

Enhancing Regional Connections: A Local/Regional Strategy



February 2, 2005

Local/Regional Reflection

“The Committee is very concerned that CBC budget cuts have led to a reduction of local reflection in many areas of Canada.”

“The CBC cannot possibly be expected to act on one part of its public mandate – over and above its other responsibilities – if it is not ensured sufficient resources.”

“Our Cultural Sovereignty”
Report of the Standing
Committee on Canadian Heritage
June 2003

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1. Overview

- **CBC/Radio-Canada has developed an integrated local/regional strategy which takes into account:**
 - The differing operational requirements of radio and television
 - The differing realities of the anglophone and francophone markets
- **This strategy will enable CBC/Radio-Canada to improve Canadian's access to local public broadcasting services and address the concerns of the Heritage Committee**
- **This strategy will increase the availability of distinct public broadcasting coverage of local and regional news, culture and public affairs**
- **The strategy is designed to be phased in over three years and its estimated annual cost rises incrementally to approximately \$80M by year 3 and beyond**
- **This strategy will require new funding. It cannot be developed and implemented from the CBC/Radio-Canada's current funding levels (appropriations and \$60M)**

2. Background

- **Historically, CBC/Radio-Canada played a key role in the provision of radio and TV programs rooted in the regions**
- **However, budget cuts throughout the 1990's forced CBC/Radio-Canada to reduce the amount of programming it produced for and from the regions**
 - CBC/Radio-Canada's government appropriations have declined by \$415M on a constant dollar basis since 1990
- **Despite these budget cuts, CBC/Radio-Canada has worked to provide local programming in innovative ways**
- **Nonetheless, the Heritage Committee found that:**
 - CBC/Radio-Canada needed to do more in the area of local programming, and
 - recommended the development of a local/regional strategy with associated costs

2. Background

Pre 1990 Budget Cuts

- In 1988-89, CBC/Radio-Canada produced almost **90,000 hours** of programs for local/regional broadcast:

Component	Annual Hours	Locations
English Television	8,161	18
English Radio	52,482	33
French Television	2,912	12
French Radio	25,704	16

2. Background

Post 1990 Budget Cuts

- As a result of the cuts, CBC/Radio-Canada's local/regional programming output suffered a major decline to **75,000 hours** in **2003-04**:

Component	Annual Hours	Locations
English Television	2,026	14
English Radio	40,262	36
French Television	2,394*	8**
French Radio	30,504	20

* Does not include local newscasts produced for affiliated stations

** 8 owned- and-operated stations producing 10 local newscasts

2. Background

Post 1990 Budget Cuts

- The 1990 budget cuts were applied proportionately across all of the Corporation's services but were felt particularly in the English services where a greater level of de-centralisation existed prior to the cuts
- Both English and French television services were forced to withdraw from a number of key regional locations
- The cuts also forced media to reduce programming staff and journalistic resources in most locations
- The French radio service was only able to expand locations through network service reductions
- Overall, the 1990 budget cuts forced CBC/Radio-Canada to rethink its provision of local/regional programming

3. Current Local/Regional Approach

- **In order to offset the impact of the cuts, CBC/Radio-Canada has pursued a two-part strategy:**
 1. Employing new and innovative local/regional programming models and platforms within the existing budget limitations
 2. Identifying new sources of efficiencies to enable greater funding of local/regional programming

3. Current Local/Regional Approach **English Television**

- **In order to offset the impact of the cuts, CBC TV has:**
 - **Created *Canada Now* in 2000**
 - Features one-half hour of locally-produced news from 14 markets with a half-hour national segment from Vancouver
 - **Increased the proportion of network programs produced in the regions**
 - For example, 27 hours a week of non-news programming produced in the regions and broadcast during the day
 - Additionally, 6 hours/week of non-news programming is produced in the regions for peak-hour network broadcast
 - e.g. *On the Road Again, Trans Canada Comedy Trail*

3. Current Local/Regional Approach

French Television

- French TV, for its part, has:
 - **Maintained a local news presence in the early evening**
 - *Ce Soir* is aired for one hour a night in the 4 largest markets and for one-half hour a night in 9 other markets across Canada
 - **Aired cultural, drama and current affairs programs from the regions in the network schedule**
 - Over 450 hours of non-news regional programming aired in 2002-03
 - On average, 5 hours/week of non-news programming is produced in the regions for network broadcast
 - e.g., *Le Garage*, *Francoeur*, *Ça vaut le détour!*

3. Current Local/Regional Approach

English and French Radio

- **CBC/Radio-Canada has tried to preserve its Radio services as the cornerstone of its local/regional program offering**
- **CBC/Radio-Canada's radio services are rooted in the regions, providing a local/regional perspective from over 50 locations across Canada**
- **CBC/Radio-Canada's radio services provide over 40 hours of English and French regional programming each week throughout the year**
- **However, the resource limitations of the 1990's have prevented CBC/Radio-Canada from expanding its radio service to Canadians in a number of under-served or unserved markets**
 - **e.g. Saskatoon, Hamilton, Lethbridge, Kamloops, London, Riviere-du-Loup, La Malbaie**

3. Current Local/Regional Approach

New Platforms

- **The Corporation has attempted to use other platforms to advance its local/regional program offerings:**
 - **New Media**
 - CBC.ca and Radio-Canada.ca are the number one source of news on the Internet
 - CBC.ca - 16 regional sites
 - Radio-Canada.ca - 14 regional sites
 - **Newsworld and RDI**
 - Have enabled the Corporation to provide national coverage of more local stories
 - **Satellite Radio**
 - Will extend the coverage of CBC/Radio-Canada's radio services
 - Cannot be used to enhance local/regional services

3. Current Local/Regional Approach

New Efficiencies

- **Notwithstanding resource limitations, CBC/Radio-Canada has continued to view local/regional programming as a key priority**
- **Greater efficiencies in a number of areas have enabled the Corporation to generate resources for regional programming**
 - English News integration
 - Consolidation projects
- **These resources have permitted CBC/Radio-Canada to enhance its local/regional services**
 - Extension of Espace musique
 - Victoria (Radio One afternoon show added)
 - Pocket Bureaus
- **Such initiatives will continue to be explored, but they will not create sufficient means to offset the budget cuts**

4. Meeting the Expectations of Canadians

- In order to better understand the expectations of Canadians, the Corporation surveyed Canadians from coast-to-coast
- These survey results confirm the presence of two key gaps in CBC/Radio-Canada's current local/regional services:
 - **Geographical Gap**
 - Many important population centres are currently not served by local CBC/Radio-Canada programming
 - **Programming Gap**
 - Local public service programming does not exist on all platforms throughout the day and week

4. Meeting the Expectations of Canadians

What Canadians Want Locally

- In June 2004, CBC/Radio-Canada commissioned TNS Canadian Facts to conduct a survey among more than 2,000 Canadian adults. They found that:
 - Eight-in-ten Canadians want to receive “more CBC/Radio-Canada television and radio programming about their part of the country/region”
 - Eight-in-ten Canadians want to see an increased presence for CBC/Radio-Canada in their part of the country/region
 - Anglophones in Atlantic Canada and Francophones in smaller and rural areas of the province of Quebec are consistently the strongest supporters of local CBC/Radio-Canada programming about their part of the country or region
- The survey demonstrates that Canadians look to CBC/Radio-Canada as the legitimate provider of local and community oriented programming

5. A Strategy for the Future

- **CBC/Radio-Canada has developed a strategy to address the identified gaps based on the following 3 objectives:**
 - 1. Improving local public news coverage**
 - More week-end news, more journalists, better news service to unserved areas
 - 2. Improving support for public debate in local communities**
 - 3. Improving support for local and regional cultural expression in order to enrich and sustain Canadian culture nationally**
- **This strategy establishes strong ties along linguistic lines and optimizes synergies between radio and TV**

5. A Strategy for the Future: Objectives

Public Broadcasting at the Local Level

- **CBC/Radio-Canada's local/regional strategy provides an important first for many Canadians:**
 - For the first time in many communities, regular local news and non-news programming from their national public broadcaster through traditional broadcasting services - TV and radio - as well as the Internet
 - Many Francophones and francophiles inside and outside of Quebec will be provided an enhanced local public broadcasting connection to their own French-language community
- **CBC/Radio-Canada's local/regional strategy includes completely new presences among others, in:**
 - Victoria, Kelowna, Edmonton, Saskatoon, Brandon, Windsor, London, Kitchener-Waterloo, La Malbaie, Yarmouth, Summerside, and Saint John

5. A Strategy for the Future: Objectives

The Public Broadcasting Alternative

- **CBC/Radio-Canada's local/regional coverage is and will continue to be very distinct from other broadcasters**
 - **Offering a strong and unique accent on public affairs and informed debate on local issues, not available elsewhere within the community, through multiple platforms including the Internet**
 - **CBC/Radio-Canada's local/regional strategy ensures choice and diversity of voice for Canadians in their own community on issues of local and regional importance, in an increasingly concentrated cross-media marketplace**
 - **CBC/Radio-Canada's local/regional strategy is also heavily focused on providing greater local cultural expression to enrich the community and the country**

5. A Strategy for the Future: Objectives

Enhancing Multi-Cultural Reflection

- **CBC/Radio-Canada's services provide an important connection to Canada's multi-cultural communities, including aboriginal communities, in both English and French and 8 native languages**
- **Through this plan CBC/Radio-Canada will strengthen this role even further by enhancing local programming and extending service to new locations, including the BC Interior, Edmonton, and Saskatoon**
- **Expanding the range of multi-cultural expression, including aboriginal expression, through dedicated cultural responses is also a key component of the strategy**

5. A Strategy for the Future: English Services

The Geographical Gap

- To achieve these objectives, the English media have worked together to:

1. Close the Geographical Gap

- Provide local news and cultural programming to many areas currently not served by CBC/Radio-Canada's English Services
 - **Currently some 3,000,000 Canadians in communities over 50,000 are unserved by local programming**

2. Close the Programming Gap

- Provide a mix of local news and cultural programs across platforms on weekdays and on the weekends to provide a greater local presence

5. A Strategy for the Future: English Services

The Geographical Gap

Market	English Population	Local CBC Programming (Current)
Hamilton	662,400	No ongoing presence
Oshawa	296,200	No ongoing presence
St. Catharines - Niagara	377,000	No ongoing presence
Kitchener	414,200	No ongoing presence
London	432,400	Bureau
Kingston	146,800	No ongoing presence
North Bay	63,600	No ongoing presence
Saskatoon	225,900	TV and Radio Bureaus
Lethbridge	67,300	No ongoing presence
Medicine Hat	61,700	No ongoing presence
Kelowna	147,700	Local Radio AM Show, VJ
Kamloops	86,400	No ongoing presence
Chilliwack	69,700	No ongoing presence
Abbotsford	147,300	No ongoing presence
Nanaimo	85,600	No ongoing presence

5. A Strategy for the Future: English Services

Addressing the Geographical Gap

- **Extending local programming to unserved/underserved communities**
 - **New CBC Radio stations and expansion from bureau to full service stations**
 - e.g. Saskatoon, Hamilton, Kingston, Kelowna, KW/London
 - **New CBC Radio Bureaus**
 - e.g. Lethbridge, Medicine Hat, Kamloops, Nanaimo, Abbotsford Chilliwack, Oshawa and North Bay
 - **New dedicated cultural resources**
 - e.g. Victoria, Edmonton, Calgary, Kingston, Saskatoon, Regina, Hamilton, KW/London and the BC Interior
 - **Local coverage on CBC.ca**
 - e.g. Edmonton, Victoria, Windsor and Saskatoon
- **Creating integrated staff with the ability to file for Radio, TV and Online**

5. A Strategy for the Future: English Services **Addressing the Geographical Gap – A 3 Year Roll-out**

	Year 1 (05-06)	Year 2 (06-07)	Year 3 (07-08)
New Radio Stations	e.g. Saskatoon	e.g. Hamilton* Kelowna KW/London	e.g. Kingston
New Radio Bureaus	e.g. Lethbridge Medicine Hat Kamloops Nanaimo* Abbotsford Chilliwack	e.g. Oshawa* North Bay	
New Dedicated Cultural Resources	e.g. Saskatoon, Hamilton, KW/London, Victoria, Calgary, Kingston, Edmonton, Regina, BC Interior		
New CBC.ca markets		e.g. Edmonton Saskatoon	e.g. Victoria Windsor

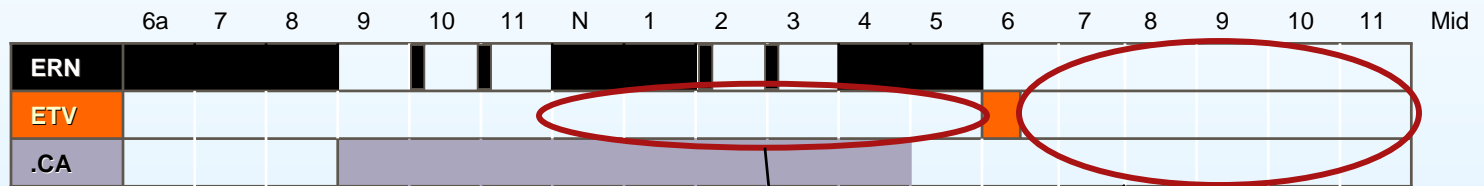
*May require access to scarce FM frequencies

5. A Strategy for the Future: English Services

The Programming Gap

Weekdays

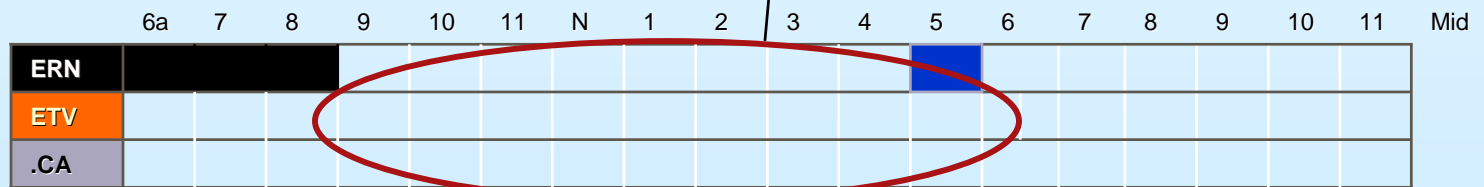
Typical weekday local programming on CBC today - and Gaps in local service



No Local Programming

Weekends

Typical weekend local programming on CBC today - and Gaps in local service



5. A Strategy for the Future: English Services

Addressing the Programming Gap

- **Local news and cultural programming during unserved day-parts of TV, radio and web schedules**
 - Provide 60-minute weekday TV supper-hour newscast
 - Add 30-minute weekday late-night TV newscast
 - Add 2nd shift to CBC.ca expanding coverage from 8 to 16 hours/day on weekdays
 - Add local TV interstitials on the hour weekday afternoons
 - Enhance local coverage on the weekend
 - 30-minute evening TV newscast
 - Add weekend shift to CBC.ca
 - Integrated staff with ability to file for Radio, TV and Online
- **Add a weekly culturally focused 30-minute local TV show in 10 major markets**

5. A Strategy for the Future: English Services **Addressing the Programming Gap – A 3 Year Roll-out**

	Year 1 (05-06)	Year 2 (06-07)	Year 3 (07-08)
Expanded TV Programming (all or part of expanded supper-hour newscast, weekday late-night newscast, weekend local newscast, weekday afternoon interstitials)	e.g. St. John's Montreal Toronto Vancouver Edmonton	e.g. Halifax Ottawa Winnipeg Calgary Regina	e.g. New Brunswick Charlottetown Windsor CBC North
Expanded CBC.ca Coverage (2nd shift weekdays, weekend shift 9AM-5PM)	e.g. St. John's, Montreal, Toronto, Vancouver, Halifax, Ottawa, Calgary, Winnipeg, New Brunswick, Charlottetown, Regina, Whitehorse		
Weekly Half Hour Local TV Cultural Program			e.g. St. John's, Halifax Montreal, Ottawa Toronto, Winnipeg Regina, Calgary Edmonton, Vancouver

5. A Strategy for the Future: French Services **Addressing the Geographical Gap**

- **French Radio and Television have developed a complementary regional strategy that:**
 - 1. Addresses the geographical challenge**
 - By providing news and cultural programming to underserved markets in and outside Quebec
 - 2. Addresses the programming challenge**
 - By providing news and public affairs programs, and enhanced cultural programming

5. A Strategy for the Future: French Services

The Geographical Gap

To be present in these markets and be more representative of the region

Market	Total Population*	French Population*	Local Radio-Canada Programming (Current)
Yarmouth	26 843	6 360	Covered by Halifax (radio) and Moncton (TV)
Summerside	16 200	1 185	Covered by Charlottetown (radio) and Moncton (TV)
Saint John	274 560	15 580	Covered by Moncton (radio/TV)
Rivière-du-Loup	157 350	155 540	Covered by Rimouski (radio) and Quebec (TV)
La Malbaie	28 730	28 585	Covered by Quebec (radio/TV)
St-Georges-de-Beauce	26 640	26 345	Covered by Quebec (radio/TV)
Drummondville	593 700	584 555	Covered by Trois-Rivières
Petite Nation**	1 268 605	407 545	Covered by Ottawa
London	664 725	8 580	Covered by Toronto
Brandon	70 250	1 385	Covered by Winnipeg
Rivière-la-Paix	11 410	760	Covered by Edmonton
Kelowna	131 420	2 915	Covered by Vancouver

*Contour B transmitter coverage areas

**Region between Ottawa and Montreal

5. A Strategy for the Future: French Services **Addressing the Geographical Gap**

- **Add news bureaus across the country**
 - New bureaus will be opened in the following locations:

Outside Quebec

e.g. Yarmouth

Summerside

Saint John

London

Brandon

Riviere-la-Paix

Kelowna

Quebec

e.g. Riviere-du-Loup

La Malbaie

St-Georges-de-Beauce

Drummondville

Petite Nation

- **All news reporters will be called upon to produce items for both Radio and TV**
- **Create regional-based reporting teams responsible for developing regional and interregional affairs features for the Web**

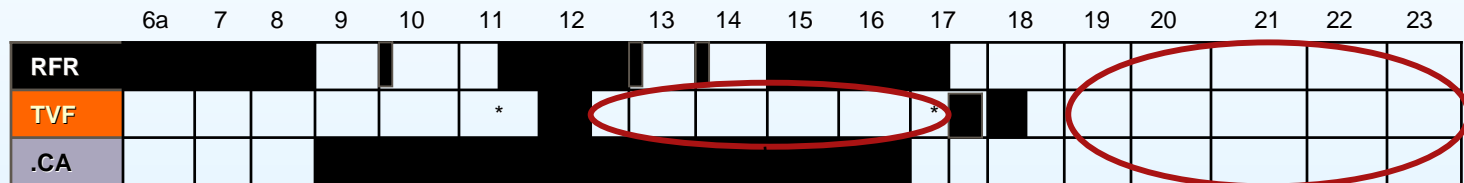
5. A Strategy for the Future: French Services
**Addressing the Geographical Gap –
 A 3 Year Roll-out**

	Year 1 (05-06)	Year 2 (06-07)	Year 3 (07-08)
New joint Radio-TV news bureaus	e.g. Petite Nation La Malbaie Riviere-du-Loup Saint John London Riviere-la-Paix		e.g. Yarmouth Summerside Brandon Kelowna St-Georges-de-Beauce Drummondville

5. A Strategy for the Future: French Services The Programming Gap

Weekdays

Typical weekday local programming on CBC today – and Gaps in local service



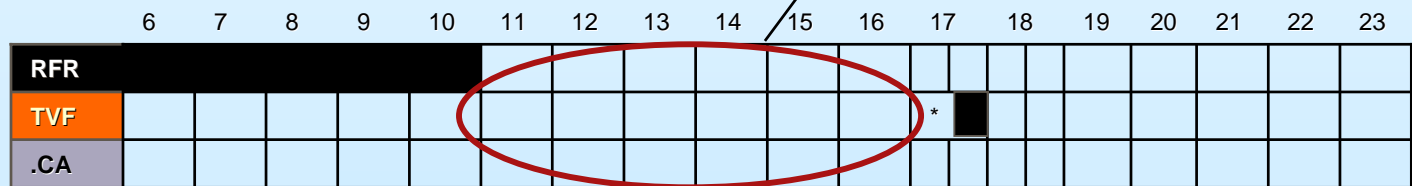
* Moncton, Quebec, Ottawa

* Quebec and Ottawa (5:30 p.m. – 6:00 p.m.),
Moncton (6:30 p.m. – 7:00 p.m.)

No Local Programming

Weekends

Typical weekend local programming on CBC today – and Gaps in local service



* Ottawa only

5. A Strategy for the Future: French Services

Addressing the Programming Gap

Improve coverage of local and regional news

- **Seven-days-a-week news in each region, on Radio, TV and New Media:**
 - For Radio:
 - Add six newscasts on weekends between 12 and 6 p.m. by increasing news staff
 - For TV:
 - Add teams in Atlantic Canada, Quebec and the West
 - For New Media:
 - Cover the country's main regions
- **Add a *Téléjournal magazine* in Ontario and Quebec**
- **Add a *Téléjournal midi* for Eastern Quebec, Ontario, and Western Canada**

5. A Strategy for the Future: French Services

Addressing the Programming Gap

Improve coverage of major regional events

- **Add radio public affairs teams in the country's main regions**
- **Add teams to network contributions for TV**
- **Create major productions annually in each major region (Atlantic Canada, Quebec, Ontario, Western Canada)**
 - Promote understanding of major regional issues by supporting public debate and giving voice to multiple viewpoints
- **Create major interregional productions**

5. A Strategy for the Future: French Services

Addressing the Programming Gap

Enrich and sustain Canadian culture

- **Add a regional summertime program for network broadcast that showcases the country's diverse communities**
 - Program aired in prime time on national television during the spring-summer season
- **Broadcast TV cultural magazines in each region of the country**
- **Reflect regional cultural diversity within existing network programs (Radio and Television)**
- **Cover major cultural events in each region and air a regional variety show**
- **Add a youth magazine**
 - Atlantic Canada, Quebec, Ontario

5. A Strategy for the Future: French Services **Addressing the Programming Gap – A 3 Year Roll-out**

	Year 1 (05–2006)	Year 2 (06–07)	Year 3 (07–08)
<u>NEWS</u>			
Seven-days-a-week news (Radio); add 6 newscasts on weekends between 12 and 6 p.m.	e.g. Moncton, Halifax, Charlottetown, Quebec City, Sept-Îles, Rimouski, Matane, Saguenay, Sudbury, Toronto, Winnipeg, Regina, Edmonton and Vancouver		
Seven-days-a-week news (TV); Add newscast in unserved areas; support Ottawa-Gatineau newscast	e.g. Moncton, Quebec City, Western Canada		
<i>Téléjournal magazine</i> 5:30–6 p.m.		e.g. Ontario and Eastern Quebec	
<i>Téléjournal midi</i>			e.g. Eastern Quebec, Ontario and Western Canada
24/7 regional news and information on the Web (news, special features, culture)	Add one tour of duty per day to several reporters assigned to two centres.		

5. A Strategy for the Future: French Services
**Addressing the Geographical Gap –
 A 3 Year Roll-out**

	Year 1 (05-06)	Year 2 (06-07)	Year 3 (07-08)
<u>MAJOR REGIONAL ISSUES</u>			
Add public affairs teams (Radio) (regional issues and network contributions)		e.g. Atlantic Canada, Quebec, Eastern Quebec, Ontario, Prairies, British Columbia	
Add teams to network contributions (TV)		e.g. Ottawa, Toronto, Edmonton, Halifax, Quebec City	
Major productions in each region (Radio-TV)	e.g. Atlantic Canada, Quebec, Ontario, Western Canada		
Major interregional productions (Radio-TV)	e.g. Atlantic Canada, Quebec, Ontario, Western Canada		

5. A Strategy for the Future: French Services **Addressing the Geographical Gap – A 3 Year Roll-out**

	Year 1 (05-06)	Year 2 (06-07)	Year 3 (07-08)
<u>CULTURE</u>			
Produce a summer entertainment program carried on the network (TV)	Contributions from all regions of the country		
Cultural magazine; support existing programs in Atlantic Canada and the West		e.g. Quebec and Ontario	
Reflect Canadian cultural diversity on the network (Radio-TV)		e.g. Atlantic Canada, Quebec, Ontario, Western Canada	
Broadcast major cultural events		e.g. Atlantic Canada, Quebec, Ontario, Western Canada	
Youth magazine; support existing magazine in Western Canada			e.g. Atlantic Canada, Quebec, Ontario
Regional variety programs			e.g. Atlantic Canada, Quebec, Ontario, Western Canada

6. The Cost to Canadians

This local/regional plan will be phased-in over three years, and its associated cost will level off at approximately \$80* million per year, in constant dollars, by year three

All Components	English services/ (Millions)	Services francais (Millions)	Total/Totale (millions)
YEAR 1/ ANNÉE 1	\$21.1	\$13.3	\$34.4
YEAR 2 / ANNÉE 2	\$37.4	\$23.8	\$61.2
YEAR 3 / ANNÉE 3	\$49.9	\$32.9	\$82.8

*The dollar amounts shown in this slide are in 2004 dollars and do not reflect the impact of inflation

7. Conclusion

- **This local/regional strategy is designed to restore service levels in English- and French-language markets across Canada and to address the needs and demands of Canadians**
- **Financing of this strategy is not feasible from continued internal efficiency gains alone or from the existing levels of appropriation**
- **CBC/Radio-Canada is calling on Government to join it in funding this important initiative for all Canadians**
- **This strategy will require new funding. It cannot be developed and implemented from the CBC/Radio-Canada's current funding levels (appropriations and \$60M)**