

GENERAL PROGRAMMING

Making youth voices heard



Broadcast on
Télévision de
Radio-Canada in Western Canada,

the weekly program Oniva tours local schools, while on Première Chaîne radio, Ceci est un test sheds light on the talents of young alternative musicians, airing across the four Western provinces and the Yukon, as well as via community radio in Nunavut. Both shows are supported by websites. Also on radio, the daily phone-in show 275-allô/Ados-radios fields calls from children and teens across Canada.

Partnering with major events

For the past several years Radio-Canada has been closely linked to major events such as the Acadian Games, the Jeux de la francophonie canadienne and the Sommet des communautés francophones et acadiennes. These gatherings, held in different communities each year, provide valuable exposure for Canada's various regions on the national network.



Radio-Canada also supports initiatives aimed at promoting French-language songwriters and musicians, including the Coup de cœur francophone and the Galas provinciaux de la chanson, which provide opportunities for these artists to reach audiences from coast to coast to coast.

Supporting the arts in the regions

Radio-Canada does more than

simply cover regional arts events. For two years now, a daily one-hour magazine program devoted to the regions has aired on the national television network: C'est ça la vie, produced out of Ottawa, spotlights individuals and stories from across the country with participation from all of our stations. As producer, the



C'est ça la vie

network recently premiered Luc et Luc, the first-ever French-language talk show in the Maritimes—the show will air in prime-time

every Sunday. In the West, the socio-cultural magazine Zeste, which went on the air this past October, offers an original and often surprising take on trends and communities.

Lastly, from 1995 to 2008, Radio-Canada invested close to \$13 million in independent productions outside Quebec, representing half of the total amount invested by the Corporation in regional independent productions. High-profile projects (like Séquestrés, a 90-minute drama written by Manitoban playwright Glen Joyal and broadcast on the national network in June 2007; the drama series Belle-Baie, set in a French-speaking Maritime community and broadcast in the spring of 2008; and Pour un soir seulement, a series produced in New Brunswick and seen on Radio-Canada and ARTV) have helped enrich the professional résumés of creative staff in the regions while guaranteeing greater Canada-wide visibility for regional artists.

Not to be ignored are the sustained efforts by the Web platform Bande à part to promote emerging musical talent from French-speaking regions outside Quebec. The group



Belle-Baie

Radio Radio, hailing from Moncton, Damien Robitaille of Lafontaine, Ontario, and Winnipeg's Kraink, have all been featured prominently on Bande à part.

Beyond production and broadcasting

Committed to some 300 partnerships in communities outside Quebec, with the majority in the arts realm, Radio-Canada plays a front-line role in several events presented en français right across the country. The Corporation brings its credibility



Damien Robitaille

and expertise to bear in lending effective, concrete support to the efforts of organizing committees and in turn bringing French-speaking all over Canada closer together.



SERVING MINORITY FRENCH-LANGUAGE COMMUNITIES ACROSS THE COUNTRY

AN ACTIVE, ONGOING PRESENCE



Since it opened its first French-language station outside Quebec—CBAF in Moncton—Radio-Canada has been the only French-language media

organization to cover all regions of Canada daily while meeting the specific needs of minority French-language communities nationwide.

The 2005 integration of all of our French-language radio, TV and Web services under a single vice-president's authority allowed us to boost our regional presence, improve our territorial coverage and strengthen regional representation on national networks:

- In recent years, the regions have enjoyed growing visibility on our national networks, and as a result the wider Canadian public is better attuned to regional concerns. We estimate that since 2007, television news programming has increased by close to 450 hours outside Quebec.
- Our Première Chaîne regional stations now reach 98% of Canadians

whose first language is French.

- Our websites, both national and regional, provide users with incomparably rich content and links on a daily basis.
- Productions such as Belle-Baie, Pour un soir seulement and Pour l'amour du country speak to an expanded regional presence on our national TV networks.
- The daily program C'est ça la vie continues to appeal to cross-Canada audiences with its touching portraits of impassioned citizens.

As changes in technology—and especially the exponential growth of Internet use—continue to push the envelope of possibility, audience expectations are evolving at the same pace. The advent of high-definition television (HDTV), for example, brings with it considerable technical and financial challenges. You will agree that minority language communities must be able to benefit from the same distribution quality as audiences in majority markets, without this being dependent solely on market constraints. To achieve this goal, we must have the capacity to make the required infrastructure upgrades, and

we must be able to rely on effective regulatory measures. Stable, multi-year financing is indispensable if we are to continue serving minority French-language markets in a manner that respects the highest standards of quality all across the country. In this regard, I am counting on your support, because we share the same goals.



Sylvain Lafrance
Vice-président principal

DID YOU KNOW?

- To fulfill its regional mission, Radio-Canada operates through some 750 artisans who work in 13 stations and production centres along with 17 news bureaus in 30 Canadian cities..
- Every regional Téléjournal newscast remains available online on its local Radio-Canada station website for a full week after its original broadcast.
- CBC/Radio-Canada has held 60.66% voting interest in ARTV since June 2008. The other two shareholders are Télé-Québec (24.34%) and ARTE France (15%).
- Since 2000, the Radio-Canada Regions' Panel, comprising 14 representatives of minority communities, has been meeting twice a year; its mission is to foster regional reflections in Radio-Canada radio, TV and Web content.
- More than 90% of Canadians are subscribers to broadcasting distribution undertakings (BDUs).

For more information, refer to the brief submitted by the Corporation to the CRTC, at Radio-Canada.ca/auservedesfrancophones

A DYNAMIC REGIONAL PRESENCE FOCUSED ON CITIZENS’ CONCERNS

By integrating all platforms (Radio, TV and Web) of Radio-Canada’s news and programming departments over the past three years, we’ve helped enhance our regional presence in several ways. This has also enabled us to include regional issues and concerns more often in national newscasts.

News in the regions: consistently in prime time

Radio-Canada airs a morning radio news program in 11 regional markets outside Quebec, as well as a late afternoon show in nine of those markets. They include a comprehensive roundup of events in the province in question as well as issues specific to each region. Several programs broadcast nationally, such as Ouvert le samedi, are increasingly making room for news reports and commentary on topics specific to Western Canada, Ontario and the Atlantic provinces. On television, the regional editions of the 6 p.m. Téléjournal, which have been expanded from 30 to 60 minutes on the four Western stations, reflect minority French-language communities’ issues and concerns. The addition in September 2007 of televised regional weekend newscasts

in Acadia has resulted in improved coverage of news as well as arts events, which are often held on weekends. All regional and national Téléjournal newscasts are available to and shared by each regional newsroom through the Centre de transmission des reportages (CTR), which is accessible throughout the network. Viewers interested in the content of the seven regional 6 p.m. Téléjournal newscasts can also view them via the regional stations’ respective websites:

- Ontario/Toronto : Radio-Canada.ca/ontario
- Ottawa-Gatineau : Radio-Canada.ca/ottawa-gatineau
- Moncton/Acadia : Radio-Canada.ca/acadie
- Manitoba/Winnipeg : Radio-Canada.ca/manitoba
- Saskatchewan/Regina : Radio-Canada.ca/saskatchewan
- Alberta/Edmonton : Radio-Canada.ca/alberta
- British-Columbia/Vancouver : Radio-Canada.ca/cb

The Web has also come into its own as a particularly effective delivery platform. We are currently engaged in major overhauls of each of our regional sites to ensure that they more adequately reflect our local TV and radio programming.

Lastly, Réseau de l’information (RDI) is the only French-language news network in Canada fielding teams of journalists in every region of the country. Each day, the network covers issues affecting minority French-language communities outside Quebec.

ARTV’S OUTSTANDING CONTRIBUTION

ARTV provides a unique service to minority French-language communities. With its significant investments in production outside Quebec, the network has become one of the biggest partners of independent producers located outside the province. In 2008–09, ARTV will invest more than \$1.2 million in independent original programming outside Quebec. It is also making an effort to incorporate artists and subjects from all regions of Canada into its programs. CBC/Radio-Canada is mindful of the very high quality of ARTV’s contributions to minority French-language communities, and believes that all BDUs should be required to carry ARTV in minority markets, as market forces alone cannot sustain that level of distribution.

THE ISSUES OF DISTRIBUTION: ENSURING QUALITY SERVICES THROUGHOUT CANADA

For obvious profitability reasons, market forces alone are not sufficient to ensure delivery of broadcasting services in satisfactory quantity and quality to minority French-language markets across the country. In view of the small size of these local markets and the wide areas of the corresponding broadcast territories, regulatory measures are essential for ensuring access to the Corporation’s French-language services.

Given that nearly nine out of ten Canadians are subscribed to satellite or cable broadcasting distribution undertakings (BDUs), CBC/Radio-Canada believes that the Canadian Radio-television and Telecommunications Commission (CRTC) should consider this fact as the basis for promoting delivery of regional services to minority French-language communities. Indeed, the CRTC has announced that it plans to maintain, under the regulatory framework slated to come into force on September 1, 2011, the requirement for BDUs to include the Corporation’s regional stations in their basic service. Ontario has two regional stations: Toronto and Ottawa-Gatineau. CBC/Radio-Canada recommends that both stations be made available without subscribers having to choose one or the other.

The arrival of high definition (HD)In Canada, over-the-air analog TV broadcasts will end on August 31, 2011. Digital HD transmitters have already been installed in Montreal, Quebec City, Toronto and Ottawa, but five regional stations in minority French-language markets (Vancouver, Edmonton, Regina, Winnipeg and Moncton) lack such transmitters. The Corporation would like to install them, but this would require a financial investment to which we are unable to commit by August 2011. To ensure that viewers in minority French-language communities have access to the digital signal, the Corporation therefore recommends that the CRTC require BDUs to include at least one French-language digital television station in their basic

service packages, leaving the choice of station up to them.

Production of regional content in HD by regional stations is another challenge that requires considerable financial resources. Over the short and medium term, unfortunately, Radio-Canada does not foresee that it will be able to outfit its regional stations with the equipment and infrastructure required for HD production.

Radio: Reaching more audiences than ever

Since 2000, Radio-Canada has made huge strides in extending the coverage of Espace musique throughout the country. Between 2000 and 2007, 23 new transmitters were installed, allowing the network to reach 91% of French-speaking Canadian listeners. The cost of reaching wider audiences in Ontario, Saskatchewan and Newfoundland whose first language is French, however, is extremely high because listeners are scattered over very large geographic areas. This challenge remains to be addressed for now.

Where Première Chaîne is concerned, the Corporation recommends that the CRTC require all terrestrial BDUs to distribute the network’s regional service in minority French-language markets. Satellite BDUs should offer subscribers at least one regional Première Chaîne station per province.