



CBC BRITISH COLUMBIA ANNOUNCES NEW BUREAU FOR KAMLOOPS, ENHANCED LOCAL RADIO SERVICE FOR KELOWNA AND VICTORIA

Vancouver, BC – May 26, 2011 - BC residents will be among the first in Canada to benefit from programming enhancements as part of CBC's 5-year strategic plan, 'Everyone, Every Way'. The plan, which was released February 2011, calls for a number of strategic priorities including expansion of service.

As part of this plan, CBC will launch new radio and online services in spring of 2012 to service Kamloops, British Columbia and the surrounding region. The new bureau will serve the needs of approximately 100,000 people.

CBC in Kelowna is currently undergoing a building redevelopment, which will assist in expansion of the local radio schedule to include a new afternoon show to serve those in the interior of BC. This will allow Victoria's afternoon show to offer more local news and information for the Island. These changes will come into effect September 2011.

'We are proud to be the first region to introduce new programs and services to reach British Columbians,' says Johnny Michel, managing director, CBC British Columbia. 'CBC has recognized the importance of being rooted in growing cities, such as Kamloops, and offering hyper-local content to BC's interior and Island communities. We are looking forward to working with stakeholders in these regions to deliver the strongest and most relevant news and information to them.'

'I'm delighted CBC is making this significant commitment,' says Kamloops mayor Peter Milobar. 'Kamloops is a vibrant, thriving community and having a local presence here is a vote of confidence in our bright future. Welcome!'

'These first important steps form part of our overall plan to improve services to Canadians,' says Kirstine Stewart, executive vice-president, 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.'

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is the 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 servicing Canadians and being at the centre of the democratic, social and cultural life of Canada.

For more information, contact:

David Jang
Manager, Communications
CBC British Columbia
604.662.6333
David.Jang@cbc.ca