

# MESSAGE FROM THE CHAIR



For the Board of Directors, this was an active and a gratifying year.

The Board offered input and guidance to the Senior Executive Team as it developed – with contributions from the Corporation, audiences and stakeholders – the Corporation's new five-year strategic plan, *2015: Everyone, Every way*. I would like to thank the Board, and especially the members of the Strategic Planning Committee, for their insight, commitment and enthusiasm throughout this 11-month planning process.

The Board approved *Everyone, Every way* on November 17, 2010.



This new plan, launched on February 1, 2011, meets six key objectives set at the start of our planning process:

- More effectively align the Board of Directors, senior management, media lines, managers and employees around CBC | Radio-Canada's priorities
- Accelerate the Corporation's success with audiences across television, radio and non-traditional platforms
- Give management more flexibility to respond to evolving changes and opportunities
- Provide a longer-term strategic blueprint to guide planning and near-term decisions
- Identify the investments required to achieve objectives and to increase CBC | Radio-Canada's "share of voice"
- Benefit fully from the Corporation's economies of scale while respecting inherent differences between English and French markets



*Everyone, Every way* gives the Corporation the means to deepen its relationship with Canadians on national, community and personal levels. It will allow us to build on our programming success to better deliver on our mandate.

This year, I had a personally gratifying experience when I spoke at the first-ever citizenship ceremony held at the CBC | Radio-Canada Calgary Broadcast Centre. It was a pleasure and an honour to congratulate men and women from many countries as they became citizens of this increasingly diverse country. Canada offers immigrants the opportunity to live a new life as Canadians while not losing the culture of their homelands. And CBC | Radio-Canada plays an important role in welcoming new Canadians into the life of their communities and their nation.

Indeed, our programming helps our audiences to understand one another better, share in our similarities, celebrate our differences and understand what we can accomplish together. As Canada's national public broadcaster, we believe it is our duty to be a public space for discussion and debate, reflecting a diversity of voices and ensuring a diversity of opinion.

We're also celebrating our 75th anniversary! On November 2, 1936, the *Canadian Radio Broadcasting Act* established CBC | Radio-Canada as a Crown corporation, consolidating the establishment of public broadcasting that had begun in 1932. To celebrate our milestone with Canadians, CBC | Radio-Canada is planning multiplatform programs beginning on August 20 with the 75-day countdown to the official anniversary on November 2, 2011. Numerous specials celebrating our past and looking to our future will be featured throughout our regular schedule, everything from politics to news, and retrospectives to comedy.

Highlights of anniversary activities include a series of radio concerts from around the country, dedicated interactive websites, exhibits, special memorabilia, open houses and community events in 30 locations across the country. I am especially excited about *1 Day*, a CBC | Radio-Canada documentary that invites all Canadians to help create a unique 24-hour portrait of Canada.

Finally, on behalf of the Board of Directors, I'm very happy to announce two new appointments to the CBC | Radio-Canada Board of Directors. Edward W. Boyd was appointed in April 2010 for a five-year term, and Pierre Gingras was appointed in February 2011 for a five-year term. I am sure that their leadership, dedication and commitment to public broadcasting will be a great addition to CBC | Radio-Canada.

Thanks to all who made the year a success.

**TIMOTHY W. CASGRAIN**  
CHAIR