

# CBC/RADIO-CANADA

**RESULTS-BASED STATUS REPORT**  
IMPLEMENTATION OF THE *BROADCASTING ACT*  
AS REGARDS PROGRAMMING FOR OLMCs  
AND OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*  
**2007-08**

## General information

Federal institution: Address: Website:	CBC/Radio-Canada 181 Queen Street P.O. Box 3220, Station C Ottawa, ON K1Y 1E4 <a href="http://www.cbc.radio-canada.ca">www.cbc.radio-canada.ca</a>
Minister responsible:	The Hon. Josée Verner
Senior official responsible for implementation of Part VII of the OLA:	George C.B. Smith, Senior Vice-President, Human Resources and Organization
Mandate of federal institution:	The Canadian Broadcasting Corporation is the national broadcaster responsible for providing high-quality, distinctively Canadian TV and radio programming. This programming must reflect Canada and its regions, while serving the special needs of those regions.
National coordinator responsible for implementation of section 41:	Diane Laflamme, Planning Manager, Regional Services 1400 René-Lévesque Blvd East Montreal, QC H2L 2M2 <a href="mailto:diane.laflamme@radio-canada.ca">diane.laflamme@radio-canada.ca</a>

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## Summary of the Institution's Contribution to the Achievement of the Expected Results

The 1991 *Broadcasting Act* states that programming provided by CBC/Radio-Canada, as the national public broadcaster, should, among other things, “be in English and in French, reflecting the different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities.” CBC/Radio-Canada recognizes its responsibilities toward Canada’s OLMCs, as stipulated in the *Broadcasting Act’s* programming provisions and in section 41 of the *Official Languages Act* (OLA) as concerns non-programming-related operations and services. Although this report is submitted pursuant to section 41 of the OLA, in the interest of transparency and accountability it also covers activities and comments relating to CBC/Radio-Canada programming.

CBC/Radio-Canada French Services maintains a comprehensive regional presence thanks to its 20 regional stations, including 11 located outside Quebec, and its 27 news bureaus, 19 of which are outside Quebec. In addition to providing news and information to regional audiences and reflecting the importance of the regions via national coverage, either in the form of programs or national newscasts, CBC/Radio-Canada contributes to the development and promotion of OLMCs through the following actions:

- Coverage of cultural, political, social and sports events
- Broadcasting of artistic content
- Partnership with socio-cultural groups and events
- Production and broadcasting of regional TV and radio programs
- Acquisition and broadcasting of independent productions
- Support for socio-cultural activities in the regions
- Meetings and ongoing exchanges with OLMC groups and leaders
- Maintain ongoing, direct communications with OLMCs

In Quebec, CBC/Radio-Canada English Services delivers high-quality television and radio programming to its traditional English-speaking audience as well as to all viewers and listeners who speak the language.

The mandate of English Services programming in Quebec is multidimensional. In response to *Broadcasting Act* programming provisions, its mandate is to:

- reflect the issues and culture of Quebec anglophones and English-speaking allophones;
- inform English-speaking Quebecers about issues, concerns and the culture of the French-speaking majority;
- reflect Quebec’s issues, concerns and distinct culture to English-speaking Quebecers;
- inform audiences in the rest of Canada about attitudes and developments pertinent to Quebec;
- reflect all of Quebec to audiences in the rest of Canada.

In response to section 41 of the OLA regarding operations and services to the public, CBC offers a number of communications and consulting activities, including the following:

- “CBC Partnerships,” which explores and initiates contact with community organizations in various areas so as to identify the priority needs of communities and in turn better serve them.
- A Partnerships Manager works for CBC Montreal to ensure that CBC reaches out to community organizations and members, and to develop new partnering opportunities.

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- The latest Statistics Canada and Canadian Heritage survey data is analyzed to help better identify OLMCs and multi-ethnic communities in order to better serve them. This information is distributed to production staff.

## Summary

- **Awareness**

The French Services Executive Council met twice during the year. Each meeting included a presentation on Regional Services aimed at raising all executives' awareness of activities in the regions.

Sylvain Lafrance, Executive Vice-President, French Services, and Louis Lalande, General Manager, Regional Services, held 13 meetings with employees in the regions.

The IT department implemented a Web portal for all CBC/Radio-Canada employees, which allows for periodic direct communications with employees by Hubert T. Lacroix, President & CEO; Sylvain Lafrance, Executive Vice-President, French Services; and Richard Stursberg, Executive Vice-President, English Services.

- **Consultation**

Two Regions' Panels were held this year. Discussions were very productive. At the conclusion of each panel, members answered a questionnaire on their satisfaction with the meeting, the results of which are being used to improve the content of future panels.

The Executive Vice-President, French Services and the General Manager, Regional Services held 21 meetings with community representatives at various times throughout the year, during their trips to the regions.

Senior managers in the regions attended the annual general meetings of OLMC organizations. Regional executives are accessible to and in touch with groups and citizens in the regions.

Three meetings with the Alliance des producteurs francophones du Canada (APFC) took place during the year. Regional Services also took part in the Joint Working Group on Media Arts, with the APFC, the Front des réalisateurs indépendants du Canada (FRIC) as well as other TV and film production stakeholders, on February 29, 2008.

CBC/Radio-Canada continued its series of meetings with representatives of various English-speaking communities and groups in Quebec.

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CBC/Radio-Canada senior management held four sector-specific meetings with Quebec English-minority independent producers. Several projects are in development and are expected to be broadcast on CBC Television in the near future.

- **Communications**

An electronic mailing list has been drawn up to enable regular, direct communications with OLMC organizations.

Regular advertising purchases continue in regional newspapers to promote regional programming.

Cross-promotions involving Radio, Television and the Web provide better awareness of programming across all CBC/Radio-Canada platforms.

CBC/Radio-Canada was a major partner in the États généraux des arts et de la culture (Summit on Arts and Culture) in Caraquet, New Brunswick, the Sommet des communautés francophones et acadiennes in Ottawa, the 30th anniversary of the Fédération culturelle canadienne-française, the Coup de cœur francophone, the Rendez-vous de la francophonie and more than 295 OLMC organizations and events.

i-Wire: CBC Montreal created a monthly email newsletter for English-minority independent producers to keep them informed of issues affecting them.

- **Coordination and liaison**

The IPOLC program jointly run with Telefilm Canada, the NFB and Canadian Heritage continued into its third year.

The annual Post-INPUT Acadie event, held in conjunction with the NFB, took place on February 15 and 16, 2008, at Université de Moncton.

The multipartite agreement on arts and culture with the FCCF, the Canada Council for the Arts, the National Arts Centre, the NFB and Canadian Heritage is slated to be renewed.

Doc Shop IV: This development program for emerging filmmakers, which was initiated by the NFB and later joined by CBC/Radio-Canada, enabled 25 film and communications students to make documentaries, eight of which were aired by CBC Montreal.

- **Funding and program delivery**

Visibility provided to minority-language regions on all platforms was greatly improved over the past year.

CBC/Radio-Canada supports OLMC projects through partnerships and participation, thus strengthening ties with the communities involved.

CBC/Radio-Canada ensures that OLMCs have access to the Corporation's programming and services.

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- **Accountability**

CBC/Radio-Canada updates its annual Action Plan for implementing the *Broadcasting Act's* OLMC provisions and section 41 of the OLA.

CBC/Radio-Canada prepares an annual status report of achievements in implementing the *Broadcasting Act's* OLMC programming provisions and section 41 of the OLA as regards non-programming-related activities and services.

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## Detailed status report

### A. AWARENESS (In-house activities)

[Training, information, orientation, awareness & communication activities carried out **in house** in order to educate employees and/or senior managers of the Corporation about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; taking the viewpoint of OLMCs into account during research, studies and investigations.]

#### Expected result:

Creation of lasting changes on CBC/Radio-Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<ol style="list-style-type: none"> <li>1. The French Services Executive Council, made up of all French Services senior managers, met twice during the year, on June 12 and 13, 2007, and on January 15 and 16, 2008. Each meeting included a presentation on Regional Services aimed at raising all executives' awareness of activities in the regions.</li> <li>2. Sylvain Lafrance, Executive Vice-President, French Services, and Louis Lalande, General Manager, Regional Services, held 13 meetings with employees in the regions to discuss the action plan for French Services and Regional Services, which includes implementation of section 41 of the OLA.</li> </ol>	<p>Directors and managers are more aware of regional issues and OLMCs.</p> <p>Executives and personnel are more aware of regional services and OLMCs.</p>	<p>An electronic questionnaire distributed at the close of each meeting revealed that more than 90% of participants were satisfied with the procedure and content of the meetings.</p> <p><b>Meetings with employees in regions:</b>  <b>29.01.07:</b> Meeting with Vancouver employees (Executive VP)  <b>23.04.07:</b> Lunch &amp; learn with Ottawa-Gatineau employees (President &amp; CEO)</p>

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<p>3. The IT department implemented iO!, a Web portal for all CBC/Radio-Canada employees, which provides them with a range of personalized communications services including periodic direct communications with Hubert T. Lacroix, President &amp; CEO; and Sylvain Lafrance, Executive Vice-President, French Services. The new employee portal enables, among other things, periodic communications between senior management and all CBC/Radio-Canada employees.</p>	<p>Staff are better informed of corporate and French Services strategic directions, as well as of CBC/Radio-Canada operations as a whole.</p>	<p><b>25.08.07:</b> Meeting with Ottawa employees (GM, Regional Services)  <b>30.08.07:</b> Moncton launch and meeting with employees (Executive VP)  <b>06.09.07:</b> Meeting with Toronto employees (GM, Regional Services)  <b>24.09.07:</b> Meeting with Ottawa-Gatineau station employees (Executive VP)  <b>27.09.07:</b> Meeting with Winnipeg employees (GM, Regional Services)  <b>12.10.07:</b> Meeting with Edmonton employees (GM, Regional Services)  <b>07.12.07:</b> Meeting with Regina employees (GM, Regional Services)  <b>22.04.08:</b> Meeting with Toronto station employees (Executive VP)</p> <p style="text-align: center;"><b>Presentation of the Master Plan</b></p> <p><b><u>February 15, 9:30 a.m.</u></b>  Atlantic Canada, Toronto, Windsor, Sudbury, Sept-Îles, Saguenay–Lac-Saint-Jean, Rouyn-Noranda</p> <p><b><u>February 19, 12:30 p.m.</u></b>  Quebec City, Ottawa, Trois-Rivières, Eastern Quebec, Matane, Sherbrooke</p> <p><b><u>February 25, 1 p.m.</u></b>  Western Canada</p> <p>Staff can ask questions and submit suggestions to CBC/Radio-Canada’s President &amp; CEO and Executive Vice-President, French Services, during their visits to the regions or via the new iO! portal.</p>
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## Detailed status report

### B. CONSULTATION (Sharing of ideas and information with OLMCs)

[Activities (e.g., committees, discussions, meetings) through which the Corporation consults the OLMCs and dialogues with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g., round tables) to explore possibilities for cooperation within the existing mandate of the Corporation or as part of developing a new program or new policy; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by regional offices to determine their concerns and needs.]

Expected result: Creation of lasting relationships between CBC/Radio-Canada and OLMCs; CBC/Radio-Canada and OLMCs understand each other's needs and mandate		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>1. Two Regions' Panels were held this year, from May 16 to 18 and from November 14 to 16, 2007.</p> <p>2. The Executive Vice-President, French Services, and the General Manager, Regional Services, meet with community representatives and groups during their visits to the regions.</p>	<p>Panels more productive, with questionnaire results and preparatory work to be done by members before each meeting.</p> <p>Community members have direct access to CBC/Radio-Canada French Services executives.</p>	<p>The members of the Regions' Panel performed their consultation duties in their communities, providing constructive feedback to Regional Services. At the conclusion of each Panel, members answered a questionnaire on their satisfaction with the meeting, the results of which are being used to improve the content of future panels.</p> <p>There were 21 meetings, held in regional venues, between community representatives and Radio-Canada senior management.</p>

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<p>3. Senior managers in the regions attended the annual general meetings of OLMC organizations. Regional executives are accessible to and in touch with groups and citizens in the regions.</p> <p>4. There were three meetings with the Alliance des producteurs francophones du Canada (APFC), on May 30, 2007, March 31, 2008, and May 8, 2008. Regional Services also took part in the Joint Working Group on Media Arts, with the APFC, the Front des réalisateurs indépendants du Canada (FRIC) and other television and film production stakeholders, on February 29, 2008. There are also ongoing meetings throughout the year with independent producers. The Regional Services programming committee meets periodically to assess projects submitted by independent producers.</p> <p>5. During the year, CBC/Radio-Canada continued its series of meetings with representatives of various English-speaking communities and groups in Quebec.</p> <p>6. Meetings with independent producers—several projects are in development and are expected to be broadcast on CBC Television in the near future.</p>	<p>Ongoing communication between organizations and executives has been established over the years.</p> <p>Three meetings with the APFC during the year, and ongoing meetings with independent producers.</p> <p>There were six meetings during the year.</p> <p>Four sector-specific meetings: Comedy, Drama, Documentary and Youth programming.</p>	<p>Regional executives report on their discussions with community representatives at the weekly Regional Services management meetings.</p> <p>Many independent productions aired on Télévision de Radio-Canada, RDI and ARTV during the year: drama series: <i>Belle Baie</i>; <i>Francoeur</i>; <i>Séquestré</i>; IPOLC projects: <i>Embargo</i>; <i>Louez un mari</i>; <i>Ben voyons</i>, <i>Camille</i>; documentaries: the series <i>La croisée des chemins</i>; <i>Souvenirs nécessaires</i>; <i>Phoques, le film</i>; <i>Kouchibouguac, l'histoire de Jackie Vautour et des expropriés</i>; <i>Contre toute espérance</i>; <i>La brunante</i>; <i>On a tué l'enfant Jésus</i>; <i>Peu importe l'âge</i>; <i>Un dimanche à 105 ans</i>; <i>Soldat à vie/Boot Camp Nation</i>; variety programs: <i>Pour l'amour du country</i>; <i>Pour un soir seulement</i>; <i>Au cœur du festival</i>.</p> <p>Good attendance and valuable exchanges at the meetings with members of various communities: new contacts developed; information conducive to new content development; meetings are a highly relevant source of information.</p> <p>Several projects are in development in each sector.</p>
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### C. COMMUNICATIONS (Transmission of information to OLMCs)

[External communications activities to inform OLMCs about the activities, programs and policies of the Corporation and to promote the bilingual character of Canada; inclusion of OLMCs in all information lists and distribution lists; use of the Corporation's Web site to communicate with OLMCs.]

#### Expected result:

OLMC culture reflects an up-to-date understanding of CBC/Radio-Canada's mandate; OLMCs receive up-to-date and relevant information about CBC/Radio-Canada's programs and services (P&S).

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<ol style="list-style-type: none"> <li>1. An electronic mailing list has been drawn up to enable regular, direct communications with OLMC organizations.</li> <li>2. Regular advertising purchases continue in regional newspapers to promote regional programming.</li> <li>3. Cross-promotions involving Radio, Television and the Web provide better awareness of programming across all CBC/Radio-Canada platforms.</li> <li>4. CBC/Radio-Canada was a major partner in the États généraux des arts et de la culture (Summit on Arts and Culture) in Caraquet, New Brunswick, the Sommet des communautés francophones et acadiennes in Ottawa, the 30th anniversary of the Fédération culturelle canadienne-française, the Coup de cœur francophone, the Rendez-vous de la francophonie and more than 295 OLMC organizations and events.</li> </ol>	<p>The mailing list includes more than 160 email addresses.</p> <p>Audiences are better informed about regional programming.</p> <p>Groups are satisfied with their partnerships with CBC/Radio-Canada.</p>	<p>News releases about regional programming broadcast nationally or network programming covering the regions are sent to groups and individuals involved in development of OLMCs.</p> <p>Ratings have increased in most regional markets.</p> <p>Activities with organizations are always followed by a meeting to take stock of how the activity went. Organizations are generally very satisfied and want to continue the partnership the following year.</p>

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<p>5. i-Wire: CBC Montreal created a monthly e-newsletter for English-minority independent producers to keep them informed of issues affecting them.</p>	<p>Direct communication with subscribers.</p>	<p>Positive feedback from subscribers.</p>
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### D. COORDINATION AND LIAISON (Does not include funding—internal coordination and liaison with other government institutions)

[Coordination of activities (research, studies, meetings, etc) carried out by the Corporation itself along with other federal departments or other levels of government; participation in activities organized by other federal departments or other levels of government, etc; participation of official languages champions, national and regional coordinators, etc., in various government forums.]

#### Expected result:

Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
1. The IPOLC program jointly run with Telefilm Canada, the NFB and Canadian Heritage continued into its third year.	Program slated to be renewed.	<i>Embargo</i> broadcast on April 5, 2007, <i>Vie de chien</i> on June 17, 2007, <i>Louez un mari</i> on October 8, 2007, and <i>Ben voyons, Camille</i> on April 19, 2008.
2. The annual Post-INPUT Acadie event, held in conjunction with the NFB, took place on February 15 and 16, 2008, at Université de Moncton.	Activity will continue in New Brunswick Acadian communities, in Ontario and in Western Canada.	Attendees, who included producers, directors, filmmakers, editors, sound and picture technicians, production assistants and other television and film professionals along with teachers and students, were extremely satisfied.
3. The multipartite agreement on arts and culture with the FCCF, the Canada Council for the Arts, the National Arts Centre, the NFB and Canadian Heritage is slated to be renewed.	New agreement to be signed shortly.	The year 2007–08 was a year of evaluation and discussions on the multipartite agreement. A new agreement has been drafted.
4. Doc Shop IV: This development program for emerging filmmakers, which was initiated by the NFB and later joined by CBC/Radio-Canada, enabled 25 film and communications students to make documentaries, several of which were aired by CBC Montreal.	Students better trained in documentary production.	Production of 23 documentaries, of which 8 were aired on CBC Television.

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### E. FUNDING AND PROGRAM DELIVERY

[Implementation of the Corporation's programs and delivery of its services; funding, alone or in cooperation with other federal departments/agencies of OLMC projects; inclusion of needs of OLMCs when delivering the department's programs and services.]

#### Expected result:

OLMCs are part of CBC/Radio-Canada's regular clientele and have adequate access to its programs and services; OLMC needs (e.g., geographic dispersion, development opportunities) are taken into account.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
1. Visibility provided to minority-language regions on all platforms was greatly improved over the past year.	Improved visibility of regional diversity on our platforms.	<ul style="list-style-type: none"> <li>▪ New daily program: <i>C'est ça la vie</i>: reports, profile and conversations from all across the country are part of this program produced out of Ottawa in cooperation with the 13 Télévision de Radio-Canada regional and affiliate stations.</li> <li>▪ Network programs do remote broadcasts in the regions: <i>Fréquence libre</i>, <i>Bande à part</i>, <i>Vous m'en lirez tant</i>, <i>Je l'ai vu à la radio</i>, <i>275-Allo/Ados radio</i>, <i>RDI Junior</i>, <i>Samedi et rien d'autre</i>, <i>Pourquoi pas dimanche</i>, etc.</li> <li>▪ Artists from outside Quebec appeared on network programs: Daniel Lavoie, Damien Robitaille, Jean-François Breau, Frédéric Gary Comeau, Mathieu</li> </ul>

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<p>2. CBC/Radio-Canada supports OLMC projects through partnerships and participation, thus strengthening ties with the communities involved.</p> <p>3. CBC/Radio-Canada ensures that OLMCs have access to the Corporation's programming and services.</p>	<p>Partnership projects with OLMCs strengthened and improved.</p> <p>Some regions still lack access to CBC/Radio-Canada's digital television signal.</p>	<p>d'Astous, etc.</p> <ul style="list-style-type: none"> <li>▪ "Le combat des livres 2008," on <i>Christiane Charette</i>, featured the book <i>La détresse et l'enchantement</i> by Gabrielle Roy, defended by Sophie Faucher.</li> <li>▪ Guests on <i>Tout le monde en parle</i>: Jacques Savoie, Russell Martin, Xavier Caféine, Luce Dufault, Raoul Jomphe (<i>Phoques, le film</i>).</li> <li>▪ <i>La petite séduction</i>, 2007 season: profiled Bas-Caraquet and Edmundston, New Brunswick; L'Orignal and Casselman, Ontario.</li> <li>▪ The television drama <i>Belle Baie</i> debuted on March 27, 2008 (11 half-hour episodes).</li> </ul> <p>A TV and radio programming evaluation committee tours the regions to evaluate programs and improve audience services.</p> <p>More than 300 partnerships with OLMC groups and events; CBC/Radio-Canada has entered into major partnerships nationally.</p> <p>Requests have been made to the CRTC and cable companies to carry the Télévision de Radio-Canada digital signal.</p>
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### F. ACCOUNTABILITY

[Activities through which the Corporation integrates its OLA section 41 implementation work with the department's planning and accountability mechanisms (e.g., report on plans and priorities, departmental performance report, departmental business plan, status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services, regular review of programs and services and of policies by senior managers of the Corporation to ensure implementation of section 41 of the OLA.]

#### Expected result:

Full integration of the OLMC perspective, *Broadcasting Act* OLMC provisions and OLA section 41 into CBC/Radio-Canada's policies, programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMCs' perspective.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
1. CBC/Radio-Canada updates its annual Action Plan for implementing the <i>Broadcasting Act's</i> OLMC provisions and section 41 of the OLA as regards non-programming-related activities and services.	Summary of steps in implementing the Action Plan.	An update on progress in implementing the Action Plan is prepared for each meeting of the Regions' Panel.
2. CBC/Radio-Canada prepares an annual status report of achievements in implementing the <i>Broadcasting Act's</i> OLMC programming provisions and section 41 of the OLA as regards non-programming-related activities and services.	2007–08 Status Report	Progress made compared to the previous year.

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## **Distribution list**

- House of Commons Standing Committee on Official Languages
- Senate Standing Committee on Official Languages
- Commissioner of Official Languages
- OLMC groups and organizations

### **Web address of CBC/Radio-Canada Status Report:**

<http://cbc.radio-canada.ca/docs/languages/index.shtml>