

**ANNEX TO THE LPIF ANNUAL REPORT FORM
FOR THE YEAR ENDING August 31, 2014**

**QUALITATIVE REPORTS
STATION: CBET-TV WINDSOR**

CBC/Radio-Canada is pleased to submit its fifth and final annual qualitative that demonstrates how the Local Programming Improvement Fund (LPIF) has helped to maintain the quality and quantity of local programming broadcast on CBET-TV Windsor.

In BRP 2008-100, the Canadian Radio-television and Telecommunications Commission (CRTC) created the LPIF to help support local television production in non-metropolitan markets. In BRP 2012-385, the CRTC decided to phase out the LPIF over two years. Until August 31, 2012, cable and satellite companies contributed 1.5% of gross broadcasting revenues to the Fund. Effective September 1, 2012, contributions decreased from 1.5% of gross broadcasting revenue to 1%. Effective September 1, 2013, contributions decrease from 1% of gross broadcasting revenue to 0.5%. The Fund was discontinued September 1, 2014.

As required by BIB 2010-333, CBET-TV's Fifth Annual LPIF Report demonstrates the importance of LPIF funding to its local television activities, using the CRTC's indicators of success:

- increases in the quantity of local programming broadcast;
- expansion of news bureaus;
- evidence of audience success and viewer satisfaction;
- increases in local advertising revenues;
- increases in original local news stories; and
- the number of local news stories that are picked up nationally.

In BRP 2009-406, the Commission determined that television stations would be able to draw on the LPIF to maintain their spending on local news and other types of local programming. Therefore, in addition to the areas noted above, this Annual Report also reviews how the LPIF has overall improved the quality and diversity of the station's local programming. The Corporation believes these are also important factors in measuring the success of the Fund.

1. Broadcast of Local Programming

In 2013-2014, CBC Windsor (CBET-TV) continued to produce a variety of news and special event programming. Through the contribution of the LPIF, the station has expanded regional news coverage. CBET-TV broadcasts to the southwestern area of the province with the main production facility located in Windsor.

In 2009-2010, CBC faced serious financial challenges due to the recession. As a result, it had to make significant cuts and layoff staff. However, because of the support made possible by the LPIF, we were able to mitigate the cuts to local service in these markets and thus maintain our service to local audiences. Without the LPIF as part of our overall financial picture, that would not have been possible.

Beginning in 2008, CBET-TV has incrementally increased both the quantity and quality of news and current affairs programming through the use of LPIF funding; in 2014, CBET-TV sustained these improvements to scheduled TV news production. *CBC News: Windsor at Six* launched a 60-minute supper hour newscast in mid-2008. The creation and distribution of LPIF funds also allowed the station to expand news production in September of 2009. The station offers its audience the ability to view stories starting at 6:00 PM. In September of 2009, through careful planning and efficient use of resources, the station was also able to launch a 10 minute late-night newscast. In total, the presence of the LPIF allowed the station to program an additional 50 minutes per week of news content, Monday to Friday – representing a 20% increase. During 2012-13 *CBC News: Windsor at Six* produced 5.5 hours per week of programming, compared with 5 hours weekly prior to the introduction of the LPIF. In June 2013, the station began planning to add an additional 100 minutes of local news programming weekly, through the expansion of its one-hour six o'clock news program to 90-minutes (effective September 2, 2013). Resources were redirected from the ten-minute late night show to support this effort.

The station has also added 2 hours of local video-text news headlines/weather/traffic that are broadcast from 6:00 am – 7:00 am and 12:00-1:00 pm weekdays.

The LPIF has allowed CBET to engage more fully with the community in Windsor. In 2013-14, *CBC News: Windsor* produced one 90-minute local town hall, with content repurposed for all platforms. The town hall focused on the city's five-year plan for redeveloping Windsor's waterfront; we held one day of on-site programming. In addition to providing content for daily news programming, the town hall was edited into a 30-minute program to air locally over the holiday period. We also produced a full-day of programming to support Sounds of the Season, a local partnership with Food Banks of Windsor Essex County.

In addition to CBET-TV's local newscasts, the station also contributed news items to *The National*, CBC's network newscast; to CBC News Network and to online news streams, with video content. This included a one-hour special that aired on CBC, CBC News Network and local programming "Being Black in Canada"; CBET-TV's contributions to CBC News Network on breaking stories included the closure of Heinz; an industrial fire at a food processing plant; and ongoing coverage of how Detroit's bankruptcy affects the border city and Canada.

Overall, there were approximately 368.5 hours of local programming aired on CBET-TV in 2013-14 – an average of 7.1 hours weekly. All these programming hours consisted of local news and current affairs. Since 2009, as a result of the LPIF, CBET-TV's local programming expenditures have increased by 17%. This, in turn, has permitted CBET-TV to overall improve the local programming offered to Canadians in Windsor. For details, please see Part A and B of the LPIF Annual Report Form.

2. Local News Bureaus

CBC/Radio-Canada's mandate is to represent all regions of the country. Our local newscasts focus strongly on the region in which they are produced. The presence of local journalists ensures viewers are made aware of local events and news from a local perspective. The presence of the LPIF has ensured that we are able to maintain that journalistic presence on the ground in that region.

3. Audience Success and Viewer Satisfaction

In the Windsor EM area, CBET-TV as of Fall 2013 introduced a full 90 minutes of news starting at 5:30pm. The new 5:30-6:00pm newscast achieved shares in the 12-13% range over its first year. The 6:00-6:30pm half-hour captured the largest shares of 17-18%. The late-night local news ceased in Fall 2013.

**CBET-TV Windsor Share of Total Tuning by Daypart – All Persons 2+
Source: BBM**

	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014
Mon-Fri 5:30-6:00pm	na	na	na	na	na	13	12
Mon-Fri 6:00-6:30pm	12	15	23	21	18	18	17
Mon-Fri 6:30-7:00pm	na	na	na	na	na	15	12
Mon-Fri *10:45-11:15pm	6	4	7	3	6	na	na

*Late local news changed to 30 minutes (11:00pm-11:30pm) in Fall 2012, ceased as of Fall 2013.

Average all persons 2+ audiences within the Windsor EM area were at the 8,000 level for the first half-hour of local news, then more than doubled to 17,000 at 6:00pm and declined slightly to around 12,000 at 6:30pm.

**CBET-TV Windsor Extended Market (EM) Audience (000's) – All Persons 2+
Source: BBM**

	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014
Mon-Fri 5:30-6:00pm	na	na	na	na	na	8	8
Mon-Fri 6:00-6:30pm	13	16	24	20	19	17	17
Mon-Fri 6:30-7:00pm	na	na	na	na	na	13	12
Mon-Fri *10:45-11:15pm	6	4	6	2	3	na	na

*Late local news changed to 30 minutes (11:00pm-11:30pm) in Fall 2012, ceased as of Fall 2013.

Audiences engage with CBET-TV in a variety of ways beyond watching our programs on television. For example, in an average week, approximately 973 *CBC News Windsor* newscasts are either downloaded or streamed live. With the help of the LPIF, CBET-TV has been able to both maintain and strengthen its commitment to community engagement and outreach and thereby strengthen its local programming.

In 2013-14, CBET’s outreach activities included an emergency sleeping bag drive for a shelter helping Windsor’s less fortunate; the annual auction for the local Rotary Club; support for a run aimed at ending bullying of gay youth; and our annual holiday food bank fundraiser which generated about \$23,000 and 90,000 pounds of food, compared to \$11,000 and 20,000 pounds of food the previous year. All of these events both engaged the local community and directly contributed to our local programming either in the form of news coverage or other more focused programming.

CBET-TV has also used social media as a way of both engaging our viewers and enhancing our programming. Social media platforms, such as Facebook and Twitter, provide a mechanism for audiences to comment on and become part of the conversation around local news and events. As of October 2014, CBET-TV had more than 20,000 followers on Twitter, including twitter accounts of our host and other CBC personalities. The CBC Windsor Facebook page has more than 6,000 followers. These individuals interact with CBET-TV journalists and staff and thereby help shape our local programming in much the same way as old style investigative journalism dug up ideas and information by getting out into the streets and speaking with the public. CBET-TV’s ability to continue to tap into social media is critical to its enhanced local presence and its local programming.

Overall, CBET-TV welcomes, encourages and facilitates community engagement whenever it possibly can and the availability of LPIF has been an important source of support in helping that to continue.

4. Local Advertising Revenue

The Commission has asked LPIF recipients to report on increases to local advertising revenue. While CBC/Radio-Canada is providing the requested information for the 2011-12, 2012-13 and 2013-14 broadcast years, we would note that changes in advertising revenues generated by stations in any given year are the result of a variety of factors and cannot be attributed solely to LPIF support.

Local Station Advertising Revenues: 2012 to 2014

CBET Windsor	2012	2013	2014
Local Sales	####	####	####
National Sales	####	####	####
Total Station Sales	####	####	#### ¹

¹ In the 2013-14 broadcast year, CBC broadcast both the Olympic games and FIFA. Revenues arising from these broadcasts were reported in CBLT-TV Toronto, where all associated expenses were reported.

5. Original Local News Stories

While the Commission determined that the LPIF can be used to maintain spending on local news and other types of local programming, it has asked LPIF recipients to report on the increase of original local news stories. The current logging requirements do not contemplate logging segments within a program. The Corporation does not regularly track the number or the length of "program segments". The CBC news department, however, is committed to producing high quality original journalism and does so on an almost daily basis.

Original news stories – defined as those exclusive to CBC News – have steadily increased since the introduction of the LPIF. Currently, CBET-TV produces an average of 10 original or investigative stories per week. These are stories unique to CBC News and often find their way to other regional stations and to network broadcasts, including those aired on CBC News Network. These stories require a significant investment of time and resources over and above day-to-day news coverage and may develop over a period of days or weeks with regular updates and new information uncovered. As noted above, the increased expenditure resulting from the LPIF has allowed CBET-TV to provide distinctive, local, original journalism of high value to the audience.

In 2013-14 CBET-TV refocused efforts to engage diverse audiences more fully, from the planning underway in the Windsor area to accept an anticipated increase in Syrian refugees, to efforts by Windsor police to recruit more visible minorities to the force – an accountability story done in advance of police undertaking a study on the make-up of their force which was released in fall 2014.

6. Local News Stories that are Picked Up Nationally

The Commission has asked LPIF recipients to report on the number of local news stories that are picked up nationally.

As explained in section 5 above, the Commission's logging systems do not require reporting of program segments and CBC/Radio-Canada does not have a system to track the number or length of program segments (such as local news items) nor the number or length of local news items picked up nationally by all of its programs aired on the network.

However, the stories of Windsor and its people have been reflected on the national television schedule, both on *The National* and well as CBC News Network, and have found a second run on CBC's digital news streams. This includes stories produced by Windsor employees, as well as stories on which we have provided footage and interviews. As well, Windsor-area guests are regular contributors to programs like *Power & Politics*.

Examples for CBC News Network include:

- Ongoing coverage of Heinz shutting down its Leamington operations – first announced November 2013, we followed the story through the announcement, the lay-offs and were first to report that the plant would be sold to an external buyer;

- Ongoing coverage of Detroit River International Crossing – Canada’s largest infrastructure project designed to enhance trade between Canada and the US (busiest international crossing in Canada); and
- Coverage of the Ontario provincial election campaign including leaders’ visits. We also broadcast live on location on election night.

Examples for *The National*:

- Muslim children pay it forward – aired during Ramadan, the story explored the efforts a group of Muslim teens have undertaken to encourage “giving” both within the Muslim community and the broader Windsor. For two weeks, the teens did something low cost, but high impact (leaving sticky notes on vehicles with inspirational messages; handing out flowers to the first person they saw, etc); and
- Lev Tahor – the ultra-orthodox Jewish group left Quebec and settled in Chatham-Kent, where they became subject to investigations by children’s services. The group eventually left the region.