



# 2001-2002 at a Glance

This past year, CBC/Radio-Canada continued to set the standard for broadcasting **excellence** in Canada, while **innovating** and taking risks to deliver even greater **value** to Canadians. Two years ago, we set a new strategic direction and initiated change across all media lines to fortify CBC/Radio-Canada's capacity to **connect** Canadians through **distinctive, high-quality, trusted** Canadian programming. This year, we have made progress and achieved impressive results.

## CONNECTING CANADIANS

CBC/Radio-Canada reflects Canada to Canadians by bringing diverse regional and cultural perspectives into their daily lives, in English and French, on Television, Radio and the Internet.

- CBC English Television has been transformed to enhance distinctiveness and reinforce regional presence and reflection. Our audience successes show we have re-connected with Canadians – almost two-thirds watched CBC English Television each week, delivering 9.4 per cent of prime time and 7.6 per cent share of all-day viewing.
- Through programming renewal, we have reinforced CBC French Television's role as cultural lifeline for French-speakers across Canada. The network captured almost 20 per cent of prime time and over 14 per cent of all-day viewing by Francophones.
- Enhanced reflection of Canada's diverse regions is a major priority for our Television and Radio networks. Over 50 per cent of Canadian programming across all our schedules reflected the regions and about 2,000 programming hours per week were produced in the regions.
- Our four Radio networks were top choice for increasing numbers of Canadians. CBC French Radio achieved its highest market share since 1984. CBC English Radio achieved its highest market share in 10 years. Each captured 10 per cent of radio listening in their respective audiences.
- Our websites, *cbc.ca* and *radio-canada.ca*, continued to be a Canadian top choice among news and information websites. Each month, *cbc.ca* welcomed an average 961,000 visitors, while *radio-canada.ca* hosted 792,000 per month.

## DISTINCTIVELY CANADIAN

CBC/Radio-Canada informs, enlightens and entertains Canadians with unique, high-impact programming BY, FOR and ABOUT Canadians.

- Almost 90 per cent of prime time programming on our English and French Television networks was Canadian. Our CBC Newsworld and RDI schedules were over 95 per cent Canadian.
- The monumental *Canada: A People's History / Le Canada : Une histoire populaire* enthralled 15 million Canadian viewers, nearly half Canada's population.
- *The Last Chapter / Le Dernier chapitre* reached close to 5 million viewers for its first episode.
- *Random Passage*, an historical four-part drama series set in 19<sup>th</sup> century Newfoundland, averaged over one million viewers per episode. CBC French Television will broadcast the series as *Cap Random* in 2002-2003.
- CBC English Television's broadcast of *Trudeau* was watched by almost two million Canadians. *Trudeau* will be presented on CBC French Television in 2002-2003.
- Record numbers of Canadians joined CBC/Radio-Canada to cheer for their talented athletes at the Salt Lake City Winter Olympics. Over 6 million Canadians watched our women's gold medal performance in hockey, while 8.7 million watched the men's final hockey game and an astounding 10.5 million tuned in for the men's gold-medal awards presentation.
- Across all our networks, critical acclaim was again strong. Our Television networks received over 300 awards, including 39 Gemini and 41 Prix Gémeaux. Our Radio networks won more than 100 national and international awards.
- Maximising our use of partnerships and strategic alliances to forward our programming goals, CBC/Radio-Canada launched three specialty services: *ARTV* (first Francophone service in Canada entirely devoted to arts and cultural programming), *The Documentary Channel* and *Country Canada*.



## CANADA'S TRUSTED SOURCE

CBC/Radio-Canada is Canada's largest and most trusted news organisation. It offers uniquely Canadian perspectives on events happening across Canada and around the world. Our exceptional news team of 800 professionals, posted across Canada and around the world, report in English and French, for Radio, Television and New Media.

- On September 11<sup>th</sup> and in the days that followed, we moved quickly to bring Canadians the latest information and analysis – about 16 million tuned in to our English and French Television services, while four million listened to our Radio.
- CBC English Television added more dynamic news and current affairs programming with *CBC News: Disclosure*, *CBC News: Sunday* and with extended regional news coverage.
- CBC French Television launched *5 sur 5*, an innovative weekly magazine, and extended *L'Heure du Midi* to include more regional news. The network's four Western Canada stations extended their supper hour News to include public affairs coverage.
- CBC Newsworld produced over 1,500 live programs and inserts, reaching an average 6.2 million viewers each week. RDI captured the number one spot for French-language specialty news channels, increasing its share from 1.9 to 3.2 per cent. Both networks enhanced their news-gathering capacity in the regions.
- Our new Centre de l'information in Montreal was opened. This state-of-the-art facility combines and digitises resources for the gathering and production of news for French Television and RDI.

CBC/Radio-Canada remains committed to providing high-quality, distinctive Canadian programming to Canadians.

Our strategy for enhancing our capacity to do so is clearly working!

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The Annual Report of CBC/Radio-Canada for the year ended March 31, 2002, is published in accordance with the provisions of the 1991 *Broadcasting Act*, Part III, Section 71.

