

VISION, MISSION, VALUES

VISION CONNECTING CANADIANS THROUGH COMPELLING CANADIAN CONTENT. **MISSION** TO CREATE AUDACIOUS, DISTINCTIVE PROGRAMMING. PROGRAMS DESIGNED TO INFORM, ENLIGHTEN AND ENTERTAIN.

VISION, MISSION, VALUES

PROGRAMS THAT REFLECT CANADIANS AND CANADA'S REGIONS. PROGRAMS THAT HELP TIE THE COUNTRY TOGETHER AND EXPLAIN GREAT NATIONAL AND INTERNATIONAL EVENTS. PROGRAMMING IN ALL GENRES WITH EMPHASIS ON NEWS AND CURRENT AFFAIRS, DRAMA AND CULTURE; AND NOT FORGETTING OUR SPECIAL RESPONSIBILITY TO CHILDREN.

CORE VALUES

- ▶ SERVING THE CANADIAN PUBLIC
- ▶ A CULTURE THAT IS DRIVEN TO ACHIEVEMENT
- ▶ A CREATIVE ORGANISATION IN CONTINUOUS RENEWAL
- ▶ WORKING TOGETHER