1998 Winter Olympics in Nagano, Japan (see p. 40)

A Source of Pride

The extraordinary coverage that CBC reporters and staff provided during the Manitoba flood and the ice storm in Quebec and Eastern Ontario is an object of admiration and a source of pride for the Corporation.

In Manitoba as well as in Quebec and Ontario, CBC employees worked long and hard hours providing information at the same time as their own homes and families were at risk.

These events demonstrate the kind of role that only an integrated national public broadcaster with roots in every region can provide. In addition to covering flood and ice storm related events, CBC employees helped civil authorities disseminate vital information and organized campaigns so Canadians in other parts of the country could provide financial relief.

These events have shown that, even under the most adverse circumstances, CBC employees are driven by twin goals of quality and service to the public.



Sophie-Andrée Blondin
Journalist/Host
Radio-Service-Montérégie



Red River Relief Concert/
Concert bénéfice de la Rivière
rouge, broadcast on CBC English
and French radio and television
networks across the country.
*Featured left to right: Randy
Bachman, Tom Jackson,
Burton Cummings.*
CBC/Radio-Canada, Manitoba



CBC/RADIO-CANADA AT NAGANO

The Winter Olympic Games in Nagano, Japan, from February 6 to February 22, 1998, were both a ratings and a commercial success for CBC.

Over the course of the Games, CBC provided over 700 hours of coverage on its English and French radio and television networks including Newsworld and RDI. In total, about 400 CBC/Radio-Canada personnel were on hand at the Olympic site, providing wall to wall coverage which garnered impressive ratings outstripping those of previous Olympics.

The weekly share for the first week of the Games for CBC and Radio-Canada Television was 28.2% and 35.2% respectively; and for the second week, 22.2% and 30.5%. CBC's English Television average minute audience ranged from nearly 850,000 daytime viewers to 1.8 million prime-time viewers. An average of 1.3 million Canadians stayed with CBC Television's coverage until 2 a.m. Similar figures were obtained by Radio-Canada with average minute audiences of 800,000 in prime time. Specific events which drew large audiences included Elvis Stojko (2.9 million viewers on CBC) and the opening ceremonies (1.2 million viewers on Radio-Canada).

The CBC crews shared production space in the International Broadcast Centre and other locations to ensure the best coverage. Crews from RDI, CBC Newsworld, Radio-Canada Television and CBC Television worked closely, sharing the feed from each event. In addition, CBC and Radio-Canada shared graphics, research and all sales of the games. French Radio distinguished itself by broadcasting from studios situated in a Japanese station on Nagano's main street. This special event received wide coverage in the Japanese media. English Radio, for its part, broadcast 65 hours of programming from the Games, the most in a decade, on both Radio One and Radio Two.



Michel Desautels,
Marie-France Bazzo
Winter Olympics in Nagano
CBC French Radio



Brian Williams
Winter Olympics in Nagano
CBC English Television

CBC's costs for participation at the Games, which included rights, all labour, sales, promotion, talent, technical and all out-of-pocket expenses, were covered entirely through commercial revenue, and not through the CBC's parliamentary appropriation.

As success leads to success, CBC has been awarded the exclusive Canadian broadcasting rights for the next five Olympic Games through year 2008. The International Olympic Committee accepted an offer from CBC/Radio-Canada and NetStar, owner of the sports specialty channels TSN and RDS. Through this partnership, CBC will broadcast more of the Games than ever before.

The Canadian broadcast rights for these Games will total US \$160 million. The public/private sector partnership, a first for Olympic television coverage in Canada, helps to address these increasing costs, not only through additional monies, but also through shared production resources.

Celebrating Achievement

As Canada's national public broadcaster, the CBC has a mandate to contribute to Canadians' shared national consciousness by celebrating this country's cultural and regional diversity and achievement in every field.

Sports is an integral part of our programming mix. The Canadian public has shown again and again that it values the tradition of top quality sports programming on CBC. For the Olympics in particular, viewers by the millions have come to rely on CBC/Radio-Canada for some of the finest broadcast coverage in the world. And not only Canadian viewers: CBC's coverage of the Nagano Games was the preferred choice of many critics and viewers all over America.





Public Accountability



Annual Pile O' Bones Pancake Breakfast hosted by CBC Saskatchewan and the Regina Firefighters Association.



Host Louis Lemieux and passersby, during an eight-hour Christmas radio program produced in Chicoutimi, Quebec, and broadcast across Canada on la Première Chaîne and la Chaîne culturelle.

COMMUNICATING WITH STAKEHOLDERS

Maintaining and enhancing community and government support for the Corporation continued to be a prime goal. Efforts focused on renewing relationships with key stakeholders, including senior officials, parliamentarians, senators and industry leaders, and building coalitions around issues with key organizations.

ACCOUNTABILITY MECHANISMS

Accountability mechanisms were increased over the year. The formal annual report was distributed in a more targeted fashion, and was fully accessible over the World Wide Web, on screen and in printable format. Furthermore, a condensed version was distributed to all CBC employees and pensioners, and made available to Members of Parliament for wider dissemination.

For the first time in its history, the Corporation aired a report to its shareholders, the Canadian public, on its activities for the past year. The objective of this report was primarily to inform Canadians on the CBC's mandate, scope and plans, and to demonstrate how the Corporation manages, on their behalf, the public funds it receives from Parliament. The exercise consisted of a half-hour television program, an interactive radio component and an Internet forum which drew more than 300 comments from viewers and listeners.

As part of an ongoing effort to keep Canadians informed of the Corporation's plans and activities, the President undertook numerous speaking engagements and participated in several round tables and panel discussions on the CBC and the future of public broadcasting in Canada. In addition, several members of senior management met with community groups and other interested organizations to encourage a dialogue about the CBC's role in serving Canadians.

Did you know that...

The Quality Rating Survey (QRS), a high quality in-home interview conducted among more than 1800 Anglophones and almost 900 Francophones, found that virtually all Canadians (91%) use one of the CBC's English and French radio and television services.

COMMUNITY RELATIONS

Directors and station personnel remain the Corporation's spokespersons in the regions. Through active participation in community projects and public service activities, regional stations continue to forge strong links with the communities they serve. CBC's involvement at the local, regional and national levels, in cultural, artistic and sports activities, as well as charitable events, helps promote the sense of public ownership.

(continued)

THE OMBUDSMAN

To ensure that the highest journalistic standards are maintained and that CBC viewers and listeners are able to direct serious and unresolved complaints about CBC journalism to an impartial and independent body, the Corporation established, in 1991, the Office of the Ombudsman.

The Office is headed by two directors, one dealing with the English-language services, including Newsworld, and one dealing with the French-language services, including Le Réseau de l'information. The Office reports directly to the President, and is fully independent of the Corporation's media management.

When a viewer files a complaint about a CBC news or current affairs program, he/she first obtains a response from a media director. If the complainant is not satisfied with the reply, he/she may write to the Ombudsman.

In 1997–1998, CBC's Office of the Ombudsman (English and French services combined) handled a total of 921 complaints, expressions of concern and other communications. This compares with a total of 562 received in 1996–1997 and 535 received in 1995–1996.

There were 704 files related to English programming and 217 files related to French programming. On the English side, 348 complaints fell within the mandate of the Ombudsman (information programming); on the French side, 141 complaints fell within that mandate. Communications which did not relate directly to CBC journalistic programming were acknowledged and referred to the appropriate senior officer.



David Bazay
Ombudsman,
English Services



Marcel Pépin
Ombudsman,
French Services

The CBC's Board of Directors has given the Office of the Ombudsman an additional mandate: the assessment of the CBC's compliance with its own journalism policies. This is being accomplished through Independent Advice Panels.

On the English side, three panels monitored and reported on CBC Television's *The National*, CBC Radio's *The World at Six*, and Newsworld's *Politics* during the 1997 federal election campaign. While there were some critical comments, there was generally high praise for the quality of the CBC's election coverage.

On the French side, four panels monitored the main radio and television information programs during the federal election campaign. While comments were generally positive, suggestions were made to pay more attention to smaller parties and groups.

Where to write:

The Ombudsman, English Services
Canadian Broadcasting Corporation
P.O. Box 500, Station "A"
Toronto, Ontario M5W 1E6
ombudsman@toronto.cbc.ca

L'Ombudsman, Services français
Société Radio-Canada
C.P. 6000
Montréal (Québec) H3C 3A8
ombudsrc@montreal.radio-canada.ca



National and International Awards

Again this year, CBC/Radio-Canada received many awards for its programming.

For instance:

- an honorary Rose d'or at the Montreux Festival in recognition of the quality of its entertainment programs on television. The CBC has won more Rose d'or prizes than any other international broadcaster.
- French Television garnered 15 Géméaux awards, for its in-house productions and co-productions. Among these are *4 et demi...*, *Christiane Charette en direct*, *La Facture*, *Bêtes pas bêtes +* and *L'Écuyer*. The series *Omertà* was granted the Telefilm Canada award for the best French-language production in Canada. Two reports shown on *Le Point* also received honours. "Troc Made in Quebec," directed by Louise Lemelin and Hélène Pichette, collected the Judith-Jasmin award and the Investigative Journalism award at the 12th Festival international du Scoop et du Journalisme. A report by Claude-Jean Harel and Frédéric Zalac, "Les pensionnats autochtones," won awards from both the Office des communications sociales and the Canadian Ethnic Journalists' and Writers' Club.
- English Television won 38 Gemini awards — more than half of the number of Geminis awarded this year. Included among this year's winners were: *This Hour Has 22 Minutes*, *Man Alive*, *Street Cents*, *The Newsroom* and *the fifth estate*. The drama series *The Arrow* picked up the Chrysler Canada's Choice Award. An Emmy was awarded to *Gerrie & Louise* in the international category and in the news and documentary category, "The Selling of Innocents" from the *Witness* series also won an Emmy. In addition, English Television received an Engineering Emmy award for its pioneering application of serial component digital technology in the Canadian Broadcasting Centre in Toronto.
- French Radio earned three of the six international awards from the Communauté des radios publiques de langue française. These included the Paul Gilson Grand Prize in the documentary category for "La Rivière métisse" by Jean-Pierre Denis, and the Grand Prize for journalism granted to "Kigali, après l'horreur, la vie" by Pierre Trottier, Lucie Benoit and Chantal Srivastava.
- English Radio received four gold medals, four silver medals and four bronze medals at the New York Festivals' International Radio Awards. Michael Crabb was the winner of the Rogers Communications Media Award and the Canadian Association of Journalists presented an award to Fred Vallance-Jones and George Stephenson for "The Secret War" aired on English Radio in Manitoba.
- CBC Records was honoured with three Juno awards in the classical music category for "Mozart Horn Concerti," "Soirée française" and "Electra Rising." English Radio in Montreal also won two OPUS awards created by the Conseil québécois de la musique, including one for the concert of the year.
- Regional productions honoured included, from Radio-Canada Atlantique, the youth program *Musikotrip*, which received the special jury award from the Alliance for Children and Television, and *Temps d'arrêt*, which won the Prix Marcel-Blouin given by Radio-Canada to the best regional radio program.
- CBC's French programming site received a Web d'or in the media category and the Grand Prize for Technological Innovation at the Marché international du multimédia (M.I.M.).



Louise Flanagan, Gerry Hugo
Gerrie & Louise
English Television



Gérard LeBlanc
Temps d'arrêt
Première Chaîne
CBC Atlantic Provinces

