

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

**QUALITATIVE REPORTS
STATION: CBWT-TV WINNIPEG**

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 CBWT-TV Winnipeg.

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, CBWT-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 Manitoba (CBWT-TV) continued to produce a variety of news and special event programming. Through the contribution of the LPIF, the station has expanded and regional news coverage. The station broadcasts to the entire province with the main production facility located in Winnipeg and a news bureau located in Brandon.

Beginning in 2008, CBWT-TV has incrementally increased both the quantity and quality of news and current affairs programming through the use of LPIF funding; in 2014, CBWT-TV sustained these improvements to scheduled TV news production. *CBC News: Winnipeg* 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 2010, the station added two 5-minute newscasts on the weekend. This was later expanded to two 10-minute weekend newscasts. In total, the presence of the LPIF has allowed the station to program an additional 40 minutes daily of news content, Monday to Friday, and another ten minutes on Saturday and Sunday. *CBC News: Winnipeg* now produces 8.6 hours per week of programming, compared with 5 hours weekly prior to the introduction of the LPIF.

In 2013-2014, *CBC News: Winnipeg* also continued to produce compelling investigative programming connected to significant issues in the city. For example, after nearly a decade, a law designed to catch human traffickers who exploit vulnerable people has netted few charges and even fewer convictions in Canada. There have been 35 human trafficking convictions since new laws to combat the problem came into effect in 2005, according to Public Safety Canada's latest report. CBWT-TV investigated, launching a multi-part series on TV, and complimentary pieces on CBC Radio and online. The station also contributed news items to *The National* and CBC News Network.

In 2013-2014, CBWT-TV also produced many hours of local non-news programming. Examples include the *Summer Series*, which is broadcast in primetime during the summer and is comprised of regionally produced documentaries, drama, variety and human-interest programs. Other examples include the Winnipeg Comedy Festival.

In total, there were 485.17 hours of local programming aired on CBWT-TV in 2013-2014 – an average of 9.3 hours per week. The vast majority of these programming hours – over 428 – consisted of local news. Since 2009, as result of the LPIF, CBWT-TV has increased its expenditures on local programming by 38%. This, in turn, has permitted CBWT-TV to overall improve the local programming offered to Canadians in Manitoba. 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 continued funding from the LPIF in 2013-2014 ensured that CBWT-TV was able to maintain a broad journalistic presence across the province.

3. Audience Success and Viewer Satisfaction

Over the past year in the Winnipeg EM, CBWT-TV's local early evening news continued to perform well in the 5:00-6:00pm half-hours with shares of 24-28%. The Fall 2013 shares of 28% and 27% were the highest for these newscasts in the past three years. The share level for the 6:00pm newscast declined from Spring 2013 to match previous share levels of 8-10%. The 11pm late night local news increased from Spring 2013 and in Spring 2014 stood 4 points higher at 9% reflecting overall viewer satisfaction with the programming supported by the LPIF.

CBWT-TV Winnipeg 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	16	24	21	26	24	28	24
Mon-Fri 5:30-6:00pm	16	23	20	25	22	27	24
Mon-Fri 6:00-6:30pm	10	10	9	9	12	8	10
Mon-Fri *10:45-11:15pm	14	11	11	8	5	6	9

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

Reviewing the Winnipeg EM audiences, CBWT-TV's local news programming in the past year is watched by between 25,000-45,000 people. Audiences to the early evening news programs have continued to deliver audiences at 5:00-6:00pm of over 40,000 viewers. And the late local newscast has almost doubled its viewers in the most recent survey compared to Spring 2013.

CBWT-TV Winnipeg 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	31	42	40	46	42	45	41
Mon-Fri 5:30-6:00pm	35	46	41	45	41	44	43
Mon-Fri 6:00-6:30pm	30	27	22	22	32	18	25
Mon-Fri *10:45-11:15pm	22	18	17	8	5	6	10

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

Audiences engage with CBWT-TV in a variety of ways beyond watching our programs on television. For example, in an average week, approximately 15,000 *CBC News: Winnipeg* newscasts or segments are either downloaded or streamed live.

In addition, with the help of the LPIF, CBWT-TV has been able to both maintain and strengthen its commitment to community engagement and outreach and thereby strengthen its local programming.

In 2013-2014, CBWT-TV's outreach activities included the traditional Santa Claus Parade, Christmas food and clothing drives and the CBWT-TV Open House event at our stations. The station supported numerous community events with local hosts, including Festival du Voyager, Winnipeg Harvest food drive, and the Winnipeg Comedy Festival. All of these events both engaged the local community and directly contributed to local programming either in the form of news coverage or other more focused programming.

CBWT-TV 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 2014, CBWT-TV had 16,904 Facebook members and 25,178 Twitter followers. These individuals interact with CBWT-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. CBWT-TV's ability to continue to tap into social media is critical to its enhanced local presence and its local programming.

Overall, CBWT-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

CBWT Winnipeg	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, CBWT-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 CBWT-TV to provide distinctive, local, original journalism of high value to the audience.

For example, CBWT-TV surveyed Canadian universities revealing that more than 7,000 students were disciplined for academic cheating in 2011-12; a finding experts say falls well short of the number of students who actually cheat. In the first survey of its kind, CBC News contacted 54 universities and asked them to provide the number of 2011-12 academic misconduct cases that went through a formal discipline process. Forty-two institutions supplied data, showing less than one per cent of total students were affected. CBWT-TV led the coverage across Canada.

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, *CBC News: Manitoba* regularly contributes to CBC News Network and CBC's *The National*. For example, CBWT-TV revealed in January of 2014 that nearly half the organic fresh fruits and vegetables tested across Canada in the past two years contained pesticide residue, according to a CBC News analysis of data supplied by the Canadian Food Inspection Agency.