

CORPORATE PRIORITIES

- ▶ ENSURE DISTINCTIVE PROGRAMMING OF THE HIGHEST QUALITY.
- ▶ RECOGNISE THE IMPORTANCE OF REGIONAL REFLECTION AND OF THE CHANGING FACE OF CANADA.
- ▶ ENSURE THE SUSTAINABILITY OF CBC | RADIO-CANADA'S CANADIAN SCHEDULES.
- ▶ DEMONSTRATE THAT CBC | RADIO-CANADA IS A WELL-MANAGED COMPANY AND GENERATE CASH FLOW TO RE-INVEST IN PROGRAMMING.
- ▶ STRENGTHEN CBC | RADIO-CANADA'S COMMITMENT TO ALL ITS EMPLOYEES – TO THOSE WHO CREATE AND THOSE WHO SUPPORT THEM.
- ▶ POSITION CBC | RADIO-CANADA TO ENHANCE ITS ABILITY TO FULFIL ITS MANDATE THROUGH SELECTIVE ALLIANCES AND PARTNERSHIPS.
- ▶ REINFORCE THE CAPACITY OF CBC | RADIO-CANADA TO WORK AS ONE INTEGRATED COMPANY.
- ▶ ENHANCE/STRENGTHEN CBC | RADIO-CANADA'S STAKEHOLDER RELATIONSHIPS.

CORPORATE PRIORITIES

