

## CBC/Radio-Canada: Facts at a Glance

***CBC/Radio-Canada is one of Canada's largest cultural institutions, and the nation's greatest supplier of Canadian cultural content. It touches the lives of our citizens on a daily basis.***

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### History

CBC/Radio-Canada was created as a Crown Corporation in 1936 by an Act of Parliament following a Royal Commission that was concerned about the growing American influence in radio. At that time, CBC/Radio-Canada encompassed eight publicly owned or leased stations and 14 private affiliates.

### Mandate

The 1991 *Broadcasting Act* states that CBC/Radio-Canada, as the national public broadcaster, should provide radio and television services incorporating a wide range of programming that informs, enlightens and entertains.

CBC/Radio-Canada's programming is to, among other things:

- Be predominantly and distinctively Canadian;
- Reflect Canada and its regions to national and regional audiences;
- Actively contribute to the flow and exchange of cultural expression.

### Vision

Connecting Canadians through compelling Canadian content.

### Mission

To create audacious, distinctive programming. Programs designed to inform, enlighten and entertain.

### Values

- Serving the Canadian public;
- A culture that is driven to achievement;
- A creative organisation in continuous renewal;
- Working together.

## Corporate priorities

1. Ensure distinctive programming of the highest quality on all delivery platforms.
2. Recognise the importance of regional reflection and of the changing face of Canada.
3. Ensure the sustainability of CBC/Radio-Canada's Canadian schedules.
4. Demonstrate that CBC/Radio-Canada is a well-managed company and generate cash flow to re-invest in programming.
5. Strengthen CBC/Radio-Canada's commitment to all its employees — to those who create and those who support them.
6. Position CBC/Radio-Canada to enhance its ability to fulfil its mandate through selective alliances and partnerships.
7. Reinforce the capacity of CBC/Radio-Canada to work as one integrated company.
8. Enhance/strengthen CBC/Radio-Canada's stakeholder relationships.

## Governance

The Corporation is governed by a Board of Directors, made up of 12 Directors, including the Chair and the President and CEO. The key responsibilities of the Board are to approve the strategic direction, corporate and business plans for the Corporation, to assess the Corporation's progress in achieving its strategic and business objectives, and to oversee the plans and policies in place to ensure effective communication with Parliament, the public and stakeholders.

For more information on CBC/Radio-Canada's Board Members, please go to <http://www.cbc.radio-canada.ca/about/directors/>.

## The Ombudsman

CBC/Radio-Canada is fully committed to maintaining accuracy, integrity and fairness in its journalism. As a Canadian institution and a press undertaking, CBC/Radio-Canada is committed to compliance with a number of principles. Foremost among those is our commitment to scrupulously abide by the journalistic code of ethics formulated in our own handbook of journalistic standards and practices, which stresses lack of bias in reporting.

The Ombudsman is completely independent of CBC program staff and management, reporting directly to the President of CBC/Radio-Canada and, through the President, to the Corporation's Board of Directors. He or she acts as an appeal authority for complainants who are dissatisfied with responses from CBC program staff or management.

The Ombudsman generally intervenes only when a correspondent deems a response from a representative of the Corporation unsatisfactory and so informs the Office of the Ombudsman who determines whether the journalistic process or the broadcast involved in the complaint did, in fact, violate the Corporation's journalistic policies and standards. For additional information on the Ombudsman and Journalistic Standards and Practices, please visit [www.cbc.radio-canada.ca/accountability](http://www.cbc.radio-canada.ca/accountability).

## Services

Today, the Radio and Television services that have traditionally been the core business of CBC/Radio-Canada are accompanied by a comprehensive array of programming offerings, including News and Current Affairs, Arts and Entertainment, Children's programming, and Sports, via 28 different services. It is the only Canadian broadcaster delivering Radio, Television, Internet, and satellite-based services, in both English and French plus eight Aboriginal languages, to all Canadians. The Corporation's broadcasting reach extends across Canada and around the world, offering high-quality, distinctive content by, for and about Canadians, however and wherever they want it.

More than one million podcasts of CBC/Radio-Canada programs were downloaded each month in 2006-2007. This includes music, information, science, and entertainment programs. Indeed, in 2007, the list of the top 20 iTunes Podcasts for new subscribers included five originating from CBC/Radio-Canada, such as CBC Radio's *Q* and *Ideas*, and CBC Television's *The Hour*.

*CBC.ca* remains among the top three news and media sites in Canada, with more than three million unique visitors from home every month, while *Radio-Canada.ca* is among the top three for Francophone visitors, with 1.5 million unique visitors in the same timeframe.

Radio Canada International (RCI) produces Radio programming in nine languages for worldwide consumption, while its Web-based Radio service, RCI viva, caters to recent and aspiring immigrants to Canada in eight languages.

## Overall measure of performance

According to the Quality Research Survey (QRS) conducted in 2006-2007 by CBC/Radio-Canada, satisfaction with all of CBC/Radio-Canada's services was at 89 per cent. Its distinctiveness was rated at 90 per cent and its usage, at 86 per cent.

PERFORMANCE MEASURE	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
Qualitative					
SATISFACTION	89%	89%	86%	86%	84%
DISTINCTIVENESS	90%	90%	87%	84%	81%
USAGE	86%	88%	88%	87%	86%

(Source: ÉCQ)

Today, 97 per cent of Canadians feel that CBC/Radio-Canada is essential.

## Canadian content

CBC/Radio-Canada is the home of Canadian content. In the 2006-2007 broadcast year, CBC Television showed 81 per cent Canadian programming over the full broadcast day, and 80 per cent in the peak viewing period of 7:00-11:00 p.m. That includes News and information, feature films, drama and comedy, children's programming, and more. Télévision de Radio-Canada aired 82 per cent Canadian content over the day, and 88 per cent in prime time.

## How CBC/Radio-Canada operates

As Canada's national public broadcaster and a Crown Corporation, CBC/Radio-Canada operates at arm's length from Government, but is responsible to Parliament and to Canadians. We report to Parliament through the Minister of Canadian Heritage, and each year we submit an Annual Report and a Corporate Plan Summary to Parliament, documents which are also made public. We account for our activities to the Canadian Radio-television and Telecommunications Commission (CRTC) through year-end reports and by submitting annual financial returns, and we account to the public through town hall meetings and our websites.

As of 2007, CBC/Radio-Canada employed approximately 8,300 Canadians in 27 regional offices across the country. Head office is located in Ottawa. Internationally, CBC News has 14 foreign bureaux, including the newest in Beirut, Nairobi, Los Angeles, and Shanghai.

To consult the list of CBC/Radio-Canada facilities, please go to [www.cbc.radio-canada.ca/facilities](http://www.cbc.radio-canada.ca/facilities).

## Sources of revenues

CBC/Radio-Canada is funded by a number of different sources (see below), the primary one being the Parliamentary Appropriation for Operations.

## CBC/Radio-Canada's revenues and operating sources of funds for 2006-2007:

