



ANNUAL REPORT TO THE CRTC

**CBC ENGLISH RADIO
FOR THE BROADCAST YEAR
2008/2009**

March 26th, 2010

Tracking the regulatory reporting requirements for English Radio services for the broadcast year 2008-2009

Subject	Information to be filed	Results	Comments
<p>1. Canadian Music (Applicable to both Radio One and Radio Two)</p> <p>Condition of licence:</p> <ul style="list-style-type: none"> • 50% of category 2 music selections each week; • 20% of category 3 selections each week 	<p>Annual Statement of Compliance for Radio One.</p>	<p>Radio One and Radio Two met or exceeded their requirements for 50% in category 2 and 20% in category 3 Canadian music in each week.</p>	<p>Fully met</p>
<p>2. Extension of Radio Two Service</p> <p>Expectation:</p> <ul style="list-style-type: none"> • Reaching 50% of the English-language populations of each province within 2 years; • Reaching 75% of the English-language Canadian population, within two years; • Reaching 75% of English language population of each province by the end of licence term. 	<p>Information indicating the additional transmitters that were implemented and the changes in population served.</p>	<p>National Coverage:</p> <p>Radio Two exceeds 75% coverage nationally and 50% in each province (achieved by year 2 of licence term).</p> <p>Radio Two coverage currently meets or exceeds the 75% target in each province except for Saskatchewan. Radio Two coverage currently reaches 71% of the English-language population in Saskatchewan.</p>	

Subject	Information to be filed	Results	Comments
Extension of Radio Two Service (cont.)	One Radio Two transmitter was implemented in 2008/09: CBN-FM-6 Baie Verte, NFLD, on 7 April 2009		
3. Advertising Condition of licence	N/A	N/A	Fully met
4. Sex-Role Portrayal Condition of licence	N/A	N/A	Fully met



ANNUAL REPORT TO THE CRTC

**CBC ENGLISH TELEVISION
FOR THE BROADCAST YEAR
2008/2009**

March 26, 2010

**Tracking the regulatory reporting requirements for CBC English Television
For the broadcast year 2008/2009**

Defined Time Periods: Broadcast Day 6 a.m. to Midnight
 Peak Period 7 p.m. to 11 p.m.
 Full Day 6 a.m. to 6 a.m.

Subject	Information To Be Filed	Results	Comments
<p>1. Canadian content CRTC expectation: 80% Peak Period 75% Broadcast Day</p>	<p>Evidence of Canadian content levels achieved in the Peak Period and over the Broadcast Day.</p>	<p>81% in the 7-11 p.m. Peak Period. 80% over the Broadcast Day.</p>	<p>CBC exceeded its commitment of 75% Canadian content over the broadcast day and 80% during peak for the 2008-09 year</p>
<p>2. Diversity of foreign content CRTC encouragement: less U.S. programming</p>	<p>Reduction in U.S. programming.</p>	<p>34% of foreign programs were from countries other than the U.S over the Full Day.</p>	
<p>3. Drama programming CRTC expectation: meet renewal commitment of 5.5 hours per week in the peak broadcast period</p>	<p>Annually, the average weekly number of hours of Canadian drama programming in the Peak Period.</p>	<p>7.3 Canadian hours / week in Peak Period.</p>	<p>Exceeded</p>
<p>4. Regional production for the network CRTC expectation: a minimum of 36</p>	<p>Annually, the number of hours (excluding news) produced in the regions and broadcast during the day.</p>	<p>37.5 hours/week (Full Day)</p>	<p>Met</p>

Subject	Information To Be Filed	Results	Comments
hours/week, excluding news			
5. Priority regional (150 km from Toronto) programming CRTC expectation: no target set	Annually, the number of hours of priority programming produced in the regions and broadcast during the day.	13 hours/week (Full Day)	
6. Priority regional programming in peak period Condition of licence: 6 hours/week	Annually, the number of hours of priority programming produced in the regions and broadcast during the peak period.	6.11 hours/week (Peak Period)	Met
7. Canadian feature films Report on activities	Annually, number of Canadian feature films broadcast in the broadcast year.	Broadcast 52 titles or 105.8 hours.	
8. Foreign feature films (CRTC condition of licence due to take effect September 2003; <u>was removed</u>)	Annually, hours of non-Canadian feature films in Variety's Top 100 Grossing Films over the past 10 years broadcast in Peak Period.	Broadcast 4 films in peak period or 10 hours in the Peak Period.	Details on film titles in Appendix A.
9. Long-form documentaries Report on activities	Annually, the number of hours broadcast in Peak Period.	129 hours/year in Peak Period all of which were Canadian.	
10. Performing arts	Annually, number of Canadian	47 Canadian performances over the Full Day.	Met

Subject	Information To Be Filed	Results	Comments
CRTC expectation: <ul style="list-style-type: none"> 24 representations of complete or substantially complete performances by Canadian performing arts company 12 of these in Peak Period 	performances over the Broadcast Day and in the Peak Period aired in the broadcast year.	10 Canadian performances in the Peak Period.	Not Met
11. Children's programming CRTC expectation: 15 Canadian hours/week	Annually, the average weekly number of hours of Canadian programming directed to children (2-11 years), showing separately the number of original Canadian program hours by week.	22.81 hours/week total, 22.2 hours/week Canadian, 0.6 hours/week original Canadian.	Exceeded
12. Youth programming CRTC expectation: 5 hours/week	Annually, the average weekly number of hours of programming directed to youth (12-17 years).	2.69 hours/week total, 2.69 hours/week Canadian.	Not Met
13. Sports Report on activities.	Annually, and separately, for professional and amateur sports programming: <ul style="list-style-type: none"> The number of hours of original and repeat hours broadcast in peak-time; The number of hours of original and repeat hours broadcast during the day. 	Hours/Year: Full Day Peak Professional Original 547.2 234.5 Repeat <u> 2 </u> <u> 0 </u> Total 549.2 234.5 Amateur Original 297 16 Repeat <u> 70 </u> <u> 0 </u> Total 367 16	

Subject	Information To Be Filed	Results	Comments																					
<p>14. Independent production</p> <p>CRTC encouragement: 50% target (* excluding News, Public Affairs, and Sports)</p>	<p>Annually, the number of hours of programming acquired from independent producers that were broadcast in peak period and throughout the day, and showing hours that were produced at regional locations.</p>	<table border="0"> <tr> <td>Hours / Year:</td> <td>Full Day</td> <td>Peak</td> </tr> <tr> <td>Canadian Productions</td> <td></td> <td></td> </tr> <tr> <td>Ind. Canadian</td> <td>2881</td> <td>533</td> </tr> <tr> <td>All Canadian</td> <td>4519</td> <td>628</td> </tr> <tr> <td>Regional Productions</td> <td></td> <td></td> </tr> <tr> <td>Ind. Cdn. Reg.</td> <td>942</td> <td>295</td> </tr> <tr> <td>All Cdn. Reg.</td> <td>1068</td> <td>346</td> </tr> </table>	Hours / Year:	Full Day	Peak	Canadian Productions			Ind. Canadian	2881	533	All Canadian	4519	628	Regional Productions			Ind. Cdn. Reg.	942	295	All Cdn. Reg.	1068	346	<p>Significantly Exceeded.</p> <p>64% of Canadian productions are independent (Full Day).</p> <p>88% of Regional Canadian productions are independent (Full Day).</p>
Hours / Year:	Full Day	Peak																						
Canadian Productions																								
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<p>15. Network exchange</p> <p>CRTC encouragement: 40 hours/year</p>	<p>Annually, the number of hours of co-produced and/or exchanged programming broadcast during the year on English and French networks.</p>	<p>6 hours/year (Full Day)</p> <p><i>e.g. Camping Sauvage</i></p>	<p>Not met.</p>																					
<p>Regional programming (General)</p>	<p>One of the principal strategic directions of the English Television Transformation process is the ongoing effort to enhance the level of meaningful regional reflection throughout the schedule – that is, the extent to which viewers in every part of the country see themselves, their stories and their preoccupations reflected on the screen.</p> <p>CBC Television considers local and regional <i>programming</i> to be only one of many ways to achieve local and regional <i>reflection</i> – albeit an important one. Moreover, it considers supper hour newscasts to be only one component of an overall local and regional programming and reflection strategy – although, again, an important one. We believe that it is even more important for the national public broadcaster to ensure that local and regional stories, talents and issues reach <i>national</i> audiences, and that this happens throughout <i>all</i> program genres, in <i>all</i> parts of the schedule.</p> <p>The decisions by the CBC in 2000 to reduce local/regional news to a half-hour per weekday, not to add weekend local/regional news, and not to proceed with other contemplated local / regional non-news program series, were made largely for financial reasons. Economies of scale dictate that even modestly funded programs produced at multiple locations are more expensive, per hour on the schedule, than a much better</p>																							

Subject	Information To Be Filed	Results	Comments
	resourced program produced at a single location – whether at the network centre or in a regional location.		
<p>16. Regional news programming</p> <p>CRTC requirement: CBC commitment of 90 minutes of local news programming Monday to Friday on each regional station.</p>	<p>Performance against renewal commitment.</p>	<p>Each station did 60 minutes of local news M-F in the 08/09 broadcast year, from 6 - 7 p.m. Those newscasts expanded to 90 minutes on August 31, 2009, from 5:00 - 6:30 p.m., M-F. The noon newscast in Vancouver was cancelled in June 2009. The 5-minute Late Night newscast in Vancouver only continued for the full year, M-F. The half hour local news in Vancouver continued on Saturday and Sunday.</p> <p>On Oct. 26 2009, 10-minute Late Night newscasts were added to all locations, M-F.</p>	
<p>17. Regional weekend news</p> <p>CRTC requirement: reinstate weekend newscasts beginning in Year 2 of licence term</p>	<p>Annually, the average weekly hours of news programming broadcast during Saturday and Sunday, for each owned and operated station.</p>	<p>As indicated above, local/regional news programming has not been added on Saturdays or Sundays.</p>	
<p>18. Regional non-news Programming in Peak Time</p> <p>CRTC requirement: CBC commitment.</p>	<p>Progress in meeting renewal commitment of 13 original half hours and 13 repeats during peak time in Year 1 for each of 9 regional stations (rising to 26 original half hours and 26 repeats during peak time in subsequent years).</p>	<p>In broadcast year 08-09, nine regional Centres produced and broadcast 130 original episodes of "Living..." shows that aired in the afternoons. The 130 episodes were repeated. The shows were cancelled this past summer as part of cost-reductions.</p> <p>Five Centres broadcast 7 one-hour original programs in prime time in June/July 2009. These programs included documentaries, music shows, cultural</p>	<p>Not Met.</p>

Subject	Information To Be Filed	Results	Comments
		<p>magazine shows and comedy.</p> <p>Land and Sea continues to be produced in the Maritimes and Newfoundland - 7 original episodes.</p> <p>Each regional center continues to provide coverage of elections, parades and fund raising events in addition to local news coverage.</p>	
<p>19. Closed captioning</p> <p>Condition of licence:</p> <ul style="list-style-type: none"> • 100% news • 90% of overall schedule 	<p>Annually, the percentage of news and non-news programming broadcast with captions.</p>	<p>100% of the Full Day (sign-on to sign-off) schedule – including all news – was captioned.</p>	<p>Exceeded.</p>

Subject	Information To Be Filed	Results	Comments
<p>20. Descriptive video</p> <p>CRTC encouragement: Continue activities and report</p>	<p>Annually, a list of programs described for the visually impaired.</p>	<p>In 2008/2009, 1070 hours of programming with Described Video was aired. Of this number, 210 hours was original programming, an increase over the previous year. The vast majority of these hours were Canadian.</p> <p>Original programs included returning series, new series, documentaries, specials, and children's programming such as:</p> <p>Heartland - 18 hours The Tudors - 10 hours Little Mosque on the Prairie - 10 hours The Border - 13 hours Wild Roses - 13 hours Being Erica - 6.5 hours Doc Zone - 7 hours Montreal Canadiens: 100 Years 100 Stars - 1 hour Animal Mechanicals - 6.7 hours Razzberry Jazzberry Jam - 5.2 hours Gofrette - 10.6 hours My Goldfish is Evil - 12 hours</p> <p>In addition to broadcasting DV programs on the CBC Network, CBC entered into a license agreement with The Accessible Channel, providing the new service with 180 hours of described CBC programming.</p>	

Subject	Information To Be Filed	Results	Comments
<p>21. Representation and reflection concerns</p> <p>Representation and reflection concerns: Communications Initiatives</p>	<p><i>General Overview</i></p> <p>Diversity initiatives for the English Television Network (ETV) have aimed to integrate diversity throughout the fabric of the organization through a broad scope of activities aimed at empowering CBC management and programmers to reflect the contemporary diversity of Canada.</p> <p>The 2008-2009 broadcast year was the third year of implementation for the Joint Diversity Action Plan, <i>The Diversity Advantage</i>. Despite the financial impact of the economic downturn, diversity remained a top priority for CBC/Radio Canada. Below are highlights of CBC/Radio-Canada's renewed commitment to Diversity:</p> <ul style="list-style-type: none"> • The formation of a National Talent Acquisition and Diversity team in November 2008 to oversee steps taken towards hiring, recruiting, retaining, and developing candidates from diverse backgrounds. • In June 2009, the English Services Diversity Committee was expanded to include more senior management, greater representation from all the areas of CBC's operation and to ensure all of CBC's departments are engaged and working in alignment. • There is greater collaboration with the unions on achieving the Corporation's employment equity action plan. The Joint Employment Equity Committee (JEEC) composed of CBC management and union representatives have collaboratively written the CBC/Radio-Canada's Employment Equity Action Plan. <p><i>Manager of Diversity Initiatives – National Production Office:</i> The National Production Office (NPO) employs a full-time manager and support staff solely dedicated to the national development and collaborative implementation of diversity initiatives in the following key areas: programming and programming development; diverse audience outreach; community sponsorships; aboriginal coverage and employment; strategic hiring, training and professional development (including over 30 training and talent development projects for visibly diverse, aboriginal and disabled employees and paid interns across the country); citizenship and new Canadians; and disability initiatives.</p> <p><i>Community Snapshots:</i> Using recent data from the 2006 Census, an updated version of the Community Snapshots was completed and released to all CBC employees. This document is a tool for programmers and managers that provides critical information on national and regional demographic trends in the areas of population, diversity, aging, immigration, aboriginal populations, family, education, economy, jobs and housing and consumption of radio and television.</p>		

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<p>Representation and reflection concerns: Programming Initiatives</p>	<p><i>Entertainment Programming-Related Initiatives</i></p> <ul style="list-style-type: none"> • <i>Independent Producer Diversity Plan:</i> The NPO continues to implement the Diversity Plan policy for independent productions (all independent productions are required to submit a plan for reflecting Canada's diversity, on the air and behind the scenes). • <i>Tracking Diversity In Development:</i> Diversity measures have been integrated into the Program Development process and are being tracked in the Programming Content Management System (PCMS). The PCMS currently tracks diversity potential in: Casting, Story Diversity, Writer Diversity and relevance to Diverse Audiences. • <i>Writing Internships And Creative Talent Development:</i> CBC Television, in partnership with West Wind Pictures, supported a writing room internship for an emerging female Muslim television writer, who worked on Season 3 of the television series, <i>Little Mosque on the Prairie</i>. She was fully integrated into the writing room for the duration of the season's creative development. Through the internship her writing was developed through close mentorship. This opportunity has also established key relationships, greatly improving the potential for her future success as a television writer. <p><i>News Programming-Related Initiatives</i></p> <ul style="list-style-type: none"> • <i>New Voices Rolodex – Newsworld:</i> This valuable content tool is an intranet contact database that is available to journalists and researchers throughout the organization. It is intended to provide an up-to-date resource of experts and analysts on a broad range of topics. More than 400 new listings of expert sources from a variety of backgrounds have been developed so far to diversify not only the appearance of a "panel of experts", but also the sources we turn to for informed comment, point of view and analysis. • <i>On-air Diversity Measurement:</i> An on-air diversity measurement system for local television news programming was piloted in 2007-2008 and rolled out across the country this year. This tool allows each region to more accurately gauge whether diverse communities are being accurately represented in terms of demographics, and who they need to look to hire, based on the demographic information found in the Community Snapshots. 		
<p>Representation and</p>	<ul style="list-style-type: none"> • <i>Online Language Database:</i> Recognizing the need for simple translation of clips, voicemail and letters 		

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<p>reflection concerns: Programming Initiatives (cont.)</p>	<p>received in a multitude of languages a directory of languages was created. Since its launch, the Languages We Speak intranet tool has become an invaluable resource for CBC journalists who can call upon other staff members with diverse language skills to provide quick, internal translation assistance. There are presently more than 495 language skills represented in the easy-to-access database.</p> <ul style="list-style-type: none"> • <i>Digital/Online Initiatives (News):</i> In partnership with Radio-Canada International (RCI) CBC British Columbia created a Chinese-language news website: www.cbc.ca/bc/chinesenews/, with the support of the NPO. The Chinese news site brings together the best of CBC's local, national and international news in simplified and traditional Chinese characters. The site also features the day's top news stories with content updated several times daily. This website represents the largest outreach to the Chinese community ever undertaken at CBC. Other online news-related diversity initiatives include the National Aboriginal Website, www.cbc.ca/aboriginal. <p>Special Diversity Events</p> <p>For many years events like Black History Month (February) and Asian Heritage Month (May) have been an important part of both external audience outreach and internal diversity awareness building, complementing a strong programming component right across the country. In February 2009, the biggest Black History Month event in CBC history was held in the atrium of the Toronto Production Centre and included special presentations, performances and guest speakers. Similar outreach and "in-reach" were executed for International Women's Day (March 8, 2009), which involved a well-attended panel discussion featuring CBC's most prominent female broadcasters. CBC continued its tradition as the media sponsor of many Asian Heritage Month (May 2009) events across the country. Other commemorative screenings included Toronto's Pride Week and National Aboriginal Day (both June 2009).</p> <p>Special Diversity Audience Outreach</p> <p>To support the broadcast of <i>India Reborn</i> (a documentary series about contemporary India) press releases were translated to Punjabi and distributed to key in-language media. Similarly, in May 2009 special community screenings were conducted for Chinese communities in Toronto, Nanaimo and Vancouver in support of the mini-series <i>Iron Road</i>. These screenings were coordinated in partnership with numerous community organizations, including the Chinese Canadian Historical Society, the North American Association of Asian Professionals and various groups at the University of British Columbia.</p>		

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<p>Representation and reflection concerns: Aboriginal Initiatives</p>	<p><i>Aboriginal representation and reflection</i></p> <p>CBC's philosophy for aboriginal representation is one of integration and embedded reporting and coverage. All network programs and all regional centres with substantial aboriginal populations are expected to reflect the contemporary reality of aboriginal communities, both urban and rural. The following are key television initiatives that serve aboriginal audiences and communities, as well as bring greater exposure of aboriginal issues and stories to the general Canadian public.</p> <ul style="list-style-type: none"> • <i>cbc.ca/aboriginal</i>: The <i>CBC.ca/aboriginal</i> web portal, an aggregate of all CBC-produced content on aboriginal issues across all media, is a vital component of CBC's commitment to aboriginal representation and reflection. • <i>Atisookaan: the Art of Storytelling</i>: <i>Atisookaan</i> follows the enormously successful <i>First Stories</i> project, which produced three separate collections of short films from Manitoba, Saskatchewan and Alberta. It builds on that success by providing a continuum of training for three of the twelve Aboriginal filmmakers who delivered such compelling documentary shorts. Through this unique mentoring and training process, aboriginal filmmakers were given an opportunity to hone their storytelling craft, while working with a strong creative team to assist in the realization of their half-hour documentaries. <p><i>2008 ImagineNative Film & Media Arts Festival</i>: This film and media arts festival focuses on aboriginal films and media. It is the largest Aboriginal festival in Canada and one of the most important in the world. CBC Newsworld sponsors two awards: Best Short Documentary and Best Documentary Pitch. The sponsorship includes a monetary contribution to the festival and the Best Documentary Pitch Award includes one month's use of a HDV camera and camera package.</p> <p>Other initiatives include:</p> <ul style="list-style-type: none"> • Newsworld Anchor Carla Robinson continued her outreach in the aboriginal community participating in numerous high-profile aboriginal events such as the Canadian Aboriginal and Minority Supplier Council (October 2008), a benefit concert for Sam George (November 2008), a youth rally in Eskasoni, Nova Scotia along with Elijah Harper, Waneek Horn-Miller and Lorne Cardinal (March 2009), the first Inclusion Work's Conference (April 2009) and the Ogimaa-kwe - Indigenous Women's Leadership Project (July 2009). • CBCNews.ca continues to maintain the <i>Truth and Reconciliation</i> web page, Canada's most comprehensive website on the Truth and Reconciliation Commission. • In December 2008 we launched a collection of the best episodes from CBC Radio's program on native Canadian life and culture, <i>Our Native Land</i>. • In November 2008 we launched a collection celebrating the Canadian Aboriginal Music Awards lifetime 		

Subject	Information To Be Filed	Results	Comments
Representation and reflection concerns: Training and Development	achievement honour for musician Buffy Sainte-Marie.		
	<p><i>Training and Talent Development</i></p> <p>CBC offers internships in partnership with local journalism schools that are used to bring in diverse talent to CBC. In the last year, CBC Television has been involved in supporting 15 talent development projects in partnership with regional directors, program producers, the Canadian Media Guild (CMG) and the HR HELP Fund. Although this is almost half the number from the previous year, in actuality, more resources were expended compared to previous years. The aim was to provide fewer work placements, but longer and more substantial training opportunities with greater real employment potential. Initiatives included:</p> <ul style="list-style-type: none"> • <i>The CBC News scholarship program (3)</i>: 12-week scholarships for journalists, researchers and editorial assistants, co-funded a local production centre. This funding is aimed at entry-level recruits. • <i>Technical Workplace Opportunities (3)</i>: A fixed-term technical production-paid internship, targeting visible diversity, persons with disabilities, aboriginal people and women in technical roles. Several recent candidates have been hired after completing their workplace opportunity. • <i>Regional Training Room (8)</i>: The Regional Training Room encompassed <i>professional development initiatives</i> that focused on the talent development of mid-career professionals, and included support for foreign-trained journalists. Candidates were embedded in local newsrooms, CBC.ca, Sports, the Living Shows, and other programs. • <i>Intellectual Disability Work Placement (1)</i>: The intellectual disability work placement was a 6-week paid internship program that was successfully piloted in Vancouver. The NPO provided transitional funding, enabling Vancouver to employ the candidate part-time. • <i>Joan Donaldson Newsworld Scholarship Program</i>: CBC Newsworld established the Joan Donaldson Scholarship for aspiring journalists in honour of Joan Donaldson, the founding Head of Newsworld and one of the CBC's journalistic leaders. Although this initiative does not directly target under-represented groups, diversity is a key criterion for the Joan Donaldson Scholarship. Diversity is always a significant part of the decision making process and 2009 was no exception. There were seven winners of our Journalism awards and five of these were women; of those five, three were visibly diverse women. • <i>Newsworld Network Newsroom (45)</i>: Diversity was a significant factor for the 45 internships it offered during the broadcast year. Of that group, 36 (80%) were women and 20 (44%) were visibly diverse • <i>CBCNews.ca (4)</i>: CBCNews.ca worked with its source journalism schools to identify diverse interns. Of six interns, all were young women and four were visibly diverse. 		

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<p>Representation and reflection concerns: Programming</p>	<p><i>Diversity in Programming</i></p> <p>For the 2008-2009 broadcast year, greater effort has been put towards developing systems of measuring diversity in CBC Television programming. Rather than just acknowledging that diversity happened, CBC is looking at how it might determine <i>how well</i> it reflects Canada’s diversity from year-to-year. We have made a special effort to reflect our visibly diverse communities, Aboriginal Peoples, people with disabilities and women in the programming and behind the scenes.</p> <p><u>Children and Youth</u></p> <p>At Kids’ CBC our approach to diversity is to hold a mirror up to a child’s world by representing it and reflecting it back to them as well as to open a window up on the world around them – to learn about their neighbours across the street or right across the country. An active effort is made to represent diverse cultures within all the programming that Kids’ CBC co-produces and/or acquires. Visually diverse characters are represented in new programs such as Bo on the Go, Animalia, Magi Nation, and Super Why.</p> <ul style="list-style-type: none"> • <i>Kids’ Canada</i> is Kids’ CBC’s home brand – a Gemini-nominated series of interstitials whose very concept was inspired by the cultural and geographic diversity of Canada. The characters and settings in this series were designed and chosen to reflect the cultural and geographic diversity of the country, so as to expose children to characters that reflect their reality and the reality of children across the country. There was diversity on-air (cast), key creative, the story items themselves, and also embedded attitudes towards diversity. In the area of on-air diversity, <i>Kids’ Canada</i> exceeded its diversity goals. • <i>Kids Across Canada</i> is a regionally produced documentary series, conceived to fulfill a diversity curriculum consistent with that used in early childhood education, which showcases children, their families and their communities right across the country. The purpose is to show kids how children from their own communities and from diverse communities around the country live, play and learn. • CBC’s Saturday morning school-aged block features <i>The Outlet</i> – a series of interstitials that are made up of video submissions from kids 8 – 12 across the country. This remarkable user generated content comes from kids of a wide variety of backgrounds and in their live action, 2D animated and stop motion pieces, you can often see different cultures represented in characters, themes and stories. Kids are encouraged to “Put Yourself Out There” and we hope this theme of empowerment will attract more kids to the show and will encourage them to make their own content. 		

Subject	Information To Be Filed	Results	Comments
Representation and reflection concerns: Programming (cont.)	<p><u>Arts, Music and Variety</u></p> <p>In the 2008-2009 broadcast year, eleven Arts, Music and Variety programs met significant goals in reflecting diversity; 9 of the 11 programs had visible minorities as either the primary or secondary diversity group reflected on-air; 8 of the 11 had women as either the primary or secondary diversity group reflected on-air; and 8 of the 11 programs had women in key creative roles. The programs included the <i>Canadian Country Music Awards</i> (July 2009), <i>Holiday Festival on Ice</i> (December 2008), <i>Leonard Cohen: Live in London</i> (April 2009), <i>Montreal Canadiens: 100 Years, 100 Stars</i> (January 2009), <i>Stars on Ice</i> (March 2009), <i>The Secret of the Nutcracker</i> (December 2008), <i>Triple Sensation</i> (June 2009) and <i>Triple Sensation Inspiration and Performance</i> (Bold, June 2009). The following programs exceeded in meeting their diversity goals: <i>Finding Body and Soul</i>, <i>Canada Rocks the Capital</i> and <i>A Tribute to Leonard Cohen</i>.</p> <p><u>Comedy</u></p> <p>CBC's comedy has a long history of not only reflecting contemporary Canada through cast, storylines and behind-the-scenes, but is internationally recognized for its groundbreaking portrayals of under-represented communities and addressing sensitive diversity issues. The following programs highlight diversity within CBC comedy programming: <i>Royal Canadian Air Farce/Royal Canadian Air Farce NYE</i> (December 2008), <i>Halifax Comedy Fest</i> (Season 13 - August 2009), <i>Just For Laughs Ethnic Special</i> (January 2009), <i>Little Mosque on the Prairie – Season 3</i> (18 Episodes, October 2008), <i>Rick Mercer Report</i> (18 Episodes, September 2008), <i>Sophie - Season 2</i> (August 2009), <i>This Hour Has 22 Minutes</i> (March 2009) and <i>CBC Winnipeg Comedy Festival</i> (August 2009).</p> <p><u>Drama</u></p> <p>In the 2008-2009 broadcast year, CBC's drama has successfully captured the essence of contemporary Canada through the diversity of characters, stories and locations. Examples include: <i>Being Erica</i> (on-going), <i>The Border – Season 2</i> (on-going), <i>Heartland – Season 2</i> (on-going), <i>The Tudors</i> (on-going), <i>Wild Roses – Season 1</i> (January 2009), <i>Iron Road – Mini-series</i> (July 2009), <i>Diamonds – Mini-series</i> (April 2009), <i>Diverted - MOW</i> (March 2009) and <i>Rene Levesque II – Mini-series</i> (June 2009).</p> <p><u>Factual</u></p> <p>CBC's Factual Entertainment has been some of the most successful Canadian programming and very successful in representing Canada's diversity. One of the most prominent representations of women and visible diversity is in highly</p>		

Subject	Information To Be Filed	Results	Comments
	popular <i>Dragon's Den</i> , now in its third season.		

Subject	Information To Be Filed	Results	Comments
<p>Representation and reflection concerns: Programming (cont.)</p>	<p><u>Documentary</u></p> <p>CBC's documentary streams remain a world-leader in the representation of both Canada's and the world's diversity. Canadian documentaries are key to connecting Canadians with the issues of all the country, and as well for meeting the Canadian demand for a global perspective. Women were represented in key creative roles (Director, and/or Producer, or Executive Producer) in 54% of documentary productions reported, and 44% of documentary content (subject matter or main character). Visible diversity (that is in the subject matter, characters and/or location) was reflected in 54% of documentaries. Examples include: India Reborn (March 2009), The Great Food Revolution (July 2009), The Nature of Things Series (on-going), Doc Zone Series (on-going) - Fly Me to the Moon and China's Earthquake: The People in the Pictures.</p> <p>CBC broadcast four documentaries that were representative of Aboriginal Peoples and issues and one documentary about disabilities: Inuit Odyssey (Nature of Things; July 2009), The Disappearing Male (Doc Zone; November 2008), Battle for the Arctic (Doc Zone, January 2009), Shockwave (Doc Zone, March 2009) and The Brain that Changes Itself (The Nature of Things, November 2008).</p> <p><u>News</u></p> <p>CBC's flagship nightly news and current affairs program, <i>The National</i>, aired many stories that featured and tackled issues important to visibly diverse communities, Aboriginal Peoples and people with disabilities. A small sampling includes:</p> <ul style="list-style-type: none"> • An episode in a series titled "Cool to be Kind," featuring the inspirational story of Abbas Jahangiri, a nightclub owner, who has made it his mission to help the homeless (December 15, 2008). • Several reports about protests by Tamil Canadians, including a feature story about a mass demonstration against the civil war in Sri Lanka. (May 15, 2009). • A Canada Day celebration of Canada's multiculturalism. One story featured a sit-down interview about the experiences of three Canadians who were born elsewhere: a woman from Jamaica, a man from Hong Kong and a man from India (July 1, 2009). • A feature-length report on the Innu of Labrador, and how -- in spite of social challenges -- they're becoming an economic force, taking control of land and energy resources (April 13, 2009). • A story about "rental racism", highlighting the discrimination some visibly diverse Canadians face when looking for places to live (July 7, 2009). 		

Subject	Information To Be Filed	Results	Comments
<p>Representation and reflection concerns: Programming (cont.)</p>	<ul style="list-style-type: none"> • Coverage of the 2008 Paralympic Games in Beijing, including a story about wheelchair athlete Chantal Petitclerc winning her fifth medal at the Paralympic Games in Beijing. Air date: September 16, 2008, reporter: Tom Harrington. • A feature story called "Positively Autistic", told in the words of autistic Canadians, who are challenging the way people with autism are viewed. Air date: October 27, 2008. <p><u>CBC Sports</u></p> <p>CBC Sports is world-renown for pioneering diversity initiatives aimed at greater inclusion of Canadian audiences being the first to provide hockey in Mandarin, Cantonese and Punjabi. As FIFA and MLS Rights Holders, CBC Sports has taken full advantage of soccer's appeal to diverse ethno-cultural communities as the "world's game." This year additional soccer events were used to target diverse Canadian audiences. Confederations Cup from South Africa was broadcast and streamed online and included one of the World Cup Soccer Qualifying games broadcast online in Farsi (June 2009). In addition it provides post-secondary internships to diverse students and raises funds for <i>Right to Play</i> through various fundraisers and the CBC Sports Hall of Fame. This charity provides sport instruction in developing countries.</p>		

Subject	Information To Be Filed	Results	Comments
<p>Portrayal of women</p> <p>Condition of licence: Report on activities</p>	<p>Annually, a description of steps taken to balance the representation and portrayal of women.</p>	<p>Women occupy key program and management leadership roles in CBC television's senior management team including the General Manager, CBC Television, the Executive Director Network Programming, the General Manager and Editor in Chief of CBC News, the Director, of Newsworld, the Executive Director of Factual Entertainment Programming and the Executive Director of the CBC Centres. Within the corporate management team, the Executive Director of Human Resources is a woman, as are three of English Television's regional directors.</p> <p>Women account for 46% of all occupations within English Television, 62% of Managers (excluding senior managers), and 51% of Senior Managers.</p> <p>Women occupy prominent roles as hosts and reporters throughout network and regional news and current affairs programs, and as writers, producers, and directors behind the scenes. Specifically, women account for 52% of total on-air, 49% of journalists, and 58% of announcers/broadcasters.</p> <p><u>Canadian Women in Communication</u></p> <p>CBC/Radio-Canada is a Founding Member and Platinum Sponsor of CWC- an organization devoted to helping women maximize their career potential. CBC is the title sponsor of the CWC/CBC Transformer Award, a career transition package awarded to 2 women looking for help in making a career/industry change or transition.</p> <p><u>General Outreach</u></p> <p>CBC in Newfoundland and Labrador is a major sponsor of The Women's International Film Festival. The festival is a five-day event that showcases films made by women. The festival also features various educational seminars and workshops.</p>	

Subject	Information To Be Filed	Results	Comments
<p>22. Victoria reflection on CBUT Report on activities</p>	<p>Annually, the extent and nature of the reflection of the Victoria region in CBUT's news and current events programming.</p>	<p><u>CBC News: Vancouver at 5:00, 5:30 and 6:00</u></p> <p>There are two full time English Television news positions based in Victoria. They produce on average one story per day from either Victoria or elsewhere on Vancouver Island. Additional staff are added when major stories develop. One of these was a news special produced for the Provincial Budget.</p> <p><u>Live From Victoria</u></p> <p>There were two significant live events produced in Victoria during the past year. They included the live arrival of the Olympic flame broadcast on CBC News Network and special coverage of the ceremony to launch the beginning of the torch relay. The torch relay special was broadcast on CBC News Network and on the main channel province wide.</p> <p><u>Other Programming</u></p> <p>BC Day 2008. The BC 150th Anniversary concert on the lawns of the legislature in Victoria was the focus of a television special. The concert included high profile artists including Sarah McLaughlin and Burton Cummings as well as Victoria artist Alex Cuba. It was recorded and aired on CBC TV in late fall 2008.</p> <p>The award-winning documentary "Saving Luna" aired on CBC in 2009. Suzanne Chisholm & Michael Parfit produced the documentary. Their company Mountainside Films is based in Sidney on Vancouver Island.</p> <p>"Shockwave" a documentary by Jerry Thompson for Omni Films in association with CBC-TV aired on CBCNN in June 2009. It explored the potential for a mega thrust earthquake along the West Coast of North America including the possible impact on Victoria.</p> <p>The Alex Cuba Band from Victoria was recorded for both radio and television...with the television segment playing on Bold in the spring 2009.</p>	

Subject	Information To Be Filed	Results	Comments
<p>Victoria reflection on CBUT (cont.)</p>		<p><u>Outreach</u></p> <p>The Executive in Charge of Development and Production for TV Arts & Entertainment has attended the Victoria Film Festival for the past two years and both times has used the occasion to meet with local producers and take their pitches.</p> <p><u>In Development.</u></p> <p>A Bluegrass/Newgrass/Old Tyme band from Victoria recorded for both radio and television with the television segment playing on Bold.</p>	



**ANNUAL REPORT ON
CBC NEWSWORLD'S
REGULATORY REQUIREMENTS
FOR THE BROADCAST YEAR
2008 / 2009**

March 26th, 2010

**Tracking the Regulatory reporting requirements for Newsworld
For the broadcast year 2008-2009**

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
1. Diversity of programming	<p>Condition of Licence: Provide programming exclusively from program categories 1, 2, 3, 4, 5b, and 6 (no live sports)</p>	See Annual Return	Met
2. Canadian Content	<p>Condition of Licence: To provide more than 90% Canadian content in each broadcast year.</p>	<p>In May 2006 the CRTC changed Newsworld's Condition of Licence to provide 90% Canadian content on an annual basis in each broadcast year.</p> <p>See Annual Return</p>	Met
3. Journalistic Reach	<p>Expectation: To expand journalistic reach into every region of Canada and as far internationally as possible.</p>	<p>The Anik F1 KU Band transponder became operational in February 2001.</p> <p>Together with CBC TV, Newsworld has VJ service in under-served areas across Canada. For a complete list of areas, see number 4, below.</p>	Met
4. Rate Increase	<p>Condition of Licence: Maximum \$0.63 per month</p>	Newsworld delivers live programming from across Canada and internationally, when it happens:	Met

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
	<p>with basic Anglophone service</p> <p>Maximum \$0.15 per month with basic Francophone service</p>	<p>Newsworld operated again this year eight SNG vehicles across the country in Vancouver, Edmonton, Calgary, Toronto (2), Ottawa, Halifax, and St. John's.</p> <p>This allows Newsworld to provide high-quality, distinctive programming and regional reflection, and extend our coverage reach.</p> <p>For the four weeks leading up to the Canadian federal election in Oct 2008 Newsworld had extensive coverage of the campaign including new prime time programming throughout the campaign (Your turn with Suhana Meharchand, and Extreme Debate with Mark Kelley). Newsworld provided an election night special hosted by Peter Mansbridge and several other CBC personalities.</p> <p>Other Newsworld Specials include:</p> <ul style="list-style-type: none"> - Sept 26/08 live coverage of US Presidential debate 9 pm - 11 pm - Nov 4/08 live coverage of America votes 8 pm – 2 am - Nov 11/08 Remembrance Day live 	

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
		<p>coverage 10 am-noon</p> <ul style="list-style-type: none"> - Nov 19/08 Speech from the Throne, Ottawa 1:30 – 3 pm - Nov 27/08 live coverage of Fiscal and Economic Update from Ottawa 4-5 pm - Dec 3/08 PM and Coalition Address Live and analysis 7-9 pm - Dec 8/08 Quebec votes 8-9 pm - Jan 20/09 US Presidential Inauguration 7-9pm - Jan26/09 Throne speech from Ottawa 2-2:30 pm - Jan27/09 Federal budget 4-5 pm - March18/09 Newfoundland prayer service 5-6:30 pm - March 28/09 Earth Hour live 8-9 pm - Apr 29/09 Obama 100 days news conference 8-9 pm - July 3/09 State funeral for Romeo Leblanc 9:30 - noon <p>Newsworld maintains a network of video journalists to report from underserved parts of Canada:</p> <p>St. John's, NL and Labrador</p>	

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
		Corner Brook, NL and Labrador Gander, NL and Labrador Happy Valley Goose Bay, NL and Labrador Bathurst, NB Fredericton, NB Saint John, NB Moncton, NB Charlottetown, PEI Summerside, PEI Halifax, NS Sydney, NS Brandon, MB Thompson, MB Regina, SK Saskatoon, SK Yorkton, SK Edmonton, AB Calgary, AB Kelowna, BC Surrey, BC Victoria, BC Yellowknife, NWT Whitehorse, YT Iqaluit, NU	

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
		<p>Newsworld delivers Canadians independently produced documentaries 7 days a week: Newsworld telecasts documentary streams each night at 10 pm Monday - Passionate Eye Tuesday - The Lens Wednesday - Wild Docs! Thursday - Newsworld Doc special Friday - The 5th Estate Saturday - Doc Zone Sunday - Passionate Eye Showcase (90 minutes duration)</p>	
<p>5. Advertising material</p>	<p>Condition of Licence: Only national paid ads; no more than 12 minutes per hour (excluding program promotion, excluding up to 30 seconds per hour of unpaid public service ads, and making allowance for long-term live programs).</p>	<p>See Annual Return</p>	<p>Met</p>

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
6. Closed captioning or signed programming	<p>Condition of Licence:</p> <p>First 2 years – minimum of 75%</p> <p>Years 3 to 7 – minimum of 90%</p>	Newsworld has closed captioned 100% of programming since November 1, 2002.	Met
7. Financial statement reporting	<p>Condition of Licence:</p> <p>Annually, unaudited financial statements for the previous fiscal year, in a form consistent with previous years (showing total incremental revenues and costs).</p>	See Annual Return	Met
8. Separate Accounting	<p>Condition of Licence:</p> <p>Separate accounts, showing gross revenue from operations, and amounts spent on or invested in Canadian programs, (showing expenditures on closed captioning and/or signing) for each fiscal year.</p>	<p>See Annual Return</p> <p>Newsworld spent \$683,000 on closed captioning in 2009 (\$711,000 in 2008)</p>	Met

Subject	Condition of Licence, Requirements or Expectations	Results	Comments
9. Simultaneous distribution of programming	<p>Condition of Licence:</p> <p>No simultaneous distribution other than from RDI, except 2 hours of <i>The Morning News</i>.</p>	See Annual Return	Met
10. Sex-Role portrayal: standards for children's advertising, and depiction of violence	<p>Condition of Licence:</p> <p>Adhere to own standards or CAB codes as applicable.</p>	See Annual Return	Met
11. Programming initiatives related to the rate increase	<p>Requirement:</p> <p>To fully implement each initiative over the full licence term.</p> <p>To increase the number of episodes of <i>Culture Shock</i>, a joint production with RDI.</p>	<p><i>Culture Shock</i> program ended in 2004/2005. Newsworld replaced <i>Culture Shock</i> with a new francophone stream called <i>Au Courant</i>, which ended in 2008.</p>	



RAPPORT ANNUEL AU CRTC

**RADIO FRANÇAISE
POUR LA PÉRIODE DE RADIODIFFUSION
2008/2009**

Le 26 mars 2010

**Rendement de la radio française au cours de la période
du 1^{er} septembre 2008 au 31 août 2009**

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>1. Contenu canadien (S'applique à la Première Chaîne et à Espace musique)</p> <p>Condition de licence :</p> <ul style="list-style-type: none"> • 50% des pièces musicales de catégorie 2 doivent être canadiennes à chaque mois • 20% des pièces musicales de catégorie 3 doivent être canadiennes à chaque mois. 	<p>Rapport annuel de conformité pour la Première Chaîne et Espace musique</p>	<p><u>Première Chaîne CBF-FM</u></p> <p>Catégorie 2 50% dépassé chaque mois Moyenne : 60% 12 mois à 55% et plus 8 mois à 60% et plus</p> <p>Catégorie 3 20% dépassé chaque mois Moyenne : 31% 11 mois à plus de 25% 7 mois à 30% et plus</p> <p><u>Espace musique CBFX-FM</u></p> <p>Catégorie 2 50% dépassé chaque mois Moyenne : 60% 11 mois à 55% et plus 8 mois à 60% et plus</p> <p>Catégorie 3 20% dépassé chaque mois Moyenne : 34% 12 mois à 30% et plus</p>	<p>Les deux chaînes ont largement dépassé les niveaux de la condition de licence. Augmentation générale du contenu canadien</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>2. Musique vocale d'expression française</p> <p>Attente du CRTC :</p> <ul style="list-style-type: none"> 85% des pièces musicales vocales de catégorie 2 doivent être en français. 	<p>Rapport annuel de conformité pour la Première Chaîne et Espace musique</p>	<p><u>Première Chaîne</u> CBF-FM</p> <p>85% francophone dépassé Moyenne annuelle 93% 4 mois à 95% et plus</p> <p><u>Espace musique</u> CBFX-FM</p> <p>85% francophone dépassé Moyenne annuelle 94% 4 mois à 95% et plus</p>	<p>La Première Chaîne et Espace musique ont largement excédé les attentes de 85% du CRTC, les moyennes mensuelles se situant entre 90% et 97%.</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>3. Extension d'Espace musique</p> <p>Attente du CRTC :</p> <ul style="list-style-type: none"> • À 50% des francophones de chaque province ; • À 75% des francophones du Nouveau-Brunswick et de l'Ontario ; • À toutes les capitales provinciales 	<p>Renseignements indiquant les émetteurs additionnels d'Espace musique mis en place au cours de l'année de radiodiffusion précédente ainsi que l'augmentation, en chiffres réels, dans la population française desservie, et en pourcentage dans chaque province.</p>	<p><u>Attente du 50% :</u></p> <p>Les seules provinces qui n'atteignent pas encore cette proportion sont la Saskatchewan avec (45,1 %) ; et Terre-Neuve avec (32,2 %)</p> <p><u>Attente du 75% :</u></p> <p>La seule province qui n'atteint pas encore cette proportion est l'Ontario avec 66%.</p> <p><u>Capitales provinciales :</u></p> <p>Nous rejoignons maintenant toutes les capitales provinciales.</p> <p>Dans tout le Canada, Espace musique atteint les francophones de langue maternelle française dans une proportion de près de 91,3%.</p>	<p><u>A venir pour l'Ontario :</u></p> <p>Un nouvel émetteur à Timmins dont la mise en oeuvre est prévue pour 2012-2013. Nous devrions alors, en ayant ajouté cet émetteur, atteindre 69,8% de la population francophone de l'Ontario.</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>4. Remplacement des stations affiliées</p> <p>Attente du CRTC</p> <p>Remplacement des stations affiliées de la Première Chaîne :</p> <ul style="list-style-type: none"> • Ville-Marie • La Tuque • Rouyn-Noranda 	<p>Rapport annuel sur les progrès réalisés.</p>	<p>Deux nouveaux émetteurs à Ville-Marie et La Tuque en ondes depuis le début de 2004.</p> <p>Rouyn-Noranda : la licence est maintenant transférée au nom de la Société.</p>	<p>Attentes satisfaites</p>
<p>5. Aucune publicité</p> <p>Condition de licence</p>	<p>N/A</p>	<p>N/A</p>	<p>Conformité</p>
<p>6. Lignes directrices relatives à la représentation des personnes des deux sexes</p> <p>Condition de licence</p>	<p>N/A</p>	<p>N/A</p>	<p>Conformité</p>



**RAPPORT ANNUEL AU CRTC
TÉLÉVISION FRANÇAISE
POUR LA PÉRIODE DE RADIODIFFUSION
2008-2009**

Le 26 mars 2010

RENDEMENT DE LA TÉLÉVISION FRANÇAISE AU COURS DE LA PÉRIODE DU 1^{ER} SEPTEMBRE 2008 AU 31 AOÛT 2009

Définition des périodes :

Journée de radiodiffusion :

6 h à 24 h

Heures de pointe :

19 h à 23 h

Ouverture-Fermeture

2 h -2h

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>1. Contenu canadien Attentes du CRTC : 75 % - journée 80 % - entre 19 h et 23 h</p>	<p>Données sur les niveaux de contenu canadien en heure de grande écoute et sur l'ensemble de la journée</p>	<p>Journée de radiodiffusion : 80 % Heures de pointe : 91 %</p>	<p>Attentes dépassées</p>
<p>2. Longs métrages canadiens Rapport d'activités</p>	<p>Nombre de longs métrages canadiens diffusés</p>	<p>Toute l'année : 77 En heure de pointe : 26 En primeur en heure de pointe : 12</p>	<p>Parmi les 12 primeurs :</p> <ul style="list-style-type: none"> ➤ <i>Bon Cop Bad Cop</i> ➤ <i>Maurice Richard</i> ➤ <i>Roméo & Juliette</i> ➤ <i>Cheech</i> ➤ <i>Congorama</i> ➤ <i>Le secret de ma mère</i> <p>Le programme de soutien au cinéma canadien a été renouvelé en 2007 pour une troisième fois depuis 1999, avec un nouvel engagement de 12M\$ en trois ans. En 2010, la Télévision française aura investi 44M\$ dans le développement, la production, la diffusion et la promotion du cinéma canadien sur 11 ans.</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>3. Longs métrages étrangers</p> <p>Condition de licence : Interdiction de diffuser aux heures de grande écoute les films étrangers les plus populaires, pendant les 10 ans suivant leur présentation dans les salles de cinéma</p>	<p>Condition de licence retirée</p> <p>Liste des films étrangers diffusés en heure de pointe toujours exigée</p>	<p>Voir <i>ListeCinemas-AnnDif08-09.xls</i> en pièce jointe, onglets « Films étrangers ».</p> <p>Note : ce document contient aussi la liste des films canadiens aux onglets « Films canadiens ».</p>	<p>Condition respectée</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>4. Arts de la scène</p> <p>Attente du CRTC :</p> <p>18 prestations canadiennes aux heures de grande écoute</p>	<p>Liste et brève description de toute télédiffusion, en partie ou en totalité, d'un spectacle offert par une troupe canadienne d'arts de la scène, 19 h à 23 h</p>	<p>10 prestations complètes entre 19 h et 23 h</p>	<p>Depuis l'intégration des Services français en 2005, Radio-Canada a concentré ses ressources dédiées à la représentation des arts de la scène dans la réalisation de projets d'envergure multiplateforme qui permettent d'attirer un vaste public. En conséquence, le nombre d'émissions présentant les arts de la scène en heure de pointe a diminué, mais pas l'investissement de Radio-Canada dans leur production.</p> <p>En 2008-2009, ces projets étaient : Bravissimo! Radio-Canada célèbre la 75^e saison de l'OSM, un grand événement musical et médiatique produit par Radio-Canada conjointement avec l'Orchestre symphonique de <i>Montréal</i>, T pour Théâtre qui célèbre et fait la promotion du théâtre d'ici avec Les Éternels pigistes; Les 400 coups de Québec qui font revivre les meilleurs coups de la belle capitale nationale avec plus de 500 artistes en collaboration avec la Société du 400^e anniversaire de Québec et Radio-Canada.</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>5. Émissions pour enfants et pour les jeunes</p> <p>Condition de licence :</p> <p>4 heures originales canadiennes par semaine pour enfants</p> <p>Attente du CRTC :</p> <p>Émissions pour enfants (2 à 11 ans) et jeunesse (12 à 17 ans) : minimum 20 heures par semaine</p>	<p>Nombre moyen d'heures consacrées chaque semaine à des émissions pour enfants (de 2 à 11 ans) canadiennes originales.</p> <p>Nombre moyen d'heures consacrées chaque semaine à des émissions destinées aux jeunes (de 12 à 17 ans).</p>	<p>Enfants (2 à 11 ans) : 22,9 heures/semaine</p> <p>Jeunesse (12-17 ans) : 0,7 heure/semaine</p> <p>Total enfants et jeunesse : 23,5 heures/semaine</p> <p>Originales canadiennes enfants : 4,1 heures/semaine</p>	<p>Attente dépassée</p> <p>En 2008-09, les primeurs étaient :</p> <ul style="list-style-type: none"> ➤ <i>Le club des droits croisés</i> ➤ <i>Toc, Toc, Toc</i> ➤ <i>Zooville</i> ➤ <i>Pseudo-Radio</i> ➤ <i>Magi-nation</i> ➤ <i>Oniva (HQ)</i> <p>Condition émissions originales respectée</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires															
<p>6. Productions indépendantes (autres que nouvelles, affaires publiques et sports)</p> <p>Engagement de la SRC : 45 % des émissions canadiennes 50 % entre 19 h et 23 h</p>	<p>Nombre d'heures consacrées à des émissions achetées à des producteurs indépendants, ayant été télédiffusées pendant des périodes de pointe de temps d'antenne et au cours de la journée, en précisant le nombre d'heures produites en région.</p>	<p>Total productions indépendantes (y compris coproductions)</p> <table border="0"> <tr> <td>Heures / année</td> <td>Journée</td> <td>Pointe</td> </tr> <tr> <td>Indépendants</td> <td>2617,0</td> <td>720,8</td> </tr> </table> <p>Autres que nouvelles, affaires publiques et sports</p> <table border="0"> <tr> <td>Heures / année</td> <td>Journée</td> <td>Pointe</td> </tr> <tr> <td></td> <td>2469,0</td> <td>655,8</td> </tr> </table> <p>Régions</p> <table border="0"> <tr> <td></td> <td>45,0</td> <td>38,0</td> </tr> </table> <p>75% des émissions canadiennes 83% des émissions canadiennes en heure de pointe</p>	Heures / année	Journée	Pointe	Indépendants	2617,0	720,8	Heures / année	Journée	Pointe		2469,0	655,8		45,0	38,0	<p>Engagement largement dépassé</p>
Heures / année	Journée	Pointe																
Indépendants	2617,0	720,8																
Heures / année	Journée	Pointe																
	2469,0	655,8																
	45,0	38,0																
<p>7. Documentaires canadiens de longue durée</p> <p>Attente du CRTC : 18 documentaires canadiens originaux de producteurs indépendants entre 19 h et 23 h</p>	<p>Nombre d'heures télédiffusées aux heures de grande écoute (19 h à 23 h).</p>	<p>31 documentaires canadiens originaux</p> <p>Total de 40,9 heures/année en heure de pointe</p>	<p>Attente largement dépassée</p>															

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>8. Nouvelles régionales les fins de semaine</p> <p>Exigence du CRTC : Service régional de nouvelles les fins de semaine dans toutes les régions d'ici le début de l'année 2001-2002</p>	<p>Pour chaque station régionale, moyenne hebdomadaire d'heures d'émissions de nouvelles régionales diffusées les samedis et les dimanches</p>	<p>Bulletin de nouvelles de fins de semaine à CBOFT-Ontario/Outaouais</p> <p>51,6 heures par année 1,0 heure par semaine</p> <p>Bulletin de nouvelles de fins de semaines en Atlantique</p> <p>52,9 heures par année 1,0 heure par semaine</p> <p>Bulletin de nouvelles de fins de semaines à Québec</p> <p>49,9 heures par année 1,0 heure par semaine</p>	<p>Depuis septembre 2008, un bulletin la fin de semaine à Québec</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>9. Émissions régionales autres que nouvelles</p> <p>Attente du CRTC :</p> <ul style="list-style-type: none"> • Minimum de 260 heures / année d'émissions pour diffusion régionale • Moyenne hebdo d'émissions régionales au réseau : 7 heures (depuis 2006) • Productions régionales au réseau 18 h et 24 h : 30 heures min. / an 	<ul style="list-style-type: none"> • Nombre d'heures annuelles de programmation régionale hors réseau (autre que les nouvelles) • Moyenne hebdomadaire annuelle de productions régionales au réseau • Nombre d'heures annuelles de productions régionales au réseau entre 18 h – 24 h 	<ul style="list-style-type: none"> • 923,6 heures • 9,2 heures / semaine en moyenne au réseau • 67,5 heures / an au réseau entre 18 h et 24 h 	<p>Engagements dépassés</p> <p>Chacune des stations de Sherbrooke, de Trois-Rivières et de Saguenay produit et diffuse en saison régulière depuis octobre 2008 les magazines hebdomadaires <i>Sortir</i> (Culture) et <i>Plan de match</i> (sport).</p> <p>La station de Trois-Rivière s'est démarquée par la production et la diffusion en direct du Téléthon du Noël des pauvres d'une durée de 7 heures le 5 décembre 2008. Soulignant le 375^e anniversaire de la fondation de Trois-Rivières elle a produit et diffusé les documentaires <i>Sur les traces de Laviolette</i> et <i>Trois-Rivières : 375 ans d'histoire</i>.</p> <p>Sherbrooke a présenté le Gala annuel du Mérite Estrien 2009, Vivre la traversée du Lac Memphrémagog , Bromont sur la route du Chocolat et le magazine <i>Sortir l'été</i> a été diffusé à l'été 2009.</p>
<p>10. Échanges entre réseaux</p> <p>Encouragement du CRTC : 40 heures /année</p>	<p>Nombre d'heures d'émissions coproduites et/ou échangées et télédiffusées pendant l'année sur les réseaux de Télévision française et anglaise.</p>	<p>127,2 heures</p>	<p>Encouragement dépassé</p>

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>11. Musique, danse et variétés</p> <p>Condition de licence : 5 heures, entre 19 h et 23 h - moyenne annuelle hebdo, d'émissions de catégorie 8 et 9</p>	<p>Moyenne hebdomadaire d'heures d'émissions canadiennes appartenant aux catégories 8 et 9, diffusées aux heures de grande écoute au cours de l'année de radiodiffusion.</p>	<p>Heures de grande écoute : 1,7 heure</p> <p>Hors pointe : 0,9 heure</p> <p>Total hebdomadaire : 2,6 heures</p>	<p>Demande soumise au CRTC pour modifier la condition de licence; le CRTC a décidé de l'examiner au prochain renouvellement des licences.</p>
<p>12. Diversité culturelle et ethnique</p> <p>Représentation des communautés culturelles et ethniques, des autochtones et des femmes</p> <p>Rapport d'activités</p> <p><i>Pour chaque année, décrire les progrès réalisés vers l'atteinte des engagements : présenter un reflet d'une société multiraciale et multiculturelle, offrir une représentation équilibrée et contrebalancer les stéréotypes négatifs.</i></p>	<p>Voir annexe ci-jointe contenant des données pour les secteurs suivants :</p> <p>TÉLÉVISION GÉNÉRALE</p> <ul style="list-style-type: none"> - culture, variétés et société - dramatiques et longs métrages - jeunesse et famille - sports - acquisitions <p>ET TÉLÉVISION RÉGIONALE</p>		

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>13. Service français hors Québec</p> <p>Rapport d'activités</p> <p><i>Décrire les ajustements apportés pour répondre aux besoins des Canadiens d'expression française vivant hors Québec.</i></p>	<p><u>Services aux communautés francophones hors Québec</u></p> <p>Confrontée à la situation économique difficile, CBC/Radio-Canada a resserré ses dépenses au cours de l'année financière 2008-2009 se terminant le 31 mars 2009 et a préparé un plan de redressement financier pour l'année 2009-2010 qui a été annoncée le 25 mars 2009.</p> <p>Aux services régionaux de Radio-Canada, deux critères ont guidé le plan de redressement financier pour l'année financière 2009-2010 :</p> <ul style="list-style-type: none"> ▪ Maintenir le plus possible de production régionale dans toutes les capitales provinciales du pays ▪ Tenir compte de la répartition démographique des francophones <p>Cinq points ont guidé la réflexion pour préserver l'ancrage régional et une présence aux antennes réseau :</p> <ul style="list-style-type: none"> ▪ Maintenir nos émissions aux heures de pointe à la radio et à la télévision ▪ Maintenir nos partenariats avec le milieu ▪ Maintenir notre capacité de cueillette de l'information ▪ Maintenir notre capacité de refléter la région à elle-même ▪ Maintenir notre capacité de refléter la région au pays <p>C'est ainsi qu'en télévision :</p> <ul style="list-style-type: none"> ▪ Les Téléjournaux régionaux du midi qui étaient offerts à Moncton, Ottawa, Québec et Sherbrooke ont dû être sacrifiés à compter de l'été 2009 avec la ferme intention d'améliorer l'information locale sur les sites Internet régionaux. ▪ Les Téléjournaux régionaux d'une heure à travers le pays ont été allégés d'une demi-heure pendant la saison estivale 2009, laissant place à des programmations autres que nouvelles provenant en bonne partie des producteurs indépendants régionaux ou lors d'événements spéciaux des communautés comme le congrès mondial acadien. <p>Paradoxalement, Radio-Canada saluait l'annonce par le CRTC de la création du Fonds pour l'amélioration de la programmation locale (FAPL), qui lui permettra dès septembre 2009 de poursuivre sa stratégie régionale basée prioritairement sur l'amélioration de l'information locale 7 jours sur 7.</p>		

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>Service français hors Québec</p> <p>Rapport d'activités (suite)</p>	<p>Au cours de l'année 2008-2009, nous avons enrichi de plus de 50% le volume d'heure de programmation locale (autre que les nouvelles) sur l'ensemble de nos stations régionales au pays par rapport à l'année 2007-2008. Voici les faits marquants de cette programmation à l'extérieur du Québec :</p> <p>Atlantique</p> <p>L'Atlantique s'est particulièrement démarqué à l'occasion du congrès mondial acadien qui s'est tenu dans toute la péninsule acadienne du 7 au 23 août 2009. La région Acadie a mobilisé des équipes sur le terrain et maintenu en semaine une programmation spéciale à 18 h 30. Douze (12) éditions de <i>Tous les chemins mènent au CMA</i> ont ainsi été produites et diffusées en Acadie par la station de Moncton. Signalons également la diffusion du 40e du Gala de Caraquet, une 2^e saison du talk-show <i>Luc & Luc</i> ponctuée d'édicions spéciales et de sorties hors Moncton, Les Jeux de l'Acadie 2009 et la soirée des élections 2009 en Nouvelle-Écosse le 9 juin.</p> <p>Ontario</p> <p>En mars 2009 la station d'Ottawa a produit Le Gala Trille d'or 2009 en partenariat avec l'APCM (Association des professionnels de la chanson et de la musique). Ce gala qui souligne l'excellence artistique des artistes franco-ontariens et de l'Ouest et fait la promotion du développement de l'industrie musicale francophone a été présenté en Ontario et dans l'Ouest. De plus, la spéciale d'une heure <i>Kilimandjaro 2009 : Au sommet pour Montfort</i> a été présentée à Ottawa et dans tout l'Ontario.</p> <p>Ouest</p> <p>Les stations de l'Ouest ont présenté <i>40 ans : On se raconte</i> à l'occasion du 40^e du Festival du voyageur, plusieurs émissions issues du Chant'ouest 2008, la série jeunesse <i>Oniva</i> et le magazine socio-culturel <i>Zeste</i>. Le 12 mai 2009, la station de Vancouver a produit et diffusé <i>La soirée des élections : Colombie-Britannique 2009</i>.</p> <p>Le volume d'heures d'émissions régionales en HGE au réseau a augmenté de plus de 75% pour l'année 2008-2009 avec la diffusion notamment des Galas du Festival des Grands Rires de Québec, <i>Belle-Baie II</i> (coproduction Phare-Est à Moncton) et <i>Pour un soir seulement</i> (Productions Rivard à Winnipeg dans le cadre du festival du Voyageur).</p>		

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>Service français hors Québec</p> <p>Rapport d'activités (suite)</p>	<p>Production indépendante</p> <p>Par différents mécanismes tels la réunion annuelle du Groupe de travail interministériel sur les arts médiatiques organisée par Patrimoine canadien, Radio-Canada maintient des liens réguliers avec l'APFC (Association des producteurs francophones du Canada) et tout au long de l'année elle entretient des liens d'affaires avec de nombreux producteurs régionaux à l'extérieur du Québec. En 2008-2009, Radio-Canada s'est associée comme diffuseur à des projets structurants qui contribuent au reflet et à l'épanouissement des communautés hors Québec et à l'essor d'une industrie télévisuelle francophone. En voici quelques exemples :</p> <p>Dramatiques : Après le succès de la première année, la première série dramatique acadienne jamais produite <i>Belle-Baie</i> de l'auteure acadienne Renée Blanchar coproduite par les Productions Phare-Est (Moncton) et Cirrus productions (Montréal) a été reconduite au réseau pour une 2^e saison au printemps 2009. Une troisième saison est en production pour une diffusion prévue au printemps 2010. Le tournage s'est fait dans plusieurs villes du Nouveau-Brunswick : Bouctouche, Caraquet, Cocagne, Shédiac, Moncton et Cap-Pelé.</p> <p>Culture et variétés : les séries <i>Pour l'amour du country</i> (Atlantique) et <i>Pour un soir seulement</i> (Ouest), plusieurs documentaires uniques de l'Atlantique <i>40^e du Gala de la chanson de Caraquet</i>, <i>Bobby d'Atholville</i>, <i>Suzie LeBlanc: une quête musicale ...</i></p> <p>Séries documentaires : <i>La croisée des chemins</i> (Ottawa/Ontario), <i>Croquer la Gaspésie</i> (Ottawa/Ontario), <i>Les trésors vivants</i> (Atlantique), <i>Un monde de passion</i> (Ouest) ...</p>		

Objet	Exigences en matière de rapport	Résultats	Commentaires
<p>14. Sous-titrage codé</p> <p>Condition de licence : Sous-titrer les nouvelles régionales, y compris les insertions en direct</p> <p>Exigence du CRTC : Sous-titrer les émissions de nouvelles et d'affaires publiques en direct et enregistrées</p> <p>Attente du CRTC : Sous-titrer 90 % des émissions d'ici la fin de la licence</p>	<p>Pourcentage des émissions de nouvelles et des autres émissions.</p>	<p>Stations régionales : 100 % des émissions de nouvelles</p> <p>Au réseau : 100 % des émissions de nouvelles</p> <p>94 % de la grille – ouverture/fermeture</p> <p>99,2 % de la grille en heure de pointe</p>	<p>Les conditions de licence, exigence et attente ont été atteintes et dépassées</p>
<p>15. Service vidéo descriptif :</p> <p>Rapport d'activités</p>	<p>Une liste des émissions diffusées et ayant été « décrites » au profit des malvoyants</p>	<p>Aucune émission</p>	



RAPPORT ANNUEL AU CRTC

**LE RÉSEAU DE L'INFORMATION
POUR LA PÉRIODE DE RADIODIFFUSION
2008/2009**

Le 26 mars 2010

**Rendement du Réseau de l'information au cours de la période
du 1^{er} septembre 2008 au 31 août 2009**

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
1. Diversité dans la programmation	<p>Condition : Exclusivement les catégories 1,2,3,4, 5b et 6 (aucune émission de sport en direct)</p>	Exclusivement de catégories 1,2,3,4,5b et 6.	Respectée
2. Contenu canadien	<p>Condition : Au cours de l'année, plus de 90% pendant la journée et la soirée.</p>	Plus de 90 % de contenu canadien	Respectée
3. Reflet des régions	<p>Condition : La programmation du RDI doit traduire les préoccupations de chacune des principales régions francophones, en s'assurant que plus du tiers des émissions originales, chaque année, soient des productions régionales.</p>	<p>En septembre 2006, RDI a modifié sa stratégie de programmation. La nouvelle grille repose sur le principe de l'information continue. De 9 heures à 17 heures, RDI diffuse un seul titre, « RDI en direct » entrecoupé par des bulletins de nouvelles. Les interventions régionales sont dorénavant insérées tout au long de la journée, au moment le plus opportun. Un système de compilation systématique de la présence des reportages régionaux à l'antenne nous permet de confirmer qu'un tiers des émissions originales et des reportages diffusés proviennent des régions.</p>	Respectée par d'autres moyens

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
4. Augmentation des taux	<p>Condition :</p> <p>Marchés francophones et service de base : maximum de 1 \$ par mois; marchés non francophones : 0,10 \$.</p>	1 \$ / mois dans les marchés francophones - 0,10 \$ dans les marchés non francophones	Respectée
5. Matériel publicitaire	<p>Condition :</p> <p>Seuls les messages publicitaires nationaux payés sont permis, pas plus de 12 minutes par heure.</p>		Respectée
6. Sous-titrage et interprétation gestuelle	<p>Condition :</p> <p>Du 1^{er} septembre 2008 au 31 août 2009 :</p> <ul style="list-style-type: none"> • plus de 56 % • dépenses : au moins 424 000 \$ 	<p>Pourcentage d'heures sous-titrées pour malentendants : 81 %</p> <p>Sommes investies entre septembre 2008 et août 2009 : 971 000 \$</p>	Respectée

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
7. Rapports sur les états financiers	<p>Condition :</p> <p>Pour chaque année, soumettre les états financiers non vérifiés de l'exercice précédent, dans un format semblable à ceux des années antérieures (en précisant les revenus et les coûts différentiels totaux).</p>	Le rapport des vérificateurs internes est déposé chaque année.	Respectée
8. Comptes distincts	<p>Condition :</p> <p>Comptes distincts indiquant : le revenu brut des opérations et les montants dépensés ou investis pour des émissions canadiennes (précisant les dépenses relatives au sous-titrage et à l'interprétation gestuelle) pour chaque exercice.</p>	<p>Revenu brut :</p> <p>49 378 000 \$</p> <p>Émissions canadiennes :</p> <p>36 334 000 \$</p> <p>Excluant :</p> <p>STCME 971 000 \$</p> <p>Détails dans le rapport annuel complet préparé pour le CRTC.</p>	Respectée
9. Diffusion simultanée d'émissions	<p>Condition :</p> <p>Aucune diffusion simultanée provenant d'une autre source que Newsworld.</p> <p>Exceptions :</p> <ul style="list-style-type: none"> • 2 heures de 7h00 à 9h00 du lundi au vendredi, et 30 minutes de midi à 	<p>De septembre 2008 à août 2009, diffusion simultanée de 30 minutes les samedis et dimanches (Le Midi)</p> <p>Diffusion de quelques émissions spéciales en simultanée avec la Chaîne principale.</p>	Respectée

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
	<p>12h30 les week-ends</p> <ul style="list-style-type: none"> • émissions spéciales de la Chaîne principale 		
<p>10. Stéréotypes sexuels; normes relatives à la publicité aux enfants; représentation de violence</p>	<p>Condition : Respecter les normes de Radio-Canada ou celles du code de l'ACR.</p>		<p>Respectée</p>
<p>11. Couverture journalistique</p>	<p>Attentes : Étendre la couverture journalistique à chaque région du Canada et aussi loin que possible sur le plan international.</p>	<p>Réalisé par RDI tant au Canada qu'à l'étranger</p>	<p>Respectée</p>
<p>12. Projets de programmation liés à l'augmentation des tarifs</p>	<p>Engagements de Radio-Canada :</p> <p>A) Augmenter la couverture en direct d'événements dans le Nord-Est du Québec, le sud de l'Ontario et l'Ouest du Canada.</p>	<p>A : Réalisé par RDI</p> <p>RDI possède trois cars de reportage (satellite) à Saguenay, Toronto et Winnipeg.</p> <p>RDI également, a acquis les équipements nécessaires à l'amélioration de la couverture hertzienne en Estrie et en Mauricie</p>	<p>Respectée</p>

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
	<p>B) Tourner l'émission <i>En Direct</i> à l'extérieur des studios au moins une fois par semaine</p> <p>C) Produire chaque mois dans les régions une émission présentant un débat.</p> <p>D) Produire des émissions en direct à l'extérieur du Canada.</p> <p>E) Augmenter le nombre d'épisodes de <i>Culture Choc</i>, une co-production avec CBC Newsworld.</p> <p>F) Télédiffuser six documentaires canadiens par année</p> <p>G) Acquérir les droits de six documentaires produits en anglais au</p>	<p>B : Réalisé au-delà des attentes. Les productions des stations régionales sont entièrement diffusées en dehors des studios</p> <p>C : Engagement respecté. RDI a diffusé des débats en région sur des sujets d'importance nationale comme les élections provinciales, les budgets des provinces et les grands enjeux de société en région.</p> <p>D : Engagement respecté. Diffusion en direct de l'étranger de plusieurs émissions spéciales entre septembre 2008 et août 2009</p> <p>E : Engagement respecté par RDI. Culture Choc a changé de titre. Le nouveau titre est « 109 » (sang neuf). Le mandat de 109 est le même que celui de Culture Choc pour les jeunes.</p> <p>F : Engagement respecté. RDI a acquis et diffusé plus de six documentaires canadiens</p> <p>G : Engagement respecté. RDI a acquis les droits de diffusion, traduit</p>	

Objet	Conditions de licence, exigences ou attentes	Résultats	Commentaires
	<p>départ, et les adapter.</p> <p>H) Produire un magazine quotidien à l'intention des 9 à 12 ans</p>	<p>et diffusé 6 documentaires de CBC Newsworld.</p> <p>H : Engagement respecté. De septembre 2008 à juin 2009, RDI a diffusé du lundi au vendredi l'émission <i>RDI Junior</i>, un bulletin de nouvelles destiné aux enfants de 9 à 12 ans.</p>	