

APPENDIX 1
OLMC CONSULTATION REPORT
FRENCH SERVICES

2020-2021 ANNUAL REPORT
FORMAL CONSULTATIONS WITH OLMCs
CBC/RADIO-CANADA FRENCH SERVICES

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2020-21 Report

September 1, 2020, marked the beginning of the second year of the fourth cycle of consultations with official language minority communities (OLMCs). This report concerns the public consultation meetings (PCMs) held by CBC/Radio-Canada French Services in 2020-21; namely, those covering the Ontario and Atlantic OLMCs, as well as the initiatives stemming from them.

Background information on this consultation may be found in [Appendix A](#).

It is important to note that, beyond the condition of licence that requires CBC/Radio-Canada to hold these consultations, the public broadcaster has asserted its commitment, via multiple initiatives and its media offering, to maintaining productive relationships with OLMCs.

Ontario and Atlantic Canada consultations

The PCMs for this cycle were held in fall 2020 and spring 2021. Managers representing various Radio-Canada media lines subject to the CRTC licence conditions — ICI RADIO-CANADA TÉLÉ, ICI RDI, ICI ARTV, ICI RADIO-CANADA PREMIÈRE and ICI MUSIQUE — met stakeholders in these two regions.

Given that the reference period was disrupted by the COVID-19 pandemic, both meetings took place online. In each instance, the three consultation sessions — with citizens, associations and independent producers — were maintained and technology tools were used to make the meetings possible and ensure they were accessible by as many people as possible.

Details of the consultations and attendance statistics are provided in [Appendix B](#).

Themes and observations noted during the 2020-21 PCMs

The 2020-21 PCMs were held in the context of an unprecedented public health crisis and also coincided with the CBC/Radio-Canada licence renewal hearings.

Themes and observations emerging from the 2020-21 PCMs were as follows:

- Overall, all PCM sessions highlighted the special, long-standing relationship between Radio-Canada and OLMC stakeholders and the broadcaster's important role as an **ally of francophone minority communities, which are under great pressure**, especially in the context of this difficult year.
- **The fact that the regions are reflected in national broadcasts was noted and welcomed.** Regional reflection could, the associations believe, be further improved by decentralizing both scripted and documentary productions to regions outside Quebec.
- These communities have stories to tell that reflect their vitality, their resilience and their diversity. **Close connections are the key** to discovering these stories and ensuring they reach widespread audiences.

- **Inclusion of OLMC members in national programming** strengthens feelings of belonging to their communities and of inclusion in Canadian society.
- **Diversity of voices** is an important issue and the principle of inclusion is a further lever for ensuring these communities' vitality. **Representing diversity** (of cultures, identities and opinions) in the public broadcaster's content is vital. Having new on-air faces and voices creates opportunities in this regard.
- The fact that Canada has **vast territories with diverse populations** informs the issue of the importance of including the smallest communities and of reflecting their realities and diversity.
- **Audience consumption behaviours are changing ever more rapidly** and digital and social media platforms are increasingly prevalent in OLMC members' lives. In addition, with regard to the use of digital platforms, **the French-language "barrier" is not as impermeable as it once was.**
- In the regions, **qualified francophone resources are rare**, and finding diversity candidates is a significant challenge.

More detailed information on these themes and observations may be found in [Appendix C](#).

Projects arising out of the overall consultation process

The **CBC/Radio-Canada strategy *Your Stories, Taken to Heart / Entre nous, c'est pour la vie***, launched in 2019-20, includes "**Prioritizing our local connections**" as one of its five pillars. Under the plan, initiatives already begun by the Corporation are being ramped up. The strategy has also provided the perfect launch pad for introducing new initiatives.

Radio-Canada continued implementing its regional strategy, emphasizing a sustained supply of news and information content, with impact journalism in the regions, strong arts and lifestyle programming and fruitful partnerships.

In addition to this regional strategy, to address a number of issues raised during this and previous PCMs, Radio-Canada has taken the following actions:

- Developed and distributed across the entire network a diverse range of scripted, documentary, variety, kids, interview, reporting, podcast and digital-original content to **support the French fact in Canada and raise awareness of it among all francophone Canadians.**
- Delivered **programming that helps promote the development and vitality of OLMCs** and celebrates the full wealth of francophone expression all across the country.
- **Implemented more initiatives that help better reflect diversity** (region, culture, identity, opinion) in broadcasts and among staff, and that **promote francophone Canadian talent** across all platforms.
- Introduced **several measures to ensure French-language news content** that is indispensable across TV, radio and digital, and addressed the **specific needs** of arts communities and audiences in OLMCs during the pandemic.

- Initiated several actions aimed at **supporting francophone arts communities** reeling from the **impacts of the pandemic**.
- **Supported independent production in OLMCs**, among other means by providing funding specifically for development of **dramatic feature films** in francophone minority communities.

More detailed information on these initiatives and actions may be found in [Appendix D](#).

The PCMs create valuable opportunities for the public broadcaster to better contextualize the issues affecting OLMCs and monitor changes over time. This contributes significantly to the Corporation's overall thinking and, where necessary, helps shape French Services' actions and initiatives. The public broadcaster is thus pleased to continue proactive conversations with the communities.

APPENDICES

Appendix A – Background

As of September 1, 2013, CBC/Radio-Canada has been required under condition of licence to “hold a formal consultation at least once every two years with official language minority communities (OLMCs) located in each of the regions of Atlantic Canada, Ontario, Western Canada, the North and Quebec to discuss issues that affect their development and vitality. [...] Consultations shall include independent producers from OLMCs. The licensee shall report annually on consultations that took place that year and demonstrate how feedback from the consultations was taken into consideration in the Corporation’s decision making process.”¹

The broadcast year that began September 1, 2020, corresponds to the second year of the fourth cycle of consultations with OLMCs, in this case encompassing two regions, Ontario and Atlantic Canada. This report by CBC/Radio-Canada French Services, which includes the television services ICI RADIO-CANADA TÉLÉ, ICI RDI and ICI ARTV as well as the Radio services ICI PREMIÈRE and ICI MUSIQUE, covers the consultations held in virtual mode in November 2020 for the Ontario region and in June 2021 for the Atlantic region.

These public consultations are part of the ongoing dialogue that CBC/Radio-Canada maintains diligently with OLMCs. Touchpoints, meetings and opportunities for discussion are numerous and varied, and they enable CBC/Radio-Canada French Services and the various stakeholders in francophone communities across Canada to maintain constructive dialogue all throughout the year. Beyond the formal PCM cycles, regional directors and staff in the Radio-Canada regional stations serving OLMCs regularly meet influencers in francophone communities to remain attuned to the priorities and needs of those communities.

The year 2020-21 was dominated by the COVID-19 pandemic, which completely disrupted day-to-day operations and made travel and face-to-face meetings impossible. In that context, CBC/Radio-Canada had to find alternative means of continuing its discussions with OLMCs, implementing virtual solutions.

Throughout the year, the regional directors and executive director communicated with several representative organizations, including the Association de la presse francophone (APF), the Fédération culturelle canadienne-française (FCCF) and Fédération des Communautés francophones et acadienne (FCFA) in terms of nationwide associations, as well as with the Alliance des producteurs francophones du Canada (APFC).

The initiatives presented in this appendix are not exclusively representative of the Corporation’s efforts to serve OLMCs, as evidenced by the fact that, year after year, we meet — and even exceed — our conditions of licence regarding the specific needs of OLMCs. The detailed annual reports filed today with the CRTC by French Services demonstrate the scope of these initiatives.²

1. <https://crtc.gc.ca/eng/archive/2013/2013-263.htm#bm114>

2. These reports are available on the CBC/Radio-Canada corporate website: <https://cbc.radio-canada.ca/en/impact-and-accountability/regulatory/submissions>

These annual reports also include the results of the audience perception surveys conducted by the Corporation in 2020-21 and which indicate that the public broadcaster is highly regarded by members of OLMCs.

Appendix B – Description of the Consultation

Two public consultation meetings (PCMs) were held during the 2020-21 broadcasting year for the Ontario and Atlantic Canada regions. Each consultation was divided into three sessions: one with citizens, one with representatives of associations and one with independent producers. The pandemic demanded modifications to the format of the PCMs to ensure compliance with the health restrictions implemented in the various provinces.

The Ontario PCMs with citizen and association representatives were held in virtual mode on November 5, 2020, and that with producers took place on December 2, 2020.

The Atlantic Canada PCMs were also held virtually, on May 26, 2021, with producers, and on June 10, 2021, with citizens and associations.

Moving to a virtual PCM format did pose challenges, but also presented opportunities for Radio-Canada to continue enhancing that format and to increase the inclusivity and quality of dialogue with stakeholders.

- The virtual format made it easier to create diverse panels, made up of citizens from all the communities in each region, and helped ensure proper representation of the vast territories involved, discussions of their specific needs and input for dynamic exchanges.
- Social platforms were leveraged to create an online space where citizens from across the region could interact with executives from CBC/Radio-Canada French Services.
- Use of a theme to get Canadians' reactions to specific issues pertaining to the development of OLMCs was maintained. For this consultation cycle, the Corporation sought to encourage discussion of the most effective means of reflecting regional realities across the country on all of the public broadcaster's platforms.

Radio-Canada personalities (hosts, reporters, news anchors) were invited to be part of the citizen PCMs. This unique contact between citizens and Corporation personnel not only helped make the PCMs friendlier and more welcoming; it also helped raise on-air employees' awareness of OLMC realities. This winning initiative, introduced in 2018-19, requires greater investment in time and resources but is continuing to prove its worth, as it has a positive impact on all participants' enthusiasm.

Detailed information is provided in [Appendix D](#).

ATTENDANCE STATISTICS

Ontario PCM

- **Citizens meeting:**
 - 102 simultaneous viewers on ICI Ottawa-Gatineau and ICI Ontario
 - 13,706 people reached by Facebook post
 - 147 video views
- **Associations meeting:** 12 associations represented:
 - Alliance nationale de l'industrie musicale (ANIM)
 - Assemblée de la francophonie de l'Ontario
 - Association du peuple Bamileke de l'Ontario
 - Association des professionnels de la chanson et de la musique (APCM)
 - Conseil des arts de Hearst
 - Fédération de la jeunesse canadienne-française (FJCF)
 - Fédération de la jeunesse franco-ontarienne (FESFO)
 - Festival Franco Ontarien
 - Front des réalisateurs indépendants du Canada (FRIC)
 - Mouvement d'implication francophone d'Orléans (MIFO)
 - Réseau Ontario
 - Royal Military College Kingston
- **Producers meeting:**
8 independent production companies attended (Productions Testa Inc., Histoires autochtones Inc., Machine Gum Productions Inc, Zazie Films Inc., Les productions Bliktv Inc., Productions Slalom Inc., Balestra Productions Inc., Orange Iceberg Media) plus the Alliance des Producteurs francophones du Canada (APFC)

Atlantic PCM

- **Citizens meeting:**
 - 95 simultaneous viewers on Facebook Live
 - 212 views on Radio-Canada.ca/apc
 - 164 interactions with the post and 102 comments
- **Associations meeting:** 13 associations represented:
 - Société nationale de l'Acadie (SNA)
 - Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick (AAPNB)
 - Fédération Francophone Terre-Neuve et Labrador (FFTNL)
 - Société de l'Acadie du Nouveau-Brunswick (SANB)
 - Fédération culturelle acadienne de la Nouvelle-Écosse
 - Association francophone des parents de Nouveau-Brunswick (AFPNB)
 - Fédération acadienne de la Nouvelle-Écosse (FANE)
 - Conseil jeunesse provincial de la Nouvelle-Écosse
 - Jeunesse acadienne et francophone de l'IPE (JAFLIPE)

- Fédération des jeunes francophones du Nouveau-Brunswick (FJFNB)
- Société Acadienne et Francophone de l'Île-du-Prince-Édouard (SAF'Île)
- Conseil Jeunesse Provincial de la Nouvelle-Écosse (CJPNE)
- Conseil scolaire provincial francophone (CSFP)
- **Producers meeting:**
6 independent production companies attended (Connections TV, Bellefeuille productions, Mozus productions Inc., Productions du Milieu, Productions l'Entrepôt, Botsford Médias) plus the Alliance des Producteurs francophones du Canada (APFC)

Appendix C – Observations/Findings

The 2020-21 PCMs took place against the backdrop of the CBC/Radio-Canada licence renewal process and, of course, the unprecedented pandemic. Besides these events, the parties discussed the broader issues facing OLMCs and the means by which French Services can help ensure the vitality of francophone communities.

General observations:

- Following a fairly difficult year, the important role played by CBC/Radio-Canada French Services in **supporting francophone minority communities**, which are under significant pressure, is even more apparent:
 - **Radio-Canada contributes to the visibility of OLMCs:** It helps support and raise awareness of the French fact in Canada, including among Quebecers.
 - **Radio-Canada is addressing a need to promote collective memory**, archiving and preserving stories from smaller communities.
 - **Creating kids and youth content in the regions** is a way to ensure a lasting legacy for French-Canadian culture among the generations to come.
- **Diversity of voices** is a significant issue and the principle of inclusion provides considerable support for communities' vitality:
 - **Representing diversity** (of cultures, identities and opinions) in the public broadcaster's content is vital. It is important for members of francophone communities to hear from experts from all over the country as well as their regions in national broadcasts.
 - **International issues are very important and their treatment locally** enhances the impact of coverage for communities and changes outlooks. As a result of immigration, Franco-Ontarian communities have concerns about and are interested in international news stories that shift the local angle.
 - Canada has a vast territory with diverse populations. That reality results in the **challenge of reflecting multiple realities and diversities**, in particular where smaller communities are concerned.
 - **Inclusive and gender-neutral writing and narration** are tools deemed essential, by all of the communities, for ensuring integration and inclusivity.
- CBC/Radio-Canada French Services stands out in a highly competitive and changing landscape in which **media offerings are evolving rapidly**:

- A majority of **francophone residents of Ontario and Atlantic Canada are bilingual** and tend to consume English-language content in its original version without translation or subtitling.
- **Social media platforms have strong presence** in OLMCs and are a significant source of news and information.

Specific observations:

Citizens

- **Trust:** Collaborations with the public broadcaster's teams in the regions are appreciated. Regional stations' programs have loyal audiences and the expansion of the platforms available to regional artists is acknowledged and welcomed.
- **Radio-Canada is a reliable reference:** Whether in terms of international news stories or arts coverage, Radio-Canada is recognized for its expertise in creating quality content and for its credibility in news and information.
- There is an ongoing perception that **Quebec-centric content predominates**, but this issue is **less critical than it has been in previous years**. Ongoing efforts by the regional teams to deliver a comprehensive content offering across a variety of platforms, including digital, have certainly contributed to the improvements. Efforts must continue in this area.
- **The French fact is no longer an unbreachable fortress.** Citizens point out that the majority of the population in regions is bilingual. This is why people tend to follow local news in English instead, eschewing subtitling and translation.
- **Media consumption habits** revolve increasingly around digital platforms (e.g., Netflix, Spotify, Apple) and even when it comes to getting their news, people in OLMCs rely heavily on social media platforms.
- The **communities** in Ontario and Atlantic Canada are **fairly disparate** and find their cultural content mainly online or through cultural associations.
- **Diversity of voices** is an important issue, and by incorporating them Radio-Canada asserts a front-line role in ensuring inclusion of all communities and their reflection in the public broadcaster's programming — both verbally, through their various accents, and in writing, which includes inclusive and gender-neutral wording for gender minorities.

Associations

- **Regional reflection in national broadcasts is noted and welcomed**, but associations in OLMCs want to see and hear themselves more and hope that this improvement will be driven by decentralization of productions to regions outside Quebec.
- These communities have stories to tell that reflect their vitality, their resilience and their diversity. **When members of OLMCs are reflected in national programming**, it strengthens feelings of belonging to their communities and of inclusion in Canadian society.
- The territory is expansive and needs are different, even within one and the same region. **Closer connections are the key** to discovering and reflecting the vastness and diversity of these regions in the public broadcaster's programming.
- **Regional/network duality is still present**. The associations feel that Radio-Canada's national programming offering is still very Quebec-centric, even if there is also some perception of an improved balance.
- Reaction to the coverage of the tragic shooting in Portapique was not unanimously positive, and this rekindled the debate over **French-language coverage of regional stories** as well as its amount, extent and responsiveness versus English-language coverage.
- Associations **hailed the progress made with scripted productions in regions**, but say more can still be done. Broadcasting more local events nationally would help people get to know Canadian talent better.
- **The *Régions* section of the Radio-Canada.ca site is much appreciated**, as are the local stations and their local programming.
- **Regional kids and youth content** is of vital importance because it is a way for younger people to see themselves on television and hear different accents, and thereby ensure a confident, visible emerging francophone generation.
- **Radio-Canada plays a key role in promoting inclusion** of Canadian francophone communities (territorial, cultural, ethnic and gender-based).

Independent producers

- During this challenging year, **Radio-Canada's support for the independent production industry in regional communities was greatly appreciated**. That support exemplifies how Radio-Canada's leadership can serve as a lever for the overall industry.
- In the context of strict public-health rules (including the institution of the so-called Atlantic bubble) that severely affected producers in the regions, **CBC/Radio-Canada French**

Services' flexibility and responsiveness greatly helped the industry deal with the situation.

- The PCMs confirmed that **content consumption behaviours are continuing to change** in Ontario and Atlantic Canada, as they are across the country. This also implies the need to rethink formats.
- In the regions, **qualified francophone resources are increasingly rare**, and finding diverse candidates compounds the challenge.
- **Resources are lacking** and issues around training (producers all rely on the same teams) are also posing significant challenges.
- CBC/Radio-Canada's diversity initiatives are welcomed, and producers would like to see the **Corporation help them** by sharing its winning strategies.
- Independent producers would also like to see CBC/Radio-Canada French Services support cultural organizations and businesses in OLMCs in their **post-pandemic economic recovery initiatives**.

Appendix D – Initiatives and Actions by Radio-Canada

Despite the highly unusual context of a year shaped by the pandemic, CBC/Radio-Canada continued to implement its strategic plan, made significant progress and further asserted its commitment to the regions as well as its steadfast desire to reflect contemporary Canada across all of its platforms.

As a result, many initiatives were undertaken, which were applauded by the stakeholders who took part in this consultation cycle.

The potential solutions put forward have also encouraged the public broadcaster to continue implementing its Complete Local Service strategy and expand on its proposal to strengthen that connection with all Canadians via significant local and regional content.

What follows is an overview of the actions taken by CBC/Radio-Canada toward achieving its strategic objectives and that are relevant to the discussions that took place at the PCMs. Following that is a list that also outlines initiatives relating to the observations made at the PCMs.

Organizational Aspects – Overall

- Maintaining an uninterrupted, engaging relationship between Radio-Canada and local communities via continued implementation of the “Complete Local Service” regional strategy, with special attention paid to the regional-reflection and local-presence needs gleaned at PCMs. The actions emerging from that strategy can be summed up as follows:
 - Continuous news and information seven days a week.
 - Impact journalism in the regions.
 - Strong arts and lifestyle programming.
 - Engaging partnerships.
- Educating Radio-Canada employees, both in regional stations and Montreal, via meetings, briefings and newsletters, about issues faced by OLMCs. Having on-air personalities take part in the citizen consultations drives more direct awareness-raising and constant engagement toward better inclusion of OLMCs and support for their vitality.
- CBC/Radio-Canada French Services continued to fulfil its role as a public news media entity during COVID-19, as demonstrated by multiple engagement indicators, through its regional offering in French on TV, radio and digital platforms (see the results of the 2020-21 Mandate and Vision perception survey in our [annual report](#)). In addition to implementing a freeview period for ICI RDI on TV and the web so that all audiences could

have continuous access to vital information, simultaneous French translation of provincial governments' media briefings was maintained both on linear TV and digital platforms.

- More initiatives were taken as part of accelerating actions to reflect contemporary Canada in programming:
 - Expansion of the [measures enabling accelerated actions](#) by the organization on diversity and inclusion. Initiatives with staff included surveys, meetings, focus groups and one-on-one interviews about diversity and inclusion at the public broadcaster. Notable progress has also been made to boost representation in key positions, in hiring and in training.
 - Launch of the *Nouvelles voix* campaign aimed at educating and engaging Radio-Canada staff around challenges of representation and increasing the presence in broadcast content of members of visible minorities, Indigenous people, women, francophones outside Quebec, persons with disabilities and LGBTQ+ people.
 - Collaboration between the Community Inclusion and Libraries & Archives teams to create a *Nouvelles voix* diversity directory as well as a simple, adapted template to make it easier for teams to track representation. The result has been increased diversity of opinions and perspectives in our content.
 - Continuation of the *Synergie* project, which aims to build bridges between Radio-Canada employees and managers and diverse resources and talent.
 - A three-way partnership for the launch of *Synergie+*, a paid internships project created in response to the needs of underrepresented people facing barriers to opportunities and networking. Radio-Canada created a partnership with independent producers and interns with the goal of kickstarting the community with a 60-day paid internship and providing an opportunity for optimal integration into the field.
- Launch of “[L’info locale est indispensable / Local News Matters](#),” the first directory of local media in Canada, to support diverse sources of trusted news. Local news organizations across the country are facing enormous challenges, with many having been forced to cut back their operations or even shut down altogether. And in the midst of a public health crisis, where misinformation is running wild, especially on social media, Canadians need trusted news now more than ever. This bilingual directory, the first of its kind in the country, encourages Canadians to find local news organizations they trust and to support them. The health of our democracy depends on a strong media ecosystem with a diversity of voices. That is why CBC/Radio-Canada is working with Canadian media associations to include their members in the directory.

- Participation by Radio-Canada in the Sommet du rapprochement des francophonies. In collaboration with the Centre de la Francophonie des Amériques (CFA) and with an eye to encouraging careers in journalism and supporting up-and-coming francophone journalists, Radio-Canada organized journalism training workshops, facilitated by staff members, for Sommet attendees. Each of the three sessions focused on a specific topic: journalistic standards and practices; techniques for remote interviewing; and political coverage and storytelling.

Actions Specific to OLMCs

Initial observation: French-speaking minority communities are under great pressure, and CBC/Radio-Canada is a supportive ally

The Corporation is a major ally of OLMCs, helping support and raise awareness of francophone communities in Canada, including among Quebecers.

- **Creation and delivery of content that showcases regions, communities and the cultural vitality of OLMCs**
 - In addition to local daily newscasts, a number of series and standalone programs originating in OLMCs were broadcast across the entire ICI TÉLÉ network, including several produced in Ontario and the Atlantic region:
 - 1) ICI TÉLÉ broadcast the prime-time scripted series *Eaux turbulentes* (Ontario), which garnered record audience numbers for a regional series in the spring of 2020, enough to warrant plans for a second season. *À la valdrouge* (Atlantic Canada), meanwhile, saw production of its fourth season postponed to summer 2022 because of COVID-19.
 - 2) The cross-Canada magazine *Tout inclus* (produced in Ottawa) was broadcast in summer 2021 at 4 p.m., the late-afternoon time slot dedicated to magazine-format shows in the regular season. For the program's second season (summer 2022), episodes will be broadcast twice a week on the entire ICI TÉLÉ network to boost its reach.
 - 3) The second season of *Tout simplement country* (Atlantic Canada) was presented in prime time, along with *La fête en Acadie : tableau de backyard*.
 - 4) A number of documentaries produced outside Quebec were part of ICI TÉLÉ's *Doc humanité* series during the past year, including *Vivre vieux* (Ontario),

Condamnation (Atlantic Canada), *Joe Fafard, selfie* (Western Canada), *Le malaise cannabis* (British Columbia) and *Vote pop* (Ottawa).

5) A new series on the life of writer Gabrielle Roy is in production in Manitoba and slated for broadcast in summer 2022.

6) ICI ARTV premiered Season 2 of *Tout simplement country* (Atlantic Canada) in winter 2021 and rebroadcast past seasons of *Pour l'amour du country* (Atlantic Canada) in the summer. Throughout the regular season, ICI ARTV also broadcast the arts magazine show *L'embarras du choix* (Atlantic), profiling a different artist from the Maritimes each week.

- All content (TV, radio, digital) produced by regional stations is available for catch-up viewing on Radio-Canada's digital platforms across the country.
- Radio-Canada gives widespread coverage to major events in communities such as National Acadian Day, which was celebrated in the programs *Acadie Road* in 2020 and *La fête en Acadie : tableau de backyard* in 2021. In addition, special emphasis is placed on regional stories about social issues to ensure national visibility; examples include [S'exposer à la COVID-19](#), [Libéré et sans tabou](#) and [Ville de Cobalt](#) (also presented on radio and *Zone économie* to ensure greater reach).
- ICI RDI makes regional content an important part of its original programming. This content is produced by teams of reporters on the ground in the provinces. During the pandemic, all teams have remained in place to report on the situation in each community while working within the production constraints imposed by the public health measures in effect in those provinces. Our teams of reporters are constantly chasing news stories in the provinces. As events unfold, our reporters travel to the scene to better grasp the nature of stories in the different communities and improve their reporting of them.
- Additions to programming on ICI PREMIÈRE, ICI MUSIQUE and OHdio have helped support and raise awareness of francophone spaces across Canada. Examples include:
 - The new morning show *Lève-tôt* on ICI PREMIÈRE reviews the week's top stories and consistently includes a variety of topics from across the country.
 - *Votre appel est important pour nous*, a daily call-in show hosted by Catherine Perrin, aired during the winter, allowing audiences to get a better grasp of current affairs and hear comments from listeners across Canada.

- The *Combat national des livres*, Radio-Canada’s sister competition to *Canada Reads*, presented on *Plus on est de fous, plus on lit!*, included four defenders representing regions: Michèle Audette, Brian Gallant, Tanya Lapointe, Corey Loranger.
 - Every day, ICI MUSIQUE radio programs spotlight artists from everywhere in Canada by continually seeking out the best talent to feature in its music programming, but also in its choice of commentators and opinion leaders in programs. *L’effet Pogonat* continues with contributors from across the country; *Tellement Courteau* emphasizes deep-dive listening to new material from multiple artists from the regions in its first-rate segment “En écoute”; and *Via Fehmiu* highlights a number of festivals and initiatives across Canada, including the Festival acadien de Caraquet, Festival Acadie Rock, Toronto’s Franco Fête, Festival Folklorama in Winnipeg, etc.
 - Radio-Canada OHdio presents a broad range of content from all regions of Canada, whether via geolocated carousels in listeners’ respective regions or the addition of locally produced podcasts to national carousels. For example, some 300 content items from Ontario, a number of which focus on linguistic identity, were showcased on our digital platforms this past year, an increase of 50% over the previous year. More than 120 items from the Acadie region were featured in this way, along with nearly 175 more from Manitoba, Saskatchewan, Alberta and British Columbia. From Acadian poet Gabriel Robichaud to questions around francophone immigration in the Western provinces, a variety of topics, artists and works were showcased on both the Radio-Canada OHdio app and website.
- **Radio-Canada fulfils a need to promote collective memory and tell smaller communities’ stories, helping to preserve their history.**
 - Pursuing its commitment to telling local stories and promoting Canadian talent, Radio-Canada produced content that otherwise would never have seen the light of day, bringing local realities to life and sustaining communities. Initiatives in OLMCs included the following:
 - 1) [Empreintes](#), the cross-Canada digital documentary project telling original, engaging, people-oriented stories, launched in 2019-20, proved its worth and impact in 2020-21, with as many as 26 content items from across the country and over 550,000 total page views. This digital project showcases the beauty of various regions, underscores the diversity of the people living there and highlights “imprints” visible there along with those that people continue to leave.

- 2) Mobile videojournalist assignments (including the Fureteuse Fransaskoise in Saskatchewan and VJ Jimmy Chabot in Northern Ontario) are highlighting provinces' local culture with a decidedly more local angle.
 - 3) Two arts programs, *Comme tout le monde* and *Connexion*, have been launched in Ontario and the Western region, presenting local artists and focusing on regional themes.
 - 4) A series of vignettes created against the backdrop of the pandemic, *Solo ensemble* (a digital series following on from the [L'atelier culturel](#) initiative), is raising the profile of Western Canadian artists in all disciplines through inclusive content (music, dance, improv).
- ICI RDI original programming covers major news events: commemorations, celebrations, regional and national politics and culture stories from across the country. A recent example was the live coverage of the ceremony in tribute to the members of a family killed in an Islamophobic hate crime in London, Ontario.
 - In keeping with its commitment to support and raise awareness of francophone spaces in Canada, ICI PREMIÈRE presents programs featuring topics, guests and contributors from communities across the country. An example is *Aujourd'hui l'histoire*, which revisits history-making events. One segment was devoted to the play *Moé, j'viens du Nord s'tie*. Mounted in 1971 by the theatre troupe at Laurentian University, it was a multimedia spectacle that combined theatre, pop music and visual projections. Johanne Melançon, a professor at Laurentian, explained why the play caused a scandal. In addition, the program *Le 21e* included an interview with lawyer and academic Michel Doucet, who has dedicated his career to defending the French language in New Brunswick.
 - To bring theatrical performances to audience members during a pandemic, Radio-Canada revived the radio-theatre format, broadcasting seven plays by francophone Canadian writers on ICI PREMIÈRE and Radio-Canada OHdio. They included *Le long voyage de Pierre-Guy B*, which was broadcast nationally. This play by Philippe Soldevila, Christian Essiambre and Pierre Guy Blanchard was a co-production of Théâtre Sortie de Secours, Théâtre l'Escaouette, the National Arts Centre French Theatre and Radio-Canada Moncton. A play produced in the summer of 2021 by a French-language troupe from Vancouver, *Straight Jacket Winter*, was also launched online on Radio-Canada OHdio in September.
 - A number of themed events and gatherings, involving OLMCs particularly, received nationwide exposure via Radio-Canada OHdio:

- The albums nominated for the Trille Or awards enjoyed greater visibility thanks to a dedicated carousel whereby all listeners could hear and explore French-Canadian nominee artists.
 - The “Traversée sonore du Canada” carousel grouped together coast-to-coast content to promote discoverability of music trends all across the country.
- **Kids and youth content, including local content, is an important way to support the vitality of French-speaking minority communities and ensure a lasting legacy for French-Canadian culture among the generations to come. Youth in OLMCs want to see themselves onscreen, recognize themselves and recognize their accents.**
 - During the past year, ICI TÉLÉ broadcast kids series originating in OLMCs, including *Oniva!* (Western region), for the 19th year in a row; the Franco-Ontarian production *Mehdi & Val*; and some 275 hours of kids content produced in Ontario (translated from English).
 - The series *Oniva!* is produced out of Edmonton and throughout Western Canada. Its content has been enhanced with exclusive online-only videos to reach young digital users.
 - The Ontario station produced a special this year, [Confinés à l'unisson](#), spotlighting young people. Also available on ICI TOU.TV, it featured some of the high points of the *Quand ça nous chante 2021* festival and performances by up-and-coming local music acts.
 - Recognizing that ensuring the legacy of Franco-Canadian culture for new generations is not confined to youth programming, Radio-Canada pays particular attention to general-audience magazine shows such as *Tout inclus*, featuring young members of OLMCs talking about what sets them apart culturally.
 - This year on ICI PREMIÈRE, the program *Plus on est de fous, plus on lit!* featured the *Combat des livres jeunesse*, a kids version of the sister program to *Canada Reads*. In-studio guests included Daphnée McIntyre (age 16) from Moncton, N.B.
 - Compelling topics from across the country, young francophone talent from all provinces and collaborations with OLMCs all enriched Radio-Canada OHdio content via a number of youth-oriented podcasts, including:
 - *L'incroyable histoire*, which for its new slate of episodes in spring 2021 dedicated an episode to Halifax-born Viola Desmond, another to the war chief Pontiac (who controlled a territory that today takes in Ontario and Manitoba) and another to Édouard Beauré, the famous Saskatchewan-born giant and strongman.

- The podcast *Le guide de survie des Débrouillards*, which recruited children from all across Canada (comprising five from OLMCs, including in the Yukon) to share anecdotes related to the theme of the season-finale episode, climate change.
- The podcast *Ingénieux junior*, focusing on Canadian inventions, a production of Ottawa-based Carte Blanche Films in association with the Rideau Hall Foundation and Radio-Canada OHdio.

Initial observation: Inclusion and diversity of voices help sustain OLMCs' vitality

- **Regional reflection in broadcasts, cross-cutting coverage of regional stories and presence on the ground**
 - The Regional Media team's strategic priorities include identifying regional experts and featuring them across the network and in national broadcasts. Analysis by Stéphanie Chouinard (ON) and Frédéric Boily (AB) therefore received substantial national exposure.
 - Digital stories on social affairs topics from the regions featured local experts; for example, [this content dealing with endometriosis](#).
 - The *Nouvelles voix* project helped bring expert voices to the fore during the pandemic: virologists, epidemiologists, political analysts and various francophone newsmakers across the country were seen and heard on all programs, including those of ICI RDI, and enriched audiences' understanding of topical issues.
 - We are currently studying a project, over a two-year span, that aims to develop an integrated contact management tool (contributors, experts, guests) for use by content production staff all across the country (e.g., researchers, journalists). This initiative will help improve contact management, consolidate all of our databases into a state-of-the-art technology tool tailored to media line needs and help maximize regional reflections and diversity.
 - The PCMs have told us that international issues are very important and that local reporting creates a different impact and changes outlooks. As a result of immigration, members of OLMCs are increasingly concerned about and interested in international news. As a public broadcaster, we believe it is important for our news departments to take this into account. All regional newscasts consider the specific local angle on international issues. That is the *raison d'être* of these regional news departments and is part of our regional mandate.
 - Radio-Canada takes into consideration the large size of the various territories and makes every effort to include all communities and reflect regional diversity. For example, the new

afternoon radio show in Nova Scotia is distinct from that produced in New Brunswick, and was introduced this year to cover news in the province as well as in Prince Edward Island.

- ICI PREMIÈRE has expanded its roster of experts and contributors for national broadcasts. Here are some examples:
 - Two regular contributors to the “Les Vieux contre-attaquent” segment of the program *Pénélope* are from the Acadie region: Bernadette Landry of the Association francophone des aînés du Nouveau-Brunswick and Louise Imbeault, chancellor of Université de Moncton and president of the Société nationale de l’Acadie.
 - *La Soirée est (encore) jeune* has a slate of new contributors, including Isabelle Ménard in Toronto, Éric Robitaille in Sudbury and Serge Brideau in Moncton.
 - *Du côté de chez Catherine* contributors include David Robichaud of the University of Ottawa in Ontario.
 - The weekly show *Les faits d’abord* reviews stories that made the news in a given week:
 - Roundtable for the *Journée internationale de la francophonie* examining whether the French language is in decline. Panellists included Éric Forgues, executive director of the Moncton-based Canadian Institute for Research on Linguistic Minorities.
 - Roundtable on the increase in femicides. Panellists included Carmen Gill, professor of Sociology at Université du Nouveau-Brunswick and a member of the Canadian Femicide Observatory for Justice and Accountability.
 - Roundtable on China’s march toward being the world’s leading superpower. Panellists included Université de Moncton professor Roromme Chantal.
 - *Plus on est de fous, plus on lit!* This literature-focused show features contributors from all over the country, including Russell Smith in Toronto, writer Blaise Ndala in Ottawa and Serge Patrice Thibodeau in Moncton.
- ICI MUSIQUE presented multiple opportunities for listeners to explore a wealth of music talent from communities ranging from Nova Scotia to Toronto, Edmonton and Winnipeg. Its *StudioFest* showcased performers from several regions, among them Edith Butler, Lisa LeBlanc and Jill Barber. Meanwhile, new offering *Scènes locales* introduces listeners to local music scenes across the country. New Brunswick and Nova Scotia were in the spotlight this year, with a number of exciting francophone artists featured.
- Radio-Canada OHdio producers are committed to including more experts and guests who reflect different regions of the country. For example, the food-oriented podcast *L’abécédaire gourmand* has turned to people from Nunavut, Nova Scotia, Ontario and New Brunswick to enrich content presented in various episodes.

- **Voices and writing at Radio-Canada must be more inclusive, incorporating all communities, such as gender minorities, through the use of inclusive, gender-neutral wording**
- Feedback from the PCMs in OLMCs echoes concerns expressed all across the country, to which CBC/Radio-Canada is very attentive and for which it is working to find innovative solutions.
- This past spring, the Radio-Canada News department created an advisory committee on diversity and inclusion terminology to review the broadcaster's existing language guide and recommend updates as needed. The committee comprises 10 people, and its makeup is designed to be representative of the range of sensibilities and realities regarding issues of inclusion and diversity in all of Canada as well as on Radio-Canada's news and information platforms. The goal is to promote the adoption of rules and terminology that enable inclusion and the reflection of diversity while complying with the CBC/Radio-Canada Journalistic Standards and Practices. The committee began work in July and its initial recommendations were expected in the fall of 2021.
- The concern for inclusion is genuine and is reflected in several nationally broadcast productions. For example, the summer-season program *Bonsoir bonsoir!* welcomed a number of guests from OLMCs this year, including Patricia Bitu Tshikudi and Simon d'Amours, as well as members of LGBTQ+ communities.

Initial observation: Radio-Canada must stand out in a highly competitive and changing landscape in which media offerings are evolving rapidly.

The PCMs confirmed to us that the majority of francophone audience members in OLMCs are bilingual and tend to consume English-language content in its original version without translation or subtitling. Social media platforms also have strong presence in OLMCs and are a significant source of news and information.

In light of these observations, CBC/Radio-Canada French Services strives to deliver rich, varied and relevant content while expanding its presence on social platforms.

- Regional newscasts cover local news with distinctive angles and content aimed at francophones in the communities they serve.
- All ICI RADIO-CANADA TÉLÉ stations broadcast local news seven days a week. These local newscasts provide essential information to French speakers.

- Rich, compelling original content is available to francophones across the country, in their language and exploring various formats, notably via the ICI TOU.TV on-demand platform.
- Radio-Canada stands out for delivering local content that is relevant to local communities. The ongoing relationship between Radio-Canada and OLMCs contributes to the development and production of meaningful content. The documentaries produced this year (e.g., *La bulle Atlantique*, *Une rivière métissée* and *Maman! mommy!*) helped deconstruct stereotypical views of francophone spaces in Canada and reduced barriers between francophones in the country. These documentaries also logged impressive viewing numbers across all of our platforms (linear TV and digital), celebrating the richness of francophone expression throughout the country.
- ICI RDI also pays special attention to its documentary lineup to meet the high expectations of francophone audience members. Consequently, the network is focused on producing and broadcasting docudramas likely to interest all Canadians (e.g., on youth protection, eldercare and violence against women) across the entire country and in all communities.
- The broadcaster is emphasizing novel formats popular among younger francophones to cover issues in their communities; for example, stories on RAD such as the [New Brunswick's pandemic election campaign](#) and [old-growth forests in British Columbia](#).
- Regional newscasts and radio shows as well as the *Téléjournal* newscasts are available on demand online. Some audio and video content is segmented so that it can be played separately. This is in addition to our extensive digital-exclusive content offering (most notably, online text). Social media pages are used to relay this information or refer to it and boost its exposure, and also to deliver exclusive content on occasion.
- The video newscasts project, a daily news service in vertical video format, is a new approach to agile, mobile newsgathering. It was developed and tested last year by the station in Rouyn, in Quebec's Abitibi region. Following its success, it will be rolled out to other regions, including in OLMCs.
- The regional stations' Facebook pages relay news made available on the site or mobile application that provides regional TV news content in catch-up mode. Each regional station also has a Facebook page that posts links to accounts on other social platforms as well as programs' or journalists' accounts.
- Radio-Canada OHdio is a go-to listening destination that features live feeds from the broadcaster's radio stations (ICI PREMIÈRE, ICI MUSIQUE and ICI MUSIQUE CLASSIQUE) as well as catch-up audio, plus a wealth of on-demand French-language content. A true hub for francophone listeners in Canada, the platform features original Radio-Canada podcasts, but also material from independent producers, along with a wide selection of acquisitions and audiobooks representing the best of homegrown production. During the year, a nationwide marketing campaign helped raise awareness of the OHdio

offering, and local campaigns were also rolled out to promote regionally produced programs that are available via the platform.

Initial observation: Regional/network duality is still present and the reflection of OLMCs in national programming still needs improvement

Year in year out, Radio-Canada exceeds the requirements of multiple licence conditions regarding production outside Quebec (see previous [regulatory submissions](#)).

Moreover, during this year marked by the COVID-19 crisis, when the first epicentre of the pandemic was in Quebec, perceptions that news stories from that province were predominant were likely strong. It is useful to recall here, however, that the broadcaster did not neglect cross-Canada coverage of the pandemic. Among other actions, ICI RDI was in freeview and the various provincial premiers' news briefings were broadcast.

CBC/Radio-Canada spared no effort in fulfilling its mandate and providing Canadians with what they need: accurate, reliable information along with insightful, entertaining programs that bring them together.

More targeted actions were also taken to counter the perceived regional/network duality and underscore the commitment to reflecting OLMCs in national programming. For example:

- A videojournalist position was created in Sault-Ste.-Marie to cover local stories, and of a new position in the Far North to support the VJ teams already in place and develop expertise. Whenever possible, we try to bring newsgathering staff closer to the people while considering technology and financial parameters.
- Radio-Canada continued its collaboration with the arts community in the Acadie region and, in response to the pandemic situation, pivoted to a new format for the Éloïze Awards ceremony. Organized by the AAAPNB, the event recognizes and honours artistic excellence of Acadian performers and creators. *La soirée des Éloïzes* became a variety special broadcast on ICI Radio-Canada Acadie as well as ICI ARTV and in catch-up format on ICI TOU.TV.
- The choice of content produced in regions comprises topics that are national in scope to ensure broader reflection of OLMCs; examples include the "[Ça me branche](#)", vignettes on new technology, produced in Ontario.
- Despite the fact that public-health restrictions made it impossible to dispatch reporters, particularly to communities inside the Atlantic bubble, ICI RDI ensured a strong presence to cover the tragic shootings in Portapique, with a total of 25 hours of airtime.
- ICI PREMIÈRE hired a researcher based in Vancouver from January to June, who helped diversify content for several national programs.

- ICI RDI also relied on many experts from francophone communities (e.g., Yvon Grenier in Nova Scotia, Michèle Leblanc in New Brunswick, Stéphanie Chouinard in Ontario, Frédéric Boily in Alberta, Dimitri Soudas in Ontario and more) and, more recently, former New Brunswick Premier Brian Gallant for *Mordus* and *Zone économie*. We are continually on the lookout for French-speaking experts from outside Quebec.
- Several programs broadcast on the national network continue to be produced outside Quebec, including *Les coulisses du pouvoir* and *Tout inclus* (Ottawa). Meanwhile, many regional programs featuring artists from OLMCs were broadcast on ICI RADIO-CANADA TÉLÉ. Examples from the past year include:
 - *Tout simplement country* Season 2 (Atlantic).
 - As part of the Mois de la francophonie (March 2021), the Alberta production *Ensembles à part : un défi créatif* (March 28), which showcased emerging artists from OLMCs across the country.
 - The National Acadian Day special *La fête en Acadie : tableau de backyard*, broadcast live on ICI ARTV and in Atlantic Canada on Sunday, August 15, and repeated on ICI RADIO-CANADA TÉLÉ after the 10 p.m. *Téléjournal*.
- In addition to these initiatives, as noted above, performers from OLMCs appeared in national broadcasts, including many prime-time programs such as *Bonsoir, bonsoir!* and *En direct de l'univers*. The “Francophonie Canadienne” special aired on March 20 attracted an audience of more than 1.2 million francophones.
- During the most recent season (fall-winter 2020-21) of *On va se le dire*, as well as during the current season (airing Monday to Thursday from 4 p.m. to 5:30 p.m. with repeats later in the evening and the next morning), two journalists from OLMCs have been regular contributors: Sébastien St-François in Toronto and Andréanne Williams in Edmonton. This program also featured interviews with francophone Canadians from all over the country, including as far away as the Yukon.
- The regional arts program *L’embarras du choix*, produced in the Acadie region and shown on ICI ARTV as well as Radio-Canada.ca and on local station ICI TÉLÉ Acadie, provides visibility for Acadian artists all over the country.
- Original scripted series shot outside Quebec are broadcast nationally via multiple platforms, bringing together actors from Quebec as well as other regions and contributing to a feeling of a collective “US” throughout francophone spaces across the country.
- National broadcasts on ICI PREMIÈRE include artists from OLMCs. Examples from the past year have included:
 - The new show *C’est ma tournée*, with hosts from regional stations as co-hosts. Each episode profiled a Canadian destination, from Nova Scotia to Gatineau to

- Vancouver, providing an excellent opportunity to highlight artists and programming staff in each region.
- The program *On dira ce qu'on voudra*, which devoted an entire episode to a musical “bubble” featuring singer and Nova Scotia native P’tit Belliveau. Another episode featured the first authors from New Brunswick First Nations to have published works in French, Shayne Michael and Félix Perkins.
 - *Dessine-moi un dimanche*, for which Franco Nuovo interviewed writer/director Phil Comeau, who talked about his long career and advocacy for Acadian rights.
- This year, ICI MUSIQUE handed over hosting duties for two months’ worth of its *Chaîne musicale* programming to artists representing significant francophone regions of the country. Jean-François Breau, a proud representative of the Acadie region, and Franco-Ontarian singer-songwriter Damien Robitaille. They generously shared stories of their personal realities and helped listeners appreciate the beauty of their parts of the country.
 - In addition to 25 albums available for streaming by francophone artists from the Acadie and Ontario regions, Radio-Canada OHdio features podcasts produced by staff from our regional stations and others by producers from outside Quebec. Among them:
 - *Parler mal : le balado*. Podcast produced by the Radio-Canada station in the Acadie region and launched on September 6, 2021.
 - The podcast *Ingénieux junior*, a production of Carte Blanche Films in association with the Rideau Hall Foundation and Radio-Canada OHdio.
 - *Les trahisons du Dr Barwin*, a five-episode podcast produced by the Ottawa station.
 - *Jamais de la vie*, a podcast currently in development (summer 2021) and produced Moi & Dave, Toronto.
 - *Parents et amoureux exogames*, an internal podcast by the Saskatchewan station, in development as of summer 2021.

Initial observation: Industry transformations have accelerated, and organizations in OLMCs will need support to drive the post-COVID recovery of the local arts and culture industries

There are well-established local relationships with regional independent producers. These open lines of communication allow for tangible efforts and actions that benefit independent production in OLMCs.

Actions that directly address the observations from this and previous PCM cycles include the following:

- Radio-Canada supported original creations and helped artists to continue working during the pandemic via its original productions (e.g., *Solo Ensemble* and *Ensemble à part, le défi créatif*) as well as new arts programs (*Tout inclus*).
- CBC/Radio-Canada French Services maintained and multiplied partnerships supporting arts and culture companies during the COVID-19 pandemic. This translated into renewed support for regional festivals and events with new offerings such as a conference-style workshop facilitated by the host of *Pour faire un monde* at the Festival fransaskois 2021; the TV special *Sur la route des Voyageurs* (Denis Chamberland, Radja Mahamba and Trevor Lyons) in conjunction with the Festival du voyageur; and a “kitchen party” on radio entitled *Hé Ho – Votre party est livré* (Marie-Gabrielle Ménard and Guy Noël).
- ICI PREMIÈRE continued to promote book fairs across the country on its flagship literary program *Plus on est de fous, plus on lit!* Despite the fact that many such fairs were cancelled because of the pandemic, the network’s Acadie region contributor Serge Patrice Thibodeau reported on programming at the Salon du livre de la péninsule acadienne, presented in virtual mode.
- ICI MUSIQUE developed workflows that include more regional contributors. Among other programs, *Scènes locales* was built around influential players in the regions under study — contributors who took listeners on backstage journeys exploring local music scenes. In addition, the project *La terrasse du 1000* invited several DJs, representing various regions of the country, to spin their playlists on the national network. They included Arthur Comeau, Jacques Greene, DJ Unpier, DJ Shub and Parker Mah.
- The call for applications *Fais ton balado*, an accelerator for future podcast production talent, was issued across the country. This included targeted approaches in French-language learning institutions (college and university level) to encourage submissions. Three candidates from francophone minority communities in Alberta, British Columbia and New Brunswick submitted applications.
- The Corporation renewed its special fund for producers in minority communities to support development of dramatic feature films. This initiative provides early support and guidance to producers so as to improve the ratio of regional feature productions making it to the production phase.
- Radio-Canada Television shifted to a more agile operating structure. All original productions for its television services, ICI TÉLÉ, ICI ARTV and ICI EXPLORA, are now grouped under two main content hubs: Scripted Content; and Arts, Variety and Factual Programming. This new structure simplifies access by producers, including those in the regions, to the production teams of all Radio-Canada platforms. It also enables CBC/Radio-

Canada French Services to supply its platforms with content that reaches the greatest possible number of francophone Canadians and retain its status as the leading producer of original French-language content in the country.

- Radio-Canada helps connect high-potential artists, makers and creators with the major industry players. This is the mission of the broadcaster's [Synergies+](#) program, which funds internships in key creative positions with independent producers. These internships also contribute to achievement of learning transfer and diversity and inclusion objectives.
- Also, as part of its commitment to better reflecting diversity in key creative positions, CBC/Radio-Canada French Services has begun, in collaboration with independent producers in communities all across the country, a data collection initiative aimed at obtaining a Canada-wide diversity snapshot. Radio-Canada is gathering data on all French-language productions that it commissions from independent producers. This project will measure progress made over the years. Independent production companies are assisting with confidential, anonymous data collection.