

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

**QUALITATIVE REPORTS
STATION: CBKT-TV REGINA**

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

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, CBKT-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 Saskatchewan (CBKT-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. CBKT-TV broadcasts to the entire province with the main production facility located in Regina and a substantial news bureau located in Saskatoon.

Beginning in 2008, CBKT-TV has incrementally increased both the quantity and quality of news and current affairs programming through the use of LPIF funding; in 2014, CBKT-TV sustained these improvements to scheduled TV news production. *CBC News: Saskatchewan* launched a 60-minute supper hour newscast in mid-2008. The creation and distribution of LPIF funds allowed the station to expand news production in September of 2009. It added an additional 30 minutes of news at the supper hour, allowing audiences to view stories from their province at 5:00, 5:30 and 6:00 PM. In October 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 40 minutes daily of news content, Monday to Friday – representing a 66 percent increase. *CBC News: Saskatchewan* now produces 7.63 hours per week of programming, compared with 5 hours weekly prior to the introduction of the LPIF. In addition to CBKT-TV's local newscasts, the station contributed news items to *The National*, CBC's network newscast, and to *CBC News Network*.

In 2013-2014 CBC Saskatchewan produced 1 hour of local non-news programming which was broadcast for Culture Days in September 2014. Budding Aboriginal entrepreneurs pitched their business ideas to a panel of judges, including Saskatchewan's own Brett Wilson of CBC-TV's *Dragon's Den*, for an opportunity to win development money and mentorship support. Finalists were interviewed on *The Morning Edition* and *CBC News*.

A total of 418.4 hours of local programming were aired on CBKT-TV in 2013-14 – an average of 8.04 hours per week. Almost all of these programming hours – 414.94 – consisted of local news. Since 2009, as a result of the LPIF, CBKT-TV's local programming expenditures have increased by 28%. This, in turn, has permitted CBKT-TV to overall improve the local programming offered to Canadians in Saskatchewan. 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 Regina EM, CBKT-TV's local newscast delivered shares in Fall 2013 comparable to the previous Spring 2013 survey of 12% at 5:00pm followed by 9% at 5:30pm and 2% at 6:00pm. Shares declined with the Spring 2014 survey although the 5:00pm newscast continued to achieve the highest share levels of the three half-hours. The late-night local news program, broadcast at 11:00pm showed an increase to a 3% share in the most recent Spring 2014 survey after being unchanged for several surveys following the change in time period in Fall 2012.

CBKT-TV Regina 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 5:00-5:30pm	8	9	10	9	12	12	5
Mon-Fri 5:30-6:00pm	6	8	6	7	9	9	4
Mon-Fri 6:00-6:30pm	2	3	3	2	3	2	1
Mon-Fri *10:45-11:15pm	6	7	6	2	2	2	3

*Late local news changed to 11:00pm-11:15pm in Fall 2012

In terms of CBKT-TV audiences in the Regina EM, viewers to the early local news have ranged from an average of 1,000 to 6,000 in the past year. The 5:00-6:00pm half-hours attract the highest audience.

CBKT-TV Regina 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 5:00-5:30pm	4	5	6	5	6	6	3
Mon-Fri 5:30-6:00pm	4	5	4	4	5	5	3
Mon-Fri 6:00-6:30pm	2	3	3	2	3	2	1
Mon-Fri *10:45-11:15pm	3	3	3	1	1	1	1

*Late local news changed to 11:00pm-11:15pm in Fall 2012

Audience engagement is a defining characteristic of what it means to be a local station. Audiences engage with CBKT-TV in a variety of ways beyond watching our programs on television. For example, in an average week, approximately 5,800 *CBC News: Saskatchewan* newscasts are either downloaded or streamed live.

In addition, with the help of the LPIF, CBKT-TV has been able to maintain its commitment to community engagement and outreach. In 2013-14 we continued *CBC Saskatchewan's Future 40 Under 40*. Following a two week nomination process, an independent panel selected 40 worthy Saskatchewan residents from hundreds of entries as the top leaders, builders, or change-makers under the age of forty who are making a significant difference in their field to

help shape the future of the province. The campaign was featured on all CBC platforms - CBC Radio One, CBC-TV, online at www.cbc.ca/sask. Five winners per day were announced on CBC Radio One's *The Morning Edition* and 5 additional per day on *CBC News: Saskatchewan* at 5, 5:30 and 6 PM on CBC-TV (audiences had to tune in to find out who made the list, or check cbc.ca/sask). This event raised the profile of CBC Saskatchewan TV in the community and included positive audience feedback.

CBKT-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 September 2013, CBKT-TV has 5,433 Facebook members and 23,200 followers on Twitter – about 30% higher than last year's numbers. These individuals interact with CBKT-TV journalists and staff and thereby help shape its 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. CBKT-TV's ability to continue to tap into social media is critical to its enhanced local presence and its local programming.

CBKT-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

CBKT Regina	2012	2013	2014
Local Sales	####	####	####
National Sales	####	####	####
Total Station Sales	####	####	#### ¹

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.

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.

Original news stories – defined as those exclusive to CBC News – have steadily increased since the introduction of the LPIF. Currently, CBKT-TV produces an average of 6 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 CBKT-TV to provide distinctive, local, original journalism of high value to the audience.

For example, this year CBC Saskatchewan's iTeam discovered that temporary foreign workers had displaced two waitresses in Weyburn from their long-term jobs. This revelation came in the midst of serious national questions about the Temporary Foreign Workers Program run by the federal government. We broke the story on *CBC News: Saskatchewan*, the web story generated 4,159 comments, and the federal and provincial governments both launched investigations. The Toronto Star called the story "the tipping point" in the temporary foreign workers saga and an aide to Jason Kenney, Minister of Immigration, told CBC that the story "was the Kryptonite moment for us".

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 CBKT-TV contributes regularly to network news programming. For example, University of Saskatchewan President was fired after a flurry of criticism when she dismissed and ended the tenure of a professor who openly criticized the University leadership and the "Transform US" initiative. This story has altered university governance and was aired over several days on both *CBC News Network* and *The National*.