



## Connecting Canadians

CBC/Radio-Canada reaches out to all Canadians, bringing regional issues and perspectives to national audiences and playing an important role in communities.

Connecting Canadians



CBC/Radio-Canada is rooted in the communities and regions of Canada, reflecting them to themselves and to the country as a whole. CBC/Radio-Canada provides Canadians with a variety of platforms on which to discuss and illuminate regional issues and concerns. This is one of CBC/Radio-Canada's greatest strengths and most distinctive features. In addition to programming activities, CBC/Radio-Canada's outreach activities help ensure that we maintain strong contacts within our local communities, and allow the Corporation to engage in annual charitable activities directly benefiting the people in the regions in which we operate.

CBC/Radio-Canada spends approximately 40 per cent of the total operating budget in the regions or in support of regional activities. Across CBC/Radio-Canada as a whole, regional production accounts for approximately 2,000 hours per week of programming. Fifty per cent of the total amount of Canadian programming on CBC/Radio-Canada's schedules reflects the regions.

The Première Chaîne is a network firmly anchored in all regions of the country, with its 20 regional stations and 149 transmitters distributed across Canada. Thanks to this infrastructure, the regions have a major role to play through their contribution of 643 hours of programming

weekly. This translates to 42 per cent of network programming being produced in the regions.

The Chaîne culturelle, with its nine regional stations and nine transmitters, will be expanded considerably in the future, becoming available in all provincial capitals by 2003 under the expansion project authorised by the CRTC in May 2002. The Chaîne culturelle will gain three new regional stations and 17 new transmitters, to be installed in various parts of the country. Here too, regional stations make a significant contribution to the Chaîne culturelle, providing some 20 per cent of its programming.

French Radio accords an importance to the regions, with regard to both infrastructure and programming. French Radio is convinced that greater involvement by the regional stations in network programming is a guarantee of success amongst listeners and a way to ensure representation of all regions of the country.

In English Television, enhanced reflection of all parts of the country in the national network service is a fundamental goal of the transformation plan. This year, English Television demonstrated its commitment to the regions in a variety of ways. Production in all areas was



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1. Bernard Derome, *5 sur 5*, French TV; 2. Gregory Charles, *Culture Shock / Culture-choc*, CBC Newsworld, RDI; 3. Dianne Buckner, *Venture*, English TV; *Venture Files*, CBC Newsworld; 4. Wayne Rostad, *On the Road Again*, English TV; 5. Shelagh Rogers, *This Morning*, Radio One; 6. Suhana Meharchand, *Newsworld Today*, CBC Newsworld.

decentralised, with the result that the national portion of *CBC News: Canada Now* was produced in Vancouver; *CBC News: Disclosure* came out of Winnipeg and Toronto; the new drama, *Tom Stone*, from Calgary; *Random Passage*, from Newfoundland; *This Hour Has 22 Minutes*, from Halifax; and the new late-night show, *ZeD*, was produced in Vancouver, to mention just a few.

Integrating CBC News and CBC Newsworld News operations across the country, and creating content units to serve all programs, meant that more stories from more places across the country appeared on the national network this year. Re-investment in regional production also allowed News bureaus to be created and staff and resources to be added to existing bureaus. Consistent emphasis on regional stories is being implemented across all network News programming.

In addition to its extensive regional News and sports coverage, each year about 75 regionally based independent production companies make documentaries, dramas and children's programs for English Television.

CBC's TransCanada Fund has contributed an additional \$5 million for the development of new regional programs over five years.

Decision-making was also decentralised this year; senior regional managers now have specific management roles at the network level.

English Television was involved in numerous charitable events this year, including, for example, *Music Without Borders*, a Canadian all-star benefit concert in Toronto, with all money raised from ticket sales

going to the United Nations Donor Alert Appeal and victims of the September 11<sup>th</sup> terrorist attacks; and the 11<sup>th</sup> Heart Institute Telethon in Ottawa.

English Television utilised a novel form of accountability this year, inviting its viewers to "vote" on whether or not two comedy pilot series should be developed and continued next year. Voter "turnout" was outstanding.

CBC/Radio-Canada's French Television service is the only source of French-language regional television News in the Atlantic Provinces, Ontario and Western Canada. French Television this year increased investment in its journalistic resources throughout the country, reinforcing existing teams in several regions and opening 10 new journalistic bureaus from Caraquet to Whitehorse.

Each year, French Television broadcasts more than 300 hours of network programming produced outside of Montreal, in addition to regional reports carried on regular information and current affairs programming. This year Saturday afternoons were given over to regional reflection: *Des mots et des maux* from Ottawa; *Brio* from the Atlantic Provinces, and *Expresso* from Ontario; *L'Accent francophone*, about Francophone communities outside Quebec; and *Culture-choc* (produced by young bilingual video journalists who cross the country collecting stories shown in both languages on our English and French Television networks). French Television also broadcast special programs delineating the cultural vitality of the regions, such as seen at the *Festival Franco-ontarien*, *Ontario Pop*, the *Festival d'été de Québec*, and the *Fête nationale des Acadiens*.



French Television invests in the regional independent production industry through such series as *Un air de famille*, *Pour l'amour du country*, and *Sciences point com*. French Television relies heavily on regionally based independent production companies, broadcasting around 80 hours of independently produced regional programs each year.

Among charitable contributions to the community this year was the tenth annual *La grande guignolée* organised in December 2001 by French Television and French Radio in collaboration with various partners. The event raised nearly \$303,000 and collected over 10,000 bags of unperishable food for the needy.

English Radio maintains its journalistic presence in 48 communities across Canada, in every province and territory and works with English Television News to provide additional journalistic coverage and sharing of resources in smaller centres.

In 2001-2002 over three-quarters of the Radio One schedule consisted of some form of regional reflection or regional production. In total, regional and sub-regional programming represented over 1,100 hours of programming produced for CBC Radio listeners each and every week. For Radio Two, 58 per cent of programming was produced in the regions.

Regional morning, noon and afternoon current affairs shows are broadcast from almost 40 locations across Canada, representing over 25 per cent of air time on the Radio One schedule. Respectively they attract 2 million, 1.2 million and 1.4 million listeners each week to Radio One (BBM, Fall 2001).

This year regional stations covered topics such as: new pipeline projects in the Yukon and Northwest Territories; Manitoba's provincial drainage system; PEI's potato industry; contaminated water in North Battleford, Saskatchewan; *True North Concert 2001*, Iqaluit (a showcase for new Northern talent); the Dene National Assembly (coverage in five Aboriginal languages); the Ottawa Folk Festival, Ottawa Jazz Festival, Ottawa Writers Festival, and the Doctors Without Borders' mock refugee camp; September 11<sup>th</sup> coverage from Newfoundland where international passengers were caught in the crisis; *Community Dialogue: The Cost of Fear*, a Winnipeg forum following September 11<sup>th</sup>; and, the Canada-U.S. softwood lumber story seen from Vancouver Island.

Each year CBC Radio organises charitable gatherings. Tens of thousands of Canadians participate in Christmas Open Houses, raising thousands of dollars and gathering tonnes of food for charities and food banks in most CBC Radio locations. Among this year's examples: CBC Radio Ottawa raised over \$75,000, more than 1,000 pounds of food, plus clothes and snowsuits. In Saint John, the Harbour Lights Campaign raised over \$103,000 for food banks in southwestern New Brunswick. And in Edmonton, CBC Radio's annual "turkey drive" garnered 3,000 turkeys for the needy, while the food bank drive raised \$425,000.

Readings of Dickens' *A Christmas Carol* are now a very successful ten-year CBC tradition started by National News Host Judy Maddren. This year there were 70 readings involving 110 CBC Radio hosts teamed up with community groups from across the country to raise money for local charities.



CBC Radio held over a dozen public meetings with listeners and stakeholders across Canada, this year. Noon Radio phone-in programs invited calls directly to CBC Radio Vice-President Alex Frame. Accountability and stakeholder sessions were held in Halifax, Ottawa, Toronto, Sudbury, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Kamloops, Vancouver and Iqaluit.

On French Radio's Première Chaîne and the Chaîne culturelle combined, 60 per cent of the network programming comes from the regions. Several regular network programs are produced by regional stations, including, this year: from Vancouver,  *Ici Vancouver*  and  *Le Monde à Lanvers* ; from Winnipeg,  *Escapades* ; and from Moncton,  *Bande à part* . In information programming, the regions helped to produce more than 3,000 regional inserts for the Première Chaîne's network programming.

The regional stations of the Première Chaîne and the Chaîne culturelle were very active in program production this year, contributing 643 hours and 24 hours, respectively, of programming each week. A number of these regional productions were broadcast on the national network, enriching programming and intensifying regional reflection across the country. Programs such as  *Au cœur du monde*  and  *D'un soleil à l'autre*  were produced in Quebec;  *Le Diable à quatre*  involved stations in Winnipeg, Toronto, Rimouski and Moncton;  *La nuit, la vie*  was out of Vancouver;  *La Grande Traversée* , from Ottawa; and  *Au détroit de la nuit*  was produced in Windsor.

Regional stations collaborated to produce programs this year as well. Three daily programs were developed out of Quebec

and Vancouver; and six weekly programs had contributions from Moncton, Toronto, Winnipeg, Rimouski, Ottawa, Trois-Rivières, Windsor and Quebec. There were also regular contributions from regional stations to current affairs and information programs such as  *La Tribune du Québec* ,  *Sans frontières* ,  *D'un soleil à l'autre* ,  *Les affaires et la vie*  and  *Dimanche magazine* . Regional coverage of cultural events such as various Salons du livre and festivals was included in programs such as  *Au cœur du monde* ,  *Indicatif présent* ,  *D'un soleil à l'autre*  and  *Bachibouzouk* , all confirming French Radio's commitment to regional reflection of all parts of the country.

There was also the twinning of regional stations in Canada with stations in Francophone countries such as France and Belgium, and in Africa, thus further opening up our Radio to the world and enabling us to diversify and enrich our programming for the benefit of our listeners.

The Première Chaîne extended its service this year by opening new transmitters, in Témiscaming in December 2001 and in Fermont in February 2002.

In Spring 2002, the CRTC authorised our project to expand the Chaîne culturelle and install a large number of transmitters throughout Canada, in order to reach 85 per cent of the Francophone population. This major infrastructure undertaking will enable the network to set up in all the provincial capitals, in addition to several other regions that do not yet enjoy this service. Besides allowing CBC/Radio-Canada to complete the infrastructure of a network that will now be pan-Canadian, this colossal project enables the Corporation to meet the requirements issued by the CRTC in its license renewal decision in 2000.

CBC/Radio-Canada's Internet service provides 13 English and 10 French regional sites that feature regional News, information about local Television and Radio programs and, in many cases, information about and links to the community. Live streaming and on-demand regional News from 15 English and eight French regional Radio stations are available as well as supper hour Television News on demand from 10 English and five French locations. This allows Canadians to receive their regional News and to listen to their local CBC/Radio-Canada station, whenever they want, and from wherever they may be in the world.

