

November 20, 2008

Submitted in electronic format

Robert A. Morin
Secretary General
Canadian Radio-television and Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Morin:

Re: **Review of English- and French-language Broadcasting Services in English and French Linguistic Minority Communities in Canada – Broadcasting Notice of Public Hearing CRTC 2008-12**

CBC/Radio-Canada, Canada's national broadcaster, is pleased to submit the following comments in connection with Broadcasting Notice of Public Hearing CRTC 2008-12.

The Corporation requests to appear at the public hearings to be held on January 13, 2009.

Attached please find a copy of the comments by CBC/Radio-Canada.

Sincerely yours,



Bev Kirshenblatt
Senior Director, Regulatory Affairs
CBC/Radio-Canada
P.O.Box 3220, Station C
Ottawa, Ontario
K1Y 1E4



Review of English- and French-language
Broadcasting Services in English and French
Linguistic Minority Communities in Canada

Broadcasting Notice of Public Hearing
CRTC 2008-12

Comments of CBC/Radio-Canada
November 20, 2008

Table of Contents

I. SUMMARY AND RECOMMENDATIONS	1
II. RADIO-CANADA IN FRENCH MINORITY COMMUNITIES.....	4
<i>(i) News.....</i>	<i>6</i>
<i>(ii) General programming</i>	<i>11</i>
<i>(iii) Understanding regional partners' needs and expectations</i>	<i>19</i>
III. CBC IN ENGLISH MINORITY COMMUNITIES	21
<i>(i) Mission.....</i>	<i>21</i>
<i>(ii) Programming.....</i>	<i>22</i>
IV. ANSWERS TO QUESTIONS RAISED BY THE COMMISSION	27
<i>(i) Television services and their distribution</i>	<i>27</i>
<i>(ii) Radio services</i>	<i>37</i>
<i>(iii) Coverage of national and international events.....</i>	<i>40</i>
<i>(iv) New technologies.....</i>	<i>41</i>
V. CONCLUSION.....	43

APPENDIX A: UPDATE OF DATA IN PUBLIC NOTICE CRTC 2001-25

I. SUMMARY AND RECOMMENDATIONS

1 CBC/Radio-Canada (“the Corporation”) is pleased to respond to the CRTC’s call for comments on Broadcasting Notice of Public Hearing CRTC 2008-12, in connection with the availability and quality of English- and French-language broadcasting services in English and French linguistic minority communities in Canada, on the deficiencies and challenges related to the provision of those services, and on the measures that should be taken to encourage and facilitate the delivery and access to the widest possible range of such services.

2 Access to broadcasting services of satisfactory quantity and quality in linguistic minority communities is an important component of the Canadian broadcasting system, and an objective set out in a number of *Broadcasting Act* provisions.

3 In the past, the CRTC has made special efforts to ensure compliance with those *Broadcasting Act* objectives through a number of regulatory initiatives. For instance, the CRTC has imposed a number of licensing conditions and regional content expectations on a variety of broadcasters, ordered mandatory digital specialty channel distribution in linguistic minority communities, granted French community radio licences in linguistic minority communities, and asked Radio-Canada to increase the coverage of Espace musique so that it reaches more French speakers in linguistic minority communities. Moreover, as part of its new regulatory policy published on October 30, 2008 (CRTC 2008-100), the CRTC announced a new Local Programming Improvement Fund (LPIF) also designed to support local content production for linguistic minority communities.

4 Market forces alone are not sufficient to ensure the delivery of broadcasting services of satisfactory quantity and quality to minority communities, in accordance with *Broadcasting Act* objectives.

5 Thus, particularly in French minority communities, regulatory measures by the CRTC and government financial support are essential in ensuring the delivery of quality regional services. The absence of privately owned French-language regional television stations and the dearth of privately owned French-language regional radio stations in minority communities come as no surprise, because they could not be sustained in such small markets. Regulatory measures are also essential in ensuring access to existing services for linguistic minorities, particularly the French minority communities scattered across Canada.

6 In Part II of these comments, we describe the exceptional contribution Radio-Canada has made to providing services to French minority communities across Canada. Part III sets out the exceptional contribution of CBC to providing services to English minority communities.

7 In Part IV of these comments, the Corporation responds to the CRTC's questions and formulates recommendations on the regulatory initiatives required to ensure that linguistic minority communities have access to high-quality television and radio service in their language, taking into account the amendments to the *Broadcasting Distribution Regulations* the CRTC will put forward following its Broadcasting Public Notice CRTC 2008-100, published on October 30, 2008. Below is a summary of the Corporation's recommendations:

RECOMMENDATION 1: To ensure French-speaking viewers in the Toronto and Ottawa areas have access to the unique and essential services provided by Télévision de Radio-Canada stations in their regions, the Corporation recommends that the Commission require satellite DTH BDUs to distribute two of the Corporation's French-language regional stations – those in Toronto and Ottawa – in Ontario.

RECOMMENDATION 2: To ensure that linguistic minority communities have some access to Corporation services and establish a degree of symmetry between the obligations of terrestrial and DTH BDUs, the Corporation recommends that the Commission explicitly stipulate in the amendments to the *Broadcasting Distribution Regulations* announced in Public Notice CRTC 2008-100 and which will take effect on August 31, 2011, that DTH BDUs will be required to distribute at least one Corporation French-language digital television station and one Corporation English-language digital television station as part of the basic service offered in every province if there is no digital transmitter for the regional station in that province.

RECOMMENDATION 3: To ensure that subscribers in francophone minority regions have access as of August 31, 2011, to the Télévision de Radio-Canada regional station in their province in the event that the station's digital transmitter has not yet been installed by that date, the Corporation recommends that the Commission consider requiring BDUs (both terrestrial and DTH) to carry the regional station signal provided by Radio-Canada in francophone minority regions, where the regional station digital transmitter has not yet been installed. The signal must be distributed in high definition if it is so provided by the Corporation.

RECOMMENDATION 4: To ensure that linguistic minority communities have access to the same quality of service as French speakers in majority-language communities, the Corporation recommends that the Commission clarify that the section 9(1)h) distribution order regarding RDI and CBC Newsworld in linguistic minority markets (Broadcasting Decision CRTC 2007-246) includes the HD version of such services.

RECOMMENDATION 5: In light of the exceptional cultural nature of ARTV and to ensure that francophone minorities have access to the same quality of service as French speakers in majority-language communities, the Commission could require BDUs to distribute the HD version of ARTV in francophone minority communities.

RECOMMENDATION 6: To ensure that all linguistic minority communities have access to the Corporation's regional radio services, which supply a considerable amount of high-quality regional news and other programming, the Corporation recommends that the Commission require all terrestrial BDUs, including those with fewer than 20,000 subscribers and which will be exempted in accordance with the policy announced in Broadcasting Public Notice CRTC 2008-100, to distribute:

- Radio-Canada's Première Chaîne regional radio service, where the BDU serves a francophone minority market that is not wholly served by Première Chaîne transmitters;
- CBC Radio One's regional radio service, where the BDU serves an anglophone minority market that is not wholly served by CBC Radio One transmitters.

RECOMMENDATION 7: The Corporation recommends that the Commission require DTH BDUs to distribute at least one Radio-Canada Première Chaîne regional radio station per province outside of Quebec, and one CBC Radio One regional radio station within Quebec.

RECOMMENDATION 8: Since the broadcasting system is evolving more and more rapidly and market forces cannot ensure the accessibility and production of sufficient broadcasting services for linguistic minority communities, the Corporation recommends that the Commission put a process in place to review the accessibility, volume and quality of broadcasting services in these markets every five years.

8 The Corporation requests the opportunity to attend the public hearing on January 13, 2009, to explore these matters further with Commission members.

II. RADIO-CANADA IN FRENCH MINORITY COMMUNITIES

9 In February 1954, Radio-Canada opened its first radio station outside Quebec: CBAF-Moncton, in New Brunswick. By December 1967, its radio network had reached Vancouver with the station CBUF.

10 For over 50 years, Radio-Canada has been listening to Canada's French minority communities and contributing to their development and survival. Drawing on its excellent experience and record of success, the multimedia group that became Radio-Canada is better placed than ever to meet those communities' needs and understand their expectations.

11 Radio-Canada cannot be a genuinely national organization unless it is strongly rooted in the regions. Radio listeners and television viewers must feel that the medium addressing them is part of their community. This is part of the Corporation's mandate, as defined in section 3(1)(m)(ii) of the *Broadcasting Act*. "the programming provided by the Corporation should (. . .) reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions."

12 To fulfil that mandate, the Corporation has been invested with a unique characteristic: it is the only media organization to cover and serve all the regions of Canada, while Radio-Canada is the only French-language media organization to provide linguistic minority audiences with a wide range of diverse content designed especially for them, and produced either by regional Radio-Canada teams or by independent producers operating in their regions. Content includes youth programs, cultural programs, variety shows, documentaries, and much more.

13 To fulfil its mission of covering all of Canada and broadcasting regional and national events of every kind – including political, economic, environmental, sports, cultural, meteorological, and other events – from all parts of the country, Radio-Canada operates through a wide range of networks: Réseau de l'information de Radio-Canada (RDI), Télévision de Radio-Canada, Espace musique, Première Chaîne, its *Radio-Canada.ca* website, radio stations on the Web – RCI viva, Espace classique, and *Bandeapart.fm* – and four satellite radio stations on Sirius.

14 To fulfil all dimensions of its regional mission, including regional radio, television and Web programming, partnerships within communities and with independent producers, and

regional coverage on network stations, in 30 primarily English-speaking cities, Radio-Canada operates through some 750 artisans in 13 stations and production centres, and 17 news bureaux.

15 In its comments to the CRTC dated August 2000, submitted during the hearings on French-language broadcasting services in minority communities,¹ Radio-Canada described its role as follows:

In North America, Radio-Canada's French radio and television services have a unique place and play an indispensable role. Radio-Canada is a significant agent in promoting French-Canadian identity and development, and the French-Canadian cultural legacy with which they are entwined. Radio-Canada also acts as a catalyst for talent and potential, as well as being an instrument in the French-Canadian community's development within a greater French-speaking world.

Radio-Canada is strongly rooted in all regions of Canada. The role of its regional French radio and television stations is twofold:

- to reflect the communities' immediate environment and the sub regions served by Corporation networks; and,
- to participate in national radio and television's overarching mission of tying the country together by fostering dialogue, informing and entertaining Canadians and playing an active role in cultural development.

16 Eight years later, those comments still apply. However, technological progress and new media consumption modes have transformed the Canadian audiovisual landscape, prompting Radio-Canada to undergo its own transformation in order to fulfil its mission.

Radio-Canada in 2008: an integrated multimedia group

New organizational structure

17 In order to accomplish its mission more effectively in the New Media landscape, Radio-Canada has been transformed and reorganized into a structure more conducive to achieving the Corporation's goals.

18 In the fall of 2005, Radio-Canada brought all of its French radio, television and Web services together under a single Vice-President. In 2006, as part of the integration process, a

¹ See Public Notice CRTC 2001-25, *Achieving a better balance: Report on French-language broadcasting services in a minority environment*.

News department was established, bringing radio, television and Web services under a single editorial authority.

19 In the regions, and particularly in minority communities, our challenges and priorities are to:

- Continue providing French-language radio and television news and programming well-rooted in Canada's regional realities, improve and strengthen the Corporation's presence on the Web, and move towards a daily news service that airs seven days a week.
- By integrating the Corporation's radio, television and Web services and taking a more consistent approach in our activities, maximize the contribution of Radio-Canada resources to French-speaking communities and strengthen the Corporation's presence as a public broadcaster in the regions.
- Capitalize on strong regional roots to improve regional presence and the reflection of regional diversity on network channels.
- Improve the distribution of regional signals.

20 The regional roots strategy is based on strengthening all information services (including news and current affairs), youth programming and talent development, as well as strengthening the contribution of independent producers and regional partners. When regional roots are strengthened, regional expertise and realities can be developed and highlighted within the Corporation's national programming.

21 Below are tangible examples of Radio-Canada's regional strategy as applied in minority communities.

(i) News

(a) Radio

22 Radio-Canada broadcasts a morning show in 11 regional markets outside of Quebec, and a late afternoon show in nine markets. In all its forms, the shows' news dimension has been strengthened over the past two years. Moreover, all radio stations in linguistic minority

communities – except those in British Columbia – have a noon show covering provincial and regional news.

23 With its strong regional roots and cohesive news structure, Première Chaîne's priority is to track local and regional issues and concerns daily through regional newscasts. For written news, regional teams provide content on regional issues for *Radiojournal*. Updates for the 8:00 a.m. and 6:00 p.m. editions of *Radiojournal* are specifically geared to regional audiences, and structured to take greater and more accurate account of news in French minority communities.

24 For each topic addressed by national news programs, the organization is careful to introduce concerns and issues relevant and of interest to French minority communities. For instance, the daily cultural news program, *Info culture*, is comprised of segments from all of the regions. *L'heure des comptes* is a daily economics show on which regional journalists appear regularly. *La semaine verte* has shown features on the revitalization of the fishery at Isle Madame in Nova Scotia, and on the Albertan film *Radiant City*, a critical documentary about urban sprawl. *Ouvert le samedi*, a regular feature by Acadian sociologist Joseph-Yvon Thériault, includes interviews on the upcoming methane terminal in Saint John, New Brunswick, and the shutdown of GM's plant in Oshawa. During the last elections in Alberta, *Dimanche magazine* aired Rosalie Gosselin-Couture's feature, *What Does Alberta Want?* The list goes on.

(b) Television

25 In its regional editions of the 6:00 p.m. *Téléjournal*, Télévision de Radio-Canada provides daily coverage of French minority communities' issues and concerns.

- In September 2007, the Ontario *Téléjournal* moved closer to both its audience and territory by transferring production from Ottawa to Toronto.
- Like other editions of the 6:00 p.m. *Téléjournal* produced outside of Quebec, those from the four Western stations were extended from 30 to 60 minutes in January 2008. This adds some 400 hours of news programming produced outside of Quebec to the schedule each year.
- After Ottawa-Gatineau, the addition of televised regional weekend newscasts in Acadia in September 2007 and Quebec City in September 2008 provides seven-day-

a-week coverage in the larger cities, an additional 50 hours of news programming produced outside of Quebec each year.

26 A number of regional stations (particularly Ottawa, Moncton, Quebec City, and Sherbrooke) broadcast a regional *Téléjournal* for their audiences at noon.

27 The national network, which airs the noon and 10:00 p.m. editions of *Téléjournal*, covers national and international issues and reflects regional issues and concerns through a number of features from the regions. Since September 2007, French minority communities have had a higher profile on the 10:00 p.m. *Téléjournal*, with more productions by regional teams.

28 All regional and national *Téléjournal* editions are available to all regional newsrooms through the Centre de transmission des reportages (CTR), which is accessible throughout the network. Each region can thus access all regional and national news items produced anywhere in Canada, and even abroad.

29 Network and regional newsrooms remain in touch continuously to ensure that they cover all major issues. Regional, national and international news teams work under the same management and editorial policy.

30 Regional newsrooms were also put to work during the recent federal election to provide listeners, viewers and the Web audience with a better overview of issues affecting French minority communities and contribute to the national news. The recent federal election campaign also provided a fresh opportunity to demonstrate *Radio-Canada.ca*'s exceptional power and coverage. In addition to the national campaign coverage available, *Radio-Canada.ca* regional teams made every effort to have the website reflect more regional aspects. The election site (*Radio-Canada.ca/elections*) also provided a remarkable amount of information on the candidates, battles and issues of the day, regardless of their location. Lastly, on the evening of October 14 – election night itself – teams across Canada covered the count and reported on regional as well as national results.

31 The national edition of *Téléjournal* also covered all the recent provincial elections: in the past 18 months there have been six, all in primarily English-speaking provinces. Radio-Canada provided full coverage of all of those elections for provincial and national audiences. And on each of those provincial election nights, *RDI* aired a special broadcast from the region involved.

32 The Corporation's regional services also monitor municipal elections closely. The municipal elections held on May 12, 2008, throughout New Brunswick were an excellent opportunity to provide innovative election-night coverage on the Web, radio and television.

(c) Web

33 *Radio-Canada.ca* gives the regions a great deal of prominence through its recently revamped home page (<http://www.Radio-Canada.ca/regions>), which contains links to 15 regional sites – seven of them outside of Quebec – receiving over 200,000 visitors each month. The home page, featuring attractive and dynamic graphics, is updated daily by a Web content manager who puts every effort into making it a true cross-section of Canada. An in-depth overhaul of all regional sites is currently under way, slated for completion during the winter of 2009. The overhaul will energize regional sites, helping them reflect local radio and television programming more effectively and facilitating access to information and content provided by *Radio-Canada.ca* here and elsewhere. The *Radio-Canada.ca* home page (<http://www.Radio-Canada.ca>) will also be overhauled soon, with the new version including a personalization function. Visitors to the site from anywhere in Canada will be able to customize their home pages according to regional preference.

34 On *Radio-Canada.ca* regional sites, visitors can listen to radio live, and gain access to taped audio and video. Regardless of which part of Canada they are in, they can stream all editions of regional *Téléjournal* programs at their convenience; each edition remains online for one week after it airs.

35 To observe specific regional content in each of the seven 6:00 p.m. *Téléjournal* editions produced in minority communities, each regional edition produced on a given day can be viewed at the URLs below:

www.Radio-Canada.ca/TJOntario
www.Radio-Canada.ca/TJOttawa-Gatineau
www.Radio-Canada.ca/TJAcadie
www.Radio-Canada.ca/TJManitoba
www.Radio-Canada.ca/TJSaskatchewan
www.Radio-Canada.ca/TJAlberta
www.Radio-Canada.ca/TJColombie-Britannique

(d) Réseau de l'information de Radio-Canada (RDI)

36 RDI is the only Canadian French news network fielding journalists across Canada. It gathers information from its team located in all of Canada's regions. In fact, RDI has increased its strength by adding journalists in Halifax, Calgary, Toronto, and Regina to existing teams in Moncton, Ottawa, Winnipeg, and Vancouver. Each day, RDI covers regional issues affecting French minority communities outside of Quebec.

37 RDI moves its regional teams on the ground as the news evolves. Each team is charged with reporting news, issues and concerns from its part of the country, as well as providing a regional perspective for national and international news. For instance, throughout the extensive financial crisis disrupting the markets, RDI has reported on the latest developments and provided an ongoing analysis of those developments' repercussions on taxpayers in each of Canada's regions. During the listeriosis outbreak, where food products in Ontario and other parts of Canada were contaminated with *Listeria* bacterium, Canadians could rely on RDI to monitor and report on all press conferences and public health notices, so that they could take measures to reduce their risk.

38 Coverage of the Francophone Summit, the Sommet des communautés francophones et acadiennes, the Canadian mission in Afghanistan, GM's announcement that it would shut down its Oshawa plant, the propane depot explosion in Toronto, the road tragedy that killed seven high-schoolers in New Brunswick, serious flooding in Saint John and Fredericton, the sinking of the *Acadien II* off the Magdalen Islands, the Pickton trial in British Columbia, and the announcement that the Canadian Museum for Human Rights would be established in Winnipeg, all illustrate the wide range of events covered as part of RDI's regular programming.

39 At 10:30 p.m., a prime-time slot, the news program, *Le national*, provides an overview of Canadian news from regional stations.

40 To increase the diversity of viewpoints and the presence of its regions on air, RDI enters into co-production agreements with independent producers across Canada and broadcasts their documentaries on *Grands reportages* and other programs. Among over a dozen productions made annually, in 2006, RDI aired *L'ivresse des sommets* (Productions Rivard, Winnipeg), a documentary marking the story and 100th anniversary of mountain climbing in Canada; and in 2007, it aired *Le marché du sexe à Vancouver / The Safer Sex Trade* (Red Letter Productions, Sylvie Pelletier, Vancouver), a documentary on the Pickton trial and prostitution in Vancouver.

In 2007, RDI also aired *Héritage noir* (Cojak Productions, Moncton), a film on the history of slavery in Canada. After those co-productions, in 2006, 2007 and 2008, RDI aired *109* (Crackerjack Productions, Toronto), a series on new trends in Canadian society that replaced *Culture-choc* and *Terres arctiques* (2007, Les Productions Vic Pelletier, Matane, and TFO, Ontario), a series on human, economic, environmental, and political issues relating to Canada's Far North.

(ii) General programming

(a) Youth programming and action: an essential role in the construction, survival and development of identity

41 Radio-Canada's youth programming strategy is driven by the importance of its role in the lives of children from a very young age. As a public broadcaster committed to providing French youth programming outside of Quebec, Radio-Canada sets aside the early hours of morning television, 6:00 to 9:00 a.m., for very young children and their parents. On Saturdays, that slot extends to 11:00 a.m., and on Sundays, to 10:00 a.m.

42 In Western Canada, the Corporation provides young people with French programming designed especially for them. A producer assigned exclusively to youth programming oversees production of the television program, *Oniva*, and the radio program, *Ceci est un test*, each of which is supported by a website.

- *Oniva* is a weekly program that tours schools in the West. This year, its coverage was extended to schools in Northern Ontario and the Yukon. Whether the subject is technology, sports or jobs, *Oniva* gives young people a voice to express their views on issues important in their daily lives.
- *Ceci est un test* is an alternative music program and platform for young musicians from the West and other parts of Canada. The one-hour program airs Monday to Friday, and is broadcast by all Western provinces and the Yukon, as well as by community radio in Iqaluit, Nunavut.

43 A tradition that dates back over some 30 years, Radio-Canada Acadie has been a major partner in the Acadian Games since they started up in 1979, helping to propagate the energy of young French-speaking and other Acadians, in Acadia itself and in all of Canada's French communities. During the 29th Acadian Games, held in Halifax between June 27 and July 1,

2008, all Radio-Canada platforms broadcast special programs for Acadian and network audiences. On the *Radio-Canada.ca/Atlantique* website, visitors from all parts of Canada and elsewhere were able to keep up with the latest news on athletes, and see coverage of the entire Games finale.

44 Radio-Canada was once again pleased to partner with and promote the Jeux de la francophonie canadienne, held in Edmonton from August 14 to 17, 2008. The event, organized by the Fédération de la jeunesse canadienne-française, drew over 1,000 athletes aged 13 to 18 for friendly competition in sports, the arts and leadership development.

45 The national Première Chaîne radio network puts issues relating to children and youth in French-speaking communities front and centre. *275-allô/Ados-radio* is a two-part phone-in show, the first part aimed at younger listeners and the second part at teenagers. Callers give their views on a variety of subjects that interest and concern them. The show moves from region to region, and every evening listeners can hear young people from every part of Canada. Last season, the *275-allô/Ados-radio* team produced shows, forums and features in Caraquet, Winnipeg and Calgary.

46 The specialty RDI channel, *RDI junior*, produces a newscast for youth, which airs on RDI at 5:45 p.m., Monday to Friday. It covers the day's national and international news, and includes features of interest to young people across Canada. For instance, one program illustrated an experiment where education is provided through the arts in a New Brunswick French school. The program occasionally travels within the region, in November 2007 taking its crew to Moncton to cover FrancoFête in Acadia.

47 Details on the Corporation's French youth programming can be found on *www.Radio-Canada.ca/jeunesse*, an interactive website where young people in all French minority communities can gain access to youth content. The "Jeunesse" space for 7- to 12-year-olds and "Petits" space for those six and under are extremely safe for children. There are no links taking them off-site, and they are exposed to no advertising. Moreover, contest procedures are extremely safe. Forums in the youth zone are moderated, with each message read and approved before it is posted online. Users thus need to follow "netiquette" rules if they want their messages to appear.

(b) Talent development and cultural enrichment

48 Radio-Canada provides continuing daily coverage of local and regional arts and culture news and information in its 6:00 p.m. *Téléjournal* editions, on morning and afternoon radio shows, and in greater detail on regional Saturday and Sunday broadcasts. Producing one weekend *Téléjournal* in Ottawa, Moncton and Quebec City makes it possible for the organization to have a greater presence at cultural and sports events, and at events arranged by French organizations, which are often held on weekends and enrich all of our radio, television and Web broadcasting platforms with their cultural content.

49 New cultural programs produced by Radio-Canada include the shows described below:

- In fall 2007, Radio-Canada Acadie designed, produced and launched its first talk show, *Luc et Luc*. Actor and host Luc LeBlanc, well known in the region, invites personalities from all disciplines for humorous and interesting chats. The show, taped before a live audience at the Escaouette Theatre in Moncton, airs on regional television at 7:30 p.m. on Sundays.
- In Western Canada, a new social and cultural program called *Zeste* first aired on October 12, 2008. Host Rosanne Légal offers an original and surprising take on trends and communities in the Western provinces.

50 For the past two years, the *Prix des lecteurs Radio-Canada*, established to help audiences discover the wealth of French-Canadian literature outside of Quebec, has acquired national visibility and been highly successful. Public participation in the jury and broadcast of the finale of *Vous m'en lirez tant*, the Première Chaîne national literary show, is giving Quebec and Canadian readers an increasing desire to read and hear French-Canadian writers and works that would otherwise remain little known.

Support for culture and the independent production industry in the regions

51 Between 1995 and 2008, Radio-Canada invested some \$13 million in independent productions outside of Quebec; this amounts to 59 per cent of the Corporation's total investment in independent regional productions across Canada. The associated licences made it possible to produce 445 hours of television, with a total budget of \$83 million.

52 Radio-Canada representatives have maintained an active presence at the annual meeting of the Interdepartmental Working Group on Media Arts, coordinated by Canadian

Heritage as a forum for discussion on new trends, challenges and key issues in television, film and New Media production.

53 Moreover, to bring the network decision-making centre in Montreal closer to producers in French minority communities, the Corporation has worked with the Association des producteurs francophones du Canada (APFC) to set up an annual meeting, so that executives and interested members of the Association have an opportunity to come together and talk to the Corporation's programming units, including Variety and Music; Youth, Family and Lifestyle; Drama and Feature Films; RDI; ARTV; and Current Affairs, Features and Documentaries.

54 This approach has made it possible for a number of producers outside of Quebec to move towards larger-scale and more diversified projects, including:

1. Dramas

- *Belle-Baie*, the first French drama series produced in Acadia, by Acadian author Renée Blanchar, airs on Radio-Canada in spring, at 7:30 p.m. on Thursdays. The series, a Productions Phare-Est (Moncton) and Cirrus Productions (Montreal) co-production, is a happy blend of Quebec stars and know-how, the discovery of new talent and production infrastructure in the region. With a 20 per cent audience share among French-speaking viewers, the sequel, slated to air in the spring of 2009, was shot this summer in several New Brunswick towns, including Bouctouche, Caraquet, Cocagne, Shediac, Moncton, and Cap Pelé.
- *Séquestrés* (Productions Rivard, Winnipeg) is a 90-minute drama written and adapted for television by Manitoba playwright, Glen Joyal, and directed by Pierre Houle, whose accomplishments include *Omerta*, *Tag* and *Monica la mitraille*. The drama, which portrays a major trial key in the battle against biker gangs, aired on the national network at 8:00 p.m. on June 17, 2007.

2. Culture and variety

- *Pour un soir seulement* (Productions Rivard) is a series of variety shows shot during Manitoba's Festival du Voyageur. French-speaking artists from all parts of Canada twinned with better-known artists, and together crafted a show. The broadcast portrays their performances, cutting to interviews during working sessions. This

year, Michel Rivard will host the new series to be broadcast on network channels and ARTV.

- *Pour l'amour du country*, a series produced by Connections Productions in New Brunswick, showcases talented artists from all parts of Canada in a music genre popular with a very large audience. The series airs on Télévision de Radio-Canada and ARTV.
- *Francophonie remixée*, a June 2007 music show to highlight the 30th anniversary of the Fédération culturelle canadienne-française (FCCF), during the Sommet des communautés francophones et acadienne, was broadcast on the national network at 9:30 p.m. on July 1, 2008. Performed before an enthusiastic crowd at the University of Ottawa Sports Complex, the show brought Canada's best-known French artists together in the national capital, with a line-up showcasing Master of Ceremonies Damien Robitaille, Daniel Lavoie, J.P. LeBlanc, Marie-Jo Thério, Gérald Laroche, Tricia Foster, Radio-Radio, Julie Duguay, Annick Granger, the Madrigaia vocal ensemble, and Danny Boudreau (Connections Productions, Moncton).

3. Documentaries

- Extensive excerpts from the one-hour documentary shown on Radio-Canada Atlantique and RDI, *Kouchibouguac, Histoire de Jackie Vautour* (coproduced by PVP Films Inc. and Bellefeuille Productions, Moncton) aired on the network program, *Tout le monde en parlait* on Tuesday, June 10, 2008. The show allowed audiences to relive events that have marked our collective history. These excerpts portray the battle of Jackie Vautour and the people deported from Kouchibouguac National Park to New Brunswick in 1969.

(c) Radio-Canada a partner of Canada's French communities

55 Radio-Canada is a partner and active participate in the activities of FCCF and the Fédération des communautés francophones et acadiennes (FCFA), particularly for the show marking the 30th anniversary of the FCCF as part of the Sommet des communautés francophones et acadiennes held in Ottawa in June 2007. In 2008, like other federal organizations, Radio-Canada agreed to renew the multipartite agreement on arts and culture with FCCF and its member organizations, to develop arts and culture in Canada's French communities.

56 On *Radio-Canada.ca*, as part of our partnership with *Rendez-vous de la francophonie*, last year was marked by two contests, which had a considerable cultural impact. The contests, *Par chez nous, on dit...*“ (Radio-Canada.ca/regions/concours/francophonie) and *Proverbe de chez nous* (Radio-Canada.ca/regions/concours/lesproverbesdecheznous) were highly successful from coast-to-coast-to-coast, and brought Canada’s French communities together.

57 Radio-Canada is involved in some 300 partnerships with communities outside of Quebec, for the most part with stakeholders in Canada’s broad and rich cultural industry.

58 Radio-Canada was a key player in Quebec City’s 400th Anniversary celebrations, which brought together many players from national and international French-speaking communities. As a partner in the celebrations from the very start, it was awarded the title of “Major Media Partner.” Of all Radio-Canada platforms during 2008, Quebec City’s 400th Anniversary provided perhaps the best opportunity to bring together all of Canada’s French communities as a family. Some examples of Corporation initiatives are listed below:

- ***Radio-Canada.ca***: the website Radio-Canada.ca/regions/quebec400 quickly became a must, both because of its superb graphics and because of its top-quality content.
- As early as January 2008, the network started broadcasting a weekly show, ***400 fois Québec***, produced in Quebec City. It aired clips and features on the city, its history, its present and its past, and provided a schedule of the festivities. ***400 fois Québec*** was broadcast at 6:30 p.m. from Monday to Friday all summer, live from *Espace 400°* by all regional stations and as a repeat by RDI.
- The television special, *La belle rencontre Acadie-Québec*, which aired on August 15, 2008, brought together many well-known Acadian and Quebec musicians in concert. Performances by Jean-François Breau, Annie Blanchard, Danny Boudreau, Pascal Lejeune, Roland Gauvin, the group Suroît, the troupe Ode à l'Acadie, Radio Radio, Laurence Jalbert, and Michel Rivard aired on ARTV and Radio-Canada Atlantique on August 15, Espace musique on August 17, and on network television on August 24, 2008.
- At the closing show by the Cirque du soleil on October 19, 2008, the Corporation’s partnership with Les Rendez-vous de la francophonie made it possible for a group of

winner from every province and territory in Canada to travel to Quebec City for the Cirque's unique performance at the 400th Anniversary closing.

(d) Minority communities on the national stage

59 With its strong regional roots in French minority communities, Radio-Canada is giving those communities an increasingly higher profile nationally:

60 **On television:** since October 2007, the national Radio-Canada network has been broadcasting *C'est ça la vie*, a one-hour show, live at 2:00 p.m. each day.

61 In presenting topics of universal interest that arise in all parts of Canada, *C'est ça la vie* has quickly become a daily must for television viewers from coast-to-coast-to-coast. Since it first aired, the show has maintained an average audience share of 12 per cent of French-speaking viewers, with peaks at 16-18 per cent, higher than the initial targets set by management for that time slot. Viewers regularly send in glowing comments, like those below:

"There's a breath of fresh air over Canada during that hour."

"I greatly appreciate the diversity of your features, which inform us about everything that's happening in different parts of this vast and wonderful country, and help us discover the best artists and artisans around. Every bit of it is interesting!"

"Thank you to Christian Millette, for bringing us to Newfoundland. . . There's no doubt it's the least-known province in Canada. Yet it has so many wonderful places where we can meet warm, generous and welcoming people we know so little about."

"I hope this show stays around a long time. It truly fulfils CBC/Radio-Canada's mission to reflect Canadians and Canada's regions, so that we learn about our country."

62 A careful look at the content of *C'est ça la vie*, which is produced in Ottawa with contributions from all of the Corporation's regional television production centres, shows that most features come from outside of Quebec. This program adds 135 hours a year to programming and visibility on the Radio-Canada national network.

63 ***La petite séduction:*** Thanks to the contributions of all partners – independent producer *La Presse*, provincial tourism boards and CBC/Radio-Canada – *La petite séduction* took us to Western Canada for the very first time last summer. Viewers travelled to Saint-Georges in Manitoba and Gravelbourg in Saskatchewan, as well as Saint-Louis-de-Kent in New Brunswick with Michel Louvain, who was entranced by the people living in the birthplace of the Acadian flag.

64 Each week, the show reaches an average of 24 per cent of French-speaking viewers, amounting to about 700,000 people. That provides excellent visibility for the regions it visits.

65 **Première Chaîne, the French radio network:** to feel the West Coast air and vitality in the lead-up to the 2010 Winter Olympic Games in Vancouver, Radio-Canada set aside the 8:00-10:00 p.m. evening slot for our team in Vancouver during the summer. Like efforts made as part of Quebec City's 400th Anniversary celebrations, *L'été and rien d'autre*, hosted by Julie Carpentier, had the twofold advantage of helping audiences discover the many facets of the region and developing talent and expertise locally. Network programs also travel regularly to the regions. Recently, while touring literary events across Canada, the program *Vous m'en lirez tant*, hosted by Lorraine Pintal, aired from Calgary. Last year, Joël Le Bigot's happy band travelled to Shediac to co-host a weekend show with an Acadian host.

(e) ARTV²

66 ARTV provides a unique service to French minority communities, not only because it has invested considerably in production outside of Quebec, but also because it is a unique French service extremely important in meeting *Broadcasting Act* objectives.

67 When ARTV initially applied for its licence, the partners/applicants made a commitment to produce a substantial percentage of content outside of Quebec. The Commission imposed a licensing condition requiring ARTV to devote a considerable percentage of its original programming budget to production outside of Quebec: 15 per cent annually over the first four years of operation and 20 per cent annually thereafter, including a minimum of \$200,000 annually in independent production. Over the years, ARTV has become one of the biggest partners of independent producers outside of Quebec, making it possible for many independent producers in French minority communities to develop expertise, and encouraging numerous local artists and artisans.

68 In 2008-2009, ARTV will invest over \$1.2 million in independent original programming outside of Quebec. During the current year, ARTV will add over 50 hours of original programming by independent producers outside of Quebec to its schedule. In addition to *Pour l'amour du country* and *Pour un soir seulement*, two programs described above, the line-up includes:

² In Broadcasting Decision CRTC 2008-126, published on June 20, 2008, the Commission authorized a transaction whereby the Corporation's voting interest in ARTV increased from 45.09 to 60.66%. The other shareholders in ARTV are Télé-Québec (24.34%) and ARTE France (15%).

- *Les nouveaux mondes*, a series produced by the same Manitoba company, is presented as a travelogue, through which an actor or actress passionate about books relates the story and magic of the most renowned places in French-Canadian literature. For example, the series travels through places that inspired many of our authors: Winnipeg and the Manitoban countryside, for Gabrielle Roy; Sudbury and Timmins, for Patrice Desbiens; Bouctouche, for Antonine Maillet; Moncton for Gérald Leblanc; and Ottawa, for Daniel Poliquin. Wherever the show alights, viewers meet local residents – experts and non-experts – who talk about meeting the authors and the impact their novels have had on life in their community.

69 ARTV is also making an effort to incorporate artists and subjects from all parts of Canada into its programs:

- *À l'affiche*, a series of cultural clips describing artistic and cultural activities under way in all parts of Canada;
- A series of features from the Toronto International Film Festival, which ARTV has been producing since 2006; and,
- *Mange ta ville*, a series on the emerging Montreal cultural scene, with forays into Toronto to help audiences discover the equivalent in that city.

(iii) Understanding regional partners' needs and expectations

70 Over the past two years, Radio-Canada has increased its national consultation, communication and representation activities.

71 For instance, the Regions' Panel, a group set up by Télévision de Radio-Canada and comprising 14 representatives of Canadian regions – one from each Western province, three from Ontario, three from the Quebec regions, and one from each Atlantic province – as well as senior managers, has been meeting twice a year since 2000. In 2007, the Panel's mandate was refocused on radio, television and Web services. Its goals are to:

- Foster the development of Canadian reflections in French radio, television and website content, in all of its regions and on all of its networks, channels and specialty services;

- Enable network managers to become familiar with the programming needs and expectations of Canadians in French minority communities;
- Make it possible for Canadians in French minority communities to communicate their points of view to network decision-makers.

72 As many organizations and groups in the country can attest, members of the Corporations' and its regional units' management teams are readily available and actively involved in meeting numerous national, provincial and local associations to keep them informed, answer their questions on programming for the Corporation's channels and networks and develop and maintain partnerships to help us achieve the many goals we have in common.

III. CBC IN ENGLISH MINORITY COMMUNITIES

(i) Mission

73 CBC in Quebec provides high-quality television and radio programs to an audience whose first language or language of communication is English.

74 The programming reflects the multidimensional nature of CBC's mandate:

- Reflect Quebec Anglophone and English-speaking allophone issues, concerns and culture;
- Inform English-speaking Quebecers about French-Quebec issues, concerns and culture;
- Inform our audience about attitudes and developments pertinent to Quebec in the rest of Canada;
- Reflect Quebec-specific issues, concerns and culture to English-speaking Quebecers; and,
- Reflect the many facets of Quebec to the rest of Canada.

75 On the radio, that mandate is delivered by a mix of local and regional radio programming on five radio stations: CBME-FM, CBVE (the Quebec Community Network serving communities outside Greater Montreal), CBM-FM, CBO-FM and CBOX-FM, and on television throughout Quebec via CBMT and CBOT for Western Quebec and the National Capital Region.

76 In Quebec, CBC produces radio and television programs, as well as digital content, for its website. It broadcasts news, current affairs and social programs, cultural and music programs, documentaries, short films, television series, and special broadcasts. Some are aimed at English minority communities in the regions, while others represent the Quebec side of the Corporation in its national programming.

(ii) Programming

(a) Radio

77 CBC Radio produces four types of local and regional news and current affairs programs, and undertakes many original initiatives for English minority communities in Quebec.

- Programs aimed at the English-speaking Montreal audience, particularly the morning show *Daybreak* and the late afternoon weekday show *Homerun*, air in prime time for 27.5 hours a week. The shows cover local news, sports, arts, and current affairs, as well as giving audiences essential daily reports on traffic, weather, school closures, and so on. They also offer in-depth features on a range of issues, interviews from people in all walks of life and features that probe events and decisions affecting their environment or city, and examine their impact on the community.
- Programs aimed at English minority communities outside of Montreal, particularly the morning show *Quebec AM* and late-afternoon weekday show *Breakaway*, add up to 25 hours a week. The programs are intended to create a network within Quebec's broader English community by forging ties among audience members scattered throughout the province who form small communities. They connect people and their daily experiences while maintaining an essential news network in the regions, where no other local English media exist.
- Programs target audiences throughout the province, particularly the noon weekday phone-in program *Radio Noon*, which airs 10 hours a week and is aimed at all Quebecers, and seven hours of weekend programming introducing personalities and events from all part of the province and portraying Quebec artists and authors, as well as the Quebec cultural scene.
- Programs target national audiences: Montreal is the production centre for a significant number of programs that reflect the Corporation's Quebec side to the rest of Canada and showcase the talents of English and French minority communities. They include: *C'est la vie*, a weekly show on the lives of French-speaking Canadians, aimed at an English audience, and *A Propos*, a weekly show on the French music scene, also aimed at an English audience; *WireTap*, a program written and hosted by an English Montreal author; *Canada Live*, a program that broadcasts concerts and performances by Montreal musicians (other concerts are recorded across the

country, as well); *In the Key of Charles*, a show in which Gregory Charles presents his musical choices; and *Tonic*, a jazz show.

78 In addition to producing news and current affairs programs, CBC Radio is a partner and title sponsor of the Blue Metropolis International Literary Festival, during which it presents a special series of round tables and interviews. At the Festival, winners of the CBC Radio and Quebec Writers Federation annual short stories competition, designed to identify and promote new literary talent from all parts of Quebec, are announced. Last year was the competition's 10th anniversary. We have initiated a third update on where the winners of previous years are today, and are happy to say that many have been published by prominent North American literary journals and publishing houses.

79 Once again this year, CBC has provided one-time funding for the setup of a *Francofile* unit, whose task is to create content that represents French communities in Canada at CBC, and, in cooperation with Radio-Canada, to produce original content for broadcast on both networks.

80 CBC Radio is continuing to work with the McGill University Faculty of Music to produce the popular CBC/McGill Concert Series. At the same time, the original *Mundo Montreal* series showcases musicians from Montreal's various cultural communities.

81 CBC Radio and Hugh Maynard, who represents the English community radio stations of Quebec, are examining various possibilities for partnerships in broadcasting and training activities.

82 Six years ago, CBC Radio launched *Montreal Matters*, a substantial production comprising four weeks of programming, in partnership with Concordia University, the Foundation of Greater Montreal, McGill University, Santropol Roulant, *Maisonneuve Magazine*, CBC Television, and community organizations. The initiative has been enormously successful for the past six years, and is continuously growing in scope. For the seventh year, we have broadened the circle of community partners and hope to exceed all expectations. The theme for *Montreal Matters 2008* is the city's youth.

(b) Television

83 *CBC News At Six* is produced locally and broadcast from Montreal. It airs on weekdays in the early evening, providing local sports and cultural news coverage, weather reports and current affairs commentary. National and international news are also put into perspective for the Quebec audience. The local news team regularly produces features on Montreal neighbourhoods, reflecting the issues and concerns of the city's diversified audience.

84 In the summer of 2008, six to eight documentaries aired on *CBC News At Six* for the sixth season of Doc Shop, a development program established in partnership with the National Film Board of Canada (NFB) and Montreal's film and communication schools. Students in Montreal CEGEPs and universities made 20 documentary shorts for the program. Doc Shop is funded by the CBC Regional Program Development Fund.

85 As it does each year, CBC provides support for the training of English-speaking independent documentary filmmakers in Quebec, in addition to funding the development of documentaries and facilitating their production and broadcast under licence. In 2007–2008, we supported five documentary filmmakers.

General programming

86 *Living Montreal*, a 30-minute weekday lifestyle program, is a guide to life in Quebec's cosmopolitan metropolis. Produced in Montreal and broadcast on weekdays in all Quebec regions, it provides useful advice on better living by inviting guests and businesses from Montreal to appear on the show.

87 Since June 2003, CBC Television has also been producing youth programs in Montreal for local broadcast, as well as for national broadcast on Kids' CBC. The latest production, entitled *Kids Across Canada*, presents a series of documentary shorts in which young people from all parts of Canada share their daily lives and communities with young viewers. The series is produced in Montreal, and airs as 13-minute clips.

88 CBC Montreal also supports emerging filmmakers through the CBC Regional Program Development Fund. As part of *Cours écrire ton court*, a competition organized in partnership with SODEC, Télé-Québec and the Writers Guild of Canada, CBC offers a cash prize for the best English short film script. In the past two years, since the winning script was in English,

CBC provided support to produce the short film and broadcast it under licence on *Canadian Reflections*.

Program development

89 CBC Montreal works with independent producers in project development, presentation and production. We fund the main genres broadcast by CBC – documentaries (six) and arts and entertainment (five) – through the Regional Program Development Fund. We facilitate dealings between local producers and network programmers, and take part in industry events like project presentations, round tables, networking activities, and film festivals. In addition, we stay in touch with players in Quebec’s independent production industry through *i-Wire*, the monthly online newsletter that contains the latest on programming and anything involving CBC staff, industry events and other news of interest.

Public service announcements and sponsorship

90 CBMT uses airtime to broadcast public service announcements free of charge. Montrealers turn to CBMT to support the community in a variety of charitable activities, while CBMT communicates on its own behalf with non-profit organizations committed to a variety of causes, such as youth, amateur sport and relations between cultural and geographic communities, to inform them that public service announcements exist and work with their organizations to raise public awareness.

Partnerships

91 CBC Partnerships seeks partners and outside activities to support the production of its main programs, like *Montreal Matters*, and its outreach activities in the community, such as The Weight of the World, School Needs Challenge, and projects to teach English and French as a second language.

92 CBC Partnerships maintains long-term relationships with newly established non-profit community organizations recommended by CBC staff members in order to establish a foundation for future broadcasting community outreach and communication activities. It remains abreast of diversity representation within the community so that it can deliver an accurate image of the Corporation in CBC’s programming. CBC Partnerships helps community groups through CBC Montreal, providing audiovisual support (recording segments for the annual Montreal Children’s Hospital Awards of Excellence Gala, for instance) and material support (providing costumes for the annual Union United Church fashion show organized by the Black community).

(c) CBC Newsworld

93 CBC Newsworld is the first and only Canadian news-only network available in high definition. As Canada's main news network, CBC Newsworld gives Canadian audiences a view on the world, 24 hours a day, seven days a week. Through its 15 foreign bureaux, CBC Newsworld broadcasts more breaking news live and premieres more groundbreaking documentaries than any other television network in Canada. CBC Newsworld's continuing and frequently award-winning coverage delivers the clarity and analysis that Canadians want and need to gain a better understanding of regional, national and international events.

(d) Web

94 CBC Montreal provides users with full online service, including local news, information on community activities, programming information, interviews, and audio/video newscasts that can be quickly downloaded, podcasts on the day's headlines, continuously updated local weather reports, and special reports exploring local issues in depth, or showcasing new artists in the region, sometimes with community partners.

IV. ANSWERS TO QUESTIONS RAISED BY THE COMMISSION

(i) Television services and their distribution

QUESTIONS BY THE COMMISSION:

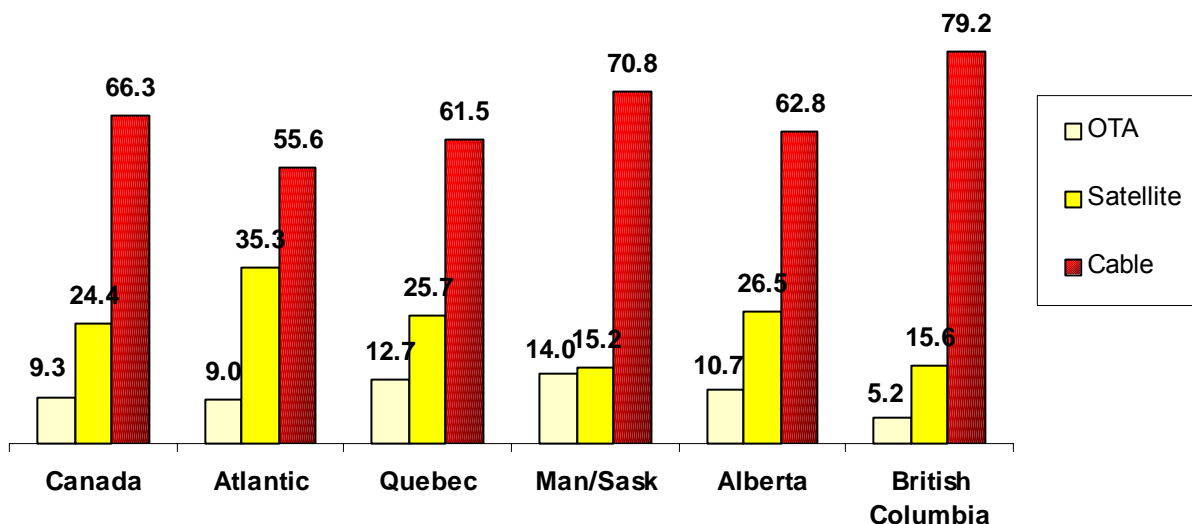
- **What television services should, at a minimum, be available to English and French linguistic minority communities in Canada?**
- **What technical or commercial limitations, or any other limitations related to matters within the Commission's jurisdiction, would prevent the distribution of television services of a suitable quality to English and French linguistic minority communities in Canada?**
- **What reasonable measures could be taken by the Commission, within the limits of its mandate, to meet the challenges facing English and French linguistic minority communities in Canada with respect to the availability and quality of television services?**

Distribution of regional CBC/Radio-Canada television services

95 The Corporation delivers more regional content to linguistic minorities than any other broadcaster. The essential contributions made by CBC and Radio-Canada with the content they deliver to official language minority communities are described in Parts II and III of these comments. As for regional television news, only Radio-Canada provides French programming for minority communities in all parts of Canada outside of Quebec.

96 Given that over 90 per cent of Canadians are subscribers to broadcasting distribution undertakings (BDUs), it is essential that the Commission require all BDUs to distribute basic service to the Corporation's local and regional stations. Figure 1 below illustrates the percentage of Canadians receiving television service off-air, from a DTH BDU (by satellite), or from a terrestrial BDU (by cable).

Percentage of Canadians with OTA, Satellite and Cable Reception, by Province



Source : BBM Nielsen media Research (based on 2007-2008 broadcasting data)

97 In its Broadcasting Public Notice CRTC 2008-100, published on October 30, 2008, the Commission announced that, under the new regulatory framework slated to come into force on September 1, 2011, it planned to maintain the requirement for terrestrial BDUs to distribute basic service to regional CBC/Radio-Canada stations.

98 In the same Broadcasting Public Notice, the Commission also stated that, as of September 1, 2011, DTH BDUs would be required to offer subscribers one Radio-Canada station and one CBC station serving each province. The regional CBC Montreal television station that serves English minority communities in Quebec is already distributed by Bell TV and Star Choice. The new CRTC policy ensures that it will continue to be distributed; this is a positive step.

99 It will also be a very positive step for Radio-Canada regional television stations serving French minority communities outside of Quebec³. The CRTC decision will improve French

³ Bell TV will therefore be required to distribute two stations more than it does now (Regina and Ottawa or

minority communities' access to Radio-Canada regional services because it will require DTH BDUs to distribute almost all Radio-Canada regional stations serving French minority communities, including those in Vancouver, Edmonton, Regina, Winnipeg, and Moncton. With regard to Radio-Canada stations in Ottawa and Toronto, the decision will give the DTH BDU the choice of distributing one or the other in Ontario, which is an unfortunate result. The Radio-Canada station in Toronto is the only non-specialty television channel that provides regional news in French for French speakers in the region⁴, and its distribution is crucial. The Radio-Canada station in Ottawa should also be distributed because it serves a considerable number of French speakers and is the station of Canada's national capital.

100 **RECOMMENDATION 1:** To ensure French-speaking viewers in the Toronto and Ottawa areas have access to the unique and essential services provided by Télévision de Radio-Canada stations in their regions, the Corporation recommends that the Commission require satellite DTH BDUs to distribute two of the Corporation's French-language regional stations – those in Toronto and Ottawa – in Ontario.

101 In anticipation of the end of analogue off-air transmission, scheduled by the CRTC for August 31, 2011, the Corporation has already installed the following digital HD transmitters for Télévision de Radio-Canada:

- Ottawa: CBOFT-DT – French (minority community)
- Toronto: CBLFT-DT – French (minority community)
- Montreal: CBFT-DT – French
- Quebec City: CBVT-DT – French

102 For CBC Television, the following transmitters have been installed:

- Ottawa: CBOT-DT – English
- Toronto: CBLT-DT – English
- Montreal: CBMT-DT – English (minority community)
- Vancouver: CBUT-DT – English

103 Thus, in linguistic minority markets, CBC already meets the requirements with its HD transmitter in Montreal. As for Radio-Canada television stations in minority markets, five stations – Vancouver, Edmonton, Regina, Winnipeg, and Moncton – still have no HD transmitter.

Toronto); Star Choice, which already distributes the Ottawa station, will have to add Regina.

⁴ The same can be said for Radio-Canada stations in Vancouver, Edmonton, Regina, Winnipeg, and Moncton.

The Corporation would like to install the transmitters, but that requires a significant financial investment, and the Corporation cannot at present foresee when and if it will have the necessary means.

104 The new regulatory framework put forward by the Commission in Broadcasting Public Notice CRTC 2008-100, published on October 30, 2008, will maintain the requirement for terrestrial BDUs to distribute, as part of their basic service package, at least one Radio-Canada and one CBC station, even where there is no transmitter in the region served by those BDUs. The current requirements will thus be maintained in the digital HD environment. Should the Corporation be unable to install an HD transmitter for its French station in Saskatchewan, for instance, by August 31, 2011, the date analogue transmission is scheduled to end, the terrestrial BDUs serving the region will be able to include the Radio-Canada station of their choice in their basic service package.

105 With regard to DTH BDUs, paragraph 58 of Broadcasting Public Notice CRTC 2008-100 is not clear on the requirement for DTH BDUs to add at least one CBC station and one Radio-Canada station to the basic service package within each province where there are no digital transmitters.

106 **RECOMMENDATION 2:** To ensure that linguistic minority communities have some access to CBC/Radio-Canada services and establish a degree of symmetry between the obligations of terrestrial and DTH BDUs, the Corporation recommends that the Commission explicitly stipulate in the amendments to the *Broadcasting Distribution Regulations* announced in Broadcasting Public Notice CRTC 2008-100 and which will take effect on August 31, 2011, that DTH BDUs be required to distribute at least one Radio-Canada digital television station and one CBC digital television station as part of the basic service offered in every province if there is no digital transmitter for the regional station in that province.

107 The purpose of the above recommendation is to ensure that terrestrial and DTH BDU subscribers in French minority communities continue to have access to at least one CBC/Radio-Canada station, regardless of whether or not there are digital transmitters in the region. This will not necessarily mean that subscribers in French minority communities will receive the regional station of their own province if there is no digital transmitter in that province, since the BDU determines which station it will carry.

108 Given its current financial situation, the Corporation may be unable to install digital transmitters for all of its Radio-Canada regional television stations in minority communities by August 31, 2011.

109 **RECOMMENDATION 3:** To ensure that subscribers in francophone minority regions have access, as of August 31, 2011, to the Télévision de Radio-Canada regional station in their province, in the event that the station's digital transmitter has not yet been installed by that date, the Corporation recommends that the Commission consider requiring BDUs (both terrestrial and DTH) to carry the regional station signal provided by Radio-Canada in francophone minority regions, where the regional station digital transmitter has not yet been installed. The signal must be distributed in high definition if it is so provided by the Corporation.

Distribution of Télévision de Radio-Canada regional stations in Quebec

110 Even though services to French majority communities are not included in these proceedings, the Corporation would like to point out that there are significant problems with DTH distribution of French regional stations in Quebec. Below is the current distribution status of Radio-Canada, TVA and TQS stations serving Quebec.

**DTH Distribution of French Network and Affiliated Stations
Serving the Province of Quebec – October 2008**

	Bell TV (ExpressVu)			Star Choice		
	Radio-Canada	TVA	TQS	Radio-Canada	TVA	TQS
Montreal	CBFT	CFTM	CFJP	CBFT	CFTM	CFJP
Quebec City	CBVT	CFCM	CFAP	No	CFCM	CFAP
Sherbrooke	CKSH	CHLT	CFKS	No	CHLT	CFKS
Trois-Rivieres	No			No		
Saguenay	No	CJPM	CFRS	No	CJPM	CFRS
Rouyn-Noranda***		<i>CFEM-aff</i>			<i>CFEM-aff</i>	
Riviere-du-Loup***		<i>CIMT-aff</i>	<i>CFTF-aff</i>		<i>CIMT-aff</i>	
Rimouski		CFER			CFER	
Gatineau – Ottawa	No	CHOT-aff		CBOFT	<i>CHOT-aff</i>	<i>CFGs-aff</i>
Total network stations distributed	3	5	4	2	5	4
Total network and affiliated stations distributed	3	8	5	2	8	5

Sources: November 2008 verification of Bell TV (ExpressVu) and Star Choice schedules on the Web
 ***Affiliated stations Radio-Nord (Rouyn) and Télé Inter-Rives (Rivière-du-Loup), which operate triple-affiliated TVA-TQS-Radio-Canada stations.

Orange fields: non-distributed basic service Radio-Canada stations

111 Given that TQS' regional stations now produce almost no raw news, there are now only two broadcasters left providing genuinely local news in French: TVA and Télévision de Radio-Canada. The fact that so few regional Radio-Canada stations are distributed is therefore a threat to the diversity of voices.

112 The current status of DTH distribution in Quebec shows that market forces alone cannot guarantee compliance with the fundamental objectives of the *Broadcasting Act*, including the "diversity of voices" objective. Moreover, in order to be consistent with its new October 30, 2008 regulatory policy (CRTC 2008-100) announcing a new Local Programming Improvement Fund (LPIF), the Commission was required to ensure better satellite distribution to CBC/Radio-Canada's French regional television stations serving Quebec. In this regard, CBC/Radio-Canada will contribute at the next proceedings where regulations affecting DTH distribution come under study.

HD production in the Corporation's regional stations

113 The production of regional content in HD by the Corporation's regional stations is a considerable challenge. The Corporation would like to equip its regional stations with the equipment and infrastructure needed for HD production, but that would represent a substantial investment, and at this time the Corporation does not have the resources to equip all of its regional stations in the short- or medium-term.

RDI and CBC Newsworld specialty news channels

114 RDI and CBC Newsworld contribute significantly to reflecting the realities of French and English minority communities, as described in Parts II and III of these comments. In Broadcasting Decision CRTC 2007-246, the Commission recognized the significance of RDI's and CBC Newsworld's contribution to linguistic minorities, as well as the need to ensure that BDUs in minority communities⁵ are required to distribute those services as part of the basic service package.

115 RDI is now offering distributors an HD version of the service (RDI HD), while CBC Newsworld will launch its HD service in January 2009.

116 RDI HD is already distributed to most BDU subscribers, but unfortunately, not in French minority communities. The RDI HD signal is now available via satellite, and all distributors in Canada have access to it and could offer it to their subscribers. We project that market forces alone will not be able to guarantee that RDI HD is distributed in French minority communities.

117 CBC Newsworld HD will probably succeed in being distributed in English majority markets, but we can expect its distribution in English minority communities to encounter difficulty.

118 **RECOMMENDATION 4:** To ensure that linguistic minority communities have access to the same quality of service as French speakers in majority-language communities, the Corporation recommends that the Commission clarify that the section 9(1)h) distribution order regarding RDI and CBC Newsworld in linguistic minority markets (Broadcasting Decision CRTC 2007-246) includes the HD version of such services.

⁵ All BDUs are required to distribute services included in a basic service distribution order pursuant to section 9(1)h) of the *Act*. The Commission, under a single exemption order, will exempt all terrestrial BDUs serving fewer than 20,000 subscribers as of August 31, 2011. That exemption order should reflect CRTC decisions on the mandatory distribution of RDI and CBC Newsworld as part of the basic service package in linguistic minority markets.

ARTV

119 ARTV's outstanding contribution to services for French minority communities was described in Part II of these comments. In addition to the substantial amounts it invests in French minority community production, ARTV is itself a unique French service, extremely important in the achievement of *Broadcasting Act* objectives. In section 3(1)r), the *Broadcasting Act* provides that programming provided by alternative television programming services should "be innovative and be complementary to the programming provided for mass audiences," "cater to tastes and interests not adequately provided for by the programming provided for mass audiences, and include programming devoted to culture and the arts," and "be made available throughout Canada by the most cost-efficient means" without compromising quality.

120 In addition, ARTV has been broadcasting in HD since May 2008. The ARTV HD signal has been available via satellite since November 2008, and distributors across Canada are now able to gain access to it and offer it to their subscribers. By the fall of 2008, 40 per cent of its prime-time programming was in native HD. ARTV makes every effort to provide as many hours of original HD content as possible. Below are a few examples of series produced in HD in 2008-2009:

- *Symphonie du nouveau monde*, a series shot by French Toronto producer Jean Ménard, follows musicians from all parts of the world who now live in Canada, as they prepare collectively to reinterpret Antonin Dvořák's *New World Symphony*, drawing inspiration from their cultural diversity. The series transports us into the musical and cultural traditions of the musicians' native countries, and allows us to share their experience of becoming a part of Canadian society.
- *Visite libre* and *Style et maisons*, two series filmed in all of the regions of Quebec and Canada, take us on a voyage of discovery as they unveil examples of Canada's architectural heritage.
- *Cabine C*, a series of open and original interviews by Christiane Charrette, takes us into a different universe as she welcomes all kinds of artists, such as writers, actors, dancers, fashion designers, architects, and many others.

- *On est tous des artistes*, a series filmed by Matane producer Vic Pelletier, takes us to every part of Quebec in search of amateur artists who are passionate about their medium, be it writing, painting, sculpture, or another art form.
- *C'est juste de la TV*, a series that probes every angle of the Canadian television industry.
- *Mange ta ville*, a dynamic series about the emerging cultural scene, which received a Gémeaux Award for best cultural show for a third consecutive year.

121 Since performances are products that lend themselves well to HD, ARTV makes an effort to air as many of them as possible. Below are some examples of shows broadcast in original HD in 2008–2009:

- Five Cirque du soleil shows: *La Nouba*, *Kooza*, *Varekai*, *Cortéo*, and *Soleil de minuit*;
- *Bravissimo* and *Symphonicité*, two Montreal Symphony Orchestra concerts conducted by Kent Nagano;
- *Chapeau Mr. Cohen* and *Bran van 3000*, two concerts recorded during the 2008 Montreal Jazz Festival;
- *FrancoFolies avec Alexandre Désilets*, a concert recorded during the 2008 FrancoFolies festival in Montreal;
- *La belle rencontre Acadie-Québec*, a show recorded during Quebec City's 400th Anniversary celebrations, with many Acadian and Quebec artists sharing the stage; and,
- Concerts by international artists, including performances from the Metropolitan Opera, the BBC Classic Concert series, a Peter Gabriel show directed by Robert Lepage, and many others.

122 ARTV HD is distributed to most BDU subscribers in French markets, but unfortunately, not in English markets. At present, no terrestrial BDU in an English market broadcasts the ARTV HD signal to its subscribers. To guarantee French minority communities a quality of

service similar to that in majority markets, all BDUs should be required to offer ARTV HD, because market forces alone will not guarantee its distribution in minority communities.

123 **RECOMMENDATION 5:** In light of the exceptional cultural nature of ARTV and to ensure that francophone minorities have access to the same quality of service as French speakers in majority-language communities, the Commission could require BDUs to distribute the HD version of ARTV in francophone minority communities.

124 HD versions of the Corporation's specialty English-language **bold** and *documentary* channels have not yet been launched, but since we have noted that market forces alone are insufficient to guarantee their distribution in English minority communities, similar regulatory measures might be required to ensure that English minority communities receive the same quality of service as the English majority.

(ii) Radio services**QUESTION BY THE COMMISSION: What radio services should, at a minimum, be available to English and French linguistic minority communities in Canada?**

125 Première Chaîne and CBC Radio One regional radio stations provide an enormous amount of high-quality regional non-commercial content to Canadians in every province. Their essential contribution to the services distributed to French and English minority communities are described in Parts II and III of these comments.

126 In the great majority of French minority communities, Première Chaîne is the only broadcaster of regional programs in French, while CBC Radio One offers a unique, distinctive service to English minority communities.

127 Espace musique and CBC Radio 2 are non-commercial music networks broadcasting high-quality, unique national services that must be made available to as many Canadians as possible. This is especially important in French minority communities, which receive very few French music radio stations.

128 In view of the objectives set out in the *Broadcasting Act*, it is essential that the Corporation's community radio stations be available to English and French minority communities in Canada.

129 In Public Notice CRTC 2001-25, *Achieving a better balance: Report on French-language broadcasting services in a minority environment*, the Commission reproduced data on the percentage of people in French minority communities reached by Première Chaîne and Espace musique transmitters, as well as the list of transmitters and their coverage. Appendix A, attached to these comments, provides an update of those data, along with corresponding information on CBC Radio One and CBC Radio 2 services in English minority communities.

130 Première Chaîne stations now reach 98 per cent of Canadians whose first language is French. CBC Radio One stations reach over 97 per cent of English-speaking Canadians. However, as indicated in Appendix A, the percentage of French speakers reached by Première Chaîne transmitters in some primarily English provinces is substantially lower than the national total. Reaching a large percentage of small minority communities scattered over the geographically vast territory outside of Quebec is a considerable challenge.

131 Since 2000, the Corporation has made huge strides in extending the coverage of Espace musique, the national French music network. This is illustrated in Table 3.2 of Appendix A, which indicates the percentage of French speakers reached in November 2008, compared to Table 3.3, which illustrates the data for January 2000. When the Commission renewed the Corporation's licences in 2000 (CRTC 2000-2), it formulated a series of expectations regarding the coverage of Espace musique, indicating that it should reach a certain percentage of French speakers in each province. A coverage extension plan was implemented. In all, 22 new transmitters were installed between 2000 and 2004, an additional transmitter was installed in Windsor in September 2007, and in April 2007, the Corporation submitted an application for a new transmitter in Timmins, Ontario, slated to come online in 2009. Espace musique now reaches 91 per cent of French-speaking Canadians.

132 The Corporation has also extended the coverage of CBC Radio 2, its national English music radio service, to reach English minority communities. In 2000, its transmitters reached 77 per cent of English speakers in Quebec, and that figure has now risen to over 90 per cent of English minority communities.

QUESTION BY THE COMMISSION: What technical or commercial limitations, or any other limitations related to matters within the Commission's jurisdiction, would prevent the distribution of radio services of a suitable quality to English and French linguistic minority communities in Canada?

133 The Corporation would like its radio transmitter network to reach as many Canadians as possible. However, it faces a number of significant technical and financial obstacles.

134 In the 1970s, the Corporation received special contributions from the Canadian Government to extend the coverage of its French and English radio transmitters substantially. The Accelerated Coverage Plan (ACP) proved extremely effective in helping the Corporation reach linguistic minority communities.

135 At present, the portion of the English and French radio transmitter network that was installed under the ACP is over 30 years old and has reached the end of its useful life. Replacing it would cost some \$45 million. As far as its means allow, the Corporation will attempt to maintain good transmission quality and extensive coverage for its radio services, but we stress that this is a significant financial issue.

136 With regard to the coverage of Espace musique, the Corporation has met all of the expectations expressed by the Commission in the 2000 licence renewal, except in Ontario, Saskatchewan and Newfoundland. Appendix A indicates that significant strides were made in those three provinces between 2000 and 2008, but we have not yet attained the targeted percentage of Canadians whose mother tongue is French (50 per cent for Newfoundland and Saskatchewan, and 75 per cent for Ontario). However, it should be noted that, if calculations are based on French speakers, rather than on those whose mother tongue is French, the expectations have been exceeded.

137 The cost of attaining the target percentages for people whose mother tongue is French is extremely high in those three provinces, because the audiences that the services need to reach are widely scattered over a very large geographic area. Meeting expectations in those provinces for people whose mother tongue is French would involve disproportionate expenditure, and would not represent a responsible use of the Corporation's resources. We will no doubt have an opportunity to discuss the issue with the Commission in detail when the Corporation's licences are renewed next year.

QUESTION BY THE COMMISSION: What reasonable measures could be taken by the Commission, within the limits of its mandate, to meet the challenges facing English and French linguistic minority communities in Canada with respect to the availability and quality of radio services?

138 In Broadcasting Public Notice CRTC 2008-100, the Commission announced that it proposed to delete sections 22 and 23(1)b) of the *Broadcasting Distribution Regulations*, which pertain to the distribution of various audio services: they require Class 1 and Class 2 terrestrial BDUs to distribute, among other things, at least one Radio-Canada radio station and one CBC Radio station.

139 The Corporation's recommendations on the distribution of radio services, formulated below, do not suggest that the requirements be maintained; rather, they propose different, more limited, requirements. They are based on the objectives set forth in the *Broadcasting Act* for the availability of high-quality regional services in official language minority communities.

140 **RECOMMENDATION 6:** To ensure that all linguistic minority communities have access to the Corporation's regional radio services, which supply a considerable amount of high-quality

regional news and other programming, the Corporation recommends that the Commission require all terrestrial BDUs, including those with fewer than 20,000 subscribers and which will be exempted in accordance with the policy announced in Broadcasting Public Notice CRTC 2008-100, to distribute:

- Radio-Canada's Première Chaîne regional radio service, where the BDU serves a francophone minority market that is not wholly served by Première Chaîne transmitters;
- CBC Radio One's regional radio service, where the BDU serves an anglophone minority market that is not wholly served by CBC Radio One transmitters.

141 **RECOMMENDATION 7:** The Corporation recommends that the Commission require DTH BDUs to distribute at least one Radio-Canada Première Chaîne regional radio station per province outside of Quebec, and one CBC Radio One regional radio station within Quebec.

142 This requirement would have a very minor impact on BDU capacity. For instance, the bandwidth required to distribute an analogue radio station is less than 7 per cent of the bandwidth required to distribute an analogue television station.

(iii) Coverage of national and international events

QUESTIONS BY THE COMMISSION:

- **How could access to television coverage of important national and international events (e.g.: elections) in the minority language be promoted?**
- **How could access to radio coverage of important national and international events in the minority language be promoted?**

143 Since the Corporation's conventional television and radio services, as well as its continuous news services – RDI and CBC Newsworld – cover most significant national and international events, promoting the availability of CBC/Radio-Canada services will of necessity improve linguistic minority communities' access to the coverage of such events. For instance, the Corporation's coverage of the latest federal election is described in Part II of these comments, and illustrates its capacity to provide high-quality coverage of significant national and international events.

144 In a world of ever-faster globalization, where regional communities understand that their existence depends on phenomena often far beyond their borders, the Corporation as a public broadcaster plays an essential role on both the French and the English side. It gives French and English speakers in the regions an opportunity to incorporate their realities and culture into the collective French and English culture worldwide. By integrating all of its French and English services, the Corporation has succeeded in developing programming policies designed to implement concerted and consistent measures to fulfil key aspects of its mission and give those aspects visibility across Canada and throughout the world. The purpose of the recommendations put forward in these comments is to promote access to television coverage of significant national and international events in the language of the minority community.

(iv) New technologies

QUESTION BY THE COMMISSION: What impact are new technologies having on the availability of radio and television services to English and French linguistic minority communities in Canada?

145 Première Chaîne and CBC Radio One, as well as all their regional stations, are streamed live on *Radio-Canada.ca* and *CBC.ca*. The sites also stream many programs and other content on demand. The music services, Espace musique and CBC Radio 2, are also available on the Web, although a high-speed link is preferable for good reception quality.

146 For the Web to become an alternative to transmitters broadcasting regional CBC/Radio-Canada stations in French and English minority communities, people in those communities would require high-speed Internet and receivers at home and in their cars. The Première Chaîne and CBC Radio One national networks are already broadcast on Sirius Satellite Radio, but Sirius requires a paid subscription and special receiver.

147 The content of the Corporation's websites, *Radio-Canada.ca* and *CBC.ca*, also complements and strengthens its television services, including regional stations, through daily updates of thousands of pages of information and hours of audio and video. The sites deliver news – including regional news – as well as other current affairs programs streamed live, or recorded for on-demand access. However, the sites do not deliver the full range of the Corporation's conventional television channels; there are a variety of obstacles that prevent it, such as the release of rights. A high-speed Internet link is necessary to gain access to the site's audio and video content. Unfortunately, high-speed Internet access is still a significant problem in many remote French and English minority communities, as indicated in the report entitled, *Sounds and Images*.⁶

148 At present, the Web cannot replace the Corporation's regional television and specialty services. Transmitters and broadcast distribution undertakings, such as cable and satellite companies, must continue to distribute CBC/Radio-Canada services for a few more years, to ensure that they remain available to as many Canadians as possible.

⁶ Brynaert and associés, *Sounds and Images (Radio, television and cable services for official languages minority communities)*, Study prepared for the CRTC, Summer 2008.

V. CONCLUSION

149 The outcome of these proceedings will be of critical importance to the availability of high-quality broadcasting services in linguistic minorities, and to the long-term success of the Canadian broadcasting system. We urge the Commission to implement the recommendations the Corporation has put forward in these comments, as quickly as possible.

150 In Appendix 4 of Broadcasting Public Notice CRTC 2008-100, published on October 30, 2008, the Commission noted that, should these proceedings on English- and French-language broadcasting services in English and French linguistic minority communities result in determinations that will require amendments to those set out in that Public Notice, the Commission will provide interested parties with an opportunity to comment on those determinations when it issues its call for comments on proposed amendments to the *Broadcasting Distribution Regulations*. A number of the Corporation's recommendations indeed focused on the Commission's proposed amendments to the *Regulations*. The recommendations unrelated to those amendments should be subject to a call for comments or discussion with the Commission during the next relevant proceedings in the upcoming year.

151 Moreover, since technology advances very quickly and consumer expectations are likely to rise over the next few years, the Corporation has formulated the recommendation below.

152 **RECOMMENDATION 8:** Since the broadcasting system is evolving more and more rapidly and market forces cannot ensure the accessibility and production of sufficient broadcasting services for linguistic minority communities, the Corporation recommends that the Commission put a process in place to review the accessibility, volume and quality of broadcasting services in these markets every five years.

153 The Corporation thanks the Commission for having given it the opportunity to take part in these important proceedings.

**REVIEW OF ENGLISH- AND FRENCH-LANGUAGE
BROADCASTING SERVICES IN ENGLISH AND FRENCH
LINGUISTIC MINORITY COMMUNITIES
IN CANADA**

APPENDIX A

Update of Data Presented

In Public Notice CRTC 2001-25



Strategy and Planning
Spectrum Engineering and Broadcast Coverage
1400 René Lévesque East, Montreal, QC
H2L 2M2

TABLE OF CONTENTS

1	INTRODUCTION.....	3
2	DISCUSSION.....	3
3	FRENCH-SPEAKING POPULATION REACHED BY PREMIÈRE CHAÎNE AND ESPACE MUSIQUE OUTSIDE OF QUEBEC.....	3
4	ENGLISH-SPEAKING POPULATION IN QUEBEC REACHED BY CBC RADIO ONE AND CBC RADIO 2.....	6
5	COMMENTS ON APPENDICES A AND B	8

TABLES

TABLE 3.1: FMT AND FKN POPULATION REACHED BY PREMIÈRE CHAÎNE	3
TABLE 3.2: FMT AND FKN POPULATION REACHED BY ESPACE MUSIQUE	4
TABLE 3.3: FMT AND FKN POPULATION REACHED BY ESPACE MUSIQUE, THROUGH STATIONS ON AIR ON JANUARY 1, 2000.....	5
TABLE 4.1: EMT AND EKN POPULATION REACHED BY CBC RADIO ONE AND CBC RADIO 2.....	6

APPENDICES IN UPDATE

A: PREMIÈRE CHAÎNE STATIONS OUTSIDE OF QUEBEC.....	10
B: ESPACE MUSIQUE STATIONS OUTSIDE OF QUEBEC.....	13
C: CBC RADIO ONE STATIONS IN QUEBEC	15
D: CBC RADIO 2 STATIONS IN QUEBEC	16

1 INTRODUCTION

This report updates the data in Public Notice CRTC 2001-25, particularly tables 4.1 and 4.2 of the Public Notice itself, as well as its Appendices 5 and 6, pertaining to Première Chaîne and Espace musique coverage outside of Quebec. This report also includes data on CBC Radio One and CBC Radio 2 services in Quebec only.

2 DISCUSSION

The population figures provided in this report are based on data in the 2006 Census of Canada. Figures on station coverage date back to November 2008.

3 FRENCH-SPEAKING POPULATION REACHED BY PREMIÈRE CHAÎNE AND ESPACE MUSIQUE OUTSIDE OF QUEBEC

Table 3.1 below illustrates the percentage of people with knowledge of French (FKN) and with French as a mother tongue (FMT) reached by Première Chaîne, in all provinces and territories except Quebec.

The data in Table 3.1 are based on the stations listed in Appendix A. It should be noted that data on Nunavut are included in those for the Northwest Territories.

Table 3.1: FMT and FKN population reached by Première Chaîne

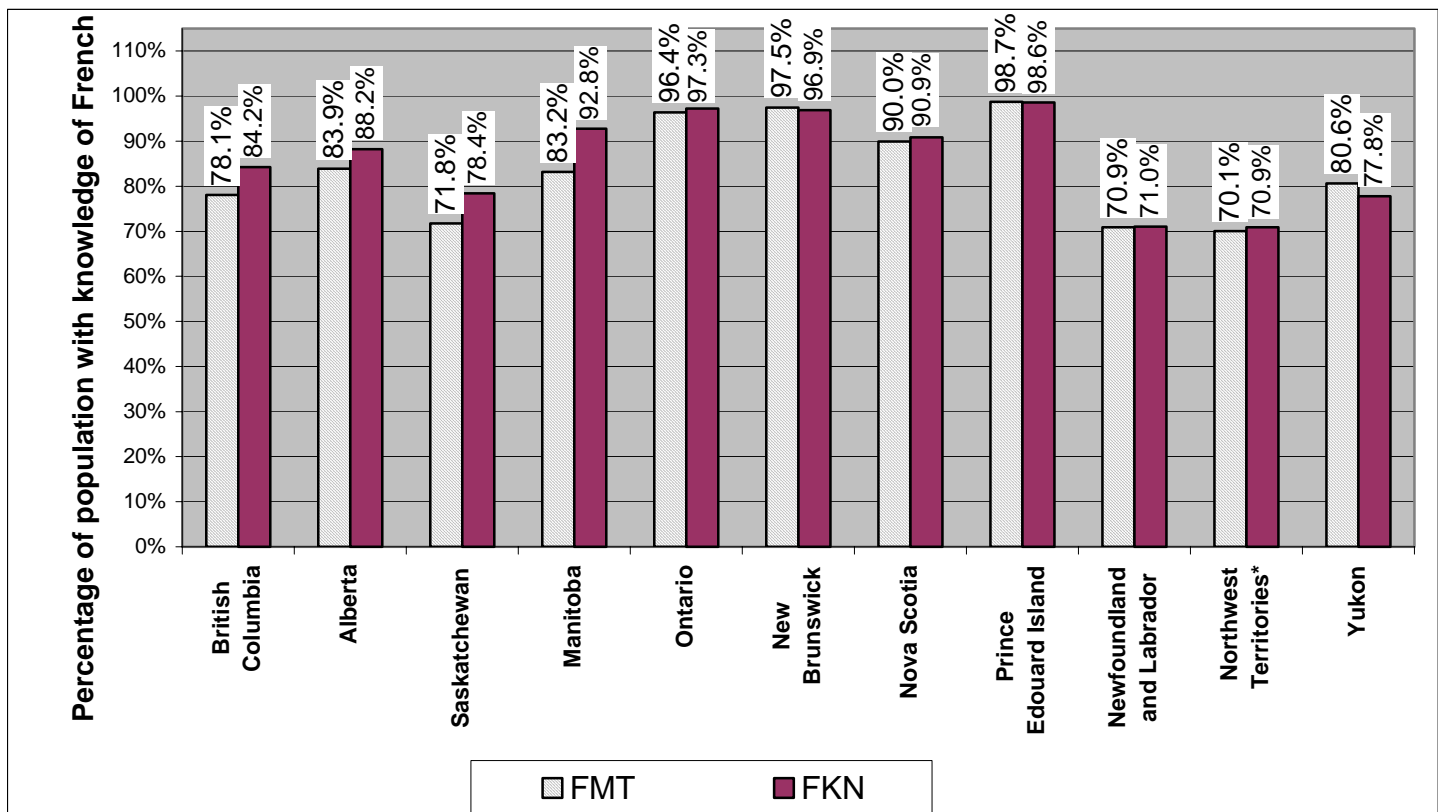
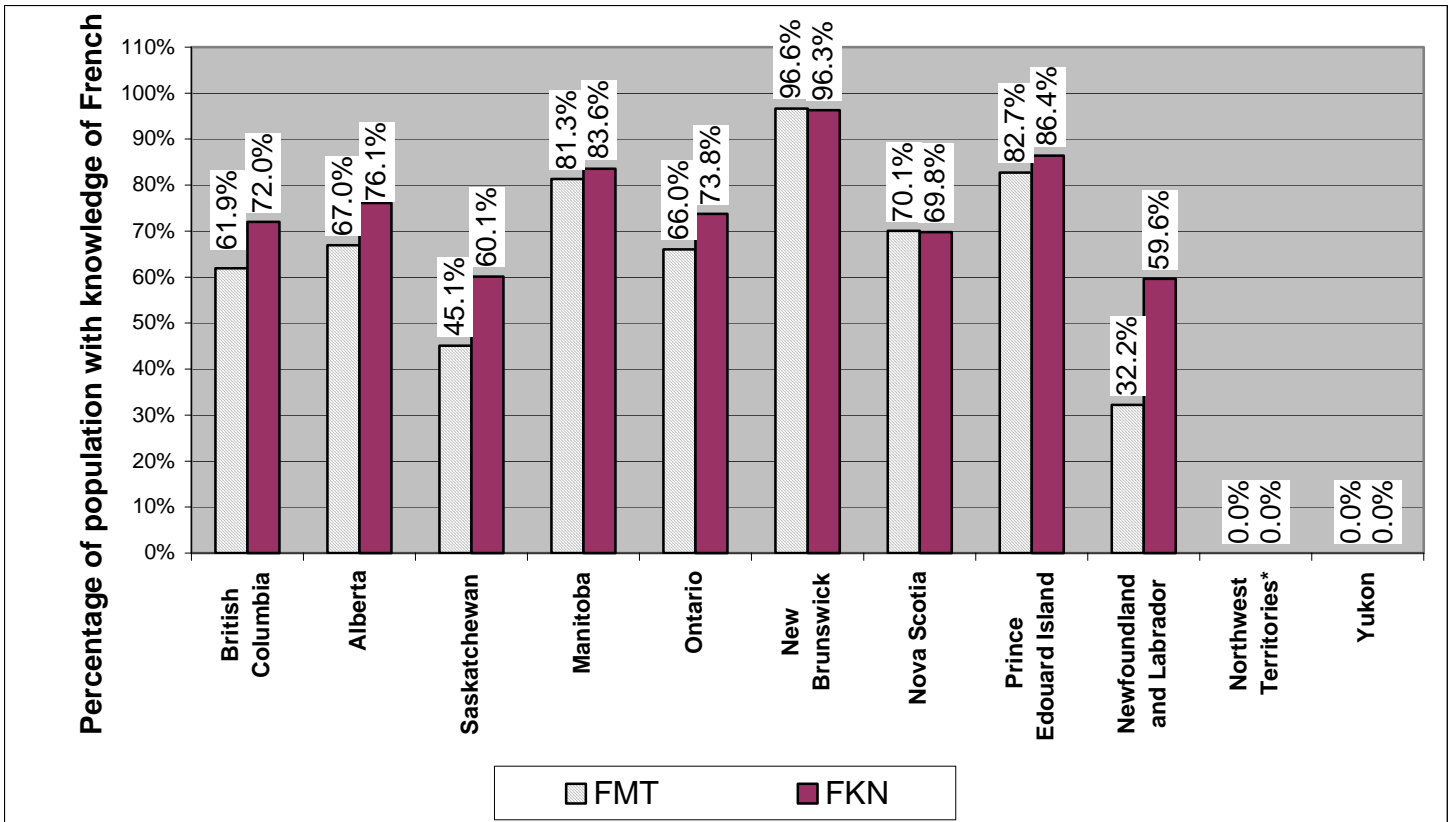


Table 3.2 below illustrates the percentage of people with knowledge of French (FKN) and with French as a mother tongue (FMT) reached by Espace musique, in all provinces and territories except Quebec.

Table 3.2: FMT and FKN population reached by Espace musique

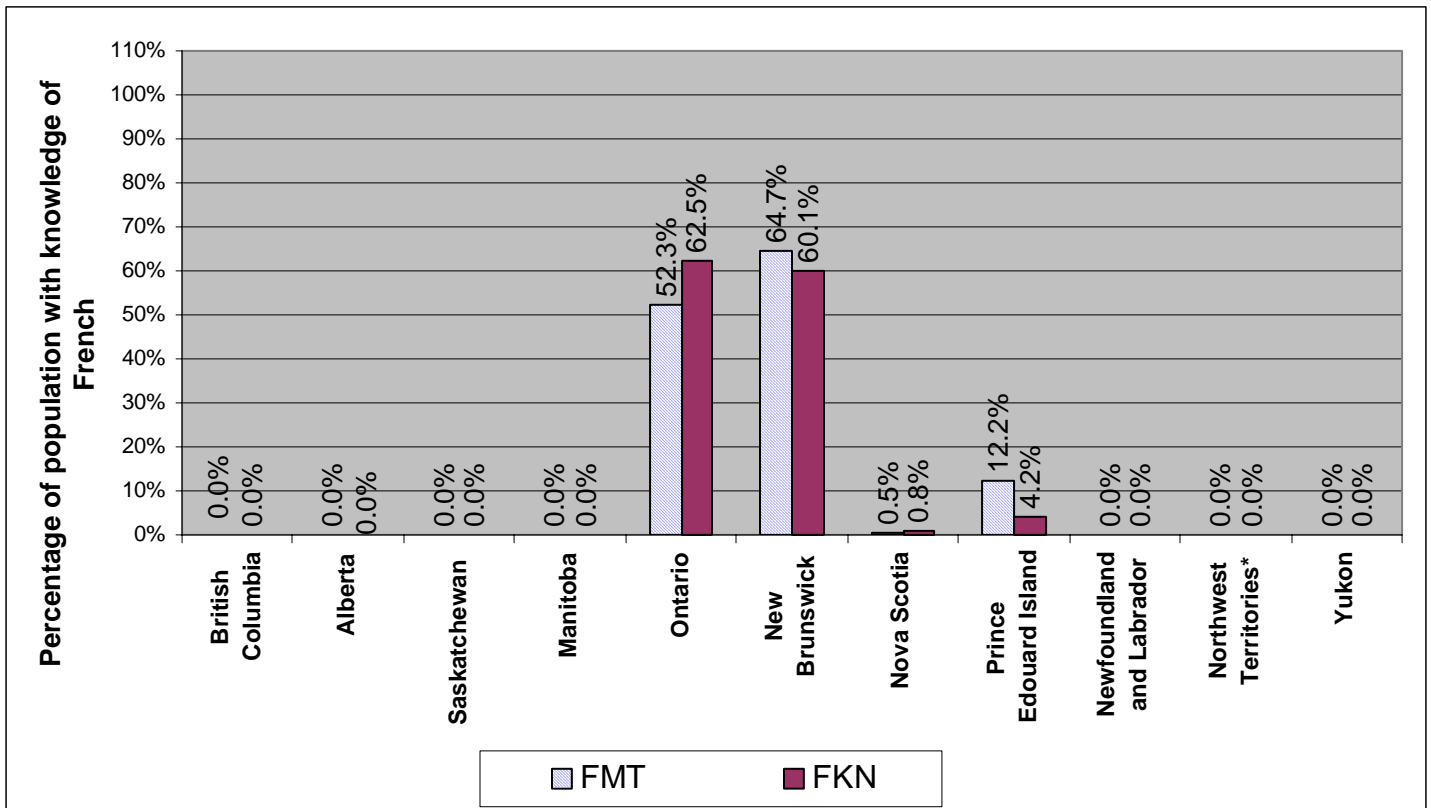


The data in Table 3.2 are based on the stations listed in Appendix B, except for station CBBX-FM-1 in Timmins, Ontario. It should be noted that data on Nunavut are included in those for the Northwest Territories.

The CBBX-FM-1 Espace musique station in Timmins will be set up in 2009. With that station taken into account, the population percentage in Ontario reached by Espace musique will rise to 75.7 per cent for FKN and 69.8 per cent for FMT.

Table 3.3 below illustrates the percentage of people with knowledge of French (FKN) and with French as a mother tongue (FMT) reached by Espace musique stations already on the air when the Espace musique licenses were last renewed in 1999-2000, for all provinces and territories except Quebec. A comparison between Table 3.2 and Table 3.3 shows the considerable increase in the percentage of people reached by Espace musique since the licenses were last renewed.

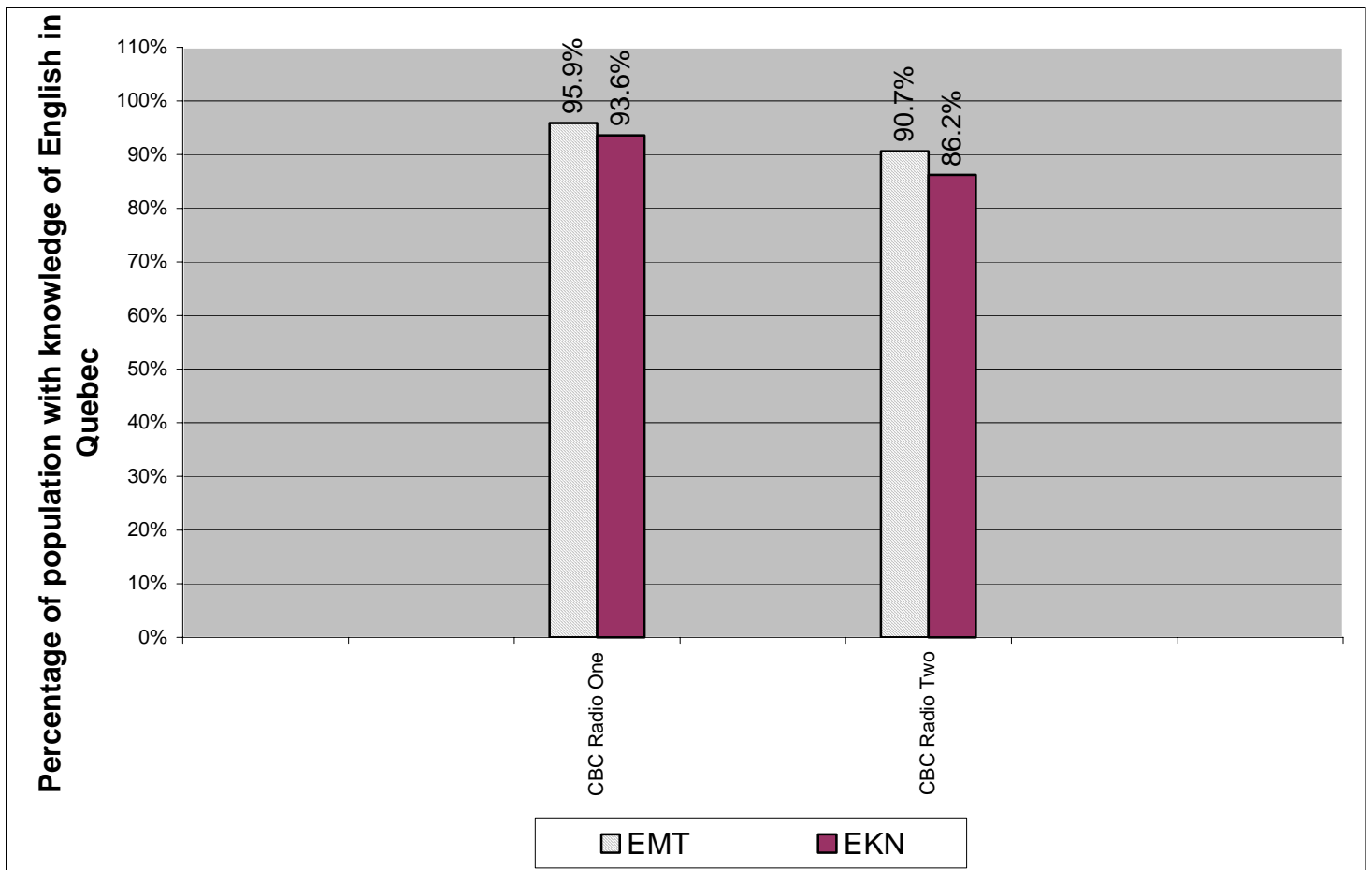
Table 3.3: FMT and FKN population reached by Espace musique, through stations on air on January 1, 2000



4 ENGLISH-SPEAKING POPULATION IN QUEBEC REACHED BY CBC RADIO ONE AND CBC RADIO 2

Table 4.1 below illustrates the percentage of people with knowledge of English (EKN) and with English as a mother tongue (EMT) reached by CBC Radio One and CBC Radio 2, in Quebec only.

Table 4.1: EMT and EKN population reached by Radio One and Radio 2



The data in Table 4.1 are based on the stations listed in Appendices C and D, including CBMO (CBC Radio One) in Lac Megantic. However, CBMO, an AM station, is not on the air at present, and we are waiting for confirmation by CBC Radio to replace it with an FM service. If CBMO is not taken into account, the percentage of English speakers reached by CBC Radio One in Quebec would drop by 0.05 per cent for the EKN group and 0.02 per cent for the EMT group.

5 COMMENTS ON APPENDICES A AND B

Appendices A and B contain the list of Première Chaîne and Espace musique stations for all provinces and territories in Canada except Quebec.

Appendix A, which lists Première Chaîne stations outside of Quebec, corresponds to Appendix 5 of Public Notice CRTC 2001-25, with the following changes:

- Eight stations have been added:

CBUF-FM-9 Victoria, British Columbia; CHFA-FM-10 Edmonton, Alberta; CHB-FM Bonnyville, Alberta (community rebroadcasting station); CKSB-10-FM Winnipeg, Manitoba; CBOF-FM-9 Chapeau/Pembroke, Ontario; CBEF-2-FM Windsor, Ontario; CBAF-FM-20 St. Edward, Prince Edward Island; and CBAF-FM-19 Urbainville, Prince Edward Island.

- Two stations — CBON-1 Kirkland Lake, Ontario and CBAF-22 Rogersville, Ontario — have been removed.
- The stations Fredericton/Saint Jean and Neguac/Allardville have been renamed Saint John and Allardville, respectively.

Appendix B, which lists Espace musique stations outside of Quebec, corresponds to Appendix 6 in Public Notice CRTC 2001-25, with the following changes:

- Sixteen stations have been added:

CBUX-FM Vancouver, British Columbia; CBUX-FM-1 Victoria, British Columbia; CBCX-FM Calgary, Alberta; CBCX-FM-1 Edmonton, Alberta; CKSB-FM-1 Regina, Saskatchewan; CKSB-FM-2 Saskatoon, Saskatchewan; CKSB-FM Winnipeg, Manitoba; CJBC-FM-2 Paris, Ontario; CJBC-FM-1 Windsor, Ontario; CBBX-FM-1 Timmins, Ontario; CBAL-FM-4 Saint John/ Fredericton, New Brunswick; CBAL-FM-5 Edmundston, New Brunswick; CBAX-FM Halifax, Nova Scotia; CBAX-FM-3 Yarmouth, Nova Scotia; CBAX-FM-1 Charlottetown, Prince Edward Island; and CBAX-FM-2 St. John's, Newfoundland and Labrador.

- The call sign of CBFX-FM Sudbury has been changed to CBBX-FM.

A: PREMIÈRE CHAÎNE STATIONS OUTSIDE OF QUEBEC

B

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Re					
Chilliwack	CBUF-FM-1	102.1 MHz	Port Alberni	CBUF-FM-8	94.9 MHz
Dawson Creek	CBUF-FM-7	93.7 MHz	Prince George	CBUF-FM-4	95.5 MHz
Kamloops	CBUF-FM-6	96.5 MHz	Terrace	CBUF-FM-3	96.9 MHz
Kelowna	CBUF-FM-2	90.5 MHz	Vancouver	CBUF-FM	97.7 MHz
Kitimat		105.1 MHz	Victoria	CBUF-FM-9	99.7 MHz

Alberta

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroa			nada		
Calgary	CBRF-FM	103.9 MHz	Hinton	CHFA-4-FM	100.7 MHz
Edmonton	CHFA	680 KHz	Lethbridge	CHFA-1-FM	104.3 MHz
Edmonton	CHFA-10-FM	101.1 MHz	Medicine Hat	CHFA-8-FM	100.5 MHz
Falher	CHFA-7-FM	103.7 MHz	Peace River	CHFA-3-FM	92.5 MHz
Fort McMurray	CHFA-6-FM	101.5 MHz	Red Deer	CHFA-2-FM	103.5 MHz
Grande	CHFA-5-FM	90.5 MHz			
Commu					
Bonnyvi	CHFB-FM	98.7 MHz			

Saskatchewan

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
	CBKF-FM-4	91.9 MHz	Regina	CBKF-FM	97.7 MHz
Gravelbourg	CBKF-1	690 KHz	Saskatoon	CBKF-2	860 KHz
North Battleford	CBKF-FM-5	96.9 MHz	Zenon Park	CBKF-FM-3	93.5 MHz
Community rebroadcasting stations					
Prince Albert	CKSF-FM	90.1 MHz			

Manitoba

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Brandon	CKSB-8-FM	99.5 MHz	Ste Rose du Lac	CKSB-1	860 KHz
Flin Flon	CKSB-4-FM	99.9 MHz	The Pas	CKSB-3-FM	93.7 MHz
St Boniface	CKSB	1050 KHz	Thompson	CKSB-5-FM	99.9 MHz
St Lazare	CKSB-2	860 KHz	Winnipeg	CKSB-10-FM	90.5 MHz

Ontario

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
	CJBC-1-FM	94.3 MHz	LEAMINGTON	CBEF-1-FM	
Blind River	CBON-6	1010 KHz	London	CJBC-4-FM	99.3 MHz
Brockville	CBOF-FM-7	102.1 MHz	Manitouwadge	CBON-FM-23	96.9 MHz
Chapeau/Pembroke	CBOF-FM-9	88.7 MHz	Matachewan	CBON-10	1110 KHz
Chapleau	CBON-FM-28	91.9 MHz	Mattawa	CBON-12	1090 KHz
Cornwall	CBOF-FM-6	98.1 MHz	Nipigon	CBON-FM-19	97.3 MHz
Dryden	CKSB-6-FM	102.7 MHz	North Bay	CBON-FM-17	95.1 MHz
Duvreuilville	CBON-FM-11	97.9 MHz	Ottawa	CBOF-FM	90.7 MHz
Elliot Lake	CBON-FM-5	101.7 MHz	Penetanguishene	CJBC-3-FM	96.5 MHz
Espanola	CBON-FM-7	94.9 MHz	Peterborough	CJBC-5-FM	106.3 MHz
Fort Frances	CKSB-9-FM	89.1 MHz	Rolphton	CBOF-4	1400 KHz

Geraldton	CBON-FM-22	93.7 MHz	Sault Ste Marie	CBON-FM-18	88.1 MHz
Gogama	CB	104.9 MHz	Sudbury	CBON-FM	98.1 MHz
Haileybury	CBON-FM-2	99.7 MHz	Thunder Bay	CBON-FM-20	89.3 MHz
Hearst	CB	90.3 MHz	Timmins	CBON-FM-25	97.1 MHz
Kapuskasing	CBON-FM-24		Toronto	CJBC	860 KHz
Kenora	CK	93.5 MHz	Wawa	CBON-FM-27	90.7 MHz
Kingston	CJBC-2-FM		Windsor	CBEF	540 KHz
Kirkland Lake	CBON-FM-1	93.7 MHz	WINDSOR	CBEF-2-FM	105.5 MHz
Community rebroadcasting stations					
Marathon	CFMN-FM	102.3 MHz			

New Brunswick

LOCATION	CA	FREQUENCY	LOC	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Allardville	CBAF-FM-2	1	Lam	CBAF-FM-18	90.3 MHz
Campbellton	CBAF-FM-3	9	Mon	CBAF-FM	88.5 MHz
Edmundston	CBAF-FM-4	100.3 MHz	Saint John	CBAF-FM-1	102.3 MHz
Kedgwick	CBAF-20	990 KHz	St. Quentin	CBAF-21	1230 KHz

Nova Scotia

LOCATION	CALL SIGN	FR	LO	CA	F
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Cheticamp	CBAF-FM-13	10	M	C	107.5 MHz
Digby	CBAF-FM-7	10	Ne	CBAF-FM-10	
Halifax	CBAF-FM-5	92	Sy	CBAF-FM-14	
Margaree	CBAF-FM-12	92	W	C	100.9 MHz
Middleton	CBAF-FM-6	10	Ya	C	107.3 MHz

Prince Edward Island

LOCATION	CALL SIGN	FR	LO	C	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Charlottetown	CBAF-FM-15	88	Urbainville	CBAF-FM-19	106.9 MHz
St. Edward	CBAF-FM-20	97			

Newfoundland and Labrador

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
	CBSI-FM-3	89.1 MHz	Port au Port	CBAF-FM-16	
Labrador City	CBSI-FM-4	93.1 MHz	St. John's	CBAF-FM-17	

Northwest Territories

LOCATION	C	FREQUENCY	LOCATION	CAL	FREQUENCY
Community rebroadcasting stations					
	V	97.3 MHz			

Yukon

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Community rebroadcasting stations					
Whitehorse	CFWY-FM	102.1 MHz			

B: ESPACE MUSIQUE STATIONS OUTSIDE OF QUEBEC

British Columbia

	CALL SIGN	FREQUENCY	L	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Vancouver	CBUX-FM	90.9 MHz	Victoria	CBUX-FM-1	88.9 MHz

Alberta

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Calgary	CBCX-FM	89.7 MHz	Edmonton	CBCX-FM-1	90.1 MHz

Saskatchewan

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Regina	CKSB-FM-1	88.9 MHz	Saskatoon	CKSB-FM-2	88.7 MHz

Manitoba

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Winnipeg	CKSB-FM	89.9 MHz			

Ontario

LOCATION	CAL	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Ottawa	CBOX-FM	102.5 MHz	Toronto	CJBC-FM	90.3 MHz
Paris	CJBC-FM-2	89.9 MHz	Windsor	CJBC-FM-1	103.9 MHz
Sudbury	CBBX-FM	90.9 MHz	TIMMINS Decision CRTC 2007-209	CBBX-FM-1	105.7 MHz

New Brunswick

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Allardville	CBAL-FM-1	101.9 MHz	Moncton	CBAL-FM	98.3 MHz
	CBAL	95	Saint John/Fredericton	CBAL-FM-4	88.1 MHz
Campbellton	CBAL-FM-3	88.9 MHz	Edmundston	CBAL-FM-5	94.3 MHz

Nova Scotia

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Halifax	CBAX-FM	91.5 MHz	Yarmouth	CBAX-FM-3	106.1 MHz

Prince Edward Island

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Charlottetown	CBAX-FM-1	88.9 MHz			

Newfoundland and Labrador

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
St. John's	CBAX-FM-2	101.9 MHz			

C: RADIO 2 STATIONS IN QUEBEC RADIO ONE STATIONS IN QUEBEC

Quebec

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CA	N	FREQUENCY
	CBMI-FM	93.7 MHz	Murdochville	CB		7
Blanc Sablon	CBMS-FM	102.7 MHz	New Carlisle	CBVN-FM		1
Chandler	CBVB-FM	103.7	New Richmond	CB		1
Chapais	CBMD	1400 kHz	Old Fort Bay	CBMV-FM		95.5 MHz
Chibougamau	CBVC-FM	90.3 MHz	Perce	CBVP-FM		105.3 MHz
Chicoutimi	C	102.7 MHz	Port Daniel	CBVF-FM		100.5 MHz
Chisasibi	CBMP-FM	105.1 MHz	Quebec City	CBVE-FM		104.7 MHz
Cowansville	C	101.9 MHz	Riviere St Paul	CBMY-FM		104.3 MHz
Escuminac	CBVA-FM	98.1 MHz	Rouyn	CBMA-FM		99.9 MHz
Fermont	C	105.1 MHz	Schefferville	CBMH-FM		103.1 MHz
Gaspe	CBVG-FM	88.5 MHz	Senneterre	CBMM		540 kHz
	C	95.5 MHz	Sept Iles	CBSE-FM		
Magdalen Islands	CBVM-FM	95.3 MHz	Sherbrooke	CBMB-FM		91.7 MHz
La Tabatiere	CBMT-FM	101.5 MHz	St Augustin	CBMX-FM		102.3 MHz
La Tuque	CB	830 kHz	St Jovite	CBMF-FM		98.1 MHz
Lac Megantic	CBMO	1240 kHz	Thetford Mines	CBMC-FM		92.3 MHz
Lebel sur Quevillion	CB	1230 kHz	Trois Rivieres	CBMZ-FM		
Malartic	CBMN	1230 kHz	Val d'Or	CBML		570 kHz
Maniwaki	CBOM	710 kHz	Waskaganish	CBMQ-FM		105.1 MHz
Mistassini	CBVS-FM	101.5 MHz	Waswanipi	CBVW-FM		105.1 MHz
Montreal	CBME-FM	88.5 MHz	Wemindji	CBMW-FM		105.1 MHz

D: RADIO 2 STATIONS IN QUEBEC

Quebec

LOCATION	CALL SIGN	FREQUENCY	LOCATION	CALL SIGN	FREQUENCY
Rebroadcasting stations owned and operated by CBC/Radio-Canada					
Montreal	CBM-FM	9	Sherbr	CBM-FM-1	89.7 MHz
Quebec City	CBM-FM-2	96.1 MHz			