

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

**QUALITATIVE REPORTS
STATION: CFYK-TV YELLOWKNIFE**

CBC/Radio-Canada is pleased to submit its fourth 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 CFYK-TV Yellowknife.

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, CFYK-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 North (CFYK-TV) continued to produce a variety of news and special event programming. Through the contribution of the LPIF, the station has strengthened regional news coverage. The station broadcasts to the entire north of Canada from Yukon to Iqaluit, with the main production facility located in Yellowknife and bureaus located in Whitehorse and Iqaluit.

CFYK-TV became eligible for LPIF support as of February 18, 2011. The station increased its local news coverage in 2010-2011 as a result of the LPIF funds available. As demonstrated below, CFYK-TV audiences continue to be very appreciative of the broad range of content created for local news programming.

Every week, CBC North broadcasts across four time zones in three different languages. From Monday to Friday, *CBC News: Northbeat* broadcasts an hour of English-language news. The station also creates *CBC News: Igalaaq* in the Inuktitut language for 30 minutes every night, Monday to Friday, and *Maamuitau*, a half hour weekly Cree-language news and current affairs program, on Sunday. Finally, CFYK-TV broadcasts a 10-minute late night newscast – for a grand total of 8 hours per week.

The presence of LPIF funding has been critical to the improvement of the station's political and election coverage. In October 2013, we broadcast a 5-hour election night program for Nunavut in English and Inuktitut. Programs featured in-depth analysis of the election results, expert commentary and live hits from candidates' headquarters and other locations across the territories. With time zone challenges, multiple languages and large geographic distances, mounting election coverage in the North is a substantial logistical challenge. The LPIF support was critical for the station to deliver live programming throughout the election period.

LPIF funding also allowed CFYK-TV to continue producing special event programming in the region. This year CBC devoted considerable resources for coverage of the Arctic Winter Games. The games were held in Fairbanks, Alaska in March of 2014. The CBC North stations sent a team of journalists working in English, Inuktitut and Dene languages. There were live hits into both the English and Inuktitut supper hours, using new technology that allowed us to be live from the venues. We also extended our coverage to the website, creating an interactive media wall that generated many hits and comments from users in the north.

In total, we broadcast approximately 439.1 hours of local programming aired on CFYK-TV – an average of 8.45 hours per week. Almost all of these programming hours – 432 – consisted of local news.

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 funding from the LPIF in 2013-2014 ensured that CFYK-TV was able to maintain a broad journalistic presence across the three territories of northern Canada.

3. Audience Success and Viewer Satisfaction

BBM does not conduct rating surveys in Yellowknife. However, CFYK-TV has learned anecdotally through community feedback that audiences appreciate and respect the journalism it provides. CFYK-TV is able to track online consumption of newscasts and, in an average week, more than 3,000 episodes of *CBC News: Northbeat* newscasts or segments are either streamed live or downloaded.

Audiences engage with CFYK-TV in a variety of ways beyond watching our programs on television. With the help of the LPIF, the station has been able to both maintain and strengthen its commitment to community engagement and outreach and thereby strengthen its local programming.

In 2013-2014, CFYK-TV’s outreach activities included the traditional Salvation Army Kettle Drive with members of the CBC News team on the streets raising money. The station also ran an open house food drive program at Christmas, and participated in the “Coats for Kids” fundraiser in Yellowknife. CFYK-TV also ran an annual charity event in Iqaluit for the Nunavut Crisis Line. 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.

CFYK-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 2014, CFYK-TV had 8,422 Facebook followers and 14,600 followers on Twitter. These individuals interact with CFYK-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. CFYK-TV's ability to continue to tap into social media is critical to its enhanced local presence and its local programming. Lastly, CFYK-TV received direct feedback from its viewers through letters and calls.

Overall, CFYK-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. CBC/Radio-Canada is providing the requested information for the 2011-2012, 2012-2013 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

CFYK-TV Yellowknife	2012	2013	2014
Local Sales	####	####	####
National Sales	####	####	####
Total Station Sales	####	####	####

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

For example – CFYK-TV followed musicians who were touring the Cree communities in Northern Quebec. The musicians worked with youth in these communities to teach them to express themselves through music. At the end of each session each young person had produced a song of amazing power and beauty. The songs were compiled on a CD at the end of the summer and distributed widely.

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, CFYK-TV consistently contributed news items to *The National*, CBC's network newscast, and to CBC News Network.

For example the station participated in regional and network programming connected to the extensive wildfires which ran through the north all summer. CFYK-TV told the stories of the affected communities, the struggles of the firefighters, and the lives upended by these fires. These stories appeared extensively on both *The National* and *CBC News Network*.