

**2011–2012 REVIEW ON THE IMPLEMENTATION OF SECTION 41 OF THE
*OFFICIAL LANGUAGES ACT***

Prepared by:

CBC  Radio-Canada

Preamble

Although the *Official Languages Act* (OLA) does not apply to our programming, we have chosen to include information on our programs in this document to ensure that it is complete and to explain the findings of our outreach activities and partnerships.

General Information

Federal institution Website	CBC/Radio-Canada www.cbc.radio-canada.ca
Minister responsible	The Honourable James Moore
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**Development of official-language minority communities (OLMCs)
and promotion of English and French in the Canadian society
(section 41, part VII of the *Official Languages Act*)**

1. What key initiatives does your institution want to highlight in relation to the development of **official-language minority communities** (Francophones outside Quebec and Anglophones in Quebec)? What are the tangible impacts of these initiatives on/in the OLMCs? What is the determining success factor for these initiatives?

Our actions, both internal and external, concerning OLMCs are part of our five-year corporate [Strategy 2015: *Everyone, Every way*](#). One of the strategic thrusts of the plan is an expansion of our regional presence. Within the OLMCs and in OLMC service, the year 2011–2012 was one of ongoing dialogue and of increased collaboration.

Francophones outside Quebec

The Canadian Radio-television and Telecommunications Commission's (CRTC) formal call for our licence renewal and its subsequent, the CRTC's review to examine the Local Programming Improvement Fund (LPIF) and the Government of Canada's Deficit Reduction Action Plan (DRAP) have all been occasions to discuss our priorities and actions with OLMCs — their residents and organizations.

In fact, over the year, discussions took place on these issues between Louis Lalande, Executive Vice-President of French Services and Patricia Pleszczynska, the Executive Director, Regional Services, and nationwide groups of Canadian Francophones, including the *Fédération des communautés francophones et acadienne* and the *Fédération culturelle canadienne-française* (FCCF). There were also discussions with the *Alliance des producteurs francophones du Canada* and a variety of independent producers with whom we work on a regular basis.

For the benefit of young people and teachers in Francophone minority communities, we bolstered our partnership with the *Association canadienne d'éducation de langue française*. We renewed our agreement with the *Alliance des radios communautaires du Canada* and contributed to the *Alliance de la presse francophone's* excellence award for quality of French. We also had discussions with representatives of the Canadian Foundation for Cross-Cultural Dialogue with a view to forming a business partnership to set up a new pan-Canadian, French-language television network, Accents.

Under the Agreement for the Development of Francophone Arts and Culture in Canada, our management staff maintained an active presence in specialized working groups and meetings. We also took part in the forum on artistic practices held by the FCCF in Ottawa in June 2011 and were involved in one of the *Vitrine capitale* evenings featuring the *Prix des lecteurs de Radio-Canada*. In the first full year that Radio-Canada's [Espace musique](#) was regionalized, we were also able to strengthen our cultural partnerships in all regions of the country. Our partnership with the National Film Board allowed us to increase the availability of Radio-Canada archival images on nfb.ca/images, including much content regarding OLMCs and their members.

Anglophones in Quebec

CBC is also committed to producing programming that reflects the realities of Anglophones throughout Quebec. Every day, CBC strives to fulfill its mandate and serve the nearly one million Anglophones in Quebec with local news, current affairs and arts programming on all platforms – TV, radio and the Internet. Currently, CBC produces daily programming covering essential stories for the English-speaking audience in Quebec, including:

On weekdays:

- Twelve hours of daily radio current affairs programming and hourly newscasts
- One hundred minutes of daily TV news programming
- Close to 16 hours of daily Internet coverage

On weekends:

- Six hours of radio current affairs programming and hourly newscasts
- One hour of cultural radio programming
- Eight hours of daily Internet coverage

Our partnership with the Quebec Writers' Federation Literary Awards provides emerging and established English-speaking writers with a platform to launch, celebrate and promote their work. Since the competition began, it has

celebrated more than 150 English writers.

CBC Quebec has an excellent relationship with the Quebec Community Groups Network (QCGN). QCGN's acting president Noel Burke recently said our ongoing partnership "has been a huge asset to the QCGN, providing our English-speaking minority community and our organization with support and visibility." CBC staff have been proactive in working with QCGN and this valuable relationship helps us in our mission to promote the vitality and sustainability of Quebec's English-speaking communities.

CBC has developed other important relationships too. CBC paired with QCGN as well as with the English Language Arts Network (ELAN), the Quebec Anglophone Heritage Network (QAHN) and the Quebec English School Board Association (QESBA) to produce the My Quebec Roots video contest for high school students. This contest encourages students to get to know the history of their English-speaking communities and to be proud of their cultural heritage and identity. The video contest has given students throughout the province a voice to express their communities' stories.

Furthermore, CBC has agreed to be the media sponsor of the 2012 edition of the Sheila and Victor Goldbloom Distinguished Community Service Award, which celebrates individuals who have gone above and beyond in contributing to the vitality and understanding of English-speaking Quebec.

In addition, CBC sponsors a number of festivals and events in partnership with Canadian Heritage and with the Canada Council for the Arts. These include Blue Metropolis International Literary Festival, *Festival Accès Asie* and The Quebec Writers' Federation Literary Awards.

It's also worth noting that CBC Quebec's Annual Christmas Sing-In and day of special programming raised nearly \$15,000 for Head & Hands, a community-based organization in Notre Dame de Grace, a predominantly English-language neighborhood in Montreal. The funds helped support the organization's Young Parents' Program, providing 10,000 hot lunches to program participants.

2. What key initiatives does your institution want to highlight in relation to the **promotion of English and French in Canadian society**? What are the tangible results of these initiatives in Canadian society? What is the determining success factor for these initiatives?

As part of the 75th Anniversary of our organization, 75 days of celebrations were organized. CBC/Radio-Canada hosted panels and exhibits in both English and French in partnership with Canadian cultural institutions including the Montreal Museum of Fine Arts, the Canadian Museum of Civilization, the Canadian War Museum, the Canada Science and Technology Museum, and Library and Archives Canada. The partnerships developed for the 75th anniversary were reflective of CBC/Radio-Canada's involvement in the communities, including OLMCs and of both the value and relevance of the public broadcaster in Canada beyond its broadcast activities.

CBC/Radio-Canada has developed collaborative, multiplatform initiatives between Radio-Canada and CBC and to better reflect Canada's identities. The results of these initiatives are exposure and increased understanding of French and English culture as well as increased visibility for new artists and writers. Listed below are some of our most recently noted projects and initiatives:

- *Rendez-Vous* is a musical project on Espace musique and CBC Radio 2. In its second year, The *Rendez-vous* series was developed and produced jointly by producers of both Radio-Canada and CBC. Each episode of *Rendez-Vous* is a meeting of two musicians from different linguistic and cultural backgrounds, who come together to create and perform in a spirit of sharing and exploration: <http://www.cbc.ca/rendezvous/>
- "Ten Essential Books" project: *Cinq à Six* (CBC) and *Plus on est de fous, plus on lit* (Radio-Canada) partnered to ask listeners in French and English to help build the essential Canadian reading list. The list had to be composed of 5 French books and 5 English books that best captured who we were in 2012: <http://www.cbc.ca/cinqasix/10books/>
- In Fall 2011, we launched *Canada Writes/ Zone d'écriture*, Canada's home for original writing of all kinds, including the CBC Literary Prizes/ Prix littéraires Radio-Canada. It's a meeting place for Anglophone and Francophone writers - a place where published and unpublished writers can showcase their work through an ongoing series of writing challenges and competitions, as well as connect with other writers across the country. The site also features original stories from writers across the country, editorials, writing news and recommendations and writing workshops: <http://www.cbc.ca/books/canadawrites/>
- In January 2012, CBC/Radio-Canada worked together on *8th Fire* a provocative series exploring Canada's 500 year-old relationship with Indigenous peoples. This multi-platform project comprised four HD documentaries (broadcast in English on CBC Television and in French on Télévision de Radio-Canada), a four-part radio series called Trailbreakers on CBC Radio One, and an extensive interactive bilingual website featuring 20 Aboriginal filmmakers from across Canada: <http://www.cbc.ca/doczone/8thfire/>

In addition, CBC Quebec also produces two weekly programs that reflect French culture to Anglophones inside and outside the province:

- *A Propos* and host Jim Corcoran invites listeners to tune into the program and discover the diversity and audacity of the francophone music scene.
- *C'est la vie* and host Bernard St-Laurent gives listeners a window into the life of French-speaking Canadians through interviews with people in the news and documentaries from across the country. One of the program's most popular features is Word of the Week, a little lesson in learning the French language.

By participating in meetings with OLMCs, CBC/Radio-Canada has a better understanding of community needs, can get inspired and has opportunities to share successes and challenges. With good internal official languages governance, we ensure that information gathered during meetings with or about OLMCs become part of our decision-making process. Whatever the financial context, CBC and Radio-Canada will continue working together on projects that promote understanding, cohesion and mutual respect between Francophones and Anglophones.

3. What key achievements with a **regional impact** (success stories or results on/in the OLMCs or on the promotion of English and French in Canadian society) does your institution want to highlight?

Over the last two years, in line with our Strategy 2015, CBC/Radio-Canada has enhanced its regional presence.

Francophones outside Quebec

On October 1, 2011, and as part of our 75th Anniversary celebrations, open houses took place in many of our stations across the country and Bernard Derome — former anchor of *Le Téléjournal* for more than 33 years — started a round of talks, travelling around the country to discuss the role of the public broadcaster with hundreds of Canadians. Invited by the University of Ottawa for the *Semaine de la Francophonie* to give a talk entitled “Un pays, deux francophonies,” Bernard Derome insisted on the moral leadership role that Quebec needs to play for young people, up-and-coming artists and French-language cultural development in Canada.

The priority given to the regions in the Corporation’s strategic plan, the importance of reflecting regional realities in programming, and the incredible experiences and eye-openers we have seen outside Quebec mean that the people who create and produce the programs broadcast on the network are more and more sensitive to Francophones living outside Quebec. Here are a few examples of how our better understanding of OLMC needs was reflected into our programming:

- *Le Prix des lecteurs de Radio-Canada* on Vancouver’s *Bouillant de culture*, at *Téléjournal 22 h* and *Pénélope*
- Tappings of the comedy news program *À la semaine prochaine* in Ottawa and Regina before packed audiences
- *La petite séduction* in Maillardville.

Our regional teams increasingly use the Internet and social media, and since our services are integrated, we are able to cross-promote our activities over all our platforms (Internet, radio and television). We created and launched seven websites when seven provincial and territorial election campaigns were called outside Quebec in fall 2011 – in Prince Edward Island, the Northwest Territories (NWT), Yukon, Manitoba, Ontario, Newfoundland and Labrador, and Saskatchewan. In addition to our radio and television programming, these web sites allowed French-speaking Canadians to watch democracy in action whenever they wanted and in real time.

Regional teams also used Twitter throughout the campaign to follow the candidates on the campaign trail. For the elections in the NWT, our coverage was modelled on the consensus-based voting method specific to the territory: all of the reports by our video journalist covering the story were collected online. This effective way of reaching our regional audiences will be maintained for future elections.

Program initiatives funded by the Local Programming Improvement Fund (LPIF) brought us even closer to Canadians:

- Seven summer cultural magazines toured around festivals and community events outside Quebec
- Radio-Canada was present at :
 - The Canadian Francophone Games held in July in Sudbury with more than 1,200 young people in attendance
 - The 150th anniversary of the village of St-Albert, Alberta, in July
 - The National Acadian Day on August 15 in Tracadie-Sheila
 - The gathering of the Acadians in Louisiana in October
 - The activities surrounding 2012 Année des Fransaskois, culminating in a concert in Duck Lake on February 25
 - The *Festival du Voyageur* in Winnipeg in February
 - The Arctic Winter Games in Whitehorse in March
- The documentary *À la recherche d’Étienne Brûlé* —seen through the eyes of students at the Toronto high school named after the first European to set foot in Ontario — was screened in January in Champigny, France, Brulé’s birthplace.

Anglophones in Quebec

CBC Quebec is committed to producing stories for, by and about the English-speaking minority. In Fall 2011, CBC hired a full-time ‘roaming radio reporter’ located in Quebec City to cover stories from rural and remote English-speaking communities. Recent highlights include *Plan Nord*, *Life in Fermont* and *Women Farmers*, a Gracie Award-winning documentary on the challenges women farmers face. The Gracie Awards are presented by the Alliance for Women in Media (formerly AWRT) and recognize programming created for women, by women and about women, as well as individuals who have made exemplary contributions to the industry.

In partnership with Community Health & Social Services Network (CHSSN), Community Learning Centers (CLCs) and the Community Economic Development & Employability Corporation (CEDEC) in Quebec City, CBC Radio Quebec's *Breakaway* airs a weekly feature highlighting the challenges of English-speaking Quebecers. Recent stories have included a report on support for Alzheimer's disease patients in Gaspé and an Entry Islands Homecoming, the story of a small island situated off the Magdalen Islands - with an almost all-anglophone population of around 80.

Alongside *The Sherbrooke Record* and the Townshippers' Association, *Breakaway* recognized the Eastern Townships' volunteers. The first award was given to 21-year old A-J Bedard of Stanstead.

Increasingly, our Anglophone audience in Quebec is accessing our content online. In December 2011, CBC Quebec launched a newly re-designed regional web page that allows for more dynamic on-demand video, audio, photo-galleries and user-generated content. CBC Quebec programs maintain a very active presence on social media through Facebook and Twitter. Currently, CBC Montreal's Twitter account has nearly 14,000 followers.

CBC Quebec frequently goes live on location to reflect stories that matter to English-speakers in Quebec. Recent examples include:

- Richelieu Flood Coverage and Relief Effort (for which CBC won the Radio-Television News Directors Association's Ron Laidlaw Award for Continuing Coverage)
- Baie Comeau's 75th Anniversary
- Week-long remote including various stories on the Magdalen Islands such as, *Shipwrecked Past*, *Bringing in Tourism* and *Old Harry*.

CBC News Montreal includes a weekly segment, "Montrealer of the Week," featuring extraordinary English-speaking Quebecers. *Absolutely Quebec*, part of CBC Television's Summer Series 2012, also includes six original documentary and short films written for, by and about English-speaking Quebecers.

CBC's coverage on all platforms means English-speaking Quebecers see themselves and their stories reflected in mainstream media. It particularly gives smaller rural communities a voice, connecting them to the larger English population in Quebec.

Distribution list

- Canadian Heritage
- Commissioner of Official Languages (hardcopy)
- Clerk of the Senate Standing Committee on Official Languages (hardcopy)
- Clerk of the House of Commons Standing Committee on Official Languages (hardcopy)
- Community organizations (organizations in OLMCs and other interested groups)
- Fédération des communautés francophones et acadienne (FCFA)
- Fédération culturelle canadienne-française (FCCF)
- Fédération de la jeunesse canadienne-française (FJCF)
- Members of the Regions' Panel
- Provincial organizations and partners, through our network of regional coordinators

The Annual Report on Results is published on the CBC/Radio-Canada website at:

<http://cbc.radio-canada.ca/en/reporting-to-canadians/reports/official-languages-reports-and-plans/>