



CBC TORONTO TO OFFER EXPANDED WEEKEND NEWS SERVICES AS PART OF LOCAL SERVICE IMPROVEMENT STRATEGY

Toronto, May 26, 2011— CBC Toronto will expand its weekend news into a full service cross-platform offering beginning fall, 2011, making Toronto audiences among the first in Canada to benefit from local service improvements launched as part of CBC's strategic plan 'Everyone, Every Way.'

The new television and expanded radio and online presence will serve the local needs of those in the Greater Toronto Area, says Susan Marjetti, CBC Toronto managing director. 'We're building on our considerable existing strengths to deepen our connection with all of the communities we serve. Torontonians will see and hear their local weekday news experience expand into weekends across radio, television and online,' she adds.

'This is another step in the evolution of an already exceptional news service,' says Jennifer McGuire, general manager and editor-in-chief of CBC News. 'We will be providing more news seven days a week, providing audiences with the information they want, when they want it and on the platform of their choice. We'll have more specific scheduling information for our audiences as we get closer to launch.'

'These first important steps form part of our overall plan to improve services to Canadians,' says Kirstine Stewart, executive vice-president of CBC English Services. 'Canadians tell us that local service is what they want. So as a public broadcaster, it's our job to meet that expectation, evolving the ways in which we deliver our services as well as creating new ones. We'll be expanding the kinds of programs we offer. Canada's communities are changing and growing; we know there are millions of Canadians who now live in areas which we aren't serving locally, or aren't serving enough. Our objective is to address that over the next four years.'

Marjetti notes that more than 7 million Canadians live in large population centres that are either un-served or underserved by CBC; the public broadcaster's strategic plan is aimed at reaching approximately 6 million Canadians with new or expanded local services over the next four years.

'The expansion of local service will mean that programming is targeted specifically to communities and their diverse needs, servicing our audiences with news, weather and other information that is relevant to their circumstances and place, accenting local issues and bringing perspective on national issues in news coverage,' Marjetti adds.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages, plus seven languages for international audiences. In 2011, CBC/Radio-Canada is celebrating 75 years of serving Canadians and being at the centre of the democratic, social and cultural life of Canada.